

TUCSON, USA

Délice Network Meeting • May 1-3, 2019



35 participants from 15 cities gathered to **LEARN, SHARE & CONNECT**

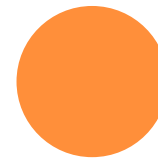
Barcelona • Spain
Brussels • Belgium
Buenos Aires • Argentina
Cali • Colombia
Gaziantep • Turkey
Gothenburg • Sweden
Helsinki • Finland

Kobe • Japan
Lisbon • Portugal
Lyon • France
Madrid • Spain
Mérida • Mexico
Puebla • Mexico
Riga • Latvia
Tucson • USA



The Délice Network delegations discover the food projects of the Tucson area

¡ BIENVENIDO A TUCSON !



4000 years of desert dining

There's a distinctive reason that in 2015, UNESCO's World Heritage Centre designated Tucson, Arizona as the United States' first Creative City of Gastronomy. It is also one reason Tucson is a Délice member city, having joined in October 2018.

A metropolis of almost a million people, Tucson is situated in the Santa Cruz Valley in the biodiverse Sonoran Desert, which spreads across Southern Arizona, parts of Northern Mexico, and some of the Baja Peninsula. While the Sonoran is the world's wettest desert, it is still very hot and arid. It's home to the iconic giant saguaro cactus and other prickly plants and venomous creatures, many of which live nowhere else in the world.

More than 4,000 years ago, Tucson and its terrain were home to several tribes of indigenous Native American peoples who flourished in this seemingly stark landscape. They knew the secrets of the harsh Sonoran ecology - from seed preservation to food preparation to water harvesting. They made foods of cactus buds and mesquite tree seeds. And they passed their secrets down to their descendants, many of whom remain in the area today.

Thousands of years later, starting in the late-1600s, Spanish missionaries arrived, along with other European successors. They brought new foods, from pomegranate to chiles, corn, and chocolate but also wheat and grapes. Domestic animals arrived too, sources of wool and meat and dairy. Later, more immigrants from around the world brought their foodways to the region, and their recipes have expanded the Tucson-area culinary repertoire.

Some varieties of these foods and animals flourished in the desert and became integral complements to the region's original diet, building upon the foodway foundation that the indigenous people laid.

Today, rapidly changing weather patterns and dire water shortages stress the area's cultural and ecological landscape. Communities are encouraged to plant native species and consume local food and the city has been recognized for its efforts in water conservation.



**The world's
wettest desert:
a unique
ecosystem**

The UNESCO World Heritage status is attracting gastronomic tourism

Yet, Tucsonans maintain a strong will to maintain heritage foods and preparation techniques, recipes, and ceremonies. The UNESCO Creative Cities status is attracting gastronomic tourism, which adds another incentive to ensure the preservation of local foodways.

And Tucsonans of all backgrounds are passionately collaborating -- among themselves and their Sonoran Desert neighbors in Mexico -- to ensure the sustainability of gastronomy and the revenue it brings.

The power of Tucson today is contemporary residents' devotion to preserving and adapting overlapping ancestral foodways, and collaboration across borders to do the same.

Mission Garden: looking back at 4000 years of agriculture



#trending foodie city

Over the past 10 years, efforts to revitalize Downtown Tucson from a rather desolate neighborhood to a hip, foodie destination have prevailed.

Local chefs might leave Tucson to attend culinary school, but they often return to help bring ancient foodways to contemporary diets.

Two examples are Ryan Clark, who grows and uses heirloom food varieties at his Native American reservation-based casino restaurant called PY Steakhouse.

Don Guerra, an artisan baker, has transformed the use of protein-rich Sonoran White Wheat and other hyperlocal grains into high-end bread, and who has become an icon of the heritage culinary scene.

Unique food items and preparation techniques define the regional cuisine. Some of these foods include carne seca (sun-dried seasoned beef), Sonoran hotdogs (a fusion between an American hotdog with Mexican toppings and bun), chimi-changas (deep-fried burritos), and foods and beverages crafted from assorted species of cactus.



Tucson Cuisine: a lovely mix of Mexican & American food



Joining the Network

J. Felipe Garcia, Executive Vice President of Visit Tucson and Tucson's representative to the Délice Network, explains how the last seven months of membership has benefited Tucson.

How has membership situated Tucson internationally?

It helps us vindicate that Tucson is a great destination for gastronomy. The fact that key stakeholders from Madrid, Brussels, Lyon, Barcelona, Gaziantep, Cali, and many others came to Tucson and engaged in a positive conversation, validates Tucson's position in this area. It feels great to be invited 'to the table' with some amazing cities of gastronomy from around the world.

How has Délice participation educated Tucson?

The fact that we now have access to outstanding information and best practices will be a plus for Tucson. We already have a list of projects that other cities have implemented that we want to learn from. This knowledge exchange will help us in impacting the economy and community of Tucson. We were very encouraged by the dialogue and interaction between the members of the network. Even though this was our first official meeting, we were treated as an equal partner to those with more seniority.

Tucson's Food Movements

San Agustín Mission Garden

Situated on the oldest continually occupied and cultivated site in the United States, this

non-profit timeline garden was created in 2008 to recreate the area's food history. It traces the history of the region's cultural crops, from the Native and Early Agricultural era, through Spanish and Mexican residents, the Chinese, and the African American populations. It also features Tomorrow's Garden, which demonstrates new approaches to food production in the face of ecological and social challenges.

Experts like **Jesús García** demonstrate food-related technologies to garden visitors, such as the process of agave roasting. Funded by the nonprofit organization Friends of Tucson's Birthplace, the Garden also hosts school groups, locals, and tourists.

The Native Tohono O'odham (or T.O.) Nation has approximately 33,000 members on both sides of the border. T.O. and sister tribes started the farm in 1971 after struggling against the federal government for water rights on their land. Since then, progress has been made, and the farm has grown into a site of cultural education and nourishment. The co-op employs 28 people, 90 percent of whom are Tohono O'odham. The cooperative follows the native way of life, respecting the land, sacredness of water, tribal elders, animals, and plants. Seasonal crops include indigenous foods that are more nutritious than introduced cultivars. The group runs educational programs and permits tribal members plots of land upon which they can grow and harvest their own food. They also provide food to families in need.

Center for Regional Food Studies at the University of Arizona

Founded in 2016, the Center compiles and analyzes data regarding food initiatives in the Sonoran Desert, including its Mexican territories. Researchers study and educate on topics including farm health, people's access to nutrition, food justice, the relationships between food and the regional economy, sustainable ecosystems, and community. The Center offers a bachelor's degree in Food Studies, partners with local food advocacy organizations, and hosts relevant public events. The center actively seeks to recruit students from around the world and network with other universities for international collaboration.

Food Festivals

Southern Arizona hosts more than 80 annual food festivals. Three favorites are

- Agave Heritage Festival in late April
- Tucson Meet Yourself (fondly referred to as "Tucson Eat Yourself" due to the plethora of delicious food items available!) showcasing cuisines from the diverse ethnicities of Southern Arizona. It takes place every October
- The Savor Food and Wine Festival, featuring locally owned restaurants and culinary endeavors takes place every February.



San Xavier Cooperative: new economic opportunities for the Native tribes of Southern-Arizona



All the jurisdictions governing the region work together to ensure food sustainability, equity, and economic development

"Tucson is a humble city, hesitant to proclaim the fact that other cities don't have mesquite pancakes, prickly pear juice, or Sonoran hotdogs."

Jonathan Rothschild • Mayor of the City of Tucson



"Unexpected food sources, like those found in the Sonoran Desert, help form an identity for not just native peoples, but for an entire region of the world."

Robert Valencia • Chair of the Pascua Yaqui Tribal Council



"We care about what Tucson can do uniquely to bring better economic development to our communities."

J. Felipe Garcia • Executive Vice President of Visit Tucson & Tucson's representative to the Délice Network



"Pima County protects flora and fauna from urban encroachment while maintaining balance with economic growth."

Chuck Huckleberry • Pima County Administrator



"The best way to experience someone's culture is to eat their food."

Juan Ciscomani • International Relations Representative for the Governor of the State of Arizona

THE AGAVE HERITAGE FESTIVAL

The Tucson Délice Network meeting took place in conjunction with the city's 11th annual Agave Heritage Festival. Agave is the genus of cactus that gives us tequila, mezcal, bacanora, and other

lesser-known alcoholic beverages, as well as food products. The peoples of Northern Mexico and Southern Arizona revere several species of agave for their complex and culturally significant products. Mexican distillers, Arizona bars, restaurants, and hotels are ensuring that the plant receives its due accolade by serving it in its various forms and educating the public about its importance to the region's economy and identity.

Todd Hanley, the owner of Tucson's historic Hotel Congress and several restaurants and bars, started the festival. The mission of the festival is to "explore and celebrate the cultural, commercial, and culinary significance of the agave across borders." Increasingly, the collaboration includes importation of small-scale Mexican families' generations-old agave products. Hanley joked about how he is a "white dude from the Midwest" running such a festival, which he noted focuses on education, integrity, and conservation. But "it's about appreciation, not appropriation," Hanley stated.



The Agave, a superstar product

"I am committed to develop the economic and social impacts of the Festival, and the continued community collaborations. My pledge is for this festival to be the most innovative and comprehensive in the Southwest."

Todd Hanly, Director.

One particularly fun part of the Agave Festival is MEZCrawl, which Délice members had the chance to attend in Tucson. A "crawl" is a bar tour, wherein at the end of the night, participants may well be crawling from drink to drink.

Part of the Festival is dedicated to Mezcal liquor



GUEST STARS: MIXOLOGISTS

International mixologists from member cities who use agave-derived distillations in their creations were invited to participate in the Festival, meet each other and perform their art. They were paired with local bars that specialize in agave spirits.

Guest mixologists were asked to perform in a separate bars during an organized MEZCrawl, and the next day, they performed at the Carriage House. Both events were part of the Agave Heritage Festival. There was no clear favorite: all were very well received!



Pierre Millour • Brussels, Belgium

Paired with R Bar

"I import small-batch mezcal in my own gastropub. I started brewing my milk-and-tea infused cocktail 24 hours ago."



Diego Valencia • Mérida, Mexico

Paired with Charro Del Rey

"I used my native chile poblano liquor, and an agave-based alcohol with grapefruit oil."



Carlos Gaitán • Cali, Colombia

Paired with Elvira's Bar

"Most people find negroni too strong, so I made a soft version with lychee and other South American ingredients."



Marc Bonneton • Lyon, France

Paired with Penca Restaurante

"My cocktail features chartreuse, which is of course French in origin, and goes well with mezcal."

SUPERSTAR FOODS:

MAKING THE BEST OF YOUR LOCAL PRODUCTS & DISHES

Many destinations around the world are known for a “must-taste” dish that reflects the local culture and even comes to define the sense of region. We’ve chosen to call these iconic recipes, foods or beverages “Superstar Foods.”

Superstar Foods often earn the honor from history: perhaps from a local legend, a local celebrity chef, or from a mysterious reason long forgotten. In all cases, framing a Superstar Food on the international scene can only spark the development of interesting marketing initiatives.

By giving so much attention to a single product or a dish, the impacts on the value chain can be huge. Local producers, chefs, catering companies, distributors, event organizers, and many others can profit from a strong and notorious product. But why is it that some cities have embraced an iconic dish and others have not? Is it really essential for a city to have a Superstar Food in order to market its food culture? How far can we take the storytelling around a dish?

Consultant Mark Cotter, CEO of

New York City’s The Food Group, and marketing expert Gwen Morrison of WPP Group educated Délice representatives about how to better brand their cities using Superstar Foods.

Cotter opened the meeting with his one-hour keynote talk “Leveraging Local Cuisine to Build Culinary Destinations.”

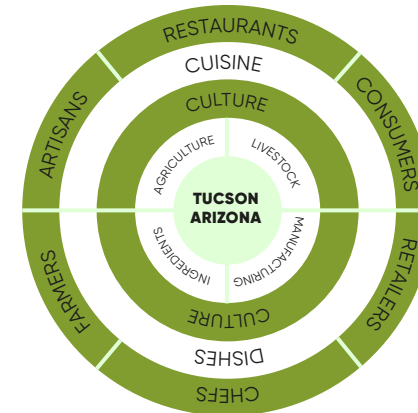


All the team

A morning of discussion with local & international partners



An insight into Superstar Food by Mark Cotter & Gwen Morrison from WPP



He discussed how gastronomy and related experiences can increase regional brand equity, boost local economies, and drive export markets.

Content is central to a culinary tourism economy, moving outward to producers and their products, to culture and heritage, to dishes and recipes, to chefs, who with their restaurants become iconic representatives of their region. Then, they become brands.

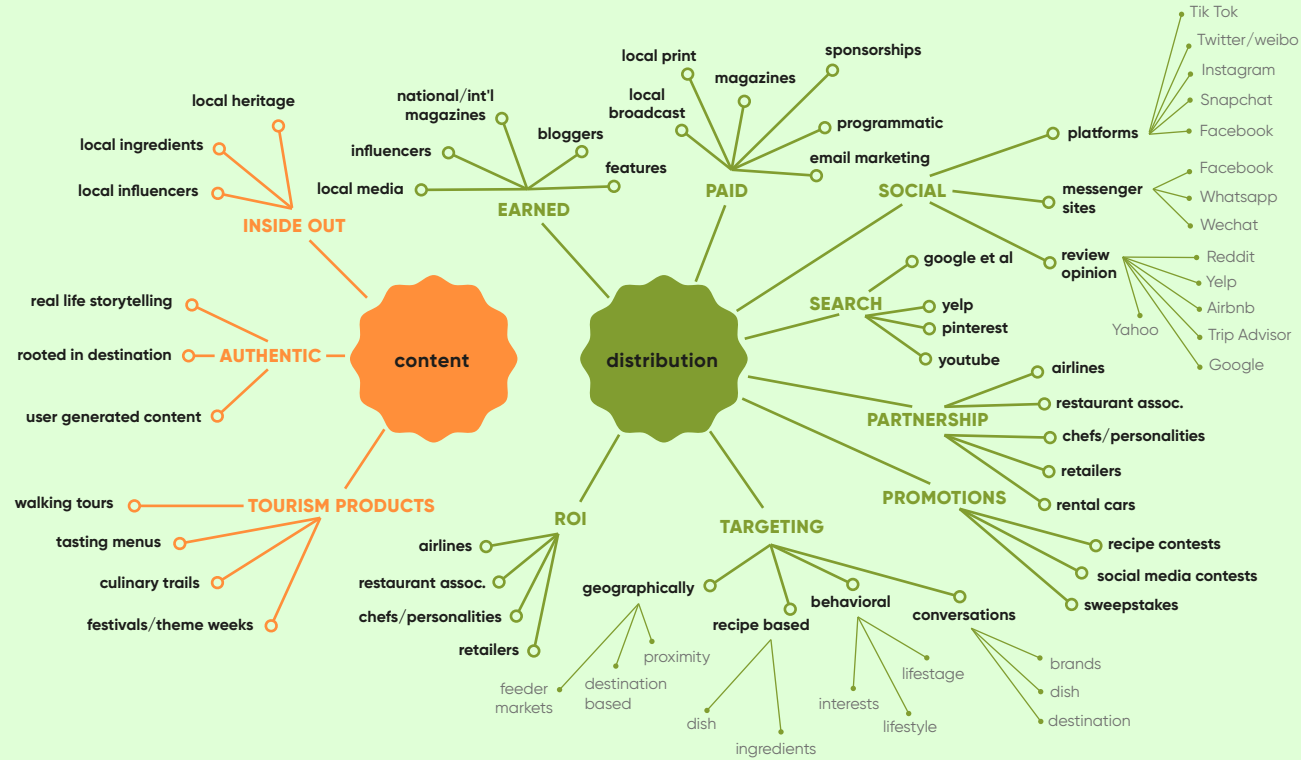
Later Cotter introduced the idea of Superstar Foods and how they come to symbolize a city. He introduced a dynamic chart as a tool for cities to define a potential Superstar. The chart’s different layers represent what a dish requires in order to be a Superstar. It should be considered as a whole, with the ingredients and where they come from, the cooking traditions, the eating culture, the artisans who produce the dishes, and beyond.

Mark Cotter introduced the idea of Superstar Foods and how they come to symbolize a city.



Mark Cotter's

Once the Superstar Food is identified, the destination can work on series of marketing initiatives around the Storytelling (Content) and later around promotion (Distribution).



A few inspiring case studies

- The Edible Country (Sweden)
- Mendoza's "fiery chef" Francis Mallman
- Hawker Chan in Singapore, the world's least expensive Michelin-star restaurant
- Karen Dudley's Cape Town restaurant's views
- Basque Region restaurants' heritage foods



Strategic Imperatives when looking for your Superstar Food



- Define your ROIs
- Determine where you are in the journey of having a Superstar Food
- Educate the community
- Define your authentic: What's the 'one thing'?
- Preserve your food traditions
- Establish partnerships
- Your content is all around you
- Trend alignment
- Experience: user-generated content
- Find your influential advocates
- Technology is your friend
- Don't be afraid to be disruptive
- Listen closely

Meet the Experts



Olivier Marette is the president of the Délice Network but on the panel he spoke as a gastronomy expert for his city of Brussels, Belgium. He addressed the historical and contemporary evolution of shrimp croquettes as his city's Superstar Food. He organized a citywide shrimp croquettes competition which draws energy and revenue. The competition started with a Facebook post asking for recommendations, which ended up to be an emotional, well-covered story of 23 restaurants voting to be the best in the city. "I want Brussels to be a food city with a future, and a food city with a past," he concluded. "If you don't know what to do with your Superstar Food, just organize a contest!" he joked.

Journalist **Edie Jarolim** has written for international publications ranging from National Geographic Traveler to the Wall Street Journal. She is originally from New York but lives in Tucson. Her take-home message on the panel was to passionately promote the Sonoran hotdog as Tucson's Superstar Food. "There was something to be said for the chimichanga," she said, "but what I love about the Sonoran hotdog is that it addresses the reciprocity between American and Mexico. Also, it tastes really good."



Attorney **Thierry Rassam** is a self-proclaimed "International Ambassador of Poutine," Montreal's Superstar Food. He launched Poutine Week, which started off as local before becoming a national and then international event. More than 200 restaurants participate in the annual event. "No Superstar Food is intrinsically good or bad. You're going to have fun with the concept and give the context that creates stories and emotions around it. That is what is going to attract people to your cities."

Super star Foods from around the world

Did you say "Sonoran Sushi?"



While the discussion started off to explore whether the chimichanga or the Sonoran hotdog should be named Tucson's Superstar food, the debate opened a new question: can we consider so-called "Sonoran sushi" as a dish from the Sonoran region? While some Tucsonans felt amused, others pointed to the media's responsibility of bringing to market new products that may overshadow the original iconic dishes. While the Sonoran hotdog has a backstory and is respected by many, Sonoran sushi does not seem ready to become the Tucson Superstar food!

Kobe Beef

Probably the most quintessential Superstar Food in the world is Kobe beef. A presentation was made by Kobe representative Daisuke Sato. Many in the audience were unaware that its fate is in jeopardy. Youth are abandoning their ancestral lifestyle of raising the cows for jobs that are less laborious, Sato said. Yet the city's identity remains intertwined with the product.



Daisuke Sato presented how Kobe beef is now a major driver of tourism, and less an export. The Kobe industry remains lucrative, even though it only represents 1.6 percent of the city's revenue. Therefore the industry is diversifying, adding goods such as Kobe leather, as of this year, as well as organizing the Kobe Beef Festival. They are reaching out to other export markets aside from China, their traditional number-one consumer. Rather than going away from their Superstar Food, the City of Kobe is reenvisioning a future which still relies on a sustainably recognizable, upscale brand.

Chile en Nogada

Puebla, Mexico's representative Monica Prida Coppe addressed her city's status as a UNESCO World Heritage site, which it has been since 1987. The Arab, European, and indigenous heritage, including gastronomy, are major tourism drivers, she said. She discussed preserving chiles en nogada, peppers topped with a walnut cream sauce and specific to the region, as a best practice. She noted how the dish contributed to the local economy as well as to cultural identities. One issue is that Puebla insists that the dish is traditionally very seasonal, only available during a window of time. They respect that seasonality, which frustrates some tourists, but honors the food heritage.



A workshop session dedicated to Superstar Food



A first experience in Tucson for most of the delegates

Three full days to learn about the Tucson approach to food, to discuss the idea of superstar food and to connect among member cities

WHAT ABOUT DÉLICE MEMBER CITIES?



Presenting Gaziantep, Turkey

Gaziantep, Turkey's representative Can Burak Yumuşak spoke about his city's membership in Délice.

How has membership advanced Gaziantep?

Everyone knows Istanbul, but membership in the Délice Network has helped put us on the international cultural and economic map.

What makes Gaziantep's heritage so interesting?

The position of Gaziantep on the ancient Silk Road, which distributed food and recipes to thousands of people from Asia to Anatolia for centuries. In turn, this advanced the development of Gaziantep, and vice versa. We have about 90 influential dips, and 100 entree exports that contribute to our economy and identity.

What are your best practices?

We pay special attention to women chefs, including installation of culinary schools for women and girls, preservation of archaeological evidence for food, and the usage of special spices we have imported and exported along the Silk Road for thousands of years.

Presenting Cali, Colombia

Cali, Columbia is the first South American city in the Délice Network. Cali sent Stefania Doglioni as the city's representative.

What makes your city special?

Cali is innovate in economic development, specifically our five gastronomic routes. Cali has good international positioning, with multiethnic residents and their recipes, and the usage of sugarcane throughout history.

How has Cali's approach changed since joining Délice?

We have created a gastronomic committee following the admission in Délice (with public and private partners involved in gastronomy). Membership in the network has already increased our collaboration with member cities and their chefs.



Working sessions held in Studio 44 and catered by local chefs

Best Practices from Network Cities

Barcelona • Spain

Ignasi de Delás spoke of his city's emphasis on food science and molecular gastronomy, the establishment of organizations, and manifesto on scientific gastronomy. He noted the Second Conference of Science and Cooking World Congress will meet in Barcelona in 2020.

Helsinki • Finland

Elina Siltanen discussed her city's Zero Waste Restaurants initiatives. One such example is Restaurant NOLLA, which Siltanen said exemplifies the Zero Waste concept by not using anything that itself is not reusable. She emphasized Helsinki's circular economy on the city level.

Lyon • France

François Gaillard spoke of the way the city's revered chef Paul Bocuse has influenced the local economy, even since his death in January 2018. In addition to the Bocuse d'Or competition; a Paul Bocuse Institute (with a new campus opening in 2020); a Paul Bocuse Foundation for youth to learn culinary heritage; and even a mural, light show, and sculptures honoring the multiple Michelin Star winning culinarian.

Mérida • Mexico

Eduardo Seijo discussed his city's endeavor called Orgánico 47, a project linking 47 towns and villages forming the larger Mérida area. Almost 700 farms are participating mostly from the marginalized Maya communities. Orgánico 47 is about developing agro-ecology and

research on these farms. Seijo said the project "is about integration, which is fundamental to the well being of society."

Brussels • Belgium

Olivier Marette emphasized Brussels' charitable food project, Feeding the Hungry Minds. Organized by the Franschoek chef Margot Janse in Brussels, with the support of visit.brussels, 20+ global chefs cooked for a charity dinner that generated enough revenue to feed 1,500 South African children for an entire year. Olivier said this project would not have existed without the Délice Network. "Délice," he said, "connects people together."



Coming up next in *délice*



May Endresen

Stavanger, Norway AGM

May Endresen is a senior advisor for the city of Stavanger, Norway, the host city for the *Délice* Annual General Meeting September 23-25, 2019. The Stavanger meeting theme is **Food and Gastronomy in a Smart City** and is linked to a Smart City conference called Nordic Edge Expo, The Smart City Event of the Nordics. An anticipated 6,000 participants will attend.

How will Stavanger's meeting compare to Tucson's?

The meeting in Stavanger will have much of the same layout but we also have the chef challenge, somewhat like Tucson's agave mixology demonstrations. And because it's an AGM, often more cities attend. In fact, Tucson chef Todd Sicolo will be cooking Sonoran style in Stavanger, using Norwegian products. Stavanger will emphasize its distinct food culture, focusing on the short way from producer to table.

How did attending the Tucson meeting inspire you?

It energized me. The most interesting (thing) was to learn about Tucson's heritage food culture. (Also interesting is) the positive cultural and economic collaboration (Tucson has) with Mexico. We don't hear much about that in Norway, so that was very inspiring.



"The Tucson meeting allowed us to discover a recent member, already very active and involved. The participants all left Arizona very satisfied by their trip and the knowledge gained around Superstar Food."

Olivier Marette,
President of *Délice* Network

Event supported by:

