

## **GREATER POLK COUNTY FOOD TRAIL DEVELOPMENT WORKSHOP**

**DALLAS, OR | NOVEMBER 14, 2019**

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### ATTENDEES

- Sondra Storm, Independence Hotel
- Matthew Quigley, Petit Chou Farms
- Sara Brush, Territory Restaurant
- Jody Christensen, Regional Solutions
- Shawn Irvine, City of Independence
- Suzanne Dufner, City of Monmouth
- AJ Foscoli, City of Dallas
- Bree Stamm, Eola Hills Winery
- Cat Keller, Eola Hills Winery
- Will Craigie, Left Coast Cellars
- Susan Richman, Belle Mare Farm
- Lara Bergerson, The Tap Station
- Jo Ann Beal, Beal Christmas Tree Farms
- Kathleen Mason, Monmouth-Independence Chamber
- Ross Bansen, Double J Jerseys
- Brenna Bansen, Double J Jerseys
- John Bracken, Crush Wine Tours
- Sheila Pearce, City of Dallas
- William Sullivan, City of Falls City
- Victoria Binning, OSU Extension Marion County
- Ash Sigl, Lucky Crow Farm
- Eden Olsen, Lucky Crow Farm
- Rob Hamlin, Riddell Farms
- Taylor Cantonwine, Travel Salem
- Lindsey Darling, Valkyrie Wine Tavern
- Karin Stutzman, Polk Soil & Water Conservation District
- Alisha Atha, OSU Extension
- Jeff Malik, Travel Lane County
- Katie McFall, Willamette Valley Visitors Association
- Tori Middlestadt, Willamette Valley Visitors Association
- Courtney Williams, City of Independence
- Audrey Comerford, OSU Extension

### STAFF

- Scott Bricker, Travel Oregon
- Alexa Carey, Travel Oregon
- Kayla Dunn, Travel Oregon

- Bri Matthews, Travel Oregon
- Erika Polmar, Plate & Pitchfork
- Hilary Sager, Travel Oregon

## **INTRODUCTION TO THE OREGON FOOD TRAIL PROGRAM**

- What is the outcome of developing a food trail?
  - The food trail print brochure is an in-market piece of collateral that showcases curated, themed itineraries within the geographic area
- If we sign up to be on the trail, does Travel Oregon regulate or inspect the business?
  - There are requirements for each business to participate, but we do not inspect
  - We accept businesses on an "honor system" – we do not have resources to inspect each business

## **CASE STUDY: SOUTH WILLAMETTE VALLEY FOOD TRAIL JEFF MALIK – TRAVEL LANE COUNTY**

- What are you hearing about how its impacted businesses listed on the trail?
  - Number one thing is that businesses are experiencing a discovery aspect; they see visitors coming who wouldn't have heard about their business
  - Starting to see a lot of collaboration between local businesses who may not have had connections before due to being in separate industries
- Now that you're approaching the shoulder season of visitation, what are some of the ways that TLC is trying to breathe life into this trail?
  - We have other products that we've developed at TLC, we are trying to think about how we can co-market these things together
  - Steering committee/lead action team that created the SWV food trail came up with an idea for a scavenger hunt among the food trail listings, which we're calling Food Forage. This is a one-time event where businesses are offering something unique at each location; its time-based so it encourages folks to come out a certain time
- Q: I noticed that you mentioned lodging as a stop on the trail, how does that work?
  - Most lodging properties offer a continental breakfast or other food offering; we ask that those properties serve at least 25% of local products to be considered as a food experience on the trail
  - Lodging properties must host a unique culinary experience
- Q: How many people participated in the Food Forage for South Willamette Valley Food Trail?

- A: We received around 30 completed passports, but we heard that many businesses who were carrying the passports at their location ran out of print copies, which means that many more folks were attempting to visit these businesses although may not have completed the full list
- Q: Is there an organized relationship between restaurants or culinary businesses to collaborate in the same way that producers, farmers, or ag businesses are collaborating?
  - Yes Travel Lane County is working on something like this; perhaps we will get all restaurant menu developers in the same room together to collaborate
- Q: What are your plans for keeping the trail information up to date?
  - A requirement of creating a trail within the Travel Oregon program is that it gets updated at least every two years. We require that a local lead organization commit to taking on the that work; in this case, Polk County Tourism Alliance
- Q: Is there a monetary commitment to be listed on the food trail?
  - Hilary: It depends on the community that creates and will manage the trail. Travel Oregon does not have an official stance on whether communities need to charge a participation fee to be listed on a trail.
  - Jeff: at Travel Lane County we did not charge an initial fee to join the trail, since we were asking quite a lot of initial members to help design and build the program locally. We are considering charging participants when the trail is refreshed with updated information at about two years

## **LAND USE PLANNING OVERVIEW**

### ERIKA POLMAR – PLATE & PITCHFORK

- Land use system has a lot of pressure on it; struggle for housing needs vs. land use needs
- State standard set for what you can have on your farm
  - Exclusive Farm Use (EFU) regulations
- Income requirement on most farms is \$40k gross farm revenue (varies by county) -- this enables to develop a 2<sup>nd</sup> dwelling on your property without the hardship clause
  - On high value farm land, its much harder to build a secondary dwelling
- How do you get started on a new agritourism project?
  - Write down the key features of what you want to do
  - Make an appointment ahead of time; don't surprise a planner last minute
  - The more details you can provide to the planning department about your dream and your long-term goals the more than can help you work to get things together and in line for the future goals
- Refer to handout Erika's Top 10 List of Land Use & Policy Considerations - #5 is a link to the Oregon Agritourism Handbook

- Erika is contracted expert paid by Travel Oregon for technical assistance – she can call planners for you or help you plan to go see them yourselves
- Agritourism Liability Sign: required under Oregon law that you have a sign posted any time that you have visitors on your property engaging in agritourism activities
  - This is not a substitute for liability insurance!
- For agritourism events, all revenue you make must be incremental and subordinate to the amount you make in your primary operation
- When you go see your planner, you need to be flexible and fully transparent about
- Lodging: when you have lodging you are not only dealing with land use you are also dealing with building code. Sewage, electricity, water systems,
- Natural resource overlay: if you are located on a body of water where the elk
- Much easier to work with a chef working in a licensed kitchen

#### TOP 5 THEMATIC ELEMENTS:

- **\*Diverse Abundance**
- **\*Rural Culture**
- **\*Deep Roots**
- **\*Evergreen**
- **\*Boutique Wine**
- Hops
- Hazelnuts/filberts
- Artisanal wine
- Heritage agriculture
- Proximity to nature
- Scenic drives
- Rivers/creeks/waterways
- Century farms
- Farming lifestyle
- Meet your farmers
- Rolling hills
- Artisan producers
- 50 shades of green
- Nurseries and trees
- Rolling green
- Van Duzer winds/corridor
- Grains/wheat
- Bountiful branches

#### ITINERARY DEVELOPMENT BRAINSTORM ACTIVITY

- THEMATIC ELEMENT: Diverse Abundance
  - Latitude lunch
  - Kayak
- THEMATIC ELEMENT: Boutique Wine
  - Territroy Restaurant breakfast
  - Taste at Eola Hills and Left Coast Estates
  - Ash Creek hazelnut tour/cherry tour
  - Music in downtown Independence
  - Stay at Independence

- THEMATIC ELEMENT: Rural Culture
  - Independence Hotel
  - Oven Bird Bakery
  - Willamette Valley Cheese Factory
  - Apple pressing
  - Lunch in Dallas at Pressed
  - Guided tour: Buena Vista ferry
  - Dinner at Valkyrie, Territory, Bread Board
  - B&Bs or Independence
  
- THEMATIC ELEMENT: Deep Roots (Hop Stops)
  - Territory restaurant
  - History museum
  - Morning river walk
  - Lunch at Rogue and tour property
  - Float to Independence
  - Dinner at Valkyrie, farm to table
  - Lodging Independence
  
- THEMATIC ELEMENT: Evergreen
  - Independence Hotel
  - Brew for breakfast
  - Hewitt's Farm, grab picnic lunch
  - Basket Slough lunch picnic
  - Black Rock
  - Van Duzer wine
  - Bread Board dinner with live music
  
- THEMATIC ELEMENT: Boutique Wine
  - Territory Restaurant
  - Eola Hills winery
  - Tasting lunch at Left Coast
  - Cherry country tour / Ash Creek Oregon tour
  - Dinner at Crush Wine Bar
  - Live music at Redgate winery
  - Stay at Independence Hotel

## **FOOD TRAIL CONTENT DEVELOPMENT BRAINSTORM**

### FUN FACTS

- o Missoula sediment has created unique geological features, sediment, and terroir of the greater region (as seen at Left Coast Cellars, Coeur de Terre)
- o Landmark from 1800s – geological survey marker, Willamina
- o Independence was the original destination of the Oregon Trail
- o Fact/figure about hops production
- o Willamina & Polk Co. Museum could have fun facts
- o Monmouth was dry until 2004
- o Beal Christmas Tree Farm is the birthplace of Johnnie Ray
- o Independence was the hop capital of the world, 1890-1940
- o Willamette Valley has the second most fertile soil in the world
- o Thorpsetown and Independence used to be two separate towns
- o Eola-Amity Hills AVA produces the best quality Chardonnay
- o 5<sup>th</sup> oldest original barn is on the far northern border
- o 79k acres of forestation in Polk-Willamette Valley used to be oak savannah; 17% left (3%?)
- o Buena Vista was in the running to be the state's capital
- o Independence area (river confluence) was the space for indigenous trading grounds
- o Willamette River is one of two rivers in this hemisphere that flow south to north; Nile river in Egypt is the other
- o Kings Valley was one of the primary trails for indigenous people to travel to coast
- o Fact about hazelnut production?
- o Site of Oregon's 2017 eclipse path of totality
- o Western Oregon University is oldest public university on the West coast
- o Polk County is second largest producer of wine grapes in Oregon, after Yamhill
- o Independence (4<sup>th</sup>) and Dallas (9<sup>th</sup>) are among the fastest growing communities in Oregon
- o South Yamhill 5<sup>th</sup>/7<sup>th</sup> fastest river in the world

## KEY BUSINESSES

- |                        |                       |
|------------------------|-----------------------|
| o Eola Hills Winery    | o Woodward Kayak      |
| o Valkyrie Tavern      | o Buena Vista Flowers |
| o Territory Restaurant | o Buena Vista House   |
| o Double J Farms       | o San Antonio's       |
| o Crush Wine Bar       | o Gilgamesh           |
| o Brew                 | o El Pique            |
| o Bread Board          | o Ma Mere's B&B       |
| o Primo's Market       | o Pink House          |
| o Perry Hill Farms     | o Left Coast Cellars  |
| o First Fruit          | o Tap Station         |

- o Wildwood Restaurant
- o coffee in Willamina
- o Salt Creek Cider House
- o Beal's Farm
- o Café 22 West/Apsin Wall
- o Starduster Café
- o Wildman
- o Willamette Valley Cheese Co.
- o Cherry Country
- o Yeasty Beasty
- o Tucky's food truck
- o Mi Casita
- o The College Inn
- o Craft Bar West
- o MK Ranch
- o Parallel 45 Brewery
- o farm stand, Independence
- o Prestige Wine Tours
- o Bermuda's Farm
- o Karma Bakery
- o Bjornson Winery
- o Latitude One
- o Tater's
- o Melting Pot
- o Blue Garden
- o Corby's
- o Van Duzer Vineyards
- o Pressed
- o Bossy's BBQ
- o Willamina Merchants
- o Independence Hotel
- o Hewitt's
- o Medori Farms
- o Airlie Farms Pumpkin Patch
- o Dancing Oaks Nursery
- o Jubilee
- o The Space
- o Turning Earth Farms

#### TRAIL NAME

- o Evergreen
- o Oak Savannah
- o Meadowlark
- o Polk County
- o Heart of the Valley
- o Applegate
- o River
- o Harvest & Heritage
- o Eola Hills
- o 22-99
- o Route 99
- o Pioneer
- o Diverse
- o Polk Experience
- o 3 Creeks
- o Muddy Boots
- o Hop Stop
- o Booze Cruise
- o A Little Nutty
- o Great Oaks
- o Deep Roots
- o Willamette West
- o Homegrown
- o Bountiful Branches
- o Farm Fresh
- o Rolling Hills
- o Hill Valley
- o Branches & Vines
- o Farm & Forage
- o Finders Keepers
- o Century

## SEASONALITY + KEY AGRICULTURAL CROPS

- Hops – July-Oct
- Cherry blossom – April/May
- Wine- year round
- Cherries – June
- Grape harvest – Aug-Oct
- Marionberry – Aug
- Strawberry – May-June
- Blueberry – July-Sept
- Hazelnuts/filberts – Oct-Nov
- Grazing tours – May-Nov
- Seed crops – June-Aug
- Cider pressing – Sept-Oct
- Mushroom foraging – year-round;  
peak spring and fall
- Crayfish – June-Aug
- Pumpkin patch – Oct
- Christmas trees – Nov-Dec
- Hop + Heritage – Sept
- Pow-wow – Aug
- Discover Mi-Town – May
- Lavendar & Tulip Festival
- BBQ competition – June
- Corn maze
- County fair – Aug
- Nettles – March-May
- Garlic – June
- Bison/lamb – fall
- Cut flowers – May-Sept
- Wine County Thanksgiving