

# CONNECTING FOOD WITH HISTORY/HERITAGE/ TRADITION (AND REASONS BEHIND)



AgriXPlainer

## Description of the activity

- Connecting food with history, heritage, and tradition offers a rich narrative that can deepen consumer appreciation and engagement with the agri-food products.
- By showcasing the historical and cultural significance of the products, it can be provided a unique selling point that resonates on an emotional level.
- Collaborating with historians, cultural experts, and culinary storytellers can help to create compelling content that highlights these connections.

## Easy operations to be replicated

1. **Identify historical and cultural connections:** Research the historical, cultural, and traditional aspects of your key ingredients or products. Identify stories, origins, and traditions that can be associated with them.
2. **Develop content:** Create engaging content such as articles, videos, and infographics that weave together the history, heritage, and tradition associated with your products. Highlight interesting facts, anecdotes, and cultural practices.
3. **Collaborate with experts:** Partner with historians, cultural experts, and culinary storytellers to ensure the accuracy and richness of the content. Their expertise will lend authenticity and depth to your narratives.
4. **Showcase traditional recipes:** Feature traditional recipes that use your products, explaining their historical significance and cultural importance. Provide step-by-step guides and cooking tips to help consumers recreate these dishes at home.
5. **Promote through various channels:** Share the content across your and your partners' marketing platforms, including your website, social media, newsletters, and in-store promotions. Use visually appealing formats to capture attention.
6. **Engage your audience:** Encourage customers to share their own stories and traditions related to your products. Host events or contests that celebrate cultural heritage and involve community participation.

## Expected outcomes

Purpose	Added value	Target Audience
Enhance consumer engagement by connecting your products with their historical, cultural, and traditional roots.	Increased brand loyalty and emotional connection as consumers appreciate the rich narratives behind your products	Consumers interested in history, culture, and traditional cuisine, as well as food enthusiasts and heritage preservationists.

## Type of experts to be involved

- Historians
- Cultural experts
- Culinary storytellers
- Content Creators (writers, videographers, designers)
- Chefs and cooks

## Requirements

Geographical requirements	Type of products	Legal requirements
Tailor the content to highlight local, regional, and global historical and cultural connections to appeal to a broad audience.	Ensure a diverse range of stories and traditions are represented to reflect the multifaceted history and heritage associated with your products.	Establish clear agreements with collaborators regarding content creation, usage rights, and promotional activities.

## Tips & tricks/successful case study

1. **Emphasize authenticity:** Ensure the stories and traditions you share are authentic and well-researched to build trust and credibility.
2. **Use engaging formats:** Utilize various content formats, such as documentaries, podcasts, and interactive timelines, to make the history and heritage come alive.
3. **Highlight unique aspects:** Focus on what makes your products special in the context of history and tradition, such as unique origins, traditional preparation methods, or cultural significance.

4. **Involve the community:** Engage with your community by inviting them to share their own stories and traditions, creating a sense of shared heritage and collective memory.
  5. **Celebrate cultural events:** Align your marketing efforts with cultural events and festivals that celebrate the history and traditions related to your products for greater impact and relevance.
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