

## **ROGUE VALLEY CULINARY & AGRITOURISM STUDIO – DAY 2**

**PHOENIX, OR | OCTOBER 24, 2019**

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### Attendees:

- Don Anway, Neuman Hotel Group
- Cate Battles, Travel Grants Pass
- Karen Contreras, Rock Creek Ranch
- Melynda Cordes, The Hungry Hustle
- Jenn Chaffee, Fort Vannoy Farms
- Kristina Alvarez, Hummingbird Winery
- Jon Gailis, Jacksonville Chamber
- Josias Escobedo, Travel Southern Oregon
- Bob Hackett, Travel Southern Oregon
- Gabrielle Hahn, Wooldridge Creek Vinfarm
- Kristy Painter, Travel Medford
- Elise Higley, Oshala Farm
- Karolina Lavagnino, Neuman Hotel Group
- Ariel Prescott, Weisinger Family Winery
- Halle Riddlebarger, Medford Food Co-op
- Alison Sexauer, Rogue Valley Food System Network
- Courtney Toll, Neuman Hotel Group
- Suzanne Willow, Willow-Witt Ranch
- Tracy Kaiser, Ashland Food Co-op
- Josh LeBombard, DLCD
- Alex Turner, Pioneer Whisky
- Momone Maley, ACCESS
- Josie Molloy, Grants Pass & Josephine County Chamber
- Amanda Moreira, Jacksonville Chamber

### Staff:

- Alexa Carey, Travel Oregon
- Bri Matthews, Travel Oregon
- Kayla Dunn, Travel Oregon
- Scott Bricker, Travel Oregon
- Hilary Sager, Travel Oregon
- Erika Polmar, Plate & Pitchfork

## OREGON FOOD TRAIL PROGRAM

### AUDIENCE QUESTIONS

- Q: On previous Oregon Food Trail branded brochures, I don't see any mention that these businesses are sourcing products from within 50-100 miles, use local foods, ingredients etc. – can we mention that in our trail brochure? That's important for our audience to know; we want to make sure folks understand the local focus of our businesses and producers
  - A: Each brochure has a section that can be customized with information specific to the region & its unique offerings
  
- Q: In regard to the 100-mile radius requirement for products to be included on the trail: in this region, that radius falls below the OR-CA border - how will we decide which businesses can be included on the trail?
  - We ask that businesses applying to the trail offer approximately 50% items grown or produced within 100 miles. As long as the business is located within the defined region (in Oregon) they can still apply
  
- Q: after the trail launched, did the South Willamette Valley Food Trail see an increase in interest from businesses wanting to participate?
  - Yes, there were about 15 businesses that reached out after the launch to find out how they can be added onto the trail
  - Content in updated & brochure is reprinted/redesigned annually
    - Businesses can change year to year
  
- Q: Does the application outline expectations and requirements of businesses to be listed on the trail?
  - A: Yes, the food trail action team will develop a set of criteria to help define unified itinerary themes and types of visitor experiences that businesses must offer to fit within those itineraries
  
- Q: How do we decide which wineries will be included on the trail?
  - A: There are several existing wine trails here in the region, so we don't intend to promote this trail as a wine-focused experiences. People are already getting that information elsewhere. We want to include select wineries that have experiences that fall within the itinerary themes decided by the project action team
  
- Q: How will you address seasonality of businesses located on the trail?
  - A: Seasonally available products are outlined on the brochure:

## TRAVEL TIPS

This year-round, self-guided South Willamette Valley Food Trail is designed to be explored at your own pace. We encourage you to inquire at individual businesses about seasonality and hours of operation before visiting.

High season varies per business but is typically **May – Oct.**  
Seasonality of key products listed below:

- **Steelhead & Chinook Salmon: April – October**
- **Berries: June – September**
- **Lavender: Late June – August**
- **Apples & Cider: Late August – October**
- **Pumpkin Patches: September – late October**
- **Oregon Truffles: December – February**

- Q: What are the next steps for businesses interested in joining the trail?
  - A: Prior to the trail launch, travel Oregon will host a food trail business engagement workshop for local businesses to learn more about requirements to participate as a business listing

### THEMATIC ELEMENTS ACTIVITY

What are the top 5-6 thematic elements that your table thinks should be considered for itinerary themes on the food trail?

- \*Heritage
- \*Family Fun
- \*Seasonally Inspired Living
- \*World Class Artisans
- \*Diverse Agriculture
- \*Herbal Food & Medicine Mecca
- Heritage Farms & Products
- Micro-Farm Community
- World Famous Cheese
- Diverse Microclimate
- Diverse Farming Community
- Craft Products: Wine, Cheese & Specialty Foods
- Diverse Crops & Wine
- World's Best Cheese
- Whole Plate/Has It All
- Heritage
- Biodiversity
- Seasonally Inspired Living
- Seed Sanctuary
- Year-round Produce/Long Growing Season
- Urban Farms
- Herbal Medicine Mecca
- Pear Heritage
- Native/Wild/Indigenous Foods Influence
- Hidden Gems/Off the Beaten Path
- Orchards & Vineyards
- Seasonally Inspired Menus
- Authentic Flavors
- Nourished by Land
- Biodiversity Terroir

## ITINERARY DEVELOPMENT BRAINSTORM ACTIVITY

- THEMATIC ELEMENT: World Class Artisans
  - Starting location: grants Pass
  - Breakfast: Ma Mosa's/Bluestone
  - Activity: Rogue Creamery
  - Lunch: Rogue Creamery/Little Belle Chocolate
  - Activity: Ledger David Cellars/Harry & David
  - Dinner: Common Block
  - Activity: Jacksonville wineries/Britt house
  - Lodging: Hummingbird Estate/farm stay
  - End location: Jacksonville/Ashland
  
- THEMATIC ELEMENT: Seasonally Inspired Living
  - Starting location: Case Coffee or Noble
  - Breakfast: Hither
  - Activity: Farmers market (if available)
  - Lunch: Artisan Corridor
  - Activity: Whiskey/Pheasant Fields/Apiary
  - Dinner: Dancin Winery
  - Lodging: Rellick Alpaca Farm & Lodging
  - End location: Jacksonville
  
- THEMATIC ELEMENT: Diverse Agriculture
  - Starting location: Ashland
  - Breakfast: Ashland Food Co-op
  - Activity: Valley View U-pick (seasonal) or Eden Valley Orchards
  - Lunch: Rogue Creamery, Lily Belle
  - Activity: Rogue Creamery tour or Fort Vannoy Farms
  - Dinner: Plaisaince Ranch
  - Activity: Wooldridge Farms for cheese, wine, lavender (seasonal)
  - End location: Grants Pass
  
- THEMATIC ELEMENT: Heritage
  - Starting location: grants Pass
  - Breakfast: Ma Mosa's
  - Activity: Fort Vannoy Farms or Rogue Creamery
  - Lunch: Pennington Farms
  - Activity: Harley or Eden Valley Orchards
  - Dinner: Willow-Witt Ranch
  - Lodging: Willow-Witt Ranch
  - End location: Ashland

- THEMATIC ELEMENT: Family Fun
  - Starting location: Grants Pass
  - Breakfast: Ma Mosa's
  - Activity: Rogue Creamery, Hellgate river experience, or Fort Vannoy Farms
  - Lunch: Wild River Pizza
  - Activity: Wooldridge Creek
  - Dinner: Bella Union or Schoolhaus Brewhaus
  - Activity: Pennington Farms
  - Lodging: McCauley House
  - End location: Jacksonville
  
- THEMATIC ELEMENT: Herbal Food & Medicine Mecca
  - Starting location: Grants Pass
  - Breakfast: Ma Mosa's
  - Activity: Uber Herbal, Siskiyou Sungrow, or The Herb Shop
  - Lunch: Wooldridge Winery
  - Activity: Oshala Farm or lavender farm (lavender lemonade)
  - Dinner: Smithfield's (herbal infused cocktails)
  - Activity: Ashland Co-op or Rogue Kombucha
  - Lodging: Ashland Hills Hotel
  - End location: Ashland

## **FOOD TRAIL CONTENT DEVELOPMENT BRAINSTORM**

- SEASONALITY + KEY AGRICULTURAL CROPS
  - Mushrooms (spring & fall)
  - Apples & pears (Aug-Nov)
  - Peaches/"Peachapalooza" (July-Sept)
  - Pumpkins
  - Hemp
  - Cut flowers
  - Wine & grape harvest
  - Dairy/cheese
  - Rogue Creamery award winning cheese = fall production
  - Honey
  - Melon
  - Corn
  - Fritillaria (flowers in spring)
  - Lavendar (March-July)

- Marionberry, elderberry, blueberry, cherry, strawberry (spring-summer)
- TRAIL NAME
  - Rogue River Valley
  - Rogue Valley
  - Wild & Scenic
  - Rogue Grown
  - Applegate to Rogue
  - Bounty of the Rogue
  - Magic Valleys
  - Heart of the Rogue
  - Southern Hospitality
  - Volcano to Valley
  - Rogue Road Warriors
  - Greater Rogue Valley
- FUN FACTS
  - Amelia Earhardt's family owned a wheat farm in what is now downtown Medford
  - Joseph Stewart exported Rogue Valley pears to Chicago at the height of pear boom, which started the industry in the Rogue Valley
  - History of "booms" in this area: gladiolas, hops, pears
  - One of the most extreme diurnal swings in the world
  - One of the first wine grape plantings in US; could have been in competition with the Napa wine boom
  - Rogue Creamery blue cheese is the first ever US-produced cheese to win World's Best Cheese designation
  - Peter Britt was first person to photograph Crater Lake
  - Lithia Park was designed by same landscape architect as Central Park
  - 8 farmers markers occur in the valley across all 7 days of the week
  - Grandma Aggie/Takelma people history
  - S. Oregon is home to Oregon's only national park
  - Harvesting pears/hops used to be a full family activity in which everyone participated
  - Home to Fritillaria flower – very few in the entire world
  - Pears from the region have been exported as far as Australia
- KEY BUSINESSES
 

<ul style="list-style-type: none"> <li>○ Rogue Creamery</li> <li>○ Lillie Bell chocolates</li> <li>○ Harry &amp; David</li> <li>○ Branson's chocolate</li> <li>○ Ashland &amp; Medford Co-ops</li> </ul>	<ul style="list-style-type: none"> <li>○ Fry Family Farms</li> <li>○ Fort Vannoy Farms</li> <li>○ Larks Restaurants</li> <li>○ Standing Stone restaurant &amp; farm</li> </ul>
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- o Pioneer Distillery
- o Common Block Brewery
- o Willow Witt Ranch
- o Whistling Duck
- o Dunbar Farm
- o Hanley Farm
- o Pennington Farms
- o By George Farm/Creamery
- o Simple Machine Winery
- o English Lavendar Farm
- o Woolrich Vineyard
- o Rise Up Artisan Bakery
- o Plaisaince Ranch
- o Ma Mosa's
- o Wine Hopper Tours
- o Mix Bakeshop
- o Oregon Cheese Cave
- o Sweet Beet Station
- o Tantan's
- o Pheasant Fields Farms
- o Bravos Tours
- o Smithfields
- o High Siskiyou Tours
- o Southern Oregon Express
- o Buttercloud Bakery
- o Carriage House
- o Naumes Orchard & Vineyard
- o Pump House
- o Dancin Vineyard
- o Hither
- o Eden Valley
- o Angry Outlaw Cidery
- o Farmers markets:  
Ashland/Rogue, Grants Pass
- o Case Coffee
- o Noble Coffee
- o Urban Cork
- o The Rogue Grape
- o Ganje
- o Sweet Cream Ice Cream
- o The Haul
- o Oshala Farms
- o Schmidt Vineyard
- o Cowhorn Vineyard
- o Caba Empanadas
- o Herb Farm
- o Limestone Coffee
- o Outsider Coffee
- o Good Bean Coffee
- o Gogi's
- o Daddy Ramen
- o C Street Bistro
- o Weekend Brewery
- o Portal Brewing
- o Bricktown Brewing

## **OPPORTUNITIES FOR REGIONAL COLLABORATION**

- o Shakespeare festival
- o Flavor Guide
- o Southern Oregon magazine
- o 1859 magazine
- o MFR airport/travel center
- o Travel Oregon visitors center
- o Standardized hashtags for regional events
- o Host media influencers for FAM tour
- o Storefront pop-ups (Pennington, Harry & David, etc)
- o Large food trail map display at visitors centers + farmers market
- o Concessions/pre-order themed picnics for Britt concerts
- o Wayfinding signs
- o Subscription box of food trail products
- o Billboard
- o Food trail farm dinners/Ashland culinary month in Feb
- o Launch trail at Heart of the Rogue event Fall 2020

- o FAM tour for food trail listed businesses
- o Collab w/ food & farm trail event
- o Oregon Cheese Festival
- o Pear Affair/Pear Blossom Festival
- o Oregon Wine Experience,
- o Civic outreach effort (Rotary, Elks Lodge)
- o Networking events/speaking opportunities
- o Travel Southern Oregon Symposium March 6-8
- o Ashland Co-op/other stores
- o Retail activations
- o Jefferson Public Radio & other media
- o Foodie & travel writer vlogs
- o Airbnb experiences
- o Frontline staff training
- o Chocolate festival
- o Applegate Uncorked
- o QR codes
- o Spotify
- o First Friday in Grants Pass
- o First Friday in Ashland
- o Third Thursday in Jacksonville