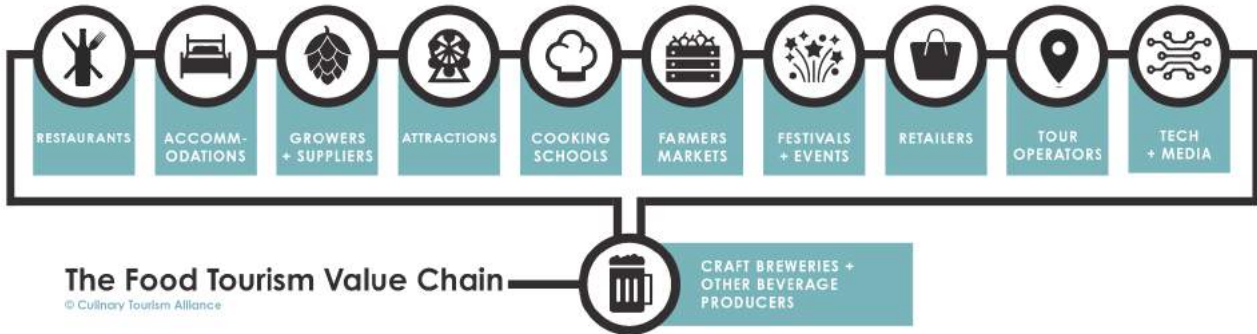


Worksheet 1: The Food Tourism Value Chain

Step 1: Map your local value chain



This exercise will help identify opportunities for collaboration & business development. Start by placing your own brewery in the table below, then put the names of other businesses in your community across the other categories. You may find that in some categories you can identify several businesses, and for others you can't identify any.

Craft Breweries/Beverage Producers	Growers, Producers and Suppliers
Accommodations	Restaurants
Attractions	Cooking Schools
Markets	Festivals and Events
Retailers	Tour Operators
Technology and Media	

Step 2: Identify gaps and opportunities

Once you've mapped out local businesses, identify market gaps and development opportunities by asking yourself:

1. Are there any businesses in the Food Tourism Value Chain that you could work with to create a more attractive visitor experience? This could include referrals, cross-promotion or selling each other's products.
2. Are there any gaps in your Food Tourism Value Chain that your experience could fill?
3. What are the strengths of the Food Tourism Value Chain in your community that can offer visitors something unique?