



# Farm to Fork

EAST GWILLIMBURY

Sat, October 5th, 2024



# GOAL

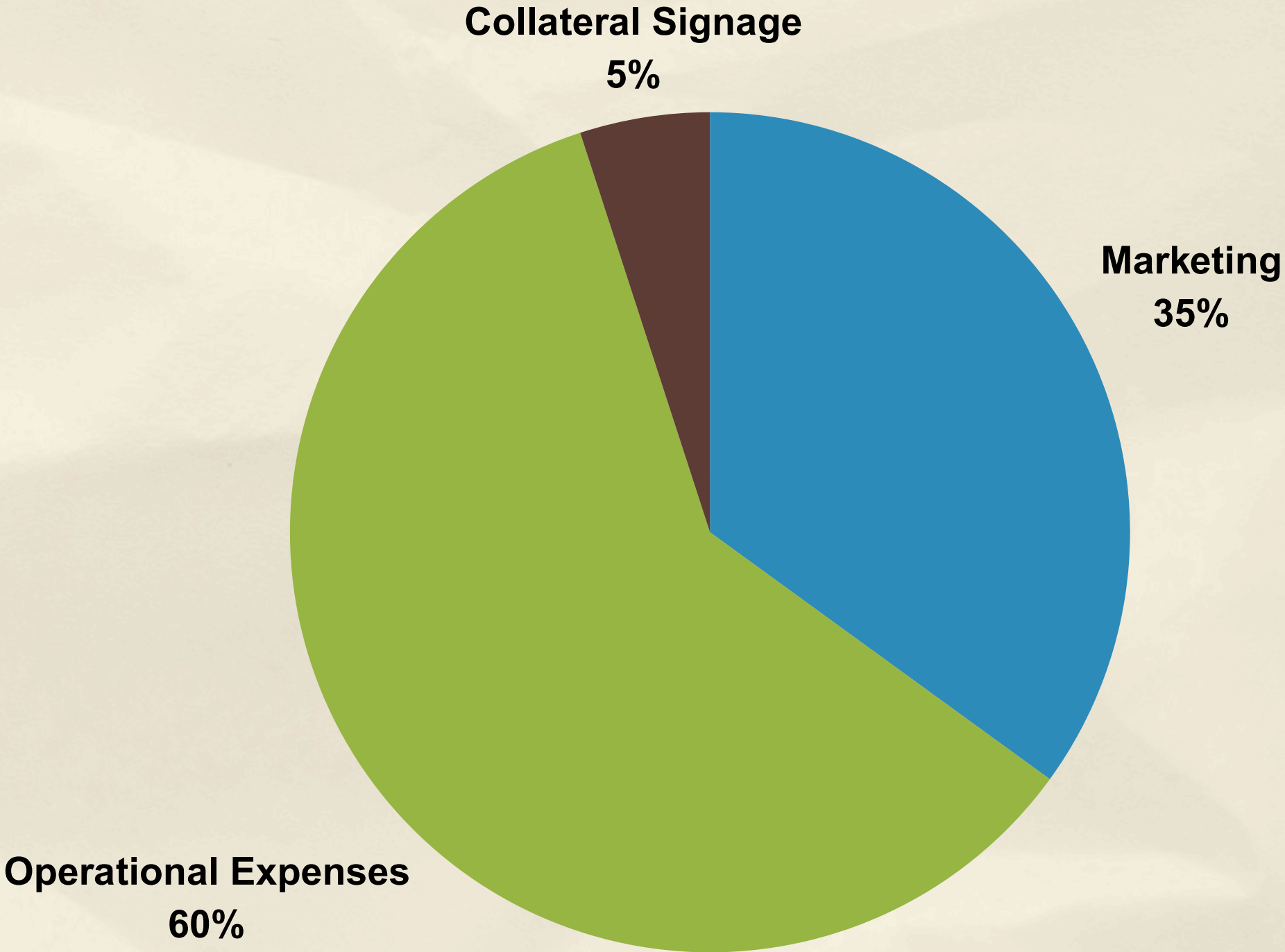
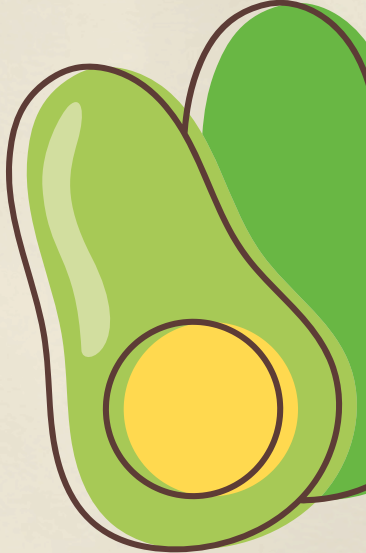
The primary objective of the Farm to Fork Annual Tour is to support the farming community in EG by encouraging the purchase and consumption of locally grown produce, as well as locally raised meat and poultry. Additionally, it aims to educate visitors about the origins of their food and the processes involved in its production.

# OBJECTIVE

The Tour's objective remains focused on generating agritourism revenue as well as ancillary income derived from other tourist dollars spent in the community during the tour and subsequent visits to our community.

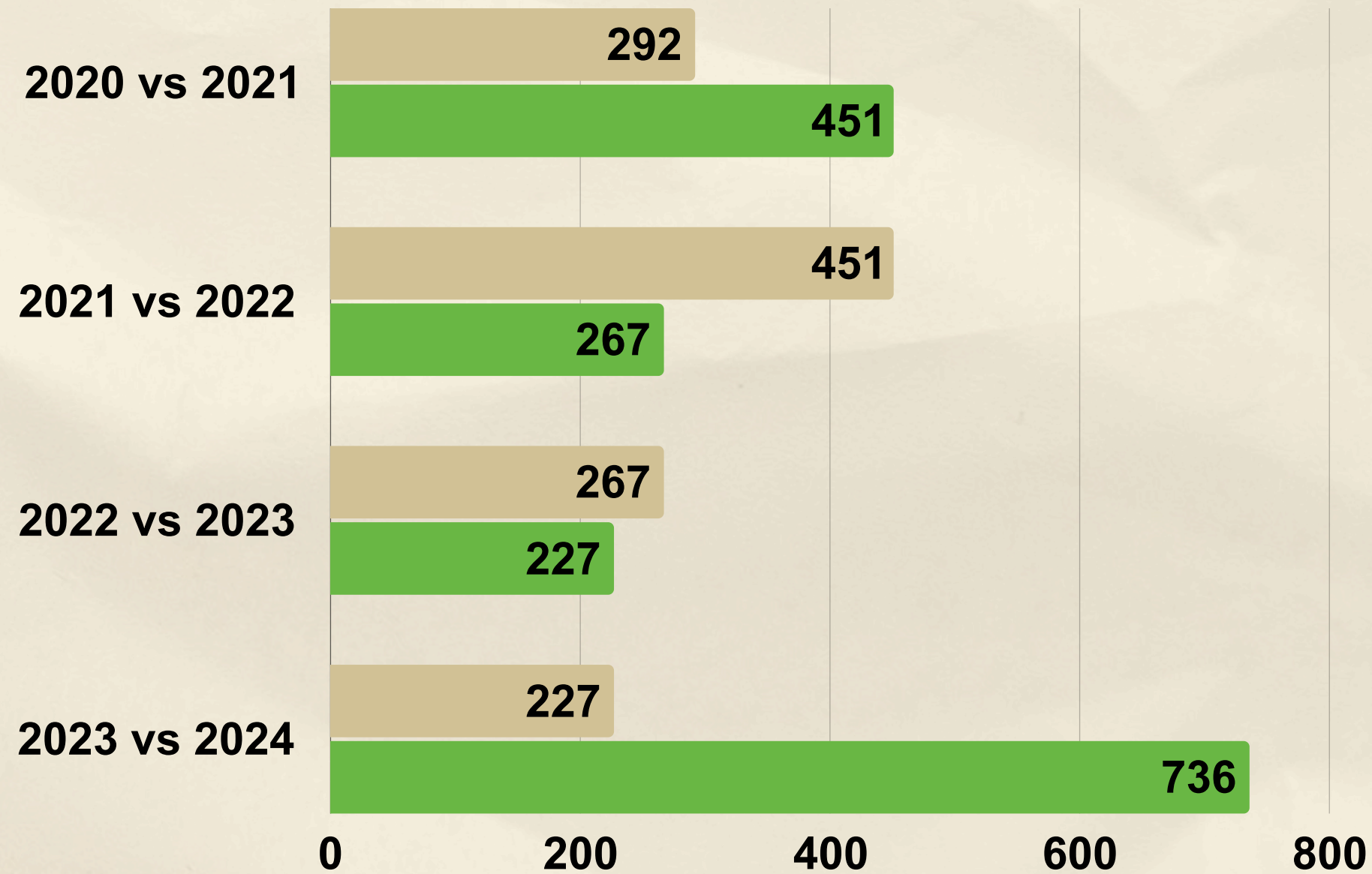


# FARM TO FORK BUDGET

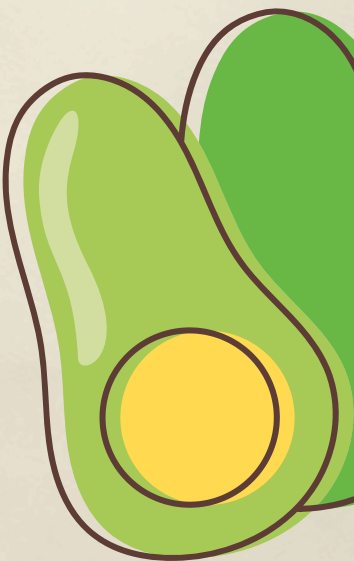


*Operational expenses remain the largest portion of our spending. However, thanks to the Chamber's relationships with media suppliers, we've been successful in reducing marketing costs.*

# FARM TO FORK REGISTRATIONS



- *Registrations for 2024 saw a significant increase of 224%.*
- *Consistently, year-over-year tourism marketing dollars have driven attendance from outside of the region.*



# Creative



A free one-day experience for the whole family!

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**Sat, October 5th**  
**9 am-5 pm**

Get the details at [egfarm2fork.ca](http://egfarm2fork.ca)

**CENTRAL YORK**  
CHAMBER OF COMMERCE  
Leading Business in Newmarket & East Gwillimbury

**bazil**  
DEVELOPMENTS

**EG**



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**York Region**

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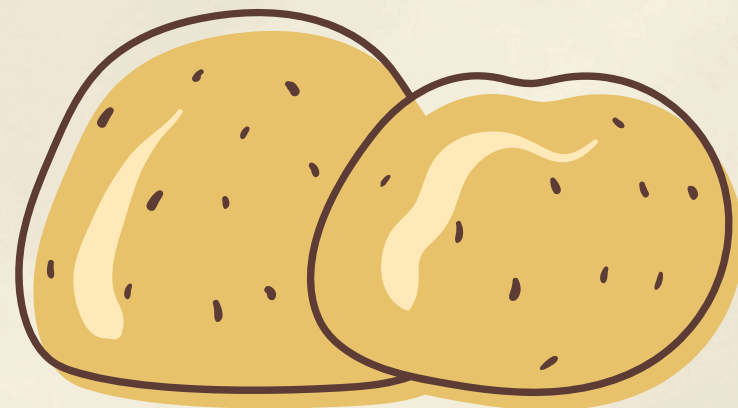


# Farm Feedback

*Everything was fantastic.* - **Niemi Family Farm**

*We of course loved being a part of the farm to fork 🍷 we look forward to being part of it again next year! Thank you.* - **The Giving Place**

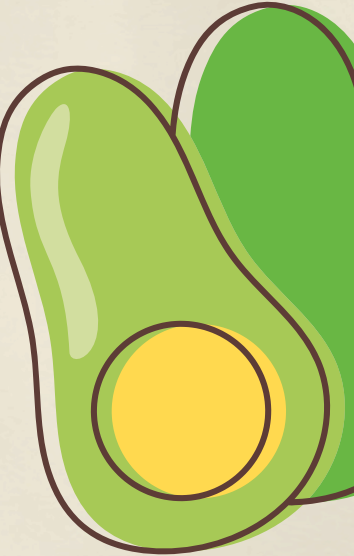
*The only feed back was that maybe it can be mentioned for people to have coolers/slice packs with them. I notice a lot of people wanted to buy duck but were afraid as they didn't have a way to keep them cool, since we were at the beginning of the tour. Some did come back after the tour to purchase.*  
- **Queensville Farm Supply Store**



# Farm Feedback


*New parking signs worked very well to make it clear for attendees. Wanted to see more promotions as before - street signs, posters etc. Would make use of a promo postcard over the course of the summer at events to promote.* - **AE Natural Meats**

*Very busy, very happy. Appreciated being earlier on the tour.*  
- **Sharon Orchards**





# Driving Brand & Visitor Growth Ahead

- Expand community marketing efforts.
  - Continue to re-evaluate and optimize the recommended tour sequence for an improved visitor experience and streamlined logistics.
  - Enhance early engagement with farms and suggest methods for tracking attendance and sales.
  - Develop volunteer incentive programs.
  - Increase collaboration with restaurants and relevant businesses to boost revenue growth, drive attendance, and enhance the visitor experience.
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Thank you!

