

THE GREAT TASTE OF

Ontario

CERTIFIED TASTE
FEAST ON[®]
OF ONTARIO





PROGRESS UPDATE: CULINARY CULTURAL DIVERSITY STRATEGY

In 2020 the Culinary Tourism Alliance (CTA) identified a need to:

(1) Develop a corporate DEI strategy and guiding pillars with help of qualified third party

(2) Leveraging the power of partnerships forged through the COVID-19 recovery program, the Great Taste of Ontario (GTOO), to develop specific programming dedicated to increasing representation of diversity within the local culinary tourism industry.



AGENDA:

welcome

- Project Overview
- Scope of Work
- Goals & Objectives
- Development Phases
- Activities

If you'd like to discuss further, reach out at valerie@culinarytourismalliance.com.



GTOO ITINERARIES :

BUSINESS INCLUSION CRITERIA

“Restaurants featured in the program must either be a Feast On® certified restaurant in good standing, OR be owned and operated by a member of the BIPOC, Indigenous or LGBTQ + community AND be making efforts to source and increase procurement of Ontario-grown products over the following 18 months to meet the Certification standards of the Feast On program (25% Ontario food/drink).

Every stop on the itinerary should speak to a unique seasonal offering in order to differentiate it for inclusion. We encourage DMOs to recruit businesses that represent the unique culinary diversity found in their region (ex. Finnish food in Northern Ontario, Italian food in Windsor or Tibetan food in Parkdale).”

TIAO FUNDING :

CONTRIBUTION AGREEMENT DIVERSITY OBJECTIVES

“Increase collaboration with 20 new partners between the agriculture and hospitality sectors across southern Ontario (a minimum of 16 in southern Ontario)...”



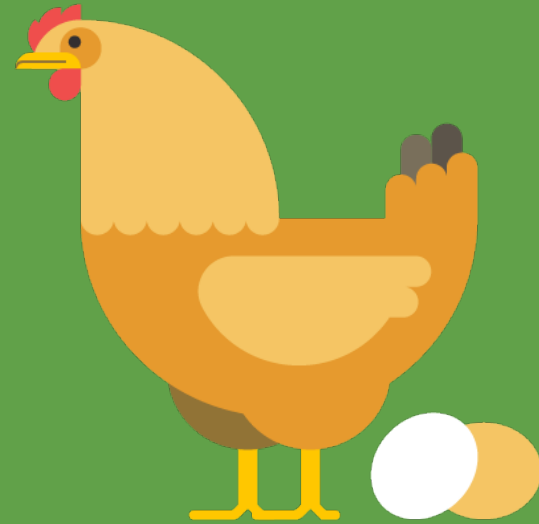
We acknowledge the support of the Government of Canada through the Federal Economic Development Agency for Southern Ontario.



THIS PROGRAM IS FUNDED IN PART BY THE ONTARIO MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS

SCOPE OF WORK

- (1) Identify key partnerships for longstanding success of diversity programming
- (2) Identify programming goals & objectives
- (3) Identify whether this will be a free-standing program, or an element of the Feast On program
- (4) Develop a program framework including business plan and KPIs



READY, SET,

let's dig in!

SCOPE OF WORK : PROJECT GOALS

1. Engage more BIPOC & LGBTQ+ owned & operated businesses, as well as other types of diversity, in accordance with the CTA's DI strategy.

2. Engage more local producers of world foods in the FON purveyor program to increase diversity of ingredients available to chefs.

3. Support DMOs in recruiting businesses that represent the unique culinary diversity found in their regions.

4. Increase representation of diversity within participating GTOO & FON businesses.

5. Increase awareness of the diversity represented among participating businesses and member destinations.

R&D GOALS & OBJECTIVES



- (1) Enable open and efficient communications over the course of the project;
- (2) Adapt research and development methods in response to environmental factors;
- (3) Design and develop data collection methods that can be used for ongoing program development, outreach, and evaluation;
- (4) Build awareness of the CTA and the FON program as part of the research and engagement process;
- (5) Engage program stakeholders (including all relevant GTOO partners and others identified by the CTA DI strategy) in a way that builds trust, capacity, and collaboration.



CRITICAL PATH

Phase 1: Project Conceptions / Environmental Scan
(Q4 2020 - Q1 2021)

Phase 2: Partnership Development
(Q4 2020 – Q2 2021)

Phase 3: Targeted Outreach & Recruitment
(Q1 - Q4 2021)

Phase 4: Stakeholder Needs Assessment
(Ongoing)

Phase 5: Formalize Program Elements and/or Framework
(Q3 - Q4 2021)



PHASE 1: **PROJECT CONCEPTION / ENVIRONMENTAL SCAN**

1. Outline why showcasing culinary cultural diversity is important
2. Map out the current culinary diversity represented through the FON program and identify any gaps in representation.
3. To outline the main challenges and opportunities for proper representation within our Ontario's culinary tourism landscape.
4. To determine what role our programming can play in increasing representation of diversity in culinary tourism in the province.



PHASE 2: **PARTNERSHIP DEVELOPMENT**

1. To determine which organizations (minority or community groups, chambers of commerce, etc.) to recruit as key partners in this initiative.
2. To determine what types of support or capacity building is required to activate these partnerships.



PHASE 3: **TARGETED OUTREACH & RECRUITMENT**

1. To determine the most effective strategies and partnerships.
2. To estimate reasonable and achievable targets.
3. To estimate the amount of effort and costs required to achieve recruitment targets.
4. To develop any marketing assets, toolkits, or templates for internal and external activities.



PHASE 4: STAKEHOLDER NEEDS ASSESSMENT

1. To understand how the needs of each diverse group diverge & converge as they relate to participating in: the local food movement including any community-led initiatives or organizations; Culinary tourism in Ontario.
2. To gauge the level of interest and awareness in: local food procurement; the tourism sector; Great Taste of Ontario & other economic development / recovery initiatives; Feast On.
3. To determine the main opportunities or barriers for these groups within the culinary tourism value chain



PHASE 5: **FORMALIZE PROGRAM ELEMENTS AND/OR FRAMEWORK**

1. To outline ongoing and specific program goals & objectives
2. To formalize and describe the various program elements
3. To develop marketing and communications
4. To share and utilise various insights gained
5. To ensure that the strategy aligns with the CTA's own strategic and DEI pillars

NEXT STEPS FOR INVESTING PARTNERS

Please take 5-10 minutes to complete the survey:

<https://forms.gle/LaY5nV4rfJfejbBZA>



Celebrating Culinary Cultural Diversity in Ontario

Estimated time to complete: 5-10 minutes

In 2020 the Culinary Tourism Alliance (CTA) identified a need to develop a formal corporate DEI strategy which includes finding ways to increase the culinary cultural diversity represented through our various partnerships, initiatives, and programs.

Two main courses of action have been identified. Firstly, the CTA is soliciting help from an independent third party consulting body to develop the organization's corporate DEI strategy and guiding pillars. Secondly, the CTA is leveraging the power of partnerships forged through the COVID-19 recovery program, the Great Taste of Ontario (GTOO), to develop



fall in love

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