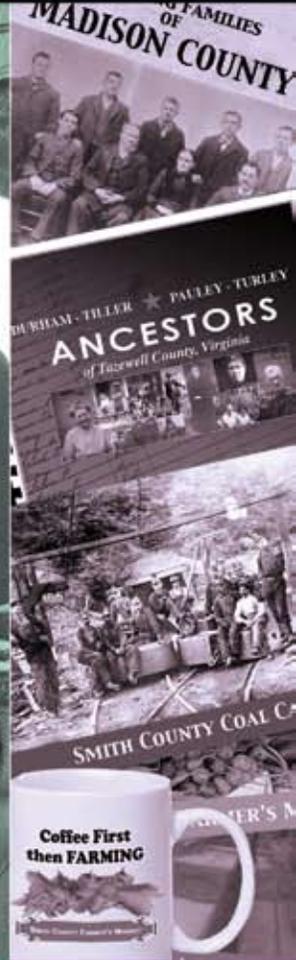


A TOOLKIT OF RESOURCES **CULTURAL HERITAGE & COMMUNITY DEVELOPMENT**



Planning a Country
Roads Cook-Off:
A Recipe for Success

Culinary Heritage
Tourism:
A "Delicious" Way to
Explore

Cultural Heritage
and
Community Development

Bringing Partners to
the Table:
Building Community
Partnerships

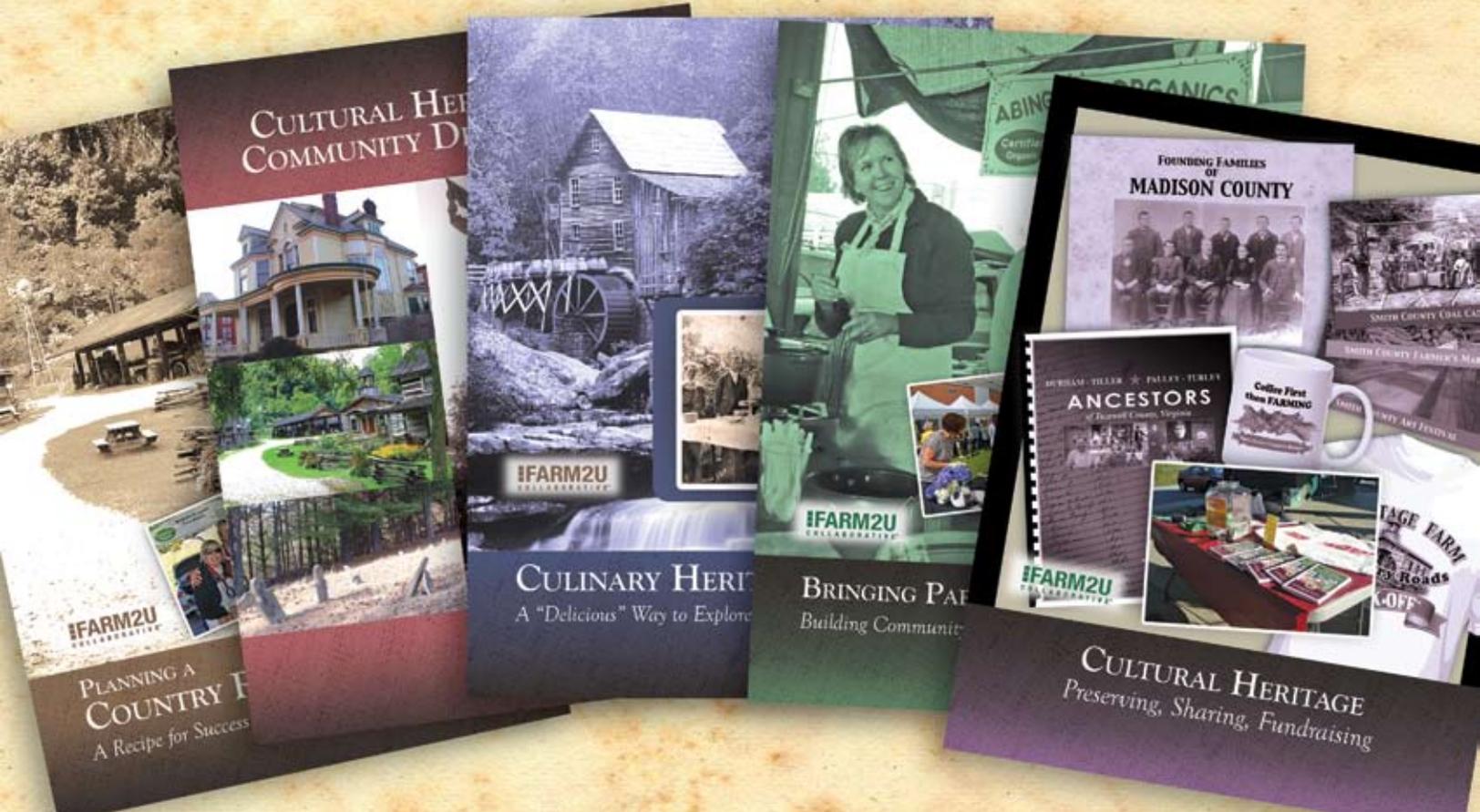
Cultural Heritage
Preserving, Sharing,
Fundraising

THE FARM2U
COLLABORATIVE™

Printed with support from



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The Toolkit of Community Development Resources on Cultural and Food Heritage was designed to be a digital resource. The manuals and resource materials can be accessed from the FARM2U website at www.farm2u.org. This printed book represents these tools in an abbreviated format. Some content have been removed for the sake of brevity. Communities interested in using the Toolkit are strongly urged to access the website to utilize the tools in their entirety.

A TOOLKIT OF RESOURCES CULTURAL HERITAGE AND COMMUNITY DEVELOPMENT

Foreword

Cultural Heritage and Community Development
A Guide

Culinary Heritage Tourism: A “Delicious” Way to Explore
A Guide

Planning a Country Roads Cook-Off™: A Recipe for Success
A Portfolio

Bringing Partners to the Table: Building Community Partnerships
A Manual with Templates

Cultural Heritage – Preserving, Sharing, Fundraising
Handbook with Video

Collaborative Bibliography

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FOREWORD

One snowy winter day in January of 2010, I found myself on the road to the mountains of West Virginia to attend the Cast Iron Cook-Off in Charleston. Part of my work as Whisman Appalachian Scholar for the Appalachian Regional Commission has been to research activity based on the local food economy in the thirteen Appalachian states. That's how I learned about the Collaborative for the 21st Century Appalachia and their creation of the Cast Iron Cook-Off. Local food, local chefs, new Appalachian cuisine, and cast iron cookware—I needed to know about this event.

Arriving at the hotel, I was greeted by bluegrass music, displays of West Virginia food products, a tasting of local foods and wines, laughter and conversation, and the warm welcome of Dr. Allen Arnold and others working with the Collaborative. The whole event was inspiring and a good learning experience for someone like me interested in contributions of local food to community economies and cultural identity. So began my own collaboration with this important regional group that led to involvement with community cook-offs, shared information, and now this toolkit to assist communities in their cultural and culinary heritage ventures.

Communities that build upon their assets can be healthy communities with healthy economies. Wendell Berry, who writes more eloquently than anyone I know about communities, culture, and food, says, “If we speak of a healthy community, we cannot be speaking of a community that is merely human. We are talking about a neighborhood of humans in a place, plus the place itself: its soil, its water, its air, and all the families and tribes of nonhuman creatures that belong to it. If the place is well preserved, if its entire membership, natural and human, is present in it, and if the human economy is in practical harmony with the nature of the place, then the community is healthy. A diseased community will be suffering natural losses that, in turn, become human losses. A healthy community is sustainable; it is, within reasonable limits, self-sufficient and, with reasonable limits, self-determined—that is, free of tyranny.” He often says we must know “the genius of the place.”

Berry's vision is powerful. He recognizes that a strong sense of place, in its broadest conception, forms the foundation for good community and sustainable economic development. This toolkit offers some ideas to provoke thinking in your community about your own sense of place. It also gives practical steps to take for conserving your own local culture and offers resources so you can learn from the insights and experiences of others.

Much of the toolkit focuses specifically on tourism, both cultural heritage tourism and culinary heritage tourism. It's important that communities decide if this kind of tourism, or any kind of tourism for that matter, is a good fit for the community, benefits the whole community, and allows for the protection of the community's natural and cultural resources. If so, thinking of tourists as visitors or guests in your "homeplace" where you are the hosts can make the relationship more rewarding, the shared experiences more authentic and valuable, and the whole enterprise more likely to thrive over a long period of time.

Culinary tourism brings one of the most central elements of our lives—food in all its pleasures—to center stage in our communities. Barbara Kingsolver in her best-selling book *Animal, Vegetable, Miracle*, says that "a food culture is not something that gets sold to people. It arises out of a place, a soil, a climate, a history, a temperament, a collective sense of belonging," adding that people hold to their food customs because of the *positives* of comfort, nourishment, and heavenly aromas. While we may indeed sell some of our local foods to visitors, what we really do in culinary tourism is make food the portal to share the culture of our place with them. This toolkit provides a case study of culinary heritage in one region, Appalachia, and ways that regional heritage is being preserved and used in creative, local economies.

I know the good folks in the Collaborative for the 21st Century Appalachia hope this toolkit will serve as a good guide for your cultural and culinary journeys. As we say in the mountains about our meals, we hope it gives you "an elegant sufficiency."

Jean Haskell, Ph.D.
Co-editor, *Encyclopedia of Appalachia*

CULTURAL HERITAGE AND COMMUNITY DEVELOPMENT *A GUIDE*

Heritage tourism has become a multibillion-dollar industry in the U.S. as travelers seek out historic and cultural sites. This significant economic potential often overshadows another community benefit that is equally valuable. Preserving and promoting cultural heritage instills in local residents – including young people – a better understanding of and appreciation for where they live.

This guide provides information and insights for community leaders and residents on:

- Why promoting their cultural heritage is important
- How to promote cultural heritage in a way that relates to tourists on a personal level
- How the efforts of the community can simultaneously be gratifying and economically rewarding.

CULINARY HERITAGE TOURISM: A “DELICIOUS” WAY TO EXPLORE A GUIDE

Culinary tourism parallels – and is a slice of – cultural tourism. Heritage travelers want to immerse themselves in the culture of the community and to experience and interact not only with vintage architecture, but also with community activities, and the lives of the people through stories, photos, and artifacts. And they especially want local food experiences.

Food heritage offers a starting place with a low expenditure both of effort and dollars. This guide provides information and insights for community leaders and residents that will make welcoming culinary tourists easy, efficient and successful.

PLANNING A COUNTRY ROADS COOK-OFF™: A RECIPE FOR SUCCESS A PORTFOLIO

This comprehensive selection of planning tools includes a manual, video and templates that provide organizations and communities with step-by-step instructions for garnering buy in, organizing, planning, and implementing a local foods event. Drawing on the insights of Mike Perry, CEO of Heritage Farm Museum and Village in Huntington, West Virginia, the manual draws valuable lessons concerning contemporary lifestyles from our food heritage. It also describes how heritage food events promote community and economic development. The activities in the manual enhance people's capacity to carry out this and similar community planning.

Includes the following templates:

- Sample Certificate
- Sample Call for Chefs
- Sample Press Release
- Sample Sponsorship Contract
- Sample Entry Form

There are also three brief video podcasts associated with this guide. They feature discussions with Mike and Henriella Perry of Heritage Farm Museum and Village.

- Our Ancestors and Food
- Our Heritage and Food
- Food and Our Future

BRINGING PARTNERS TO THE TABLE: BUILDING COMMUNITY PARTNERSHIPS *A MANUAL WITH TEMPLATES*

Building support and finding corporate and other partners for community-based heritage events is essential to sustaining efforts over time. This packet provides step-by-step information and insights on the always thorny issue of: “How do we ask someone for dollars?” It includes guides for developing partnerships with suggested packages and sample agreements.

CULTURAL HERITAGE – PRESERVING, SHARING, FUNDRAISING *HANDBOOK WITH VIDEO*

This illustrated booklet and accompanying instructional video demonstrates how to preserve artifacts as family treasures, as well as how to incorporate them into memorabilia to be sold commercially as an entrepreneurial fundraising activity. Photos and stories can be shaped into book, photos, incorporated onto mugs, t-shirts, etc. This book and video also include insights on how to successfully market them.

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SOME USEFUL WEBSITE LINKS

Cultural Heritage Community Development and Tourism

American Folklife Center (www.loc.gov/folklife), great variety of information of online collections, StoryCorps, research services, documentation methods and techniques for communities. See especially, "Tending the Commons: Folklife and Landscape in Southern West Virginia."

Cultural Heritage Tourism Program/National Trust for Historic Preservation (www.culturalheritagetourism.org), excellent site for statistics, funding information, success stories, publications, and much more.

Georgia Heritage Tourism Handbook ([www.georgia.org/Sitecollectiondocuments/Industries/Tourism/ProductDevelopment/GA Heritage Tourism Handbook](http://www.georgia.org/Sitecollectiondocuments/Industries/Tourism/ProductDevelopment/GA%20Heritage%20Tourism%20Handbook)), a 68 page handbook with helpful advice.

National Park Service, Cultural Resource Management Guideline (www.cr.nps.gov/history/online_books/nps28), guidelines used by the National Park Service to manage their cultural sites that are useful for communities as well.

Promoting Tourism in Rural America (www.nal.usda.gov/ric/ricpubs/tourism.html), an excellent resource from the Rural Information Center of the United States Department of Agriculture, with how to plan rural tourism, an extensive bibliography (over 100 books, articles, websites), and lists of agencies and organizations involved with rural tourism.

Smithsonian Center for Folklife and Cultural Heritage (www.folklife.si.edu/index.html), details all the resources available to communities from this division of the Smithsonian.

University of Massachusetts Cultural Heritage Studies (www.umass.edu/chs/about/whatisheritage.html), offers information about their degree programs in Cultural Heritage Studies and resources for the public.

Vermont Arts Council. Cultural Heritage Tourism Toolkit (www.vermontartscouncil.org), one of the best of state toolkits with step-by-step guides for planning, inventorying, ensuring quality, forming partnerships, packaging, linking products, and doing regional marketing.

Culinary Heritage Development and Tourism

ACEnet (Appalachian Center for Economic Networks) (www.acenetworks.org)

Appalachian Farmers Market Association (www.appfma.org)

Appalachian Grown (www.AppalachianGrown.org)

Appalachian Regional Commission (www.arc.gov)

Appalachian Sustainable Agriculture Project (www.asapconnections.org)

Appalachian Sustainable Development (www.asdevelop.org)

CAN (Central Appalachian Network) (www.cannetwork.org)

Chef's Collaborative (www.chefscollaborative.org)

Collaborative for the 21st Century Appalachia (www.wvfarm2u.org)

Community Farm Alliance (www.communityfarmalliance.org)

Edible Finger Lakes (www.ediblefingerlakes.com)

Fish Hawk Acres (www.farm2u.org/.../Dale-Hawkins-Fish-Hawk-Acres/NVTscGYP)

Georgia Mountains Foodways Alliance (www.georgiafoodways.org)

Georgia Organics (www.georgiaorganics.org)

Grow Appalachia (www.berea.edu/appalachiancenter/growappalachia)

Jubilee Project (www.jubileeproject.holston.org)

Local Harvest (www.localharvest.org)

Oldways Preservation and Exchange Trust (www.oldwayspt.org)

Renewing America's Food Traditions Alliance/ RAFT (www.raftalliance.org)

Slow Food USA National Office (www.slowfoodusa.org)

Southern Foodways Alliance (www.southernfoodways.com)

Sustainable Agriculture Research and Education (www.sare.org)

Sustainable Mountain Agriculture Center (www.heirlooms.org)

Sustain Floyd (www.sustainfloyd.org)

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And, of course, our Advisory Committee of community developers—visit the website at farm2u.org/resource-center/advisory for a complete list of committee members. These materials could not have been created without their assistance.

Allen Arnold, Director
Collaborative for the 21st Century Appalachia®

THE WEST VIRGINIA COMMUNITY DEVELOPMENT HUB BRINGS TOOLS AND RESOURCES TO BUILD YOUR COMMUNITY INCLUDING THIS CULTURAL HERITAGE AND COMMUNITY DEVELOPMENT TOOLKIT.



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TO BUILD YOUR COMMUNITY.*

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- ACT AS A LIAISON TO STRENGTHEN RELATIONSHIPS.
- BUILD COMMUNITY DEVELOPMENT CAPACITY.
- DEVELOP INCREASED RESOURCES FOR COMMUNITY DEVELOPMENT EFFORTS, AND MORE EFFECTIVELY CONNECT COMMUNITIES TO THOSE RESOURCES.

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WEST VIRGINIA COMMUNITY DEVELOPMENT HUB
301 WATER STREET
STONEWOOD, WV 26301-4648
PHONE: (304) 566-7332
KENT SPELLMAN, EXECUTIVE DIRECTOR
K.SPELLMAN@WVHUB.ORG.



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– DESTINATION SPOTS FOR DINING MEMORIES.
- **COUNTRY ROADS COOK-OFF™** - A COOK-OFF FOR NON-PROFESSIONALS THAT PARALLELS THE CAST IRON COOK-OFF® FOR PROFESSIONAL CHEFS. THE GOAL OF BOTH IS TO IDENTIFY A “NEW APPALACHIAN CUISINE”® THAT USES LOCAL INGREDIENTS, REINVENTS TRADITIONAL RECIPES, AND PROMOTES SOUND NUTRITION.
- **HERITAGE STORY AND PHOTO EXPLORATION** – A RANGE OF PARTNERSHIPS AND INITIATIVES, SUCH AS THE FUTURE FARMERS OF AMERICA’S HERITAGE CONTEST, PROVIDE AVENUES FOR UNEARTHING THE RICH ARRAY OF FOLK ARTIFACTS, STORIES, AND PHOTOS ABOUT FOOD CUSTOMS OF RURAL LIFE IN EARLIER ERAS THAT CAN BE PROMOTED AS TOURIST ATTRACTIONS.
- **WWW.WVFARM2U.ORG** - THIS WEBSITE CONNECTS
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THE FARM2U COLLABORATIVE™
1511 PENNSYLVANIA AVENUE
CHARLESTON, WEST VIRGINIA 25302
PHONE: (304) 610-3180
FAX: (304) 342-0311

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ATTORNEYS AT LAW

THE FARM2U
COLLABORATIVE™

The FARM2U Collaborative™
1511 Pennsylvania Avenue
Charleston, West Virginia 25302
Phone: (304) 610-3180
Fax: (304) 342-0311
www.farm2u.org