



45 min to complete

Growing Agritourism and Elevating Canadian Experiences

Six-Module Learning Series

Webinar

Growing Agritourism: Agenda

08:00 to complete

Module One: An Introduction to Culinary Tourism

- a. Bridging the Gap Between Food & Drink and Tourism Industries
- b. Culinary Tourism Value Chain
- c. Who are Culinary Tourists?
- d. The Future of Culinary Tourism



Growing Agritourism: Agenda

06:30 to complete

Module Two: Agritourism is Culinary Tourism

- a. Benefits of Agritourism
- b. Agritourism Vs. Culinary Tourism
- c. 1st World Congress on Agritourism /
Agritourism in Peterborough & the Kawarthas

02

Growing Agritourism: Agenda

07:30 to complete

Module Three: Elements & Activities of Agritourism

- a. People, Places, and Processes
- b. Examples of Agritourism Activities
- c. Common Agritourism Practices

003

Growing Agritourism: Agenda

03:20 to complete

Module Four: The Agritourist

- a. Who Are Agritourists?
- b. Where Do Agritourists Come From?
- c. What Are Agritourists Looking For?

04

Growing Agritourism: Agenda

14:30 to complete

Module Five: Agritourism Development

- a. South Tyrol, Italy Case Study
- b. Needs for Development
- c. Challenges Facing Agritourism
- d. Opportunities in Agritourism



Growing Agritourism: Agenda

02:30 to complete

Module Six: Conclusion

- a. The Future of Agritourism
- b. Webinar Learning Outcomes



Elevating Canadian Experiences

The Elevating Canadian Experiences Program provides businesses, tourism operators, and DMOs with strategic solutions to boost culinary tourism and winter/shoulder season tourism across Canada.

Growing Agritourism: Webinar Learning Outcomes

- Differentiate culinary tourism from other forms of tourism and identify unique culinary experiences
- Describe the breadth and diversity of businesses involved in culinary tourism through deconstructing the culinary tourism value chain
- Explain why culinary tourism is a vital component in servicing the needs of travellers



Growing Agritourism: Webinar Learning Outcomes

- Connect agritourism to culinary tourism
- Characterize the agritourist and activities associated with agritourism
- Defend agritourism as an economic strategy for rural agricultural communities
- Understand the challenges and opportunities to the development of agritourism experiences



01

Module One:

**An Introduction
to Culinary Tourism**

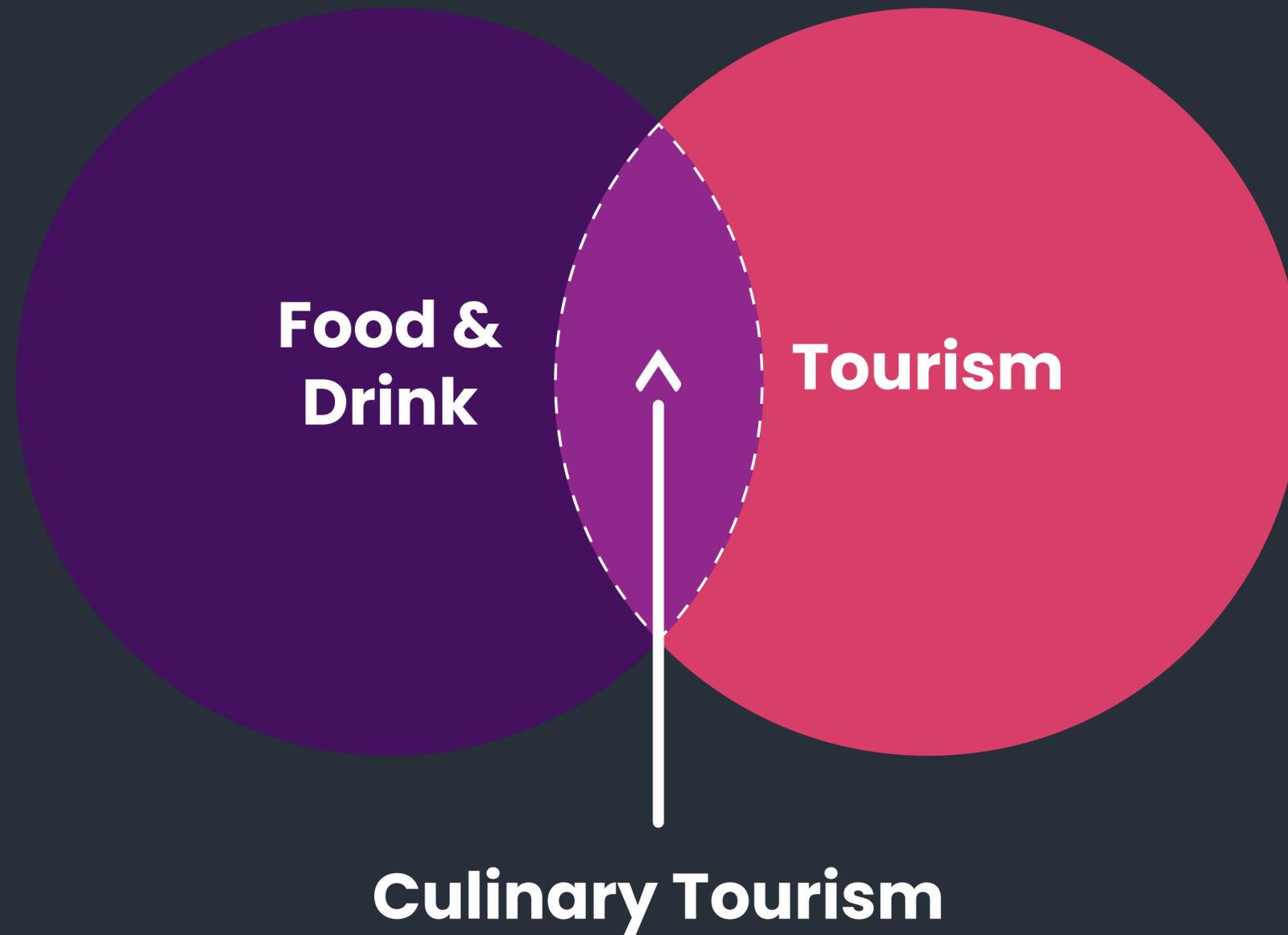
Intro to Culinary Tourism

***Bridging the gap between the
food & drink and tourism industries***

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

What is Culinary Tourism?

Any tourism experience where a person interacts with food and drink that reflects the local history, heritage, and culture of a place.

Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

There are countless activities and experiences associated with culinary tourism



Intro to Culinary Tourism: Bridging the Gap Between Food & Drink and Tourism

A photograph of two people fly fishing in a river. The person on the left is wearing a red cap, a plaid shirt, and waders. The person on the right is wearing a dark jacket and waders. The sun is shining brightly behind the person on the right, creating a lens flare. The river is clear and blue, with rocks visible. The background shows trees with some autumn foliage and a clear sky. A large, semi-transparent purple circle is overlaid on the center of the image, containing the text.

**Tourism experiences
often overlap with
food & drink**

Intro to Culinary Tourism: Culinary Tourism Value Chain



Intro to Culinary Tourism: Who are Culinary Tourists?

Culinary tourists are visitors who plan their trips partially or totally in order to taste the cuisine of a place.

Intro to Culinary Tourism: Who are Culinary Tourists?

In the end,
everybody has to eat.

Intro to Culinary Tourism: The Future of Culinary Tourism

- Visitors seeking human connection
- Rethinking our food systems
- Connecting visitors to place
- Rise of experiential tourism
- Culinary tourism is multisensory



Intro to Culinary Tourism: The Future of Culinary Tourism

- Driving trips will be prioritized over flying
- Local, regional, provincial, domestic, international
- Responding (and communicating responses) to safety concerns
- Rural and remote destinations seen as safer
- Outdoor experiences, incl. agritourism in demand



02

Module Two:

**Agritourism is
Culinary Tourism**

Agritourism is Culinary Tourism: The Benefits of Agritourism

- Adds breadth and diversity to the pool of tourism stakeholders
- Tool for rural economic development
- Diversifies revenue streams
- Connects locals, visitors, and producers



Agritourism is Culinary Tourism: The Benefits of Agritourism

Farmers are the original place makers.

A woman with long brown hair, wearing a wide-brimmed straw hat, a white t-shirt, and a dark blue and white striped apron, is smiling and holding a wooden crate filled with fresh vegetables. The crate contains several heads of green leafy vegetables, including what appears to be a head of lettuce and some smaller leafy greens. She is standing in a field with a wooden fence in the background. The entire image is overlaid with a dark, semi-transparent filter.

Agritourism is Culinary Tourism: Agritourism Vs. Culinary Tourism

- Culinary tourism is a collection of taste experiences that are combined for enjoyment by locals and visitors alike
- Agritourism experiences and tourism products don't always incorporate the taste element



Agritourism is Culinary Tourism: Agritourism Vs. Culinary Tourism

- Many experiences can be categorized as **either** culinary tourism **or** agritourism
- Successful agritourism experiences showcase foodways
- Agritourism is an integral part of culinary tourism



Agritourism is Culinary Tourism: Agritourism Vs. Culinary Tourism

Agritourism experiences are meant to bridge the gap between the tourism and production sectors.



Agritourism is Culinary Tourism: 1st World Congress on Agritourism

- Tourism offer characterized by an **authentic** farm holiday experience
- Beneficial for family farms in rural and suburban areas
- Creates numerous benefits for sustainable local development
- An effective instrument to strengthen the viability of rural areas



Agritourism in Peterborough & the Kawarthas



ENVIRONMENT

PLACES...

EXPERIENCES...

ECONOMY

PEOPLE...

WILKINS '19



Peterborough
& THE KAWARTHAS

003

Module Three:

**Elements & Activities
of Agritourism**

Elements & Activities of Agritourism: Why Choose Canada?

Watch videos now through links in sidebar



**Video 1:
Cheesemaking
in Gruyères**



**Video 2:
"Taste of the Country"
Bridal Tasting**



**Video 3:
Colombian Coffee
from Farm to Table**

Elements & Activities of Agritourism: People, Places, and Processes

Engaging and memorable agritourism experiences bring the “3-Ps” together to showcase the histories, cultures, and knowledge behind the food that we eat.



People



Places



Processes

Elements & Activities of Agritourism: People, Places, and Processes

- Types of agritourism are highly dependent on the regional context
- Different businesses will take different approaches to agritourism



People



Places



Processes



Elements & Activities of Agritourism: People, Places, and Processes

It is important to be genuine and to feature the people, places, and process that make experiences unique.



People



Places



Processes

Elements & Activities of Agritourism: Examples of Agritourism Activities

Participating in a Cheese-Making Workshop

“Affinage 101”

At Gunn’s Hill Artisan Cheese
Oxford County, Ontario



Digging for Clams

“Clam Digging –
Get your Hands in the Sand”
Belliveau Cove, Nova Scotia



Elements & Activities of Agritourism: Examples of Agritourism Activities

Dining at an On-Farm Restaurant

Farm-to-table restaurant
Glenrosa Farm
Victoria, British Columbia



Going Berry Picking on a Farm

Raspberry picking
Les Jardins du Centre
Charlevoix, Québec



Elements & Activities of Agritourism: Examples of Agritourism Activities

Visiting an Agricultural Museum or Heritage Site

Melfort & District Museum
Melfort, Saskatchewan



Elements & Activities of Agritourism: Examples of Agritourism Activities

Foraging for Edible Plants

Edible Plant Walks

Full Circle Tours

Turner Valley, Alberta



Elements & Activities of Agritourism: Common Agritourism Practices

Some Practices That Tie People, Places, Processes Together

- Learning
- Tasting
- Interacting
- Making
- Observing



004

Module Four:

The Agritourist

The Agritourist: Who are Agritourists?

Travellers who seek experiential and life-enriching holidays that involve culture, nature, the outdoors, and learning.

The Agritourist: Who are Agritourists?

- Environmentally conscious
- In their early 40s
- Small family (average family of 3)
- Earning average national income
- Predominantly domestic travellers
- Travelling independently



The Agritourist: Where do Agritourists Come From?

- Mostly urban residents, living close to the agritourism experience or destination visited



The Agritourist: What are Agritourists Looking for?

- Authentic experiences and connections
- Opportunities to explore and learn
- Engaging with local traditions and culture
- Life-enriching experiences with culture, nature and the outdoors
- Sharing time with family and friends



005

Module Five:
Agritourism
Development

Case Study: South Tyrol, Italy

A farm holiday offers its own brand of luxury, especially in South Tyrol, where 1600 farms are waiting to be discovered by you.



Case Study: South Tyrol, Italy

Red Rooster Program

Standard-setting program to
upkeep quality and tradition



Case Study: South Tyrol, Italy

Farm Holiday Criteria

- Hospitality
- Farm-fresh produce
- A taste of life on a real working farm
- A genuine back-to-nature experience



Farm Holidays

Holidays in South Tyrol ▾

Farm Holidays ▾

Farm life ▾

A kid's paradise ▾

Farm
bars ▾

Quality
products ▾

Farm
Handcrafts ▾

“ We put people in touch
with the rural world of
South Tyrol. ”

ACCOMMODATION SEARCH

Arrival



Departure



holiday region



holiday flat



Sort of farm



Classification



SEARCH



Red Rooster

Farm Holidays in South Tyrol



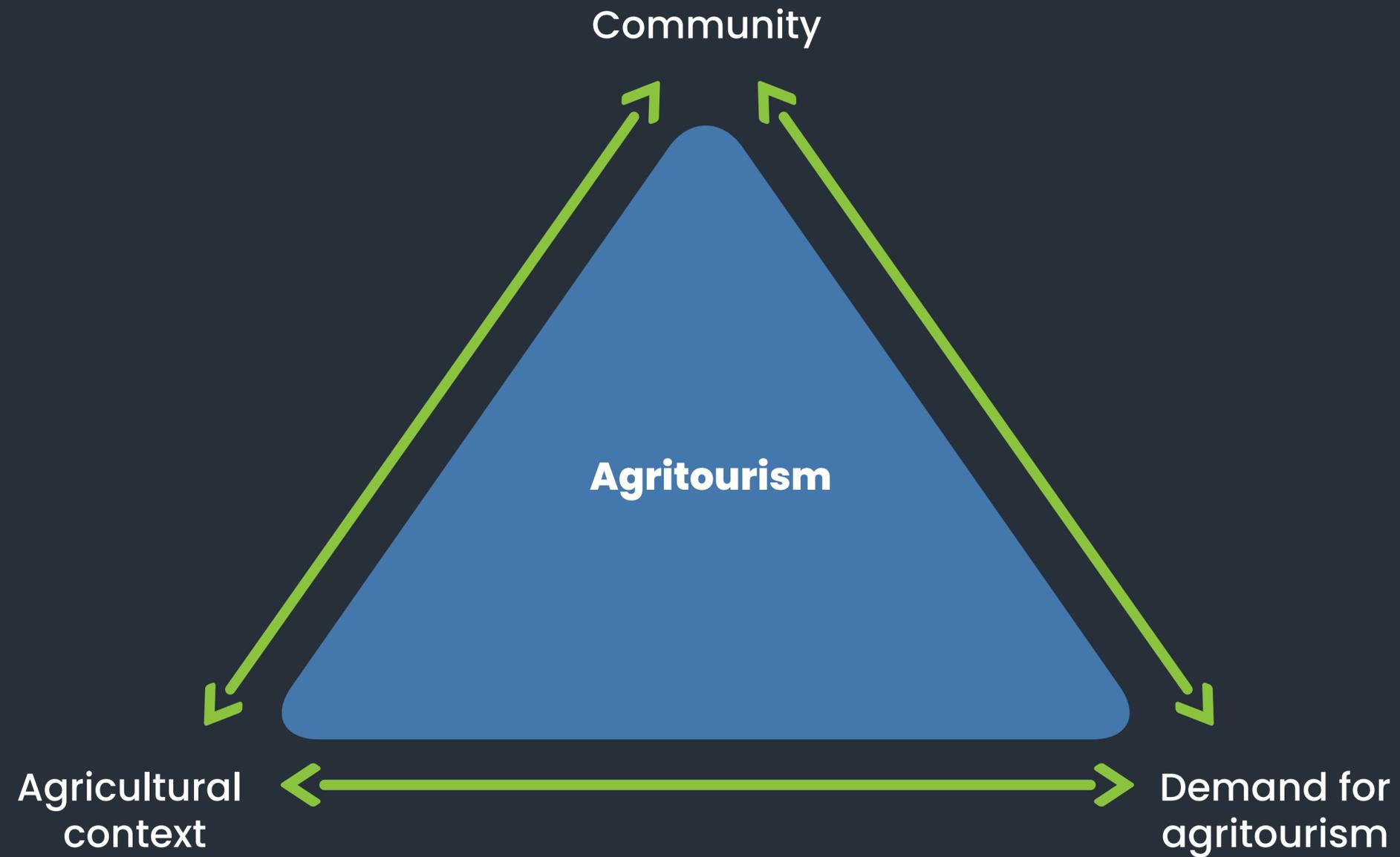
Case Study: South Tyrol, Italy

Over 1,600, Farm Holiday selected farmhouses extending over an area of 7,400 km² are just waiting for you to discover them.

- Farm holidays
- Farm bars
- Quality products
- Farm handcrafts



Agritourism Development: Needs for Development



Agritourism Development: Challenges Facing Agritourism



**Population
decline**



**Small
labour force**



**Aging
demographic**

Agritourism Development: Challenges Facing Agritourism

Successfully building agritourism requires participation, coordination and engagement across the agricultural & tourism industries, food & drink providers and government.

Agritourism Development: Challenges Facing Agritourism

1

Building understanding
among all stakeholders
involved

2

Necessary knowledge
about **rules, policies**
and **regulations**

Agritourism Development: Challenges Facing Agritourism

3

Ensuring **quality** and **authenticity** of agritourism experiences across a destination

4

Risks associated with pursuing new business ventures through agritourism

5

Presenting a **genuine image**
of farm life while meeting
visitor expectations



Agritourism Development: Opportunities in Agritourism

Wherever there are challenges there are also opportunities.

Agritourism Development: Opportunities in Agritourism

1

Generating **additional income** for farms and contributing to **farm resilience**

2

Promoting understanding of agricultural practices and **supporting education** on environment and local food systems

Agritourism Development: Opportunities in Agritourism

3

Protecting and promoting
heritage and **cultural**
traditions

4

Enhancing intercultural
interactions and **bridging**
rural-urban divides

5

Supporting business
continuity and **family
ownership for generations
to come**



Building Agritourism Together

- Farmers
- Tour operators
- Economic development officers
- Policy makers
- Guides
- Food councils



Important Considerations

- Land use and planning policy
- Seasonal constraints
- Availability of products
- Mobility in and around the area
- Critical mass of businesses
- Additional tourism offers



065

Module Six:
Conclusion

Conclusion: The Future of Agritourism

The future of agritourism is bright in Canada, showing opportunity for rural destinations and tourism operators to connect visitors with unique agricultural experiences and the peoples, places, and processes behind the scenes.

Conclusion: Webinar Learning Outcomes

- Differentiate culinary tourism from other forms of tourism and identify unique culinary experiences
- Describe the breadth and diversity of businesses involved in culinary tourism through deconstructing the culinary tourism value chain
- Explain why culinary tourism is a vital component in servicing the needs of travellers



Conclusion: Webinar Learning Outcomes

- Connect agritourism to culinary tourism
- Characterize the agritourist and activities associated with agritourism
- Defend agritourism as an economic strategy for rural agricultural communities
- Understand the challenges and opportunities to the development of agritourism experiences



Thank you

