



# BEST PRACTICES

## “Nature Park Fine Food Fairs”

Institutional information

*Yvonne Flesch*

*flesch@naturparkschwarzwald.de*

*Naturpark Schwarzwald Mitte/Nord*

*Naturpark Schwarzwald Mitte/Nord*

*www.naturparkschwarzwald.de*

*Facebook: <https://www.facebook.com/naturparkschwarzwaldmino/>*

*Twitter: <https://twitter.com/npkschwarzwald>*

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### Summary

#### **Explain your case in one or two sentences**

The “Nature Park Fine Food Fairs” promise a varied tasting and shopping experience: nature park hosts (gastronomes) cook exclusively with regional products for their guests, market suppliers offer seasonal products. Centrepiece of the events is the "Genuss-Tafel" (Fine Food Table) where visitors can enjoy their regional dishes. A suitable supporting programme rounds off the action day for the whole family. Furthermore, talks with the chefs and the market suppliers take place, where the guests can learn a lot of interesting facts about regional food and traditional dishes.

The fairs are indoor events and take place on Sundays between September and November in different communities and towns in the nature park. Two to three events are held each year in autumn.

#### **Background information: How was the situation previous to your actions?**

The nature park had already implemented a number of successful regional marketing projects before the “fine food fair” project started, including the nature park hosts and the nature park markets. The nature park wanted to initiate further projects in the field of regional marketing in order to sensitise even more people to regional products.

#### **What were the needs you identified?**

The trend towards regional products continues to grow. People want to know more about regional food and its production. At the same time, farmers and gastronomes are looking for ways to present their products and farms to the public.

**What solution you found to cover those needs?**

A new event format was developed from the existing and successfully established regional marketing projects.

**What actions did you take to reach the solution?**

The “Nature Park Fine Food Fairs” are organised centrally by the nature park in cooperation with the towns and municipalities. The nature park selects the participating market suppliers and nature park hosts and takes over the marketing for the events (flyers, social media, etc.). The towns and municipalities organise a suitable supporting programme, e.g. children's programme, music, etc.

**If any, which partners or other organisations did you involve during the process?**

In addition to gastronomes and market suppliers, partners such as countrywomen and regional companies (dairies, mineral springs, breweries, wineries, etc.) are involved in the project. Local tourist information offices or suitable tourist highlights present their offers as well.

**What were the main problems or difficulties you had to face?**

During the past years, it became more and more difficult to motivate the nature park hosts (gastronomes) to participate in the fairs as this means that the gastronomes need more staff to work at the fair on that day.

**What is the situation now, after your actions?**

In the meantime, the “Nature Park Fine Food Fairs” have become established events in the region, which contribute greatly to sensitising customers (locals and guests) to buying regional products. The fairs offer a programme for the whole family. At the same time, the fairs offer participating actors an (additional) marketing and sales platform.

**Main lessons learned along the way?**

Networking of individual projects (nature park markets, nature park hosts etc.) to create a creative new event format works.

**Annex:**

“Nature Park Fine Food Fair”01

“Nature Park Fine Food Fair”02

“Nature Park Fine Food Fair”03