

## Faillte Ireland – Food Tourism International Benchmarking Programme

October 15 – October 21, 2012

Destination: Prince Edward County (PEC), Canada

<b>Tour Guide: Rebecca LeHeup</b>	
<b>October 15</b>	<b>Links</b>
<p>Depart Dublin 7.50am          Arrive Toronto 3.10pm          Accommodation: Fairmont Royal Hotel</p> <p><i>The Fairmont Royal York has a commitment to local and sustainable. They have a roof top garden, raise their own bees and are an Ocean Wise member.</i></p>	<p><a href="http://www.fairmont.com/royal-york-toronto">www.fairmont.com/royal-york-toronto</a></p> <p><a href="http://www.oceanwise.ca">www.oceanwise.ca</a></p>
<b>October 16</b>	
<p>Vicki's Veggies farm tour  <i>Meet Vicki, a 9th generation farmer who has built an agri-business with various market outlets. Great success story with interesting business model which includes value added revenue streams.</i></p> <p>Black River Cheese Company  <i>Only operating cheese factory in PEC. Dairy farmer co-op that is over 100 years old and has set up a tasting and retail experience.</i></p> <p>Buddha Dog  <i>The 50km sourced hot dog - great social enterprise success story.</i></p> <p>From the Farm  <i>Hands on cookery class where you will spend time with Cynthia Peters, the owner, who is also heavily involved in the local Slow Food movement and is Chair of the Taste the County.</i></p> <p>Accommodation: Huff Estates  <i>Only winery with an inn and gallery onsite. We will meet with the owner Lanny Huff to hear how he got into the wine and culinary tourism industry. At dinner Chef Michael Hoy, who has been cooking in PEC for over 12 years, will speak about the change in the industry since he first came to the County.</i></p>	<p><a href="http://www.vickisveggies.com">www.vickisveggies.com</a></p> <p><a href="http://www.blackrivercheese.com">www.blackrivercheese.com</a></p> <p><a href="http://buddhafoodha.com">http://buddhafoodha.com</a></p> <p><a href="http://fromthefarm.ca">http://fromthefarm.ca</a></p> <p><a href="http://www.tastethecounty.ca">www.tastethecounty.ca</a></p> <p><a href="http://www.huffestates.com">www.huffestates.com</a></p>

<b>October 17</b>	
<p>Meet with PEC Stakeholders  <i>Open discussion session with a variety of small to medium sized tourism operators who will talk about developing their businesses, what culinary tourism has meant to them, the challenges they faced, and lessons learned etc.</i></p> <p>Schroeter's Farm Market &amp; Café  <i>This small café and market have survived through good and bad times. They have now made a name for themselves because of their gluten free products.</i></p> <p>Visit Bloomfield  <i>A key destination on Prince Edward County's Taste and Arts Trails.</i></p> <p>Barley Days Brewery  <i>Local doctor and vet (the Rogers) own a tourism and hospitality empire - the brewery being one of them. They were also very influential on founding the culinary movement.</i></p> <p>Accommodation: Huff Estates</p> <p>Dinner at the Barley Room Pub an offsite venue.</p>	<p><a href="http://www.facebook.com/SchroedtersFarmMarket">http://www.facebook.com/SchroedtersFarmMarket</a></p> <p><a href="http://www.bloomfieldontario.ca">www.bloomfieldontario.ca</a></p> <p><a href="http://www.barleydaysbrewery.com">www.barleydaysbrewery.com</a></p> <p><a href="http://waringhouse.com/barley-room-pub-c47.php">http://waringhouse.com/barley-room-pub-c47.php</a></p>
<b>October 18</b>	
<p>Morning TBD</p> <p>Crosswind Farm  <i>A family run dairy goat farm which has grown to include innovative goat product lines which they sell in the recently opened country on-farm store. Crosswind Farm supports local businesses by carrying other area farmer's products including custom gift baskets, gift wrapping and antiques.</i></p> <p>Elmhirst Resort  <i>Tour of property with Peter, the owner who will explain how the resort evolved to the current day when it supports four generations of the family who live and work on the property.</i></p> <p>Accommodation &amp; Dinner: Elmhirst Resort        Dinner speaker TBD.</p>	<p><a href="http://www.crosswindfarm.ca">www.crosswindfarm.ca</a></p> <p><a href="http://elmhirst.ca/">http://elmhirst.ca/</a></p>
<b>October 19</b>	
<p>Leslieville Culinary Tour  <i>Take a food crawl through the culinary underbelly of Toronto with chef Scott Savoie founder of the Culinary Adventure Company.</i></p>	<p><a href="http://culinaryadventureco.com/">http://culinaryadventureco.com/</a></p>

<p>CN Tower Experience  <i>Classified as one of the Seven Wonders of the Modern World by the American Society of Civil Engineers.</i></p> <p>Accommodation: Toronto Hilton</p> <p>Dinner at Gillead an offsite venue.  <i>Chef Jamie Kennedy a pioneer in the local food movement will cook for the group and share his stories.</i></p>	<p><a href="http://www.cntower.ca/en-CA/Home.html">http://www.cntower.ca/en-CA/Home.html</a></p> <p><a href="http://www3.hilton.com/en/hotels/ontario/hilton-toronto-TORHIHH/index.html">http://www3.hilton.com/en/hotels/ontario/hilton-toronto-TORHIHH/index.html</a></p> <p><a href="http://www.jamiekennedy.ca/intro-about.php">http://www.jamiekennedy.ca/intro-about.php</a></p>
<b>October 20</b>	
<p>Working Breakfast      8.00 – 10.00am  <i>Open discussion session to capture thoughts and learnings from the experience after which there will free time till departure from hotel at 4.45pm.</i></p> <p>Suggested activity - Visit St. Lawrence Market  <i>Toronto has been Ontario's largest market for local food since St. Lawrence Market was established in 1803. Today the local food culture supports more than 30 farmers' markets and scores of CSAs (Community Supported Agriculture farms).</i></p> <p>Depart Toronto Hilton    4.45pm</p>	<p><a href="http://ebw.evergreen.ca/farmers-market/regions/6">http://ebw.evergreen.ca/farmers-market/regions/6</a></p>