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

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

Feasibility report and detailed action plan containing comprehensive data, detailed analysis and recommendations.
Assessment of food tourism ‘products/experiences’ innovation.
Outputs

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

Review and action plan for farm shop operations.
End outcome

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
What elements of collaboration working would be of most benefit – e.g. shared marketing, shared infrastructure?
Question 2

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

• Food Festival Association
• Community Interest Company
• Informal networking only
Question 3

Increased opportunities to discuss and share ideas?
Other questions