

Coastal Georgia Tourism Discussions: Georgia Grown, Food and Drink
Breakout Discussions Notes
November 13, 2020

Breakout Question #1: How might you be able to get involved (*with the [Georgia Grown Hwy 17 Trail](#)*)?

- Identify specific partners
- Getting a Gen Z influencer to hype up the trail, live streams
- Social Media, could use coworkers to assist
- VBLOGGING (video blogs)
- Portal/Website? To consolidate information on food, etc. Use [NC Oyster Trail](#) website as example
- Find an audience to bring in, get an article written on the Hwy “ Garden and Gun”
- Try to get outdoors types to visit the highway
- Online community: encourage long-term engagement
- Try to market HWY 17 as, “ *the route 66 of the GA coast*”: unique, authentic, experience
- Tell stories about the culture associated with communities around HWY 17
- Embracing the diversity of HWY 17 and the assets that are there (making sure we’re inclusive)
- Community input/ support and strategic planning services offered by UGA Carl Vinson Institute of Government.
- Establish an ongoing transparent relationship with the community
 - Creating a vision that the community can buy into
 - Tying farms to environmental health (while making visitor-ready)
- Support rural community development
- Local newspaper asks locals about their experiences here
- Sarah Ann Rhodes (with Explore Georgia) is now in industry relations position Cheryl Hargrove used to have
- Do more investigations into featured aspects of the trail
- Look at the 341 Trail-working with Hardee Farm Peanuts as a good model
- Could Partner with local DMOS, farmers, try to get cooperation with whole corridor
- Find a way to engage agriculture community (farmers)consider working with Cooperative Extension Agents
- Refer to Twin Oaks wedding venue & working farm in Pulaski as example
- Commit to another session to learn
- Explore preexisting trails
- Come prepared to talk about good candidates in future meetings
- [Georgia Coastal Management Program](#) (GCMP)-CIG grant program as a funding source.
 - GCMP- technical resources/ identify potential funders
- Knowledge sharing- helping people adapt in difficult times

NOTE: If interested in getting involved with the HWY 17 Trail, contact Dr. Patrick Holladay-pholladay@troy.edu

Breakout Question #2: What other food and drink ideas might lend themselves to collaborative efforts on the Georgia coast?

- YouTube videos of food/drink along the coast
- Create an online directory for restaurants
- Webinar featuring recipes and cooking that are seasonal
- Seasonal food/beverage ideas published somewhere (online or newsletters)
- Breweries and Distilleries audience
- Shrubs used for mixed drinks- Raburn County
 - *I was just going to suggest using those shrubs for teas and medicines and promoting that*
- Winery in Brunswick
- Support a charitable cause with special “ beer night”
- Also, do with local restaurants featuring local beers to increase fun and knowledge, help increase collaborations (Tortuga Jacks does this, on Jekyll)
- [East Coast Greenway](#) cross implementation
- Gillard Farms Collaboration-Chef Matthew Raifford
- Watermelon Creek- Guyton
- Creation of Seafood Trail
- Support of Food Festivals
- Try at home versions of GA recipes
- Maybe a Coastal GA cookbook featuring favorites
- Promote ourselves to ourselves
- Collaboration along the coast with Food Network or something similar
- Sustainable seafood recipe contest, with youth component
- Regional collaborations around cultural opportunities/ food/ drink
- Promote recipes along trails
- Encourage Georgia Pride
- Local seafood cooking competition. Recipe competition
- Focus on cultural opportunities around Gullah Geechee in particular
- Promoting outdoor dining options
- Simple recipes in Shoppers Guide/ GA grown format

Additional Comments

- Consider downloading LEM app for the HWY 17 Georgia Grown trail. Go to App store and look for Georgia Grown Trails.
- Kudos to the beer gardens and wineries for utilizing the outdoor space (during the pandemic)
- Various websites/app that promote camping/RVing at farm sites,
 - <https://www.tentr.com/s/sites/?q=georgia>
 - https://www.hipcamp.com/search?lat=32.3305706594&lng=-83.2572560296474&q=Georgia&place_id=region.10288430666212700&
 - <https://harvesthosts.com/>
 - <https://farmstayus.com/>

- Any thoughts about safe tourism once the weather starts getting colder? The winter months seems like they'll be harder to encourage outdoor activities.
- South Georgia is great in the winter time. Plus, people will travel for cold weather activities. Think snow tubing!
- And cold weather is a chance to buy new gear that keeps you warm & toasty outdoors and support the local economy. Says the 'gearhead'. ;-)
Gwyneth Moody of Georgia River Network said she recently took an airboat tour of clam farm sites
- Look at Georgia Farm Bureau Farm Passport Program: [Certified Farm Markets - Farm Passport \(gfb.org\)](#)
- UGA Extension partnered with Georgia Grown early in the pandemic to make it easier for consumers to find and safely purchase fresh foods, including seafood, throughout the state <https://extension.uga.edu/ag-products-connection.html>
- Liberty County.....We did a series called Chopped where we would receive food boxes from the Fleming market (farm grown food stand) and we would cook with it, and we put it on Youtube and had local members come judge our food. It really enticed people to reach out to this market.
- Apalachicola has built its brand around oysters and seafood.
- Consider programming opportunities incorporating unique craft drinks such as [Farm2Cocktail program](#) or [1821bitters](#)
- Comments from State Park rep: *“We now know that people are not going to stay on the park grounds for their entire trip. We want them to explore the local communities. We just want them to stay with us!”*
- *“I have a 3pt requirement for my weekends: find a MT Bike trail, find nearby craft brewery, local coffee shop/café.”* Folks who bike are thirsty and hungry.
- David Zelski is currently filming Georgia Grown opportunities across the state. This includes seafood items
- Cross promotion makes for robust itineraries. Agritourism, greenspace, tourism sites, cultural heritage = winning experience. Joe Cortwright says "your best tool in competing in a global economy is to tell the story of what you have that's unique and invite folks to see it"