Strategies for Regional Food Identity Development

SECTION 5.E.

Themes Across Cases

Investing in creating a strong culinary identity within Alaska can ultimately benefit the larger marketing campaign in the lower 48.

Region-of-Origin Brands

A region-of-origin brand strategically harnesses the unique culinary heritage and characteristics of a region to create a distinct and recognizable image in the broader market.

Italian Olive Oil with Protected Designation of Origin

Gastro-Tourism

Gastro-tourism speaks to the intersection of the food and beverage industry with the tourism industry, where one benefits the other. Developing a strong culinary identity for local foods can have an exponential impact on positive perceptions among eaters even outside of Alaska.

Manifestos & Guiding Principles

Co-created guidelines help ground the quality, nutritional, ethical, and social principles behind the production of any kind of food. Manifestos create a north star for food producers and chefs, communicates local values, and provides a self-standing promotion to the eaters.

Community-Based Approaches

Community based approaches like consortia, producer cooperatives, and food hubs help create unity among key stakeholders, strengthening local pride and ultimately the region's food identity.

Region-of-Origin Brands

Common tactics :

- A certified brand identity ensures quality and uniqueness, elevating the status of the product.
- The endorsement of a product association gives credibility to the industry.
- Producer consortia establish quality guidelines and have control over the release of the logo mark.

"More and more, consumers globally are very interested in knowing where their food comes from, how it's caught [....] and processed. I think the Alaska Seafood brand ticks all of those boxes – wild, natural, and sustainable – and that those attributes [...] are stronger now than they were a decade ago."
—Origin and Alaska seafood brands expert, 2024

"Here's how you make a effective protected region-of-origin brand: Identify differentiating properties from an organoleptic, nutritional, and ecological point of view; write a set of guidelines with a producer consortium; develop a logo that embodies the above values; and register in different countries. This symbol will only be licensed to producers who follow the production guidelines."
—Food brand trademarks and licensing expert, 2024

California Almonds

Italian Olive Oil with Protected Designation of Origin

Wisconsin Cheese

Gastro-Tourism

Common tactics :

- Using social media and travel blogs to promote food tourism experiences to a wide audience
- Innovation with local chefs to weave celebrated foods into everyday diets of locals and tourists
- Seasonal festivals to promote culinary identities
- Leveraging tourism channels like cruise ships and Alaska Airlines for product placement

"The tour revenue surpassed the farm gate sales by 50%. I think interest or focus has been mostly on increasing our visitor count because it seems like it's a higher profit margin."
—Oyster farmer, 2024

"Important to leverage tourism industry and cruise-ship industry. Tourists are really interested in trying Alaska products, visiting farms, etc."
—Oyster farmer, 2024

Maine Seaweed Week


North Carolina Oyster Trail

Manifestos and Guiding Principles

Common tactics :

- Follow well-established quality standards
- Co-create guidelines with key stakeholders
- Leverage trusted voices and influencers like chefs to promote

"All the research [is what led to the popularization of the Mediterranean Diet in the US]. It's the most researched diet pattern on the planet. And that research made it into the headlines. That made it into conferences, so doctors knew about it. Dietitians knew about it. So they were advising people and many books were written about it it's many health benefits."
—Nutrition and health expert, 2024

"Get someone who is a famous chef to talk about it. [...] You need someone to help socialize it, to demonstrate it and, you know, show the population, it's okay, it's cool. These are the benefits. So that's a unique potential partnership that can help with that."
—Consumer behavior expert, 2024

Chefs Manifesto SDG2 Advocacy Hub

Slow Food is a global movement acting together to ensure good, clean and fair food for all.

The Slow Food Manifesto, Terra Madre