



What is the Oregon Food Trails Program?

The Oregon Food Trails program aims to cultivate innovative partnerships between culinary and agricultural businesses, strengthen the local food economy and create unique experiences for visitors and locals alike. The program provides communities a way to package and showcase local farm, ranch, seafood and other agricultural assets, as well as culinary businesses featuring locally-sourced products.

WHAT CAN YOUR COMMUNITY GAIN FROM PARTICIPATING?

The Oregon Food Trails program aims to:

- Drive visitation by assembling agricultural and culinary businesses that offer high-quality and locally-sourced consumable products in a compelling way
- Deliver excellent visitor experiences by increasing business engagement and collaboration
- Inspire visitors to explore businesses that they might not find on their own
- Encourage visitors to stay in destinations longer, visit in shoulder seasons and consider repeat visitation

INTERESTED IN LEARNING MORE?

A collection of communities that comprise a destination interested in developing a food trail in the Oregon Food Trails program must complete an Oregon Food Trails Program Engagement Application. Visit Industry.TravelOregon.com/OregonFoodTrails to learn more and apply.

If you have questions about the Oregon Food Trails program or how to participate, contact us at Development@TravelOregon.com.



PHOTO: JUSTIN MEYERS AND ERIC URDAHL



PHOTO: STEVE DIMOCK

OREGON FOOD TRAILS DEVELOPMENT CHECKLIST

A food trail takes between six to 12 months to develop, depending on the scope and size of the trail and requires a multi-year commitment following the initial development. The table below provides an overview of the expected timeline and action items the action team or community lead and Travel Oregon are each responsible for.

| LEAD | PHASE 1 Preparation & Application (Months 1 – 3) | PHASE 2 Trail Development (Months 2 – 7) | PHASE 3 Trail Design (Months 6 – 9) | PHASE 4 Promotion and Maintenance (Ongoing / Annually) |
|--|---|---|--|--|
| Local Lead Organization & Action Team | <ul style="list-style-type: none"> <input type="checkbox"/> Identify action team and action team lead(s) <input type="checkbox"/> Identify long-term “home” organization for the food trail <input type="checkbox"/> Identify funding sources for development and maintenance <input type="checkbox"/> Complete Oregon Food Trails Program Engagement Application | <ul style="list-style-type: none"> <input type="checkbox"/> Host project kickoff meeting <input type="checkbox"/> Adopt food trail criteria for business inclusion* <input type="checkbox"/> Adapt Food Trail Business Application form* <input type="checkbox"/> Co-organize Food Trail Development Workshop with Travel Oregon (if not a current Tourism Studio) <input type="checkbox"/> Define three core thematic elements of the trail <input type="checkbox"/> Conduct business outreach <input type="checkbox"/> Review applications & distribute welcome packets* <input type="checkbox"/> Co-organize Business Engagement Workshop with Travel Oregon <input type="checkbox"/> Import food trail business listings to OTIS | <ul style="list-style-type: none"> <input type="checkbox"/> Organize photoshoot as needed <input type="checkbox"/> Provide brochure content to Travel Oregon* <input type="checkbox"/> Distribute food trail signs to businesses <input type="checkbox"/> Review final draft of brochure* <input type="checkbox"/> Develop local web presence <input type="checkbox"/> Develop brochure distribution plan* <input type="checkbox"/> Print brochures | <ul style="list-style-type: none"> <input type="checkbox"/> Run social media and other marketing <input type="checkbox"/> Develop related events, host FAM tours, media releases, etc. <input type="checkbox"/> Conduct survey of food trail businesses after first year* <input type="checkbox"/> Update business information online and in OTIS <input type="checkbox"/> Reprint updated brochure as needed (at least every two years) <input type="checkbox"/> Provide ongoing business training and networking as needed |
| Travel Oregon | <ul style="list-style-type: none"> <input type="checkbox"/> Answer initial questions about the program <input type="checkbox"/> Develop Food Trails Program Agreement with community lead* <input type="checkbox"/> Provide match funding | <ul style="list-style-type: none"> <input type="checkbox"/> Attend project kickoff meeting <input type="checkbox"/> Provide templates including criteria, business application and welcome packet* <input type="checkbox"/> Provide technical assistance to action team <input type="checkbox"/> Lead Food Trail Development Workshop <input type="checkbox"/> Review business listings for legality & consistency with program criteria <input type="checkbox"/> Lead Business Engagement Workshop & provide signs | <ul style="list-style-type: none"> <input type="checkbox"/> Provide photo assistance as needed <input type="checkbox"/> Develop and purchase food trail sign for participating businesses* <input type="checkbox"/> Write itineraries in Travel Oregon voice <input type="checkbox"/> Work with designer to create food trail brochure* <input type="checkbox"/> Create landing page for food trail on TravelOregon.com | <ul style="list-style-type: none"> <input type="checkbox"/> Work with community lead to update information on TravelOregon.com <input type="checkbox"/> Review brochure revisions <input type="checkbox"/> Support business training and networking as needed <input type="checkbox"/> Share information through Travel Oregon channels |

*Travel Oregon will provide template