Field to fork.
#theislandbreak
Serving up island life.

Our food is as fresh as the sea air. From field to fork in the time it takes for the tide to rise. Tuck into a serving of island life, where friendships are nourished and moments are savoured.

Join the conversation #theislandbreak
Using this toolkit.

Serving up Jersey’s field to fork story.

Just bring a healthy appetite.
- What is food tourism?
- Why field to fork?
- The benefits to Team Jersey
- Food & drink visitor behaviour

Get the creative juices going.
- Be inspired
- Celebrate Jersey’s Big 4
- What can be sourced and when?
- Local fish and shellfish seasons
- Micro-producer snapshot

Food for thought.
- Bring your story to life
- Top tips
- Case studies
- Menu makeover
- What’s next?

visitjerseyci  Follow
508 posts  11.4k followers  925 following

Visit Jersey
Explore, be inspired & plan your visit to #JerseyCI.
Tag us using #theislandbreak for the chance to be featured.
www.jersey.com
We want to work with you.
Just bring a healthy appetite.
What is food tourism?

Food tourism is about more than the food itself.

- The types of experiences that define the new era of food tourism are about more than just food or beverages.
- According to Skift (2019) the food tourism experiences that best exemplify what food tourists want, meet at least one of the following criteria: they overlap with other types of tourism (such as cultural tourism, historical tourism, agritourism, etc.), they have a hands-on learning aspect, and they are social.
- Everything’s closer in Jersey - including our local food. This is an island where Jersey Royals can go from field to fork in hardly more than a day, where the tide brings an abundance of fresh shellfish, crabs and lobsters close to the island’s shores, and where you can forage for wild sea herbs along the coast.

Let’s work together.

- We want to celebrate the island’s unique attributes and focus on the development of these qualities through the creation of Signature Experiences.
- Whether you are an accommodation or activity provider, a restaurant or retailer, help develop Jersey’s sense of place, by using this toolkit for inspiration to tell our island’s story from field to fork.
- Get behind this global tourism trend, by identifying specific actions you can take to integrate food into your product, and grow your business profits.

Food tourism is the act of traveling for a taste of place in order to get a sense of place.

- World Food Travel Association
What is food tourism?

Eating and drinking is something that all visitors do. But why just serve a meal when you can serve a memory? As a small island famous for its food, Jersey’s bursting with flavour. We’re looking to add that extra seasoning, to give our product depth.

Increasingly, food is an important factor in influencing holiday decision making. Visit Jersey’s research shows that for 90% of holiday makers, eating out is an important part of a holiday as well as trying local dishes. Around 40% of visitors say that the food offer can influence where they go on holiday.

Today’s holiday maker is discerning and often takes an interest in the provenance of their food. We want to help build relationships between our local food and drink producers and the wider tourism industry, in a way that can benefit us all.

By enhancing our food offering and celebrating what is unique to Jersey, we can inspire our visitors to be our biggest ambassadors and drive demand for the island’s food and drink exports.

What the research tells us...

Food and drink can motivate travellers to visit a specific destination. In a 2016 global survey, 80% of leisure travellers had been motivated to visit a particular destination because of a culinary activity or attraction. (World Food Travel Association).

Global data tells us that in 2016 95% of leisure travellers had participated in a culinary tourism activity, this was up 77% from 2013.

Tourism and hospitality staff need to know more about local food and drink – in particular, its provenance and history.
The benefits to Team Jersey.

**Provenance.**
Visitors will enjoy understanding the provenance of their food. It can be a deciding factor when choosing activities or restaurants. By using high quality local food and drink you can widen your target market and attract new visitors.

**Be different.**
Offering a local authentic food and drink experience will help differentiate your business from your competitors. This in turn helps you delight more visitors, encouraging them to spend more with you, repeat their visits and tell family and friends.

**Brand Jersey.**
Unique food and beverage experiences can help build Jersey’s brand. Encourage visitors to share their photos and experiences using #theislandbreak hashtag.

**Exports.**
Drive export demand for local food and beverage products.

**One island – one team.**
The food and drink sector plays a vital role in the local economy. By supporting local producers and suppliers you will be helping to grow our local economy which will ultimately benefit your business and all of us, as the residents and guardians of our beautiful island.

**Financial.**
Increase revenues and taxes from visitor arrivals.

**Go green.**
Reduce ‘food miles’. Buying local and seasonal produce reduces emission, packaging and waste.
The essential ingredients.
Get the creative juices going.
Be inspired.

Think about unique, unexpected and exotic things that your guests cannot do anywhere else in the world, or that you can do better than anyone else. Why not consider...

Restaurants and eateries.

- Shucking oysters at the table.
- Adding Jersey Sea Salt to the table.
- Providing info on your producers to guests either on your menu or through your staff.
- Adjusting your menu to showcase the provenance of locally sourced food. Check out our menu make-over in the ‘Food for thought’ section.
- Inviting your guests to go behind the scenes.
- When paying the bill, leave your guests with a signature recipe card celebrating Jersey produce.
- Introducing a secret menu by inviting guests to dine off-menu, indulging with exclusive meals and cocktails.
- Teaming up with a local guide and inviting guests to enjoy a foraging experience along Jersey’s hedgerows, cliff paths and tidal range before returning to the restaurant to enjoy a sumptuous meal.
- Hosting a cookery lesson followed by guests enjoying the fruits of their work.
- Organising a seafood masterclass in your restaurant that begins on a fishing boat at sea or in the Fish Market.
- Partnering with a tour guide to celebrate the Jersey Royal. Start on a farm and end with a chilled glass of something local with a sample of Jersey Royals.
Be inspired.

Hotels and accommodation.

- Give your guests a gift at check-out that lets them take home a lasting memory of their time in Jersey and staying with you. i.e. A bag of freshly dug Jersey Royals or a 100ml pot of La Crémière Salted Caramel Sauce, e.g. labelled ‘with love from The Atlantic Hotel Jersey.’

- Creating a mini-bar that celebrates local producers on the island. Consider adding in local snacks such as Jersey Salted Caramel Shortbread, Jersey Biltong, and drinks from our growing ale and spirits collection, such as Stinky Bay, La Robeline, Liberation Ale, La Mare Jersey Royal Vodka and Sippin Gin, to name just a few.

- Offering a local hamper upon arrival in self-catering accommodation. Feature a map of local producers with your personal recommendations of where to purchase the best local ingredients, alternatively if they want a night off provide restaurant recommendations that use the producers they’ve read about or visited.
Be inspired.

Attractions, Activity Providers and Tour Guides.

- Making your café more of a destination in its own right, rather than an afterthought.
- Sightseeing and afternoon tea all in one! Just add a Jersey Cream Tea washed down with Jersey G&Ts on a bus tour of the island!
- Hosting unique events such as a secret supper banquet across our heritage and cultural locations featuring a chef collaboration to a fruits de mer pop-up night in a space with a sea view.
- Showcasing a history of the island’s food heritage, bringing it to life with food focused cultural trails and in the attractions menu.
- Partnering with a local deli and throw in the options of a food voucher for a nearby restaurant or a clean-eating picnic pick-up after an active adventure.
- Inviting visitors to get their hands dirty! They are willing to pay a premium to milk a cow, hug a cow for the wellness benefits (it’s the latest trend... honestly!) and fish for their own lobster.
- Creating a guided cycling and walking food tour that takes in oysters at the Fresh Fish Co, tasting cooked lobster at Faulkner Fisheries, Jersey Dairy Ice Cream overlooking Corbière, and picking up Jersey Royals from the honesty boxes.
- Leading a tour with passion and knowledge, giving visitors access to a special place where they are immersed in an activity. Concluding the tour with a pop-up dinner in a heritage space, or welcoming them into your home.
What can be sourced locally and when.

Inspire visitors with an authentic taste of Jersey by serving up local seasonal produce.

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What can be sourced locally and when.

Inspire visitors with an authentic taste of Jersey by serving up local seasonal produce.

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Celebrate Jersey’s big 4.

Join the conversation #theislandbreak
Jersey’s big 4.
Add some local flavour to your visitors’ experience and hero our Big 4 on your menu.

**Jersey Royals**
Jersey Royals have been grown on the island since around 1880 when local farmer Hugh de la Haye developed the small kidney-shaped potato from two giant potatoes given to him by a St. Helier wholesaler. For many, the first Jersey Royal marks the arrival of spring, so it is no surprise that the island’s iconic produce is one of the most longed-for seasonal foods and really gives visitors a sense of place.

**Jersey Oysters**
Jersey Oysters gain their fresh flavour and succulent taste from the island’s nutrient rich and fast-changing waters, which are some of the cleanest and clearest in Europe. As they have been for centuries, Jersey Oysters are farmed in the Royal Bay of Grouville, which is one of the largest areas of cultivated oysters in the British Isles. The largest producer in the island, the Jersey Oyster Company, has gained accreditation under the Aquaculture Stewardship Council certification scheme, thus becoming the first oyster farm in the world to achieve this global benchmark of responsible cultivation.

**Jersey Lobster**
Jersey’s coast and seabed is mostly rock, creating many hiding places for lobster to grow and feed in safety. Clear, shallow waters coupled with strong sunshine and a large tidal range provide an ideal marine environment. But the seas around Jersey are not only rich in seafood, they are also fished responsibly. The Jersey and Normandy Lobster Fishery is the only one in Europe to reach the MSC standard – guaranteeing consumers that their lobster comes from well managed and sustainable fishing grounds.

**Jersey Cows**
The Jersey Cow in its current pure-bred form has been a feature of the island’s landscape for more than 200 years. She is renowned worldwide and revered for her beauty, purity and rich, high quality milk. All Jersey cattle in the island are registered in the Jersey Herd Book, which was established in 1866 to guarantee the pedigree of the breed. Today, the produce has diversified to ice cream, cheese, yoghurt and butter. Being on a British isle famous for its dairy welcome visitors with a locally-sourced Jersey afternoon tea with all its buttery scones and lashings of cream.

Add some local flavour to your visitors’ experience and hero our Big 4 on your menu.
Local fish and shellfish seasons.

The Jersey fishery is a diverse and active industry. Local fishermen work all year round to bring many varieties of seafood to our menus and markets.

Here’s what fish and shellfish you can source for our visitors that are available from local waters.

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<th>Type of fish / shellfish</th>
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* Fishing for ormers may only take place from 1 October to 30 April. During that period, fishing may only take place on the first day of each new or full moon and the 3 following days - these fishing periods are known as 'ormering tides.'
Genuine Jersey.

In an effort to simplify the provenance of local produce for visitors, they can look for the Genuine Jersey mark. Not all local producers with great stories and products are members, but it can be a good place to start.

Inspire visitors to look for the Genuine Jersey hallmark to celebrate the best of Jersey that has been either reared, caught, grown or made in the island.

Why not sign up your business to become a Genuine Jersey member?

Find out more: [www.genuinejersey.co.uk](http://www.genuinejersey.co.uk)

Join the conversation #theislandbreak
Micro-producer snapshot.

Let’s champion our food heroes.

We want to showcase the distinctiveness of our local produce so that visitors have a sense of place and a connection to our island whilst they are here – of course we also hope they’ll be back for a second helping.

Meet just a few of Jersey’s local producers, celebrating the best of the island’s natural larder. Inspire your staff to showcase them on your menus, feature their stories in your experiences and consider how you can work in collaboration with them.

Join the conversation #theislandbreak
Dave & Matthew, Founders

Dave and Matthew, founders of Jersey Sea Salt, were enjoying eating the spoils of a successful fishing trip when it dawned on them that Jersey is famous for its culinary delights; especially seafood, so why was no one producing Jersey Sea Salt? They spent some time pondering why no one had done it before, racking their brains for the positives and the negatives and the potential pitfalls with the idea.

So, how do they do it? “Lots of experiments, from converting an old gas BBQ, to building pans under glass, we’ve tried it all. Until we came up with our bespoke salt houses, which enabled us to solar evaporate larger quantities of sea water. Matt has designed our salt houses that are specific to the climate in Jersey and he claims that we are the only company to do it in this manner, however, there are others that use a similar process”.

Dave and Matt are supported by a network of family, friends and the Jersey community which has helped them to create a sustainable and environmentally friendly company.

They have a passion for the island, and their artisan product, which shines through in every crunch of their unrefined taste of the ocean.

info@jerseyseasalt.com
www.jerseyseasalt.com
Marcus Calvani, Owner

Marcus’ heritage comes from an Italian restaurateur family and his grandfather who was a Jersey Cow farmer in Cheshire before he moved to the island. Together they taught him how to rear animals and how to produce sustainable local and natural food. When he returned home to Jersey from the US, he wanted to bring together what he had discovered around the world and combine his Italian heritage into his work here in Jersey.

Marcus believes that we have an amazing island larder on a nine by five mile rock. But with that understanding comes a responsibility to nurture what we’ve got and protect it. On a small island that takes innovation and creativity.

“For me it’s about breaking those perceptions and be innovative about how we use our produce. The last thing you expect is to be eating Jersey beef. But it’s fantastically tasty - why? Because it’s eating pristine island green grass. No steroids, antibiotics or large-scale farming here. We’re eating as nature intended and it tastes incredible.”

What do you do with Jersey Royals that are too large? Here in Jersey we distil vodka.

“It’s completely sustainable, uses surplus ingredients to create a twist on local produce and creates a whole new market for something that’s part of Jersey’s identity.

Eating responsibly is about far more than just what you’re eating and how it’s been cooked. It’s about where it’s come from and how it’s arrived here on your plate or in your glass.

We’re making Jersey tastier. And that can only be a good thing.”

marcus@beserved.com
www.beserved.com
Matt & Digby, Founders

Matt and Digby set out to brew some great tasting beer and inject a bit of flavour into the pints and lives of the people who taste it.

They’re all about the good times, producing a beer worth sharing stories of the day’s adventure whilst watching the sun go down.

“We don’t want life to be bland and we don’t want beer to be either. We wanted to create something a little different to what’s on offer!”

They launched with their Stinky Bay IPA in 2017 which received great feedback and even sold out island wide at one point. They then launched their ‘Beached Whale’ pale ale and have plans for more beers to come. Their products are now sold in more than 20 eateries and retail outlets around the island.

✉️ matt@stinkybay.com
🔗 www.stinkybay.com
Woodlands Farm.

Bryony Le Boutellier, Farmer

Bryony and her family run the Woodlands Farm dairy herd supplying Jersey Dairy. In the La Crémère kitchen at Woodlands Farm, Bryony makes artisan food using their world-class Jersey dairy ingredients, producing the ultimate good-mood foods!

Their first product is La Crémère Salted Caramel Sauce, which has a sublime taste and colour that could only come from Jersey’s famous breed of cow. Each jar of caramel is handmade using their own artisanal recipe and even includes Jersey Sea Salt.

✉️ bryony.lb@gmail.com
📍 www.instagram.com/thejerseyherd
📍 www.instagram.com/lacremiere
Case studies.
Food for thought.

Join the conversation #theislandbreak
What does good look like?

The Pig at Brockenhurst.

We love the way that their menu displays a map showing all of their local food producers and how far the food has travelled.

Their menu changes by the minute depending on what the forager finds or the kitchen garden deems to be in perfect condition. This is central to the way the kitchen is run.

www.thepighotel.com
@thepig_hotel
What does good look like?

AirBNB Experiences.

### Afternoon Tea on a 1960's London Bus
- **City:** London
- **Duration:** 3 hours total
- **Language:** Offered in English

**About your host:**
Sightseeing and Afternoon Tea by AirCru.

Come and experience afternoon tea with a difference on our exquisite and unique Afternoon Tea Bus. Our vintage 1960’s Routemaster bus will drive you through the streets of Central London, taking in some of the city’s iconic sights, whilst you indulge in our beautifully Afternoon Tea.

**What we offer:**
We have hosted events like, The Houses of Parliament, Westminster Abbey, St James Park, Hyde Park, The Royal Albert Hall, Harrods, and more. The London sightseeing tour lasts approximately 1 hour and 30 minutes.

**What to expect:**
When boarding, you’ll be greeted in an airy area of sandwiches and mini cakes, accompanied by a selection of loose leaf coffee. Let’s not forget the tea.

### Eat. Drink. Cruise.
@londonshellco
- **City:** London
- **Duration:** 1 hour total
- **Language:** Offered in English

**About your host:**
This is a popular over 430 people have booked it.

**What we offer:**
After working for many years as an Acting Butler, I decided to open a small restaurant in the heart of Sloane Square. After careful consideration, I decided to open my own restaurant in Sloane Square. I am passionate about food and have always had a keen interest in cooking. I have worked in a variety of restaurants across the UK and have always taken pride in my food. I am now excited to share my expertise with you.

**What we offer:**
We offer a variety of dishes that cater to different tastes and dietary requirements. Our menu includes options such as seafood, vegetarian, and gluten-free items. We also have a selection of wines and cocktails to complement our dishes.

### Vintage bike ride, craft beer & food
- **City:** London
- **Duration:** 1 hour total
- **Language:** Offered in English

**About your host:**
I have been living in London for over 2 years and cycling has always been the best way to explore and discover the city. The Sunday rider’s experience is truly unique.

**What we offer:**
After meeting on a local bike shop, we will head down a quiet backstreet for our first stop. We will take a short break and enjoy some craft beer, before continuing on our bike ride. We will visit some of the city’s most iconic landmarks and hidden gems.

**What we offer:**
We offer a variety of options for our bike ride, including guided tours and self-guided rides. Our bike rental service is included, and we will provide you with a map and any necessary information. We also offer refreshments at our stops, such as coffee, tea, and snacks.
What does good look like?

AirBNB Experiences.

A Tuscan Experience at The Olive Grove

What does good look like?

AirBNB Experiences.

A Tuscan Experience at The Olive Grove

What does good look like?

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What does good look like?

AirBNB Experiences.

A Tuscan Experience at The Olive Grove

What does good look like?
Bring your story to life.

Join the conversation #theislandbreak
Top tips.

Powerful partnerships.
To be market leaders, there is the opportunity to move from just selling a tourism product (e.g. RIB trip) to delivering a genuine tourism experience (e.g. RIB trip paired with a low water forage). This can only be achieved through having a great commodity (e.g. astonishing tides) combined with exceptional products and service.

Tell your story.
Storytelling is a powerful tool that uses words and actions to reveal the elements and images of a story while encouraging the listener’s imagination. The story you share with your guests should be a memorable one. You want your story to be the first story every visitor tells when they get home or, even better, the story they share on social media.

Eye catching content.
When we look at what our content needs to do through the eyes of our visitors, we see that there are key principles that should guide everything we do to amplify #theislandbreak
- Make it experiential
- Make it different
- Make it achievable
- Make it human
- Make it fun, bold and spirited

Utilise popular hashtags and hashtags relevant to your industry to reach the right audience.
#fieldtofork #farmtofork #foodie #taste
Menu makeover.

Here are just a few ideas on how to describe dishes you may already offer on your menu. A simple change to your descriptions will tell an inspirational story about both the food that you serve and where it has come from. Of course, if your local butcher makes great sausages, or you have a local cheese producer close to you, then use these ingredients. The items to the right are just to give you a flavour of the possibilities.

### Before

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<thead>
<tr>
<th>Starter</th>
<th>Scallops with an apple purée</th>
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<tbody>
<tr>
<td>Mains</td>
<td>Fish and Chips</td>
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<tr>
<td>Dessert</td>
<td>Ice cream - various flavours</td>
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</tbody>
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### After

<table>
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<tr>
<th>Starter</th>
<th>Hand dived local scallops from Bouley Bay with a Jersey apple purée</th>
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</thead>
<tbody>
<tr>
<td>Mains</td>
<td>Locally caught turbot in a Liberation Ale batter and baked Jersey Royal wedges</td>
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<tr>
<td>Dessert</td>
<td>Luxury Jersey Dairy Ice Cream – Woodlands Farm strawberry ice cream, Jersey Liberation Ale Ice Cream, Jersey Black Butter Ice Cream</td>
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</tbody>
</table>

Top tips.
What next?

Let’s chat.
Would you like to bounce your ideas off someone? Or sense check that you are heading in the right direction? Pop-in with Product happens on the last Thursday of each month at the Visit Jersey office, from 08:30 - 10:30. Let’s chat over a cup of coffee and a croissant.

Visit Jersey Office
Commercial House
3 Commercial Street
St Helier JE2 3RU

Brilliant Basics - Experiential Tourism and Social Media.
Get match fit with our Brilliant Basics Programme. We have how to guides dedicated to help you create experiences which give visitors experiences they’ll never forget and inspire them through social media to discover them. Find out more business.jersey.com/brilliant-basics

Shape your experiences.
Start planning your activities which celebrate Jersey’s field to fork story to feature in the campaign. Tell us about them by emailing product@visitjersey.je and upload to the My Listing Portal by 22 March 2019.

Use our marketing assets.
Use the campaign video assets and imagery in your own marketing activity as a free marketing ‘hook’ to heighten awareness of your own business.

Register for Visit Jersey’s Media Library.
Gain access to a wide range of campaign imagery. Don’t forget - you can also share your own imagery on the library, which Visit Jersey will make available to media upon request.