

# FIELD TO FORK AGRITOURISM CORRIDOR STRATEGY SUMMARY

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Finger Ranch © Enviro Foto



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# EXECUTIVE SUMMARY



Corn Maiden

In 2024/25, Destination Canada, in partnership with Travel Manitoba and Tourism Saskatchewan, developed the Field to Fork Agritourism Corridor Strategy. This was an ambitious initiative to support sustainable, values-led tourism development across rural and Indigenous communities in the region. This effort is part of Destination Canada's broader corridor strategy program to strengthen regional tourism systems, unlock underleveraged assets, and build long-term economic resilience through destination development.

The Field to Fork Corridor stretches from Saskatoon to Winnipeg, connecting farms, First Nations, towns, culinary innovators, and cultural heritage sites through the shared language of food, land, and community. It reimagines tourism as a journey through Canada's agricultural heartland, where visitors not only eat locally, but understand the people and processes that grow and make their food. This corridor is an opportunity to amplify the identity of Saskatchewan and Manitoba, strengthen the economic base of small communities, and contribute to reconciliation and rural revitalization through tourism.

Following a multi-phase strategy development process, Destination Canada and its partners identified four strategic pillars and 14 high-impact initiatives. These actions are designed to grow operator capacity and

awareness, advance Indigenous and inclusive tourism, activate booking, wayfinding and data infrastructure, and build export-ready corridor experiences.

While many corridor communities already offer compelling experiences, the region faces persistent challenges in uniting around a shared theme, developing tourism-ready products, attracting investment, and competing with well-known destinations in other provinces. Corridor tourism is a distinct model that requires cross-jurisdictional collaboration, long-term commitment, and a shift in mindset from single community promotion to interlinked experience development. In this context, the corridor strategy is not just a roadmap for tourism, it is an investment in regional systems, talent, infrastructure, and leadership.

The Field to Fork Agritourism Corridor has the potential to become one of Canada's most meaningful and regenerative tourism journeys, where visitors connect with the roots of our food system, communities grow through tourism on their own terms, and Canada sets a global example of how tourism can be both rural and resilient.

## Corridor strategy objective

Develop a corridor strategy that supports the sustainable development of agritourism experiences and strengthens tourism capacity, investment, and alignment across Saskatchewan and Manitoba.

## Defining agritourism

In this strategy, agritourism is defined broadly to include tourism offerings that allow visitors to engage in the food and agriculture ecosystem. This scope may include, but is not limited to, historic sites and museums, farm-to-table and tasting experiences, culinary offerings, Indigenous foodways, farmers markets and U-pick operations, on-farm accommodations, festivals, events, experiences, tours and workshops. We do not aspire to define the specific activities that an individual agritourism visitor might enjoy, but rather to develop a holistic agritourism ecosystem built to flourish across the corridor.

## Opportunity

The Field to Fork Agritourism Corridor offers a rare opportunity to connect regional communities, farms, Indigenous food knowledge, and rural cultural assets into a cohesive visitor journey. While each destination has its own identity, they share deep connections to the land and to food. With the right infrastructure, leadership, and alignment, the corridor can offer transformative experiences that attract both domestic and international visitors, especially those seeking authenticity, sustainability, and place-based travel. The corridor also offers a chance to strengthen rural economies, expand business diversification, and build community pride through regenerative tourism.



The Grotto



Farm One Forty

## Key challenges

1. Agritourism is not well understood or prioritized in many rural municipal or economic development agendas.
2. Tourism readiness and experience quality vary widely across the corridor.
3. Limited agritourism focused travel packaging and booking infrastructure make it difficult for visitors to plan and stay longer.
4. Investment attraction capabilities remain underdeveloped in many corridor communities.
5. Ongoing relationship and capacity building are needed to fully support Indigenous-led tourism development.

## Key opportunity themes

1. Align communities under a shared Field to Fork identity rooted in food, land, and culture.
2. Encourage Indigenous and inclusive tourism capacity through mentorship, training, and co-creation.
3. Strengthen operator readiness with training, standards, and experience development tools.
4. Improve visitor-facing infrastructure, booking tools, and packaging to drive dispersal and spending.
5. Create compelling business cases and data tools to attract values-aligned investment.

## Desired outcome

A coordinated corridor that is community-led, culturally grounded, and investment-ready, able to attract visitors and capital in support of agritourism and culinary experiences, food systems education, and regenerative rural tourism.

# INTRODUCTION

The Field to Fork Agritourism Corridor stretches from Saskatoon, Saskatchewan to Winnipeg, Manitoba, connecting cities, farming towns, Indigenous communities, and rural producers through the shared language of food, land, and culture. Within the corridor region, visitors encounter an ever-changing tapestry of crop fields, bison ranches, fermentation hubs, multicultural festivals, local markets, and storytelling experiences rooted in Manitoba and Saskatchewan's agricultural heritage, leading advancements, innovative farming practices, and Indigenous food knowledge.

This corridor offers travellers a unique opportunity to slow down, explore off-the-beaten-path communities, and engage deeply with the people and places that grow and make our food. It has the potential to compete with the world's most meaningful journey-style destinations, from Australia's Great Ocean Road to Ireland's Wild Atlantic Way. What sets the Field to Fork Corridor apart is its ability to reveal the connections between land, food, people, and place through immersive, community-led experiences. The corridor has the opportunity to become the region through which visitors discover the origins of diverse Canadian cuisines.

Despite the clear potential, communities along the corridor have historically been fragmented across jurisdictions, mandates, and funding programs. The full promise of the corridor has remained just out of reach due to coordination gaps, funding limitations, and uneven investment readiness. Unlocking this opportunity will require shared leadership, destination development, strategic packaging, and sustained commitment over time.

Corridor tourism development differs from traditional destination management. It requires communities to collaborate across borders, pool resources, and align around a shared narrative. Rather than competing, regions must link their unique assets into a broader visitor journey, one that is bookable, visible, and supported by enabling infrastructure.

Sustainable corridor tourism emerges through intentional development over time, anchored in strong product offerings, collaborative partnerships across jurisdictions, and strengthened local capacity. The Field to Fork Agritourism Corridor is ready to follow that path by elevating regional foodways, supporting rural entrepreneurs, and transforming a geographic region into a story-rich destination in its own right.



Raw Almond © Travel Manitoba

# METHODOLOGY AND FRAMEWORK



Bar Willow

The Field to Fork Agritourism Corridor Strategy builds on years of foundational work by community leaders, producers, Indigenous partners, and tourism organizations across Saskatchewan and Manitoba. To be credible, implementable, and community-led, the strategy has to reflect both the lived experiences of corridor stakeholders and a rigorous assessment of tourism opportunities and gaps.

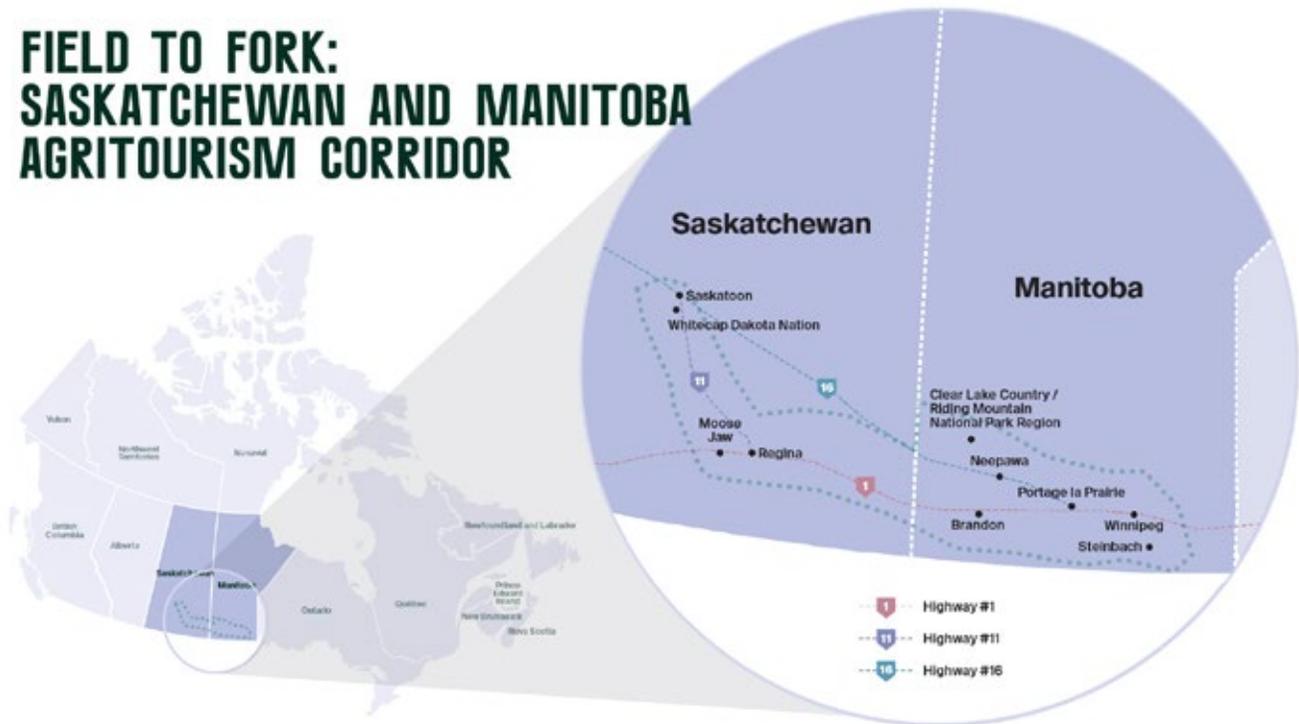
The methodology was grounded in three phases of work. In **Phase 1: Discovery**, the project team reviewed dozens of strategic plans and reports, mapped tourism assets and gaps across priority destinations, conducted over 40 interviews and workshops, and participated in a week-long field visit to understand the current context of the region. This was supported by the development of a comprehensive Situational Analysis report synthesizing supply, demand, and readiness indicators.

In **Phase 2: Assess** and Prioritize, the team translated discovery insights into potential strategic initiatives and evaluated them based on their alignment with corridor goals, feasibility, and potential for impact. These challenges, opportunities, and initiatives were refined through validation and prioritization workshops, the latter using Mentimeter scoring to quantify the impact each prospective initiative might have and the ability of the project teams to implement them.

In **Phase 3: Recommend**, the strategy was finalized through continued engagement with Destination Canada, Travel Manitoba, and Tourism Saskatchewan. Each initiative was shaped by practical experience, real community ambition, and a commitment to long-term impact.

# FIELD TO FORK CORRIDOR DESCRIPTION

## FIELD TO FORK: SASKATCHEWAN AND MANITOBA AGRITOURISM CORRIDOR



### Corridor boundaries

The Field to Fork Corridor includes communities and operators within 100 kilometres of the following highways:

- **Highway #1** between Moose Jaw, SK and Richer, MB
- **Highway #11** between Saskatoon, SK and Regina, SK
- **Highway #16** between Russell, MB and Portage la Prairie, MB

Regardless of the specific definition of the corridor, communities beyond the corridor will likely benefit from the development and growth of the corridor.

# GUIDING PRINCIPLES

Guiding principles reflect the shared values and commitments that shape how the Field to Fork Agritourism Corridor is developed, delivered, and stewarded. They serve as touchstones for decision-making, especially when navigating complexity, change, or competing priorities, and apply to all partners, communities, and experiences across the corridor.

## 1. Rooted in place

Tourism experiences are grounded in regional prairie lands, agricultural heritage and modern farming practices with rich ties to foodways, and Indigenous knowledge contributing to the long-term vitality of local ecosystems and communities.

## 2. Inclusive by design

Opportunities in tourism are open, equitable, and welcoming, especially for Indigenous communities, rural youth, and historically underrepresented entrepreneurs.

## 3. Led by community

Development is driven by local vision, not only outside trends. Corridor partners build from community strengths and prioritize relationships, storytelling, and shared benefit.

## 4. Resilient and regenerative

Tourism is designed to regenerate, not deplete, the cultural, natural, and economic resources it depends on, contributing to a healthier future for land, people, and place.

## 5. Collaborative across boundaries

Communities, provinces, and sectors work together across lines of jurisdiction, geography, and identity to deliver a seamless and inspiring journey for visitors.

## 6. Transformative for visitors

Every experience in the corridor helps visitors better understand where their food comes from, how cultures shape the land, and what it means to travel with care.



Avenue

# KEY INSIGHTS

## From tourism and economic development enabling environment

Discovery conducted to inform this strategy delved deeply into understanding the current context of tourism across the corridor. This information was derived directly from tourism leaders across the corridor, other public and private sector tourism stakeholders, and from observation and experiences from the consulting team visiting the region. While the list does not represent all tourism insights that were gleaned from the extensive engagement process, it outlines the most critical ones, and those that are most relevant to the future success of the corridor.

### Galvanizing under a common theme

- Positioning the corridor around regional prairie foodways, Indigenous knowledge, culinary, and agritourism will require time, capacity-building, and deep community alignment through public trust.

### Investment enabling environment

- While the potential for agritourism development along the corridor is strong, adequate funding for both experiences and related infrastructure remains a key challenge.
- Economic development professionals often lack tools, training, and the mandate to attract tourism-aligned investment or support experience development.
- There is limited shared understanding of what types of tourism investors exist and what those investors need to feel confident in the corridor.
- More sustained, relationship building engagement is needed to support Indigenous-led tourism investment and capacity building.

### Products and experiences

- There is an insufficient critical mass of “signature” experiences to position the corridor as an epic, multi-day agritourism journey.
- Accommodation gaps, especially rural and non-hotel options as well as group travel options, are a barrier to keeping visitors in-region longer.
- Many small producers and rural operators deliver high-potential visitor experiences, but are not yet packaged, promoted, or supported as tourism assets.



Field to Shield Culinary Tour

# CHALLENGES

The development of agritourism across the corridor is shaped by a range of structural, operational, and market-related challenges, encompassing both on-the-ground realities and strategic considerations. Addressing these challenges will be essential to advancing the corridor as a cohesive, competitive, and sustainable agritourism destination.

While many challenges were outlined in the larger strategy, a select few were chosen for this summary.

## Agritourism and corridor strategy alignment

- Varying quality of experiences to meet visitor expectations which may limit a recognizable identity as a unified agritourism destination
- Limited agritourism experiences spread far apart
- Fragmented collaboration between agritourism operators, DMOs, municipalities, and regional economic development actors
- Limited export ready Indigenous experience offerings
- Lack of data on visitor preferences and agritourism demand

## Policy, funding, and business environment

- Knowledge gap on the economic value of agritourism
- Lack of awareness of agritourism from the agriculture industry
- The sector fails to attract sustained private investment, as unclear policies and inconsistent support make the region appear high-risk to investors

## Seasonality and underutilized opportunities

- High seasonality with low availability of experiences during shoulder and winter seasons
- Visitor perceptions of the corridor as a seasonal destination limit shoulder and off-season demand, reducing opportunities for sustainable tourism growth
- Opportunities to diversify programming and extend the visitor season are untapped and leave assets underutilized

## Infrastructure, access, and connectivity

- Lean transportation options, especially outside of city centres
- Inconsistent digital infrastructure (e.g., spotty GPS accuracy, poor cell service, limited online booking capacity) reduces discoverability and visitor confidence
- Insufficient unique accommodation options close to agritourism sites limits overnight visitor potential, especially for group travel



Han Wi Moon Dinner

# OPPORTUNITIES

The opportunities presented for agritourism development along the corridor highlight where the corridor can build on existing strengths to drive growth, innovation, and inclusivity in its tourism offering. By leveraging regional assets and aligning urban and rural offerings, the corridor can position itself as a distinctive, high-value destination that delivers lasting economic and community benefits.

While many opportunities were outlined in the larger strategy, a select few were chosen for this summary.

## Tourism and economic development enabling environment

- Engage and educate local communities on the value of agritourism to foster local pride, buy-in, and participation and promote collaboration across the tourism landscape
- Coordinate regional data collection and reporting mechanisms to support adaptive corridor management
- Introduce visitor tracking and evaluation mechanisms (e.g., digital surveys, geo-fencing) to inform adaptive strategies
- Increase operator capacity and knowledge-sharing to lead to higher-quality, export-ready offerings and more sustainable business models

## Tourism potential

- Encourage the development of Indigenous experiences
- Target cultural, diasporic, and ethnic groups with food and heritage experiences that resonate with their communities
- Leverage Meetings, Incentives, Conferences, and Exhibitions (MICE) in urban centres to introduce farm-linked business events and culinary add-ons
- Increase the number of market- and export-ready experiences
- Identify and support the development of additional quality and unique group accommodation options along the corridor

## Investment attraction needs

- Identify public and private funding sources to grow tourism offerings
- Encourage investment in digital booking systems, centralized event calendars, and map-based trip planners to facilitate consumer access, increase conversion, and strengthen position in travel markets
- Address access, accommodation, and servicing gaps to increase the likelihood of private sector participation and scalable agritourism ventures
- Pilot opportunities to innovate or solve infrastructure gaps



Odla

# VISION

The Field to Fork Agritourism Corridor will be a nationally celebrated and internationally recognized destination that connects travellers with the heart of Canada's prairie foodways, cultures, and landscapes. Stretching from Saskatoon to Winnipeg, the corridor will showcase immersive, authentic experiences that celebrate local farms, Indigenous food knowledge, rural communities, and sustainable tourism practices. Visitors will journey through vibrant cities and towns and along scenic routes, engaging with producers, chefs, and storytellers who bring the land's bounty to life.

Grounded in community leadership, regional collaboration, and a respect for regional traditions, the corridor will foster regenerative economic growth and strengthen pride of place. By investing in existing assets, amplifying local voices, and making agritourism more accessible and inclusive, the corridor will serve as a model for destination development that is as resilient as it is rooted.



Black Fox Distillery

# TARGET SEGMENTS

There is a growing desire globally for more agritourism experiences with market research projecting the global agritourism industry to grow 12% per year. In 2022<sup>1</sup> the global agritourism market was estimated at USD \$33.8 billion with a projected USD \$111.1 billion industry by 2032, showing the potential for economic success and growth in pursuing an agritourism specific corridor. North America accounted for 46.3% of the global agritourism market in 2024<sup>2</sup>, suggesting the North American agritourism sector could be worth USD \$51.4 billion by 2032.

Destination Canada's global and domestic traveller segments provide a valuable framework to assess alignment between corridor offerings and high-potential markets. This qualitative and field-based assessment suggests strong alignment with three segments, limited relevance to others, and a unique opportunity to target food system-motivated and technical travellers not explicitly captured in the model.

High-potential segments include:

## 1. Culture Seekers (domestic and U.S.):

Curious, thoughtful travellers who prioritize authentic cultural experiences, historical narratives, and storytelling. They seek meaningful travel that offers insight into a place's heritage and values. The estimated market size for Culture Seekers is estimated to be 3,789,810 individuals across the corridor provinces.

## 2. Outdoor Explorers (domestic, U.S., German):

Active travellers who prioritize nature, space, and authenticity. Willing to go off the beaten path to avoid crowds and experience natural landscapes or working lands. Tend to be self-directed, highly mobile, and flexible in travel style. The estimated market size for Outdoor Explorers is estimated to be 3,854,990 individuals across the corridor provinces.

## 3. Refined Globetrotters (domestic and U.S., selective fit):

Affluent travellers seeking elevated, curated experiences with a strong sense of place. Interested in design, food, culture, and leisure, but less focused on adrenaline or adventure. Aesthetic and emotional appeal are important. The estimated market size for Refined Globetrotters is estimated to be 2,329,500 individuals across the corridor provinces.

Beyond Destination Canada's traveller segments, two additional traveller archetypes are worth targeting for the corridor:

- **Food-System Motivated Travellers:** These visitors seek experiences that connect them to the sources of their food, valuing transparency, sustainability, and community impact. This audience aligns directly with agritourism's strengths (such as farm visits, local food traditions, and regenerative practices) positioning the corridor as a destination that satisfies both culinary curiosity and ethical travel values.
- **Technical Agricultural Travellers:** These visitors already arrive in the region in significant numbers and represent an international audience from over 75 countries. By partnering with events like Canadian Western Agribition, Ag in Motion, and the Royal Manitoba Winter Fair, the corridor can offer curated pre- and post-trip itineraries that extend stays, showcase local food systems, and convert short business visits into deeper regional tourism experiences.

<sup>1</sup> Agritourism Market Size, Share, Competitive Landscape and Trend Analysis Report, by Sales Channel (Travel Agents, Direct), by ACTIVITY (On-farm sales, Outdoor recreation, Agritainment, Educational tourism, Accommodations, Others): Global Opportunity Analysis and Industry Forecast, 2022 - 2032

<sup>2</sup> Grandview Market Agritourism Market (2025 - 2030)

# STRATEGY OVERVIEW

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The Field to Fork Corridor Strategy is comprised of four strategic pillars: grow operator capacity and awareness, advance Indigenous and inclusive tourism, activate booking, wayfinding, and data infrastructure, and build export-ready corridor experiences. Each of these strategic pillars are designed and ordered to help build the tourism and economic development enabling environment and capacity to support the objective of accelerating destination development along the corridor.

Each pillar contains initiatives that the corridor should undertake over the coming months and years to realize the corridor vision. Detailed descriptions, tactical actions, timelines, responsible stakeholders, resourcing requirements, and measurable outcomes for each initiative are outlined in the following sections.

While each pillar is important, initiatives are ranked from highest priority to lowest (where initiative A is the highest, B is second-highest, and so on).

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## PILLAR 1:

### Grow operator capacity and awareness

Equip operators with tools, training, and communications to grow market readiness and sector pride.

#### Initiatives:

- Deliver operator training programs
- Promote agritourism sector awareness
- Set shared experience best practices

## PILLAR 2:

### Advance Indigenous and inclusive tourism

Support experience development led by Indigenous, cultural, and underrepresented communities.

#### Initiatives:

- Support Indigenous-led experience development
- Incubate inclusive tourism entrepreneurs
- Co-create cultural community-focused itineraries

## PILLAR 3:

### Activate booking, wayfinding, and data infrastructure

Make the corridor easier to navigate, book, and learn from, supporting both trade and independent travellers.

#### Initiatives:

- Track and analyze visitor data
- Improve digital presence
- Assess and improve wayfinding

## PILLAR 4:

### Build export-ready corridor experiences

Create a cohesive, high-quality experience portfolio that aligns with travel trade expectations and visitor demand.

#### Initiatives:

- Develop or enhance thematic food trails
- Enhance existing festivals and events with agritourism programming
- Design a corridor packaging model
- Develop a funding and investment toolkit
- Integrate agritourism experiences with nice opportunities

# STRATEGIC PILLAR RATIONALE

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## **PILLAR 1:**

### **Grow operator capacity and awareness**

The corridor's experiences are often delivered by passionate producers, artisans, and small business owners who may lack access to traditional tourism training or industry support. This pillar responds by providing practical tools, skill-building, and storytelling support to help operators grow confidently and sustainably.

In addition to training and peer learning, this pillar promotes broader awareness of the agritourism sector among residents, municipalities, and adjacent industries. By investing in both today's operators and tomorrow's leaders, this pillar ensures that the corridor's capacity continues to grow alongside demand.

## **PILLAR 2:**

### **Advance Indigenous and inclusive tourism**

The Field to Fork Corridor has a unique opportunity to reflect the full cultural richness of this prairie region by elevating Indigenous, cultural community, and underrepresented voices. This pillar prioritizes the Indigenous-led development of experiences, inclusive entrepreneurship, and co-created cultural community itineraries.

Tourism that is inclusive not only drives equity, it also enhances authenticity and appeal for today's values-driven traveller. By embedding inclusive development and stewardship into its core, the corridor can model a new approach to rural tourism, one that respects tradition, embraces diversity, and benefits all communities involved.

## **PILLAR 3:**

### **Activate booking, wayfinding, and data infrastructure**

Even the best experiences require infrastructure to be accessible, bookable, and understood. This pillar focuses on enabling seamless visitor navigation and market access through wayfinding, digital booking tools, and visitor data tracking systems.

Stakeholders noted that many operators lack the digital infrastructure needed to package and sell their experiences, and that visitors often miss opportunities due to poor wayfinding or planning tools. Similarly, gaps in data make it difficult to understand who is visiting and what's driving value. This pillar provides the foundational systems that allow the corridor to function effectively as a visitor journey, from first click to on-site experience to long-term impact measurement.

## **PILLAR 4:**

### **Build export-ready corridor experiences**

To attract both domestic and international travellers, the corridor must offer a clear, cohesive, and compelling set of experiences that are aligned with market expectations. This pillar focuses on curating thematic food trails, bundling multi-day itineraries, enhancing festivals, and establishing experience standards that support trade readiness and elevate visitor satisfaction.

Stakeholders consistently emphasized that while strong individual experiences exist, they are not yet dense enough or stitched together in a way that makes the corridor easy to explore or market. By coordinating experience development and aligning product quality, this pillar ensures that the corridor is well-positioned for inclusion in tour operator portfolios and online platforms. It also reinforces the corridor's distinct identity as a place to connect with regional prairie foodways, cultures, and landscapes.

DETAILED INITIATIVES

# PILLAR 1: GROW OPERATOR CAPACITY AND AWARENESS

## Initiative A: Deliver operator training programs

### DESCRIPTION / RATIONALE

- Many corridor operators deliver great experiences without formal tourism backgrounds. However, a lack of training in customer service, safety, accessibility, and experience design can hinder their ability to grow, scale, or connect with desired markets.
- This initiative provides corridor-specific training to help operators build skills to thrive in agritourism, with programming tailored to their realities (e.g., part-time operators, rural locations, seasonality), similar to Achieving AWESome and AWEShop experience development programs in Saskatchewan.
- Training builds pride and professionalism, strengthens corridor cohesion, and prepares entrepreneurs to take advantage of packaging initiatives.
- Stakeholders emphasized that training must be practical, modular, and ideally peer- or mentor-led, not top-down or overly formal.

### Tactical actions:

1. Conduct a training needs assessment with corridor operators and community partners.
2. Identify or adapt a modular training curriculum with core topics such as: customer experience, safety protocols, storytelling, booking systems, pricing, social media, and accessibility.
3. Deliver sessions via hybrid formats: live virtual workshops, short video modules, and in-person intensives tied to events or regional meetups.
4. Partner with experienced trainers, Indigenous Knowledge Holders, and regional tourism educators.
5. Complete best practice fam tours with operators which may be between Saskatchewan and Manitoba, nationally, or through Taste of Place Summits.
6. Track operator engagement and progress over time using feedback surveys or short self-assessments.

### Roles:

- Provincial Destination Development Teams – Lead
- Destination Canada – Support

### Outcomes:

- Increased operator capacity across key market readiness areas.
- Improved consistency and quality of corridor experiences.
- Higher uptake of corridor initiatives (e.g. standards, packaging, booking tools).
- Higher sector cohesion and confidence among small and emerging operators.



Bushwakker Brew Pub

## Initiative B: Promote agritourism sector awareness

### DESCRIPTION / RATIONALE

- Across many corridor communities, agritourism is misunderstood or undervalued as a “hobby” for farmers or an “add-on” for tourism planners. This lack of awareness limits public support, policy alignment, and participation from producers, economic developers, the ag industry and local leaders.
- This initiative delivers a multi-audience awareness campaign that defines what agritourism is, highlights its benefits, and showcases local success stories to build sector credibility and momentum.
- It is aimed at shifting perceptions among producers, rural municipalities, agricultural industry, economic development agencies, tourism organizations, and even residents, to see themselves as contributors to the corridor vision.
- Stakeholders emphasized that reframing agritourism as a legitimate, values-aligned, and regenerative form of rural economic development is essential for long-term buy-in and growth.



Circa 27

### Tactical actions:

1. Develop key messages to explain agritourism’s role in community vitality, food literacy, and sustainable economic development to strengthen public trust.
2. Produce short videos, photo essays, and promotional or awareness materials featuring local operators, youth, and Indigenous leaders.
3. Distribute content through rural media, chambers of commerce, agricultural events, municipal channels, and regional DMOs.
4. Host in-person and virtual sessions for producers, municipal councils, and local organizations to spark new engagement.
5. Bid to host the Taste of Place Summit to increase awareness of agritourism in the corridor and provide a training opportunity for operators.
6. Track reach, engagement, and changes in perception through pre/post-campaign surveys.

### Roles:

- Consulting Partner (e.g. CTA) – Lead
- Destination Canada – Support
- Provincial Agriculture Departments – Support
- Travel Manitoba and Tourism Saskatchewan – Support

### Outcomes:

- Increased recognition of agritourism as a valuable contributor to rural economic development.
- Broader community engagement in corridor initiatives.
- Improved alignment of local policies and funding decisions with corridor goals.

## Initiative C: Set shared experience best practices

### DESCRIPTION / RATIONALE

- As the Field to Fork Corridor grows, so does the need for consistent visitor experience quality across regions and operators. While the corridor thrives on authenticity and diversity, trade buyers and independent travellers alike expect a minimum level of service, safety, and storytelling.
- This initiative supports the development of a practical set of experience best practices, offered as guidelines, not regulations, that reflect best practices in agritourism, accessibility, and customer care.
- The best practices will give operators a roadmap for delivering memorable, visitor-ready experiences.
- Stakeholders emphasized the need for a flexible, non-bureaucratic approach that supports continuous improvement and doesn't overwhelm small operators.



Oda

### Tactical actions:

1. Support the Culinary Tourism Alliance's initiative to develop national standards and best practices for culinary and agritourism experiences as described in the [National Culinary and Agritourism Action Plan](#).
2. Provide light-touch implementation support via regional workshops, peer learning groups, or online modules.
3. Promote participation in best practices to the travel trade as a corridor commitment to quality and cultural integrity and leverage existing export-ready training.
4. Encourage Indigenous operators to become Original Original certified.

### Roles:

- Culinary Tourism Alliance – Lead
- Provincial Destination Development and Travel Trade Teams – Support
- Indigenous Tourism Association of Canada (ITAC) – Support
- Provincial Agriculture Department - Support
- Destination Canada – Support

### Outcomes:

- Published national standards (including but not limited to the corridor).
- Increased trade confidence and product consistency across corridor regions.
- Enhanced capacity among small operators to meet evolving visitor expectations.
- Reinforced corridor identity as high-quality, inclusive, and values-driven.

# PILLAR 2: ADVANCE INDIGENOUS AND INCLUSIVE TOURISM

## Initiative A: Support Indigenous-led experience development

### DESCRIPTION / RATIONALE

- Indigenous foodways, land stewardship, and storytelling are central to the Field to Fork Corridor’s identity, but many Indigenous communities and entrepreneurs face barriers to entering or scaling agritourism.
- This initiative directly supports the development of Indigenous-led experiences that reflect community priorities, economic aspirations, and cultural protocols.
- It advocates for flexible funding, mentorship, and cross-sector partnerships that enable Indigenous entrepreneurs to lead on their own terms, while being meaningfully unified into corridor offerings.
- Stakeholders emphasized that it is important for Indigenous tourism to be integrated along the corridor and not “added in” later. It must be resourced and supported from the ground up, with Indigenous experience development being Indigenous led and delivered.



Boonstra Farms © Travel Manitoba

### Tactical actions:

1. Collaborate with Indigenous tourism organizations and economic development offices to identify high-potential communities and operators interested in agritourism.
2. Identify and share sources of flexible grant funding and micro-investment pathways for business development, product testing, and infrastructure upgrades.
3. Facilitate mentorship between Indigenous entrepreneurs and leaders in tourism and agriculture through a trusted intermediary or Indigenous-led incubator.
4. Support cross-cultural collaboration opportunities with non-Indigenous operators and DMOs where desired.

### Roles:

- Indigenous Tourism Association of Canada (ITAC) and/or Provincial Indigenous Tourism Bodies – Lead
- Destination Canada – Support

### Outcomes:

- Increased number of Indigenous-led experiences that align with corridor values and visitor expectations.
- Stronger capacity among Indigenous entrepreneurs to grow viable agritourism businesses.
- Enhanced visitor understanding of Indigenous food knowledge, land stewardship, and cultural practices.
- More inclusive and representative tourism landscape across the corridor.

## Initiative B: Incubate inclusive tourism entrepreneurs

### DESCRIPTION / RATIONALE

- Many corridor communities are rich in culture, creativity, and agricultural knowledge, yet underrepresented in the tourism economy, especially rural innovators without formal training or capital access.
- This initiative supports the emergence of a more diverse cohort of tourism entrepreneurs through existing community-based incubators that provide mentorship, training, and startup support aligned with the values of agritourism.
- By lowering barriers to entry and embedding support structures within trusted local institutions, this initiative helps broaden the corridor's product base, build resilience in rural economies, and create pathways for new voices to shape visitor experiences.
- Stakeholders repeatedly noted the opportunity to seed new operators from the ground up, rather than relying only on scaling existing businesses.



St. Norbert Market © Travel Manitoba

### Tactical actions:

1. Partner with existing rural entrepreneurship hubs and economic development offices to develop incubator programs.
2. Identify seed funding, opportunities, and mentorship for aspiring tourism, food, and culture entrepreneurs.
3. Create a pathway for successful incubator graduates to be integrated into corridor packaging, trail development, and events.
4. Track the diversity and long-term success of participants and develop a case for expanded funding.

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### Roles:

- Economic Development or Entrepreneurship Organization (e.g. Community Futures, Futurpreneur Canada) – Lead
- Destination Canada – Support
- Travel Manitoba and Tourism Saskatchewan – Support

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### Outcomes:

- Increased number of new and diverse tourism entrepreneurs in rural and underrepresented communities.
- Greater equity in corridor development and ownership.
- New experiences that align with corridor themes and visitor demand.
- Strengthened rural entrepreneurship ecosystems and regional innovation capacity.

## Initiative C: Co-create cultural community-focused itineraries

### DESCRIPTION / RATIONALE

- Manitoba and Saskatchewan are home to vibrant cultural communities, including Filipino, Ukrainian, German, French, Icelandic, Punjabi, Mennonite/Hutterite, and African-Caribbean populations, many of whom maintain strong cultural ties and international travel networks.
- This initiative works with cultural communities to co-create agritourism itineraries that reflect their culinary interests and travel preferences, unlocking both domestic visitation and international VFR (Visiting Friends and Relatives) tourism potential.
- These itineraries also create space for cultural entrepreneurs to participate in tourism and strengthen cultural exchange within the corridor.
- Stakeholders highlighted this as a unique way to activate under-tapped markets and deliver experiences that reflect the full cultural fabric of the corridor region.



Pineridge Hollow © Travel Manitoba

### Tactical actions:

1. Identify priority cultural community groups based on population size, travel behaviour, and cultural connection to food and agriculture.
2. Convene community members and cultural organizations or agencies to co-design itineraries around farm visits, cultural events, food festivals, and heritage sites.
3. Promote itineraries through cultural community-owned businesses, ethnic media, and faith-based institutions.
4. Package itineraries for both local/regional groups (e.g. family outings, community tours) and inbound VFR travellers.
5. Track engagement and adjust programming based on participant feedback and seasonal relevance.

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### Roles:

- Consulting Partner – Lead
- Destination Canada – Support
- Travel Manitoba and Tourism Saskatchewan – Support

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### Outcomes:

- Launch of tailored cultural community-focused itineraries across the corridor.
- Increased domestic and international VFR visitation.
- Greater cultural relevance and inclusion in corridor offerings.
- New partnerships between tourism operators and cultural communities.

# PILLAR 3: ACTIVATE BOOKING, WAYFINDING, AND DATA INFRASTRUCTURE

## Initiative A: Track and analyze visitor data

### DESCRIPTION / RATIONALE

- Reliable visitor data is critical to shaping strategy, securing investment, and adapting offerings, but most corridor communities and operators lack access to consistent, relevant tourism intelligence.
- This initiative establishes a corridor-wide visitor data strategy, with tools and protocols to gather and analyze key insights: who is visiting, where they're going, how they're booking, and what they value.
- Improved data enables smarter experience design, infrastructure planning, and funding proposals. It also supports corridor-wide performance reporting, giving partners a shared view of progress and impact.
- Stakeholders emphasized that data must be timely, accessible, and easy to act on, not just collected for reporting purposes.



Crossmount Cidery

### Tactical actions:

1. Complete an economic impact study to benchmark the current state of agritourism in the corridor and measure progress over time.
2. Develop a shared visitor data framework for the corridor, aligned with Destination Canada, provincial, and DMO standards.
3. Deploy a mix of digital and analog tools (e.g., booking data, geolocation tracking, QR code surveys, event entry logs, intercept interviews).
4. Train operators and regional partners on low-cost ways to collect and interpret data at the experience level.
5. Create annual dashboard reports and annual insights briefings for the Advisory Committee and stakeholders.
6. Use data to support strategic decision-making, trade conversations, funding applications, and program adjustments.

### Roles:

- Technical Partner – Lead
- Destination Canada – Support
- Travel Manitoba and Tourism Saskatchewan – Support

### Outcomes:

- Improved understanding of visitor profiles, behaviours, and preferences.
- Corridor-wide visibility into performance, gaps, and growth opportunities.
- Stronger business cases for investment, policy support, and program funding.
- Greater accountability and strategic agility among corridor partners.

## Initiative B: Improve digital presence

### DESCRIPTION / RATIONALE

- Many corridor experiences, particularly on farms or in small communities, are not bookable online, or even offer foundational organizational websites, limiting their accessibility to both independent travellers and the travel trade.
- This initiative supports the improvement of digital presence to enable visitors to easily find, reserve, and pay for experiences across the corridor. A precursor is the availability of foundational business websites for the experiences.
- Stakeholders identified this as a major gap and emphasized the need for solutions that are affordable, easy to use, and designed for small businesses.



Riding Mountain National Park bison © Travel Manitoba

### Tactical actions:

1. Evaluate content gaps and operators' websites to understand current booking tools in use, capacity constraints, and needs.
2. Support website and content upgrades for operators to modernize their marketing and communication operations.
3. Provide training and technical support to participating operators.
4. Integrate booking with packaging model and travel trade platforms.
5. Explore cost-sharing or licensing support to reduce adoption barriers for small businesses.

### Roles:

- Economic Development or Entrepreneurship Organization (e.g. Community Futures, Futurpreneur Canada) – Lead
- Destination Canada – Support
- Travel Manitoba and Tourism Saskatchewan – Support

### Outcomes:

- Increased number of new and diverse tourism entrepreneurs in rural and underrepresented communities.
- Greater equity in corridor development and ownership.
- New experiences that align with corridor themes and visitor demand.
- Strengthened rural entrepreneurship ecosystems and regional innovation capacity.

## Initiative C: Assess and improve wayfinding

### DESCRIPTION / RATIONALE

- Visitors navigating the corridor often struggle to find rural experiences, especially those located off main highways or within dispersed communities. Lack of availability of information on online platforms also disconnects experiences that are otherwise thematically aligned.
- This initiative supports the design and implementation of coordinated digital wayfinding that helps visitors explore the corridor confidently, reinforces regional identity, and increases discoverability of lesser-known sites.
- Wayfinding is not only functional, it is a storytelling and place-making tool. By embedding Indigenous languages and cultural narratives, it enriches the visitor experience itself.
- Stakeholders repeatedly highlighted digital wayfinding as a necessary enabler for dispersal and safety.



A Maze in Corn © Travel Manitoba

### Tactical Actions:

1. Conduct a wayfinding needs assessment and mapping exercise across the corridor to identify gaps, priorities, and potential anchor nodes.
2. Encourage operators to update and maintain Google listings and GPS coordinates.
3. Encourage operators to regularly update business listings and offers on Travel Manitoba and Tourism Saskatchewan websites.

### Roles:

- Travel Manitoba and Tourism Saskatchewan – Lead
- Technical Partners – Support
- Destination Canada – Support

### Outcomes:

- Improved navigation and safety for visitors travelling independently across the corridor.
- Increased visibility and credibility of small or emerging experiences.
- Increased economic impact that is bolstered by longer stays and higher daily spend from visitors.

# PILLAR 4: BUILD EXPORT-READY CORRIDOR EXPERIENCES

## Initiative A: Develop or enhance thematic food trails

### DESCRIPTION / RATIONALE

- Food trails are an accessible and scalable way to connect dispersed experiences through a common story, creating a more cohesive and marketable visitor journey.
- The Field to Fork Corridor spans diverse landscapes and food traditions, from wheat fields and pulse farms to Indigenous culinary knowledge, fermentation, and farm-to-fork dining. These themes offer compelling material for both self-guided and packaged itineraries.
- By developing curated food trails, the corridor can highlight its most distinctive assets, foster local pride, and encourage geographic dispersal of visitors beyond primary cities and highway routes.
- Trails also provide a flexible entry point for small operators to participate in the visitor economy, offering shared visibility and light-touch packaging without requiring full trade readiness.
- Stakeholders expressed enthusiasm for this initiative, seeing it as a practical way to link experiences across provinces and highlight their food identity.



Over the Hill Orchard

### Tactical actions:

1. Map potential routes across Saskatchewan and Manitoba, identifying anchor experiences, clusters, and thematic gaps.
2. Facilitate co-creation workshops with operators, Indigenous leaders, and regional tourism organizations to identify 3–5 priority trail themes (e.g., Prairie Grains and Bread, Indigenous Foodways, Farm-to-Pint, Fermentation and Foraging). These can be entirely new trails, existing trails, or dormant trails.
3. Design trail assets including maps, signage, itineraries, photography, and storytelling content.
4. Launch and promote 1–2 pilot trails.
5. Evaluate trail engagement through website analytics, visitor surveys, and operator feedback, and refine future trail rollout accordingly.

### Roles:

- Consulting Partner – Lead
- Provincial Destination Development Teams – Support

### Outcomes:

- Launch of 1–2 thematic food trails,
- Greater visitor dispersal into rural communities and lesser-known experiences.
- Strengthened corridor awareness linked to authentic regional prairie foodways and Indigenous knowledge.
- Scalable platform for future product and trail development.

## Initiative B: Enhance existing festivals and events with agritourism programming

### DESCRIPTION / RATIONALE

- Festivals and events are among the most visible and well-attended tourism assets in the corridor, drawing both local and regional audiences. However, many of them are under-leveraged as platforms for agritourism storytelling, culinary programming, or converting business/technical travellers into leisure visitors by extending their stay on either side of the event.
- This initiative works with existing festivals and events to integrate corridor-aligned content, such as Indigenous food experiences, farm-to-table chef demos, agricultural interpretation, and local product showcases, to deepen visitor engagement and strengthen thematic consistency.
- Enhancing festivals and events this way boosts their tourism value, positions them as seasonal corridor anchors, and creates accessible entry points for smaller operators who may not yet be ready for stand-alone experiences.
- This gives the corridor multiple “moments in the year” to drive media, trade, and consumer attention, without the need to create entirely new events.
- Stakeholders frequently noted that festival and event enhancement was more cost-effective and impactful than building new product from scratch.



Prairie Bee Meadery

### Tactical actions:

1. Convene festival and event organizers to introduce corridor themes and explore opportunities.
2. Identify high-potential events across Saskatchewan and Manitoba with existing reach and capacity and identify 2-3 potential opportunities for collaboration.
3. Collaborate with organizers to encourage inclusion of programming and itineraries that showcase agritourism operators in the region.
4. Work with event teams to build pre-event and post-event itineraries that attendees can use to explore the corridor.

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### Roles:

- Regional Tourism Associations and DMOs – Lead
- Festival and Event Partners – Support

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### Outcomes:

- Agritourism focused activations integrated into regional festivals and events.
- Expanded market appeal and higher media visibility for participating events.
- Greater exposure for local food producers and Indigenous culinary voices.
- Strengthened sense of place and corridor identity for residents and visitors.
- Increased length of stay and higher visitor spend.

## Initiative C: Design a corridor packaging model

### DESCRIPTION / RATIONALE

- Many of the most promising experiences across the Field to Fork Corridor are currently offered as stand-alone activities, making them harder to discover, book, and sell, particularly for multi-day travellers or international trade.
- This initiative enables bundling of experiences, accommodations, and transportation into curated corridor itineraries. A packaging model will allow smaller operators to participate in collective marketing efforts, while meeting the expectations of independent travellers and tour operators alike.
- By creating shared packaging, the corridor can offer value-added journeys that increase visitor length of stay and spending while improving geographical distribution and booking ease.
- Stakeholders voiced strong support for this initiative, particularly as a mechanism to build market-ready product and connect agricultural producers with tourism revenue.

### Tactical actions:

1. Conduct a packaging feasibility scan to assess experiences and export readiness.
2. Engage receptive tour operators, regional DMOs, and other trade partners to determine who could act as the “packager” or intermediary.
3. Design a pilot packaging model that includes bundled itineraries (e.g. 2-4 days).
4. Promote packages through travel trade channels, tourism marketplaces, and corridor-aligned festivals or events, developing partnerships where required to spur promotion.

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### Roles:

- Provincial Travel Trade Teams – Co-Lead
- Tour Operators (e.g. Heartland) – Co-Lead
- Destination Canada – Support

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### Outcomes:

- Launch of bundled, bookable corridor itineraries aligned with high-potential visitor segments.
- Increased collaboration among operators and communities across regions.
- Enhanced corridor readiness for domestic and international travel trade.
- Improved visitor experience through seamless trip planning and booking.



10 Acre Woods © Travel Manitoba

## Initiative D: Develop a funding and investment toolkit

### DESCRIPTION / RATIONALE

- Many corridor communities and operators struggle to identify and access appropriate funding or investment channels to support tourism development.
- This initiative creates a practical, centralized toolkit that maps out relevant public funding streams, private capital opportunities, and investment case templates aligned to corridor priorities. The Investment Plan (see Chapter 5) forms the basis for this toolkit. This toolkit should also outline the business case for agritourism in the corridor.
- It addresses a clear and repeated need from stakeholders for help navigating government programs and attracting external partners, particularly for infrastructure, accessibility, Indigenous tourism, and experience development.
- In addition to supporting operators and municipalities, the toolkit will serve as a foundational resource for the Advisory Committee to guide cross-sector investment.
- By making funding and investment easier to find, align, and package, this initiative will accelerate implementation and reduce administrative barriers.



Hecla Village © Travel Manitoba

### Tactical actions:

1. Compile and organize relevant funding programs from provincial, federal, Indigenous, and sectoral sources (e.g. tourism, agriculture, infrastructure, innovation).
2. Identify existing or potential private sector investors (e.g. culinary groups, agri-hospitality investors, social impact funds) aligned with corridor development.
3. Share the toolkit with operators, municipalities, and partners via webinars and sector meetings.
4. Update and maintain the toolkit regularly to reflect evolving program criteria and strategic priorities.

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### Roles:

- Consulting Partner – Lead
- Business Events Canada – Support
- Travel Manitoba and Tourism Saskatchewan – Support
- Destination Canada – Support
- Local Development Agencies (e.g. Community Futures) – Support

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### Outcomes:

- Improved access to funding and investment pathways across the corridor.
- Stronger alignment between local projects and strategic development goals.
- More shovel-ready projects, grant applications, and investment cases.
- Increased capital flow into agritourism infrastructure, experiences, and enablers.

## Initiative E: Integrate agritourism experiences with MICE opportunities

### DESCRIPTION / RATIONALE

- While the corridor geographically spans mostly rural areas, its success depends on stronger connections with decision-makers, institutions, and influencers based in urban centers, particularly in Regina, Saskatoon, Moose Jaw, Brandon, and Winnipeg.
- This initiative builds bridges between rural communities and urban stakeholders in Meetings, Incentives, Conferences, and Events (MICE) to foster greater awareness, support, and investment.
- Stakeholders noted the need to break down silos between rural experience development and urban policy, academic, and funding institutions.
- These connections can unlock access to new audiences, institutional partnerships (e.g. food innovation hubs, agricultural education), and event-based visitation, while building champions for the corridor within major cities.
- This initiative also positions the corridor for future success in attracting business travel extensions, learning journeys, and small group events.



Spirit Sands wagon trail © Travel Manitoba

### Tactical actions:

1. Identify and engage key MICE stakeholders in urban centers, including DMO staff, universities, innovation hubs, and event organizers.
2. Host familiarization tours and experiential site visits for urban-based influencers to highlight corridor potential.
3. Develop partnership templates for conference add-ons, rural learning journeys, and executive retreats.
4. Collaborate with urban DMOs to integrate corridor narratives into major urban events and bid proposals.

### Roles:

- Urban MICE Organizations (e.g. Regina Hotel Association/Discover Saskatoon/ Winnipeg Economic Development and Tourism – Co-Lead
- Tourism Saskatchewan and Travel Manitoba – Co-Lead
- Local DMOs (e.g., Discover Saskatoon, Tourism Winnipeg, Tourism Regina) – Support

### Outcomes:

- Stronger urban-rural collaboration and shared investment in corridor development.
- Increased corridor visibility among urban influencers and institutional stakeholders.
- Expanded MICE-related visitation and corridor-aligned event programming.
- Broader support for rural tourism from provincial and federal advocacy circles.