
Leveraging Local Assets by Creating Regional Foods Projects: **Missouri's Efforts**

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ExCEED partners with regions to...

- Enhance community's economic base and quality of life.
- Develop vibrant rural economies.
- Build awareness of and support for entrepreneurship as an economic development strategy.
- Facilitate collaboration with University of Missouri Extension.

Common Community Issues

- **Foster more local economic development and growth**
- Leadership capacity
- Collaboration building
- Research, evaluation & analysis
- **Capturing opportunity from local assets**
- **Foster more entrepreneurs**
- Access to capital
- Focus on youth
- Capture community wealth
- Involve more resid
- Downtown revitalization

Culinary Tourism

- Subset of agri-tourism that focuses specifically on the for, and enjoyment of, prepared food and drink
- Not new, but currently it's a more popular trend
- Can be urban or rural...but generally not suburban.
- Isn't just for "foodies" - culinary tourists seek *distinctive* food experiences of the culture, not just those with 4 stars
- Connects people to local culture and history, promoting cultural preservation



Examples of Culinary Tourism

- Culinary farm tours
- Cooking classes with your product
- Specialty foods – “the best blueberry pancakes”
- Charming / unique settings, especially on the farm
- “A taste of...” events
- Food festivals
- Food tastings -- tomato tasting at farmers market
- Wine and food pairings



Who are Culinary Tourists?

- Dining is a very popular tourist activity
- High correlation between tourists who are interested wine/cuisine and history (museums), arts and crafts, shopping, music, festivals, and outdoor recreation
- Tend to enjoy interactive experiences – “cuisines is the only art form that speaks to all five senses”
- All age groups
- Food experience may be a part of someone’s plans, or it may be the primary reason for their visit
- Local people can be culinary tourists, too!



In short, regional cuisines is about...

- Understanding and preserving local culture
- Promoting local foods
- Providing an authentic local experience to visitors through all five senses

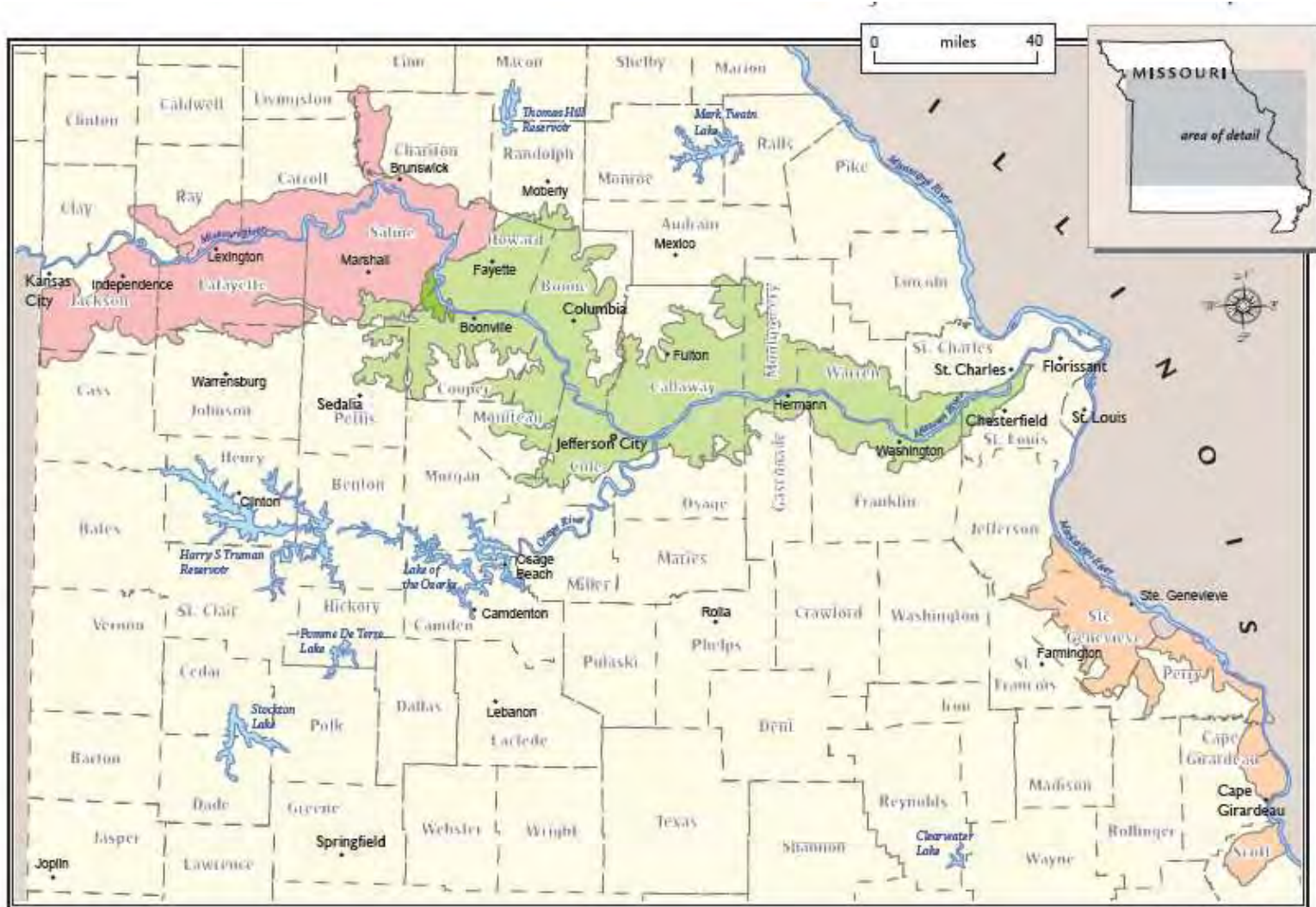


Missouri Regional Cuisines Project

- Founded at MU by Dr. Elizabeth Barham
- Sought to market Missouri wine and food products using distinct labels of origin based on ecological regions
- *Labels of origin allow the consumer to distinguish among the unique tastes and attributes of products from different areas.*



Missouri Regional Cuisines – Ecological Reg



Cartography by Nathan Mattox
Geospatial Extension Specialist
University of Missouri
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Long Range Goals

- Sustainable rural development: economic, social, environmental
- Promote regional identity through labels of origin
- Provide new opportunities for rural regions faced with globalizing markets



The “How” Strategies

- Regional identity via trademarked logo
- Connections that mutually benefit businesses
- Opportunities to market individual member businesses
- Cooperative promotion through maps (print and online), web site, videos, social media, guide to local foods



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River Bluffs
ASSOCIATION



- Access portal to resources and programs
- Events that raise awareness and promote local products
- Sponsor / initiate educational programs delivered by partners
- Support research activities



Common Elements of Success

- Maintained focus on local foods, arts, crafts, history, tourism
- All formed an association
 - Most are 501(c)(6)
- Common brand/logo
- Members promote other members

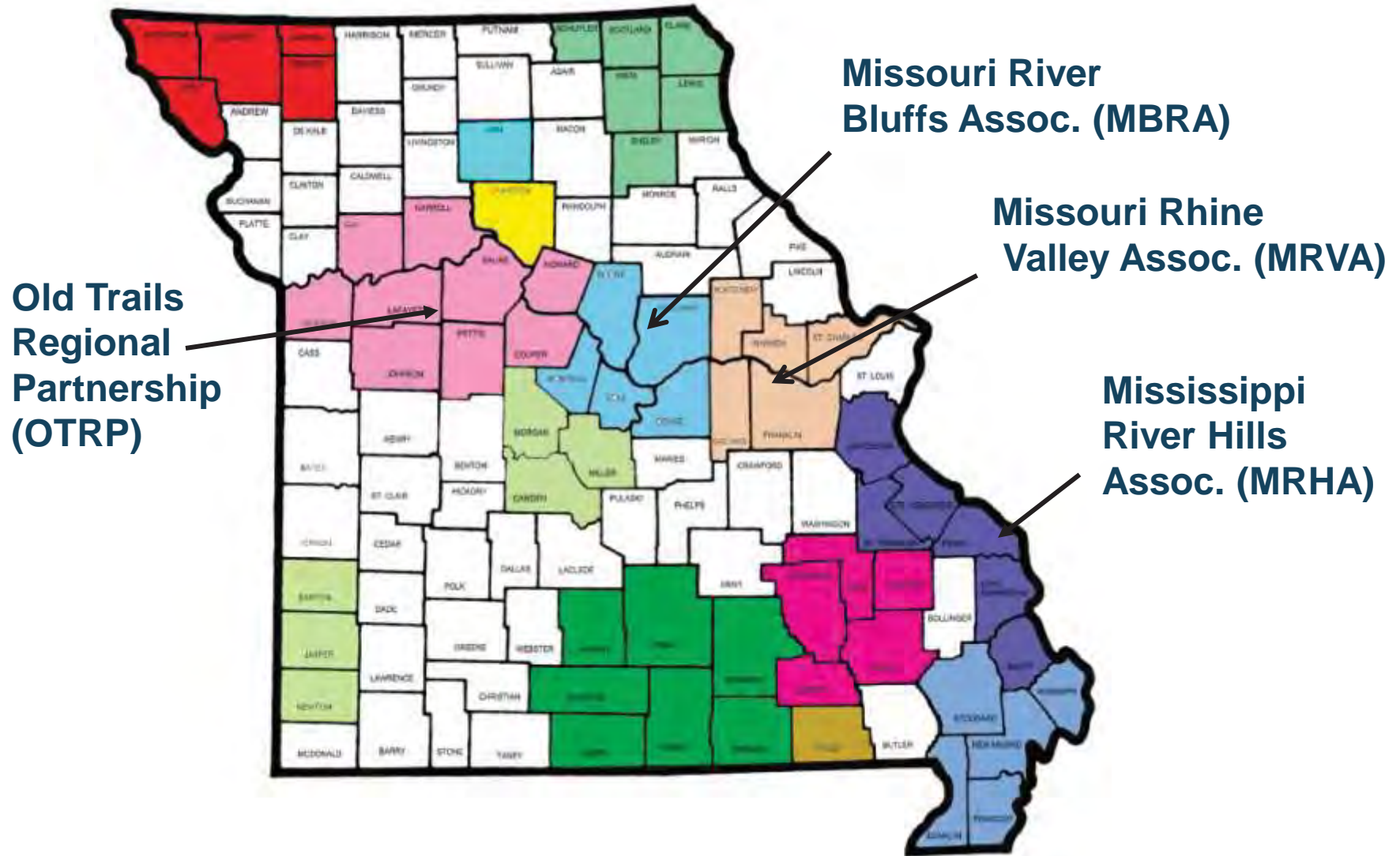


Benefits of Association

- Network reduces the risks in starting or expanding enterprises
- Satisfaction from working towards common goals
- Less waste of time and money by having access to a wide array of resources and solutions
- Principles of sustainability will be promoted, providing future generations with a healthier, more vital region



ExCEED Regional Projects



Mississippi River Hills Association

- Marketing region (Ex: regional map, website)
- Regional Label of Origin
- Restaurants, local and outside the region, are using products grown or produced in region.
- Workshops for local businesses
- Nonprofit association established
- Youth entrepreneurship



MRHA Participants

- Food producers (small-scale, specialty crops, organics, and value-added)
- Tourism and hospitality (locally owned restaurants, B & B's, Chambers, CVB's, etc.)
- Wineries and vineyards
- Artists and craftspeople
- Local governments
- Retailers of locally produced goods
- Interested others



Julie Bricknell (right) produces artisan pottery, some using clay from the banks of the Mississippi River

“Its has educated us on what is in our region and that we have to promote ourselves to each other and understand what is in the region.”



“We are pulling together people that have worked together before and are now working a unit and creating linkages both within and outside the region.”

Old Trails Regional Partnership

Regional goals:

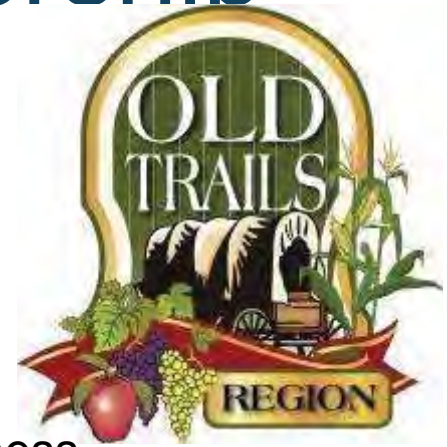
- Create a region-wide direction with a branded identify
- Scenic Byways
- Promote the foods, wines and tourism assets of the region

Regional website promotes the region and offers OTRP members the opportunity to post information about their business, events and activities.

Workshops have helped enhance skills in marketing, use of social media, and hospitality.

OTRP received the **2011 Pathfinder Award** at the annual Missouri Governor's Conference on Tourism.

OTRP was one of the pilot SET regions.



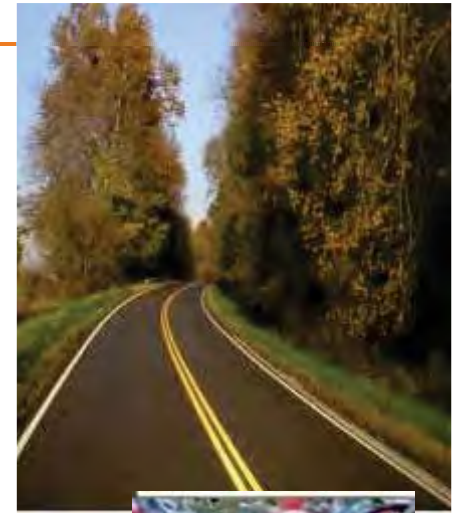
<http://www.oldtrails.net>

- Originally formed in 2007 with two counties, it has now grown to nine counties.
- Three major focus areas:
 - Old Trails Region Tourism Partnership
 - Promotion of local brands – labeling and
 - Old Trails Scenic Byway



Milestones

- Scenic byway approvals
- Regional Cuisines & ExCEED Programs
- Stronger Economies Together training
- Mission, Bylaws, Incorporation, & 503(c)6
- Membership brochures & rack cards
- Website (<http://www.oldtrails.net/>)
- 100+ members
- Corridor management plan
- Show Me Ag TV feature show



Missouri Rhine Valley

The Missouri Rhine Valley Association (MRVA) is a member based organization that works to market, preserve and enhance heritage, culture and tourism through agricultural products, foods, wines, arts, crafts and historic sites.



The region consists of the Missouri Counties of Montgomery, Gasconade, Franklin, Warren and St. Charles.

Goal: develop a regional identity and that identity to expand and market the products of the region. This approach combines support for small-scale entrepreneurs with a buy-local philosophy.



The group has sponsored or been involved number of local events that promote the wines, businesses, festivals, farmers markets and throughout the region.

Missouri River Bluffs Association (MBRA)

Mission

The Missouri River Bluffs Association (MRBA) works to promote, protect, enhance and market the agriculture products, food, wines, arts, crafts, sites and services within the region.

Vision

The Missouri River Bluffs Association (MRBA) strives to enhance the economic, cultural, historical and educational value of the region.



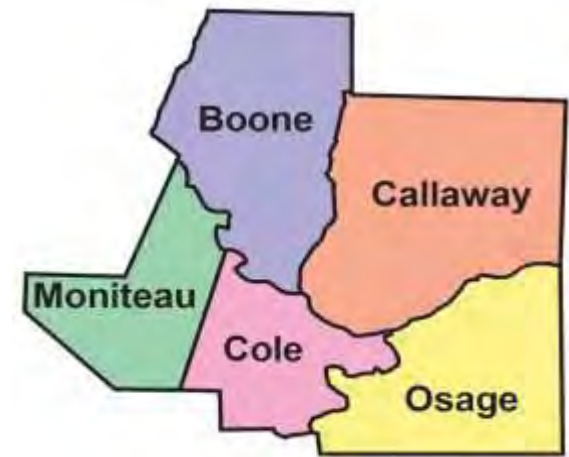
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<http://moriverbluffs.org/>

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■ Region

- ❑ Missouri River Bluffs is a distinct ecological region encompassing Boone, Callaway, Cole, Osage, and Moniteau counties.



■ Governance

- ❑ MRBA Board of Directors includes representation each county in the region and participating sectors including artisans, agricultural producers, historical societies/museums, local government, retailers regional goods, wineries/vineyards.



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Events
And Regional Festivals

Restaurants
Wineries & Breweries

Retailers
Producers & Artisans

Recreational
Activities



Recreational Activities

Boating on the Missouri River, Cycling along the Katy Trail, or exploring the decommissioned Missouri State Penitentiary are just a few activities on offer in the region.



Food, Wineries, and Breweries

Local and regional are hot items on the menu in Mid-Missouri restaurants, wineries, and breweries. Whether you're looking for a sophisticated taste, or some home-style cooking, you're in the right place.



Lodging

Offering everything from scenic campgrounds along the Missouri River, to a night's stay in a Missouri-Kansas-Texas railway caboose, Mid-Missouri has the right lodging option for you.



Like Us On Facebook

Upcoming Events

Click on an event to view a more detailed description of that event.

- [Missouri River Bluffs Assc. Member Meeting](#)
1/8/13 | 5:00p.m.- 8:00p.m. | Jefferson City, MO
This would be a short one or two line description of this event.
- [Art by Women, for Women, about Women Exhibition](#)
1/12/13-2/28/13 | Jefferson City, MO
This would be a short one or two line description of this event.
- [Square Dance and Potluck](#)
1/12/13 | 6-10p.m. | Hallsville
This would be a short one or two line description of this event.

Missouri River Bluffs Association

The Missouri River Bluffs Association is a collection of producers, growers, retailers, artisans, restaurants, and hospitality and tourism providers in Mid-Missouri. Through working together, we aim to create a network of support, assistance, and communication to improve access to resources, distributors, and customers. We are working to promote, protect, enhance, and market the agricultural products, foods, wines, arts, crafts, sites, and services within the region. Our members come from Boone, Callaway, Moniteau, Cole, and Osage Counties.

For More Information About MRBA:

P.O. Box 7744 573-224-6857
Columbia, Missouri 65202 info@missouribluffsassociation.com

Web Design by Maysowhe Design

INCLUDES:

•Special Events and Things to Do listings

•Database of Retailers, Producers, Artisans, Restaurants, Wineries and Breweries, and B&B's in the region

•History and Regional Culture

MRBA will host 6 food festivals this summer



These festivals will:

- Showcase Missouri-Grown ***specialty crops*** and other agricultural products
- Promote farmers' markets in the region as well as restaurants that utilize local food.

Factors for Success

- Start with what you have and what you know
- Don't think you know everything....research what others have done; ask target audience what they want
- Foster local leadership – in community projects, this does not mean making all the decisions yourself

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- Build local commitment -- ideas are ***what are YOU going to do?***
 - Clear purpose and goals; check your progress
 - Find your local sub-networks and learn how to use them to gather and share information
 - Create early and tangible results
 - Never ending publicity

Lessons Learned

- It's challenging
- Engagement is key
- Leadership
 - Extension Field Faculty
- Time
- Money
- Commitment



Missouri wine

- Germans were making wines in the area as early as 1832.
- Stone Hill Winery established 1847 and by 1859 was producing 1 million gallons per year.
- Missouri grape grapevines save French wine industry
- Missouri was the leading producers of grapes by 1880's and by the turn of the 20th century Stone Hill Winery was the second largest in the third in the world.



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- Then the 18th Amendment was passed – Prohibition.
 - ❑ All wine production was halted, barrels and equipment destroyed
 - ❑ Grapevines were removed from the ground to any production
 - It took two generations for the industry to come back – Stone Hill re-opened in 1965 and today there are more than 120 wineries in the
 - Today, the Missouri wine industry generates an estimated \$175.7 million in tourism and the impact of wine and grapes totals \$1.6 billion.

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