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Region and its Culinary Facilities; Car visitors; Coach tours; Culinary walks; Touring by bicycle; References; Websites; II: Farm Produce and Agritourism; 3: On-Farm Marketing and Activities; Introduction; Farm Gate Sales/Roadside Stands; Pick Your Own/U Pick; Consumers have changed; Entry to the farm; What to grow for PYO; Get the structure right; Marketing online; Farm Shops or Farm Markets; Do your SWOT analysis; Developing a farm shop; Grow the Unusual  
What is an heirloom fruit or vegetable and how does it fit into food tourism?The tourism opportunity; Rare Breeds; Rare breed associations; Fish Farms; The Farm as a Classroom; Cooking or Culinary Schools on the Farm; Long Table Dining on the Farm; Vineyards; Bakeries; Butchers; Farm Delis; Cheese; The Labour Challenge - it Could be WWOOFers; References; Websites; 4: Off-Farm Marketing and Retailing; Introduction; Pop Up Everywhere and Anywhere; Box Schemes; Consumer Cooperatives; Farmers' Markets/Farm Markets; King Cullen; Farmers' market objectives; Create the experience  
Who shops at farmers' markets?Setting up a farm stall at the market; Team effort; What makes a successful farmers' market?; Market stall skills; The threat to farmers' markets; Night Markets; General Food Markets; Christmas Markets; The best Christmas markets in Germany; Community Gardens; Open Kitchen Gardens; Victorian Walled Gardens and Potagers; Urban Orchards/Community Orchards; Foraging; London's hunter-gatherers; New York's hunter-gatherers; Sydney's hunter-gatherers; Providores/Specialist Food Retailers; References; Websites; 5: Agri-Entertainment or Agri-Tourism; Introduction  
Promotion by farmers in the USA

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Sommario/riassunto

The fastest growth in tourism is the culinary sector. Covering farmers markets, taste tours, agri-entertainment, glamping, restaurants, farm shops and more, food tourism has become both an important part of holidaying and a purpose in itself. With growth occurring in most developed countries and tourists searching out culinary tourism throughout the world, this book provides an overall direction to the development of food tourism and a section on the future of this trend.

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