



**GREAT SOUTH**



Southland Regional Development Agency

# **SOUTHLAND MURIHIKU FOOD TOURISM STRATEGY**

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# Developing the Strategy

Food is an integral part of the Southland story. Home to icons like the Bluff oyster and the cheese roll, the region is well known for its unique food and food production stories. Agriculture, fishing, and aquaculture are all significant industries, with product that has a remarkable reputation for quality. The colder conditions, fertile plains, and pristine ocean waters of the region are often reasons attributed to this, and as such many of the key foods produced in Southland have become iconic to the region.

Whether raised or grown on our lands, hunted, fished, or produced by locals, the Southland food story is fundamentally connected to both people and place. Due to this it is of high value to not only our local communities, but to visitors seeking an authentic and genuine 'taste' of Southland.

The opportunity for Southland to attract visitors based on its unique food was identified as part of the Southland Murihiku Destination Management Strategy developed in 2019. This Strategy identified the strength of Southland's raw product and signalled that by supporting and developing the regional food story, Southland could become a key food tourism destination. This was seen as a valuable proposition to explore as food tourism has the power to elevate the profile of the region, build cultural

awareness, provide higher economic impact, and spread the benefits of tourism into smaller communities.

To realise this opportunity, Great South identified the need to develop a Southland Food Tourism Strategy and engaged industry experts Eat New Zealand to complete an Opportunity Assessment for the development of food tourism in the region. This work involved significant industry consultation and was completed in four phases covering a detailed assessment of Southland's current food tourism market, the region's iconic food stories, a situation and demand analysis

and recommended pathways. The key findings from the Opportunity Assessment are highlighted in this document, with further detail in the full report. The Opportunity Assessment has also been utilised by Great South to inform the Southland Murihiku Food Tourism Strategy outlined in this document.

This Strategy reflects the work plan that will be undertaken by Great South, as the Regional Tourism Organisation for Southland. However, collaboration and partnership with stakeholders will be key to the successful implementation of the Strategy.



**Food tourism is defined as “any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional or national cuisine, heritage, culture, tradition or culinary techniques of that region”.**

*Global Report on Food Tourism 2012, United Nations World Tourism Organisation*

## INTRODUCTION

# The process



# Key insights from Eat New Zealand's Food Tourism Opportunity Assessment

This section outlines key information from the Food Tourism Opportunity Assessment completed by Eat New Zealand. It includes analysis of Southland's iconic food stories and point of difference, a tourism industry snapshot, situation analysis, and a summary of findings and recommendations.



## SOUTHLAND'S ICONIC FOOD STORIES

### From the water...

**Bluff Oyster** – A wild seabed oyster, the Bluff oyster is unique to Foveaux Strait.

**Blue Cod** – Blue cod are only found in New Zealand waters and are particularly abundant in the waters south of Bluff and around Rakiura/Stewart Island.

**Crayfish** – Crayfish (New Zealand Rock Lobster) found in the cool coastal waters of New Zealand are considered the sweetest and most succulent variety of lobster.

**Paua** – An international delicacy, paua (the New Zealand Blackfoot Abalone) is the largest species of Abalone in the world.

**Salmon** – Farmed off the coast of Rakiura/Stewart Island, the cold, pure southern water contributes to a higher quality salmon.

**Whitebait** – Fresh whitebait can be caught locally in Southland rivers. Often teamed with local free-range eggs to make a classic whitebait fritter.

### From the land...

**Beef & Lamb** – Lush green pastures, fresh air and sunshine create the perfect conditions for world-leading, quality southern beef and lamb.

**Venison** – Fiordland venison is hunted from herds of wild red deer that roam the forests of Fiordland National Park.

**Titi/Muttonbird** – This migratory seabird is an annual delicacy caught on the Titi/Muttonbird Islands southwest of Rakiura/Stewart Island.

**Swede** – This humble sweet vegetable is said to taste best

when grown in Southland after a frost or two.

### Value-added products...

**Cheese Rolls** – With recipes dating back to the 1930s, the cheese roll is one of Southland's most sacred treasures. Also known as 'Southland Sushi' the cheese roll is a regional food icon.

**Hokonui Moonshine** – Rivalling Scotland's best, Hokonui Moonshine was created during the time of prohibition by the McRae family, New Zealand's most famous whisky bootleggers.

**Tuatapere Sausages** – With a recipe developed in the 1980s, the popularity of the Tuatapere Sausage has led to the town being known as the 'Sausage Capital of New Zealand'.

# BACKGROUND

## SOUTHLAND'S POINT OF DIFFERENCE

### ABUNDANCE

Wild food abundance, the version of Aotearoa New Zealanders grew up with and the essence of our food story



### CONNECTION

Easy touring routes with different options for beginnings and endings, proximity to one of New Zealand's largest tourism hubs



### MAHINGA KAI

The Murihiku region has a rich regional collection of Ngāi Tahu food trail stories



### NOSTALGIA

A connection back to simpler times, home baking and beautiful small towns all evident in Southland - foods like the cheese roll and events such as harvest festivals are good examples of this



Photo Credit: Phillip Puckey

### WILDNESS

Many of the region's iconic food stories sit around wild ingredients and a remnant version of Aotearoa



### UNDERSTATED HUMBLENESS

Known for friendliness and southern hospitality, Southlanders are humble about their achievements and place they live



Photo Credit: ILT

## TOURISM SNAPSHOT

Tourism in the Southland region has grown significantly in recent years. In the last calendar year before the COVID-19 pandemic, overall spend was up by 47% when compared with the year ending December 2013 (MBIE Monthly Regional Tourism Estimates). By market, international spend grew by 100% and domestic spend by 26% during this period. While travel has suffered throughout 2020 and 2021, travellers are signalling an intent to travel again, and this is already happening in many countries.

### Changing travel behaviour

The reasons visitors choose to travel, where they go and for what reason is changing. Tourists overall are more independent and knowledgeable, they seek authenticity and view holidays as not only a getaway or escape but an experience associated with culture and discovery. Mobile technology supports a more one-on-one approach and travellers can create

connections before, during and after a trip. They are concerned with the environment and the sustainability of businesses they engage with.

### Food tourism market

Food tourists are defined as travellers who are looking for a 'taste of place in order to get a sense of place' (WFTA, 2020). By experiencing a destination's food, they gain the unique ability to connect with and understand its people and its culture. Food tourists are of significant value, tending to spend more, stay longer and often continue to buy products from their travel destinations upon returning home.

The domestic market for food travellers is generally constituted by older adults and couples who either have no children or have older children left at home. They make up approximately 16% of New Zealand's adult population, are aged over 35, fairly wealthy, and in a year take an average of six overnight trips and eight-nine day trips.

International travellers are more difficult to categorise given the number of origin countries and the diverse submarkets within each. However, of New Zealand's largest arrival markets - Australia, China, and the USA - many are highly interested in food and are significant export markets for New Zealand produce. Across all international travel markets 57% of tourists note 'eating the local/ regional food or drink' as a motivator to travel.

Both international and domestic food travellers are looking for local, authentic foods that are unavailable where they live, or they are looking to eat foods as close to their source or place of origin as possible. Eclectic experiences with unique and new combinations of foods and social dining experiences also rate as a high priority for food travellers.

The offering for Southland with its iconic ingredients and genuine, hospitable people would constitute an ideal fit with these preferences.

## SWOT SITUATION ANALYSIS

### Strengths

- ▶ Natural abundance of high-quality ingredients
- ▶ Strong set of "iconic" foods that are recognisably linked with Southland
- ▶ Existing food producers have an interest in food experiences
- ▶ Wildness – relatively untouched, abundant version of the New Zealand food story
- ▶ Highly nostalgic, attractive small towns
- ▶ Reputation for southern hospitality
- ▶ Existing iconic tourism destinations – Milford Sound, Rakiura, The Catlins
- ▶ Destination management plan in place with strong consultation
- ▶ Proximity to Queenstown and alternative to adventure and ski tourism

### Weaknesses

- ▶ Geographically large region with limited public transport options
- ▶ Air connectivity to parts of the region
- ▶ Distance from New Zealand's large regional population bases
- ▶ Accommodation capacity
- ▶ Existing lack of accessibility to the dairy story
- ▶ History of plant-based ingredients not currently leveraged i.e., oat story
- ▶ Lack of connection to indigenous food stories

### Opportunities

- ▶ Leverage the abundance of local ingredients to attract valuable food travellers
- ▶ Leverage and support small producer networks to create packages and related offerings
- ▶ Support and develop community-based activations strongly connected to place
- ▶ Increased interest in food stories and experiences as part of the tourism reset due to COVID-19 and a new focus on food within Tourism NZ
- ▶ Ability to diversify income of local food businesses, operators, and farmers
- ▶ Potential to partner with local rūnaka to share kai tourism stories and experiences
- ▶ Strong alignment with other regional visitation pillars e.g., dark skies, agritourism

### Threats

- ▶ Uncertain timing of international tourism recovery
- ▶ Compliance, regulation, and national laws that impact on events, hospitality, and food experience
- ▶ Talent retention in the region
- ▶ Significant competition from other regions for domestic visitors
- ▶ Difficulty in accessing and getting local food onto plates e.g., fish, meat, dairy



Photo Credit: Jeremy Pierce

# Southland's current food tourism landscape

The Opportunity Assessment undertaken by Eat New Zealand collated a range of factors and drivers that affect Southland's existing development and direction towards a valuable, diverse, and collective food tourism offering. These key findings inform the recommended pathways within the Southland Murihiku Food Tourism Strategy.

A number of particular strengths for Southland were identified as a basis for attracting visitors. The region has a natural abundance, strong set of iconic ingredients and is close in proximity to other highly touristed areas such as Queenstown and Central

Otago. This is of particular benefit considering Southland's relatively low air connectivity, large size and geographic position at the bottom of the South Island.

Southland's existing food system is not currently geared to delivering the kind of provenance story that food travellers are expecting due to the highly commercial nature and export focus of the majority of agricultural activity in the region. Despite this, the opportunity to activate smaller producers and leverage the natural abundance of the region to entice valuable food travellers is evident.

Globally, tourism has suffered more so than any other sector during the global COVID-19 pandemic. While widespread vaccination has begun in many countries, the rate at which international arrivals will recover is unknown. Nonetheless tourism is a significant economic driver, and an industry that can aid the diversification of Southland's regional economy.

The structure of travel is changing however, as is the reason tourists choose to travel in the first place. A holiday is no longer solely a chance to relax and unwind, instead it also builds and reinforces an



identity – both intrinsically and externally through social media drives and destination itinerary choices. Coupled with new mobile technology and digital platforms that enable faster, and smaller transactions, booking, and access to information, a long tail of smaller and more diverse tourism offerings can be made viable.

Prior to the global pandemic tourism in New Zealand was growing at a particularly swift rate, leading to concerns about the impact of over tourism, land use requirements, and carbon emissions. These concerns will drive travellers' choices about itineraries and destinations now

and in the future.

A comparative analysis with regions similar to Southland revealed a number of significant insights. Firstly, that both Southland and Invercargill (as the main centre) have fewer, and less diverse, dining options than other regions. The same goes for food experiences. While other regions may have tours, cellar doors, cooking classes or similar offerings, Southland has yet to develop and offer these products. This is important because the average food tourist looks to fill their itinerary with a mix of both dining and activities that are local and authentic and at present

these are not readily available in Southland despite the region's natural abundance and exceptional quality ingredients.

Despite this, there is strong interest in food tourism from the industry, collaboration across businesses and producers is growing, and significant food-based tourism developments are in progress. These factors, along with Southland's reputation for authentic southern hospitality and the abundance and quality of its ingredients, provide an ideal basis for the development of food as a regional tourism pillar.



# Recommended pathway forward

Drawing on the findings from the Opportunity Assessment, suggested recommendations for the development of Southland's food tourism market focus on ways the region can utilise its strengths and maximise the opportunity presented to entice food tourists south.

The guiding principle that unites these recommendations is that of getting the basics right. Southland has the ingredients for an exceptional food tourism offering in natural abundance. However, what is currently lacking are the fundamentals that link up those ingredients and bundle them together in a compelling way for visitors. Creating a local food network that provides access to local produce is essential and enables

hospitality providers to deliver on the local and authentic food that these travellers expect.

The region has few food experiences currently available and other regions within New Zealand have a head start in terms of their volume of offerings, as evidenced in the comparative analysis. However, Southland has several advantages over these other regions, particularly its abundance of food as a raw ingredient which forms a strong basis for experience.

Food tours, trails, and events should be developed as essential experiences and, where there is desire, iwi participation will hugely augment the authenticity and unique nature of the offering while also allowing locals to engage in these key Southland food stories.



**Southland has the building blocks of a world class and nationally competitive food offering. However, some barriers are yet to be overcome, and some parts of the value chain need to be connected before this potential can be reached.**



# The Southland Murihiku Food Tourism Strategy

The Southland Murihiku Food Tourism Strategy has been created by Great South based on the industry insights, research, and findings within the Opportunity Assessment completed by Eat New Zealand. As the Regional Tourism Organisation and Regional Development Agency for Southland, Great South will oversee the overall implementation of the Strategy. However, there are a variety of agencies and groups that will play key roles in its effective implementation, supporting the development of Southland as a key food tourism destination.



Photo Credit: Robin Smith

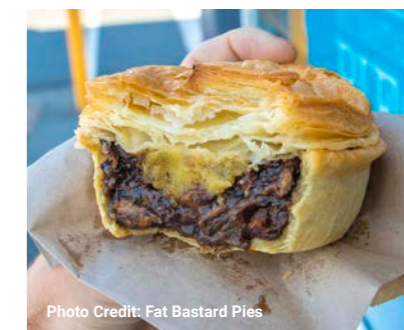


Photo Credit: Fat Bastard Pies



Photo Credit: NZPocketGuide



**STRATEGY**

## FIVE KEY GOALS

### 1 Support industry to develop and share the Southland food story

Encourage the development of collaborative food networks, and support storytelling to ensure a connected and unified regional food industry.

### 2 Position and promote Southland as a key food destination

Increase the profile of Southland's food story and its key themes, attracting food tourists to the region while providing opportunities for longer length of stay and increased spend.

### 3 Encourage product development and innovation in the food sector, increasing opportunities for visitors and locals to enjoy an authentic 'taste' of Southland

Support the development of food-based experiences while encouraging a culture of innovation and a focus on sustainability.

### 4 Utilise events to showcase Southland's regional food proposition and encourage increased visitation to the region

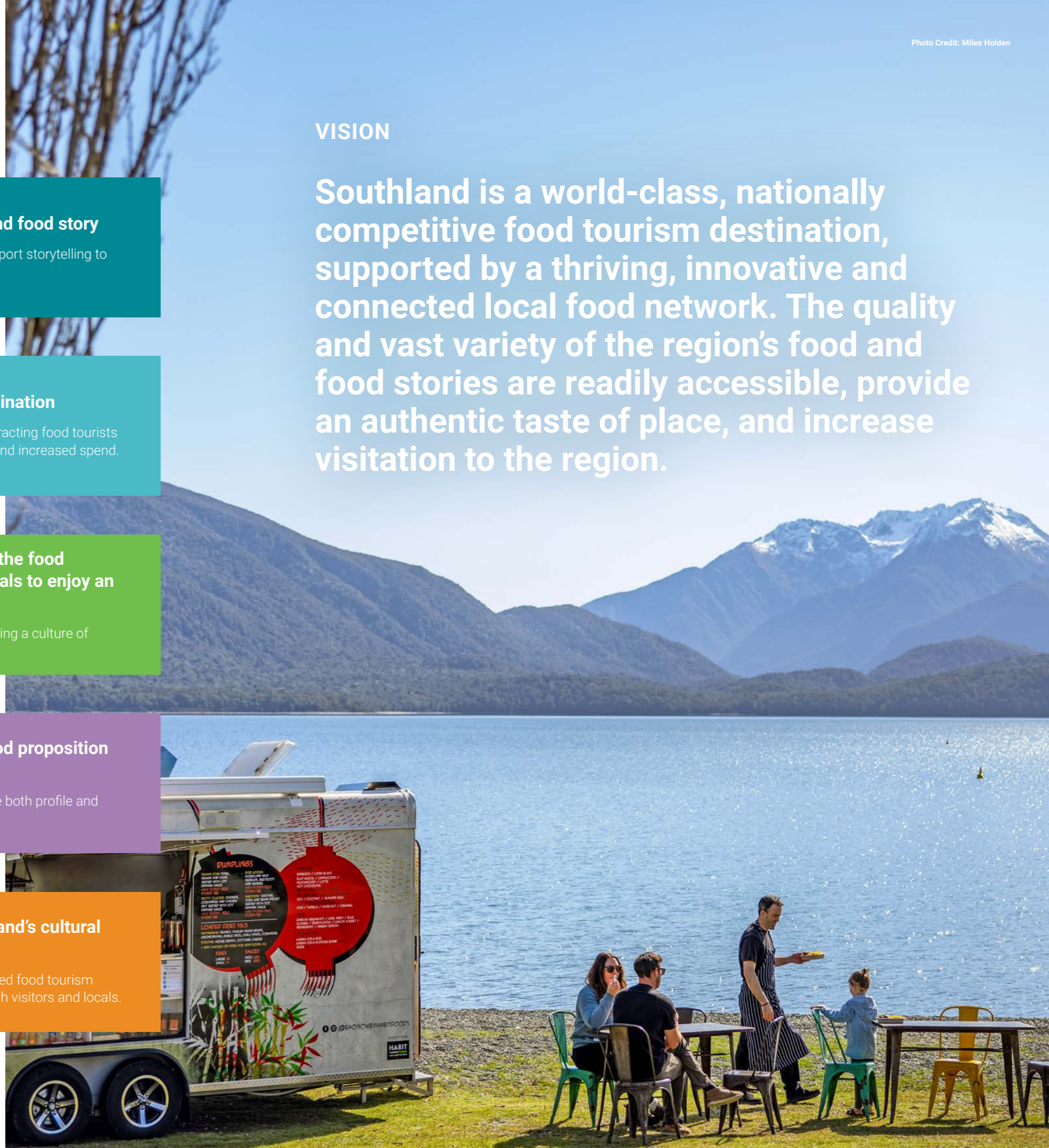
Build on existing events and support new developments where these both profile and align with key regional food stories.

### 5 Support and develop opportunities to share Southland's cultural food stories with visitors and locals

Raise the profile of Southland's classic food stories and support iwi led food tourism initiatives (where this is desired), sharing our cultural history with both visitors and locals.

## VISION

Southland is a world-class, nationally competitive food tourism destination, supported by a thriving, innovative and connected local food network. The quality and vast variety of the region's food and food stories are readily accessible, provide an authentic taste of place, and increase visitation to the region.





# Implementation plan

The implementation of the Southland Murihiku Food Tourism Strategy will take a phased approach with the timing of specific actions set over a five-year period from 2022 to 2026.

The priority is assessed based on consideration of those actions that can be undertaken relatively simply and/or form part of existing workstreams, as well as those that are foundational aspects required to create a valuable food tourism offering. Many recommendations require long-

term input and the support of a number of stakeholders to ensure their success.

The Strategy is also complementary to many key projects Great South has underway, including the Southland Murihiku Events Strategy, inter-regional touring route developments, destination marketing plan, destination branding, Southland Youth Futures (skilled labour shortage), business mentoring and other research and development plans.

**2022**  
**2023**  
**2024**  
**2025**  
**2026**

**Year 1**  
**Year 2**  
**Year 3**  
**Year 4**  
**Year 5**





# GOAL 1

## SUPPORT INDUSTRY TO DEVELOP AND SHARE THE SOUTHLAND FOOD STORY

*Encourage the development of collaborative food networks, and support storytelling to ensure a connected and unified regional food industry.*

A clear finding from the Opportunity Assessment undertaken was the difficulty for Southland businesses to access local produce. This creates tension in the development of a thriving food travel market, as local produce satisfies travellers’ desire for authenticity. Getting the basics right and encouraging the development of local networks allows small producers to capture some of the value that is often lost through conventional food systems. It can also pave the way for more unique and innovative offerings to emerge.

The use of local produce is key for hospitality businesses to deliver local and authentic food experiences. To gain the most benefit for both producers and hospitality providers, strong storytelling and transparency will be required to meet the needs of food travellers.

FOCUS	ACTION	KEY OUTCOME	TIMING
<b>Build capability in the hospitality industry and with operators linked to food tourism</b>	Develop and share resources highlighting Southland’s key food stories	Create a Southland Food Tourism Toolkit to support food storytelling and the development of food experiences	Year 1
	Encourage storytelling and the use of local produce on menus throughout the region	Hold a storytelling and food experience workshop focussed on the hospitality sector	Year 1
		Create and share a database of Southland food producers to encourage use of local supply where possible	Year 1
<b>Support the development of local food networks in order to increase awareness and access for visitors and locals</b>	Enable connection and collaboration between those working across different aspects of the regional food industry	Facilitate the establishment of a regional food collective to encourage cross-collaboration and promotion of Southland’s food stories	Year 1
		Develop a Southland Food website to promote the collective and share key food resources while also profiling food producers, hospitality providers and regional foodies The site will be a platform for joint activity and showcase the Southland food story	Year 2-3
	Support and encourage the collective efforts of small scale and artisan producers, growers, catchers, and raisers	Create a database of these producers, growers, catchers and raisers that can be used to create connections and opportunities	Year 1
	Encourage the development of and support the efforts of regional farmers markets	Support the efforts of the Southland Farmers Market to grow its range of producers featured and incorporate more iconic Southland foods	Year 2-3
	Advocate for regulatory processes that allow Southland produce to be more readily available to consumers	Connect with key developments and best practice through Eat New Zealand e.g. micro abattoir developments	Year 3-5
		Encourage export businesses to provide increased access to visitors and locals	Year 1-5

## GOAL 2

### POSITION AND PROMOTE SOUTHLAND AS A KEY FOOD DESTINATION

*Increase the profile of Southland's food story and its key themes, attracting food tourists to the region while providing opportunities for longer length of stay and increased spend.*

Consistent messaging around the Southland food story should focus on the ability to enjoy local, authentic, classic foods, close to their source. It should emphasize paddock (or ocean) to plate, low food miles and the natural environment of the food visitors can experience in Southland, bolstering authenticity and the local food provenance story for consumers.

Online platforms are a valuable tool in marketing and promoting Southland food, dining, and food travel experiences. Ensuring listings, contact information and details of food travel offerings are current is a high priority, as is ensuring their fit with the expectations and desires of key target markets.

FOCUS	ACTION	KEY OUTCOME	TIMING	
<b>Identify the motivations of food travellers to Southland</b>	Understand the current appeal and potential for Southland with food travellers	Angus & Associates work to establish target visitor segments and visitor perceptions is completed - includes identification of the 'pasture-to-plate' foodie segment for Southland	Complete	
<b>Develop tools to market the Southland food story</b>	Develop key messages to support the Southland food story with a focus on our iconic foods, history, culture, and place	Develop key marketing messages and utilise in campaign activity	Year 1	
	Create content to support food-based storytelling, including photography, industry profiles and people stories	Capture photography and video content as well as the stories of local foodies/ food producers	Year 1	
	Utilise SouthlandNZ.com to create an online platform for food experiences and operators with a strong focus on the Southland food story	Create an online platform within SouthlandNZ.com showcasing regional food stories, producers, products, experiences, dining, and events	Year 1	
	Create a website to showcase the Southland food story, food businesses and food collectives all working to promote the regional food proposition and build resilience in Southland	Develop a Southland Food website and promote amongst industry and food travellers	Year 2-3	
<b>Develop marketing activations</b>	Develop specific campaigns to promote the Southland food story	Develop 1-2 marketing campaigns per year with a food focus Activations this year have included a Food Trail within the 'You're Due South' campaign and Neat Places pocket guides	Year 1-5	
	Utilise social media/ online platforms to promote Southland's regional offer	Regularly feature food and food stories through the SouthlandNZ Facebook and Instagram pages	Year 1-5	
	Promote the Southland food story with key media and via Tourism New Zealand		Include food experiences in media famils to the region	Year 1-5
			Include food stories and experiences in Tourism New Zealand's Southland regional toolkit	Year 1-5
	Develop food trails to encourage travel throughout the region and on key routes, with a focus on the Southland food story	Create regional food trails and collateral to promote these	Year 1	
	Create an influencer marketing campaign focussed on Southland food and food-based experiences	Invite food influencers to visit Southland and engage with a range of producers and experiences	Year 4-5	



# GOAL 3

## ENCOURAGE PRODUCT DEVELOPMENT AND INNOVATION IN THE FOOD SECTOR, INCREASING OPPORTUNITIES FOR VISITORS TO ENJOY AN AUTHENTIC 'TASTE' OF SOUTHLAND

*Support the development of food-based experiences while encouraging a culture of innovation and a focus on sustainability.*

While Southland clearly has the raw product required to position it as a food tourism destination, there are limited market-ready food tourism products currently available such as farm gate trails, cooking schools, fruit/veggie picking experiences, food events and 'paddock to plate' dining experiences. The opportunity therefore exists to grow the region's positioning as a food destination by linking growers, raisers, and catchers of local produce with visitors.

To foster this, the development of a variety of experiences should be encouraged and small-scale, artisan producers presented with the opportunity to include 'experience' as part of their offering. The products of these producers are highly desirable to food travellers, both during their trip and once they have returned home. Key projects already in progress should be supported and new opportunities based on key local food stories encouraged in order to develop an innovative and sustainable Southland food tourism sector.

FOCUS	ACTION	KEY OUTCOME	TIMING
<b>Encourage and support the development of food-related experiences that showcase the uniqueness of the region</b>	Facilitate the development of Southland food tours e.g. kaimoana, wild food or location based	Support existing tour operators, guides and chefs to develop food tours based on Southland food stories	Year 2-3
	Encourage the establishment of cooking classes and other hands-on food experiences	Collate research on the success of these both internationally and in other regions, and support local chefs and producers to develop product	Year 2-3
	Encourage and support organisers of alternative and/or pop-up dining experiences to create diversity and encourage innovation	Create a guide to pop-up dining to support this activity, including possible locations and regulations to be met Provide marketing support	Year 4-5
<b>Provide targeted support to key Southland food tourism developments</b>	Provide support to key transformational developments in the food tourism space where possible i.e. Ocean Beach NZ, Southern Pioneers Food Hub, Eat NZ Kaitaki, Maruawai Centre	Create close connections with these key developments and provide support where needed, feature in marketing and promotional activity	Year 1-5
	Investigate the development of a 'Made in Southland' brand	Building on the Southland Food Story website developed, work with producers to develop a regional food brand if this is the desired pathway Alternatively continue to use the site as a means for locals and visitors to connect with Southland food groups, producers, products and events	Year 2-5
<b>Support the development of an innovative, connected, and future-focussed food sector</b>	Work to connect small scale/ artisan producers and those in the food innovation space with the potential for food tourism	Offer workshops and/or work with COIN South and the Regional Business Partner program to ensure producers understand the potential to include visitor experience as part of their offer	Year 2-3
	Support and enable innovation within the food sector and identify new opportunities based on regional food stories	Assess gaps in Southland's food tourism offering and identify underutilised iconic food stories to highlight areas with potential for development	Year 4-5
	Encourage sustainability and resilience in the local food industry	Offer food operators the opportunity to participate in a sustainability programme, enabling them to highlight areas for improvement and emissions reduction	Year 2-3



## GOAL 4

### UTILISE EVENTS TO SHOWCASE SOUTHLAND'S REGIONAL FOOD PROPOSITION AND ENCOURAGE INCREASED VISITATION TO THE REGION

*Build on existing events and support new developments where these both profile and align with regional food stories.*

Events play a key role in attracting people to the region and are particularly important for domestic tourism. At the same time, they create a sense of place, can define what it is to be a Southlander, and help to build our regional identity through the sharing of our unique stories.

As such, events are a valuable tool in the development of our regional food story. There are already successful food events that exist in Southland, and it is important to build on these. When considering new event development, it will be essential that these are unique to Southland and leverage key food stories to attract visitors from further afield and unlock value for the region.

FOCUS	ACTION	KEY OUTCOME	TIMING
<b>Support the development of existing food-based events in the region</b>	Build the profile of key Southland food events and encourage visitation from out of region	The Great South events team provides support to 36 key regional events that encourage overnight visitation, by supporting organisers and developing assets - these events include the Bluff Oyster Festival, Hop'n'Vine, Riverton Heritage Harvest Festival and Southland Multicultural Food Festival, all of which have had video content developed in 2020/2021  Continue to support these events and others with a Southland food focus	Year 1-5
	Encourage iconic Southland ingredients and food stories to be showcased within Southland food events	Utilise the Southland Food Tourism Toolkit to build awareness with event organisers	Year 1
	Support the Southland Hospitality Association to grow the annual 'Savour the South' event (launched in 2021) and continue to develop event marketing	Work in collaboration with the event organiser to include food events and experiences alongside Southland dishes	Year 1
	Create a food-based events calendar for the region to identify gaps and highlight when key stories are more widely promoted	Create a food events calendar that also notes seasonal availability of Southland foods	Year 1
<b>Develop a Fiordland-focussed food event to showcase the area's key food stories and build domestic visitation</b>	Investigate options based on key food stories of the area, develop concept and consider delivery options	Develop and support the delivery of a Fiordland inspired food event	Year 1-2
<b>Encourage the creation of new events focussed on key pillars of the Southland food story</b>	Develop a cheese roll competition to be run through the restaurant and café sector	Develop the event concept and delivery plan for an inaugural event. Provide marketing and design support	Year 2-3
	Encourage Southland participation in Eat New Zealand's annual Feast Matariki event	Promote the opportunity within the local food industry and support with marketing  Collaborate with and support local rūnaka initiatives where this is desired	Year 2-3
	Consider other opportunities to highlight and share Southland's rich array of kaimoana	Facilitate discussion alongside the Rakiura/Bluff community and local rūnaka on the potential to elevate kaimoana stories through events - focus on smaller scale bespoke events to encourage repeat visitation	Year 1-5





# GOAL 5

## SUPPORT AND DEVELOP OPPORTUNITIES TO SHARE SOUTHLAND'S CULTURAL FOOD STORIES WITH VISITORS AND LOCALS

*Raise the profile of Southland's classic food stories and support iwi led food tourism initiatives (where this is desired), sharing our cultural history with both visitors and locals.*

Home to the cheese roll, Southland is one of the only regions in Aotearoa that has a 'local dish' and not just a set of ingredients associated with it. The classic favourite is a part of the social history of the region and strongly grounded as one of its most sacred treasures.

The traditional food stories of iwi are also iconic to Murihiku. Each rūnaka has unique stories, places, people, and ingredients connected to its takiwā and these can form an important part of what makes Southland's regional story different from all others. With guiding principles of manaakitanga and kaitiakitanga, the opportunity to acknowledge and support food tourism opportunities for Māori should be explored in situations where this is desired by local rūnaka.

FOCUS	ACTION	KEY OUTCOME	TIMING
<b>Raise the profile of and develop activity to support Southland's classic food stories</b>	Celebrate the history of our humble classics i.e. cheese roll, Tuatapere sausage	Add the history and context of these stories into the Southland Food Tourism Toolkit and share on SouthlandNZ platforms	Year 1
	Support the development of events around these stories	Develop a cheese roll competition for hospitality businesses (outlined previously)	Year 2-3
		Work with stakeholders to re-launch an event and/or investigate opportunities to celebrate the Hokonui Moonshine story	Year 4-5
<b>Support iwi to share Southland's indigenous food stories</b>	Collaborate to share food and food gathering stories where this is desired	Consult with local rūnaka to identify whether support to share their food stories is desired	Year 1
	Support the efforts of existing developments where Southland's cultural food history is shared e.g. Maruawai Centre	Celebrate developments that highlight Southland's indigenous food history and share these with visitors	Year 2-3
	Support iwi-led food tourism initiatives	Partner with local rūnaka to develop food tourism initiatives where this is desired, including but not limited to potential Feast Matariki activations previously outlined	Year 2-3

# Summary of outcomes

YEAR 1	Southland Food Tourism Toolkit created	GOAL 1
	Storytelling and food experience workshops held	GOAL 1
	Database of Southland food producers created and shared	GOAL 1
	Regional food collective established	GOAL 1
	Southland food story messaging developed and utilised in campaign activity	GOAL 2
	Photography and video content to support the Southland food story captured	GOAL 2
	Online platform for Southland food created within southlandnz.com	GOAL 2
	Regional food trails and supporting promotional material developed	GOAL 2
	Southland Hospitality Association supported to grow the 'Savour the South' event and include food experiences	GOAL 4
	Regional food seasonality and events calendar created	GOAL 4
YEAR 2 - 3	Concept and delivery options for a Fiordland focussed food event developed (Year 1-2)	GOAL 4
	History and context of Southland's classic food stories researched and shared	GOAL 5
	Local rūnaka consulted to identify whether support to share their food stories is desired	GOAL 5
	Southland food collective website established, sharing food resources and profiling producers, foodies and hospitality providers	GOAL 1
	Southland Farmers Market supported to grow their range of local producers	GOAL 1
	Development of Southland food tours facilitated and supported	GOAL 3
	Cooking classes and hands-on food experience opportunities researched and shared	GOAL 3
	Potential to develop a 'Made in Southland' brand investigated (Year 2-5)	GOAL 3
	Small-scale, artisan and innovative producers offered workshops on the potential for visitor experience	GOAL 3
	A sustainability programme for food operators and hospitality providers offered	GOAL 3
YEAR 4 - 5	Concept for a restaurant and cafe focussed cheese roll competition developed	GOAL 4
	Southland participation in Eat New Zealand's annual 'Feast Matariki' event encouraged and promoted	GOAL 4
	Existing developments that highlight Southland's indigenous food story supported i.e. Maruawai Centre	GOAL 5
	Partnerships to develop food tourism initiatives established with local rūnaka (where this is desired)	GOAL 5
	Regulatory processes allowing improved access to local produce advocated for (Year 3-5)	GOAL 1
	Food influencers encouraged to visit Southland, engaging with local producers and experiences	GOAL 2
	Guide to pop-up dining experiences created and shared	GOAL 3
	Underutilised iconic food stories and areas with potential for development identified	GOAL 3
	Stakeholders supported to hold an event or activation celebrating the Hokonui Moonshine story	GOAL 5
	Export businesses encouraged to provide increased access to visitors and locals	GOAL 1
ONGOING	Annually, 1-2 marketing campaigns incorporating food created and delivered	GOAL 2
	Food and food stories featured on Southland NZ social media and in media famils to the region	GOAL 2
	Food stories and experiences included in Tourism New Zealand's regional toolkit	GOAL 2
	Support provided to key regional food tourism developments	GOAL 3
	Existing regional food events supported and assets developed (4 events)	GOAL 4
	Bluff and Rakiura communities supported to investigate the elevation of kaimoana stories through small-scale events	GOAL 4

## Key partnerships

The success of the Southland Murihiku Food Tourism Strategy will require strong partnership and collaboration with the following organisations, as well as Southland based growers, producers, raisers, catchers, hospitality providers and food-focussed operators.



**GREAT SOUTH** 

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