

Introduction

For decades, Ireland has been increasingly emphasizing authenticity and localization in food. The concept of authenticity is a social construct stressing foods that are organically produced or originating from a specific region (Riley and Paugh, 2018: 101-102). Combined with localization, both act as global trends that reject the homogenization of countries' individual cuisine to promote unique food identities.

Ever since economic downturn during the 2008 financial crisis, Ireland's travel development agency, Failte Ireland, has been drawing upon these trends to entice travelers to the country. Many of the different programs encompassing this are food trails, sustainable activities, and artisanal experiences to help provide a stronger brand identity for the tourism sector.

Evolution of Authenticity in Irish Cuisine

Pre-Famine: emphasis on potatoes and beef

- Potatoes: easily grown in Ireland's climate, creating an abundance and making it a subsistence crop.
- Beef: eaten as a way of "climbing the social ladder" (Armstrong, 2015: 414).

Post Famine (1852-1920s): emphasis on nutrition/variety

- Trauma & food security concerns from the famine
- Corn, oats, meats, vegetables

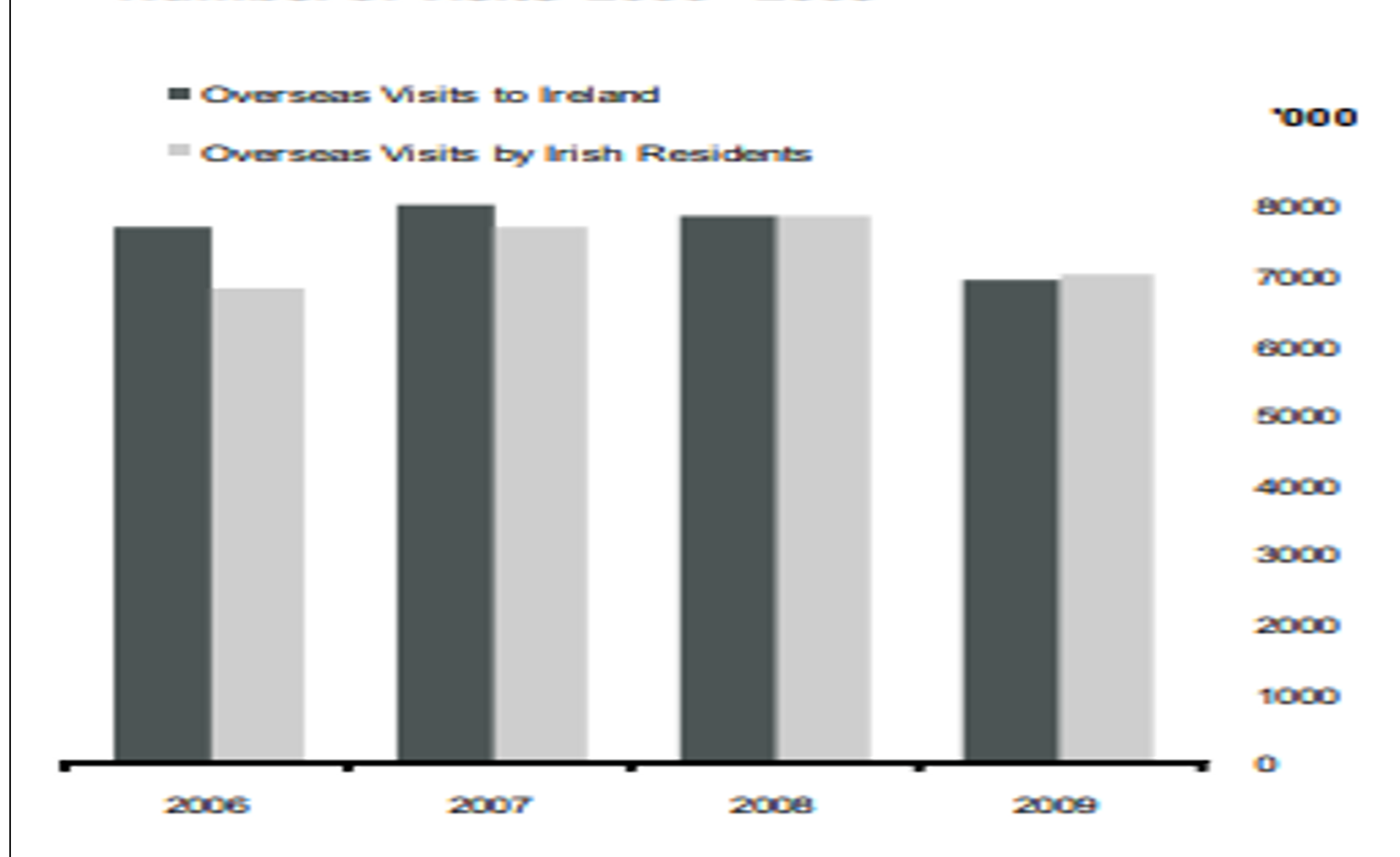
1960s: Ballymaloe House and Irish identity

- Myrtle Allen used ingredients only from farmers, local children and the surrounding area
- Carragean moss, duck, salmon, sloes, rhubarb

2000s: Nordic Food Movement adopted by Irish chefs

- Movement: focus on authenticity to represent heritage
- Mark Moriarty: creates celeriac baked in barley & hay
- Dish consists entirely of authentic Irish ingredients

Number of Visits 2006 - 2009



This graph portrays the amount of tourists visiting Ireland from 2006 to 2009. In 2009, tourists to Ireland dropped to 6,927,000, an 11% decrease (Central Statistics Office, 2010).



| In season | | | | | |
|--|----------|--------------|--------------------------------------|-----------|----------|
| Lamb | Mackerel | Rhubarb | Turbot | Asparagus | Spinach |
| Venison | Lobster | Elderflowers | Sea trout | Fennel | Cabbages |
| Local suppliers | | | | | |
| Clons Dairy products - Clonakilty | | | D. Bushby Pumpkin - Rosscarbery | | |
| Devoy's Organic Farm - Rosscarbery | | | Shellfish De La Mer - Castletownbere | | |
| Eddy Twomey Butcher - Clonakilty | | | Shannon Vale Poultry - Clonakilty | | |
| Sally Barnes Woodcock Smoked Products - Castletownsend | | | Declan Walsh Eggs - Ballinacartly | | |
| Ummera Smoked Products - Timoleague | | | Bally Burden Butchery - Ballincollig | | |

West Cork Food Trail & Slow Food Movement

Trail: along SW Ireland -> create image emphasizing natural environment

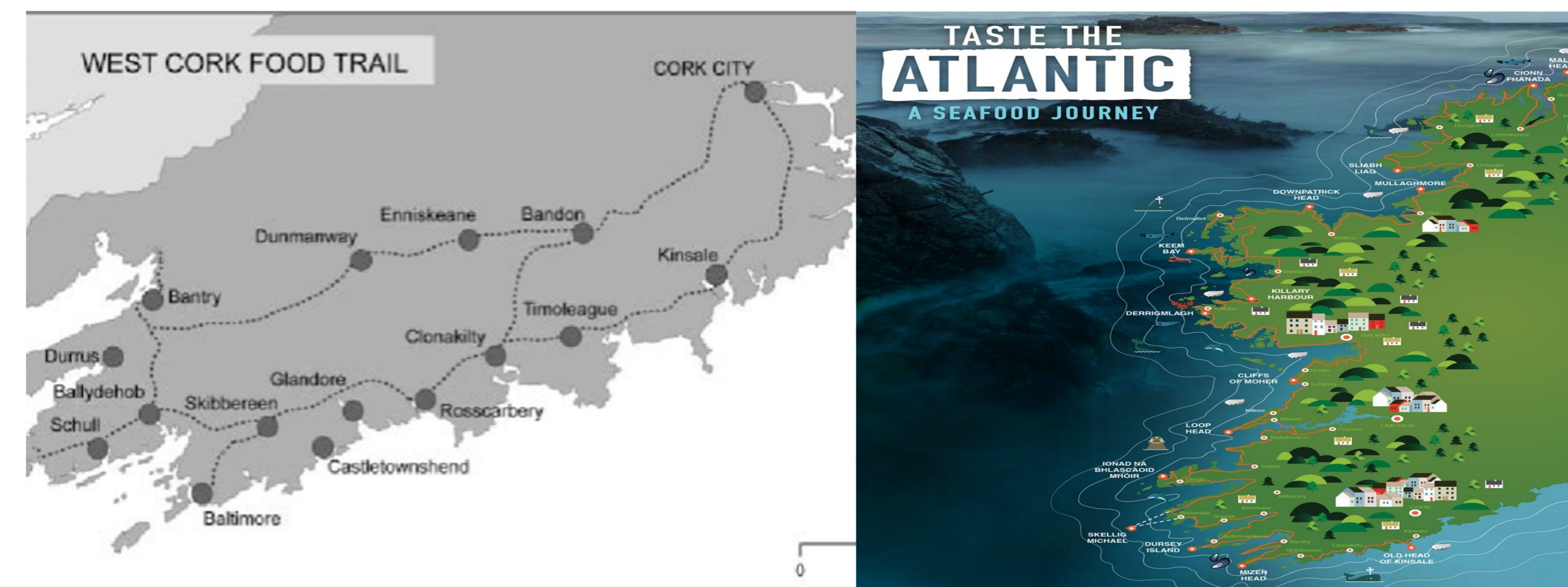
- Fuschia flower brand image -> high quality, rural, locally obtained food
- Restaurants all cooperate for locally sourced food -> guarantee freshness

Slow Food City: rejects homogenous, globalized food

- promotes local food production/consumption

Clonakilty: along trail; Ireland's first slow city

- Trends in advertising locally sourced food
- Richy's Restaurant: menu image shows in season foods and food sources
- Clonakilty; Rosscarbery; Timoleague; Castletownbere; Ballincollig



Taste the Atlantic Food Seafood Trail

- Donegal to Cork: market fresh, local seafood with natural historic environment
- Showcases smokehouses and oyster, mussel, and abalone growers
- Food festivals -> Galway Oyster Festival
 - Tasting events, competitions, tours, foodie talks, restaurants serve Galway oysters

Artisanal Experiences:

- The Haven Smokehouse:
 - exclusively Irish salmon smoked with turf and beechwood
- Croagh Patrick Seafoods:
 - family farmed oysters with shucking tutorials and tasting
- Mungo Murphy's Seaweed Company:
 - sea foraging tours & products made from Connemara seaweed & abalone

Sustainable Experiences

- **Societal marketing opportunity:** provide consumers with product or service but with a benefit to the environment/community as well
- **Kenmare Bay Seafoods:**
 - harvest mussels in organic/sustainable farm -> used in dishes
- **Ballykilcavan Farm and Brewery:** Barley & hops are grown and brewed onsite
- **Broughgammon Farm:**
 - regenerative farming, ethical husbandry, eco-friendly products



Armstrong, Frank. "Beef with Potatoes: Food, Agriculture, and Sustainability in Modern Ireland." *Proceedings of the Royal Irish Academy: Archaeology, Culture, History, Literature*, vol. 115C, 2015, pp. 405-430. https://doi.org/https://www.jstor.org/stable/10.3318/priac.2015.115.05?seq=2#metadata_info_tab_contents.

"Tourism and Travel 2009." Central Statistics Office, 30 April, 2010. https://www.cso.ie/en/media/csoie/releasespublications/documents/tourismtravel/2009/tata_2009.pdf.

Riley, Kathleen C, and Amy L Paugh. *Food and Language: Discourses and Foodways Across Cultures*. Routledge, 2018.

