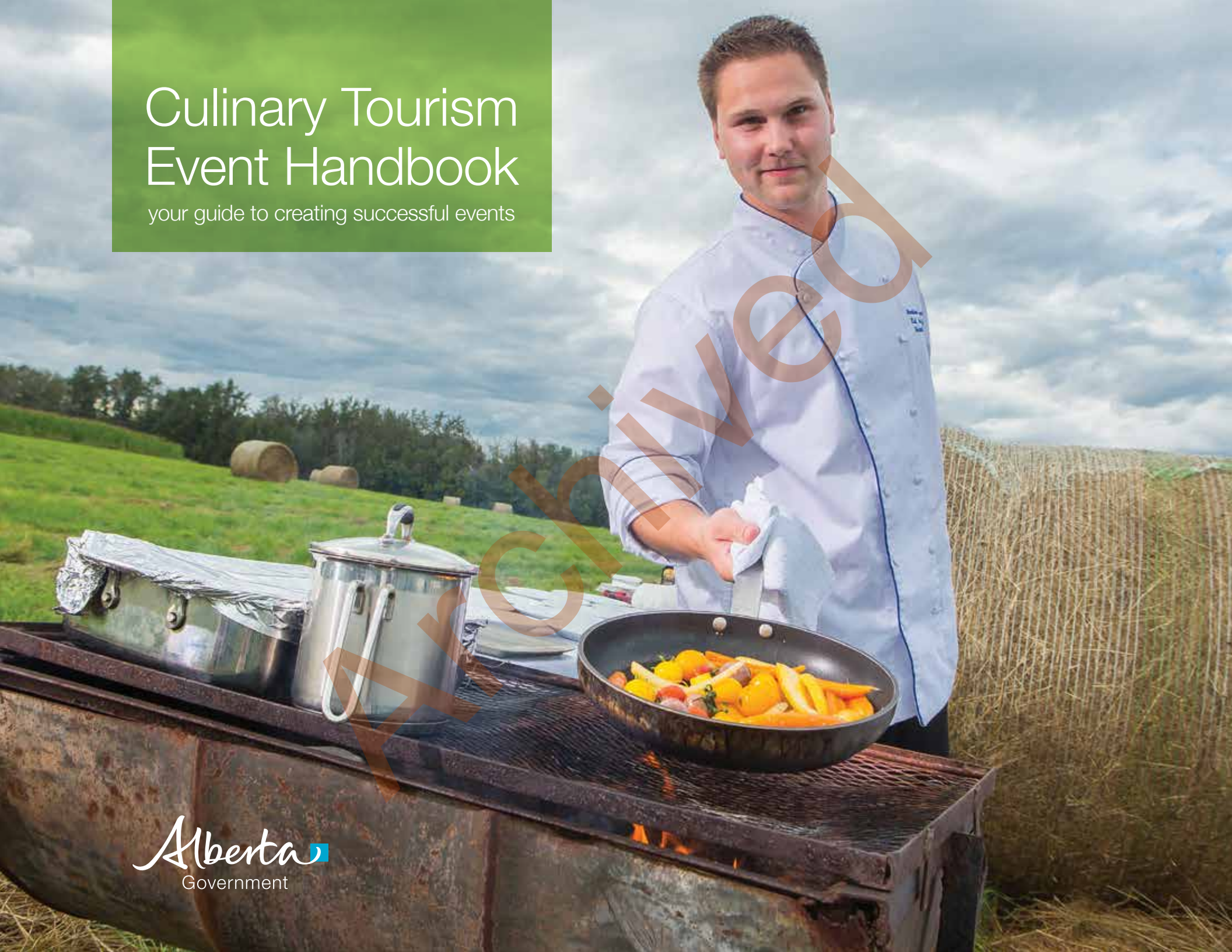


# Culinary Tourism Event Handbook

your guide to creating successful events



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# Contents

## Introduction

What is Culinary Tourism .....	3
Why Culinary Tourism .....	3
The Asset List .....	4
Your Team .....	4
Style of Event .....	4
The Checklist.....	5
Collaboration.....	5
Food Permits and Safety.....	5
Liquor Licences .....	10

## Marketing

How to Get the Word Out .....	12
Types of Media.....	13
Marketing Tips.....	14

## Planning Guide

Farmers and Ranchers .....	18
Community Groups, Towns and Regional Associations .....	18
Tour Operators, Convention and Event Planners.....	20
Rural Venues .....	20

## Case Studies

A Case Study in Collaboration: RGE RD at Nature's Green Acres Long Table Dinners .....	23
A Community Celebration Case Study: The Annual Feast of Bergen .....	24

## Appendices

Appendix 1 .....	27
Appendix 2 .....	27
Appendix 3 .....	27
Appendix 4 .....	28
Appendix 5 .....	28
Appendix 6 .....	28
Appendix 7 .....	28
Appendix 8 .....	29
Appendix 9 .....	30

# Introduction



According to the Statistics Canada 2011 census, Alberta's population is 83 per cent urban and 17 per cent rural. The percentage of people living in rural areas dropped to under 20 per cent in 1991 and shows no signs of changing direction.

This is not unusual; it's modern life. But in a province like Alberta, with a strong agricultural heritage and an active agri-business sector, what does it mean?

It could mean an opportunity for rural tourism with a strong culinary focus. Local food matters to tourists.

A tourist is defined as someone who travels more than 40 km one way. By combining travel with edible experiences, culinary tourism offers an authentic slice of life for visitors and opportunities for locals.

In a Ryerson University report (2004) 10 per cent of tourists plan trips based on the food experience and, more importantly, they spend twice as much as other tourists. The Canadian Tourism Commission has identified three tourism areas with growth potential in international markets: authentic experiences that engage with locals in culinary tourism, experiential travel and Aboriginal tourism.

Whether you are a farmer who wants to have an open house once per year, a rancher who is looking to develop a side business and partner with a tour operator to offer on-ranch

experiences, a farmers' market vendor, or a group desiring stronger community connections, this handbook will help you decide whether or not culinary tourism is for you. It will also help you plan and execute a successful culinary tourism experience.

This handbook discusses the important steps to creating an event such as motive, asset list, forming a team, health and safety, and permit information as well as a useful appendix.

### **Why Culinary Tourism**

Culinary tourism brings people to your community. It creates bonds between farmers and consumers. It builds understanding, pride and respect for our food system. The experiences help urbanites reconnect with their rural roots. Culinary tourism can build a side business and bring in extra income. Food producers can dip a toe in by participating in one or two community events a year, or develop a package with tour operators to bring in visitors all year round.

### **Why do you want to do a local food event?**

Is it to help grow the local economy? Make some money? Create relationships between farmers, chefs and customers? Raise funds for a cause? Do something fun? Help build a regional identity? Show off your collection of antique machinery?

Knowing your reasons why will get your event planning off to a great start.

# What is culinary tourism?

According to the [Alberta Culinary Tourism Alliance](#), culinary tourism adds value to the visitor experience by connecting producers and chefs; by featuring the culinary talent of our province; and by creating new and memorable experiences that enables the visitor to see, touch, smell, hear, and taste Alberta.

Don't do  
what you  
think is trendy.  
Do what you  
are good at.  
Authenticity  
wins every time.

### The Asset List

An asset list is a powerful tool in planning any culinary tourism event. What you want to know is: what unique features does your area possess that would entice people to drive miles to experience? What is grown in the region? What did aboriginal people and the first settlers eat? Is there a cultural association, such as Ukrainian dishes in eastern Alberta? Is there a historic church hall that could be used as a venue?

Think history, culture, existing events, county fairs, flora and fauna, farms and ranches and people.

Creating an asset list helps create the style of event. Perhaps there are enough farms clustered together and willing to offer on-farm sales and unique tasting experiences on a Taste Trail. Or that extraordinary church hall could hold a harvest supper celebrating the bounty of the region. Pay special attention to culinary businesses in the area. For example: Anyone planning an event in east central Alberta would be wise to add **Ribstone Brewery** and the **Cheesiry** to their asset list.

### Your Team

Cast a wide net to develop a committee with a mix of strengths and talents. The retired librarian may be an expert in local history and have a few stellar pioneer recipes. If you are thinking about a multi-farm event, make sure that the farms are represented on the committee so their voices are heard, their talents appreciated and any potential problems nipped in the bud.

### Style of Event

Your asset list and committee strengths will lead to the style of event. If you have a champion pie baker, jam-maker and Red Seal certified chef on your committee, you are well-positioned to take it up a notch and attempt events like cooking classes or even long table dinners.

If you have a circle of ranchers who know everyone, maybe it's time to rethink the annual service club event and create a dinner celebrating local products instead, fostering pride in the region. You may have to introduce the caterer to some new suppliers, but creating new relationships around food is a net benefit of culinary tourism.

### Authenticity wins every time.

Events could be a cooking class or demo; a pickle-making session; a nature walk or berry forage around a creek on a farm; a honey demo; a harvest dinner; a corn, pig or bison roast; or a sausage fest (locally made of course).

"Don't bring in the prepared salads," offers chef Blair Lebsack, owner of Edmonton's **RGE RD** and long table dinner veteran. Ditto the store-bought muffins. Keep all the food local.

You may need to bake your own rhubarb strawberry muffins in the nearest community or church hall to satisfy Alberta Health Services (AHS) regulations, but keep it real and keep it local.

## The Checklist

Checklists are a simple yet invaluable tool to keep an event on track. Yours could be an elaborate spreadsheet or a handwritten to-do list tacked to a bulletin board. An effective list starts 12 weeks out and contains what needs to be done by when and by whom.

## Collaboration

Creating partnerships and sponsorships is an effective way to leverage resources. It creates positive attention about your event, and possibly fund-raising opportunities for a non-profit. Treat participants like partners to increase the effect of their own marketing efforts especially through social media. More people working towards a common goal creates a richer experience overall.

## Food Safety – Permits

Food safety is key to any culinary event. Whatever your style of event, start the conversation early with **Alberta Health Services**. They will determine what registration is required, whether an inspection and approval of your event is necessary, or if you simply need guidance materials in food safety for the staff and volunteers working at your event.

### Food Permits

Commercial food establishments and caterers are required to have a food handling permit and abide by both the **Food Regulation** and the **Food Code** set out by **Environmental Public Health**. A permit is not required for a community organization function which meets the following criteria:

- a) It is open to the general public.
- b) It occurs rarely or infrequently.
- c) It runs no longer than two (2) days unless approved by Environmental Public Health (EPH).
- d) It must not be part of a special event, like a fair, festival or exhibition.
- e) It must be organized by a not-for-profit community organization, like a community or multicultural association, church, service or recreational club, school, or sports team.
- f) It is operated to raise money for the community organization or another charitable purpose.
- g) It is catered by volunteers who receive no or minimal payment.

If you meet these qualifications, you do not need to apply for a permit, however, the organizer of a community organization function or temporary food establishment must notify EPH of the event by submitting a completed **Community Organization Function Notification** at least 14 days prior to the function (we recommend longer, especially in the busy summer months). Find the application form at [www.albertahealthservices.ca](http://www.albertahealthservices.ca)

### Example:

A private event: by invitation only, not open to the public. This includes weddings, reunions, or a staff appreciation lunch hosted by an employer. These events do not require registration or approval by AHS.

# Top Causes of Foodborne Illness

Leaving high-risk food in the danger zone, between 4°C (40°F) and 60°C (140°F).

Allowing sick people to prepare and serve food.

Cross-contamination, i.e. storing raw food near cooked food.

# Keep food out of the danger zone

The danger zone is the range of temperatures between 4°C (40°F) and 60°C (140°F).

Bacteria in food can grow and multiply quickly at these temperatures.

## Example:

Community Events (as described above), which would include not for profit community league or church potlucks where the food is being prepared in various member's homes, hot dog sales for Boy Scouts or Soccer teams for fundraising or charitable purposes. The event organizer needs to fill out the Community Organization Function Notification and submit it to AHS Environmental Public Health 14 day in advance or more. AHS will review the application, contact the organizer and will provide helpful food safety materials for the organizer and their volunteers.

## Example

Special Events: an event open to the general public such as Taste of Edmonton. Both the organizer and each individual temporary food concession operator needs to register in advance, then must be inspected and receive an approval from AHS Environmental Public Health prior to opening at the start of the event.

Consider using a professional chef or caterer for your event. If not, ensure you and your volunteers practice good food safety when preparing food for your event. The following food safety tips will help ensure a safe and successful event.

## Food Safety Basics

When selecting a location or facility for cooking for your event, you must consider the following:

- Does it have adequate storage space in the refrigerator and freezer?

- Does it have the cooking and hot-holding equipment you need?
- Is it clean?
- Select a person who knows good food safety practices to manage your function.
- Ensure the water source you are using is safe.

## Food Handling Requirements

The organizer, volunteers and workers preparing the food must ensure that food is handled in a clean and safe manner, at home or in approved food facilities.

- Home-prepared foods must be prepared and donated only by members of the community organization hosting the function.
- Unpasteurized milk, uninspected meats, and unfit foods cannot be served or used as ingredients in food items.
- Pets must be kept out of the kitchen or vehicles when food is being prepared, served or transported.

## Food Handler Hygiene

- Wash hands thoroughly and frequently with hot soapy water and dry with a paper towel, especially after using the washroom and before handling any food.
- Keep hair under control by tying it back or wearing a cap or hair-net.
- Keep fingernails clean and short.
- Avoid habits that contaminate food or food preparation areas, like licking fingers, biting



finger­nails, smoking or wearing aprons outside the food preparation areas.

- Cover cuts and sores with a bandage and glove before handling food.
- Prepare food only if you are feeling well. Do not prepare food if you are vomiting or have diarrhea.
- Wear clean clothing, aprons and footwear.

### Hand Washing Stations

All food vendors handling unwrapped food require a suitable handwashing station, as washroom sinks cannot be utilized for this purpose. Here is a description of setting up a temporary handwashing station that is typically approved for smaller events operating less than 3 days:

- Potable water in a container with a minimum of 20 litres (five gallons) of warm water, between 30°C-45°C. The water could be kept in a camping jug or coffee urn with a tap or spigot that allows for hands-free flow of water that is maintained at the proper temperature.
- A collection system to catch the waste water from handwashing.
- Liquid soap and single use towels in a suitable dispenser.
- Be readily accessible to all food handlers.

*Note: hand sanitizers are permitted for serving pre-packaged foods only*

### Keep Food Safe During Preparation

- Thoroughly wash fresh fruits and vegetables before preparing or serving.
  - Keep raw meat away from ready-to-eat foods like lettuce, fruit and bread. Never place cooked food on the same plate or cutting board that held raw food.
  - Wash and sanitize cutting boards and other food preparation surfaces to prevent cross contamination. You can make a simple sanitizing solution by mixing ½ teaspoon of household bleach into one litre of water.
  - Cook food to 74°C (165°F). Check the internal temperature of meat, poultry and casseroles using a thermometer.
  - All foods must be protected from contamination (i.e. from public handling, coughing, sneezing, dust, etc.) during preparation, processing, storage and display.
  - Cooking devices such as barbecues, grills and boiling pots must be physically separated from the public.
  - Cook food thoroughly. Never partially cook food for finishing later.
  - Never reheat food more than once.
- Serve food as soon as possible. Prepare food just before your event.
- Use tongs and other utensils to prepare or serve food. Have a spare set with you should the need arise.
  - Wash your hands and change gloves between tasks, if you are using gloves.

### Keep Food Out of the Danger Zone

The danger zone is the range of temperatures between 4°C (40°F) and 60°C (140°F). Bacteria in food can grow and multiply quickly at these temperatures.

- Keep hot food hot, at least 60°C (140°F) or above.
- Keep cold food cold, at least 4°C (40°F) or below.
- Use a thermometer to measure the temperature of food frequently to ensure it is not in the danger zone.
- Defrost or thaw foods in the refrigerator, under cold running water, or in the microwave.
- Never leave high-risk foods to thaw at room temperature.
- Divide foods into smaller portions to allow for quicker cooling. For example, cut cooked poultry and roasts into smaller portions before placing in the refrigerator.

### Keep Food Safe When Transporting

- Keep hot food hot by using insulated containers, or by tightly wrapping the food container in several layers of tin foil or clean blankets.
- Keep cold food cold in an insulated cooler with ice or freezer packs.
- Pack high-risk foods just before you leave, and do not open them until serving time.
- Unload hot and cold foods first, and immediately place them in hot holding equipment or coolers.

- Serve hot food from chafing dishes, pre-heated steam tables, warming trays and/or slow cookers, if possible. Never place food in a steam table if the food has not been cooked or reheated to 74°C (165°F) first.

### Serving Food Safely

- Do not touch food or drinks with your fingers.
- Use tongs to pick up ice, do not scoop ice with your hands or a glass.
- Throw away food that falls on the floor.
- Wash and sanitize any cutlery or utensils that fall on the floor.
- Use disposable (single serve) cutlery and dishes only once.
- Store cutlery with the handles up, or facing the same direction.
- Serve condiments safely. Single serving pouches, squeeze bottles or containers with self closing lids are the best options.
- Use clean and sanitized dishes and utensils to serve food.
- Replace empty platters and dishes with freshly filled ones. Never add new food to a serving dish or platter that is partially empty.
- Check food temperatures often.

### Keep Leftover Food Safe

- Discard leftover food that has been left out at room temperature for more than two (2) hours.

- Refrigerate or freeze food that was not served.
- Follow the rule *when in doubt, throw it out*.
- Allow leftovers to be taken home only by members of the host organization.

### Further Resources on Food Safety in Alberta

The **Alberta Health Services** website has several articles on food safety:

#### Home Study Course in Food Safety

[www.albertahealthservices.ca](http://www.albertahealthservices.ca)

#### Approval Inspection Checklist for Special Events

[www.albertahealthservices.ca](http://www.albertahealthservices.ca)

#### Marketing Food Safely - Farm Direct Advantage Manual

[www1.agric.gov.ab.ca](http://www1.agric.gov.ab.ca)

#### Province of Alberta Public Health Act

[www.qp.alberta.ca](http://www.qp.alberta.ca)

### Contact Environmental Public Health

For more information, or to submit a notification or application, please contact the appropriate branch of Environmental Public Health as listed below.

#### South Zone

Environmental Public Health  
River Heights Professional Centre  
200 – 88 Valleyview Drive SW  
Medicine Hat, AB T1A 8N6  
Phone 403.502.8205 Fax 403.502.8256

or

Environmental Public Health  
801 1 Avenue South  
Lethbridge, AB T1J 4L5  
Phone 403.388.6689 Fax 403.328.5934

#### Calgary Zone

Environmental Public Health  
10101 Southport Road SW  
Calgary, AB T2W 3N2  
Phone 403.943.8053 Fax 403.943.8035

#### Central Zone

Environmental Public Health  
Red Deer Johnstone Crossing  
300 Jordan Parkway  
Red Deer, AB T4P 0G8  
Phone 403.356.6366 Fax 403.356.6433

#### Edmonton Zone

Environmental Public Health  
Safe Food HSBC Building  
700 - 10055 106 Street  
Edmonton, AB T5J 2Y2  
Phone 780.735.1763 Fax 780.735.1802

#### North Zone

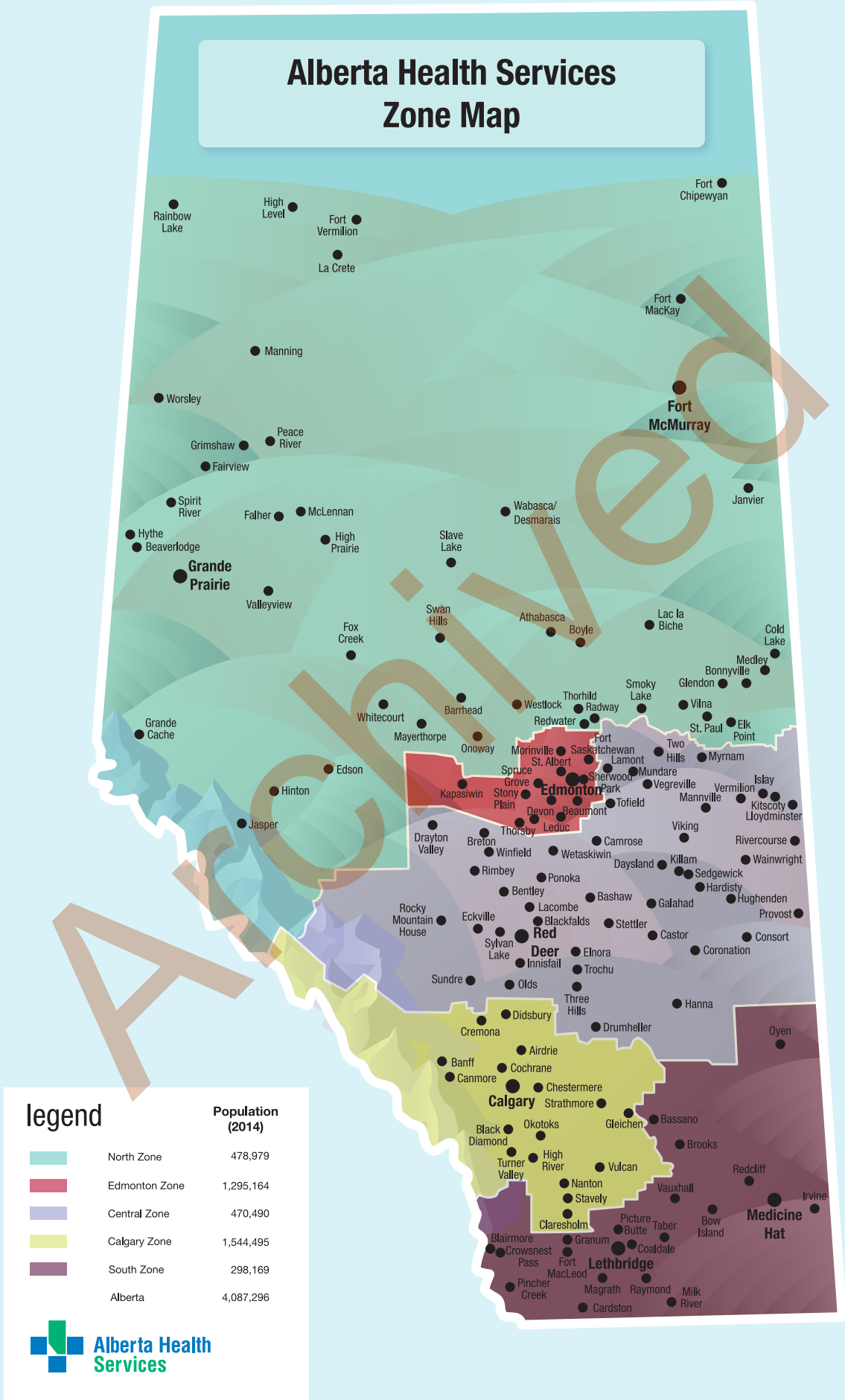
Environmental Public Health  
10320 99 Street,  
Grande Prairie, AB T8V 6J4  
Phone 780.513.7517 Fax 780.532.1550

or

Environmental Public Health  
10217 Queen Street  
Fort McMurray, AB T9H 5S5  
Phone 780.791.6078 Fax 780.714.5620

See map next page to find your zone breakdown.

# Alberta Health Services Zone Map



## legend

	North Zone	478,979
	Edmonton Zone	1,295,164
	Central Zone	470,490
	Calgary Zone	1,544,495
	South Zone	298,169
	Alberta	4,087,296



## Liquor Licences

### Special Event Liquor Licences

A special event liquor licence (SEL) is a legal document that allows the licence holder to host a function with liquor service. Special event licence holders can be individuals, not-for-profit organizations or companies.

Special event functions are restricted to members and invited guests only, and cannot include the general public.

#### A Private (non-sale) Licence

Allows the licence holder to provide liquor to invited guests free of charge. Private non-sale licences can be obtained only by not-for-profit or charitable organizations, adults organizing family functions such as wedding receptions and family reunions or companies.

#### A Private (resale) Licence

Allows the licence holder to sell liquor to invited guests. Private resale licences can be obtained only by not-for-profit or charitable organizations, adults organizing family functions such as wedding receptions and family reunions or companies.

#### Special Event Licence Restrictions

A special event licence will not be issued:

1. To anyone under the age of 18 or under the influence of drugs or alcohol.
2. For an establishment where a Class A, B, C or D liquor licence is in effect or under suspension.

3. For an area open to the general public.
4. Bring your own wine and homemade liquor products.
5. BYOW (bring your own wine) is only allowed at private residences, not community halls, banquet facilities, etc.
6. Homemade wine, beer or cider cannot be served or consumed and is not allowed on the licensed premises.

Licences for private functions of up to 400 people can be authorized by retail liquor stores, general merchandise liquor stores and general off sales rooms. The AGLC must approve special event licences for larger functions. At no time may the fire capacity of the premises be exceeded.

#### Responsibilities of the Special Event Liquor Licence Holder

1. The liquor licence must be posted in a prominent location at the event.
2. Admit AGLC inspectors and police into premises covered by the special event liquor licence.
3. Take responsibility for the conduct of all guests.
4. Ensure guests are not over served.
5. Provide responsible supervision at the event. One supervisor for every 50 people plus one supervisor for each entrance and exit is recommended.
6. Ensure minors are not served liquor or permitted to consume or handle liquor. Minors

- can be permitted to attend the event or be employed as kitchen or food service staff.
7. Serve spirits by the individual drink. A person may not be given or sold a bottle of spirits.
8. Set drink prices, provided they are posted and apply to individual drinks only. Multiple drink specials are not permitted (e.g. two drinks for the price of one, three for one etc.).
9. Homemade wine, beer or cider cannot be served or consumed and is not allowed on the licensed premises.

#### Where to Obtain a Special Event Liquor Licence

Special event liquor licences can be obtained from retail liquor stores, general merchandise liquor stores, or general off-sales rooms.

#### Fee

Private non-sale licence: \$10.00

Private resale licence: \$25.00

*Note: Retail liquor stores, general merchandise liquor stores and general off sales rooms may charge a service fee of up to \$2.*

To download an application or find your nearest liquor store to submit a permit application, visit [www.aglc.gov.ab.ca](http://www.aglc.gov.ab.ca).

*Information courtesy of  
Alberta Gaming & Liquor Commission  
© Alberta Queen's Printer, 2013*

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Following page: Rick Barr of Barr Estate Winery entertains visitors.

# Marketing





## Twitter

creates sharable communication through 140-character messages called tweets.



## Instagram

allows users to take pictures and videos and share them on Facebook, Twitter, Tumblr and Flickr.



## Facebook

is the granddaddy of all social media.

### How To Get The Word Out

Most events make the classic mistake of marketing to themselves, or people just like them, instead of targeting an audience. That said, marketing can be a black hole. You can funnel a lot of time and money down it and still hear people say, 'I didn't know about that.'

Inevitable perhaps, but by spending time on developing a strategy that includes defining the audience, creating a strong visual identity, writing press releases, and active social media, you will know your team has done the best they could and have built a strong foundation for future events.

Make sure your committee includes at least one person who has some proficiency in marketing and social media, and craft the messages early on in your planning so you present a clear and cohesive message about what your event is and why people should come.

Creation of the visual identity is one of the first things to do, at least 12 weeks out. If the event is large or complex, start even sooner, at least six months out. You don't have to have every single detail in place—your first marketing messages could be as simple as save the date. Subsequent messages could talk about venue, sponsors and participants as they come on board.

By communicating early and often, you give people a reason to get excited about your event.

Understand that you will have to spend some of your budget on getting the word out. You may



Town of Markerville photo

be able to get some funds for this, or enter into a collaborative marketing effort. Contact your local [Destination Marketing Organization \(DMO\)](#) to find out what marketing support services they may offer.

As well, [Travel Alberta](#) has a team of dedicated industry development representatives who provide marketing consultation services.

Media often has special advertising rates for non-profit or community groups as well.

## Types of Media

It's up to you to reach out, not for media to find you. Be inclusive. Once you have established a connection, keep talking, and provide new information as it comes up. If you can offer a pre-event or tour, do so, as it builds excitement and helps media understand what the event is about.

### Newspaper, Radio and TV

Make sure that your local newspaper and radio stations know about the event and also contact the major networks, [CTV](#), [Global](#), and [CBC](#).

### Food Media

Food-lovers, your core audience, have the best chance of hearing about your event through food-focused publications such as [City Palate](#), [Culinaire Magazine](#), [Eat Magazine](#) (British Columbia), [Eatnorth.ca](#), and [The Tomato food & drink](#).

### Social Media

Social media is an effective way to connect directly with potential customers and your audience.

**Facebook** is the granddaddy of all social media. You register, then create a profile, add some friends (your collaborators to start), the event poster, photos and other information. Facebook also creates an effective visual memory of the event, ideal for once yearly happenings.

**Instagram** allows users to take pictures and videos and share them on Facebook, Twitter,

[Tumblr](#) and [Flickr](#). Remember the saying 'a picture is worth a thousand words'? That's Instagram. Think of Instagram as a way to tell your story visually. Example: Post photos of things happening on your farm, baby animals, fields being seeded, harvest, or a beautiful sunset.

**Twitter** creates sharable communication through 140-character messages called tweets. Tweets are often amusing, topical, and, by nature, ephemeral. You can link to others using their twitter handle (@CanmoreUncorked) or a hashtag, creating a chain of tweets read by several users. Followers are similar to friends on Facebook. You gather followers by being active on Twitter and seeking out your friends, colleagues and people or companies you admire.

With only 140 characters to work with, hashtags (#culinarytourism) have become popular, allowing succinct expression (#loveAlbertabeef) and users to find all tweets on a particular subject (#cookitraw) in one place. When used properly Twitter can reach thousands of people, something to keep in mind if you choose to use one form of social media only.

Think of tweets as a conversation—respond to comments and questions, like or favourite other people's posts and tweets, ask questions and leave comments on other profiles. Link to participants, sponsors and subject matter.

#### Example:

Your farm is planning a honey sale and bee-keeping demo. You could link to articles about beekeeping, colony collapse, even recipes. This

## Top five reasons to use social media to market an event

Cost effective.

Creates excitement and buzz.

Find and engage with the audience you want.

Tell your story to educate, inform and entertain.

Time efficient; can be done from just about anywhere with a wifi connection.

## Be careful what you post.

Keep in mind that all social media is completely public. Do not post anything you wouldn't want your mother to see.

Keep it friendly.

Keep it informative.

Keep it positive.

Keep it truthful.

Keep it professional.

marketing creates narrative, interest and helps establishes you as a bee expert.

"Twitter is a social tool, it's all about the conversations and interaction," says Rheannon Green, event programmer, Alberta Culinary Tourism Alliance. "Use popular handles and hashtags to connect with food lovers such as #yycfood, #yegfood, #farm2table, @albertaculinary. One tweet with the right tags can reach thousands of people with minimal effort."

The best way to use social media to introduce your on-farm business or event is to keep it simple and on target.

- Plan social media to feature all the partners, sneak peeks of the menu and information about why your event matters.
- Don't forget to include profiles of your team members to create more personal connections to your event.
- Regular interaction is what wins the social media race. Monitor social media accounts regularly to keep the followers engaged in what's happening.
- Keep your personal and event accounts separate.

The downside to social media is that it speaks only to other users of the same service. You may end up talking to a small fraction of your potential audience. As well, results are hard to measure. As fun and trendy as social marketing is, a website and conventional marketing (print, radio, TV press releases) are still required.

Don't forget to use old school methods to get the word out; community newsletters and posters at the general store and town hall.

Make sure sponsors, partners, friends of the event and colleagues have access to both print and digital versions of all the marketing collateral (posters, flyers, postcards etc) because, as English poet John Heywood said, "many hands make light work."

### Marketing Tips

#### Define Your Audience

An audience can be defined geographically (local, regional, out of country) and demographically (age, attitudes, likes, dislikes). Travel Alberta and the [Canadian Tourism Commission](#) have readily available resources to help you define your potential audience.

#### Example One

*Community Harvest Supper.* A get-together of local farmers, ranchers and food producers to celebrate rural living, the foods produced and the end of the farm year. Your primary audience would be your community; you want everyone to come and enjoy themselves, along with their relatives, friends and colleagues, and food lovers from neighbouring communities including major cities.

#### Example Two

You are a bison rancher and you are developing an event called *The Bison Adventure* with the goal of eventually partnering with a tour



operator. Your primary audience would be food lovers, outdoorsy folks, those with an interest in bison ranching, experiential travelers, but not your neighbouring bison ranchers. They are not your audience, but they may be interested in helping or collaborating with you.

### Example Three

Rural culinary tourism has to be driven to, Why not approach people who like driving or riding? Contact cycling associations, classic car aficionados, motorcycle groups or running clubs such as **Edmonton Bicycle & Touring Club**, [www.bikeclub.ca](http://www.bikeclub.ca); **Alberta Retreads Motorcycle Club**, [www.alberta-retreads.com](http://www.alberta-retreads.com); **Spin Sisters Mountain Bike Club**, [www.spinsisters.ca](http://www.spinsisters.ca); **Alberta Car Clubs**, [www.hotrodsandclassics.net](http://www.hotrodsandclassics.net); **Vintage Sports Car Club of Calgary**, [www.vsgccc.ca](http://www.vsgccc.ca).

### The Importance of Creating a Visual Identity

A well-made identity defines your event in a visual language. It usually includes a logo, mission statement or brief description, which can be used for marketing collateral (signage, ads, posters), on social media and in any conversations about your event. It's important and worth getting professional help to create it.

There are good graphic designers living all over the province. Visit the [Graphic Designers Association of Canada](#), the [Advertising Club of Edmonton](#) or [Calgary](#) to find a designer in your community.

### The Press Release

Follow this general structure for press releases, and see the [sample](#) in Appendix 8.

**Contact:** *Name of the person speaking for the event*

**Phone:**

**Address, Fax, Email, Social Media:**

**FOR IMMEDIATE RELEASE:** Date you want the media outlet to release the information.

**Headline:**

The headline needs to be attention grabbing. Use bold type and a font (Arial and Times New Roman are preferred) that is larger than the body text. Keep the headline to 80-125 characters. Capitalize every word with the exception of a, the, an, or any word that is three characters or less.

**Sample headline:**

**A Celebration of Local Food and Local Chefs**

**Body of the Release:**

This paragraph should be anywhere from three to five sentences and answer these questions:

**Who:** Who would want to come, also your organization.

**What:** Dinner, taste trail, edible experience, road-side stand, meet and greet with samples? This could include ticket info as well.

**When:** Date of the event.

**Where:** Location.

## Why do people come to Babas & Borshch?

“Because it’s fun—Baba Magda, our ambassador, the cook off, the zabava on Saturday night. Lamont County is the home of the first Ukrainain settlers to Canada, and Babas & Borshch is one way of presenting Ukrainian history and culture. Nobody needs another stuffy thing, people learn when they are having fun.”

— Hazel Anaka,  
Babas & Borshch

# Slow Food Canada National Meeting Gala Dinner

“This was beautiful, the chefs working so closely with the producers on a large scale. Everybody pitching in, probably the best local and fun cooking experience I’ve had.”

—chef Brad Smoliak

From left: Brad Lazarenko, culina; Jeff Senger, Sangudo Custom Meats, Brad Smoliak, kitchen by brad, at the Slow Food National Dinner.

Mary Bailey photo



**Why:** Why are you doing this? This is where you can wax lyrical, and make an emotional connection. You could mention the need in your community for such an event, how the event got started and what is on offer. It’s a good idea to use quotes from someone who is a credible source of information. Include recognition the event has received such as awards, articles, or interviews. Keep it to three-five sentences.

**Boilerplate:** The last paragraph before your company information is called the boilerplate and contains contact information. The standard format is: For additional information on subject of this release, contact name, or visit [www.website.ca](http://www.website.ca).

**About:** A brief description of your organization, products and services.

*Note: It is preferable to keep press releases to one page, however if your release goes over one page, type MORE at the bottom of the first page. Let readers know they have reached the end of the release by typing: END*

Try not to drop off the planet after the event. Don’t forget to send a note to the media thanking them for their attention and giving them the end of the story—how many people came, what was accomplished, and photos.

Book after event tweets, Facebook and Instagram posts with a *thank you for coming, see you next year* type of message and don’t forget the photos.

## Event Evaluation Checklist

- Celebrate your efforts.
- Revisit purpose: Did you do what you set out to do?
- Review guest comments.
- Survey participants.
- Review staff, logistics and menu.
- Review marketing plan to see what worked and what didn’t.
- Keep a list of the ideas and suggestions that come out of the evaluation.
- Send out a press release detailing the success of the event.
- Thank guests, participants, staff, volunteers and media.

# Planning Guide



## Farmers and Ranchers

Cowboys. Need we say more? The potent mix of landscape, myth and practicality that is ranch life is catnip to most urbanites, especially those from overseas.

An on-farm culinary event does not need to be lavish or complicated to be successful. Animal producers have an ideal platform from which to talk about sustainability, the rural lifestyle and why they ranch. It also creates all-season possibilities; the land is as beautiful blanketed in snow as in summer bloom.

A culinary experience could build on something familiar, something you do already—such as checking the herd. The twist is a bison rancher takes visitors out on a snowmobile to see the bison, then provides a simple yet atmospheric winter picnic.

### Ranch Dinner

Start with making an asset list, then proceed to a checklist to keep the event on track.

Let's say you have an asset list like the one below. This adds up to a one-of-a-kind experience that people would pay good money for. A culinary flight of fantasy perhaps (but don't all ranchers look good in cowboy hats?).

#### Asset list

- three beef cattle ranchers and one vegetable grower within a few km of each other
- a beautiful view on one of the properties serviced by a good dirt road with a large flat area for tables

- a wagon and team of horses to take the people to the view
- a working relationship with a chef
- a commercial kitchen (community hall) to prep all the food 10 minutes away
- access to an empty refrigerator to keep cold foods cold
- large barbecue suitable for grilling
- guitars
- the hosts sing in four part harmony and look great in cowboy hats

This asset list could lead to the creation of a culinary tourism event called **A Trio of Musical Ranch Dinners**.

#### Checklist for Ranch Dinner

- contact chef and confirm availability and price
- pick dates at least three months out, establish a cancel date
- budget
- create menus based on seasonal availability of vegetables and beef
- create evening programme
- confirm staff and volunteer needs
- schedule set-up, deliveries, tear-down and clean-up
- create rain plan (tent or move to hall)
- explore permits, insurance and AHS requirements

- investigate electricity, power and PA requirements
- develop marketing plan or work with a tour operator, DMO or RTO
- execute marketing plan
- create waste management plan for during and after event
- make sure all equipment is in working order
- borrow or rent dishes, cutlery, glassware, linens, tables and chairs
- establish ride share if needed
- ensure beef is properly aged
- create road signage, parking area and other site preparation needed
- don't forget the ice

## Community Groups, Towns and Regional Associations

There are two distinct benefits in planning a culinary event in conjunction with a community group: possession of a venue and large volunteer base. Community groups generally have both.

### Example One: Long Table Dinner

Witness the **2014 Taste of Markerville** dinner. Six well-known Alberta chefs prepared several elaborate, locally-sourced dishes in the community hall kitchen, steps away from 80 guests cheerfully served by a legion of volunteers.

It was a fabulous event on a languid Alberta evening, with tablecloths and wildflowers dancing

in the breeze. The event required countless volunteer hours, as well as donated food and labour. The town of Markerville did it to showcase their town and nearby producers and it was a roaring success.

**Example Two: Community Pig Roast**

Romantic and beautiful, elegant, multi-course long table dinners require loads of planning, man hours, specific skill sets and are not generally profitable. (See case study #1 RgeRd at Nature’s Green Acres.) But they do garner attention. If that is the criteria, and you have the labour, skill, time and resources, go for it.

A walk-around sampling event with local producers or a pig roast served family-style could be as enjoyable and a better fit for many groups.

A workplan such as this (at right) is an effective tool for a community group to organize their pig roast or any other style of event.

Keep in mind that large, complex events need a longer time frame for planning, over a year in advance in some cases.

On the other hand, a smaller simpler event by experienced operators could take as little as three weeks. Regardless of the timelines, the steps in the workplan are generally the same.

Community Pig Roast: Sample Work Plan	
12 weeks prior	<ul style="list-style-type: none"> <li>• establish event committee</li> <li>• identify target audience and contact possible sponsors and partners</li> <li>• obtain price quotes for rentals, ice, water, beverages, entertainment, food, catering/chef</li> <li>• investigate venue options and book date</li> <li>• develop marketing plan, including visual identity, and establish budget</li> </ul>
11 weeks prior	<ul style="list-style-type: none"> <li>• chef/caterer confirmation, begin menu design based on seasonal availability</li> <li>• define equipment needs, double check that all things are in working order</li> <li>• define staff and volunteer needs and start recruiting</li> <li>• create rain plan if event is outdoors (tent or move to hall)</li> <li>• establish ticket price (after all costs have been factored in)</li> </ul>
10 weeks prior	<ul style="list-style-type: none"> <li>• send save the date</li> <li>• confirm entertainment and PA requirements (microphones for speeches, music)</li> </ul>
9 weeks prior	<ul style="list-style-type: none"> <li>• start to execute marketing plan</li> <li>• send out press releases</li> <li>• tickets sales start</li> </ul>
8 weeks prior	<ul style="list-style-type: none"> <li>• explore permits (health/liquor), insurance and all AHS regulations</li> <li>• book rentals or arrange to borrow cutlery, glassware, linens, tables and chairs</li> </ul>
6 weeks prior	<ul style="list-style-type: none"> <li>• book photographer (could be a volunteer)</li> <li>• confirm all décor, props, flowers needed</li> <li>• develop event programme (speeches, presentations, recognition and thank-yous)</li> </ul>
4 weeks prior	<ul style="list-style-type: none"> <li>• schedule set-up, deliveries, tear-down and clean-up</li> <li>• create waste management/recycling plan for during and after event</li> <li>• establish cancel date (will depend on venue and rental contracts)</li> </ul>
2 weeks prior	<ul style="list-style-type: none"> <li>• confirm all beverages (non-alcoholic and alcoholic if serving) and ice deliveries</li> </ul>
1 week prior	<ul style="list-style-type: none"> <li>• create road signage, parking area and other site preparation needed</li> <li>• establish ride share if needed</li> <li>• confirm final numbers with suppliers (rentals, florals, linens, caterer/chef)</li> <li>• issue final payments to suppliers, caterer/chef</li> </ul>
1 week post	<ul style="list-style-type: none"> <li>• within a week of the event: send thank-yous and do post-event evaluations.</li> </ul>

## Venues & Weather

“Doing things outside is always chancy in Alberta and this affects the number of people who want to do rural weddings, for example. If there was an attractive venue with a kitchen and a good chef, we would book it, but I don’t know of any.”

—Caitlin McElhone,  
Owner, CM Events  
and member of the ISES  
(International Special  
Events Society) board.

At the hands of a professional event planner, a barn transforms into the ideal backdrop for an elegant wedding. Old Stone Barn, Peregrine Winery, New Zealand

### Tour Operators, Convention and Event Planners

Whether it is an Aboriginal meat smoking class and tasting at Blackfoot Crossing Historical Park, or foraging for wild edibles and lunch in the foothills, rural Alberta offers many opportunities for tour operators and convention planners to create excursions that focus on unique food experiences influenced by our culture and history.

Event planners say that a lack of suitable venues and the weather are the two biggest obstacles to booking rural culinary events.

“Doing things outside is always chancy in Alberta and this affects the number of people who want to do rural weddings, for example,”

says Caitlin McElhone, owner of CM Events and a member of the ISES (International Special Events Society) board.

“If there was an attractive venue with a kitchen and a good chef, we would book it, but I don’t know of any.”

On the other hand, Caitlin says that “our clients are asking for farm to table menus. It’s definitely popular. We are also seeing more and more experiences being requested for silent auction items, such as a ranch tour plus cooking class with a celebrity chef. These go for big dollars.”

### Rural Venues

Are you looking for a venue in rural Alberta to host your event? Find venues [here](#).



Mary Bailey photo

Interested in adding your venue to the Rural Venue List? Use this [interactive form](#) to add yours to our list.

Setting up an event in a rural area is much different than the typical urban hotel or venue. You may be working in a place with unfamiliar suppliers and resources and you may need to source everything from generators, lighting, to food service rentals and washrooms.

Use this link to find rentals and event-related services across the province: [www.eventective.com](http://www.eventective.com), and this handy checklist to make sure you have not missed anything essential.

#### Checklist for Rural Events

- Investigate suitable venues
- If the venue doesn't have working kitchen facilities, make arrangements for a temporary kitchen
- Check if the venue has its own chef or a preferred list of caterers, or source caterer or chef
- Design a menu based on seasonal availability of locally-sourced food
- Check for suitable washroom facilities, or arrange rental of washroom trailers or porta-potties
- Investigate electricity, lighting, power and PA requirements
- If an outdoor event, create a rain plan (tent or move to hall)

- Establish budget
- Explore permits, insurance and AHS requirements (see food safety section of this guide)
- If planning a full evening event: arrange for party alcohol liability insurance (PAL)
- Arrange for purchase and delivery of all alcohol and non-alcoholic beverages
- Confirm water sources for serving, kitchen use and hand washing
- Organize staff and volunteers and ensure bar staff have [ProServe certification](#)
- Schedule set-up, deliveries, tear-down and clean-up
- Rent dishes, cutlery, glassware, linens, tables and chairs if not included in the venue
- Establish design plan: decor flowers, candles, props
- Hire musicians/entertainment if using and confirm set-up time, sound check, breaks and play times
- Site preparation: signage, parking areas and other preparation specific to the site.
- Create waste management plan for during and after event
- Don't forget the ice.

**The Asset List**  
What's unique to your area that would interest visitors?

**The Checklist**  
What you need to do to create a successful event.

**The Workplan**  
A step-by-step timeline.

# Case Studies





# A Case Study in Collaboration: RGE RD at Nature's Green Acres Long Table Dinners

## How do you buy the right sized pig?

Blair Lebsack and Caitlin Fulton of RGE RD in Edmonton along with their producer partner Nature's Green acres have created several successful long table events.

"We made maybe \$1000," says Blair Lebsack chef/owner of RGE RD, an Edmonton restaurant, talking about their first dinner in July 2011. Chef Lebsack is a pioneer in farm to table cooking in Alberta. He first started working with several local producers when he was the executive chef at the Union Bank Inn and has continued the practice in his own restaurant.

What a dinner it was. Several long days of hauling, picking, butchering, dressing, smoking, prepping, setting, organizing. All for one evening of six courses, down by the creek.

Blair and Caitlin work closely with Danny and Shannon Ruzicka on their family farm near Viking east of Edmonton. About 80 acres are in hay, and the rest is in native pasture—known around here as prairie wool, a tough, hardy grass ideal for grazing livestock. Their land has a good swath of tepee rings down by the creek. People have gathered here for centuries.

"I remember we planted mid-May, things we thought we'd need for the dinner: peas, potatoes, arugula. Not everything was ready so we had to supplement with a few things from the farmers' market. I was at the farm at least once a week—more usually—weeding, moving pigs, helping with whatever needed to be done."

The dinners are not big money makers. Blair estimates that labour cost is about 45 per cent; food, about 40 per cent; beverages about eight per cent. Rentals cost between \$8-15 per person depending on how many courses. They are able to get a catering extension to their AGLC licence and all prep is done either in their restaurant kitchen or in a commercial kitchen.

"I don't think the way we do it is very duplicatable," says Blair. "I don't know how someone without a lot of menu planning and

cooking experience could actually do this," he says. "We can look at several Nature's Green Acres pigs and find the one that is the right size for the number of guests. Otherwise, how do you buy the right sized pig? We start making ice weeks before and store it in an old ice cream truck at the farm. We built the wood-burning oven."

What is duplicatable is the philosophy and the attitude.

Blair's advice? "Focus on ingredients—buy this guy's beef, that guy's vegetables. Make it an ingredient-driven dinner to build the community. Don't do a one off event—it's too much work to do just one.

"Forming relationships is the number one reason to do a long table dinner," says Blair. "Those people who came to that dinner, they are our customers for life now."

Previous page: RGE RD's Blair Lebsack and team plating at Nature's Green Acres long table dinner. This page: guests mingle after dinner.





## A Case Study in Community Celebration: The Annual Feast of Bergen

At the end of August for the past three years, 80 people have gathered together to have dinner in Bergen, a farming community near Sundre.

The event is the *Feast of Bergen*, a five-course gourmet dinner made from the summer's bounty grown nearby.

"We wanted a classy event, and every year we have hired a professional chef (Greg van Poppel, Andrew Hewson) who have often brought with them as assistants, students from the SAIT

culinary arts program," says Jamie Syer, speaking on behalf of the Feast of Bergen.

"The chef's job is to create a memorable menu using local Bergen products—beef, lamb, chicken, a wide variety of vegetables, locally-produced cheese and baked goods. The chef visits the Bergen Farmers' Market early in the season to get a sense of what products could be available. The producers speak about their farms and their food-growing philosophy at the dinner, and we provide live entertainment by local musicians."

Upper left: SAIT chef Andrew Hewson plates dessert; lower left and below: Bergen resident Tracy Hooch-Antink's homemade jelly pairs perfectly with locally-made cheese from Sandy Easterbrook at SweetMeadow Farmstead Cheese. Right: garden-fresh flowers dress the tables and complete this elegant homegrown event.

The feast is held in what Jamie calls "a rather nondescript Quonset-style community hall, which we totally transform—thanks to a very talented local designer."

The organisers use posters, local newspaper ads, free radio spots and social media to publicize the



dinner. Tickets are sold by market vendors and on the website.

“Our biggest expenses are food, the hall rental and decoration and we pay an honorarium plus travel expenses to the chef. For the last few years, tickets have been \$65 per person, which seems expensive for some local residents; but the event we produce is well worth the cost.

“We rely on a large group of local volunteers for everything from kitchen help and basic food preparation, to serving, selling drink tickets, clearing tables and cleaning up afterwards.

“The success of this is dependent on the support of the community,” says Jamie. “It would be very difficult if we had to hire labour to do everything that is done by volunteers.”

“As far as size is concerned, 80 tickets is all we can manage. That’s what the hall can hold, and it seems to be the limit of what our volunteers

can handle. Another community may well have success with a larger (or smaller) event, but we know that these numbers are right for us.”

The Bergen Institute provided a breakdown of their budget—a handy resource for other communities looking to make a local foods community supper.

## Feast of Bergen Budget

### Feast of Bergen 2014 as of Saturday, July 26, 2014

REVENUE		Notes
Ticket sales (80 @ \$65)	\$ 5,200.00	
Wine sales	\$ 900.00	
Donations	\$ 1,000.00	portion of Rural Community Grant received from Mountain View County
<b>TOTAL</b>	<b>\$ 7,100.00</b>	
EXPENSES		
Food purchases	\$ 2,600.00	
Chef honorarium and expenses	\$ 1,000.00	
Decorating, entertainment, hall rental	\$ 2,250.00	
Menus and other printing	\$ 150.00	
Wine purchase	\$ 1,120.00	
<b>TOTAL</b>	<b>\$ 7,030.00</b>	
<b>NET</b>	<b>\$ 70.00</b>	

## Open Farm Days

“I worked with Shady Lane Berry Farm and Sand Springs Ranch, two certified organic producers near Lac La Biche. We put together a menu of appetizers, salads, burgers; we had a small barbecue at one of the farms and served 200 people. Open Farm Days brought a lot of awareness to small farms and farmers’ markets in the northeast.”

—Debra Poulin,  
chef instructor,  
Portage College

# Appendices



## Appendix 1. Alberta Food Inventory

### Dairy

Milk, cream, butter, yogurt, sour cream, ice cream, cheese.

### Eggs

Chicken, duck, quail.

### Field Vegetables

Asparagus to zucchini, edible flowers, culinary herbs.

### Fruit

Apples, crab apples; berries: black currants, blueberry, buffalo berry, chokecherry, gooseberry, honeyberries, kinnikinnick, raspberry, red currants, sour cherry, strawberry, high-bush cranberry, saskatoon, wild cranberry, grapes, melons, pears, plums.

### Fish

Whitefish, lake trout, pike, walleye, whitefish caviar, farmed tilapia and trout.

### Grains

Wheat, rye, barley, oats.

### Greenhouse Vegetables

Cucumber, peppers, eggplant, tomatoes, lettuces, micro greens, sprouts.

### Meats

Beef, bison, chicken, duck, elk, lamb, pork, turkey, wild boar, wild turkey, rabbit, ostrich, alpaca, elk, rabbit, goat, deer.

### Oilseeds

Flax, hemp, canola, sunflower, mustard.

### Pulses

Lentils, chickpeas, green peas, yellow peas, beans.

### Processed Foods

Baked goods, cereal, condiments, sauces, dressings, flours, jams and jellies, pickles, spices, confections, oils, pastas.

### Other

Honey, sugar beets, mushrooms.

### Drinks

Beer, fruit wine, mead, barley tea, rosehip tea.

## Appendix 2. Supplementary Information Sources

### Instructional Video

Expecting Company?

Getting your site ready for ag-tourism

[www.youtube.com](http://www.youtube.com)

### ProServe certification

[www.proserve.aglc.ca](http://www.proserve.aglc.ca)

### Agricultural Societies

There are 293 agricultural societies in six sectors of the province. Ag societies are a rich source of history, a treasure trove of ideas based on people or events of the past, they may have antique cookbooks, and could be a source of volunteers and funding. [www.albertaagsocieties.ca](http://www.albertaagsocieties.ca)

### Tourism and Agriculture Websites

Agriculture and Rural Development

[www.agriculture.alberta.ca](http://www.agriculture.alberta.ca)

Alberta Culinary Tourism Alliance

[www.albertaculinary.com](http://www.albertaculinary.com)

Canadian Tourism Commission

[www.en-corporate.canada.travel](http://www.en-corporate.canada.travel)

Canada's West Marketplace

Tourism Trade Show

[www.canadaswestmarketplace.co](http://www.canadaswestmarketplace.co)

Explore Local

[www.explorelocal.ca](http://www.explorelocal.ca)

Eat Local Food

[www.eatlocalfood.com](http://www.eatlocalfood.com)

Festivals and Events Planning Guide

[www.culture.alberta.ca](http://www.culture.alberta.ca)

Destination Marketing Organizations

[industry.travelalberta.com](http://industry.travelalberta.com)

Tourism Alberta

[www.tourism.alberta.ca](http://www.tourism.alberta.ca)

Travel Alberta

[www.industry.travelalberta.com](http://www.industry.travelalberta.com)

Travel Alberta Travel Trade (Tour Operators)

[www.travelalberta.com](http://www.travelalberta.com)

### Appendix 3. Producer Groups

**Alberta Barley**

[www.albertabarley.com](http://www.albertabarley.com)

**Alberta Beef Producers**

[www.albertabeef.org](http://www.albertabeef.org)

**The Bison Producers of Alberta (BPA)**

[www.bisoncentre.com](http://www.bisoncentre.com)

**Alberta Chicken Producers**

[www.chicken.ab.ca](http://www.chicken.ab.ca)

**Alberta Elk Ranchers**

[www.albertaelkcommission.com](http://www.albertaelkcommission.com)

**Alberta Farm Fresh Producers Association**

[www.albertafarmfresh.com](http://www.albertafarmfresh.com)

**Alberta Federation of Agriculture**

[www.afaonline.ca](http://www.afaonline.ca)

**The Alberta Food Processors Association (AFPA)**

[www.afpa.com](http://www.afpa.com)

**Alberta Greenhouse Growers Association**

[agga.ca](http://agga.ca)

**Alberta Lamb Producers**

[www.ablamb.ca](http://www.ablamb.ca)

**Alberta Organic Producers Association (AOPA)**

[www.albertaorganicproducers.org](http://www.albertaorganicproducers.org)

**Alberta Pork**

[www.albertapork.com](http://www.albertapork.com)

**Alberta Pulse Growers**

[www.pulse.ab.ca](http://www.pulse.ab.ca)

**Alberta Turkey Producers**

[www.albertaturkey.com](http://www.albertaturkey.com)

### Appendix 4. Culinary Programs

**Lethbridge College**

[www.lethbridgecollege.ca](http://www.lethbridgecollege.ca)

**NAIT Culinary Arts**

[www.nait.ca](http://www.nait.ca)

**Olds College Brewmaster Program**

[www.oldscollege.ca](http://www.oldscollege.ca)

**Portage College**

[www.portagecollege.ca](http://www.portagecollege.ca)

**SAIT Professional Cooking**

[www.sait.ca](http://www.sait.ca)

### Appendix 5. Lingo

**DMO Destination Marketing Organization**

Promotes tourism in a particular region.

**RTO Rural Tourism Organization**

Similar to above, but with a rural focus.

**HACCP Hazard Analysis & Critical Control**

Points is a food safety management system which analyses and controls biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product.

**Common Cooking Terminology**

Look to this document for definitions of terms

used by chefs in professional kitchens.

[www.jcfswinnipeg.org](http://www.jcfswinnipeg.org)

### Appendix 6. Established Culinary Tourism Events

**Alberta Culture Top Ten**

**Food Festivals in Alberta**

[www.albertaculture.wordpress.com](http://www.albertaculture.wordpress.com)

**Alberta Open Farm Days**

[albertafarmdays.com](http://albertafarmdays.com)

**Canmore Uncorked**

[www.tourismcanmore.com](http://www.tourismcanmore.com)

**Eat East of Edmonton Culinary Trail**

[www.eateastofedmonton.ca](http://www.eateastofedmonton.ca)

**Slow Food Calgary Feast of Fields**

[slowfoodcalgary.ca](http://slowfoodcalgary.ca)

**Taste of Edmonton**

[tasteofedm.ca](http://tasteofedm.ca)

**Taste of Nova Scotia**

[tasteofnovascotia.com](http://tasteofnovascotia.com)

### Appendix 7. Funding Sources

**Agricultural Initiatives Program**

[www1.agric.gov.ab.ca](http://www1.agric.gov.ab.ca)

**Canadian Heritage**

[www.pch.gc.ca](http://www.pch.gc.ca)

**Farm Credit Canada (FCC) AgriSpiritFund**

[www.fcc-fac.ca](http://www.fcc-fac.ca)

**Growing Forward**  
[www.growingforward.alberta.ca](http://www.growingforward.alberta.ca)

**Industry Canada – Marquee Tourism Events  
Program (MTEP)**  
[www.actionplan.gc.ca](http://www.actionplan.gc.ca)

**Travel Alberta**  
[www.travelalberta.com](http://www.travelalberta.com)

**Western Economic Diversification  
Canada – Community Futures Development  
Corporations (CFDCs)**  
[www.wd.gc.ca](http://www.wd.gc.ca)

**Appendix 8. Press Release Sample**  
A standard press release, shown smaller than  
actual size of 8.5x11”.

The Order of Southern Alberta Antelope

# Press Release

Contact: John Doe  
Phone: 780-555-5555  
Fax: 780-555.5556  
Email: [johndoe@antelopestomp.ca](mailto:johndoe@antelopestomp.ca)

FOR IMMEDIATE RELEASE

## **The Antelope Stomp: A Celebration of Local Food and Local Chefs**

The Order of Southern Alberta Antelope celebrates the end of the season with The Antelope Stomp: A Celebration of Local Food and Local Chefs.

Saturday, September 21, 2016, 4:00 pm.  
Entertainment by Stomping Tom Connolly  
Tickets in advance only: \$45, children under 12 \$20  
Southern Alberta Antelope Hall, 900 Antelope Drive, County of Antelope

Proceeds to the Antelope Children’s Hospital and Antelope Habitat Rehab Society.

Join our community in celebrating the annual antelope hunt at a walk-around tasting featuring delicious antelope. The annual dinner raises money for two great causes, educates about responsible hunting practices and is a good time for all.

“This is my 20th Antelope Stomp. I wouldn’t miss it for anything. This year my husband and I will bring all of our kids to enjoy the terrific food and camaraderie,” Penny Smith, Chief of Surgery, Antelope Children’s Hospital.

For additional information, please contact John Doe 780-555-5555,  
[johndoe@antelopestomp.ca](mailto:johndoe@antelopestomp.ca), [@antelopestomp](https://www.facebook.com/antelopestomp), Facebook/antelopestomp.

The Antelope Stomp is put on by the Order of Southern Alberta Antelope, a society dedicated to bettering their community through good parties and responsible hunting.

END

## Appendix 9. Alberta Seasonal Fresh Food Guide

Selecting food less travelled is good for the environment, helps support our local producers and food processors, and can provide a colourful and competitively priced addition to your menu.

Alberta foods can be enjoyed year 'round—frozen, preserved or stored (root vegetables for example). Fresh seasonal products, however, offer a peak experience of ripeness and flavour.

	SPRING (Mar-May)	SUMMER (Jun-Aug)	FALL (Sep-Nov)	WINTER (Dec-Feb)	YEAR 'ROUND
Vegetables	Asparagus, spinach, mushrooms.  Greenhouse: lettuce, tomatoes, cucumbers, peppers, sprouts and culinary herbs.	Beans, beets, bok choy, broccoli, cabbage, carrots, cauliflower, celery, cucumbers, dill weed, eggplant, garlic, green onion, kohlrabi, lettuce, mushrooms, peas, peppers, scallions, shallots, squash, corn, turnips, kale, potatoes, radish, tomatoes, spinach, vegetable marrows, zucchini.	Beets, broccoli, carrots, Brussels sprouts, cabbage, corn, horseradish, kale, kohlrabi, lettuce, mushrooms, onions, peppers, potatoes, pumpkins, rutabaga, bok choy, cauliflower, celery, cucumbers, leeks, parsnips, radish, scallions, squash, turnips, vegetable marrow, zucchini.	Many of the root vegetables are available in the winter.  Contact local growers for availability.	Artisan cheeses, eggs, honey, quinoa, flax, canola and flax oils, barley, yogurt, dried peppers, pulses (beans, peas and lentils), herbs and butter.  Contact local growers for availability and delivery.
Meat & Other	Bison, farm-raised fish, lamb, natural pork, organic beef, ranched elk, speciality beef, wild boar.	Bison, farm-raised fish, free range chicken and eggs, lamb, natural pork, organic beef, ranched elk, speciality beef, wild boar.	Bison, farm-raised fish, free range chicken and eggs, grass-finished bison and beef (to early winter), lamb, natural pork, organic beef, ranched elk, speciality beef, turkey, wild boar.	Bison, farm-raised fish, lamb, natural pork, organic beef, ranched elk, speciality beef, turkey, wild boar.	
Fruits		Black currants, chokecherries, high bush cranberries, pin cherries, raspberries, saskatoons, sour cherries, strawberries.	Strawberries (some varieties to September).		

Courtesy The Alberta Farmers' Market Association Cookbook



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