



SELF-ASSESSMENT TOOL FOR LOCAL FOOD PRODUCERS

1. Marketing and Branding

Develop a strong online presence through a website and social media platforms. Use visually appealing images and engaging content to attract tourists. Consider partnering with local tourism boards and travel agencies to promote your business.

2. Accessibility and Location

Choose a location that is easily accessible to tourists. If possible, select a location with scenic views or proximity to other tourist attractions. Consider collaborating with local tourism authorities to increase visibility.

3. Tourist-Friendly Environment

Create a welcoming and comfortable environment for tourists. This includes a clean and aesthetically pleasing space, informative signage, and possibly guided tours or demonstrations to educate visitors about the food production process.

4. Quality of Products, Unique Selling Proposition

The foundation of any food-related business is the quality of the



products. Ensure that your food items are of high quality, made with fresh and local ingredients. This will leave a positive and lasting impression on tourists. Identify and highlight what makes your products or food experience unique. Whether it's a special recipe, a traditional cooking method, or a rare ingredient, having a strong USP will set your business apart.

5. Hospitality and Customer Service

Train your staff to provide excellent customer service. Friendly and knowledgeable staff can enhance the overall experience for tourists and encourage positive reviews and recommendations.

6. Cultural Authenticity

Embrace and showcase the local culture through your food. Tourists often seek authentic experiences, and providing them with a taste of the local cuisine can be a major attraction.

7. Educational Experiences

Offer educational experiences, such as workshops, cooking classes, or guided tours of your production facilities. This not only adds value to the



tourist experience but also enhances their understanding of your products.

8. Local Partnerships

Collaborate with other local businesses, such as hotels, tour operators, or souvenir shops. This can help you tap into existing tourist networks and create packages that include your food experience as part of a larger itinerary.

9. Regulatory Compliance

Ensure that you comply with all health and safety regulations, especially if you're offering tours or allowing visitors into your production facilities. This is essential for the well-being of your customers and the reputation of your business.



1. Marketing and Information

No	Description	Yes	No	Comments
1.1	The farm is marked on the Google map and has a short description there			
1.2	The farm has a website and/or social media account (FB, Instagram etc.) or the information is available in regional or local tourism website. Should be possible to use in different devices (laptop, phone etc.). Channels should be used according to the target group (age, travelling habits etc.)			
1.3	Information about farm in web and/or social media is available also in foreign languages (English etc.).			
1.4	Website or social media account includes: contact information, understandable info about services, prices, opening hours, reservation options, order confirmation and payment options, the driving instruction and transport services (if needed)			
1.5	It is recommended to have online-booking option			
1.6	Website follows some/all the Web Content Accessibility Guidelines (WCAG) - Those guidelines aim to make websites, apps, electronic documents, and other digital assets accessible to people with a broad range of disabilities, including sensory, intellectual, learning and physical disabilities.			
1.7	Information about a certification/label/award is clearly visible.			



2. Accessibility and Location

No	Description	Yes	No	Comments
2.1	There is parking area marked for visitors cars			
2.2	There is a a farm logo with its name and phone number at the building/fence or on the street			
2.3	Good access to the outdoor territory and building (in view of people with special needs)			
2.4	The farm sign is in installed to the access road, if necessary			



3. Tourist-Friendly Environment

No	Description	Yes	No	Comments
3.1	Safe and clean outdoor environment is offered			
3.2	The facilities and buildings used for providing services for the guests are clean and tidy			
3.3	Equipment and furniture used in providing the services are clean and in good shape			
3.4	There is a working internet connection and a password is available for guest (recommended)			
3.5	Toilets, in good order, clean, and well-designed are available and marked with sign for customers.			
3.6	Pet-friendly sign/information, if relevant			
3.7	The environment is child-friendly (safety, special equipment (chairs etc.....))			



4. Quality of Products, Unique Selling Proposition

No	Description	Yes	No	Comments
4.1	Storytelling is used in order to make the service more attractive and to offer real experiences.			
4.2	The natural environment and resources are used on sustainable way when providing the services. For example, as much as possible, limit waste generation, use water resources economically, recycling. The staff is able to explain it to visitors			
4.3	Visitors can buy local products (e.g. food souvenirs). Information about online-selling options is available for follow-up sales			
4.4	In the service, visitors with special needs (vegetarians, vegans, lactose free, gluten free etc.) have been taken into consideration, if relevant			
4.5	Information about payment options is clearly visible and if only cash, then visitors are informed about it beforehand			



5. Hospitality and Customer Service

No	Description	Yes	No	Comments
5.1	Farm answers to customer questions via e-mail, FB and other channels within 24 hours			
5.2	Drinking water for guests is available			
5.3	Staff members hosting the visitors are aware of local hospitable service principles			
5.4	Correct look and clothing of staff members who are working with guests. If staff members are working with food, then apron is mandatory			
5.5	In case the business is working with foreign tourists, then host or staff member speaks at least one foreign language (English etc.)			
5.6	The farm maintains guest registration, has their phone numbers and other contact information			
5.7	The owners and staff members regularly improve their qualification and participate in relevant trainings, workshops etc. related to the hospitality			
5.8	There is a solution for gathering feedback from clients			



7. Educational Experiences

No	Description	Yes	No	Comments
7.1	Educational programs are provided to the visitors (children groups, youth groups, seniors etc.)			
7.2	During the visit some new information is provided to the visitors about the product, processing, local traditions etc.			
7.3	Educational programs are updated on regular bases			



8. Local Partnerships

No	Description	Yes	No	Comments
8.1	The farm is the member of some local or regional or thematical tourism network			
8.2	Cooperation is going on with other service providers (other products available in farm shop, related products used during degustation etc.)			
8.3	The farm participates in regular joint marketing activities at local/regional/etc. level (campaigns etc)			

