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# Leeds: City of Food Culture

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# Culture and Food

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# What is ‘Culture’?

**Food**, dress, music, visual arts, drama, crafts, dance, literature, language celebration, games.

Food and food traditions are part of what is known as Intangible Heritage

**“We believe the best way to experience culture is through food.”** (Ontario Culinary Tourism Alliance)

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# **What is Food Tourism?**

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# Types of food tourism

Food products and the stories behind them

Recipes and the stories behind them

Farmers' markets

Food Festivals

Foraging tours

Educational experiences - tastings, lectures, cooking , visits to edible spaces - for schools/children as well as adults

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# Food tourism in action

Northern Ireland Year of Food and Drink

<https://www.discovernorthernireland.com/yearoffoodanddrink2016/>

Slow Food Travel - small-scale, locally produced

Ontario Culinary Tourism Alliance -

<https://ontarioculinary.com/>

Barcelona, Catalonia's capital of gastronomy (2005-06) used links to literature, film etc -

<http://www.barcelonaturisme.com/imgfiles/adg/dossierang.pdf>

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# Trends in Food Tourism

Trends\*:

New experiences

Purposeful sharing

Responsible consumption

Immersion in the 'local'

Food explorer

Food Explorer:

Slow Food

Artisan

Sustainability

Foraging

Local

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\*Source: The Future of Food Tourism (2015) Ian Yeoman et al

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# **Sustainable Food Tourism**

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# Sustainable Tourism

Would include:

Using sustainably produced food

Adapting menus to local/seasonal ingredients

Purchasing food from local producers where possible

Informing guests about food sources and choices

Addressing food waste

Having transparent food supply chains

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**So what?**

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## **Key Question**

How does Leeds promote/develop a system of tourism itineraries that welcome people through its food culture?

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# What is already happening?

Edible spaces

Leeds Food Audit

Leeds Permaculture Network

Independent food festivals

Urban Orchards

Independent Eateries

The Real Junk Food Project

Buy local

Incredible Edibles

Feed Leeds

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## **Other ideas we can develop?**

Food gardens - family, community & schools (micro - bringing producers and visitors together)

Recipes/stories/histories of artisan & community food

Food products/techniques (Leeds brewery since 2017)

Food trails - edible, historical, community focussed

Developing hydroponics/vertical farming + visitor centre

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**Thanks & Over to you!**

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