



# FOOD CONNECT

PUTTING PLACE ON A PLATE

12 + 13 SEPTEMBER 2016

Tankardstown House, Co. Meath.



## Food is fuelling tourism like never before.

Food inspires travellers. It lights up social media. It connects visitors to the heritage, culture and people of a destination in electrifying ways. Food puts place on a plate, and its worth billions of euro to tourism.

**FOOD CONNECT** is a major new conference by Fáilte Ireland. Exploring the role of food in tourism, it features expert speakers, mouthwatering food showcases, panel discussions, networking opportunities and exclusive new findings on Irish food and tourism from Fáilte Ireland and the World Food Travel Association. As a delegate, you'll learn about the latest food tourism trends, how leading destinations position themselves in the marketplace, and examine how food is presented to visitors in Ireland's Ancient East, Dublin and on the Wild Atlantic Way.

Mixing cutting-edge insights and new market intelligence, **FOOD CONNECT** is a new and exciting opportunity for food tourism businesses to learn, share and connect. If food is your business, you're in the right place.

Welcome to **FOOD CONNECT**!



### DAY ONE MONDAY 12 SEPTEMBER

Food offers a unique potential to tell the story of a destination. But how can we realise that potential in the most memorable, shareable and profitable ways?

- 10.00** Arrival/Registration and light networking breakfast – Enjoy a hale and hearty breakfast of local food heroes to kick-start your conference.
- 10.30** **CONFERENCE OPENING** – Sinead Hennessy  
**INTRODUCTION** – Pól Ó Conghaile

#### STORIES AND PEOPLE

Why do stories matter in food? Why is it important to introduce visitors to the people behind the produce, and the magic behind the menus?

- 10.45** **JACINTA DALTON** – Region of Gastronomy Galway  
*'Gastronomy: What's the story?'*
- 11.15** **JUSTIN GREEN** – Bertha's Revenge Gin  
*'Tourism diversification through food and drinks in rural Ireland'*
- 11.45** **JULIE & ROD CALDER-POTS** – HighBank Orchard – *'Opening the family farm to tourism – the story and the products'*
- 12.15** **DANIEL KLEIN** and **MIRRA FINE** – The Perennial Plate  
*'Everyone has a story, but how do you create the human connection?'*
- 12.45** **PANEL DISCUSSION** – chaired by Pól Ó Conghaile
- 13.15** **NETWORKING LUNCH** Tuck into a generous selection of sharing plates from our hosts. From homemade charcuterie to artisan breads and cheeses, a delicious interlude beckons.

#### INNOVATIONS AND INSIGHTS

What are the trends shaping food tourism today, and what trends are shaping how food and tourism will interact tomorrow?

- 14.30** **ERIK WOLF** – World Food Travel Association  
*'The new food traveller'*
- 15.00** **TRISH DESEINE** – Food writer, presenter  
*'Getting Real. A perspective on Irish food culture, visitor experience and place making for food tourism.'*
- 15.30** **BORJA SARACHO** – Crusoe Treasure  
*'How to create a memorable wine experience while helping marine life'*
- 16.00** **COFFEE / BREAK** – Sample a taste of Ireland's Ancient East with a selection of canapés based on surprising themes...
- 16.30** **JOHN MULCAHY** – Fáilte Ireland  
*'Food Tourism in Ireland'*
- 17.00** **PANEL DISCUSSION** – chaired by Pól Ó Conghaile
- 17.30** **CONFERENCE CLOSE**

- 18.00** **EVENING NETWORKING EVENT** – Join an evening of storytelling and a delicious long table harvest dinner in Tankardstown. Seasonal food at its finest!



### DAY TWO TUESDAY 13 SEPTEMBER

Food is a vibrant, fast-moving phenomenon – a very moveable feast. What are the hot food tourism trends, and how can you get ahead of the curve?

- 10.00** Arrival/Registration and light networking breakfast – enjoy a feast of local treats ahead of **FOOD CONNECT**'s second day.
- 10.30** **CONFERENCE OPENING**

#### PUTTING PLACE ON A PLATE

How can food tell the story of a destination? How can it link landscape, people, culture and heritage in bite-sized stories for visitors?

- 10.40** **HEGE ANITA EILERTSEN** – Museum Nord  
*'A taste of the Viking Age: Using food as a factor in storytelling/sharing history'*
- 11.10** **CITTA SLOW** – *'Destination branding with a sense of place'*  
» **FRANS SCHOUTEN**  
» **HARKO BRAAM**  
» **HANS ACHTERBERG**
- 11.50** **OLIVIA DUFF** – The Boyne Valley  
*'Creating a unique food destination'*
- 12.20** **PANEL DISCUSSION** – chaired by Pól Ó Conghaile
- 12.40** **NETWORKING LUNCH**  
Prepare for our chef's seasonal soup, served with artisan breads, Pates, Hummus, flat breads, tapenade and more.

#### APPETITES FOR TRAVEL

How can Irish businesses use food to attract tourists and capture their imagination? What have been **FOOD CONNECT**'s hottest topics?

- 14.00** **KENNY DUNNE** – Eating Europe Tours  
*'Giving tourists access to local food culture through guided culinary experiences'*
- 14.30** **DARAGH ANGLIM** – Fáilte Ireland  
*'Digital Trends – how food helps Fáilte Ireland to deliver the brand promise'*
- 15.00** **COFFEE / BREAK** – Sample a taste of Ireland's Ancient East with a selection of canapés based on surprising themes...
- 15.30** **PADRAIC GILLIGAN** – SoolNua  
*'Why food might be the key to successful nation branding'*
- 16.30** **FINAL PANEL DISCUSSION**
- 17.00** **CONFERENCE CLOSE** – John Mulcahy, Fáilte Ireland



## GUEST SPEAKERS



### Pól Ó Conghaile

Travel writer & editor

Pól Ó Conghaile is Travel Editor of Independent.ie & The Irish Independent. A regular contributor to National Geographic Traveller, Cara Magazine and national TV & radio, he is one of Ireland's foremost travel experts. Pól is a widely-travelled speaker on food, travel and hospitality who has been reporting on food and travel trends in Ireland and overseas for more than a decade. He is the author of several books, including Secret Dublin: an unusual Guide.



### Jacinta Dalton

College of Tourism & Arts, GMIT

Jacinta is a member of Faculty at The College of Tourism & Arts, GMIT and lectures in Food & Beverage skills and service, Hotel & Hospitality Operations and Marketing. She is also a board member with the International Institute of Gastronomy, Culture, Arts and Tourism (ICCAT) and one of Fáilte Ireland's food champions for The Wild Atlantic Way. She is a co-founder of The Foodie Forum and in a voluntary capacity consults with a number of food festivals and events in the region. Jacinta is a member of the steering committee for Galway's candidacy for European Region of Gastronomy 2018.



### Justin Green

Ballyvolane House

Justin and Jenny Green have been running Ballyvolane House since 2004. Since then, the business has diversified to include glamping, weddings and 'Bertha's Revenge' craft gin. Justin graduated from the Shannon College of Hotel Management and spent many years working in Asia in some of the swankiest hotels in the world – including the Mandarin Oriental, Hong Kong, The Legian in Bali and The Jumeirah Beach in Dubai.



### Julie & rod Calder-Pots

High Bank Orchard

Rod and Julie are two trained professionals who decided to make a living, and a life, together on the family farm in Kilkenny. They have been committed to organic farming for over 20 years and during that time have successfully produced exceptional products, which they have further processed into the respected brand, 'Highbank'. In recent years, they have been exploring both the business and agri-tourism potential of the farm, with an emphasis on local history, farming methods, people and the land.



### Daniel Klein and Mirra Fine

The Perennial Plate

Documentary Filmmakers, Daniel Klein and Mirra Finne are the husband and wife team behind the two-time James Beard Award Winning online documentary series, The Perennial Plate. Together they have created over 150 short films about food producers around the world as part of their food travel series. Their documentaries have amassed over 10 million views (and counting).



### Erik Wolf

World Food Travel Association

Founder of the World Food Travel Association, Eric Wolf is a highly sought-after speaker, strategist and consultant, and a go-to food tourism resource for media outlets ranging from CNN to the BBC and Sky. His works have been published in dozens of languages. Erik also advises to UNESCO's Creative Cities Network gastronomy program and the UNWTO's Gastronomy Network.



### Trish Deseine

Food writer, presenter

Born In Co. Antrim, Trish has recently returned to Ireland after 25 years in Paris where she became one of France's best known cookbook authors. She was French ELLE's cookery writer, has sold hundreds of thousands of books around the world, won five World Gourmand awards & in 2009 was named by French Vogue as one of their women of the decade. After three popular TV series on French food for RTE, she currently presents food shows for BBC NI and contributes to The Irish Times.



### Borja Saracho

Crusoe Treasure

Borja founded his first company at the age of 19. Over the last six years, he has run Crusoe Treasure, an innovative company that ages wines and other beverages under the sea in his native province of Drenthe – a unique concept using tides, constant temperature, currents, depth and zero gravity! The underwater cellar is now home to more than 1,500 marine species, has become a tourism attraction and was prised in 2014 as the most innovative tourism project by the Basque Government.



### John Mulcahy

Fáilte Ireland

John's role with Fáilte Ireland includes responsibility for food tourism policy and strategy, as well as education and standards. He holds a Master of Gastronomy from Adelaide University as well as a Master of Hospitality Management from Oxford Brookes, informed by his experience on three

continents as hotelier, publican, restaurateur and food service operator. He regularly contributes to food, tourism and gastronomy conferences and publications.



### Hege Anita Eilertsen

Museum Nord

Hege Anita is Marketing director for Museum Nord since 2011. Museum Nord consists of 21 museums in the region Lofoten, Vesteralen and Ofoten/Narvik, telling diverse and engaging stories from the Stone Age until today. She works with special attention to marketing, sales and product development, believing strongly that knowledge can be created through engaging museum visitors in various ways. Sharing cultural history is a strong tool for creating understanding and engagement for both locals and visitors, she says.



### Frans Schouten

Frans is an expert in the field where heritage and tourism meet. As a consultant for UNESCO, he has worked in projects throughout destinations as diverse as Egypt, Indonesia, Mexico, Kazakhstan and Fiji. He has been published extensively in professional journals, served as director of the Dutch training institute for museum studies and held a chair at the NHTV University Breda in Visitor Management, with a specific emphasis on tourism and heritage. He is currently chair of the audit commission on immaterial cultural heritage in the Netherlands and involved in maintaining the traditional flock of sheep in his community.



### Harko Braam, B.Sc

Harko has a degree in Agriculture and Husbandry at the University of Wageningen in the Netherlands. He took over his father's farm with a mix of arable farming and stock – breeding and continued his studies at the University of Groningen. For years, he has combined farming with teaching animal welfare and husbandry, and has a special interest in the development of tourism in the local economy. His involvement in the flock of sheep at Exloo combines both aspects in his career - Harko firmly believes that tourism is a new niche to provide continuity for the local rare breed of sheep as well as for the ancient art of the shepherd.



### Hans Achterberg M.A.

Villa van Streek

Hans a degree in Social Sciences at the Erasmus University in Rotterdam and has been involved in community development for many years. Since 2002, he has worked as an independent consultant/coach – particularly as a change agent in projects involving integrated territorial development and quality of life in rural areas. In 2012, Hans founded the Villa van Streek - a restaurant offering local produce as well as a shop for local products and souvenirs and a local tourism hub, in collaboration with local producers and the Geopark De Hondsrug.



### Olivia Duff

Boyne Valley Food Series

Olivia's perspective on Food Tourism is multi-faceted; she is at the coalface in the hospitality industry dealing with suppliers, chefs and visitors, but she is also a food producer and is passionate about "the journey food takes, the journey it should take, from farm to kitchen table". That's in addition to her management role in the family business, The Headfort Arms Hotel & Vanilla Pod Restaurant in Kells. Olivia is one of Fáilte Ireland's Food Champions and Chairperson of the Boyne Valley Food Series, a large group of local food centered businesses developing and promoting food tourism in the region.



### Kenny Dunne

Eating Europe Tours

Kenny is the founder of Eating Europe Tours. With a diverse background in marketing, food, and performance, he has grown the company from a small, neighbourhood tour in Rome to one of the largest food tour operators in Europe with branches in Rome, London, Amsterdam and Prague. Having personally travelled and eaten in 60+ countries, he understands the desire to discover the world through authentic culinary experiences. Eating Europe Tours has proudly welcomed over 40,000 clients since its inception, and has been recommended by the NY Times, Conde Nast, Fodors, and Rick Steves.



### Daragh Anglim

Fáilte Ireland

As Head of Marketing for Fáilte Ireland, Daragh is responsible for the marketing strategy across the full suite of Irish tourism brands; Dublin, Wild Atlantic Way and Ireland's Ancient East. Daragh has over 15 years' experience working with global brands including Guinness, Carlsberg, Smirnoff, Vodafone and Coca-Cola, and Fáilte Ireland is internationally recognised as a global leader in marketing with multiple awards for its work across all channels and platforms.



### Padraic Gilligan

SoolNua

Pádraic is managing partner at SoolNua, a specialist agency helping destinations, hotels and venues with marketing, strategy and training for the MICE marketplace. Prior to founding SoolNua, Gilligan was Vice President of Ovation, MCI's global DMC network and Vice President of Industry Relations at MCI. Having won several awards for his work, he currently serves as a Trustee of the SITE Foundation and on the Advisory Board of the Grow Dublin Taskforce. He is ranked at 14 on the Bizzabo list of global MICE influencers and blogs regularly for EventMB and on padraicinino.com.

FOOD PUTTING PLACE ON A PLATE  
CONNECT

12 + 13 SEPTEMBER 2016

Tankardstown House, Co. Meath.

Fáilte Ireland  
National Tourism Development Authority