

Grey Bruce Agriculture and Culinary Association





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Working together to put local food on every plate!



Grey Bruce Agriculture and Culinary Association

- Linking Grey Bruce farmers, processors and restaurants, to deliver an authentic culinary experience
 - Farmers
 - Restaurants
 - Processors
 - Accommodators
 - “Friends”



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- **Goals:**

- Finding solutions to problems facing the local food system
- Increasing economic development opportunities for members and communities
- Developing agricultural and culinary tourism, marketing strategies, services and products to benefit the Grey Bruce region through membership development
- Education and awareness of the local food movement
- Supporting the development of infrastructure for easier distribution of local product



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- Culinary Tourism
 - Definition: includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition, or culinary techniques



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- Travelers want to know –
 - Where will I stay
 - What will I eat
 - What will I do



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- Grey and Bruce County “*Terroir*”
- Definition: *Terroir* describes the unique flavour imparted to food or drink by a region’s specific climate, soil, weather and growing conditions.

Beef

Apples



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- Transportation

Getting food from the farm to the user

- Farmers and processors
- Transport company
- Courier/Other

Expensive and Time consuming



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- Education:
 - Chefs and Restaurant owners
 - People who eat out
 - Residents of Grey and Bruce
 - Retailers
 - Youth and children

People who eat !

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