



STATE OF VERMONT
JOINT FISCAL OFFICE

MEMORANDUM

To: James Reardon, Commissioner of Finance & Management
From: Nathan Lavery, Fiscal Analyst
Date: November 20, 2008
Subject: JFO #2346

No Joint Fiscal Committee member has requested that the following item be held for review:

JFO #2346 — \$55,000 grant from the U.S. Department of Agriculture to the Agency of Agriculture, Food and Markets. These grant funds will be used to increase the economic opportunities for small farms through development of an integrated culinary tourism program (focusing on artisan cheese, wine, beer and other products).

[JFO received 10/21/08]

In accordance with 32 V.S.A. §5, the requisite 30 days having elapsed since this item was submitted to the Joint Fiscal Committee, the Governor's approval may now be considered final. We ask that you inform the Secretary of Administration and your staff of this action.

cc: Roger Allbee, Secretary



STATE OF VERMONT
JOINT FISCAL OFFICE

MEMORANDUM

To: Joint Fiscal Committee Members
From: Nathan Lavery, Fiscal Analyst
Date: October 22, 2008
Subject: Grant Request

Enclosed please find three (3) requests which the Joint Fiscal Office recently received from the Administration:

JFO #2344 — \$120,000 grant from State Mental Health Program Directors Research Institute (NRI) to the Department of Mental Health (DMH). These grant funds will be used to establish and test the capacity of DMH to submit client-level data files to the Substance Abuse and Mental Health Administration.
[JFO received 10/21/08]

JFO #2346 — \$55,000 grant from the U.S. Department of Agriculture to the Agency of Agriculture, Food and Markets. These grant funds will be used to increase the economic opportunities for small farms through development of an integrated culinary tourism program (focusing on artisan cheese, wine, beer and other products).
[JFO received 10/21/08]

JFO #2347 — \$9,820 grant from the U.S. Marshals Service to the Department of Public Safety – State Police. These grant monies will be used to purchase computer hardware to support tracking and apprehension of fugitives.
[JFO received 10/21/08]

The Joint Fiscal Office has reviewed these submissions and determined that all appropriate forms bearing the necessary approvals are in order.

In accordance with the procedures for processing such requests, we ask you to review the enclosed and notify the Joint Fiscal Office (Nathan Lavery at 802/828-1488; nlavery@leg.state.vt.us or Stephen Klein at 802/828-5769; sklein@leg.state.vt.us) if you have questions or would like any item held for JFC review. Unless we hear from you to the contrary by November 5 we will assume that you agree to consider as final the Governor's acceptance of this request.

cc: James Reardon, Commissioner
Michael Hartman, Commissioner
Roger Allbee, Commissioner
Thomas Tremblay, Commissioner

JFO #2346

STATE OF VERMONT
GRANT ACCEPTANCE FORM

GRANT SUMMARY: This grant is for expanding Agri-tourism in Vermont. It will be used to increase economic opportunities for small farms through the development of an integrated culinary tourism program.

TITLE OF GRANT: Culinary Tourism: Expanding the Economic Benefits of Agritourism.

FEDERAL CATALOG No.: 10.156

GRANTOR / DONOR: United States Department of Agriculture
Agricultural Marketing Service
1400 Independence Avenue, S.W.
Washington, DC 20250

DATE: 9/25/08

DEPARTMENT: Agriculture, Food and Markets

GRANT / DONATION: This culinary tourism project will focus on artisan cheese, wine, beer and other agricultural products creating culinary tourism trails, pairing guides and develop innovative partnerships among farmers, food processors, food service professionals and consumers.

AMOUNT / VALUE: \$55,000.00

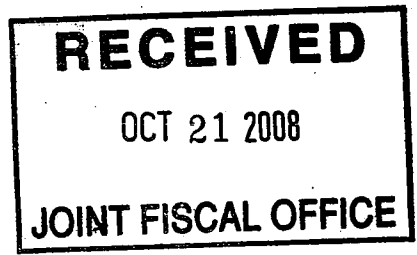
POSITIONS REQUESTED: None

GRANT PERIOD: 9/1/2008 to 3/31/2010

COMMENTS: There are both cash and in-kind matches for this grant: State cash match is \$2,000; Other groups' cash match is \$13,000. State in-kind match is \$38,000; Other groups' in-kind match is \$39,000.

DEPARTMENT OF FINANCE AND MANAGEMENT:
SECRETARY OF ADMINISTRATION
SENT TO JOINT FISCAL OFFICE:

(INITIAL) 9/25/08
(INITIAL) SPM 10/1/08
DATE: 10/14/08



STATE OF VERMONT
REQUEST FOR GRANT ACCEPTANCE
 (use additional sheets as needed)

FORM AA-1
 (Rev. 9-90)

1. **Agency:** Agency of Agriculture
 2. **Department:**
 3. **Program:** Federal-State Marketing Improvement Program (FSMIP)
 4. **Legal Title of Grant:** Culinary Tourism: Expanding the Economic Benefits of Agritourism
 5. **Federal Catalog No.:** 10.156
 6. **Grantor and Office Address:** USDA, Agricultural Marketing Service
 1400 Independence Avenue, S.W.
 Room 4009-South Building
 Washington, DC 20250

7. **Grant Period:** From: 9/1/2008 To: 3/31/2010

8. **Purpose of Grant:** (attach additional sheets if needed)
 To increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program.

9. **Impact on Existing Programs if Grant is not Accepted:**
 None.

10. **Budget Information:**

	(1st State FY) FY 2009	(2nd State FY) FY 2010	(3rd State FY) FY 2011
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EXPENDITURES:

Personal Services	\$ 53,250.00	\$ 50,750.00	\$
Operating Expenses	\$ 20,000.00	\$ 23,000.00	\$
Grants	\$	\$	\$
TOTAL	\$ 73,250.00	\$ 73,750.00	\$ 0.00

REVENUES:

State Funds:

Cash - Agency of Agriculture	\$ 2,000.00	\$	\$
In-Kind - Agency of Agriculture	\$ 15,000.00	\$ 13,000.00	\$
In-Kind - Vt. Tourism & Marketing	\$ 3,750.00	\$ 6,250.00	\$

Federal Funds:

(Direct Costs)	\$ 23,000.00	\$ 32,000.00	\$
(Statewide Indirect)	\$	\$	\$
(Department Indirect)	\$	\$	\$

Other Funds:

Cash

Vermont Cheese Council	\$ 3,000.00	\$	\$
Vermont Fresh Network	\$ 3,000.00	\$	\$
Vermont Grape & Wine Council	\$ 5,000.00	\$	\$
Vermont Specialty Food Association	\$ 2,000.00	\$	\$

In-Kind

New England Cooks	\$ 3,000.00	\$	\$
New England Culinary Institute	\$ 10,000.00	\$ 10,000.00	\$
Sante, Magazine for Restaurant Prof.	\$	\$ 3,000.00	\$
Vermont Fresh Network	\$ 1,000.00	\$ 1,000.00	\$
Vermont Hospitality Council	\$ 2,500.00	\$ 2,500.00	\$
Vermont Public Television	\$	\$ 5,000.00	\$
Vermont Specialty Food Association	\$	\$ 1,000.00	\$

TOTAL	\$ 73,250.00	\$ 73,750.00	\$ 0.00
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Appropriation Nos.

ID 2200030000
 FUND 22005
 PROGRAM 26856

Amounts

\$ 55,000.00

-over-

REC'D SEP 22 2008

11. Will grant monies be spent by one or more personal service contracts?

YES NO

If YES, signature of appointing authority here indicates intent to follow current guidelines on bidding.

X Dave Lane for Roger Albee

12a. Please list any requested Limited Service positions:

Title	Number of Positions
TOTAL Positions	0

12b. Equipment and space for these positions:

- Is presently available.
- Can be obtained with available funds.

13. Signature of Appointing Authority

I certify that no funds have been expended or committed in anticipation of Joint Fiscal Committee approval of this grant.

Dave Lane for Roger Albee (Signature) _____ (Date)

Deputy Secretary (Title)

14. Action by Governor:

- Approved
- Rejected

[Signature] (Signature) 10/11/08 (Date)

15. Secretary of Administration:

- Request to JFO
- Information to JFO

Ronda P. McInnis (Signature) 10/11/08 (Date)

16. Action by Joint Fiscal Committee:

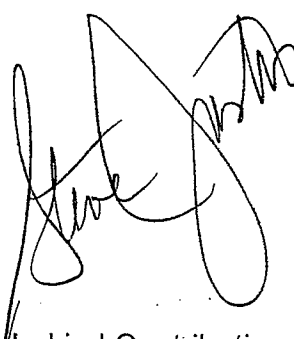
(Dates)

- Request to be placed on JFC agenda
- Approved (not placed on agenda in 30 days)
- Approved by JFC
- Rejected by JFC
- Approved by Legislature

(Signature) (Date)

MEMORANDUM

TO: Mary Morrison
FROM: Steve Justis
RE: FSMIP Grant Cash & In-kind Contributions
DATE: September 16, 2008



In February of this year, the Vermont Agency of Agriculture applied for \$55,000.00 from the USDA-Agricultural Marketing Service's Federal-State Marketing Improvement Program (FSMIP). As part of the state's application, we received a total of \$92,000.00 in pledges of cash and in-kind contributions from project cooperators.

I anticipate cash contributions as follows:

Vermont Agency of Agriculture- \$2,000
Vermont Cheese Council-\$3,000
Vermont Fresh Network- \$3,000
Vermont Grape & Wine Council- \$5,000
Vermont Specialty Foods Association- \$2,000

Total cash contributions anticipated: \$15,000

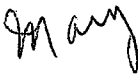
Final cash contributions will depend on participation by other organizations not included in the original application to USDA, including: the Vermont Farms! Association, the Vermont Maple Foundation, the Vermont Beef Council and the Vermont Apple Marketing Board.

Cash contributions are expected to occur in FY2009, in advance of the beginning of the "summer tourism season".

Please let me know if you need more information.

Agency of Agriculture
116 State Street
Montpelier, VT 05620-2901
www.VermontAgriculture.com

Memorandum

To: Toni Hartrich
From: Mary Morrison 
Date: 9/18/2008
Re: AA-1 and Excess Receipts Request

Here is the revised AA-1 for the Culinary Tourism grant as well as an excess receipt request. If you need more information, please let me know.

Thanks.



2008 AUG 27 A 7:54

United States
Department of
Agriculture

AUG 18 2008

Marketing and
Regulatory
Programs

Agricultural
Marketing
Service

Washington, DC
20250

The Honorable Roger Allbee
Secretary
Vermont Agency of Agriculture, Food and Markets
Drawer 20
116 State Street
Montpelier, Vermont 05620-2901

Dear Secretary Allbee:

We are pleased to advise you that we have approved a request submitted by your Department for funding under the fiscal year 2008 Federal-State Marketing Improvement Program (FSMIP). We have awarded \$55,000 for the project entitled, "Culinary Tourism: Expanding the Economic Benefits of Agritourism." Note that administrative responsibility for this project, including certifications regarding the matching funds requirement for FSMIP grants, resides with your Department using appropriate linkages with state and regional producer, tourism, restaurant sector partners to complete the project.

Enclosed are four copies of the grant agreement pertaining to this project and a set of certification forms. Please review and sign each document with an original signature and return three of the grant agreements as well as forms 424B, AD-1047, and AD-1049 by express mail to:

Janise Zygmunt
FSMIP Staff Officer
USDA, Agricultural Marketing Service
1400 Independence Avenue, S.W.
Room 4009-South Building
Washington, D.C. 20250
Tel: 202-720-8043

Please keep the remaining grant agreement and form AD-1048 for the Department's project file.

Once the grant agreement has been fully executed, grant payments may be requested by submitting Standard Form 270, Request for Advance or Reimbursement, to the FSMIP office. The first six-month progress report on the project is due in March 2009, and the final project report and final financial statement are due no later than 90 days after the grant ends on March 31, 2010.



The Honorable Roger Allbee
Page 2

The U.S. Department of Agriculture's Uniform Federal Assistance Regulations (7 CFR 3015 et seq.) provide guidance on the management of Federal grants. The regulations can be found at the following website:
www.access.gpo.gov/nara/cfr/waisidx_99/7cfr3015_99.html.

We look forward to this cooperative effort and to the successful completion of this important project.

Sincerely,



Lloyd C. Day
Administrator

Enclosures

COOPERATIVE AGREEMENT
between the
AGRICULTURAL MARKETING SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250
(hereinafter called the Federal Agency)
and the
Vermont Agency of Agriculture, Food and Markets
Montpelier, Vermont 05620-2901
(hereinafter called the State Agency)

1. Title of Agreement: Culinary Tourism: Expanding the Economic Benefits of Agritourism.
2. Objective: To increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program.
3. Statement of Work: This cooperative agreement shall be carried out by the organizational units or officials of the Federal Agency and the State Agency in the manner and subject to the conditions provided in the Statement of Work, Form AMS-20-2, attached hereto and made a part of this agreement.
4. Legal Authority: Agricultural Marketing Act of 1946 - Section #204, 7 U.S.C. 1623(b), and Section 713 of Title VII (General Provisions) of Division A of Public Law 108-7.
5. Revision: N/A
6. Effective Date: September 1, 2008.
7. Approvals: The signatories hereby certify that they have authority to enter into said cooperative agreement.

This agreement is hereby approved for the State Agency.

Done at Montpelier, VT on 8/27/08
(City and State) (Date)

Dave Lane
Signature

Deputy Secretary
Title

This agreement is hereby approved for the Federal Agency.

Done at Washington, D.C. on 8/21/08
(Date)

Paul H. Skyles
Associate Administrator
Agricultural Marketing Service

STATEMENT OF WORK - COOPERATIVE AGREEMENT NO 12-25-G-0681

This STATEMENT OF WORK is part of the Cooperative Agreement between the Agricultural Marketing Service, United States Department of Agriculture and Vermont Agency of Agriculture, Food and Markets effective September 1, 2008, having the title of *Culinary Tourism: Expanding the Economic Benefits of Agritourism*.

I. Introduction - Federal and State employees conducting activities under terms of this agreement shall be as follows:

A. For the Federal Agency - Personnel of the Transportation and Marketing Program, Agricultural Marketing Service (AMS), USDA. Janise Zygmunt, Staff Officer for the Federal-State Marketing Improvement Program, shall be project coordinator.

B. For the State Agency - Personnel of the Vermont Agency of Agriculture, Food and Markets, as required. Steve Justis, Agricultural Development, shall serve as Principal Contact for the State Agency under this agreement. Employees shall be under the exclusive direction of the State Agency or its designee.

II. Responsibilities

A. The Federal Agency will:

1. Assist in defraying not more than one-half of the costs of the project by reimbursing the State Agency for expenses incurred in the conduct of the project as mutually agreed to in the amount not to exceed \$55,000 during the period of this agreement.

2. Monitor work performed under the grant by reviewing progress reports, and documentation relating to grant and matching fund expenditures.

B. The State Agency will:

1. Complete the objectives as defined in the project proposal titled, "Culinary Tourism: Expanding the Economic Benefits of Agritourism," dated 02/04/08, including:

a. Create "culinary tourism trails" materials and pairing guides for artisan cheese, wine, beer and other food and agricultural products;

b. Provide educational opportunities for consumers, farmers and foodservice professionals to learn pairing (and comparing) skills and culinary applications for artisan cheese, wine, beer and other food and agricultural products;

c. Develop innovative partnerships among farmers, food processors, foodservice professionals and consumers to strengthen Vermont's agriculture; and

d. Create a Vermont Culinary Tourism Council to guide the development of future culinary tourism activities in Vermont.

2. Keep up-to-date records on the project; provide statistical analyses of all data collected; provide 6-month progress reports to the Federal Agency; and prepare a final report detailing the work completed and results accomplished, in a form acceptable to the Federal Agency no later than 90 days following the end of the grant period.

CONTINUATION SHEET

3. Submit requests for payments of grant funds to the Federal Agency on Form SF-270, *Request for Advance or Reimbursement*.

4. Keep a separate account of grant and matching fund expenditures and provide the Federal Agency a final *Financial Status Report*, SF-269A (or as it may be later revised), along with the final report no later than 90 days following the end of the grant period. If program income was generated during the course of the grant project, form SF-269 (or as it may be later revised) should be used.

5. Immediately refund to the Federal Agency, at the end of the agreement, any balance of unobligated funds advanced. Late payments are subject to an interest charge of 18 percent per annum and all penalties and administrative charges as provided under the Debt Collection Act of 1996.

C. It is mutually understood and agreed that:

1. Payments under this agreement will be made to the State Agency by electronic transfer using the transfer information supplied by the State Agency.

2. Advances of Federal funds to the State Agency shall be limited to the minimum amounts needed to meet current disbursement needs and shall be scheduled so the funds are available to the recipient as close as possible to the actual disbursements by the recipient for program costs.

3. Travel expenses shall follow Federal Travel Regulations (41 CFR Chapters 300-304) unless State travel requirements are in place.

4. The items for which reimbursement will be claimed by the State Agency shall not include advertising or the purchase of capital improvements or non-expendable equipment.

5. Prior written approval from the Federal Agency is required for the following: a) shifts of expenditures from any one cost category or project element to another if the budget for cost categories or project elements is increased or decreased by more than 20 percent of the total FSMIP grant amount; b) revisions of the scope or objectives of the project; c) need for a no-cost time extension; d) changes in State Agency program contact or project leader; and e) appropriate use of any program income generated under the project.

6. The State Agency shall inform the Federal Agency as soon as possible about any problems, delays or adverse conditions that may jeopardize the project.

7. The results of the research or study may be published by the Federal Agency, the State Agency, or by appropriate subcontractors or cooperators, as mutually agreed.

8. No member of Congress or resident commissioner shall be admitted to any share or part of this agreement or to any benefit to arise therefrom, unless it be made with a corporation for its general benefit.

9. This agreement shall continue in force until March 31, 2010, unless amended or terminated by mutual consent of the parties in writing, or terminated by either party upon 60 days notice in writing.

CONTINUATION SHEET

10. All aspects of this agreement shall be executed according to all applicable parts of USDA's Uniform Federal Assistance Regulations (7 CFR 3015 et seq.) or as they may be later revised, and successive published regulations as appropriate, hereby incorporated by reference and made a part of this agreement. The State Agency confirms that it understands and is bound by the above regulations.

11. The following are attached and made a part of this agreement:

- a. Standard Form 424B, Assurance - Non-Construction Programs.
- b. Form AD-1047, Certification Regarding Debarment, Suspension, and Other Responsibility Matters - Primary Covered Transactions.
- c. Form AD-1048, Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions. Note: The recipient is responsible for obtaining the signatures and retaining the certificates, if warranted, from lower tier recipients or contractors as defined in 7 CFR 3017.
- d. Form AD-1049, Certification Regarding Drug-Free Workplace Requirements (Grants) Alternative I - For Grantees Other Than Individuals.

CONTINUATION SHEET

Equal Employment Opportunity and Civil Rights

The United States Department of Agriculture prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, and sexual orientation. The Department strives to attain a diverse workforce, ensure equal opportunity, support civil rights and create a work environment free of discrimination and harassment.

In support of the Department's policy, equal employment opportunity and civil rights for all employees and clients are an essential part of all programs administered by AMS. Cooperators are strongly encouraged to develop and support an equal employment opportunity and civil rights program in carrying out the partnership created with this cooperative agreement.

Application for funding assistance from the
U.S. Department of Agriculture, Agricultural Marketing Service
Federal-State Marketing Improvement Program

***Culinary Tourism:
Expanding the Economic
Benefits of Agritourism***



Submitted by the
Vermont Agency of Agriculture, Food and Markets
In cooperation with
New England Cooks
New England Culinary Institute
Santé Magazine
University of Vermont-Vermont Institute for Artisan Cheese
Vermont Cheese Council
Vermont Brewers' Association
Vermont Department of Tourism & Marketing
Vermont Fresh Network
Vermont Grape & Wine Council
Vermont Hospitality Council/Vermont Chamber of Commerce
Vermont Public Television
Vermont Specialty Food Association

February 6, 2008

Culinary Tourism: Expanding the Economic Benefits of Agritourism

Principle Participants

Vermont Agency of Agriculture, Food and Markets (1-5)

- *Steven F. Justis, Senior Agricultural Development Specialist (Activity Manager)*
- *Kelly Loftus, Public Information Officer*
- *Scott Marshia, System Administrator*
- *Bruce Martell, Agricultural Development Coordinator¹*

New England Cooks (3)

- *Tony Campos, President*

New England Culinary Institute (2,3,4,5)

- *Jennifer McConnell, Director, Continuing Education*
- *Chefs Courtney Contos, Tom Bivins, and Peter Pryor*

Santé Magazine (2,3,4)

- *Robert Constantino, Managing Editor*

University of Vermont-Vermont Institute for Artisan Cheese (2,3)

- *Montserrat Almena-Aliste, Ph.D.*

Vermont Cheese Council (1-5)

- *Ellen Ogden, Administrator*

Vermont Brewers' Association (1,2,3,5)

- *Willie Docto, Executive Director*

Vermont Department of Tourism & Marketing (1-5)

- *Steve Cook, Deputy Commissioner*

Vermont Fresh Network (2,3,4,5)

- *Meghan Sheradin, Executive Director*

Vermont Grape & Wine Council (1,2,3,5)

- *David Boyden, President*

Vermont Hospitality Council/Chamber of Commerce (1-5)

- *Vicky Parra Tebbetts, Vice President*

Vermont Public Television (3)

- *Peter Shea, Director, Corporate & Foundation Support*

Vermont Specialty Food Association (1,3,4,5)

- *Stephanie Riecke, President*
- *James Harrison, Manager*

Key: Numbers in parentheses denote cooperators participation in the five objectives (1-5) described in the Work Plan on pages 8-10.

Culinary Tourism: Expanding the Economic Benefits of Agritourism



Abstract:

In 2001, Secretary of Agriculture Ann Veneman outlined principles for American agriculture in *Food and Agricultural Policy: Taking Stock for the New Century*. Among those principles was the importance of understanding agriculture's new operating environment and the need to provide a more market-oriented safety net for farmers.

This activity, with its goal of expanding the economic benefits of agritourism through the development of a *culinary tourism* program, acknowledges those principles and offers a plan to engage consumers by cultivating their understanding, and, subsequently, their support of agriculture. Cooperators will build upon the growing "buy local" movement, the aging U.S. population and its need for new experiences, and the recognition that many young Americans, far removed from agriculture, need to develop a greater appreciation of the importance of agriculture to the nation's economy.

Studies suggest that public support for such rural amenities as *farmland* and *open space* do not take the form of "market demand". To be truly sustainable, agriculture must improve outreach to consumers. This activity will help ensure that farmers benefit from current market trends--- by forming partnerships with local chefs, by developing opportunities for pairing (and comparing) local and regional products, and developing opportunities based in culinary tourism.

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Culinary Tourism: Expanding the Economic Benefits of Agritourism

Background and Justification

The Economic Importance of Agritourism

For over half a century, agriculture and tourism have enjoyed a very positive economic partnership in Vermont, with the two sectors representing over fifteen percent of all jobs in the state. With 13.4 million visitor trips made to Vermont and \$1.57 billion in related spending in 2005, the agricultural and tourism sectors are eager to expand the economic benefits of their partnership. Indeed, for most Vermonters, "quality of life" indicators begin with a satisfying job, a reasonable living wage and a strong, dependable economy. Vermont residents have remained supportive of both agriculture and tourism because of their generally favorable impact of the state's economy.

While production agriculture dominates Vermont agriculture, additional income derived from agritourism can be the difference between success and failure of many of the state's 6,300 farm enterprises. *Culinary tourism* is a growing trend in the food and travel industry that promises to further extend the economic benefits of agriculture into rural communities and cultivate better understanding of its importance.

According to the International Culinary Tourism Association (ICTA), "*Culinary tourism is the hottest niche to emerge within the travel industry in years. [It] is about how to best develop and market a new kind of visitor attraction - unique and memorable food and drink experiences.*"

The goal of this proposed activity is help ensure that farmers benefit from this growing trend--- by strengthening partnerships with local chefs, by developing opportunities for pairing (and comparing) products produced on their farms, and developing direct-market opportunities through culinary tourism.

This activity will address multiple groups in agriculture and associated industries, including:

Agriculture/Food Processing (no. of businesses)	Associated Industries
<ul style="list-style-type: none"> • cheese makers (33) • wineries/vineyards (25) • apple growers (243) • maple producers (1,723) • breweries (16) • vegetable producers (413) • chocolate & other specialty food producers (300+) 	<ul style="list-style-type: none"> • restaurateurs • chefs • other foodservice professionals • travel & tourism related professionals

Agriculture and the Public Interest

Natural amenities and agricultural activities were among the five most important activities in a 2006 Vermont visitor survey. A 2007 survey by the Travel Industry Association and the National Restaurant Association found that one-quarter of all leisure travelers said that food was central in deciding where they vacation.

Culinary tourism provides an ideal opportunity to draw both residents and visitors more directly into agriculture by strengthening existing partnerships among farmers, food processors, foodservice professionals and consumers. It goes beyond satisfying the basic demand for food to enhancing biodiversity, amenity values (i.e. landscapes), cultural heritage, rural settlement and retention of economic activities. Sixty-six percent of the state's population lives in rural areas (only Wyoming has a larger percentage of rural residents).

Numerous studies suggest that public support for such "rural amenities" as *farmland* and *open space* do not take the form of "market demand". Agriculture, therefore, must provide outreach to consumers to become truly sustainable.

Conclusions & Projections

The cooperators on this proposed activity will enlist the public in recognizing the value of agriculture not just as taxpayers--- but as consumers--- by focusing on a more experiential or practical relationship with farmers. According to the New England Agricultural Statistics Service, one-third of the 6,300 farms in Vermont received an average income of \$8,900 from agritourism in 2002.

This proposed activity will help ensure that farmers benefit from current growing trends--- by forming partnerships with local chefs, by developing opportunities for pairing (and comparing) local and regional products, and developing direct-market opportunities based in culinary tourism. With the success of this activity, including the outreach to value-added food processors and to foodservice professionals, a ten percent increase in agritourism revenues is expected by 2010. (Note: USDA NASS reported a value of \$19.5 million for agritourism income in Vermont in 2002. A ten percent increase in revenues would bring that total to \$21.5 million. Measurement of increases in revenues is beyond the scope of this activity.)

Goals and Objectives

The Project Cooperators have established one primary goal and five objectives for the activity:

GOAL: To increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program.

OBJECTIVE 1: To create “culinary tourism trails” materials for artisan (craft) cheese, wine, beer and other food and agricultural products.

OBJECTIVE 2: To create pairing guides for artisan (craft) cheese, wine, beer and other food and agricultural products.

OBJECTIVE 3: To provide educational opportunities for consumers, farmers and foodservice professionals to learn pairing (and comparing) skills and culinary applications for artisan (craft) cheese, wine, beer and other food and agricultural products.

OBJECTIVE 4: To develop innovative partnerships among farmers, food processors, foodservice professionals and consumers to strengthen Vermont's agriculture.

OBJECTIVE 5: To create a Vermont Culinary Tourism Council to guide the development of future culinary tourism activities in Vermont.

Work Plan

GOAL: To increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program.

OBJECTIVE 1: To create “culinary tourism trails” materials for artisan (craft) cheese, wine, beer and other food and agricultural products.

Project Cooperators (hereinafter “cooperators”) will develop an integrated plan for a *culinary tourism trails network*. The plan will include research, development and production of printed and on-line maps and other materials for use by consumers and culinary professionals. Artisan (craft) cheese, wine and beer will

be the initial focus of the activity, but cooperators will encourage partnerships with other product groups (e.g. maple, chocolate, specialty meats, apples, other produce) whenever feasible.

Cooperators will develop a series of "day trip" materials that will guide visitors to farms, wineries, breweries and other sites where they can learn how certain foods are produced, as well as to taste and buy the products.

An important component of Objective 1 will be the development of an extensive on-line resource network.

Upon notification by USDA/AMS, the Activity Manager will request a meeting of cooperators to review plans and begin implementation of the Culinary Tourism program.

Cooperators will develop plans and guidance for a contractor. The Activity Manager will work with the contractor on implementation, through weekly communications.

The activity manager will seek a contractor with good writing, organizational and communication skills, and experience with the state's agricultural and culinary industries.

OBJECTIVE 2: To create pairing guides for artisan (craft) cheese, wine, beer and other food and agricultural products.

Project cooperators will develop pairing guides for Vermont artisan (craft) food and agricultural products (initially cheese, wine and beer). The guides will be instructional to help consumers learn the "art & science" of combining flavors of foods, with local or regional foods being showcased. Pairing information will be formatted to facilitate dissemination to consumers, food writers and other food professionals through print and broadcast media forums, in an entertaining and educational manner.

In addition to these pairing guides, "comparison guides" will be developed to help farmers lead consumers through comparisons of maple grades, flavors of old-fashioned apples and heritage tomatoes, evaluations of grass-fed versus grain-fed beef and other subtleties of the foods they produce.

For Objective 2, the activity manager, with assistance from cooperators, will develop a request for proposals for a contractor to develop pairing guide and related food appreciation materials. Several cooperators with advanced culinary skills will participate in development of this objective.

OBJECTIVE 3: To provide educational opportunities for consumers, farmers and foodservice professionals to learn pairing (and comparing) skills and culinary applications for artisan (craft) cheese, wine, beer and other food and agricultural products.

Outreach will play an important and integral part of the *culinary tourism trails network*. Consumers will be the primary focus for outreach efforts, while farmers, food processors and foodservice professionals will be secondary targets.

The Activity Manager and cooperators have made preliminary arrangements to present results of Objectives 1 and 2 through a series of focused workshops and seminars, as well as broadcast and print media.

Whenever possible, focused workshops and seminars will be conducted in association with other food-related events, e.g. Vermont Chocolate Show (Essex Jct., VT), Vermont Fresh Network Annual Forum (Shelburne, VT), the Vermont Brewers' Festival (Burlington, VT) and the Santé [Magazine] Restaurant Symposium (Manchester, VT). The New England Culinary Institute will feature food and beverage pairing in its new facilities at The Inn at Essex.

The Agency will list workshops and seminars on its website (www.vermontagriculture.com) and encourage links with other cooperators.

Broadcast media outreach will be developed in cooperation with Vermont Public Television, host of *Feast in the Making* and *VPT Cooks!* and with New England Cooks, hosted by Tony Campos and Carol Day, with its live studio audience programming featuring top chefs from New England.

The Agency will also explore the possibility of participating in The New York Times Travel Show in the spring of 2009 as part of the culinary tourism outreach effort.

In addition to incorporating this effort into the Santé [Magazine] Restaurant Symposium being held in 2009, the magazine has expressed interest in covering culinary tourism topics in future issues. Other broad outreach efforts will be directed through media announcements and through professional venues such as the New York Fancy Food Show and the Natural Products Expo (Boston).

One of the marketing advantages of culinary tourism is that it brings together multiple industries for cross promotion. For example, if a chef uses maple syrup from a nearby farm in the dinner special, those guests may decide to visit the sugarhouse and purchase maple products directly from that producer. Likewise, a farm mentioning to visitors that his or her products are featured in a local restaurant is likely to increase the restaurant's business.

Outreach efforts of Objective 3 will involve all cooperators and contractors. The initial outreach efforts will be directed at key agricultural groups and foodservice professionals in a *train-the-trainer* approach.

Secondary outreach efforts will involve individual farmers, food processors, chefs and culinary tourism representatives in efforts to present consumers with information on pairings, tastings and other aspects of culinary tourism.

OBJECTIVE 4: To develop innovative partnerships among farmers, food processors, foodservice professionals and consumers to strengthen Vermont's agriculture.

For over a decade, the Vermont Fresh Network (VFN) has helped build partnerships between farmers and chefs (see <http://www.vermontfresh.net/>). Chefs that purchase the products of Vermont's working landscape help maintain the state's agricultural heritage and contribute to the future of Vermont's farm economy. Another of VFN's roles has also been the education of consumers.

Over 300 chef-farmer partnerships will be incorporated into the state's culinary tourism effort, greatly enhancing the program's effective outreach.

In addition to the core effort of providing food "pairing" guidance for cheese, wine and beer, this important component will provide additional opportunities for promoting Vermont specialty food and agricultural products, including maple, chocolate, specialty meats, eggs, fruit and vegetables.

Several cooperators will be part of the effort to meet Objective 4 (see page 2). The innovative partnerships are anticipated as a direct result of collaborative efforts into the overall culinary tourism activity.

OBJECTIVE 5: To create a Vermont Culinary Tourism Council to guide the development of future culinary tourism activities in Vermont.

Cooperators will investigate the possible benefits of an open, informal organization or council to guide the development of future culinary tourism activities in Vermont. The new council would most likely be open to a broader range of partners than current project cooperators. The key purposes the council will be to develop the concept of culinary tourism in Vermont, to better coordinate promotion of culinary tourism to visitors and to state residents and to establish standards for culinary tourism efforts similar to those of the Mobil Travel Guide and the Michelin Guide.

All cooperators will be invited to participate in Objective 5. New, innovative partnerships are anticipated as a direct result of collaborative efforts of behalf of the overall culinary tourism activity.

Work Plan Timeline

Month(s)	Activities
0-3	Notify cooperators of grant approval; Hold first meeting, review work plans Submit grant for Joint Fiscal Office approval; Develop request for proposal (RFP) for materials contractor; Distribute RFP, conduct interviews with prospective contractors
4-6	Contract with qualified individual or organization; Hold meeting(s) with cooperators and contractor; Develop detailed plans for all print and web materials; Create pairing guides for targeted products; develop guidance materials for dissemination to secondary target products;
7-9	Begin training seminars for producer groups and foodservice professionals; Begin educational seminars and other outreach for consumers; Begin to pull together prospective partners for Vermont Culinary Tourism Council
10-12	Continue outreach efforts through seminars, events, media; Begin survey activities; Prepare final report for activity.

Expected Outcome and Project Evaluation

Expected Outcome

Culinary tourism offers a unique opportunity for Vermont farmers and partner organizations to offer a new level of the "farm experience" sought by many consumers, residents and visitors alike. The primary goal of the activity, as previously stated, is to increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program. As a small state with a high proportion of small businesses tied to local agriculture, coordinated efforts are essential to achieving and maintaining fair market share.

Primary efforts will be directed towards artisan (craft) cheese, wine and beer, representing a small, but highly visible and economically viable sector of Vermont's agricultural economy. Based on previous experiences creating single-purpose culinary trails efforts (e.g. beer, cheese, wine, maple and apples), expectations (and enthusiasm) for an integrated, comprehensive culinary tourism effort are high. Pairing guides will be developed and distributed through established channels (including existing cooperator organizations, various websites, including www.vermontagriculture.com, and through other special events and activities). Expectations for print media to carry the pairing guides are high, including possible inclusion in *Santé* magazine (for food professionals) and *Vermont Life* magazine (for consumers). Broadcast and Internet coverage is

also anticipated. Vermont Public Television is expected to continue its statewide coverage, and is exploring distribution through additional public television networks and via the Internet. New England Cooks is currently broadcast on cable networks throughout New England, as well as in California, Florida, Tennessee and Minnesota (estimated 2.7 million viewers). New England Cooks recently partnered with Turner/Time Warner Company to broadcast its live shows over the Internet.

Cross promotion activities of farmers and chefs, and other consequential efforts of the activity, while inherently difficult to track and quantify and are beyond the scope of this activity will be encouraged, nonetheless. Project cooperators, with their existing staffs, activities, culinary capabilities and clientele will provide numerous opportunities for outreach to consumers and foodservice professionals.

Realizing the goal and objectives of this activity will help ensure that farmers benefit from current growing trends--- by forming partnerships with local chefs, by developing opportunities for pairing (and comparing) local and regional products, and developing direct-market opportunities based in culinary tourism. With the success of this activity, including the outreach to value-added food processors and to foodservice professionals, a ten percent increase in agritourism revenues is expected by 2010. USDA NASS reported a value of \$19.5 million for agritourism income in Vermont in 2002. A ten percent increase in revenues would bring that total to \$21.5 million. Measurement of increases in revenues, however, as noted previously, is beyond the scope of this activity.

Project Evaluation

The Vermont Agency of Agriculture's recently enhanced web capabilities provide a practical means of identifying website visits ("hits") following a particular event, the release of a new publication or another outreach effort. For this activity, website visits will be used as a primary *indicator* of consumer activity.

Cooperators will be asked to survey their respective organizations' members for feedback as to benefits of the overall activity. Efforts will be undertaken to obtain both anecdotal responses, as well as economic and demographic information. Consumers feedback will be accomplished primarily through issues of Vermont Harvest, which is published 2-3 times each year and distributed to 165,000 households and to visitors to Vermont and through polls at Vermont's Welcome Centers.

The Vermont Agency of Agriculture will print survey materials for distribution to farmers and foodservice professionals and to other project cooperators through their respective organizations. Surveys will be used to determine the effectiveness of outreach efforts, the economic impact of printed- and web-materials on businesses, and support for the concept of a Vermont Culinary Tourism Council.

The Agency will also prepare and disseminate the final report for the activity.

Supplemental Budget Information

Activity	State/Industry Contributions	FSMIP
Hold initial meeting with cooperators. Review plans, assignments, activity oversights and accounting.	36 hours <i>in-kind</i> - \$2,000	
Develop & distribute RFPs for contracted services (2)- via conference calls, e-mail and fax communications; conduct interviews	80 hours <i>in-kind</i> - \$4,500	
Meet with contractor; begin development, creative work on culinary trails and pairing guide materials.	120 hours <i>in-kind</i> - \$6,500	Contracted services (#1)- \$12,000 Contractor expenses- \$2,000
Print culinary trails & pairing guide materials	\$15,000 share of printing- (cash) Website design & formatting- \$2,000	\$12,000 share of printing
Conduct focused workshops & seminars for farmers, foodservice professionals	500 hours <i>in-kind</i> - \$27,250	Contracted services (#2) - \$8,000
Conduct educational/outreach activities for consumers: seminars, events, media broadcasts and print; cooperators' websites, print	500 hours <i>in-kind</i> - \$27,250	Fees for presenters- \$6,000 Media & promotion costs- \$15,000
Final report preparation, printing & distribution	40 hours <i>in-kind</i> - \$2,000 Printing, mailing- \$1,000	
Establish Vermont culinary tourism network or council for related organizations	80 hours <i>in-kind</i> - \$4,500	
Totals	\$92,000	\$55,000

(Hourly rates for project cooperators contractors and based on GS 14, Step 10 @ \$54.52/hr.)

Cash & in-kind contributions

Vermont Agency of Agriculture, Food and Markets- \$ 30,000 (in-kind and cash)
 New England Cooks- \$3,000
 New England Culinary Institute- \$20,000
 Santé, the Magazine for Restaurant Professionals-\$3,000
 University of Vermont-Vermont Institute for Artisan Cheese- (technical assistance)
 Vermont Cheese Council-\$3,000
 Vermont Fresh Network- \$5,000
 Vermont Grape & Wine Council- \$5,000
 Vermont Hospitality Council/Vermont Chamber of Commerce- \$5,000
 Vermont Public Television- \$5,000
 Vermont Specialty Food Association- \$3,000
 Vermont Tourism of Tourism and Marketing- \$10,000

STATE OF VERMONT
GRANT ACCEPTANCE FORM

GRANT SUMMARY: This grant is for expanding Agri-tourism in Vermont. It will be used to increase economic opportunities for small farms through the development of an integrated culinary tourism program.

TITLE OF GRANT: Culinary Tourism: Expanding the Economic Benefits of Agritourism.

FEDERAL CATALOG No.: 10.156

GRANTOR / DONOR: United States Department of Agriculture
Agricultural Marketing Service
1400 Independence Avenue, S.W.
Washington, DC 20250

DATE: 9/25/08

DEPARTMENT: Agriculture, Food and Markets

GRANT / DONATION: This culinary tourism project will focus on artisan cheese, wine, beer and other agricultural products creating culinary tourism trails, pairing guides and develop innovative partnerships among farmers, food processors, food service professionals and consumers.

AMOUNT / VALUE: \$55,000.00

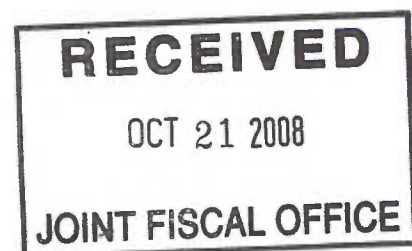
POSITIONS REQUESTED: None

GRANT PERIOD: 9/1/2008 to 3/31/2010

COMMENTS: There are both cash and in-kind matches for this grant: State cash match is \$2,000; Other groups' cash match is \$13,000. State in-kind match is \$38,000; Other groups' in-kind match is \$39,000.

DEPARTMENT OF FINANCE AND MANAGEMENT:
SECRETARY OF ADMINISTRATION
SENT TO JOINT FISCAL OFFICE:

(INITIAL) W 9/30/08
(INITIAL) RPM 10/1/08
DATE: 10/14/08



**STATE OF VERMONT
REQUEST FOR GRANT ACCEPTANCE
(use additional sheets as needed)**

FORM AA-1
(Rev. 9-90)

1. **Agency:** Agency of Agriculture
 2. **Department:**
 3. **Program:** Federal-State Marketing Improvement Program (FSMIP)
 4. **Legal Title of Grant:** Culinary Tourism: Expanding the Economic Benefits of Agritourism
 5. **Federal Catalog No.:** 10.156
 6. **Grantor and Office Address:** USDA, Agricultural Marketing Service
 1400 Independence Avenue, S.W.
 Room 4009-South Building
 Washington, DC 20250

7. **Grant Period:** From: 9/1/2008 To: 3/31/2010

8. **Purpose of Grant:** (attach additional sheets if needed)
 To increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program.

9. **Impact on Existing Programs if Grant is not Accepted:**
 None.

10. **Budget Information:**

	(1st State FY) FY 2009	(2nd State FY) FY 2010	(3rd State FY) FY 2011
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EXPENDITURES:

Personal Services	\$ 53,250.00	\$ 50,750.00	\$
Operating Expenses	\$ 20,000.00	\$ 23,000.00	\$
Grants	\$	\$	\$
TOTAL	\$ 73,250.00	\$ 73,750.00	\$ 0.00

REVENUES:

State Funds:

Cash - Agency of Agriculture	\$ 2,000.00	\$	\$
In-Kind - Agency of Agriculture	\$ 15,000.00	\$ 13,000.00	\$
In-Kind - Vt. Tourism & Marketing	\$ 3,750.00	\$ 6,250.00	\$

Federal Funds:

(Direct Costs)	\$ 23,000.00	\$ 32,000.00	\$
(Statewide Indirect)	\$	\$	\$
(Department Indirect)	\$	\$	\$

Other Funds:

Cash

Vermont Cheese Council	\$ 3,000.00	\$	\$
Vermont Fresh Network	\$ 3,000.00	\$	\$
Vermont Grape & Wine Council	\$ 5,000.00	\$	\$
Vermont Specialty Food Association	\$ 2,000.00	\$	\$

In-Kind

New England Cooks	\$ 3,000.00	\$	\$
New England Culinary Institute	\$ 10,000.00	\$ 10,000.00	\$
Sante, Magazine for Restaurant Prof.	\$	\$ 3,000.00	\$
Vermont Fresh Network	\$ 1,000.00	\$ 1,000.00	\$
Vermont Hospitality Council	\$ 2,500.00	\$ 2,500.00	\$
Vermont Public Television	\$	\$ 5,000.00	\$
Vermont Specialty Food Association	\$	\$ 1,000.00	\$

TOTAL	\$ 73,250.00	\$ 73,750.00	\$ 0.00
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Appropriation Nos.

ID 2200030000
 FUND 22005
 PROGRAM 26856

Amounts

\$ 55,000.00

-over-

REC'D SEP 22 2008

11. Will grant monies be spent by one or more personal service contracts?

YES NO

If YES, signature of appointing authority here indicates intent to follow current guidelines on bidding.

X Dave Lane for Roger Albee

12a. Please list any requested Limited Service positions:

Titles	Number of Positions
TOTAL Positions	0

12b. Equipment and space for these positions:

- Is presently available.
- Can be obtained with available funds.

13. Signature of Appointing Authority

I certify that no funds have been expended or committed in anticipation of Joint Fiscal Committee approval of this grant.

Dave Lane for Roger Albee (Signature) _____ (Date)

Deputy Secretary (Title)

14. Action by Governor:

- Approved
- Rejected

[Signature] (Signature) _____ 10/11/08 (Date)

15. Secretary of Administration:

- Request to JFO
- Information to JFO

Ronda P. McIntosh (Signature) _____ 10/11/08 (Date)

16. Action by Joint Fiscal Committee:

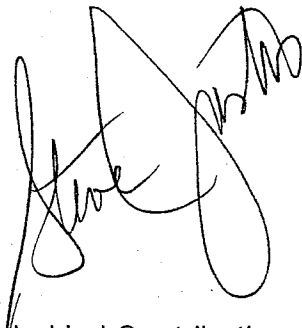
(Dates)

- Request to be placed on JFC agenda
- Approved (not placed on agenda in 30 days)
- Approved by JFC
- Rejected by JFC
- Approved by Legislature

_____ (Signature) _____ (Date)

MEMORANDUM

TO: Mary Morrison
FROM: Steve Justis
RE: FSMIP Grant Cash & In-kind Contributions
DATE: September 16, 2008



In February of this year, the Vermont Agency of Agriculture applied for \$55,000.00 from the USDA-Agricultural Marketing Service's Federal-State Marketing Improvement Program (FSMIP). As part of the state's application, we received a total of \$92,000.00 in pledges of cash and in-kind contributions from project cooperators.

I anticipate cash contributions as follows:

Vermont Agency of Agriculture- \$2,000
Vermont Cheese Council-\$3,000
Vermont Fresh Network- \$3,000
Vermont Grape & Wine Council- \$5,000
Vermont Specialty Foods Association- \$2,000

Total cash contributions anticipated: \$15,000

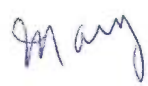
Final cash contributions will depend on participation by other organizations not included in the original application to USDA, including: the Vermont Farms! Association, the Vermont Maple Foundation, the Vermont Beef Council and the Vermont Apple Marketing Board.

Cash contributions are expected to occur in FY2009, in advance of the beginning of the "summer tourism season".

Please let me know if you need more information.

Agency of Agriculture
116 State Street
Montpelier, VT 05620-2901
www.VermontAgriculture.com

Memorandum

To: Toni Hartrich
From: Mary Morrison 
Date: 9/18/2008
Re: AA-1 and Excess Receipts Request

Here is the revised AA-1 for the Culinary Tourism grant as well as an excess receipt request. If you need more information, please let me know.

Thanks.



2008 AUG 27 A 7 54

United States
Department of
Agriculture

AUG 18 2008

Marketing and
Regulatory
Programs

Agricultural
Marketing
Service

Washington, DC
20250

The Honorable Roger Allbee
Secretary
Vermont Agency of Agriculture, Food and Markets
Drawer 20
116 State Street
Montpelier, Vermont 05620-2901

Dear Secretary Allbee:

We are pleased to advise you that we have approved a request submitted by your Department for funding under the fiscal year 2008 Federal-State Marketing Improvement Program (FSMIP). We have awarded \$55,000 for the project entitled, "Culinary Tourism: Expanding the Economic Benefits of Agritourism." Note that administrative responsibility for this project, including certifications regarding the matching funds requirement for FSMIP grants, resides with your Department using appropriate linkages with state and regional producer, tourism, restaurant sector partners to complete the project.

Enclosed are four copies of the grant agreement pertaining to this project and a set of certification forms. Please review and sign each document with an original signature and return three of the grant agreements as well as forms 424B, AD-1047, and AD-1049 by express mail to:

Janise Zygmunt
FSMIP Staff Officer
USDA, Agricultural Marketing Service
1400 Independence Avenue, S.W.
Room 4009-South Building
Washington, D.C. 20250
Tel: 202-720-8043

Please keep the remaining grant agreement and form AD-1048 for the Department's project file.

Once the grant agreement has been fully executed, grant payments may be requested by submitting Standard Form 270, Request for Advance or Reimbursement, to the FSMIP office. The first six-month progress report on the project is due in March 2009, and the final project report and final financial statement are due no later than 90 days after the grant ends on March 31, 2010.



The Honorable Roger Allbee
Page 2

The U.S. Department of Agriculture's Uniform Federal Assistance Regulations (7 CFR 3015 et seq.) provide guidance on the management of Federal grants. The regulations can be found at the following website:
www.access.gpo.gov/nara/cfr/waisidx_99/7cfr3015_99.html.

We look forward to this cooperative effort and to the successful completion of this important project.

Sincerely,

A handwritten signature in black ink, appearing to read "Lloyd C. Day". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lloyd C. Day
Administrator

Enclosures

COOPERATIVE AGREEMENT
between the
AGRICULTURAL MARKETING SERVICE
UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C. 20250
(hereinafter called the Federal Agency)
and the
Vermont Agency of Agriculture, Food and Markets
Montpelier, Vermont 05620-2901
(hereinafter called the State Agency)

1. Title of Agreement: Culinary Tourism: Expanding the Economic Benefits of Agritourism.
2. Objective: To increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program.
3. Statement of Work: This cooperative agreement shall be carried out by the organizational units or officials of the Federal Agency and the State Agency in the manner and subject to the conditions provided in the Statement of Work, Form AMS-20-2, attached hereto and made a part of this agreement.
4. Legal Authority: Agricultural Marketing Act of 1946 - Section #204, 7 U.S.C. 1623(b), and Section 713 of Title VII (General Provisions) of Division A of Public Law 108-7.
5. Revision: N/A
6. Effective Date: September 1, 2008.
7. Approvals: The signatories hereby certify that they have authority to enter into said cooperative agreement.

This agreement is hereby approved for the State Agency.

Done at Montpelier, VT on 8/27/08
(City and State) (Date)


Signature

Deputy Secretary
Title

This agreement is hereby approved for the Federal Agency.

Done at Washington, D.C. on 8/21/08
(Date)


Associate Administrator
Agricultural Marketing Service

STATEMENT OF WORK - COOPERATIVE AGREEMENT NO 12-25-G-0681

This STATEMENT OF WORK is part of the Cooperative Agreement between the Agricultural Marketing Service, United States Department of Agriculture and Vermont Agency of Agriculture, Food and Markets effective September 1, 2008, having the title of *Culinary Tourism: Expanding the Economic Benefits of Agritourism*.

I. Introduction - Federal and State employees conducting activities under terms of this agreement shall be as follows:

A. For the Federal Agency - Personnel of the Transportation and Marketing Program, Agricultural Marketing Service (AMS), USDA. Janise Zygmunt, Staff Officer for the Federal-State Marketing Improvement Program, shall be project coordinator.

B. For the State Agency - Personnel of the Vermont Agency of Agriculture, Food and Markets, as required. Steve Justis, Agricultural Development, shall serve as Principal Contact for the State Agency under this agreement. Employees shall be under the exclusive direction of the State Agency or its designee.

II. Responsibilities

A. The Federal Agency will:

1. Assist in defraying not more than one-half of the costs of the project by reimbursing the State Agency for expenses incurred in the conduct of the project as mutually agreed to in the amount not to exceed \$55,000 during the period of this agreement.

2. Monitor work performed under the grant by reviewing progress reports, and documentation relating to grant and matching fund expenditures.

B. The State Agency will:

1. Complete the objectives as defined in the project proposal titled, "Culinary Tourism: Expanding the Economic Benefits of Agritourism," dated 02/04/08, including:

a. Create "culinary tourism trails" materials and pairing guides for artisan cheese, wine, beer and other food and agricultural products;

b. Provide educational opportunities for consumers, farmers and foodservice professionals to learn pairing (and comparing) skills and culinary applications for artisan cheese, wine, beer and other food and agricultural products;

c. Develop innovative partnerships among farmers, food processors, foodservice professionals and consumers to strengthen Vermont's agriculture; and

d. Create a Vermont Culinary Tourism Council to guide the development of future culinary tourism activities in Vermont.

2. Keep up-to-date records on the project; provide statistical analyses of all data collected; provide 6-month progress reports to the Federal Agency; and prepare a final report detailing the work completed and results accomplished, in a form acceptable to the Federal Agency no later than 90 days following the end of the grant period.

CONTINUATION SHEET

3. Submit requests for payments of grant funds to the Federal Agency on Form SF-270, *Request for Advance or Reimbursement*.

4. Keep a separate account of grant and matching fund expenditures and provide the Federal Agency a final *Financial Status Report*, SF-269A (or as it may be later revised), along with the final report no later than 90 days following the end of the grant period. If program income was generated during the course of the grant project, form SF-269 (or as it may be later revised) should be used.

5. Immediately refund to the Federal Agency, at the end of the agreement, any balance of unobligated funds advanced. Late payments are subject to an interest charge of 18 percent per annum and all penalties and administrative charges as provided under the Debt Collection Act of 1996.

C. It is mutually understood and agreed that:

1. Payments under this agreement will be made to the State Agency by electronic transfer using the transfer information supplied by the State Agency.

2. Advances of Federal funds to the State Agency shall be limited to the minimum amounts needed to meet current disbursement needs and shall be scheduled so the funds are available to the recipient as close as possible to the actual disbursements by the recipient for program costs.

3. Travel expenses shall follow Federal Travel Regulations (41 CFR Chapters 300-304) unless State travel requirements are in place.

4. The items for which reimbursement will be claimed by the State Agency shall not include advertising or the purchase of capital improvements or non-expendable equipment.

5. Prior written approval from the Federal Agency is required for the following: a) shifts of expenditures from any one cost category or project element to another if the budget for cost categories or project elements is increased or decreased by more than 20 percent of the total FSMIP grant amount; b) revisions of the scope or objectives of the project; c) need for a no-cost time extension; d) changes in State Agency program contact or project leader; and e) appropriate use of any program income generated under the project.

6. The State Agency shall inform the Federal Agency as soon as possible about any problems, delays or adverse conditions that may jeopardize the project.

7. The results of the research or study may be published by the Federal Agency, the State Agency, or by appropriate subcontractors or cooperators, as mutually agreed.

8. No member of Congress or resident commissioner shall be admitted to any share or part of this agreement or to any benefit to arise therefrom, unless it be made with a corporation for its general benefit.

9. This agreement shall continue in force until March 31, 2010, unless amended or terminated by mutual consent of the parties in writing, or terminated by either party upon 60 days notice in writing.

CONTINUATION SHEET

10. All aspects of this agreement shall be executed according to all applicable parts of USDA's Uniform Federal Assistance Regulations (7 CFR 3015 et seq.) or as they may be later revised, and successive published regulations as appropriate, hereby incorporated by reference and made a part of this agreement. The State Agency confirms that it understands and is bound by the above regulations.

11. The following are attached and made a part of this agreement:

a. Standard Form 424B, Assurance - Non-Construction Programs.

b. Form AD-1047, Certification Regarding Debarment, Suspension, and Other Responsibility Matters - Primary Covered Transactions.

c. Form AD-1048, Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions. Note: The recipient is responsible for obtaining the signatures and retaining the certificates, if warranted, from lower tier recipients or contractors as defined in 7 CFR 3017.

d. Form AD-1049, Certification Regarding Drug-Free Workplace Requirements (Grants) Alternative I - For Grantees Other Than Individuals.

CONTINUATION SHEET

Equal Employment Opportunity and Civil Rights

The United States Department of Agriculture prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability, and sexual orientation. The Department strives to attain a diverse workforce, ensure equal opportunity, support civil rights and create a work environment free of discrimination and harassment.

In support of the Department's policy, equal employment opportunity and civil rights for all employees and clients are an essential part of all programs administered by AMS. Cooperators are strongly encouraged to develop and support an equal employment opportunity and civil rights program in carrying out the partnership created with this cooperative agreement.

Application for funding assistance from the
U.S. Department of Agriculture, Agricultural Marketing Service
Federal-State Marketing Improvement Program

***Culinary Tourism:
Expanding the Economic
Benefits of Agritourism***



Submitted by the
Vermont Agency of Agriculture, Food and Markets
In cooperation with
New England Cooks
New England Culinary Institute
Santé Magazine
University of Vermont-Vermont Institute for Artisan Cheese
Vermont Cheese Council
Vermont Brewers' Association
Vermont Department of Tourism & Marketing
Vermont Fresh Network
Vermont Grape & Wine Council
Vermont Hospitality Council/Vermont Chamber of Commerce
Vermont Public Television
Vermont Specialty Food Association

February 6, 2008

Culinary Tourism: Expanding the Economic Benefits of Agritourism

Principle Participants

Vermont Agency of Agriculture, Food and Markets (1-5)

- *Steven F. Justis, Senior Agricultural Development Specialist (Activity Manager)*
- *Kelly Loftus, Public Information Officer*
- *Scott Marshia, System Administrator*
- *Bruce Martell, Agricultural Development Coordinator¹*

New England Cooks (3)

- *Tony Campos, President*

New England Culinary Institute (2,3,4,5)

- *Jennifer McConnell, Director, Continuing Education*
- *Chefs Courtney Contos, Tom Bivins, and Peter Pryor*

Santé Magazine (2,3,4)

- *Robert Constantino, Managing Editor*

University of Vermont-Vermont Institute for Artisan Cheese (2,3)

- *Montserrat Almena-Aliste, Ph.D.*

Vermont Cheese Council (1-5)

- *Ellen Ogden, Administrator*

Vermont Brewers' Association (1,2,3,5)

- *Willie Docto, Executive Director*

Vermont Department of Tourism & Marketing (1-5)

- *Steve Cook, Deputy Commissioner*

Vermont Fresh Network (2,3,4,5)

- *Meghan Sheradin, Executive Director*

Vermont Grape & Wine Council (1,2,3,5)

- *David Boyden, President*

Vermont Hospitality Council/Chamber of Commerce (1-5)

- *Vicky Parra Tebbetts, Vice President*

Vermont Public Television (3)

- *Peter Shea, Director, Corporate & Foundation Support*

Vermont Specialty Food Association (1,3,4,5)

- *Stephanie Riecke, President*
- *James Harrison, Manager*

Key: Numbers in parentheses denote cooperators participation in the five objectives (1-5) described in the Work Plan on pages 8-10.

Culinary Tourism: Expanding the Economic Benefits of Agritourism



Abstract:

In 2001, Secretary of Agriculture Ann Veneman outlined principles for American agriculture in *Food and Agricultural Policy: Taking Stock for the New Century*. Among those principles was the importance of understanding agriculture's new operating environment and the need to provide a more market-oriented safety net for farmers.

This activity, with its goal of expanding the economic benefits of agritourism through the development of a *culinary tourism* program, acknowledges those principles and offers a plan to engage consumers by cultivating their understanding, and, subsequently, their support of agriculture. Cooperators will build upon the growing "buy local" movement, the aging U.S. population and its need for new experiences, and the recognition that many young Americans, far removed from agriculture, need to develop a greater appreciation of the importance of agriculture to the nation's economy.

Studies suggest that public support for such rural amenities as *farmland* and *open space* do not take the form of "market demand". To be truly sustainable, agriculture must improve outreach to consumers. This activity will help ensure that farmers benefit from current market trends--- by forming partnerships with local chefs, by developing opportunities for pairing (and comparing) local and regional products, and developing opportunities based in culinary tourism.

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Culinary Tourism: Expanding the Economic Benefits of Agritourism

Background and Justification

The Economic Importance of Agritourism

For over half a century, agriculture and tourism have enjoyed a very positive economic partnership in Vermont, with the two sectors representing over fifteen percent of all jobs in the state. With 13.4 million visitor trips made to Vermont and \$1.57 billion in related spending in 2005, the agricultural and tourism sectors are eager to expand the economic benefits of their partnership. Indeed, for most Vermonters, "quality of life" indicators begin with a satisfying job, a reasonable living wage and a strong, dependable economy. Vermont residents have remained supportive of both agriculture and tourism because of their generally favorable impact of the state's economy.

While production agriculture dominates Vermont agriculture, additional income derived from agritourism can be the difference between success and failure of many of the state's 6,300 farm enterprises. *Culinary tourism* is a growing trend in the food and travel industry that promises to further extend the economic benefits of agriculture into rural communities and cultivate better understanding of its importance.

According to the International Culinary Tourism Association (ICTA), "*Culinary tourism is the hottest niche to emerge within the travel industry in years. [It] is about how to best develop and market a new kind of visitor attraction - unique and memorable food and drink experiences.*"

The goal of this proposed activity is help ensure that farmers benefit from this growing trend--- by strengthening partnerships with local chefs, by developing opportunities for pairing (and comparing) products produced on their farms, and developing direct-market opportunities through culinary tourism.

This activity will address multiple groups in agriculture and associated industries, including:

Agriculture/Food Processing (no. of businesses)	Associated Industries
<ul style="list-style-type: none"> • cheese makers (33) • wineries/vineyards (25) • apple growers (243) • maple producers (1,723) • breweries (16) • vegetable producers (413) • chocolate & other specialty food producers (300+) 	<ul style="list-style-type: none"> • restaurateurs • chefs • other foodservice professionals • travel & tourism related professionals

Agriculture and the Public Interest

Natural amenities and agricultural activities were among the five most important activities in a 2006 Vermont visitor survey. A 2007 survey by the Travel Industry Association and the National Restaurant Association found that one-quarter of all leisure travelers said that food was central in deciding where they vacation.

Culinary tourism provides an ideal opportunity to draw both residents and visitors more directly into agriculture by strengthening existing partnerships among farmers, food processors, foodservice professionals and consumers. It goes beyond satisfying the basic demand for food to enhancing biodiversity, amenity values (i.e. landscapes), cultural heritage, rural settlement and retention of economic activities. Sixty-six percent of the state's population lives in rural areas (only Wyoming has a larger percentage of rural residents).

Numerous studies suggest that public support for such "rural amenities" as *farmland* and *open space* do not take the form of "market demand". Agriculture, therefore, must provide outreach to consumers to become truly sustainable.

Conclusions & Projections

The cooperators on this proposed activity will enlist the public in recognizing the value of agriculture not just as taxpayers--- but as consumers--- by focusing on a more experiential or practical relationship with farmers. According to the New England Agricultural Statistics Service, one-third of the 6,300 farms in Vermont received an average income of \$8,900 from agritourism in 2002.

This proposed activity will help ensure that farmers benefit from current growing trends--- by forming partnerships with local chefs, by developing opportunities for pairing (and comparing) local and regional products, and developing direct-market opportunities based in culinary tourism. With the success of this activity, including the outreach to value-added food processors and to foodservice professionals, a ten percent increase in agritourism revenues is expected by 2010. (Note: USDA NASS reported a value of \$19.5 million for agritourism income in Vermont in 2002. A ten percent increase in revenues would bring that total to \$21.5 million. Measurement of increases in revenues is beyond the scope of this activity.)

Goals and Objectives

The Project Cooperators have established one primary goal and five objectives for the activity:

GOAL: To increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program.

OBJECTIVE 1: To create “culinary tourism trails” materials for artisan (craft) cheese, wine, beer and other food and agricultural products.

OBJECTIVE 2: To create pairing guides for artisan (craft) cheese, wine, beer and other food and agricultural products.

OBJECTIVE 3: To provide educational opportunities for consumers, farmers and foodservice professionals to learn pairing (and comparing) skills and culinary applications for artisan (craft) cheese, wine, beer and other food and agricultural products.

OBJECTIVE 4: To develop innovative partnerships among farmers, food processors, foodservice professionals and consumers to strengthen Vermont's agriculture.

OBJECTIVE 5: To create a Vermont Culinary Tourism Council to guide the development of future culinary tourism activities in Vermont.

Work Plan

GOAL: To increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program.

OBJECTIVE 1: To create “culinary tourism trails” materials for artisan (craft) cheese, wine, beer and other food and agricultural products.

Project Cooperators (hereinafter “cooperators”) will develop an integrated plan for a *culinary tourism trails network*. The plan will include research, development and production of printed and on-line maps and other materials for use by consumers and culinary professionals. Artisan (craft) cheese, wine and beer will

be the initial focus of the activity, but cooperators will encourage partnerships with other product groups (e.g. maple, chocolate, specialty meats, apples, other produce) whenever feasible.

Cooperators will develop a series of "day trip" materials that will guide visitors to farms, wineries, breweries and other sites where they can learn how certain foods are produced, as well as to taste and buy the products.

An important component of Objective 1 will be the development of an extensive on-line resource network.

Upon notification by USDA/AMS, the Activity Manager will request a meeting of cooperators to review plans and begin implementation of the Culinary Tourism program.

Cooperators will develop plans and guidance for a contractor. The Activity Manager will work with the contractor on implementation, through weekly communications.

The activity manager will seek a contractor with good writing, organizational and communication skills, and experience with the state's agricultural and culinary industries.

OBJECTIVE 2: To create pairing guides for artisan (craft) cheese, wine, beer and other food and agricultural products.

Project cooperators will develop pairing guides for Vermont artisan (craft) food and agricultural products (initially cheese, wine and beer). The guides will be instructional to help consumers learn the "art & science" of combining flavors of foods, with local or regional foods being showcased. Pairing information will be formatted to facilitate dissemination to consumers, food writers and other food professionals through print and broadcast media forums, in an entertaining and educational manner.

In addition to these pairing guides, "comparison guides" will be developed to help farmers lead consumers through comparisons of maple grades, flavors of old-fashioned apples and heritage tomatoes, evaluations of grass-fed versus grain-fed beef and other subtleties of the foods they produce.

For Objective 2, the activity manager, with assistance from cooperators, will develop a request for proposals for a contractor to develop pairing guide and related food appreciation materials. Several cooperators with advanced culinary skills will participate in development of this objective.

OBJECTIVE 3: To provide educational opportunities for consumers, farmers and foodservice professionals to learn pairing (and comparing) skills and culinary applications for artisan (craft) cheese, wine, beer and other food and agricultural products.

Outreach will play an important and integral part of the *culinary tourism trails network*. Consumers will be the primary focus for outreach efforts, while farmers, food processors and foodservice professionals will be secondary targets.

The Activity Manager and cooperators have made preliminary arrangements to present results of Objectives 1 and 2 through a series of focused workshops and seminars, as well as broadcast and print media.

Whenever possible, focused workshops and seminars will be conducted in association with other food-related events, e.g. Vermont Chocolate Show (Essex Jct., VT), Vermont Fresh Network Annual Forum (Shelburne, VT), the Vermont Brewers' Festival (Burlington, VT) and the Santé [Magazine] Restaurant Symposium (Manchester, VT). The New England Culinary Institute will feature food and beverage pairing in its new facilities at The Inn at Essex.

The Agency will list workshops and seminars on its website (www.vermontagriculture.com) and encourage links with other cooperators.

Broadcast media outreach will be developed in cooperation with Vermont Public Television, host of *Feast in the Making* and *VPT Cooks!* and with New England Cooks, hosted by Tony Campos and Carol Day, with its live studio audience programming featuring top chefs from New England.

The Agency will also explore the possibility of participating in The New York Times Travel Show in the spring of 2009 as part of the culinary tourism outreach effort.

In addition to incorporating this effort into the Santé [Magazine] Restaurant Symposium being held in 2009, the magazine has expressed interest in covering culinary tourism topics in future issues. Other broad outreach efforts will be directed through media announcements and through professional venues such as the New York Fancy Food Show and the Natural Products Expo (Boston).

One of the marketing advantages of culinary tourism is that it brings together multiple industries for cross promotion. For example, if a chef uses maple syrup from a nearby farm in the dinner special, those guests may decide to visit the sugarhouse and purchase maple products directly from that producer. Likewise, a farm mentioning to visitors that his or her products are featured in a local restaurant is likely to increase the restaurant's business.

Outreach efforts of Objective 3 will involve all cooperators and contractors. The initial outreach efforts will be directed at key agricultural groups and foodservice professionals in a *train-the-trainer* approach.

Secondary outreach efforts will involve individual farmers, food processors, chefs and culinary tourism representatives in efforts to present consumers with information on pairings, tastings and other aspects of culinary tourism.

OBJECTIVE 4: To develop innovative partnerships among farmers, food processors, foodservice professionals and consumers to strengthen Vermont's agriculture.

For over a decade, the Vermont Fresh Network (VFN) has helped build partnerships between farmers and chefs (see <http://www.vermontfresh.net/>). Chefs that purchase the products of Vermont's working landscape help maintain the state's agricultural heritage and contribute to the future of Vermont's farm economy. Another of VFN's roles has also been the education of consumers.

Over 300 chef-farmer partnerships will be incorporated into the state's culinary tourism effort, greatly enhancing the program's effective outreach.

In addition to the core effort of providing food "pairing" guidance for cheese, wine and beer, this important component will provide additional opportunities for promoting Vermont specialty food and agricultural products, including maple, chocolate, specialty meats, eggs, fruit and vegetables.

Several cooperators will be part of the effort to meet Objective 4 (see page 2). The innovative partnerships are anticipated as a direct result of collaborative efforts into the overall culinary tourism activity.

OBJECTIVE 5: To create a Vermont Culinary Tourism Council to guide the development of future culinary tourism activities in Vermont.

Cooperators will investigate the possible benefits of an open, informal organization or council to guide the development of future culinary tourism activities in Vermont. The new council would most likely be open to a broader range of partners than current project cooperators. The key purposes the council will be to develop the concept of culinary tourism in Vermont, to better coordinate promotion of culinary tourism to visitors and to state residents and to establish standards for culinary tourism efforts similar to those of the Mobil Travel Guide and the Michelin Guide.

All cooperators will be invited to participate in Objective 5. New, innovative partnerships are anticipated as a direct result of collaborative efforts of behalf of the overall culinary tourism activity.

Work Plan Timeline

Month(s)	Activities
0-3	Notify cooperators of grant approval; Hold first meeting, review work plans Submit grant for Joint Fiscal Office approval; Develop request for proposal (RFP) for materials contractor; Distribute RFP, conduct interviews with prospective contractors
4-6	Contract with qualified individual or organization; Hold meeting(s) with cooperators and contractor; Develop detailed plans for all print and web materials; Create pairing guides for targeted products; develop guidance materials for dissemination to secondary target products;
7-9	Begin training seminars for producer groups and foodservice professionals; Begin educational seminars and other outreach for consumers; Begin to pull together prospective partners for Vermont Culinary Tourism Council
10-12	Continue outreach efforts through seminars, events, media; Begin survey activities; Prepare final report for activity.

Expected Outcome and Project Evaluation

Expected Outcome

Culinary tourism offers a unique opportunity for Vermont farmers and partner organizations to offer a new level of the "farm experience" sought by many consumers, residents and visitors alike. The primary goal of the activity, as previously stated, is to increase economic opportunities to small farms and other rural populations through the development of an integrated culinary tourism program. As a small state with a high proportion of small businesses tied to local agriculture, coordinated efforts are essential to achieving and maintaining fair market share.

Primary efforts will be directed towards artisan (craft) cheese, wine and beer, representing a small, but highly visible and economically viable sector of Vermont's agricultural economy. Based on previous experiences creating single-purpose culinary trails efforts (e.g. beer, cheese, wine, maple and apples), expectations (and enthusiasm) for an integrated, comprehensive culinary tourism effort are high. Pairing guides will be developed and distributed through established channels (including existing cooperator organizations, various websites, including www.vermontagriculture.com, and through other special events and activities). Expectations for print media to carry the pairing guides are high, including possible inclusion in *Santé* magazine (for food professionals) and *Vermont Life* magazine (for consumers). Broadcast and Internet coverage is

also anticipated. Vermont Public Television is expected to continue its statewide coverage, and is exploring distribution through additional public television networks and via the Internet. New England Cooks is currently broadcast on cable networks throughout New England, as well as in California, Florida, Tennessee and Minnesota (estimated 2.7 million viewers). New England Cooks recently partnered with Turner/Time Warner Company to broadcast its live shows over the Internet.

Cross promotion activities of farmers and chefs, and other consequential efforts of the activity, while inherently difficult to track and quantify and are beyond the scope of this activity will be encouraged, nonetheless. Project cooperators, with their existing staffs, activities, culinary capabilities and clientele will provide numerous opportunities for outreach to consumers and foodservice professionals.

Realizing the goal and objectives of this activity will help ensure that farmers benefit from current growing trends--- by forming partnerships with local chefs, by developing opportunities for pairing (and comparing) local and regional products, and developing direct-market opportunities based in culinary tourism. With the success of this activity, including the outreach to value-added food processors and to foodservice professionals, a ten percent increase in agritourism revenues is expected by 2010. USDA NASS reported a value of \$19.5 million for agritourism income in Vermont in 2002. A ten percent increase in revenues would bring that total to \$21.5 million. Measurement of increases in revenues, however, as noted previously, is beyond the scope of this activity.

Project Evaluation

The Vermont Agency of Agriculture's recently enhanced web capabilities provide a practical means of identifying website visits ("hits") following a particular event, the release of a new publication or another outreach effort. For this activity, website visits will be used as a primary *indicator* of consumer activity.

Cooperators will be asked to survey their respective organizations' members for feedback as to benefits of the overall activity. Efforts will be undertaken to obtain both anecdotal responses, as well as economic and demographic information. Consumers feedback will be accomplished primarily through issues of Vermont Harvest, which is published 2-3 times each year and distributed to 165,000 households and to visitors to Vermont and through polls at Vermont's Welcome Centers.

The Vermont Agency of Agriculture will print survey materials for distribution to farmers and foodservice professionals and to other project cooperators through their respective organizations. Surveys will be used to determine the effectiveness of outreach efforts, the economic impact of printed- and web-materials on businesses, and support for the concept of a Vermont Culinary Tourism Council.

The Agency will also prepare and disseminate the final report for the activity.

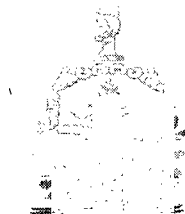
Supplemental Budget Information

Activity	State/Industry Contributions	FSMIP
Hold initial meeting with cooperators. Review plans, assignments, activity oversights and accounting.	36 hours <i>in-kind</i> - \$2,000	
Develop & distribute RFPs for contracted services (2)- via conference calls, e-mail and fax communications; conduct interviews	80 hours <i>in-kind</i> - \$4,500	
Meet with contractor; begin development, creative work on culinary trails and pairing guide materials.	120 hours <i>in-kind</i> - \$6,500	Contracted services (#1)- \$12,000 Contractor expenses- \$2,000
Print culinary trails & pairing guide materials	\$15,000 share of printing- (cash) Website design & formatting- \$2,000	\$12,000 share of printing
Conduct focused workshops & seminars for farmers, foodservice professionals	500 hours <i>in-kind</i> - \$27,250	Contracted services (#2) - \$8,000
Conduct educational/outreach activities for consumers: seminars, events, media broadcasts and print; cooperators' websites, print	500 hours <i>in-kind</i> - \$27,250	Fees for presenters- \$6,000 Media & promotion costs- \$15,000
Final report preparation, printing & distribution	40 hours <i>in-kind</i> - \$2,000 Printing, mailing- \$1,000	
Establish Vermont culinary tourism network or council for related organizations	80 hours <i>in-kind</i> - \$4,500	
Totals	\$92,000	\$55,000

(Hourly rates for project cooperators contractors and based on GS 14, Step 10 @ \$54.52/hr.)

Cash & in-kind contributions

Vermont Agency of Agriculture, Food and Markets- \$ 30,000 (in-kind and cash)
 New England Cooks- \$3,000
 New England Culinary Institute- \$20,000
 Santé, the Magazine for Restaurant Professionals-\$3,000
 University of Vermont-Vermont Institute for Artisan Cheese- (technical assistance)
 Vermont Cheese Council-\$3,000
 Vermont Fresh Network- \$5,000
 Vermont Grape & Wine Council- \$5,000
 Vermont Hospitality Council/Vermont Chamber of Commerce- \$5,000
 Vermont Public Television- \$5,000
 Vermont Specialty Food Association- \$3,000
 Vermont Tourism of Tourism and Marketing- \$10,000



STATE OF VERMONT
JOINT FISCAL OFFICE

MEMORANDUM

To: Representative David Zuckerman

From: Nathan Lavery, Fiscal Analyst

Date: October 22, 2008

Subject: JFO #2346 (Culinary tourism program development)

Representatives Michael Obuchowski and Shap Smith asked that I forward to you a copy of the enclosed request and cover memo. They are requesting you provide them with your observations regarding the enclosed item.

cc: Rep. Michael Obuchowski
Rep. Shap Smith
Stephen Klein



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