



Mid-Willamette Valley Food Trail

Contact

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Description

The Mid-Willamette Valley Food Trail aims to cultivate partnerships between culinary and agricultural businesses, strengthen local food economies and create unique experiences for visitors and locals alike. Program implementation provides Corvallis and Benton County a way to package and showcase our local farm, ranch, and other agricultural assets, as well as local culinary businesses that feature locally-sourced products in a brochure and online.

Timeframe

This program began in March 2019 and it is expected to be completed by March 2020.

Funding

Visit Corvallis and Albany Visitors Association are providing funds for this project. Travel Oregon will be providing matching funds to launch the trail.

Equity and Accessibility

The trail will be open to any agritourism business within Benton County that is compliant with local laws and fits within the Food Trail's overarching categories. We plan on indicating what experiences are ADA compliant. After launching the trail in 2020, we would like to create a brochure translated into Spanish.

Approvals

The agritourism businesses shown on the trail brochure will need to be approved by Travel Oregon. They handle the approval process ensuring the businesses are compliant with local laws.

Community Action Plan (CAP) Objectives

IP2: Nurturing Small-to-Medium Sized Business

IP6: Balanced Economic Growth with Livability

CC5: Tourism and Visitor Attractions

CC6: Celebrating Our History and Culture

Partners

Corvallis-Benton County Economic Development Office

Albany Visitors Association

Travel Oregon

Date Accepted: 05/22/2019