

# LINKING FARM AND FOOD TOURISM:

## *Exploring Value-Added Experiences*

**TUESDAY, OCTOBER 23, 2018 | HOLIDAY INN CHALET AT WESTERNER PARK | RED DEER, AB | \$25**

Farm direct marketing explores ways to increase business by connecting farms with end consumers. Join us on October 23rd as our North America Farmers' Direct Marketing Association Convention attendees share their key learnings around farm marketing and share their business growth plans. Special guests will also discuss actionable plans and concepts to adding culinary experiences to your farm or community and the power of food and family farms.

Convention Attendees: Prairie Gardens, Flying Cross Ranch, Kraay Family Farm, Doef's Greenhouses, Blindman Brewing, Your Local Ranch, Poplar Bluff Organics, Community Futures Wild Rose

### **SPECIAL GUESTS**

**John Gilchrist** (media personality and food industry expert) will share global and regional stories around the power and impact of food, and the role the family farm can play.

**Keleigh Cormier and Pierre Cormier** (Clearthink Group) will provide their entrepreneurial insight around actionable plans and Open Farm Days highlights.

**Tannis Baker** (Food Tourism Strategies) will connect ideas and concepts around adding culinary experiences to your farm or community.

### **SCHEDULE**

8:30am to 9:00am - Registration

9:00am to 10:30am - Pierre Cormier & Keleigh Cormier: Agri-tourism Networking  
& Alberta Open Farm Days

10:30am to 10:45am - Break

10:45am to 12:00pm - NAFDMA attendees share key learnings from convention

12:00pm to 12:30pm - Lunch (provided)

12:30pm to 1:30pm - Keynote Speaker: John Gilchrist

1:30pm to 2:00pm - Networking Break

2:00pm to 3:00pm - Tannis Baker: Adding Culinary to the Farm Experience  
& Closing Remarks

After Close - 3:00pm to 4:00pm - Individual consultations with Food Tourism Strategies & Clearthink Group



Keynote Speaker  
**John Gilchrist**



**Register by Friday, October 19, 2018 - \$25 + applicable fees**  
**CLICK HERE TO REGISTER**