TABLES

**Table 1. Interdependent determinants and facilitators of a food cluster**

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| **Interdependent Determinants & Facilitators** | **Content** |
| **Factor conditions** | Factor endowments and attractions (natural and cultural landscapes); Factor endowments are not only inherited but also created through the application of natural, cultural, historical, organizational and human resources  |
| **Demand conditions** | The market for food tourism products and services; The existence of a sufficiently large number of sophisticated tourists within a reasonably close market area; Quality-conscious tourists with sufficient disposable incomes exert constant quality control, moving suppliers towards high-quality market segments |
| **Related and supporting industries** | Firms or producers in the region that provide inputs that support the establishment and operation of a culinary cluster: the diversity and the quality of supporting industries (e.g. high quality service and parking facilities) |
| **Market structure** | A term that encapsulates the conditions in a place that govern how firms/organizations are created and managed, as well as the nature of local rivalry; Institutional and organizational infrastructure; Cluster plan and branding strategy |
| **Environmentally friendly movement**  | Environment-centred strategy focused on reducing food miles (e.g. Slow Food Movement); Investment into improving quality of place and encouraging reduction of consumption and waste  |
| **Leadership** | Strong leadership is among the most critical factors for the successful development of a creative food economy and food cluster as there are usually a large number of stakeholders involved in such clusters; There are various aspects of leadership: government (at various levels) and local organizations (DMO or culinary organization); A successful policy depends on strategic partnerships between private and public sectors  |
| **Stakeholder collaboration** | Cooperation amongst stakeholders to create sustainable food production and consumption nexus (food cluster); Stakeholders: chamber of commerce; economic development office; DMOs; NGOs; travel operators; restaurants; farmers; cooking school; chefs; artisans; retailers; and others |
| **Communication & information flows** | Communications strategy to bring in new ideas, encourage consensus, and share accumulated knowledge and know-how |

**Table 2. Determinants and facilitators in the Savour Stratford food cluster**

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| **Interdependent Determinants & Facilitators**  | **Contents** |
| **Factor conditions** | Strong core, leading and supporting assets (agricultural sector is one of top three leading economic sectors; tourism has already been well developed); Natural, cultural, institutional, organizational and human resources (e.g. pastoral countryside, culinary attractions, food festivals/events, farmers’ markets, cooking schools/chefs, slow food convivial, creative arts industry, museums, gardens, built heritage, accommodations) Well-developed food products/programs integrated with hard and soft factors (e.g. culinary getaways, **culinary adventures,** cooking schools/chefs, [culinary walking tours](http://www.welcometostratford.com/media/pdf/culinarywalkingtours.pdf), farms, [restaurants](http://www.welcometostratford.com/media/video/videoplayer.php?ID=101), dining and tasting events, creative arts industry, and annual food festival)  |
| **Demand conditions** | Both local residents and visitors. Primary target market: ‘empty-nester’ urban couples, and singles; on average over thirty years old, well-educated, upper-income and sophisticated Canadian and international travelers seeking quality food and cultural experiences |
| **Related & supporting industries** | Creative industry as strong supporting assets for creative food economy and culinary movementSuppliers and related firms: hotels and inns, B&B, motels and resorts, culinary products shops, books and music shops, gifts and photographers shops, arts and antiques shops, fashion and design stores, wedding facilities, spas and aesthetics, recreational facilities, and the creative arts industry (theatres and galleries); high quality service facilities: all day free parking, tourism information centre, health care, public recreation centre, and security |
| **Market structure** | Unified marketing organization (mixture of top-down and bottom-up structure); Well-established institutional and organizational infrastructure; Well-developed place marketing/branding plan/strategy/budget  |
| **Environmentally friendly movement** | Strong understanding of the concepts of environmental well-being and sustainability (local food and agricultural products); Clean and pleasant environmental quality; Slow food convivia: reduction of food miles, and certified restaurant program to advocate members to use local food products to reduce food miles  |
| **Leadership**  | Strong leadership led by Stratford Tourism Alliance (place marketing organization); Strong partnership with local and provincial governments through funding programs; Strong financial support from provincial and local governments; Funding programs: membership fees, partnership funds, City of Stratford fund, and destination marketing fund  |
| **Stakeholder collaboration** | Stakeholders: chamber of commerce, economic development office, DMOs, NGOs (slow food convivia), restaurants, farmers, chefs, caterers, retailers, creative arts industry, and other associations |
| **Communication & information flows** | Communications strategy to bring in new ideas and make consensus: annual food summit, training and communication strategy for chefs and farmers sub-committee, e-newsletter and press release for members and general public, blogs, websites and other social media |