THE DEVELOPMENT OF ASEAN GASTRONOMY NETWORK AND REGION OF GASTRONOMY

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Introduction

The vision for ASEAN tourism over the next decade to 2025 is:



"By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable,

inclusive and balanced tourism development, so as to contribute significantly to the socioeconomic well-being of ASEAN people."



well established One attribute of the ASEAN region is that of its cuisine. Although in various states of exploiting food as an attribute in tourism, all of the countries collectively have the opportunity to utilise gastronomy tourism as not only a means of marketing the region and its destinations, but also as effective and powerful tools for development.

Cuisine, as a manifestation of the culinary arts, is uniquely placed to bring together a diverse range of activities from agriculture through to the arts in a synergistic way that create benefits for both tourists and host countries. BY working collaboratively to create "regions of gastronomy" in ASEAN, this potential can be realised. This White Paper presents the background rationale and introduces the ways in which these gastronomic regions can be effectively implemented in ASEAN to further extend the offerings, and subsequent benefits of tourism in the region.

Statement of Purpose: ASEAN initiatives

By 2050, a global population of 9 billion will demand 70% more food than is consumed today. Feeding this expanded population nutritiously and sustainably will require substantial improvements to the global food system – one that provides livelihoods for farmers as well as nutritious products for consumers. Tourism stakeholders could take a lead in mitigating this issue through a form of sustainable gastronomy tourism development. Unique gastronomy tourism experiences could stimulate a better use of ASEAN agricultural bio-diversity which can contribute to more nutritious diets, enhance livelihoods for farming communities and more resilient and sustainable farming systems and at the same time it could enhance modernized expression and preservation of unique local heritage. During the 46th ASEAN NTOs meeting which was held on 24-26 July 2016 in Vinh Phuc, Vietnam, the Permanent Secretary, Ministry of Tourism and Sports, Thailand proposed that a systematic cooperation is vital to build a strong platform for Gastronomy Tourism in ASEAN.



Thailand took a coordinating role in the establishment of ASEAN Gastronomy Network (AGN). The proposed AGN will be a key mechanism to activate the Joint Declaration gastronomy tourism on cooperation which was presented and adopted by ASEAN Tourism Ministers during the ASEAN Tourism Ministerial Meeting on the 37th ASEAN Tourism Forum (ATF 2018 on the 26th January 2018 in Chiang Mai, Thailand). The development of ASEAN Gastronomy Network is vital and will be a key implementation strategy to put the

Objectives/ Output

- To create a sustainable gastronomy tourism framework and guideline which could systematically address the sustainable food system and enhance the livelihoods of local communities.
- To develop ASEAN platform and network of experts in the field of agriculture, culture, art, tourism and gastronomy.
- Formulate an official implementation guideline for ASEAN Region of Gastronomy

#gastropathway





Part One: Setting the stage - Gastronomy Tourism

The Driving Forces for Gastronomy Tourism: Global and Regional Trends



ASEAN Gastronomy

Food and beverages are essential to tourism and are growing in importance not just as a transactional part of the tourist experience, but as bona fide experiences in their own right. As presented in the 1st UNWTO Global Report on Gastronomy Tourism, 88% of destinations consider gastronomy a strategic element in defining their image and brand. Several years ago, the World Food Travel Association (WFTA) estimated that gastronomy tourism generated an economic impact of US\$150 billion annually; this has only continued to grow in economic value. For 27.3 million American tourists alone, the main motivation for travel is to engage in gastronomic activities (UNWTO, 2016, p. 15).



Gastronomic or food tourism experiences are much more than just eating and drinking at a destination. Food tourism comprises a continuum that extends from production (e.g., agri-tourism and visits to artisanal food producers) through to post-consumption (e.g., value-added souvenir products and food waste management). Along this continuum are numerous opportunities to engage tourists in a variety of food-related tourism activities and experiences that create socioeconomic benefits for a broad range of stakeholders, many of whom exist outside the primary tourism industry (see Figure 1, and Annex 1 for a larger version).

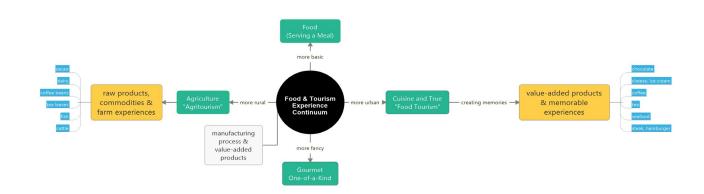


Figure 1: Food and tourism experience continuum. Source: WFTA (2016).



Figure 2: Holistic Food for Good. Source: Perfect Link Consulting Group (2016).

Thailand Research Fund (TRF) has commissioned an experimental study which concurs with an integrated framework. Food and tourism experience continuum could engage multi-sectors from the pre-trip, the actual trip and post trip. Figure 2 depicted this three-phase planning process of travelers which could involve various tourism ventures in the value chain and food-related experiences.

In 2016, the World Food Travel Association

surveyed 2,827 travellers from 11 international markets to produce a Food Travel Monitor research report that offers a detailed profile of food tourists (WFTA, 2016). In this extensive research it was found that food beverages are now critical travel motivators, with up to 75% of leisure travellers citing aastronomic activities as motivation to visit a destination. For those participants who had travelled at least 50 miles (80km) for an overnight trip, 59% reported food and beverage had become more important to their travel plans over the past five years. These tourists participated in a range of gastronomic activities, with 45% saying they'd engaged in five or more experiences during the past year's travels, and 61% said



they shared these experiences over social media. Although 18% of those surveyed travelled in search of gourmet dining, it was other gastronomic experiences that were more important for most tourists. The most significant motivation was a search for authenticity (46% of respondents) followed closely by a desire for eclecticism (WTFA, 2016). Credit card provider MNBA (2017) also reported similar results in a survey of 2,000 British international travellers. They found that for 86% of their respondents, food played an important role in their overseas experience, and 40% valued authenticity above everything else — tourists want to experience things like locals do (Figure 3). In other words, for the majority of travellers interested in having a food experience, fine dining and haute cuisine are not what they are seeking. Rather, it is the "ordinary" that becomes the extraordinary for travellers. These results suggest that regions interested in attracting

gastronomic tourists should focus on providing a wide range of foods and food-related activities, particularly those that highlight the cultural roots of the areas' people.

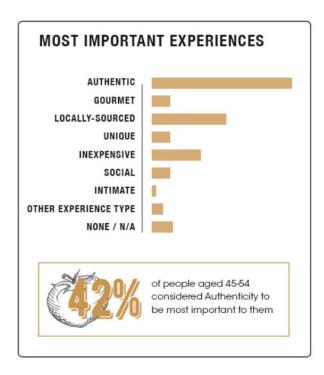




Figure 3: Preferred gastronomic experiences of British food travellers. Source: MBNA (2017).

Gastronomic tourism is a trend which is likely to continue growing; 59% of travellers reported that culinary experiences are more important to them today than they were five years ago. These activities also create salient memories — 83% of travellers surveyed agreed that food and beverage experiences helped them create lasting impressions of a destination and that seeing food, beverages or restaurants at home reminded them of trips they had previously taken. These salient memories are important in terms of repeat visitation — 86% of respondents suggested that having a positive food and drink experience on a trip would make them more likely to return to that destination (WFTA, 2016).

There are additional benefits of positive gastronomic experiences that move beyond the tourism sector. Eighty-percent of food tourists like to take food and drink related souvenirs home with them (WFTA, 2016). It is interesting to note that food-related souvenirs (e.g., food products, cookbooks etc.) are positively associated with subsequent post-holiday purchases. For example, recent research has found that upon their return home, over 60% of travellers purchased

food and drinks that they first encountered on a trip, with the top items comprising processed foods, beer and wine (MPI, 2018; WFTA, 2016). As such, tourists can become important brand ambassadors and help boost global sales of export products and commodities.

Gastronomic tourism is something that spans the generations, with younger travellers in particular seeking food and beverage experiences; 52% of Generation X and millennials consider themselves to be gastronomic tourists. Food is a very important aspect of travel for millennials in particular, with about 98% of of them wanting to experience local cuisine while they travel (WFTA, 2016). Similarly, the MNBA survey of British food tourists also found that younger people were more likely to get involved in the creative process by signing up for cooking workshops so they can replicate dishes once they're back home, and they are more inclined to purchase street food. And of course, younger travellers are prolific posters of food photos and experiences on social media (WFTA, 2016; MNBA, 2017). Aligning with this, a survey of travel trends undertaken by Trekk Soft found that participation in food photography workshops had increased by 207% (Kutschera, 2018). This is an important consideration as



gastronomic travellers (34%) have been found to be more motivated to visit a destination because of a posting about food or drink on social media than non-gastronomic travellers (23%). It was also found that for at least half of their trips, 64% of leisure travellers share their food and beverage experiences on social media (WFTA, 2016).

Food-related experiences are playing an increasing role in destination choice. In a 2017 survey with data from over 56,000 travellers from 29 different countries undertaken by the e-commerce site booking.com, gastronomy was found to play a major role in tourists' motivations and experiences. The survey found that 61% of travellers pick a destination for its great food or drink. Twenty-two percent of respondents planned to travel to destinations for the food alone, with 29% choosing destinations (not individual operations or activities) based on local restaurant reviews. Indeed, more than a third (34%) of global travellers (increasing to 40% of millennials) were planning to take a dedicated food tourism trip sometime in 2018. A quarter (25%) of respondents reported that they would avoid destinations without strong culinary scenes. Almost half (49%) of travellers were keen to be more adventurous with the cuisine they ate at destinations, and 51% wanted to experience street food, providing an advantageous edge for ASEAN countries with their strong tradition of street food culture. Further reflecting this, three out of the top ten destinations for tasting local food were ASEAN members (Ipoh, Malaysia, Johor Bahru, Malaysia and Ho Chi Minh City, Vietnam) and Bangkok was listed amongst the top ten destinations for street foods. Similarly, the MNBA (2017) survey identified Thailand as an up and coming food destination for British gastronomic tourists.

UP AND COMING FOOD DESTINATIONS

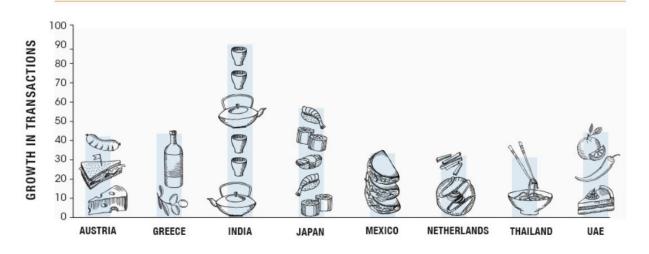


Figure 4: Up and coming food destinations for British gastronomic tourists. Source: MNBA (2017).

Despite the apparent emphasis on dining, gastronomic tourism is about more than just eating and going out for meals. Skift UK Editor Patrick Whyte highlighted that food markets, tasting sessions, cooking classes and agri-tourism activities now make up 95% of all food experiences (cited in Coppola, 2016). Similarly, TripAdvisor.com identified food tours and cooking classes as being in the top 10 fastest growing tourist experiences in 2018, up by 57% since 2017. By gross booking value, food tours were the activity that experienced the most growth in 2017 (Trip Advisor, 2018). Culinary experiences are also coming to replace adventure activities. The new adventure trend is to experience cultures, with Intrepid Tours reporting a 20% increase in food adventure tours such as wine tasting, sampling local cuisine, and taking cookery classes (Shabada, 2018).



Fastest-growing experience categories: 2017, US travelers

Ranked by year-over-year growth in total bookings count

Figure 5: Fastest growing experiences categories: 2017, US travellers. Source: Trip Advisor (2018).

Estimating the economic impact of food and beverage tourism is difficult. However, it is widely believed that leisure tourists generally spend 25% of their expenditure on food. This however can range from 15% in more affordable destinations and can go as high as 35% in more expensive locales. Gastronomic tourists are a high-yield traveller and are estimated to spend 50% more on food and beverage a day as compared to other leisure tourists. They take also 1.5 more trips a year than non-gastronomic tourists. It was estimated that in 2015, food tourism generated a total of USD\$150 billion (UNWTO, 2017) and in Thailand, the total income derived from food tourism was 456 billion baht (representing 20% of the entire tourism income). This was expected to grow to 500 billion baht in 2016 (Boonpienpon & Wongwiwattana).

Gastronomic travellers are also more engaged travellers (Figure 6) and are more likely to participate in other non-food related activities when they travel; they are more likely to engage in sightseeing (91%), shopping (87%), and visiting historical or cultural attractions (85%) than non-culinary tourists (WFTA, 2016).

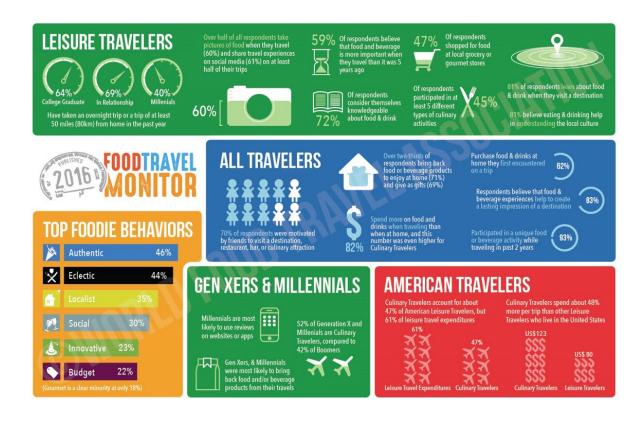
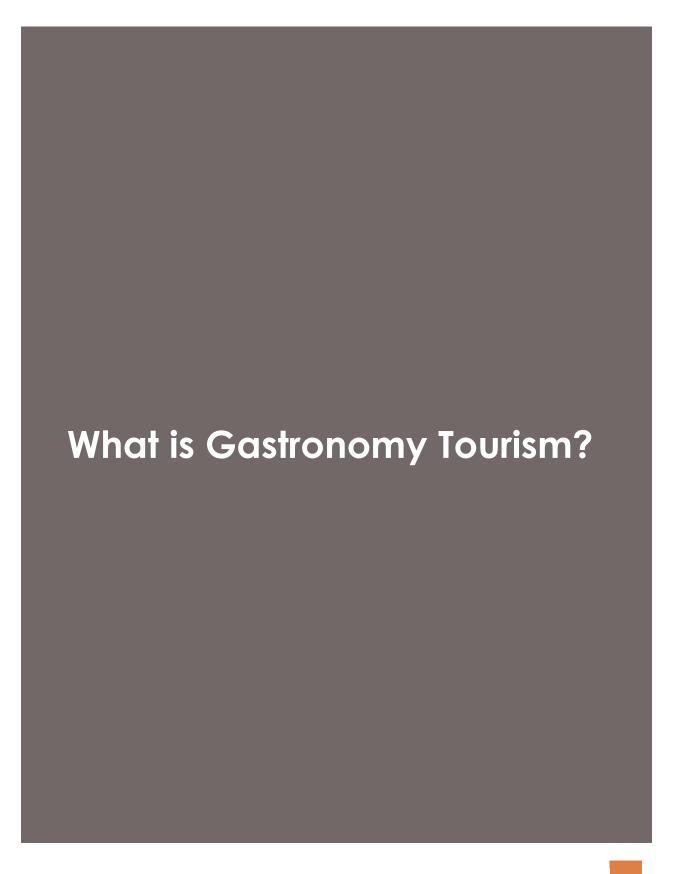


Figure 6: Profile of food travellers. Source: World Food travel Association (2016).



What is Gastronomy Tourism

By definition, cuisine is a particular style of food preparation characteristic of a region. Its meaning and significance however, is far deeper than this simplistic definition suggests. Cuisine is the outcome of a region's unique history, its products/ingredients (and the land from which they come), and the social norms and customs of the group that dictate the way in which food is produced, prepared and consumed. Cuisine is imbued with social and cultural capital (Berno, 2017). It is this social and cultural capital that is at the core of gastronomy and tourism. As such, gastronomy and tourism goes far beyond just what is "on the plate".

Beyond Food

...gastronomy tourism goes far beyond just what is "on the plate"...



Food, food and beverage, culinary, gastronomy and gastronomic are all used interchangeably with "tourism" to broadly describe travellers and touristic activities that involved food-related experiences. Although there has been much debate in the academic literature around definitions, as well as the tourist typologies that comprise the gastronomic traveller, at the core of all definitions is what the World Food Travel Association suggests as: "Food tourism is the act of traveling for a taste of place in order to get a sense of place." (WFTA, 2018)

Although the WFTA definition captures the deeper quest for authenticity and sense of place that research suggests that food tourists seek, it fails to fully acknowledge the breadth of what comprises these food-related experiences, the broad range of stakeholders involved, the diverse benefits that can be realised and the complexity of inter-sectoral relationships. These are partially acknowledged by the WFTA (2016) in Figure 7.

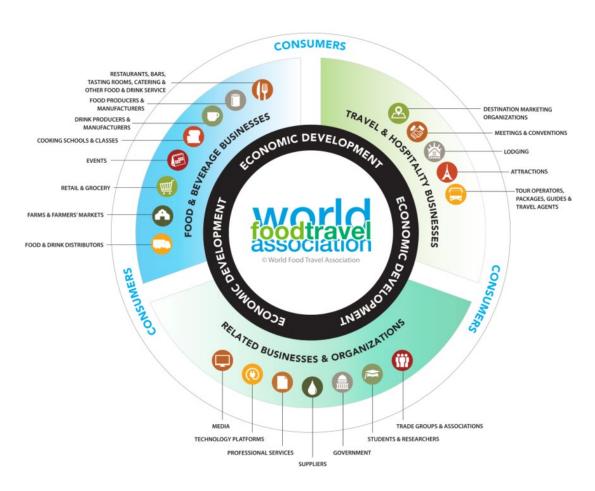


Figure 7: The interrelated sectors of the food and beverage tourism industry. Source WFTA (2016).

The University of Gothenburg Centre for Food Tourism (n.d.) extends the WFTA definition and model with their conceptualisation of what comprises gastronomic tourism (Figure 8) by acknowledging the roles of culture and heritage, lifestyle, destination development, sustainability and importantly, creativity, innovation and design and the need for policy to underpin all of these. This presents a more comprehensive picture of the breadth and reach of gastronomy tourism.



Figure 8: Gastronomic tourism. (Source: University of Gothenburg Centre for Food Tourism, n.d.).

The link between gastronomy tourism and the creative industries is an important, but often neglected relationship in gastronomy tourism. The United Nations Industrial Development Organization (UNIDO) (2017) (and others) have identified what they refer to as a "huge potential of linkages and syneraies among the agro-food, tourism and the creative industries" (UNIDO, 2017, p. 5; Boonpienpon & Wongwiwattana, 2017) believing that that the integration of these various sectors is key to fostering the socioeconomic development of a region. Indeed, they suggest that food and gastronomy are a form of artistic and cultural expression, and one of the most salient examples of the expression of the contemporary tourist experience. The UNIDO refers to the integration of these experiences as an "integrated cluster approach". In taking this integrated cluster approach, territorial assets, including cultural, heritage and historical traditions (food, crafts, folklore, visual arts, drama, literary references and historical sites) and natural resources (landscapes flora, fauna, physical and social spheres of production), come together in a place-based approach that capitalises on distinct local characteristics that define a particular place.

In this particular approach, food/cuisine is a major element of these combined assets. This in turn promotes socio-economic development in these regions through the creative economy. Integrating creative content with food tourism adds value by reaching new target groups, enhancing destination image and supporting the growth of the creative industries and creative exports, thus elucidating the significant contribution that well-planned and managed gastronomy tourism can potentially make.



the whole becomes larger than the sum of its parts

In order to optimise these opportunities around the relationship between agrofoods, tourism and the creative industries, the UNIDO suggests that partnerships and networks to establish "creative clusters" built through the synergistic linkages between the agricultural sector, tourism and creative industries need to be

forged. This requires a shift from a sectoral orientation to a territorial or regional approach in which key players valourise their territorial goods in a complementary (rather than competitive) way. In this way these complementary sectors and regions contribute to making the entire economic structure more complete, widening opportunities thus development. The main territorial product in this case is a total cultural experience in which results from typical food products of a region, cultural and creative services and products and tourism services. The critical component of this approach is the centrality of integration among the various sectors of the development of a region. In terms of collaborative and complementary regional development, such as with gastronomy tourism in ASEAN, a





cohesive policy approach with effective coordination between government agencies and the private sector is integral. Additionally, the presence of a coordinating body is crucial for collaborative governance (UNIDO, 2017). In this way, the whole becomes larger than the sum of its parts: "Integrated approaches can create a range of benefits, such as stimulating innovation through crossfertilization of ideas between different sectors, generating positive image spin-off by promoting the creative industries together with tourism and agro-food, and identifying and removing barriers to creative industries development" (OECD (2014) cited in UNIDO (2017), p. 13). (Figure 9).

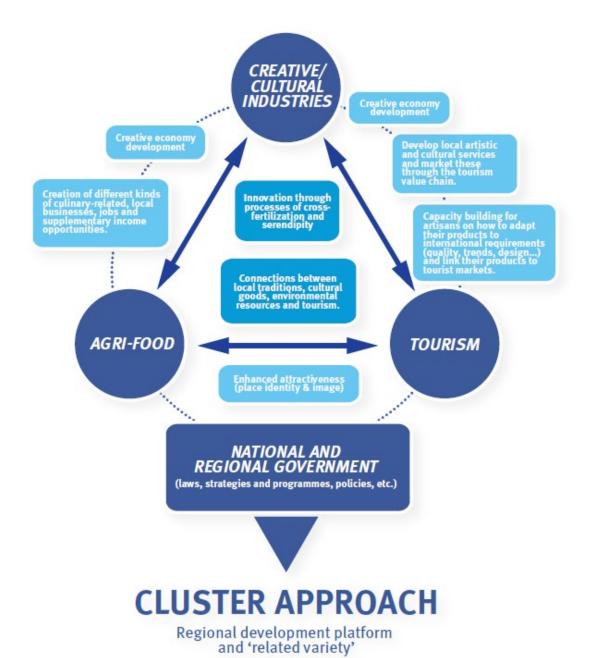
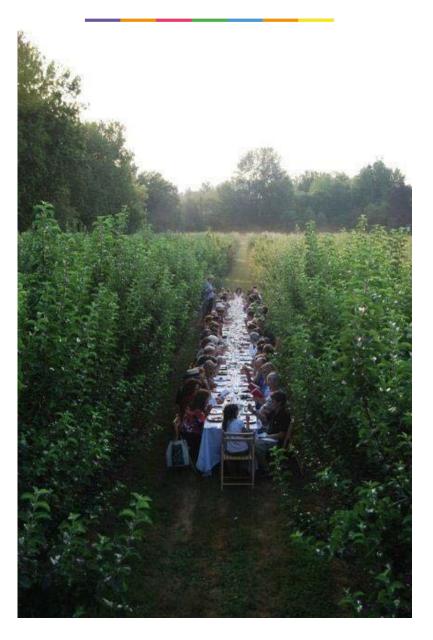


Figure 9: Analytical framework for an integrated cluster approach. (Source: UNIDO, 2017, p. 14).

The International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT), a network of global experts who select and award the title of "Regional Gastronomy" is an example of such an organisation (Annex 2). IGCAT presents a proven and successful model that ASEAN can adapt to fully realise the potentials of gastronomy tourism and the creative arts in the region.







Based on the discussion presented above, gastronomy and tourism in the ASEAN context can be defined as follows:



Gastronomy and tourism comprise an integrated, networked and holistic approach to food and food culture that spans the continuum from production through post-consumption. This includes landscapes, place, agriculture and food production, food traditions, food presentations, hospitality, eating, culture and heritage, lifestyle, destination development, sustainability and importantly, their synergistic relationship between gastronomy as an expression of the culinary arts and creativity, innovation and design.



Gastronomy and tourism in the ASEAN context

Key Principles for Gastronomy Tourism and Sustainable Tourism Development

As presented in the opening paragraph of this white paper, the vision for ASEAN tourism over the next decade to 2025 is:

"By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socioeconomic well-being of ASEAN people."

This emphasis on sustainability is particularly significant to gastronomy and tourism. Readers of this white paper will be more than aware that one of the most significant economic, social and cultural phenomena since the mid-1900s has been the growth of tourism. Along with this growth has come a growing awareness of the need for tourism to be sustainable. This has led to an increasing interest in the use of local resources in tourism development, along with the idea that host communities should benefit as much as possible from tourism, particularly in in the areas of social and economic opportunities.

It is safe (and rather obvious) to say that food is one of the most important areas of the tourism industry – all tourists eat as part of their tourist experience. Based on current international tourism numbers, it can be estimated that over 70 billion meals per year (over 200 million meals per day) are consumed in tourism. Ironically however, despite the now well-accepted need for sustainable tourism, it has only been relatively recently that attention has been paid to the relationship between food production systems, culinary traditions, tourist consumption and sustainability. These relationships however, can be critical to

sustainability (Berno et al., 2014). Research suggests that distinctive local cuisines can be important as both a tourism attraction, and as a means of shaping the image of a destination (Gössling et al., 2011; Cohen & Avieli, 2004; Hall, Sharples, Mitchell, Macionis & Cambourne, 2003; du Rand & Health, 2006). Additionally, research also suggests that local food experiences in tourism can contribute to sustainable development, support agricultural diversification and contribute to climate change mitigation by reducing the 'carbon footprint' through a decrease in imported products (Gössling et al, 2011. Significantly, Timothy and

Ron (2013) argue that gastronomy as part of the tourist experience can empower communities, supporting them to achieve their goals for sustainability, and help them cope with tourism and achieve its potential in more responsible ways.



#Gastro-diplomacy

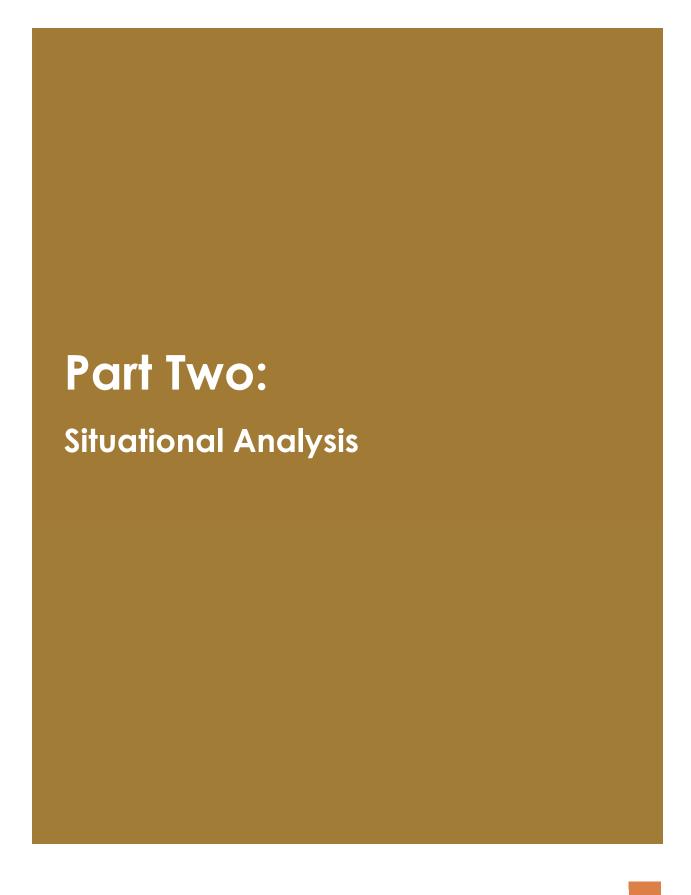
Gastronomy plays an integral role in building competitive destination brand and its ability to be a key driver to achieve inclusiveness and sustainable development for the local agricultural producers, local artisans and young artisan chefs in the globalization process. Gastronomy can also be a conduit to re-connect rural and urban environments. If managed well, gastronomic tourism can be an effective strategy for poverty reduction, efficient use of resources, environmental protection and climate change mitigation, and the protection of cultural values, heritage and bio-diversity. Gastronomy and tourism can be used as a means to reinforce traditional (sustainable) ASEAN agricultural systems and ASEAN food cultures, increase and spread the benefits of tourism, and contribute to rural social and economic development, as well as contribute to broader local, regional and international sustainability goals such as climate change mitigation and contribute to the SDGs. The following case studies of gastronomic tourism in a range of countries presents evidence of the wide-range of benefits that well-executed gastronomy tourism can realise.

Case Study 1: The Me'a Kai and Mea'ai Samoa cookbook projects provide an example of this gastronomy tourism approach (see Annex 3).

Case Study 2: Sampran Model and Organic Tourism in Thailand (see Annex 4).

Case Study 3: Rethinking Good Food, Central Denmark, Candidature for European Region of Gastronomy 2017 (see Annex 5)





Part Two: Situational Analysis

ASEAN Tourism situation and challenges: an overview

The importance of gastronomy to tourism in ASEAN member states is highlighted in the current ASEAN Tourism Marketing Strategy 2017-2020. Strategic Action 2.2: Develop and Implement Regional Thematic Experiences, identifies "culinary" as one of four overarching themes that comprise the focus of the strategy. This aligns with the framework of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025. Taken together, these two strategies are designed to support the overall tourism activities of the ASEAN NTOs (Southeast Asian Nations (ASEAN), 2017). This is reflected by both off- and on-line campaigns promoted by ASEAN member NTOs.







Gastronomic tourism is not new to ASEAN member states, and countries such as Singapore and Thailand have implemented sophisticated gastronomic tourism campaigns. Thailand in particular has been very successful in the way it has positioned its national cuisine to create a culinary brand identity and how this has been used to promote and shape tourism (Berno et al., forthcoming). In an evaluation of food-related content in ASEAN countries' official websites, Tze and Hashim (2013) found that 90% of the countries had an introduction to food culture in their websites, most of which provided a description of the country's local foods and signature dishes. However, only 40% highlighted their local cuisine. Other gastronomy-related content varied significantly, as is illustrated in Table 1.

Table 1. Data collected from official ASEAN tourism websites for promoting food tourism (Tze and Hashim, 2013, p. 177).

Dimensions		Official Tourism Organisations									
		TM	STB	BT	MTCE	TAT	VNA	MTC	LNTA	DTP	MHT
Fo	od Culture										
1.	Introduction to food culture	√	√	√	√	√	\checkmark	√	V	V	√
2.	Introduction to local cuisines	-	√	√	√	_	_	V	_	_	_
3.	Photos of local cuisines	√	√	√	√	_	_	V	_	_	_
4.	Show recipes of local cuisines	-	-	√	_	_	_	-	_	_	_
5.	Map guide to the cities offering local cuisines	-	√	_	√	_	_	_	_	_	_
Sig	mature Foods and Recipes										
1.	Introduction to signature foods	-	√	V	_	√	_	_	_	V	_
2.	Detailed recipes for signature cuisines	-	-	√	-	√	_	-	-	-	_
3.	Photos of signature cuisines	-	√	√	_	√	_	_	_	√	√
4.	Introduction for signature snacks and desserts	-	√	-	_	√	_	-	_	_	_
5.	Detailed recipes for signature snacks and desserts	-	-	-	-	_	-	-	_	-	_
Cu	llinary Tourism Marketing Strategies										
1.	Introduction to selected restaurants	-	√	√	√	_	_	-	√	√	_
2.	Introduction to cuisines in major cities and tourist spots	-	√	_	√	√	_	V	_	_	_
3.	Links to local cuisines restaurant websites	-	√	-	-	-	-	-	√	-	_
4.	Mention about vegetarian food restaurant	-	√	_	-	√	_	V	_	_	_
5.	Introduction to cooking school/class	√	√	_	-	√	_	V	_	_	_
6.	Recommend gastronomy tours	√	√	√	√	√	_	_	√	_	_
7.	Introduction to gastronomy tour itinerary	-	_	_	_	_	_	_	_	_	_
8.	Introduction to food festivals	√	√	_	-	√	_	_	_	_	_
9.	Recommend foods for souvenirs	-	_	-	V	_	-	_	_	_	_
Re	staurant Guide										
1.	Search function - by cuisine category	-	√	_	-	√	_	V	-	-	_
2.	Search function - by area	√	_	-	√	√	_	V	\checkmark	_	_
3.	Search function - by restaurant	V	√	_	V	_	-	V	-	_	_
4.	Search function - by specific dish	√	_	-	_	√	_	_	-	_	_

Note: √= Presence; -= Absence; TM - Tourism Malaysia (http://www.tourism.gov.my/); STB - Singapore Tourism Board (http://www.yoursingapore.com/); BT - Brunei Tourism (http://www.bruneitourism.travel/); MTCE - Ministry of Tourism and Creative Economy, Republic of Indonesia (http://www.indonesia.travel/); TAT - Tourism Authority of Thailand (http://www.tourismthailand.org/); VNA - Vietnam National Administration of Tourism (http://www.tourism.gov.vn/english/); MTC - Ministry of tourism of Cambodia (http://www.tourismcambodia.org/); LNTA - Lao National Tourism Administration (http://www.tourism.gov.ph/); MHT - Ministry of Hotel and Tourism, Myanmar (http://www.myanmartourism.org/)

Sukenti (2014) came to similar conclusion in an analysis of gastronomic tourism offerings of Indonesia, Honk Kong, Singapore, Thailand and Malaysia.

ASEAN is well-placed to exploit gastronomy tourism. As discussed above, many of the attributes that current gastronomic tourists seek are already well-established in ASEAN member states, such as street food, authentic cuisine and creative opportunities to engage in more deep and meaningful ways with host communities. ASEAN is also home to several aspirational gastronomy tourism destinations. Sunapang (2015) in a survey of gastronomy tourism offerings in ASEAN found that tourists have an overall positive attitude towards local food in ASEAN (with most tourists surveyed rating it above average) and that local foods were considered an important attribute of the region. Sunapang also identified seven gastronomic routes in Luang Prabang, Hanoi, Siem Reap, Melaka, Rangoon, Singapore and Ayutthaya, which highlighted both the cuisines and related historical, heritage and arts/cultural attributes.

This sort of "regions of gastronomy" approach is similar to that utilised by International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT).



EUROPEAN REGIONS OF GASTRONOMY



This said however, there are challenges to fully realising the benefits of ASEAN for gastronomy tourism. Countries such as Singapore, Thailand, Indonesia and Malaysia, and to a lesser extent Vietnam and the Philippines, have well-established food tourism profiles and aastronomy tourism offerings (street food, food tours, cooking classes). Countries such as Laos, Myanmar, Cambodia and Brunei do not (see Annex 6 for data). The situation is similar for agrotourism/gastronomy offerings.

Infrastructure to support gastronomy

tourism across the countries also varies, as do policies to support the development of these types of offerings. Another challenge is that ASEAN is made up of multiple regions – from the country-level to the province level. As such, it is somewhat erroneous to refer to gastronomy tourism in Thailand for example, when culinary offering and their related activities differ significantly from region-to-region and even within sub-regions.

Effective gastronomy tourism requires public, private, third sector and knowledge institutions to work collaboratively to give wider visibility to the efforts of gastronomy tourism. This requires governance and oversight on an ASEAN regional level, as well as at the destination level. The following section presents recommendations in support of this for the effective development and implementation of gastronomy tourism in ASEAN.



Part Three Recommendations

Recommendation for Strategic Directions



To facilitate and support ASEAN as a Gastronomy Tourism region, it is recommended that the following commitments be agreed to and adopted as strategic guiding principles.

ASEAN gastronomic tourism will:

- 1. **UPHOLD** the general principles for the development of gastronomy and tourism to be a vehicle for the transmission of culture and embrace its ability to achieve sustainable and inclusive development goals. Sustainable local, regional, and global food systems are important for our future. Gastronomy practices will open up innovative solutions about sustainable tourism, local employment while preserving local tradition and diversity, harnessing and rewarding authenticity.
- 2. **VALUE AND WELCOME** the inclusion of young generation and all genders to express their creativities through art of food (for example, food presentation, food stylist, food dialogues, food souvenirs, food pairings)
- 3. **LEVERAGE** cultural assets to transform a community into a vibrant, enticing, and engaging place to live, work, and visit. Successful creative gastronomic initiatives have been shown to create a strong sense and character of place, attract new visitors, and serve as a catalyst for local innovation and positive economic development for small to medium sized enterprises (SMEs).
- 4. **ESTABLISH** the Regions of Gastronomy Platform for knowledge sharing to substantially improve ASEAN gastronomic experiences one that provides livelihoods for farmers as well as nutritious products for locals and visitors.
- 5. **FOSTER** the interrelation between gastronomy and tourism as a medium for inter-generational cultural exchange. The transmission of multifaceted cross culture, if properly managed, enhances inclusive economic development, sustainable practices and food experiences. Hence, gastronomic tourism helps to create strong sense of place for branding and marketing destinations, as well as assisting in maintaining and preserving local heritage and identity.

- 6. **EMPOWER** local communities by guiding, facilitating, and supporting leaders in ASEAN cities, regions and any cultural innovation initiatives to understand the totality of sustainable culinary value chain and promote the full potentialities of their distinct food, cultural heritage, arts and tourism assets.
- 7. **INVEST** in young artisans to accelerate innovative enterprises which contribute to a better quality of life in regions by highlighting distinctive food cultures, educating for better health and sustainability and stimulating the development of gastronomic related produces/products/initiatives.
- 8. **BUILD AND SHOWCASE** the region's distinct cultural identity and food assets internationally by giving visibility to traditional food ways.
- 9. **CREATE** awareness of wider food issues for healthy living and sustainability both through educational programs and wider citizen engagement projects.
- 10. **RAISE** citizen awareness about the food they eat, the value of local products and the need to innovate in order to protect local produces. Therefore, gastronomic tourism is not just concerned with attracting visitors to the region but also in the longer-term benefits by educating for better and healthier lifestyles and supporting responsible small and medium enterprises (SMEs).
- 11. **MEASURE TO MANAGE** food waste, environmental protection and protecting biodiversity.

Recommendation for the establishment of ASEAN Gastronomy Network

Based on the Joint Declaration on Gastronomy and Tourism by ASEAN Tourism Ministers (28 November 2018), and the ASEAN Economic Community Blueprint 2025 which focuses efforts on enhancing the competitiveness of ASEAN as a single tourism destination, it is recommended that an **ASEAN Gastronomy Tourism Network** be established.

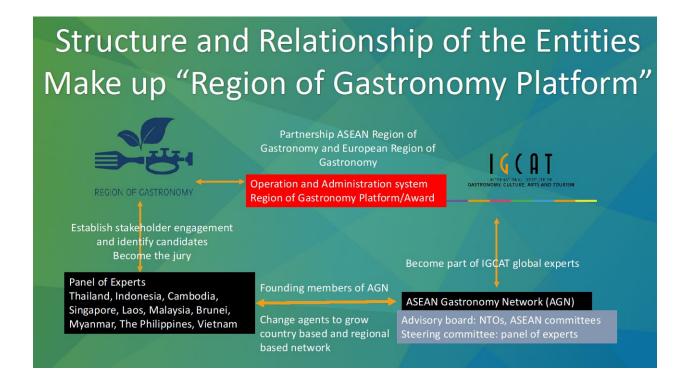
The ASEAN Gastronomy Tourism Network will develop and strengthen sustainable gastronomic tourism in ASEAN by encouraging cooperation between ASEAN Member States, related international gastronomy experts, tourism stakeholders and global professionals in the field of agriculture, culture, art and tourism. The aim of this cooperation and collaboration will be to support the development of

more environmentally, socially, culturally and economically sustainable food production and consumption in tourism and beyond and promote deep understanding about gastronomic tourism in Southeast Asia through the establishment of networked Regions of Gastronomy.

ASEAN Gastronomy Network: Panel of Experts

See annex for the profile of panel of experts

There is a proposed structure and relationship of all key entities within the gastronomy tourism eco-system. The details of this working relationship are provided in the official guideline of the region of gastronomy development and how the exisiting platform could be linked and formulated in collaboration with IGCAT and European Regions of Gastronomy.



Part 4 Proposed a Comprehensive ASEAN Region of Gastronomy Official **Guidelines**

Part Four Proposed a Comprehensive ASEAN Region of Gastronomy

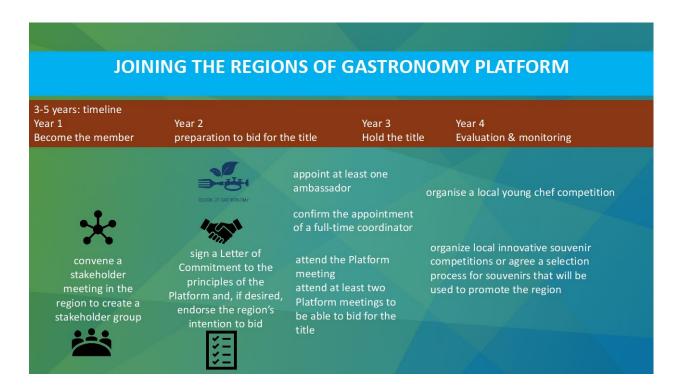


See Annex 7: ASEAN REGIONS OF GASTRONOMY A COMPREHENSIVE OFFICIAL GUIDELINE

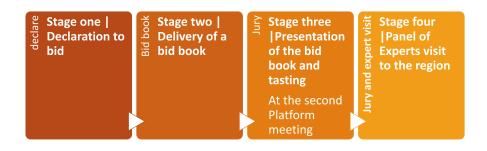
It is important to establish a knowledge sharing platform where the complexity of the issues could be openly debated and discussed. The commitment to the sustainable principles is vital to breakthrough and create effective social movement on sustainable gastronomy tourism in ASEAN.



A platform provides long term commitment and learning opportunities for all involved parties within the territorial system, creating an integrated cluster of gastronomy tourism. The bidding process is a participatory encouragement; an ambitious goal which needs full supports from all stakeholders.



The bidding process has four stages



ASEAN Movement together we

UPHOLD the general principles for the development of gastronomy and tourism to be a vehicle for the transmission of culture and embrace its ability to achieve sustainable and inclusive development goals. Sustainable local, regional, and global food systems are important for our future. Gastronomy practices will open up innovative solutions about sustainable tourism, local employment while preserving local tradition and diversity, harnessing and rewarding authenticity.

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Part 5: ANNEXS

Annex 1: Food Continuum

Annex 2: IGCAT introduction

Annex 3: Case Study-Cookbook

Annex 4: Sampran Model: Organic Tourism Thailand

Annex 5: Rethinking Good Food Bid book

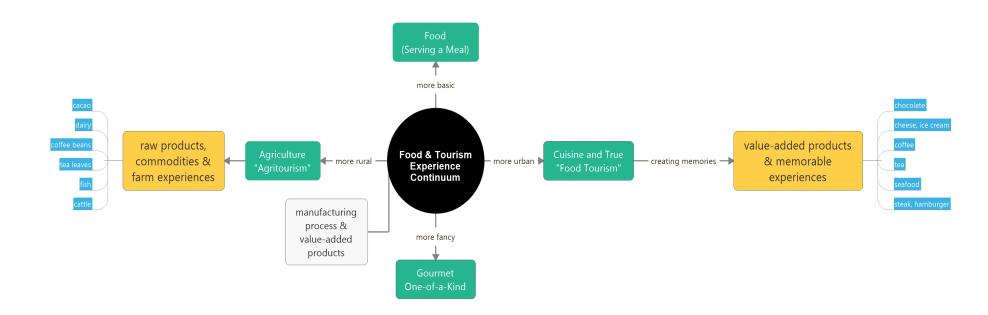
Annex 6: Food Trending in ASEAN

Annex 7: ASEAN REGION OF GASTRONOMY A COMPREHENSIVE

OFFICIAL GUIDELINE

Annex 1:

Food and tourism experience continuum. Source: WFTA (2016).





About IGCAT and European Region of Gastronomy Strategic Partner for ASEAN Region of Gastronomy

About IGCAT

IGCATis an international network of experts in the fields of culture, arts, tourism and gastronomy.

Collectively, we aim to empower local communities by guiding, facilitating, and supporting leaders in cities, regions and cultural projects to understand the potential of

The Award

The aim of the Award is to contribute to a better quality of life in regions by highlighting distinctive food cultures, educating for better health

The European Region of Gastronomy

will be given to 2-3 regions each year as a stimulus to link food, hospitality, tourism, culture, health and sustainability and, to support



IGCAT experts developed the **European Region of Gastronomy Award** to acknowledge the growing convergence of food, culture and tourism sectors and exciting transformations happening at a local level that could support regional development. Since then, the idea for the Award has advanced under IGCAT's leadership and with significant input from nine founding regions that helped identify specific focus areas that could respond to the needs of European regions.

IGCAT will act as an operational and administrative body of the ASEAN Region of Gastronomy. IGCAT firmly believes that regional development needs public, private, third sector and knowledge institutions to work together and a great deal can be accomplished by learning from other regions facing similar challenges. The founding regions concurred and the Regions of Gastronomy Platform was set up to ensure transfer of knowledge as well as to support collaborations that give widervisibility to the efforts of the regions taking part.

Benefits in summary

Showcase the region's distinct cultural and food assets internationally by giving visibility to traditional food ways.

Catalyst for development in the region through the regional stakeholder group;

Build regional identity and pride in local citizens with regard to distinct cultural and food assets;

Support local economies by stimulating public and private sector funding potential;

Sustainable tourism improving the quality of products and hospitality provision in the region;

Focus on innovation and learning to support smart growth and thus provide new skills and new opportunities for SMEs;

Awareness of wider food issues for healthy living and sustainability both through educational programs and wider citizen engagement projects;



In order to achieve our aim, it is important to fires connect stakeholders within the region itself. By creating a regional stakeholder group, the region ensures wide engagement in the project and multiplies the possibilities both within the region and internationally.

Through the regional stakeholder groups, IGCAT is able to identify the appropriate partners in each region for different project initiatives in tourism, hospitality, gastronomy and agriculture. By making multiple connections throughout the regions that have joined the Regions of Gastronomy Platform, knowledge-exchange is increased.

The Award, therefore, is an incentive for Platform members to meet the criteria established and considered necessary by IGCAT experts to improve development opportunities for the region.

Once a member of the Platform, the region will be advised when they are ready to bid for the title of 'European Region of Gastronomy Award'. In order to ensure longer- term benefits of the programme, regions commit to join the Platform for a minimum of five years. During this time, they work with the regional stakeholder group and with international partners through the Platform to develop a year of events that will highlight the focus areas.



For more information about the Regions of Gastronomy Platform or the European Region of Gastronomy Award please contact:

info@europeanregionofgastronomy.org

http://europeanregionofgastronomy.org/

Tel: (+34) 937 601 472

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cat.org/

Annex 3

Case study: Cookbooks

Can a cookbook contribute to sustainable gastronomy and tourism development? The authors of two recent cookbooks, Me'a Kai: The food and flavours of the South Pacific (Oliver, Berno & Ram, 2010) and Mea'ai Samoa: Recipes and stories from the heart of Polynesia (Oliver, Berno & Ram, 2013) believe that the answer is "yes".

Based on a philosophy of gastronomy, cultural heritage, sustainable development and community benefits, both cookbooks, which feature the cuisines of the South Pacific, were developed to be more than "just cookbooks". They were developed around conceptual frameworks to act as a vehicle to link agriculture, food and the tourism industry through local cuisine in a way that created long-term environmental, economic and social benefits. Me'a Kai (Figures 1a & b), which took a regional approach and highlighted the cuisine of six Pacific countries, had significant impact in this respect. Me'a Kai attracted international acclaim, receiving the Gourmand supreme "Best Cookbook in the World" award (2010) and "3rd Best Cookbook in the World for the past 20 years" (2015) awards, beating out finalists the NOMA and New York Times cookbooks. Significantly, Me'a Kai was described as, "...a breakthrough in linking sustainable food, the economic interests of local agriculture, and tourism services...a benchmark for similar efforts in other parts of the world... It will be a reference for culinary history culture" and that it had a "...life changing impact for local communities, bringing pride through food culture...a stunning masterpiece [that]...saved food heritage in real danger of disappearing".

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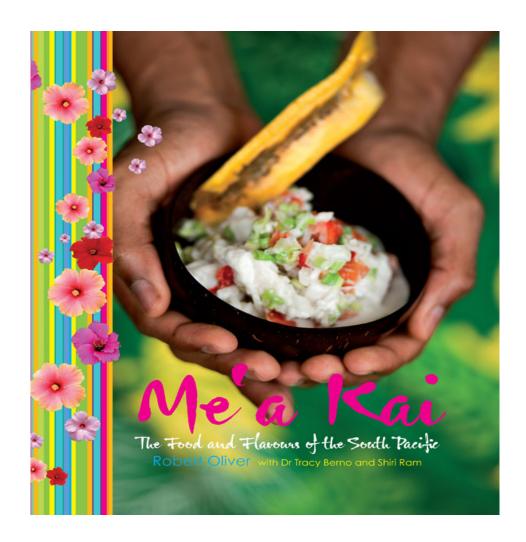


Figure 1a. Me'a Kai: The food and flavours of the South Pacific (2010).



Figure 1b. Me'a Kai: Conceptual framework.

Recognising the impact of Me'a Kai, the Prime Minister of Samoa extended the authors an invitation to write Mea'ai Samoa (2013) (Figures 2a & 2b) an original, research-based book on the food culture of Samoa, which extended the conceptual model developed in Me'a Kai. Mea'ai Samoa also attracted international acclaim, receiving the Gourmand "Best in the World – Chef" award in 2013.

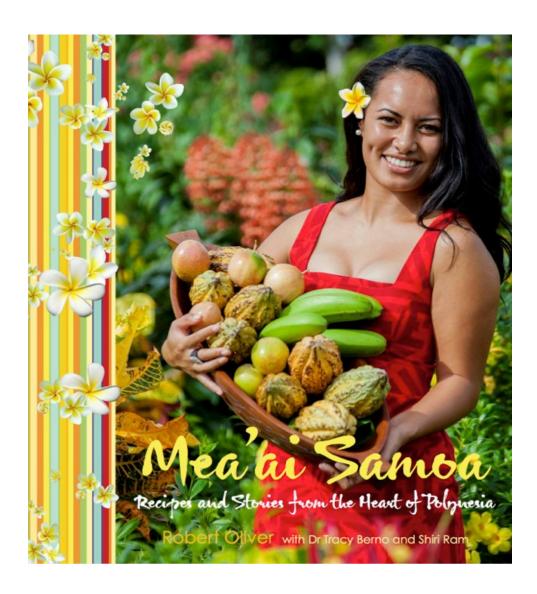


Figure 2a. Mea'ai Samoa: Recipes and stories from the heart of Polynesia (2013).

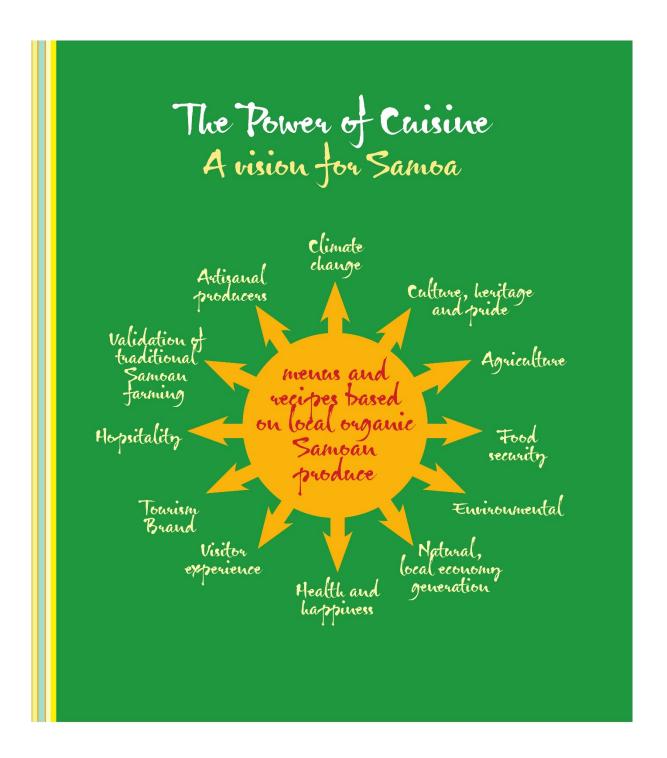


Figure 2b. Mea'ai Samoa: Conceptual framework.

The two books went on to form the basis for the two-season Television New Zealand (TVNZ) series Real Pasifik and the EU-CTA funded *Chefs for Development* publication (Figure 3).

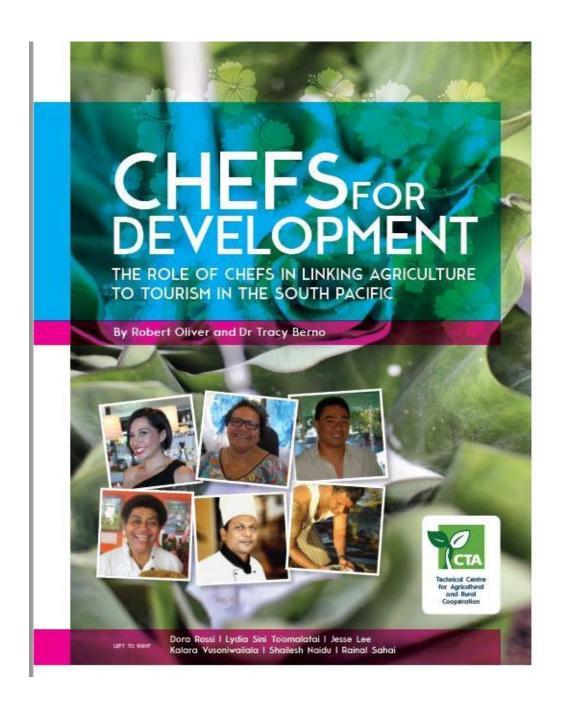


Figure 3. Chefs for development (2015).

Annex 4

Sampran Model the social movement for organic tourism

https://sampranmodel.com/en/

SAMPRAN MODEL

SAMPRAN MODEL OUR FARMERS OUR PARTNERS NEWS & EVENTS CONTACT US Q

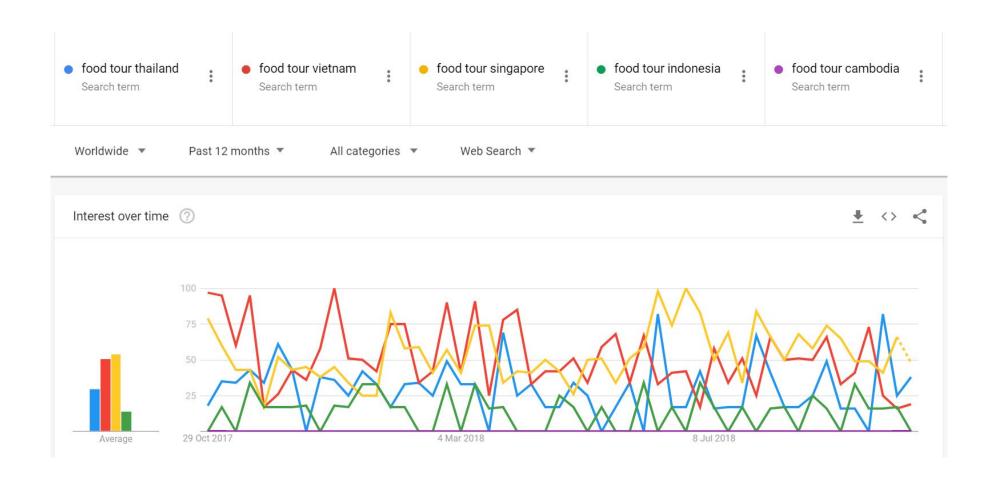
SAMPRAN MODEL

For the last 6 years, Sampran Riverside has been engaging with local farmers of $\,$ Nakornpatom province promoting organic agriculture through the Sampran Model. The project operates under Bliss Foundation with funding from Thai Health Promotion Foundation and Thailand Research Fund.

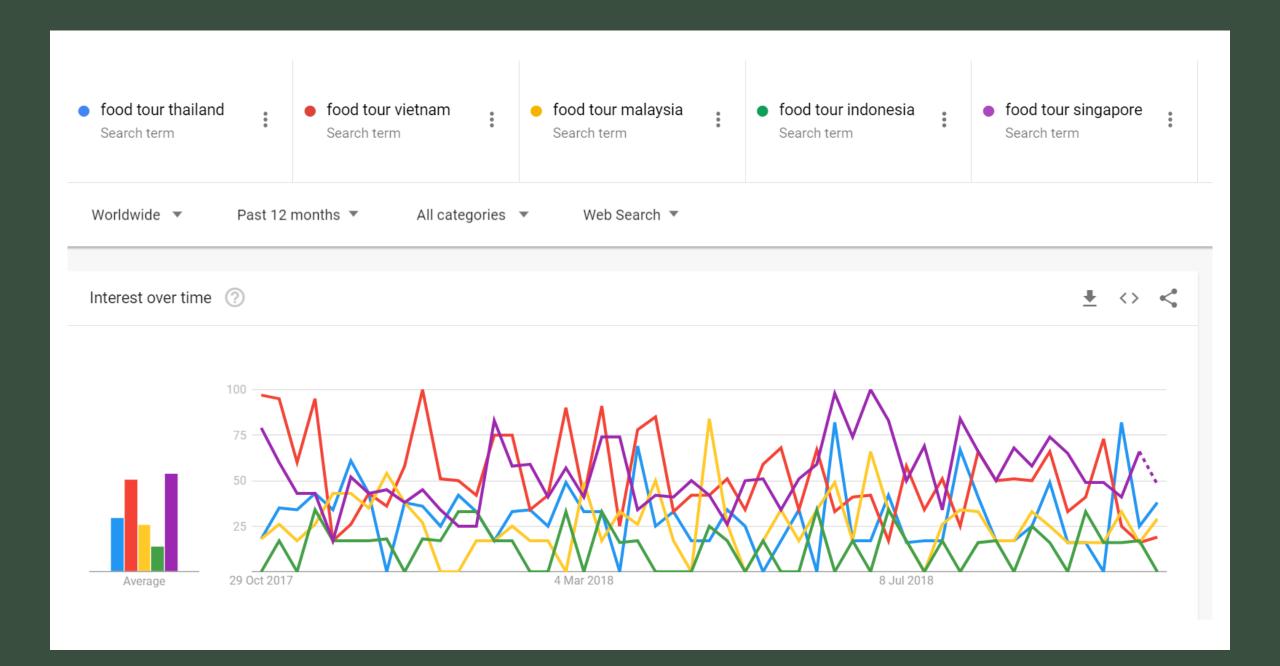
Conventional farmers mostly depend on middlemen who dictate price and specifications for their produces. Farmers therefore could never name their price, yet at the same time, could never control their costs due to rising price of agrochemicals. Farmers' debt problems worsen whilst their health and environment deteriorate with prolonged use of agrochemicals. This vicious cycle is $% \left\{ \left(1\right) \right\} =\left\{ \left(1\right) \right\}$ apparent to most farmers who contribute to approximately 35% of Thailand's population. Therefore, most our country's socio-economic problems could be resolved by addressing this unbalanced food supply chain problems.

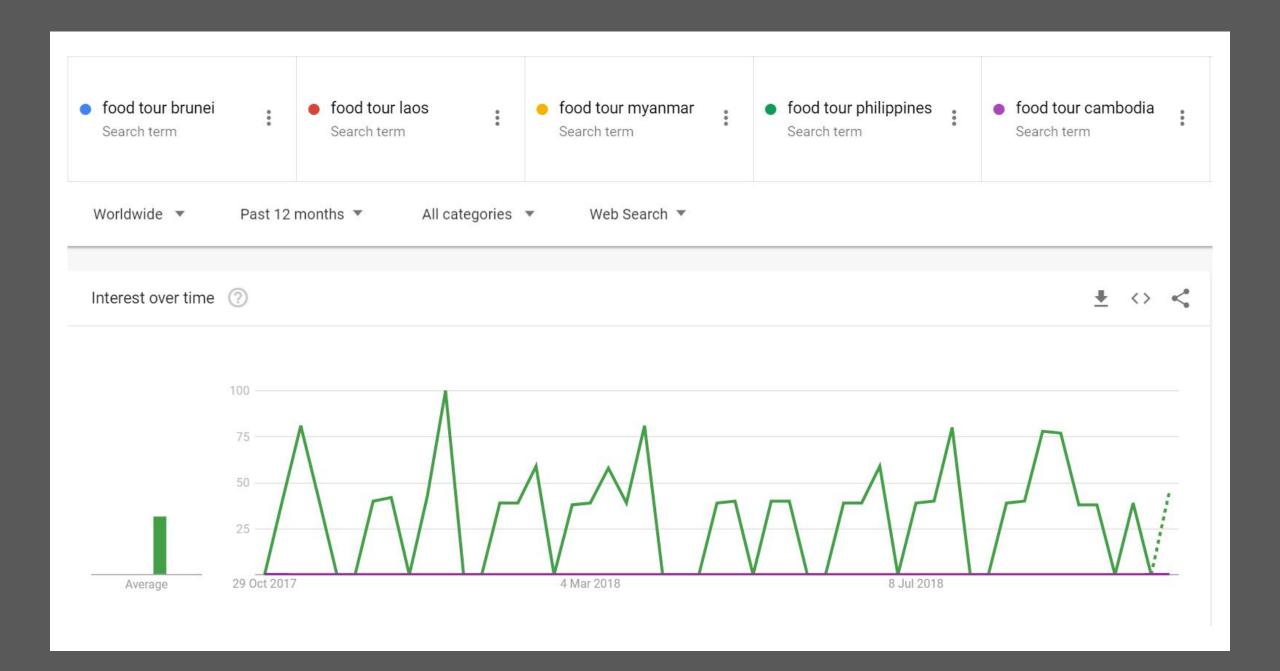


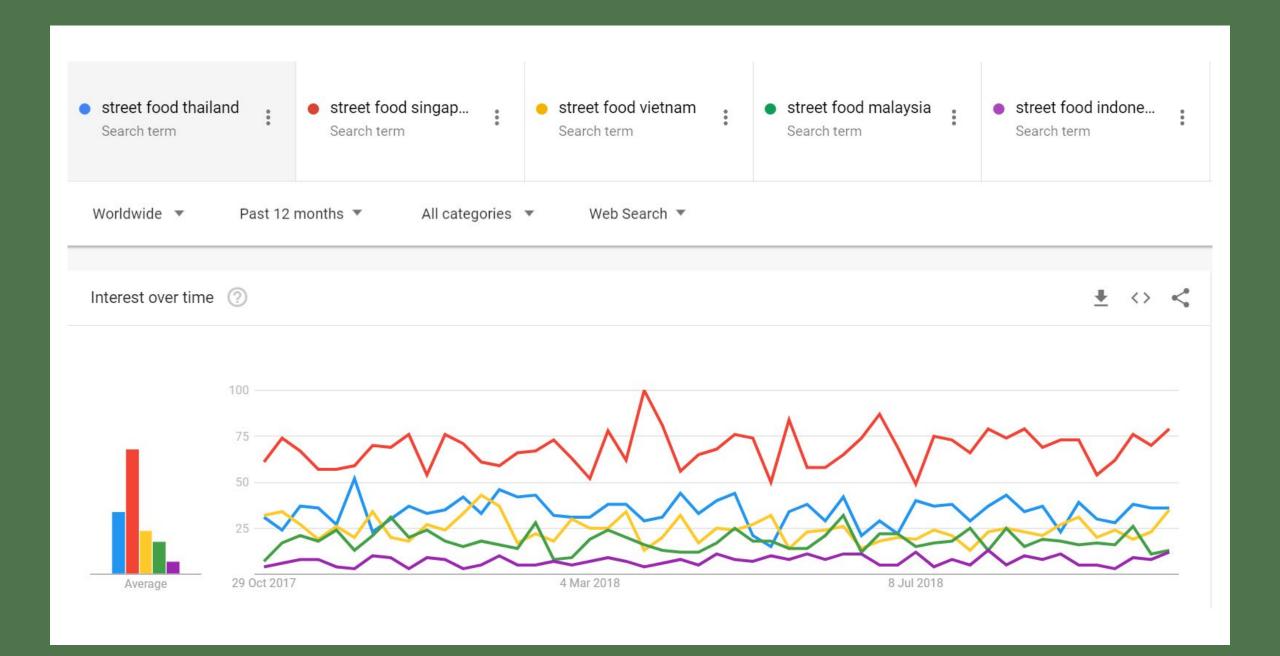


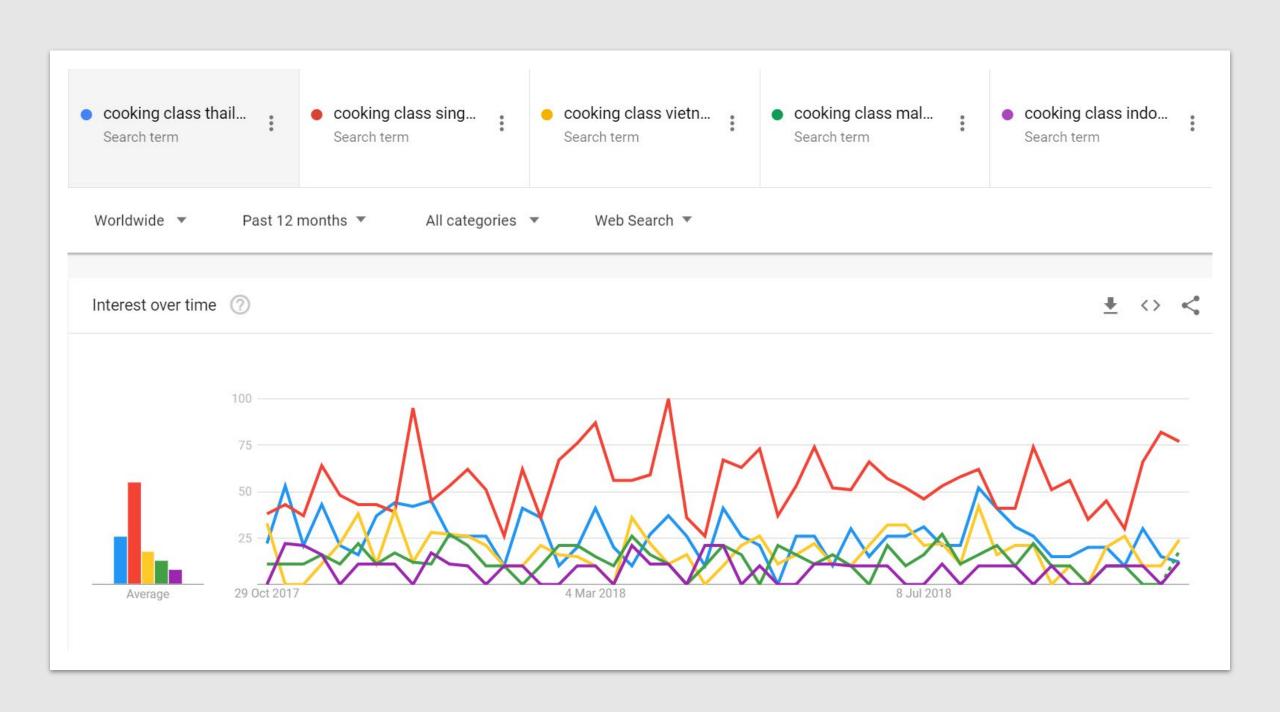


Compare food tour search on google trends











INTRODUCTION

Son Altesse Royale le Prince Consort Henrik de Danemark, Protecteur de la ville d'Aarhus / Région Centre du Danemark - Région européenne de la Gastronomie 2017.

En posant notre candidature pour être nommée Région européenne de la Gastronomie en 2017 notre but est d'obtenir une répercussion locale et mondiale. Nous souhaitons promouvoir une culture ali-mentaire solide et nous efforcer d'obtenir de meilleurs produits échangés avec d'autres régions eu-ropéennes.

Il est important pour le développement mondial d'avoir accès à des aliments sains et savoureux. Le Danemark figure depuis des années en tête des nations productrices et innovatrices du secteur agroalimentaire, avec une active industrie autour de la ville d'Aarhus et dans la Région Centre du Danemark.

Depuis novembre 2004 où 12 de nos chefs ont présenté le Manifeste pour la Nouvelle Cuisine Nor-dique (New Nordic Kitchen Manifesto), la culture gastronomique au Danemark et dans les pays nordiques a gagné une renommée internationale. Ce manifeste a déclenché une renaissance du pa-trimoine culinaire nordique et incité nos cuisiniers et nos producteurs à soutenir les comestibles au-tochtones. Un de nos restaurants danois s'est plusieurs fois vu couronné meilleur restaurant du monde et nos chefs nordiques brillent au Bocuse d'Or. Les retombées vont bien au-delà des dîners pour gourmets. Nous avons découvert le potentiel de l'art culinaire nordique et nous apprécions mieux la cuisine des autres régions du monde.

Cette initiative dont je suis heureux d'être le protecteur permettra de poursuivre l'évolution de la gastronomie nordique sur la scène internationale. Le programme proposé sera source d'inspiration pour un large public et fera connaître une cuisine saine et savoureuse teintée de nouvelle gastronomie. J'espère qu'il sera le catalysateur pour honorer les producteurs locaux, les



traditions culinaires, l'intérêt porté aux aliments par des nouvelles générations et pour valoriser nos réunions autour d'une table.

La ville d'Aarhus, et la Région Centre du Danemark, a été nommée Capitale européenne de la Culture en 2017 avec pour thème Repenser. Sa nomination en tant que Région européenne de la Gastronomie ajouterait une dimension intéressante en invitant à repenser notre alimentation et la gastronomie à travers les arts et la culture. Repenser le monde à travers les aliments n'est pas uniquement introduire de meilleurs produits. Nous devons développer des liens plus solides entre l'industrie alimentaire, l'éducation, le tourisme et la santé. Une nomination de Région européenne de la Gastronomie contribuerait au développement d'une fructueuse collaboration entre les régions européennes intéressées à l'art culinaire.

His Royal Highness The Prince Consort Henrik of Denmark, Patron of Aarhus / Central Den-mark Region – European Region of Gastronomy 2017.

This application to become European Region of Gastronomy in 2017 is about making an impact, both locally and globally. It is about nurturing a sustainable food culture and striving for better produce in collaboration with other regions around Europe.

Access to healthy and delicious food has become an important factor for global development. For several years, Denmark has been among the leading nations in production and innovation within food, with much of this industry based around the city of Aarhus in the Central Denmark Region.

Since November 2004, when 12 chefs created the New Nordic Kitchen Manifesto, gastronomic culture in Denmark and the Nordic region has blossomed and gained international recognition. The manifesto triggered a rediscovery of Nordic culinary heritage and prompted chefs and producers

to champion indigenous ingredients. A restaurant in Denmark has repeatedly been crowned the best in the world, and Nordic chefs have competed successfully in the Bocuse d'Or competition, but the effects resonate far beyond fine dining. People have rediscovered the fertile potential for great experiences in Nordic food, and there is an increasing appreciation for quality food from other parts of the world.

I am pleased to be patron for an initiative that will foster further development of Nordic gastronomy in an international context. The proposed programme will generate inspiration for people everywhere and provide access to tasty and healthy food gained from new gastronomic insights. I hope the award can be a catalyst for awareness of local producers, for celebrating culinary traditions, for stimulating interest in food among new generations, and for highlighting the social aspect of gathering around the dinner table.

Aarhus – together with the entire Central Denmark Region – has been selected European Capital of Culture in 2017 under the theme 'Rethink'. The European Region of Gastronomy award would provide an interesting dimension when rethinking food and gastronomy through arts and culture. Rethinking the world through food is not just about better food products. We need to develop stronger ties between the food industry, education, tourism and health in a sustainable way. The European Region of Gastronomy award can contribute to this development in a fruitful collaboration between strong European food regions.

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— RETHINKING — GOOD FOOD

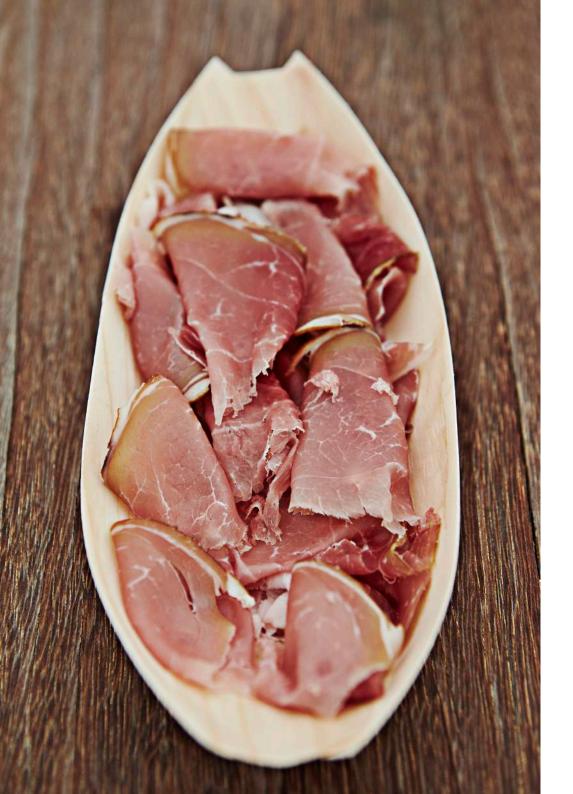
A sustainable food culture for the future and the pursuit of deliciousness. Those are the guiding principles which fuel our bid for becoming European Region of Gastronomy in 2017. Whatever challenges we encounter in the quest for better production methods and a better environment, we have to create good food which is attractive and delicious, which leaves the fewest scars on the planet, and brings us together: In restaurants, in the workplace, in public and in our homes.

We want to rethink the world through food, through all aspects of production, economy, culture and society. Sustainability is not just about cultivating greener technologies and future-proofing production. It's also about the economy of food and creating better jobs; creating better lives for people.

This ERG 2017 application is a joint bid from the Central Denmark Region and the City of Aarhus. The region, which stretches from the cold waters of the west coast to the bountiful fields in the heartland of the country, is the epicentre of food production and research in Denmark.

The food industry alone in central Denmark is responsible for more than a tenth of the country's total export across all sectors, and the region is a global leader in championing food innovation. As the country's second largest city, Aarhus is a strong regional hub for education and culture; a place that integrates the higher echelons of gastronomy with local producers and big industries.





Our aim is for ERG 2017 to boost the synergy that already exists among a creative cluster of businesses, producers and chefs. We want to raise the region's international profile and increase European collaboration within gastronomy.

In this bid book we outline projects and events that celebrate the region's produce and traditions, while also exploring European cross-collaboration and research into sustainable food production. We want to engage the public through good food and gather friends and strangers around the dining table.

From revitalising culinary traditions in a small harbour town to setting up a shared science lab for the industry, each initiative will contribute to the aspiration of a healthier food culture for the future. A healthier food culture for the region, its farmers, small businesses, chefs, students, families and elderly. And also with a global agenda. We want to challenge conventional habits and mobilise a new generation through taste, nourishment and education.

Food production and agriculture account for approximately a third of global greenhouse gas emissions and 70% of the world's water usage. This is one of the most serious challenges we face as a global society.

We can't solve challenges of this magnitude easily, but in small incremental steps we can begin to rethink the world through food where this makes an impact on the environment, the economy and the social fabric.

Who knows where the spark will come from. Perhaps from a young school-girl submitting her idea in a design competition that invites children to create food-related inventions? From the small farmer who opens a shop so he can sell directly to the local community? From an urban farming project, or from the exchange of ideas that takes place at a community dinner where neighbours gather to eat?

We are proud to submit our region as a candidate for this title. We want food to be a question of identity for the people who live here. That is how we will be able to generate the sense of responsibility and drive that can get us to the point where food makes a difference to our future. Where people start to rethink the world through taste and sustainability.

And where people - as they always have - gather around the table for good food.





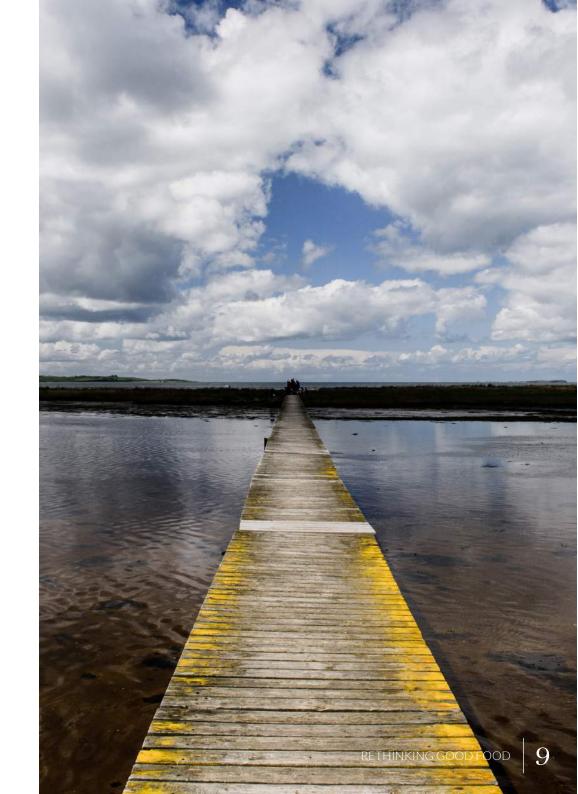
ORGANISING BODY AND — MAIN PARTNERS —

The European Region of Gastronomy candidature for Central Denmark and Aarhus is the result of a strong partnership between public authorities, private companies and educational institutions. There is already a fertile and collaborative environment across the region and the ERG title would be an opportunity to cement this alliance and extend it to international participation. Here are the key partners in our bid:

Central Denmark Region is one of the five administrative regions in Denmark. As well as having responsibility for healthcare services, it coordinates regional development in areas such as business, environment and tourism. As part of the Danish government's growth plan, food production has been designated as a key focus area for the Central Denmark Region.

This has resulted in the formation of the Danish Food Cluster, a membership organisation for industry, research and public authorities. Its aim is to ensure the competitiveness of the Danish food industry and to promote global leadership in the provision of high-quality, healthy, and sustainable products.

The government commitment to the Central Denmark Region is the result of long-term business development work. Since 2010, close to 2000 businesses - including large cooperations and SMEs - have taken part in activities such as the Danish Food Cluster to further this agenda. The overall ambition is to create growth and jobs in the region by supporting the food industry's capacity for innovation.





City of Aarhus is the largest local government body in the Central Denmark Region. 325.000 people live in Aarhus and 1.2 million live in the wider Business Region Aarhus. During the last 10 years, Aarhus has been one of the fastest developing growth centres in northern Europe, and its university consistently features among the world's top 100 in several rankings. This provides good access to R&D knowledge and labour of high international standards for businesses.

One of the core business areas in Aarhus is food development and production, with Business Region Aarhus having one of the highest concentrations of knowledge workers within the food industry. Aarhus has been chosen as the Danish representative for the international Delicé Food Network, which includes 23 city regions from around the world who share a platform where they meet and exchange ideas within gastronomy and culinary development. In 2015, the Michelin Guide expanded to include Aarhus, handing out three stars to restaurants in the city.

Aarhus Capital of Culture 2017 Working together with all 19 municipalities in the Central Denmark Region, Aarhus has been appointed European Capital of Culture in 2017. The programme will be anchored in Aarhus but events and projects will take place in all corners of the region. With the ERG bid being another joint effort between the region and the municipalities, this is a unique opportunity to work closely together on two major European initiatives. Resources can be pooled together for event production and organisation, and the synergy will help boost media coverage and a strong public profile.

The common denominator between European Region of Gastronomy and the European Capital of Culture is an ambition to inspire citizen participation and to create sustainable solutions with a long-term effect for the region. Food will be integrated - in new and inventive ways - in many of the cultural projects for 2017 as it underpins the idea of fuelling partnerships and engaging audiences.

While benefiting from cross-pollination with culture events, the ERG will stand as an independent initiative with a clear strategy of strengthening the region and its profile within gastronomy, research and food production.

Education The Department of Food Science at the University of Aarhus is a sparring partner for many of the research activities taking place within the region's food industry. The Department is focused on delivering impact for society through research and education on sustainable production, as well as partnering companies to translate gastronomic trends into new food experiences.

The culinary department at Aarhus Tech, a vocational school working closely together with the local business community, is already a key partner during events and festivals where students cook the meals. The school's involvement will be central to many of the projects we aim to roll out in 2017.

FOOD The ERG 2017 bid will be managed by the Food Organisation of Denmark (FOOD), a non-profit organisation dedicated to furthering the experience of Nordic food and nature. FOOD works closely with chefs and restaurants in the region, and for the last three years it has produced a large-scale public festival in Aarhus. FOOD is a partnership supported by private and public funds, such as the Ministry of Business and Growth, the Ministry of Food and Agriculture, the Danish fishing industry, culinary schools and national trade organisations.

Arla Central Denmark's major food companies, who are among the market leaders in Europe, will be active partners in the ERG projects. This includes Arla, Scandinavia's biggest dairy company, who is taking a leading role in setting up collaborative efforts for the industry within science and research. Arla is a cooperative owned by 12,500 farmers, and it has launched a flagship gourmet brand, Unika, to create innovative dairy products for restaurants and the home kitchen.











CRAFTING GOURMET CHEESE FOR THE FUTURE

A barrel of craft beer. A bottle of Japanese yuzu. Butter that has been fermenting for two years. At Unika's cheese lab, outside Skanderborg in central Denmark, the ingredients don't match that of a normal dairy. Neither is the overwhelming smell in the cold storage rooms. The small round cheeses with a dusting of grey fungus on top have an intense aroma of forest mushroom and sharp salmiak. Some of the cheeses have been resting for months, others have been injected with beer or yuzu and left to mature.

Unika is the gourmet label launched by dairy giant Arla. While Arla puts milk, butter and cheese on the everyday dining tables of most Danes, the company was struggling to win over the hearts and minds of chefs. Arla listened to these gastronomic voices and invested in a brand that would explore inventive approaches to cheese-making. They collaborated with restaurants and chefs to elevate cheese from the pre-dessert trolley to an integral component in main dishes. Heading up the lab in Skanderborg - situated within one of Arla's major dairies - is Mads Østergaard-Clausen, a food scientist with an inquisitive mind and a punk attitude. He works together with some of Denmark's top restaurants, coffee roasters and brewers to discover new flavours and ideas. "This is atypical for a big organisation," says Mads. "We are here to increase diversity in dairy. If we don't do it, nobody else well. Arla sees it as an obligation."

In 2012, Unika opened its first shop, located in Copenhagen's central food market, and another is set to follow in 2015. The plan is for Unika products to feature prominently in the dining events planned for ERG 2017.



WHO IS OUR — AUDIENCE? —

The projects we present for the European Region of Gastronomy target a diverse range of groups. While some events, such as the communal dinners, lend themselves to a wider audience, we also want to mobilise specific demographics. We want to involve school children by promoting food as a crucial part of the curriculum, to feed their curiosity from an early age and let them get hands-on experiences with cooking and ingredients.

Our projects for young adults - including Food Maker - try to address apathy and disfranchisement by championing enthusiastic youths to take charge and pass on cooking knowledge to their peers. We will target tourists and the local tourism industry by invigorating the countryside and seaside towns through food as a source of culture, community, identity and experience. The food industry and education sector will also be among our core interest groups, with a wide range of research initiatives planned for 2017.

MEETING THE ERG AIMS — AND OBJECTIVES —

Gastronomy should be a means for better quality of life, for creating cultural understanding, for knowledge sharing, for immersive experiences and for innovation. In the Central Denmark Region we want this ambition to influence all aspects of public life and the private sector. Participation is the key ingredient we need in order for this to succeed.

The ERG title is not a shopfront window to promote an elitist menu or agenda for the initiated few. This is a catalyst to raise awareness of local food producers, to rekindle culinary traditions and to stimulate interests among a new generation of budding farmers, chefs, scientists and food writers and among all citizens across the region. Rethinking the world through good food means more than cheaper organic apples in the supermarket; it's about solidifying the links between health, education, tourism, industry and politics.

From the fishermen in the fjords to the gastronomic wunderkinds in the zeitgeist-defining restaurants, the Central Denmark Region and Aarhus have the diversity and culinary framework to support the aims and objectives of the ERG bid. In 2013, the food industry and agriculture in Denmark were responsible for 25% of all Danish export, close to €21bn. The Central Denmark Region accounts for 40% of this figure.²

Local government funding for food-based programmes has increased over the last 10 years, and major companies - such as dairy cooperative Arla and meat producer Danish Crown - are investing in research facilities where they pool together their talents with SMEs, scientists and students.



)) _{TINY} DENMARK IS AN AGRICULTURAL SUPERPOWER.))

- The Economist



A 2013 study of innovation in the European food sector - commissioned by the Dutch Ministry of Economic Affairs - ranked Denmark number one among eight nations including Germany and the Netherlands.³

It's vital that the ERG year becomes a vehicle for European collaboration and that we involve the other regions in many aspects of our programme. We want to learn from our partner regions, both in terms of knowledge-sharing in the food industry but also how they are able to integrate gastronomy with tourism and marketing.

On an organisational level, we should exchange ideas throughout planning and evaluation to learn from each other what projects truly engage the public and the industry. There are also lots of shared gastronomic references with the other regions which we would like to explore; from the culinary ingenuity of Catalonia to the celebration of indigenous food products in Lombardy.

After all, the foundation for industry innovation lies in the soil and waters of the region. It lies with the fishermen, farmers and butchers who have plied their trade for generations, the chefs and cooks who carry a repository of recipes and traditions, and the brilliant young minds who dare to challenge conventional wisdoms of what a meal or product should taste and look like.

During the last decade, the world's gastronomic spotlight turned to Denmark. The advent of the new Nordic kitchen galvanised the restaurant scene and drew the world's media attention, but traditional Danish food culture sometimes gets painted in a polarising light as nothing but meat and gravy.

The Central Denmark Region has a larder that defies such a crude view. From the cold water fish caught on the west coast to the world-class native oysters in the nutrient-rich Limfjord. From the free-range organic pork grazing in the central farmland to ingenious artisan cheeses being conjured up in the dairy labs. We want to champion these ingredients, hail diversity and challenge the status quo of a homogenised, mono-cultured food scene.

These ingredients resonate with chefs in the award-winning restaurants across Scandinavia, even if the Central Denmark Region is a destination much less travelled by visitors from abroad. One of the ERG 2017 objectives is to stimulate growth in tourism. While many gastro-tourists have been seduced by the world-conquering restaurants in Copenhagen, the knock-on effect is starting to show in our region.

In 2015 Michelin expanded its restaurant guide to include Aarhus: Three restaurants in the city were each handed one star by the prestigious French publication and a further two places were highlighted as Bib Gourmand destinations, places that offer 'good cooking at moderate prices', according to the guide.

"The new wave of Scandinavian kitchens has really raised the bar in this part of the world," said Rebecca Burr, editor of Michelin's Nordic Cities Guide. "Aarhus is a vibrant city with a diverse gastronomy."

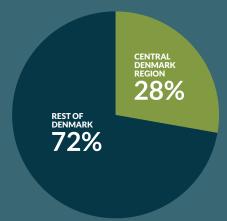
The awards are a huge boost for the restaurant scene in the region. Our aim for 2017 is to build on this success by fostering a fertile environment where talented young chefs will choose central Denmark to live out their culinary ambitions.

THE FOOD INDUSTRY IN DENMARK

Denmark has a strong food industry, which accounts for 25% of the country's total export, and the Central Denmark Region plays a pivotal role. These graphics show the scale of the region's contribution to the national food industry.*

EMPLOYMENT

Total number of jobs in Denmark's food industry: 135.600



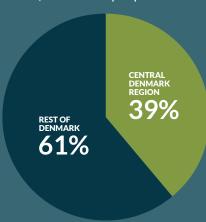
INDUSTRY TURNOVER

Total food industry sales: **€75bn**



EXPORT

Total food industry export: **€21bn**



^{*} Source: Statistics Denmark, dst.dk

ORGANIC DENMARK

The logo is recognised by 97% of Danes: a red O with a slash through it and a crown in the centre. It's the government-sanctioned stamp of approval for organic food products. \emptyset for \emptyset kologi – organic.

Denmark has a long tradition of organic farming. Thanks to focused cooperation between farmers, organisations and politicians there is now a high degree of control and credibility for the marketing of organic produce. There is an ambition to advance this agenda, both in terms of production and in the public kitchens.

The national aim for 2020 is to double the organically cultivated area in Denmark from the 2007 level, and from 2015-2018 the government will allocate almost €8m for the public sector to increase the percentage of organic products used in their meals. This will also have a huge impact in the Central Denmark Region which has a target of 60% organic food in public kitchens by 2020.

The last stage of the project, sponsored by the Danish Ministry for Food and Agriculture, will run from 2015 until 2017 and involve 109 public institutions, 133 kitchens, 359 cooks and 80 kitchen managers.⁴



Food culture is also a crucial factor in creating loyalty and satisfaction among holiday visitors in the Central Denmark Region. Many people travel to the west coast for pristine beaches and summer houses or to Aarhus for its cultural heritage and vibrant city life, but access to good food is a key parameter for satisfaction and retention.

Good food helps boost the region's image among tourists. Rather than finding processed food in supermarkets and fat-fried fish on the peer, tourists passing through a city market should discover delicious local produce and meals that inspire them to taste the flavours of the region.

We believe there is a lot to offer and taste here. We are keen to share this with the rest of Europe and to use the ERG candidature as a springboard for development, knowledge-sharing and collaboration across borders.

THEMES — AND — PROJECTS

We need to tackle good food culture from several angles. From programmes that challenge the industry to work smarter, to platforms that allow innovation among small businesses, to large-scale public events. On the following pages we outline some of the projects, events and research plans that will support our aims and objectives throughout 2017. This list is not exhaustive and many of these activities are currently in development stage. Some take place in Aarhus and some are specific to the coastline or countryside. The aim is to turn most of these ideas into flexible templates that can be applied to both large and small communities.

— EUROPEAN — CROSS-COLLABORATION

GLOBAL FOOD CHALLENGE KICKS OFF IN CENTRAL DENMARK

Denmark is a global leader in the food industry. This position demands that we also take take charge in helping to create solutions that tackle global issues around food production and sustainability. The Global Food Challenge, which is set to kick off in Denmark in 2015, is an initiative that will facilitate debates, events, awards, workshops and media engagement concerning the major challenges we face in our strive to produce healthy, sustainable food for as many people as possible around the world.

The project will be centered around an annual Global Food Summit where stakeholders pinpoint the agenda and interest areas for the coming year. The idea is inspired by events such as the World Economic Forum in Davos where business leaders, scientists and politicians have an independent forum in which to deal with an interdependent global issue.

EUROPEAN FOOD VENTURE FORUM

Creating a synergy between entrepreneurs, science, industry and investors is essential for a knowledge-driven economy in the European food sector. This annual forum in Aarhus offers a platform for pan-European networking in the food sector. About 30 international companies are selected to present at the forum. They are picked by a selection committee who will asses the companies on the basis of their business potential, technology merit, competitive position, investment interest and team experience. The forum has previously hosted companies representing sectors including eco-innovation, health-targeted food, waste management and food safety.





SILICON VALLEY FOR THE FOOD INDUSTRY

Changes to our everyday food culture won't come from TV shows or glitzy magazine spreads. They come from a food industry willing to collaborate across business interest and borders to develop better and more sustainable produce. With Agro Food Park, located north of Aarhus, Denmark's central region has the facility to achieve this ambition.

Agro Food Park is a place where large corporations join forces with startups, scientists and the education sector to look at ways of creating smarter production methods for a healthier food culture. SMEs gain a window of opportunity they wouldn't normally have access to and major market players reap the rewards of innovation. One of the hubs which facilitate this collaboration is Danish Food Cluster, an organisation for businesses and research institutions whose members currently account for 75% of Denmark's food industry turnover.

Agro Food park currently houses 50 businesses and close to 1000 staff, and the plan for 2017 is to widen the network, hopefully also to include participants from the other ERG regions. Among the partners is Agrotech, a company that transforms science into business through knowledge-based consultancy, technological services and innovation within environment and food.

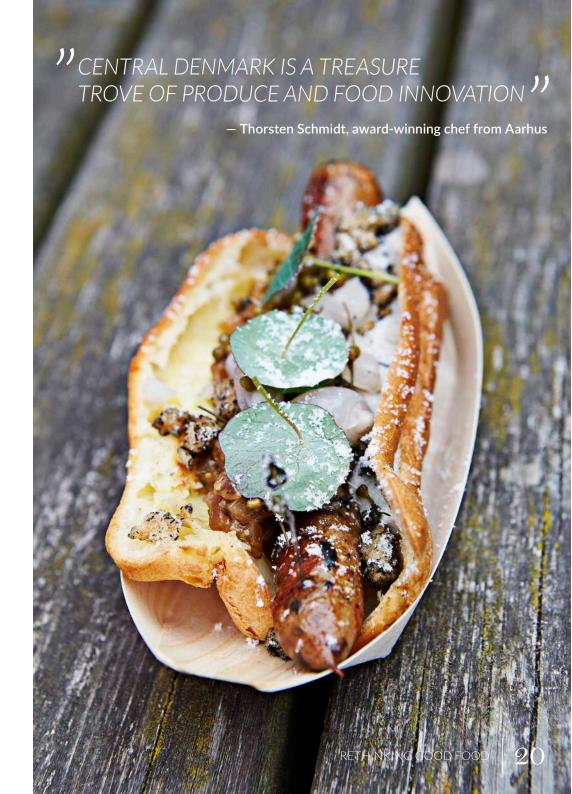
EUROPEAN HOT-DOG CHAMPIONSHIPS

A major part of the New Nordic kitchen revolution has been the rediscovery and exploration of our culinary heritage - and part of that heritage is the hot-dog. It's a Danish classic as well as a European common denominator. Some may think of it as just fast-food, but we want to salute the hot-dog.

For the past three years, Denmark's national hot-dog championships has seen some of the country's finest chefs - as well as regular hot-dog stall owners - compete for the coveted title, elevating a culinary stable to an expression of gastronomic creativity.

The tongue is firmly in the cheek but the competition serves an important purpose. It highlights a debate about quality, produce, taste and enjoyment, even when it comes to fast-food and everyday dining.

In 2017 we hope to launch a European version of the competition along with the other ERG regions. We want to do this as a way of exploring the intangible heritage of gastronomy though something very tangible, and as a way of linking different aspects of European food culture through a shared frame of reference.



— CITIZEN — INCLUSION

FEEDING A CITY: THE GREAT COMMUNAL MEAL

Sharing food with other people is one of the three cornerstones in what Brillat-Savarin - the celebrated French gastronome - described as the perfect meal. That sense of sharing and participation is central to our role as European Region of Gastronomy. In 2017, we aim to host the biggest dinner party in the history of Denmark. Taking place over the course of a week, 25,000 people will sit down together for a communal meal. The dinner will be the very public manifestation of our ambition for the ERG year.

People will gather around long dining tables and the various kitchen stations supplying the food will reflect the diversity of the ERG programme. Education will also play a central part, with the guests being informed about the context both before, during and after the meal. Our aim is for local vocational schools to help with the food production, and we would like to involve other ERG regions by inviting them to host some of the kitchens that cater the event.

FOOD FESTIVAL

Since 2012 the Food Organisation of Denmark has hosted and produced an annual festival which takes place in Aarhus during the summer. With more than 30,000 visitors each year - along with 300 food entrepreneurs, farmers and chefs - this is one of the largest food festivals in the Nordic region and an important event for producers and the public to come together. The ambition has been to create a public space where people meet the farmers, fishermen, brewers and chefs who are making a real change in our food culture.





The FOOD festival has hosted cooking workshops with chefs from The River Cottage in the UK, bakery lessons with New Nordic kitchen pioneer Claus Meyer, the national gourmet hot-dog championships, talks hosted by the people behind Noma's MAD symposium, beer tastings, wine courses and many other activities that offer practical involvement as well as a forum for pushing the debate. In 2017, to coincide with the ERG year, we want to further rethink food experiences in the public sphere and enhance the international aspect of the festival.

SHADOW PLAY: DINNER PARTY WITH A CULTURAL VIEW

Olafur Eliasson's kaleidoscopic walkway, Your Rainbow Panorama, crowns the ARoS art museum in Aarhus and has become a trademark for the city. As part of the European Capital of Culture programme, Aarhus 2017 has invited Denmark's national theatre to produce a 360° shadow play that will take place within the panoramic rainbow.

Eliasson's rainbow can be seen from many of the city's houses and apartments. The idea is to integrate these apartments as re-thought audience seats and invite 1,000 homes to host dinner parties for national and international guests before the play. The hosts will be provided with a package containing ingredients from local producers. They are then invited to follow a live radio cookery show which will broadcast recipes for a meal that ties in with the theme of the play.

We want this to be a multi-sensory collaboration between people. From sharing recipes and advice during the radio show to cooking the meal together and enjoying it with friends and strangers. This will take place in the context of a very public cultural event.

VIBRANT LIFE AND TASTES BY THE FJORD

Limfjorden, the body of water that runs across northern Jutland, is an area full of culinary gems due to its unique location. As part of ERG 2017, we want to promote this region through events, festivals and the producers who are championing local ingredients of the very highest calibre.

This includes farmer Martin Dåsbjerg who produces organic Danish ducks, the craft beer brewery on the island of Fur, oysters and mussels from the fjord, and the small restaurants who serve locally sourced charcuterie and free-range meat.

In early summer, the annual shellfish festival will take place in the town of Nykøbing, where crowds gather on the harbour for tastings, dining, music and demonstrations. The Sans (sensory) festival in Struer is the biggest food fair in north-western Jutland and brings together producers from across the region. For tourists who want a first-hand account of what a real Limfjorden meal constitutes, the Dine with Danes project allows visitors to book dinner in the homes of local families.

VIEWING AND TASTING VIKING HISTORY

Aarhus 2017 will present the first ever theatre production of The Long Ships, the classic Swedish novel that documents the adventures of Vikings in the late 10th century. The open-air event, staged in collaboration with the Royal Danish Theatre, is set to take place on the roof of the new Moesgaard Museum, and we want each performance to kick off with a food event inspired by traditions and meals from this period.

Some of the local customs and cooking methods used in our region today - from pickling fish to flavouring spirits with herbs - can be traced back to the Viking age, and this cultural partnership through food and theatre will be a forum in which to retrace a culinary heritage.





FOOD MAKER: ENGAGING YOUNG PEOPLE

Food Maker is more than just a dining event. It is the start of a new movement among young people to promote better cooking, better health and better quality of life among their peers. Rather than targeting this demographic with scaremongering campaigns, Food Maker reaches out to those young people who have the ambition to change and define their lives.

These spirited individuals will become frontrunners in a campaign to mobilise others who have become unengaged, insecure or vulnerable. The frontrunners will pass on their cookery knowledge and take the lead in co-creation among the wider group.

Food Maker is partly financed by the Nordea Foundation and the organisers will facilitate the tools, guidance and physical framework to bring the project to life. The ideas and the practical execution - whether they are communal dinners, supper clubs, garden communities or pop-ups - are all up to the participants.

The project initially aims to target people between the ages of 16-24 who have left home but have yet to start a family. Food Maker will launch in Aarhus, and the ambition is to create a scalable model that can be introduced throughout Denmark.

SHELLFISH HAVEN AT MOTHER NATURE'S MERCY

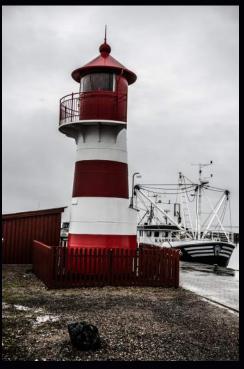
The L929 Mitchokon, a small light-blue wooden fishing boat, has been loaded with freshly caught Limfjord oysters for more than 100 years. The Limfjord is a long inlet that separates the northernmost tip of Jutland from the rest of the peninsula, and its shallow water is where you find the famous Danish native oysters. The fjord is also home to mussels, crabs and lobsters, but the native oyster is the jewel. Limfjorden has the largest population of wild native oysters in the world. The round native shells have an elegant surface and the plump flesh is juicy, yet firm, and with a nutty mineral flavour.

For the last 20 years, the fishermen on board the L929 Mitchokon have been twin brothers Svend and Herluf Bonde. They run the shellfish company Glyngøre which is named after the harbour town where their business is based. Inside the red wooden warehouses, Svend and Herluf wash the oysters in large basins with a constant flow of fresh fjord water before packing them for sale. Most of the oysters are exported to southern Europe but Glyngøre has a trusted fan base of Danish chefs. One of the many Michelin-starred places that feature their native oysters is Noma in Copenhagen, voted the world's best restaurants and widely seen as the most significant global gastronomic trailblazer in recent years. Svend is a longtime board member of the Danish shellfish union and has campaigned to get MSC certification for the original European oyster in Limfjorden.

As a fisherman and salesman he is still dictated by mother nature. Oyster stocks fluctuate wildly according to temperature; in 2010, two-thirds of the oysters died during the freezing winter. After a couple of warm summers things are looking up. The oyster stock is returning and the fishermen are working hard to create the best possible conditions. Svend is fiercely passionate about the oysters and cherishes his time on the old ship. "You can't run this kind of business from an office chair," says Svend, "you have to get out on the water yourself and feel the oysters with your hands."











- EDUCATION —

FUTURE FOODIES: A CULINARY CURRICULUM

Taking its cue from a children's summer camp organised by dairy company Arla, Future Foodies is a programme that brings together school children to boost their kitchen skills, curiosity and knowledge about healthy eating.

The way to a better food culture stars with the children. It starts with simple ideas such as teaching them the name of ingredients, letting them taste different produce and allowing them to have fun while cooking together.

The project aims to work with school children in their early teens, and the courses should be integrated into the curriculum as part of the science-based subjects. We will work closely with local schools, Arla and the Ministry for Food and Agriculture to develop an inspiring and engaging course plan that has the potential to be rolled out to schools across the Central Denmark region and the rest of the country.

GASTRONOMIC PLAYGROUND FOR YOUNG CHEFS

Gastronomisk Undergrund - gastronomic underground - is a creative network that invites young chefs to unleash their experimental ideas without worrying about head chef's orders or daily menu planning.

The project is supported by the company Agrotech and organises about three dinners each year with some of the 75 chefs attached to the network. The menus are inventive and impulsive, tickets sell like hot cakes, and all proceeds go to charity.

Besides benefitting from the social and collaborative aspect of the network, Gastronomisk Undergrund provides the chefs with freedom to play, to question conventions and to test new methods. There is also a direct link to the food industry, which provides some of the cutting-edge products that the chefs find new ways of incorporating into dishes.

With 2017 in mind, we want to expand the project to include other ERG regions. We would like to invite chefs from across Europe to participate in the Danish events and potentially expand the concept so the gastronomic underground can take root in other countries.

ENGINEERING IN FOOD TECHNOLOGY

In 2017, Aarhus University expects to launch a new Bachelor of Engineering in Food Technology. It will attract young talented students into the space of 'biology hits steel', creating a unique opportunity to gain an applied education that will underpin their career in the food industry.

This programme - an open collaboration between the Aarhus School of Engineering and Department of Food Science - is strongly endorsed by industry partners, and it is expected that food companies will directly support the education through pilot projects, case studies, guest lectures, networking and internships.

The plan is for Aarhus University to be an active member in a suite of regional initiatives that connect society, students and companies in the pursuit of quality, trustworthy, differentiated and unique foods. Furthermore, the Department of Food Science has recently affiliated a professor from Oxford University, Charles Spence, a renowned expert on the psychology of food experiences.





INDEX DESIGN AWARD FOR KIDS

If children are our future then let them design it. That is the premise behind this project which invites thousands of school children from all over central Denmark to contribute their design ideas and concepts to a competition that will culminate in 2017 with an award ceremony and exhibition.

The competition will be launched and curated by Index, a Danish non-profit organisation whose annual design award is the biggest in the world. Just like the Index flagship award - which has seen several food-related inventions make the shortlist, including a kitchen-table grasshopper harvester - food will be a central theme for the young designers.

In each year leading up to 2017, school children will be tasked with finding solutions to a common community problem, including challenges for a sustainable food culture. The exhibition in 2017 will see the children's ideas turned into a model village of the future world they aspire to live in. We would also like to explore the potential for inviting children from the other ERG regions to contribute to the awards and exhibition.

LEGACY

CATASTROPHIC MEAL

Sustainability is an easy buzzword amid our everyday food conveniences and well-stocked super markets. We want to flip the script and imagine a world where food scarcity and hunger are the reality for most people. What do we turn to when our reliable sources - dairy, grain, prime meat cuts - have been exhausted and we find ourselves in a state of catastrophe? Can you cook a quality meal from what would normally be rejected as scrap and junk?

Our ambition for this dinner is to work with an internationally renowned chef from the Danish restaurant scene. The launch event would take place in the Central Denmark Region, but the idea is for the project to travel abroad to major cities - also within the ERG network. This is not a showcase of new Nordic culinary prowess; it's a thought-provoking event that will push the debate on issues such as sustainability and biodiversity.

TASTE OF THE CITY: LARGE-SCALE URBAN GARDENING

Rethinking the world through food also means rethinking public spaces through food. We want to make the green city spaces edible. The public should use the outdoors to plant fruit trees, berry bushes, herbs and vegetables. Even on the rock solid concrete of an inner city square, elevated wooden planters can be a patch for the industrious urban gardener.



WHAT WE DID IN 2014 WAS GATHERING IDEAS AND INSPIRATION. WE LEARNED A LOT FROM IT AND WERE VERY HAPPY TO BE PART OF THIS.
THE PLACE WAS PACKED EVERY DAY. WE WOULD LOVE TO TAKE PART IF YOU ARE DOING A SIMILAR PROJECT AGAIN.

- Karina Steffensen, Bjarnes Fish



The physical spaces can be anything from urban parks to roadsides and residential areas. The project, which is co-sponsored by the Nordea Foundation, should also have a strong digital platform. This could include QR codes located near the plants, an app to guide you to the nearest gardening spot, and a social online forum where ideas, recipes, videos and gardening tips can be shared.

QUALITY CATCH: FISH POP-UP ON THE HARBOUR

Some of the villages and harbours along the Danish coasts have access to the greatest fish in the country, but local fishmongers have a tendency to deep-fry their catch to death and serve it with soggy fries and little joy. By hosting a series of pop-up restaurants on harbour fronts and beaches we want to showcase that quality maritime ingredients can generate growth for local businesses and create better gastronomic experiences for tourists in these areas.

This project has been piloted in various locations with promising results, both in terms of local engagement but also by boosting income for the participating businesses. By feeding on the learnings from the pilot events, we want to create a model that can be rolled out across the region. The idea is for experienced chefs to work with local fishermen and businesses to create menus that reflect indigenous food culture and also encourage audience participation.

OYSTER SAFARI: NATIVE MOLLUSCS MAGIC

The native oyster found in the mineral-rich waters of the Limfjord in northern Jutland can lay claim to being the greatest of its kind in Europe - if not the world. It's an ingredient we should treasure and treat with respect. By inviting people to take part in oyster safaris - where they pick, eat and cook the oysters - we want to celebrate a regional delicacy so that it remains a vibrant ingredient for future chefs and home cooks.

While the oyster safaris will be limited to a certain number of participants, the project is part of a wider ambition to preserve and promote the culinary legacy of the oysters. Currently, the majority of oysters are exported to southern European so there is also the potential for inviting media from other ERG regions to join the safari trips.

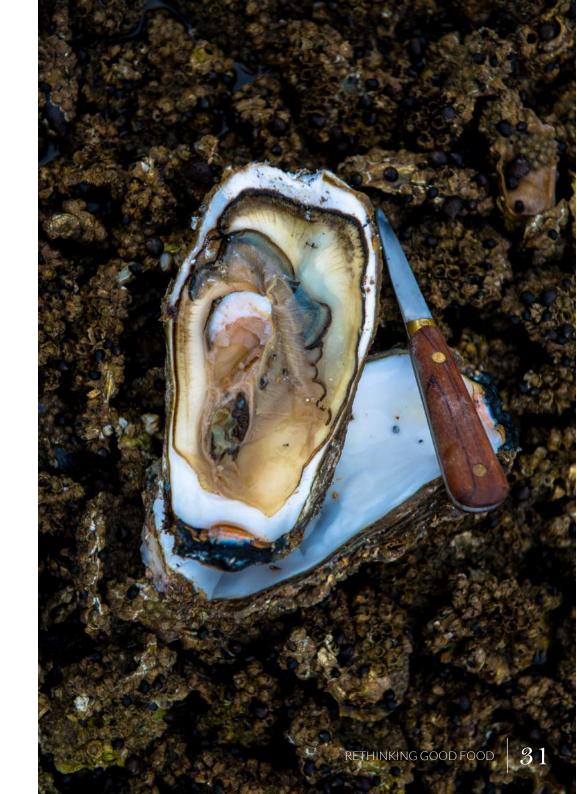
LOCAL COOKING COMPETITION: PRIZE FOR PRODUCE

This is not about finding master chefs; this is about finding masterful local ingredients. Local Cooking is a competition where restaurants in the region battle to create dishes exclusively from local produce. They must accompany their cooking with storytelling about the ingredients, their historical context and their environmental footprint.

The project should give prominence to regional restaurants and show how they utilise the nature and produce surrounding them. We want to strengthen the link between restaurants, the education sector, tourism and the food industry, while also stimulating interest among the local population.

REVITALISING COAST AND COUNTRYSIDE DINING

The gastronomic revolution that has taken place in Denmark is not confined to metropolitan areas. We want to engage and revitalise those parts of the region - the coast areas and villages - which currently produce some of the country's finest ingredients, but which don't have the restaurants where they can showcase this to a local audience.





Though a series of dinners in unlikely locations - from churches to abandoned military bunkers - we want to explore the produce and traditions typical of the area where the events take place. A team of travelling chefs will work with producers and historians to compose a menu that promotes produce from the local area.

— ECONOMIC — PROVISION

The European Region of Gastronomy project in Aarhus / Central Denmark Region is financed by a wide range of partners. This includes the Central Denmark Region, local municipalities, private businesses and foundations, and non-profit organisations such as the Food Organisation of Denmark. To support the financing, some public events will have significant income from ticket sales and user contributions.

At this stage we have allocated funding for approximately 75% of the budget, coming from both private and public partners. We have initiated the comprehensive task of securing the remaining funds. Leading up to 2017, we expect to develop new ideas and projects that will shape the programme for FRG 2017.

In the unlikely case that we are not able to secure the budgeted funds, we may have to cancel or alter individual events.

BUDGET

	2015	2016	2017	TOTAL	ORGANISATION
ERG SECRETARIAT					
European Capital of Culture Aarhus 2017	26,667	26,667	26,667	80,000	
City of Aarhus	26,667	26,667	26,667	80,000	FOOD
Central Denmark Region	26,667	26,667	26,667	80,000) FOOD
Food Organisation of Denmark	26,667	26,667	26,667	80,000	
Secretariat total	106,667	106,667	106,667	320,000	
CROSS-COLLABORATION					
European Food Venture Forum	45,000	45,000	45,000	135,000	Europe Unlimited / Future Food Innovation
A Sillicon Valley for food production	-	-	-	-	Agro Food Park
European hot-dog championships	_	13,333	13,333	26,667	FOOD
The Global Food Challenge	tbd	tbd	tbd	tbd	Danish Food Cluster
Cross-collaboration total	45,000	58,333	58,333	161,667	
CITIZEN INCLUSION					
Making young people care about food	693,333	623,333	662,667	1,979,333	City of Aarhus
Feeding a city: the great communial meal	-	-	333,333	333,333	FOOD
FOOD festival	1,066,667	1,066,667	1,066,667	3,200,000	FOOD
Shadow play: dinner party with a cultural view	_, - 0 0 , 0 0 .	26,667	133,333	160,000	European Capital of Culture Aarhus 2017/FOOD
Viewing and tasting Viking history	tbd	tbd	tbd	tbd	European Capital of Culture Aarhus 2017/FOOD
Celebrating the culinary Limfjord	tbd	tbd	tbd	tbd	tbd
Citizen inclusion total	1,760,000	1,716,667	2,196,000	5,672,667	
EDUCATION					
Future foodies: a culinary curriculum	-	100,000	266,667	366,667	FOOD
Engineering in food technology	100,000	150,000	150,000	400,000	Aarhus University
Index design award for kids	tbd	tbd	tbd	tbd	INDEX
Gastronomic playground for young chefs	20,000	20,000	20,000	60,000	AgroTech
Education total	120,000	270,000	436,667	706,667	-
SUSTAINABILITY AND LEGACY					
Catastrophic meal	-	13,333	26,667	40,000	FOOD
Taste of the city: urban gardening	676,667	960,000	1,200,000	2,836,667	City of Aarhus
Quality catch: a fishy pop-up on the harbour	13,333	13,333	13,333	40,000	FOOD
Oyster safari - molluscs magic in the fjord	26,667	26,667	26,667	80,000	FOOD
Local Cooking competition: prize for produce	40,000	40,000	40,000	120,000	FOOD
Revitalising coast and countryside dining	-	13,333	13,333	26,667	FOOD
Sustainability and legacy total	756,667	1,066,667	1,320,000	3,143,333	
TOTAL	2,623,333	3,173,333	4,072,667	10,004,333	

To drive interest leading up to and during 2017, we will rely on what is already an extensive network of media outlets in Denmark and around the world. The Food Organisation of Denmark (FOOD) currently assists journalists from some of the world's most acclaimed media groups - including the New York Times, the Guardian and the BBC - in reporting about new Nordic food culture.

FOOD arranges press trips, organises events and facilitates contacts in order to further the reach and coverage of Danish gastronomy. This is an invaluable resource for the ERG marketing plan and we will be working closely with contacts from this database during the next couple of years.

We will also be marketing the ERG events through all our partner channels. This includes Aarhus European Capital of Culture 2017, Visit Denmark - the national tourist organisation - and the Danish Foreign Office. Working together with these partners and each of the municipalities in the region, we will map out a content calendar to promote events and projects, and we will target content to the most effective local media outlets.







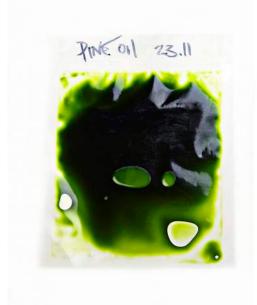






We also aim to set up press trips for local and international journalists, including representatives from other ERG regions, both for large-scale events and festivals, but also for the projects that have a strong element of European cross-collaboration.

We already have an established network of social and digital channels which have the traction and traffic necessary for them to become important drivers in the run-up to ERG 2017. If the finances fall into place, we would like to allocate a marketing budget - both for offline and digital - to specifically promote ERG activities.





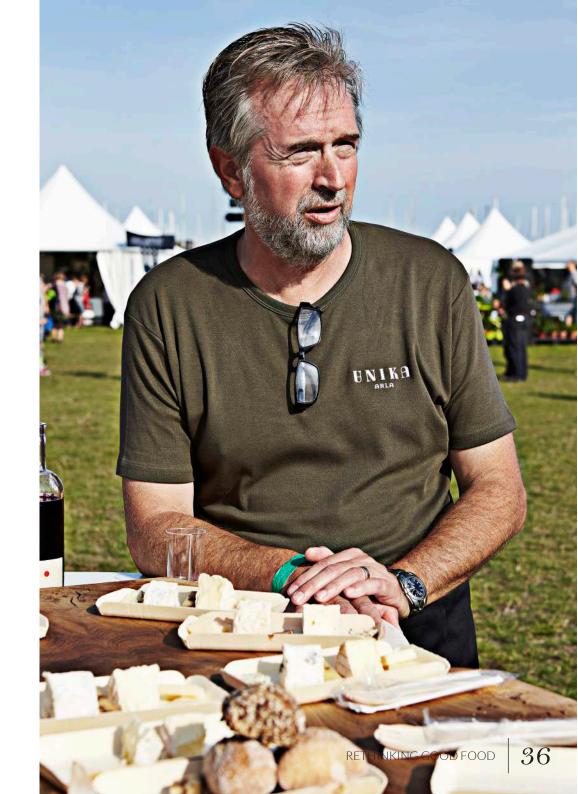
- EVALUATION -- PROGRAMME

The Aarhus / Central Denmark Region bid is funded by public authorities and private stakeholders. We want the evaluation to be effective, methodical and focused on long-term results for the participating partners, the region and our European associates.

We will analyse each event from a quantitative perspective, gathering demographic data from the attendees, closely monitoring finances and measuring the impact of media and public relations. Through questionnaires, interviews and social media interaction, we will gather testimonials and determine qualitative indicators such as motivation and satisfaction among participants.

Besides monitoring data and collating qualitative feedback, we want to host workshops with ERG partners to evaluate the results. This is important in order to find solutions that will make similar projects more effective in the future - both in Denmark and the rest of Europe.

By hosting the European Region of Gastronomy, we are pooling together several activities that have a common goal of promoting food culture. This is a target area for the region which has only really been established in the last 10 years so we need to be highly strategic and critical in the evaluation process: where do we see the highest level of participation; what has the biggest impact; where are guests willing to pay to take part; what provides value for money for our private and public partners.





As outlined in this bid book, ERG brings together projects that cross over into the cultural sphere and the education sector. It's important that we evaluate this interaction and find out where it benefits our collaborators on a financial and organisational level. By pinpointing these successes and deficiencies, we will hopefully be able to determine an effective method for rolling out some of the ERG initiatives to other parts of the region and across our borders.

This also applies to our European partners. One of the overarching success criteria for the ERG is collaboration, knowledge-sharing and future development with a European perspective. The evaluation process therefore needs to ask extensive questions about what learnings have been shared with the other regions and what impact this will have. This may range from exchanging practical experiences of how to stage a food festival to evaluating how research projects have helped inspire innovation in the food industry.

It's crucial that we also have an independent evaluation process in order to guarantee the highest degree of validity and credibility in our results. We are currently exploring to what extend the university and other research facilities might be able to assist in a thematic evaluation of the overall ERG programme.

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RESOURCES AND REFERENCES

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Aquastat/Food and Agricultural Organization of the United Nations: www.fao.org/nr/water/aquastat/water_use/index.stm

- **2.** Statistics Denmark, business statistics 2011-13: dst.dk/en
- **3.** Innovation in the food industry; An international benchmark study. LEI Wageningen UR, July 2013: goo.gl/3qxOBz (pdf)

4. City of Aarhus, February, news article: goo.gl/3uqVU7

Photo by Claes Bech Poulsen on page 18-19, 27, 34-35.



















