

# Food Tourism Co-operation

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four · cymru

# Purpose

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Project is a **feasibility study** looking into possible co-operation and clusters within:

- **Food festivals**
- Farm shops
- Wider food tourism businesses

# Outputs

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Feasibility report and detailed action plan containing comprehensive data, detailed analysis and recommendations.

# Outputs

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Assessment of food tourism  
'products/experiences' innovation.

# Outputs

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Potential for joint marketing of all Wales food tourism sector activities.

# Outputs

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Review and action plan for farm shop operations.

# End outcome

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To provide evidence and momentum for actions and potential future projects to include:

- **Support for food festivals in Wales**
- Improved food & drink supply chains
- New & innovative food tourism ‘products/experiences’
- Potential for farm shops as a cluster
- Scoping and implementing on wider Welsh Government food & drink

Example of questions to be  
addressed during the study



# Question 1

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What elements of collaboration working would be of most benefit – e.g. shared marketing, shared infrastructure?

## Question 2

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What models would be worth discussing. Some ideas raised in the past:

- Food Festival Association
- Community Interest Company
- Informal networking only

## Question 3

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Increased opportunities to discuss and share ideas?

# Other questions