

# Following the Great Western Food Trail

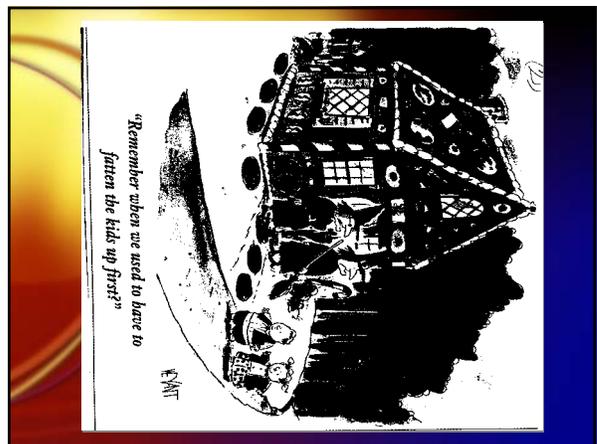
Building Food Experiences  
In Agritourism

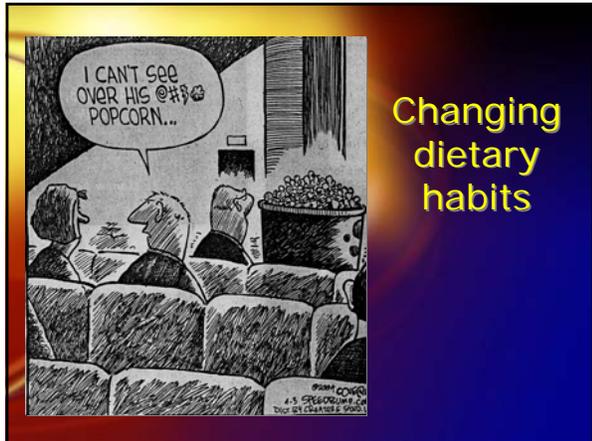
## The Fifties

◆ Prairies are a rural society

2005

◆ 90 percent urban





## Changing dietary habits



## Wide range of food agendas



## Trust = traceability







It's all about  
taste.  
350 varieties  
— yum!



Celebrities:  
Master  
gardener  
Gary Ibsen

Seeds for sale



Hot tomato!  
The tomato  
queen with  
her souvenir  
fan

It's not about what  
you grow.  
It's about how you  
sell it.

Alberta's Food Festivals



## Adding value: the PEI Preserve Company



## Agritourism



- ◆ Farmstay
- ◆ Visit farmers market
- ◆ Teach a cooking class

## Visit farmers market



## Let them get involved



## Music and food



## Adding value to the experience





Grow it, bake  
it, make it FUN

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And they will  
come.