

VIRTUAL AGRITOURISM GATHERINGS



SPEAKERS



**CHRISTELLE
TAILLARDA**

Director, Aube en
Champagne tourism &
events - Slow Tourism Lab



NADIA DUFOUR

Business advisor in
agrotourism, wine tourism
and gourmet tourism

Sommelier & Trainer

Collaborator of the Quebec
Agritourism and Gourmet
Tourism Association



MIREILLE LABRANCHE

Tourism development
manager, Tourisme Haut-
Richelieu

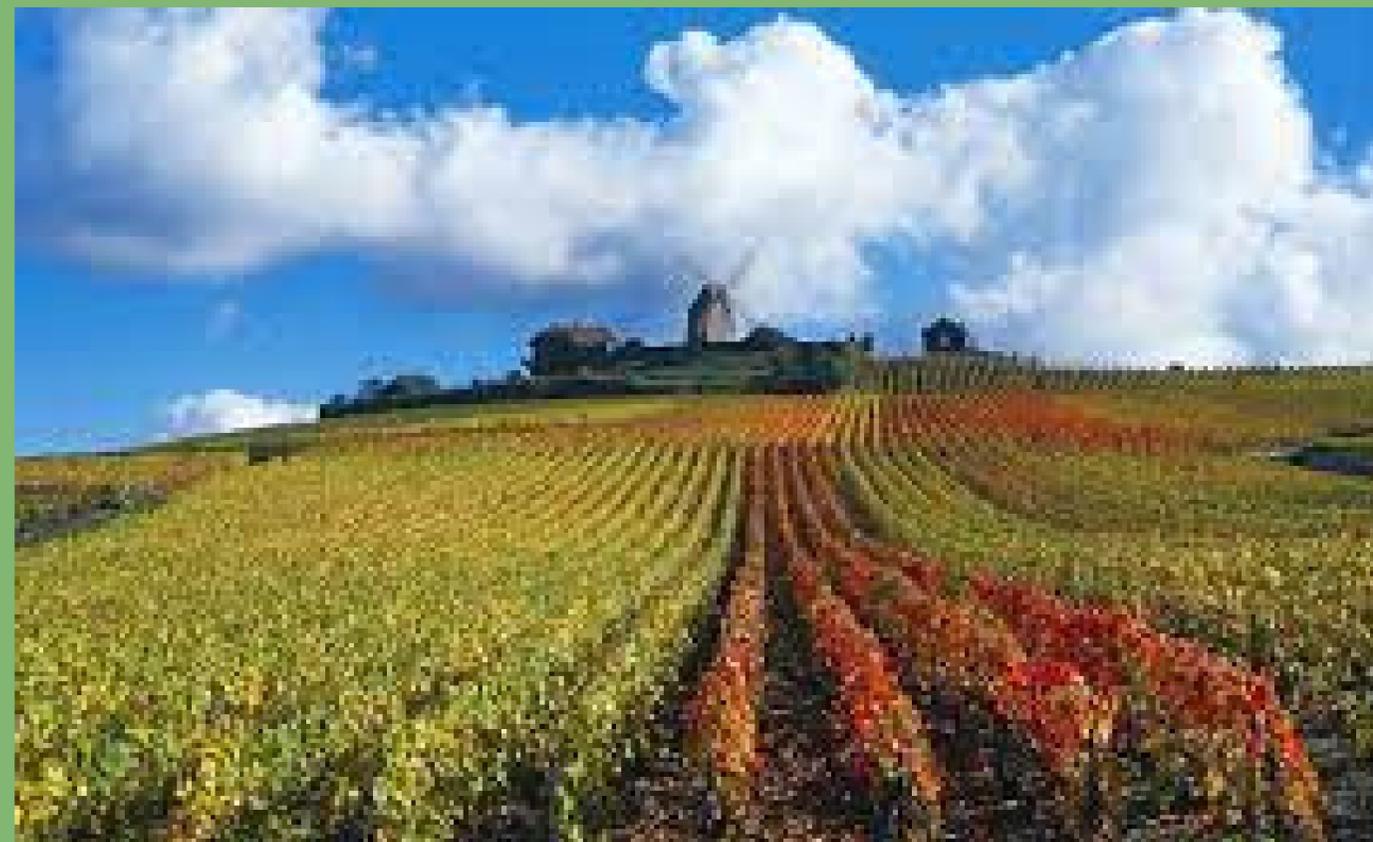


TOM MANLEY

Executive Director, Eastern
Ontario Agri-Food Network

AGROTOURISM IN FRANCE

The example of Aube en Champagne and its Slow Tourisme Lab incubator



Decennial census of agriculture in France



- The disappearance of 100 000 farms across France (-20%)

- Three times more organic farms

- Six out of ten farmers are over 50 years old, compared to 50% in 2010

- More and more young farmer continue to settle and they are more and more qualified and turned towards agrotourism

*** Source Ministry of Agriculture - December 2021**

L'Aube en Champagne Tourism board

Tourism development agencies and departmental tourism committees



SUPPORT

project leaders,
professionals and
local authorities



PROMOTE

tourist destinations



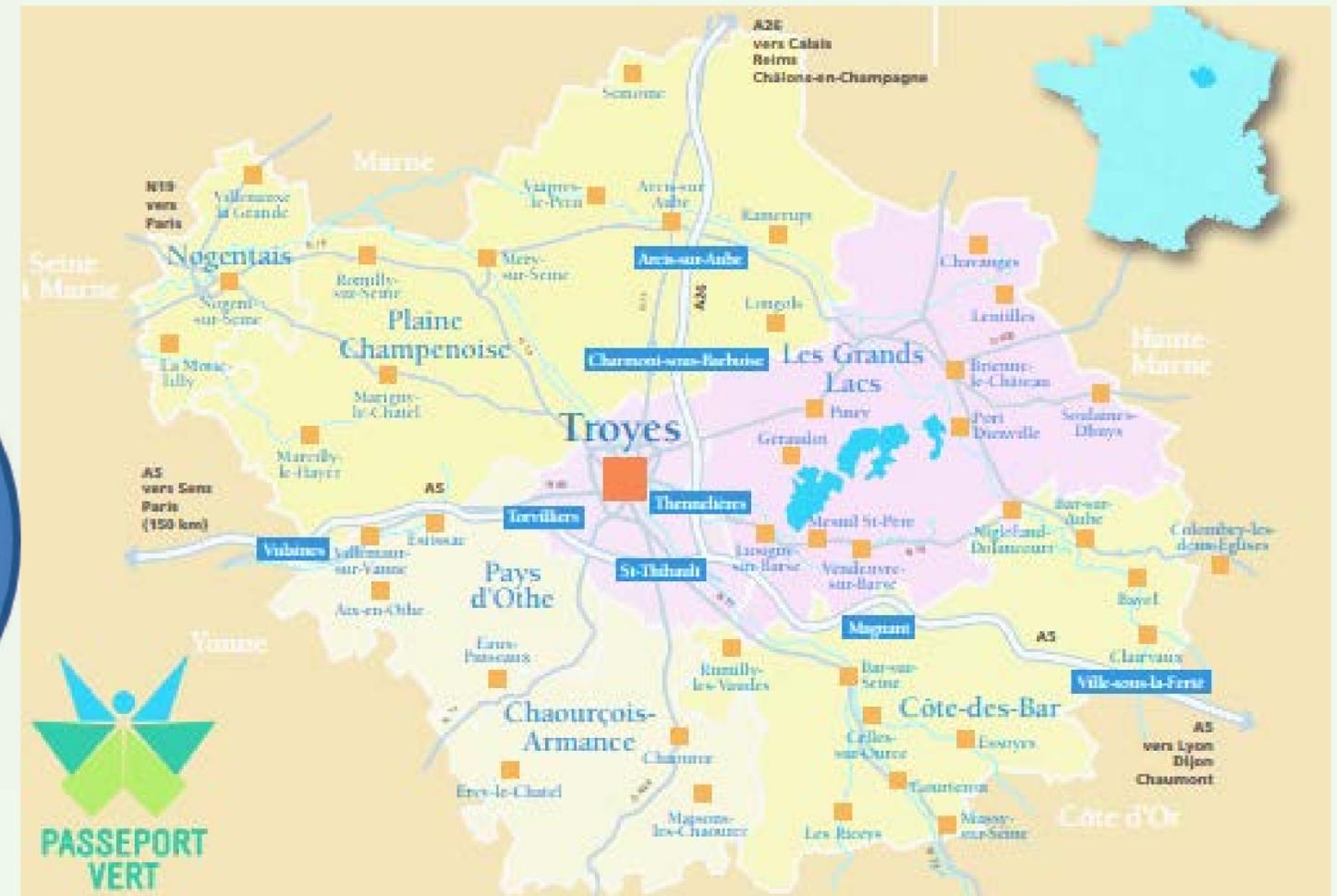
MARKET

stays and
excursions

L'Aube en Champagne



1h30
from
Paris



Slow Tourisme Lab



The interests for our territory :

- Promote a more sustainable, human way of traveling
- Create innovative tourism technologies and services for rural areas for leisure and business tourism.
- Boost rural areas through tourism,
- Create a new ecosystem of startup partners and develop an innovative offer

Our goal :

- Increase tourist traffic
 - Promote sustainable and rural destinations
 - Offer eco-citizen services
 - Optimize operating costs
 - Promote exchanges and local products
-

SLOW TOURISME LAB



Privileged relationships





Some examples of agrotourism experiences



OH LA VACHE !



07 80 90 05 25

Nos séjours | Coffrets cadeau | Connexion

OH!
LA VACHE

Accueil - Séjours - Séjours d'immersion - Traite des Biquettes et fabrication de fromage

TRAITE DES BIQUETTES ET FABRICATION DE FROMAGE



07 80 90 05 25

Adulte: 2, Enfant: 0

Coût de la réservation: **294,00 €**

< Décembre 2021 >

L	M	M	J	V	S	D
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Gratuité 1 bébé (-2 ans)
 Oui Non

Venir me chercher à la gare

Au programme

A noter : en janvier et février, les chèvres ne produisent pas de lait. Les immersions ne pourront donc pas se faire à cette période.

JOUR 1 - CHÈVRERIE ET TRAITE DES BIQUETTES

Je vous conseille d'arriver entre 8 et 9h. Le premier jour sera consacré à

Oh la vache offers immersion stays on the farm. Participants are introduced to the daily work of the producer, they participate in the tasks and guarantee a complementary income to the farmers in exchange for a convivial and authentic moment.

<https://ohlavache.org>

Au cœur des paysans

- From Mussy-sur-Seine to the lakes of the Forêt d'Orient
- 160 km of trails (GR2, GRP des deux Bar, GR145-654, GR14B)
- 15 welcoming farmers (cattle and sheep breeding, cereal growing, champagne house)
- 3 suggested circuits





Jean-Louis et Odile NORMAND

Domaine La Borderie à Bar-sur-Seine

Ajouter à mes favoris

Situé au point de jonction de l'Aube et de la Seine, notre domaine bénéficie d'une grande diversité parcelleuse. Le Pinot Noir, le Chardonnay, le Pinot Meunier et le Pinot Blanc plantés au fil du temps profitent d'expositions diverses sur les coteaux de ces deux vallées.

L'exploitation est familiale. Nous sommes très attachés à notre terroir et cherchons à le faire reconnaître par des labels environnementaux. Certifié « Haute Valeur Environnementale » et « Viticulture Durable en Champagne », notre domaine porte une grande attention au respect de la biodiversité. Chaque intervention dans notre vignoble est mûrement réfléchi en ce sens. Nous exploitons pas la vigne, nous vivons avec elle !

Nous sommes passionnés par notre métier de vignerons et souhaitons transmettre nos valeurs aux amoureux de la nature et des vins de Champagne. À l'enc de coteaux au milieu de la nature arborée, le bonheur est dans la vigne et dans la fête de Champagne. Pour nous et nos hôtes nous aimons partager un temps culture et convivial à la découverte de notre beau métier.



JE RÉSERVE UNE VISITE

All Agriculture de Conservation Aube Cultures Elevage bovin Elevage de moutons Elevage de vaches laitières
Elevage de volailles Pépinière de pleine terre Vente à la ferme Vigne



<https://aucoeurdespaysans.org>

Empreinte des fées

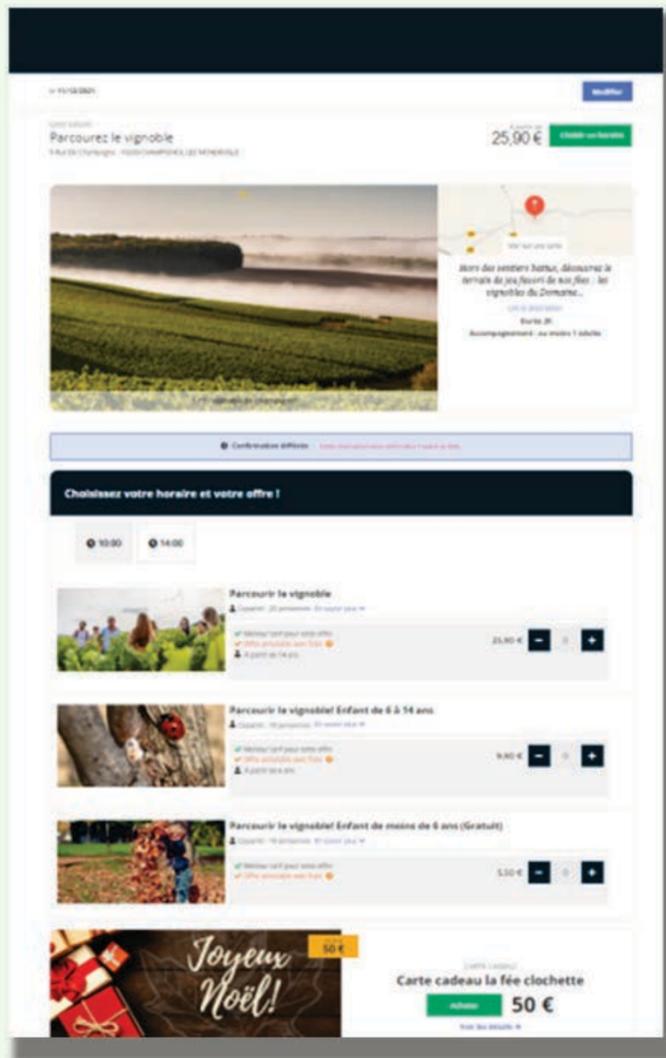


With family, friends or colleagues, discover Champagne and truffles naturally.

Live eco-creative experiences between vineyards and forest,
in the heart of an organic and biodynamic wine and truffle estate.

www.lempreintedesfees.com

Innovative wine tourism experiences



Find the truffle of Champagne !

The truffle grower and her faithful companion will guide you to the discovery of the autumn truffle, an exciting and capricious mushroom

Explore the secret of Biodynamix!

Shoulder bag and tools in hand, with family, friends or colleagues, go on a treasure hunt and help the fairies to discover the secret of the druid Biodynamix.

And always available: cellar visits, vineyard tours, unusual evening outings, picnics in the vineyards



Unusual accommodations

LA ROUTE DES BULLES X CHAMPAGNE GREMILLET
[HTTPS://ROUDEDSEBULLES.FR](https://routedesbulles.fr)



Unusual accommodations

PARCEL X CHAMPAGNE ALEXANDRE BONNET
[HTTPS://WWW.PARCELTINYHOUSE.COM](https://www.parceltinyhouse.com)



100% AUBE

100% Aube is a platform for promoting short circuits and local tourism, made available free of charge by the Aube Departmental Tourism Board



Promotional and networking platform for tourism actors and local producers in order to highlight different offers, promotions, events or services

<https://100pour100aube.fr>

AGRITOURISM AND GOURMET TOURISM IN QUEBEC



A totally greedy Quebec



Discover a unique place that capitalizes on its human-oriented values, its wide-open spaces, its know-how, its creativity, the uniqueness of its northern territory, the richness of its land marked by the seasons and cultural habits, enriching culinary discoveries and exciting encounters that unveil the authenticity of Quebec's art of living and rich history!

Local Flavours A signature experience for Quebec



© Crédit photo : Tourisme Québec

Aiming to promote Quebec internationally, the LOCAL FLAVOURS tourism experience is one of the eight most enticing flagship experiences offered as a means of convincing travelers to choose this destination.



local products – culinary specialties – cultural habits – foodservice & chefs – gourmet showcases – gourmet routes and territories

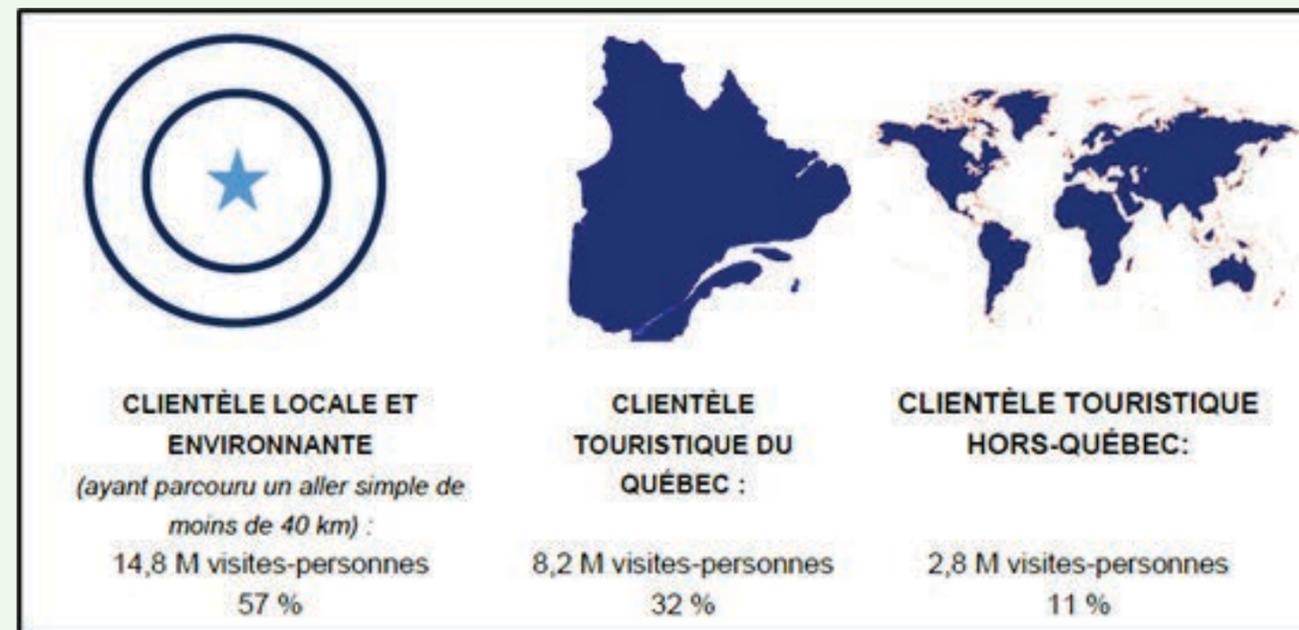


Quebec survey on tourism practices

THE TOURISM PRACTICE ENCOURAGES BUYING LOCAL AND PROMOTES THE ATTRACTIVENESS OF AGRITOURISM AND GOURMET TOURISM PRODUCTS AND THEIR IMPORTANCE IN CHOOSING A DESTINATION.

2,000+ agritourism producers, small-scale food processors (artisan butchers, bakers, etc.), restaurant owners/regional cuisine, shops selling local products

60% of respondents chose their destination because of the gourmet food activities it offered. 75% consider gourmet tourism a sufficiently attractive reason to travel.



More than 25 million person-visits generated economic benefits of more than \$187 million (2016 data).

Enquête clientèle - Avril 2018 - AATGQ

2021

86.3% of respondents said they were very or quite satisfied with their 2021 tourist season, compared to 67.6% in 2020.

Tourist traffic was higher in 2021 for 2/3 of respondents and revenues were higher in 2021 for 80% of respondents.

Quebec Agritourism and Gourmet Tourism Association



Also known by its promotional brand, Terroir et Saveurs tm, the AATGQ is the sectoral tourism association for agritourism and gourmet tourism in Quebec.

The Association's mission is to represent, develop and promote the gourmet tourism sector, as well as to provide leadership and coordinate the implementation of the provincial action plan for the future of gourmet tourism in Quebec.

The AATGQ helps businesses with their professionalization and in developing the quality of their offer and their gourmet experience.

The Association is committed to helping make Quebec a world-renowned gourmet destination through rich and memorable experiences offered by ambassadors who are passionate about Quebec's local and regional products.



Tourist attractions: promoting local products and short gourmet circuits

GOAL: CARRY OUT THREE PROJECTS GUIDING TOURIST ATTRACTIONS AND SERVICES

- Strengthen the customer experience and thus better meet the needs of consumers interested in gourmet tourism.
- Help the business better integrate and showcase Quebec products in its tourism offer, its services and activities, its food services and products available for sale.
- Increase the quality of the services offered by developing distinctive, authentic and representative animation projects.
- Develop business connections, packages and activities with producers and small-scale food processors.
- Highlight the region's culinary identity, flagship products and cultural treasures.

QUEBEC SKI AREA ASSOCIATION



215+ gourmet tourism tips: Le Sommet bar, 100% Quebec products, four gourmet weekends, regional menu and pairings, tastings at the top of the mountain, year-round gourmet activities, 100% Quebec burger week and gourmet package for mountain retreats



CAMPING QUÉBEC FEDERATION



QUÉBEC OUTFITTERS FEDERATION



11 campgrounds in 7 regions of Quebec: 682+ tips on integrating gourmet tourism, a local product rally, a local gourmet circuit, 279 local products and 60 ideas for activities involving regional products to implement (forest, sea, identity, etc.)

4 outfitters in the Outaouais region: 381+ tips on integrating gourmet tourism, forest products, fishery products, business ties with local producers, packages showcasing ancestral culinary heritage, 34 gourmet activities and more to come



Projects to guide producers and small-scale food processors

40 ALCOHOL PRODUCERS: A 5,500 KM ROUTE IN 8 TOURIST REGIONS IN QUEBEC

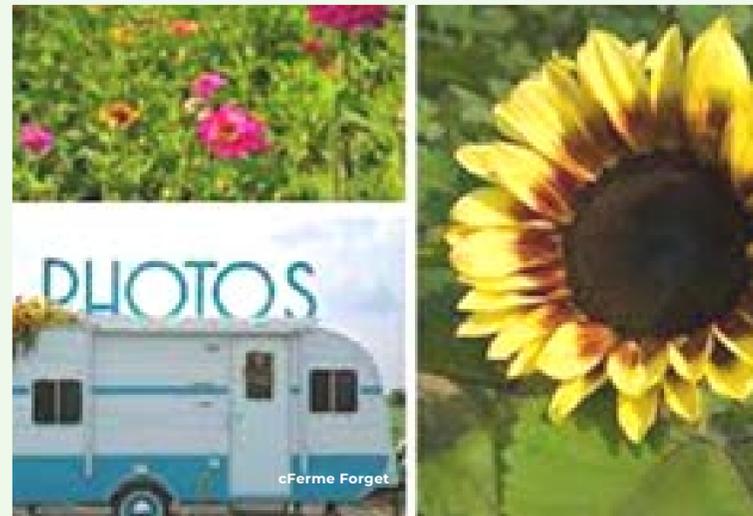
200+ PRODUCERS AND SMALL-SCALE FOOD PROCESSORS THROUGHOUT QUEBEC'S DIFFERENT TOURISM REGIONS

- Analysis of the customer experience with regard to Quebec-grown products: welcome, food service, product sales, activities/animation, human resources, promotion
- Development of customized projects allowing for the addition of distinctive and authentic activities, services and animation concepts having to do with the land
- Coaching, training, development of information tools (product sheets, good practices, recipes, pairings, menus, cocktails, and more) and staff skills needed to give guided tours, commented tastings, etc.
- Optimization of the visitors' itinerary (welcome, store, tasting, eating and relaxation areas, interpretation site, farm, trails, fields...)
- Showcasing the region's culinary identity and cultural richness



Gourmet platform: Laval, One Island, Many Flavours

An explosion of fun out in the fields



The activity created with the guidance provided led to significant patronage during a quiet time of year. We estimate its direct impact to **be more than \$125,000 over a three-week period**. Also, the activity built engagement on our social media.

Ferme Forget

Plantarium Cocktail



A total of 150 people attended the six new workshops. This new activity made it possible to:

- develop a **new clientele** and earn the loyalty of existing customers
- **increase our revenue**: average shopping cart total: \$85.57
- generate content for our newsletter and blog
- have our employees acquire new activity-leading skills
- make the team **more unified**

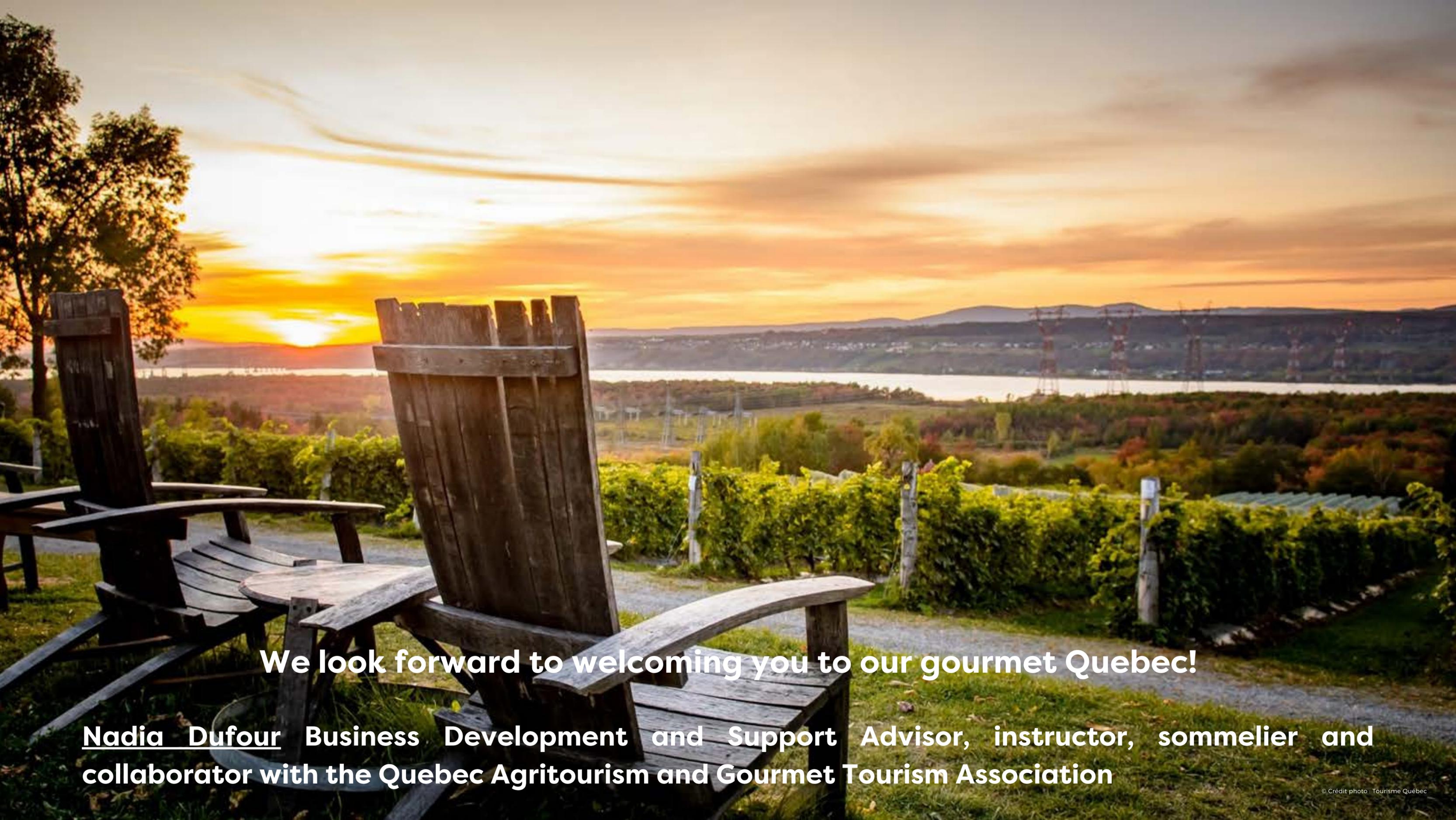
Serres Lavoie

Straw Lounge U-Pick Pumpkin Experience



In the end, this project allowed us to extend our season an extra three weeks, increase the number of visitors and increase sales in our store and in our artisanal ice cream shop for the fall period, which is usually a quieter time of year. We estimate that this **project helped attract more than 12,000 new clients**.

Ferme Marineau



We look forward to welcoming you to our gourmet Quebec!

Nadia Dufour Business Development and Support Advisor, instructor, sommelier and collaborator with the Quebec Agritourism and Gourmet Tourism Association

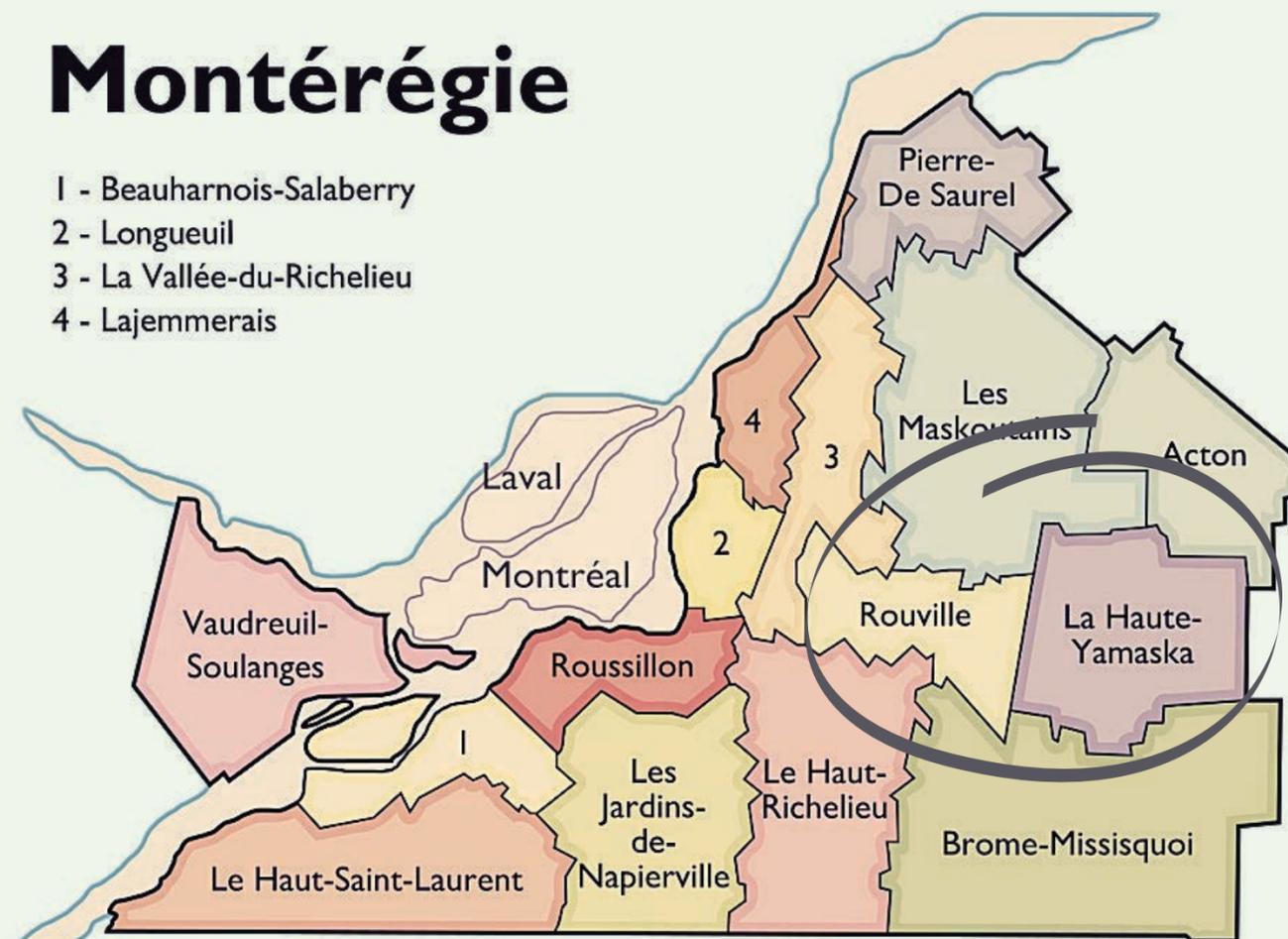
BIENVENUE DANS LE
HAUT-RICHELIEU
WELCOMES YOU



LOCALISATION

Montérégie

- 1 - Beauharnois-Salaberry
- 2 - Longueuil
- 3 - La Vallée-du-Richelieu
- 4 - Lajemmerais



Tourisme
Haut-Richelieu

TOURISME
MONTÉRÉGIE

TASTY HAUT-RICHELIEU

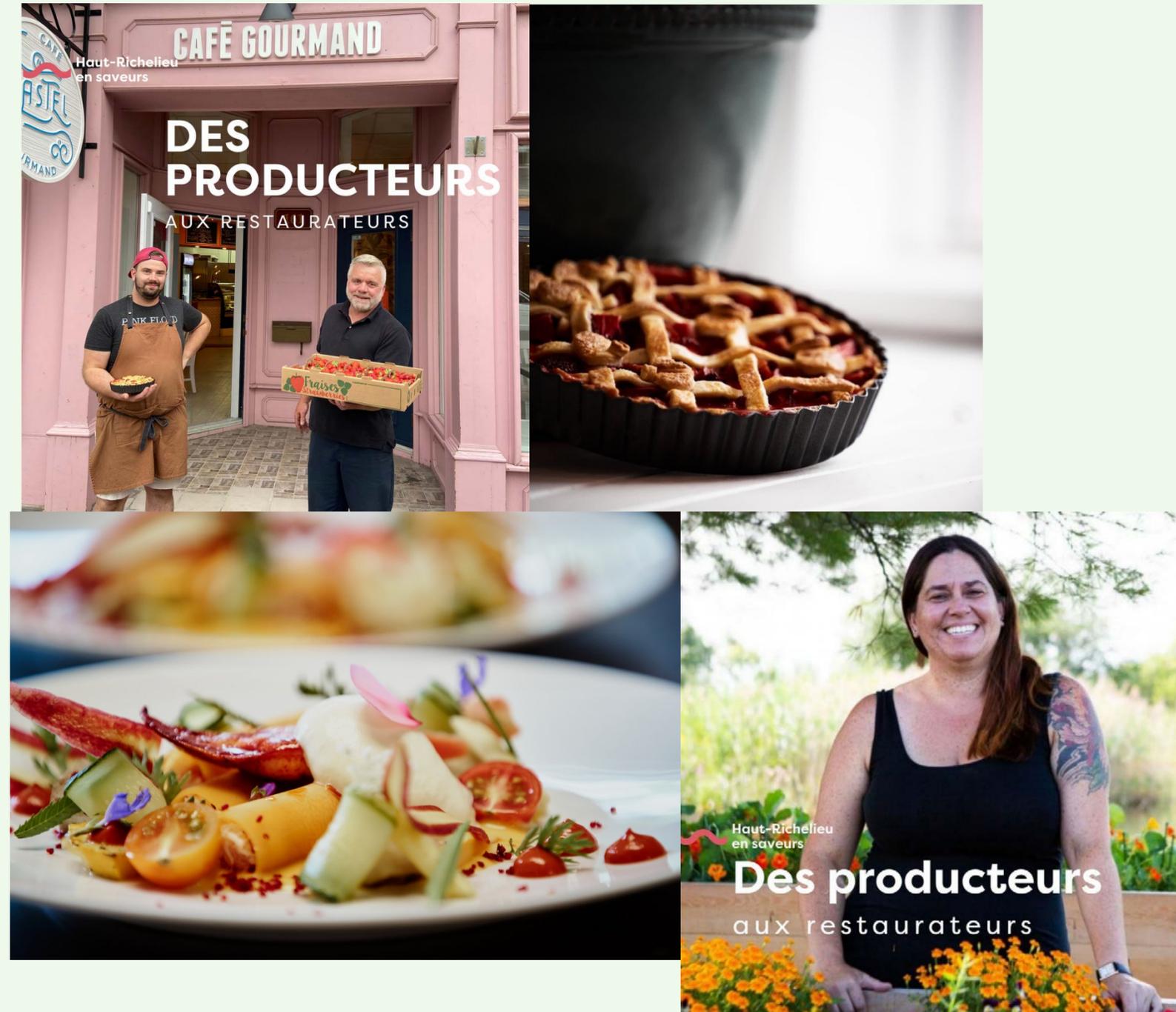
In collaboration with various local partners, Tourisme Haut-Richelieu has launched an offensive to increase the visibility of local products among local restaurants and thus promote a circular economy.

For more than 6 months, Tasty Haut-Richelieu has made it possible to discover more than a dozen restaurants who will be serving up unique dishes featuring local ingredients. The restaurant owners invite you to sample local flavours and encourage their fellow restaurant owners to get involved.

You'll learn about the history of over fifty local producers and are encouraged to visit them for a chance to sample their impressive selection of products.

The offensive highlights the region's agri-food diversity while raising awareness among visitors and citizens about the consumption of local products from the Haut-Richelieu region.

In 2022, our goal is to continue the offensive by further increasing the presence of local products in the region's tourism attractions and businesses



Several agri-tourism achievements to promote the region!

PICNIC ROUTE OF HAUT-RICHELIEU

The 4 picnic route of the Haut-Richelieu, allow you to go from a vineyard to a cheese dairy, passing by a charcuterie so as to obtain all the provisions necessary for a picnic. The final point of these route is a rest area where you can enjoy the meal cooked along the route, in a panoramic setting, in a vineyard, in the mountains, on the banks of the Richelieu River or Lake Champlain.



LE CIRCUIT DU PAYSAN

The Circuit du Paysan tourism circuit takes you through the most beautiful country landscapes in western Montérégie, in search of local products and unique experiences.

The Circuit du Paysan - A pledge of quality and authenticity for 23 years now!



MA CABANE À LA MAISON

The original idea was simple but bold: to get people across the province to rally in support of Québec's sugar shacks. What if we joined forces to save a rich part of our heritage that was hit hard by the pandemic? What if we gave Quebecers the opportunity to experience the maple-syrup season in the comfort of their own homes? A few months (and a few partners) later, here we are—bringing maple lovers and sugar bushes together to the delight of one and all. Welcome to “Ma cabane à la maison.” Step inside and make yourself at home!

LA MONTÉRÉGIE, LE GARDE-MANGER DU QUÉBEC

La Montérégie, le Garde-Manger du Québec, is the regional campaign that brings together more than 180 biofood businesses in the Montérégie region. By getting together, it is easier to discover the rich and varied offer of products from the region, and ultimately, to encourage people to consume in Montérégie.

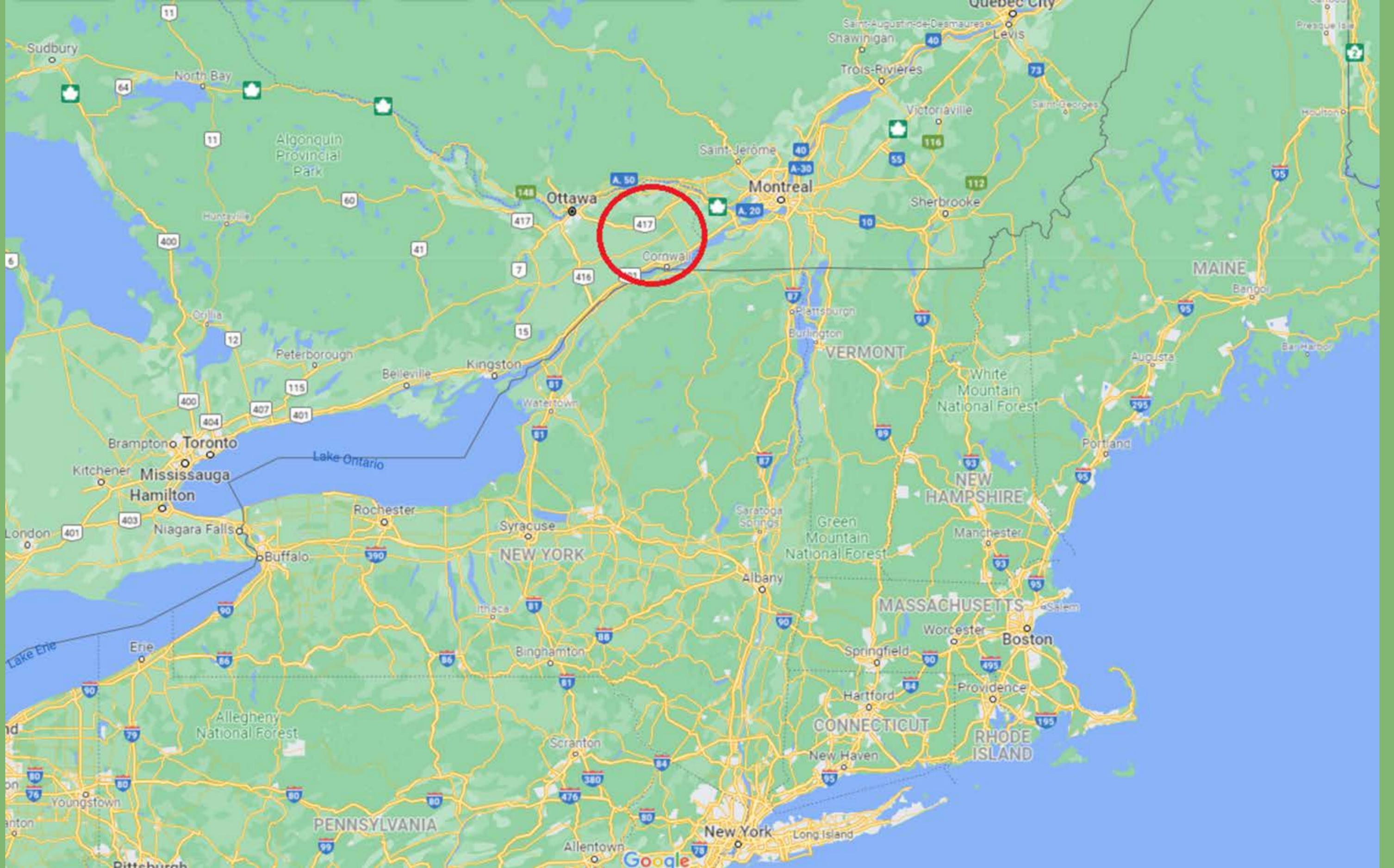




INTERNATIONAL AGRITOURISM WORKSHOP

INNOVATIVEWAYS TO SELL AGRICULTURAL
PRODUCTSDIRECTLY TO CONSUMERS

Tom Manley
Eastern Ontario Agri-Food Network
www.agro-on.ca



Eastern Ontario Agri-Food Network

Created in 2010.

- Serving two rural municipalities, city of Cornwall, & Mohawk territory of Akwesasne.
- Bilingual population 200,000.

Non-profit membership association.

- Local food marketing, agri-tourism.
- Agri-Food Advisory Council.
- Capacity development, training, networking.

Four municipal Board seats among 12.

- To ensure accountability.
- Private-public engagement.

Funding.

- Core annual municipal funding.
 - Provincial and other grants.
 - Membership, sponsorship, services revenues.
-

FarmersMarkets



General Support to all markets

- Networking
- Public promotion
- Vendor recruitment

Co-producer of one market

- Administration
- Bookkeeping
- Banking
- Insurance

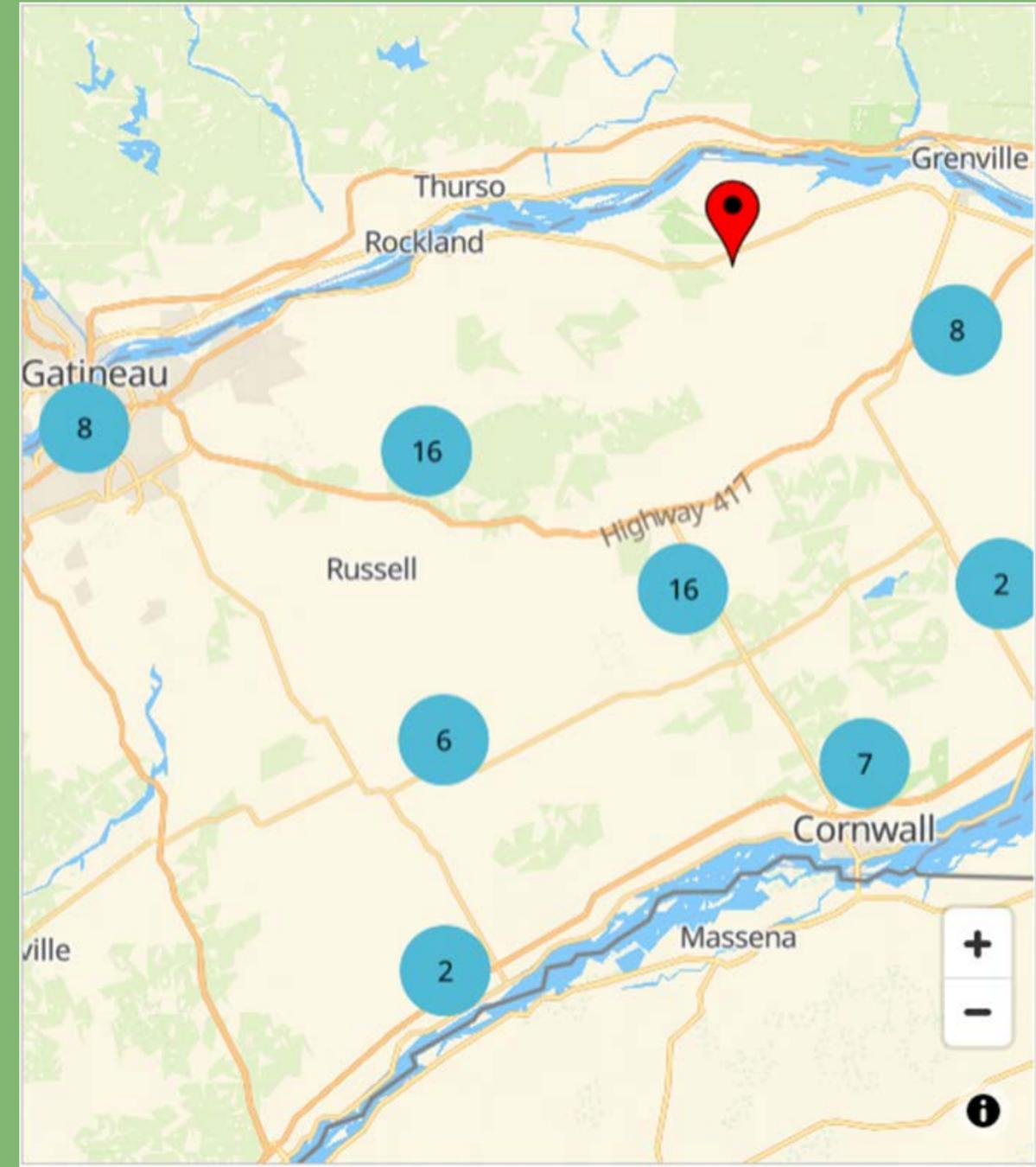


Local Food Discovery

- To bring new consumers to local food.
- Promotion & discount booklet.
- Like a passport.
- Multiple use deals.

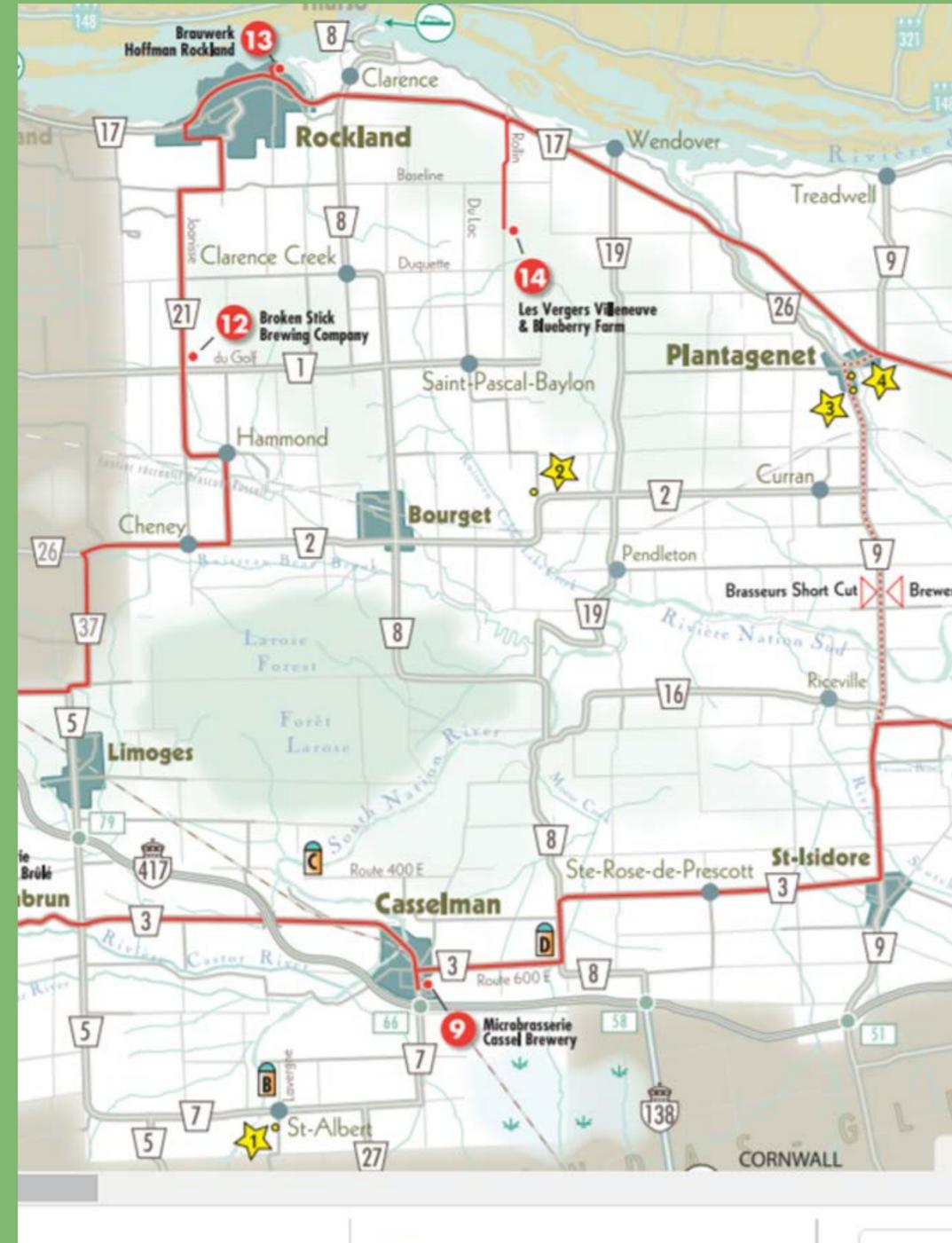
Local Food Mapping

- Store Locator Widget on our website.
- Multiple filters.
- Bilingual.
- Farmers, artisans, markets, home delivery services.
- Profiles and links.



Broue & Chew Road Trip

- Agri-food route
- Local products & artisans.
- Wine, beer, food.
- Markets and fine dining.
- Online & printed maps.



Sample the East

- Agritourism promotion program
- Curated day and weekend itineraries.
- A new itinerary about every 2 months.
- Integrate local food, accommodations, leisure.



SAMPLE THE EAST | DISCOVERING SEASONAL ROUTES



Suppliers



Addison Gardens

📍 Addison, ON



Black Duck Farm

📍 North Lancaster, ON



Ferme Butte & Bine Farm

📍 Williamstown, ON



Ferme Houle Farm

📍 Curran, ON



Ferme MISA

📍 Casselman, ON

Local Food Portal

- Partnership with Local Line.
- Individual e-stores with direct access.
- Regional e-market.
- Specific e-markets for farmers markets.
- Potential wholesale e-markets



Vendor Profiles

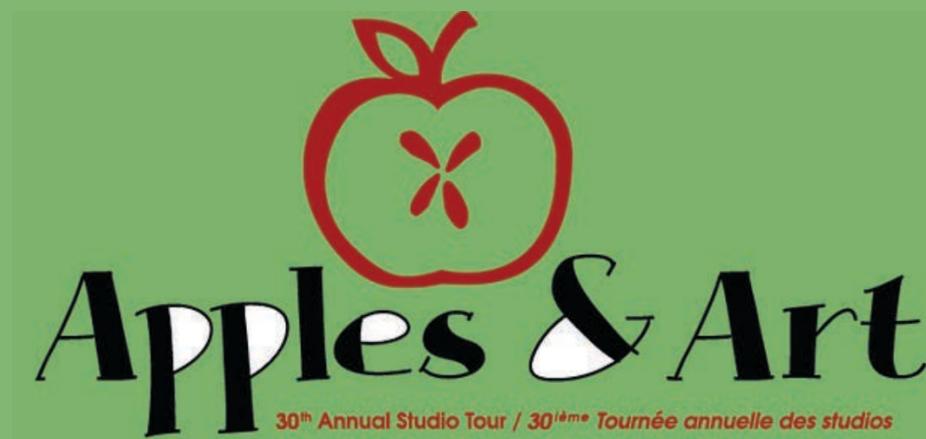
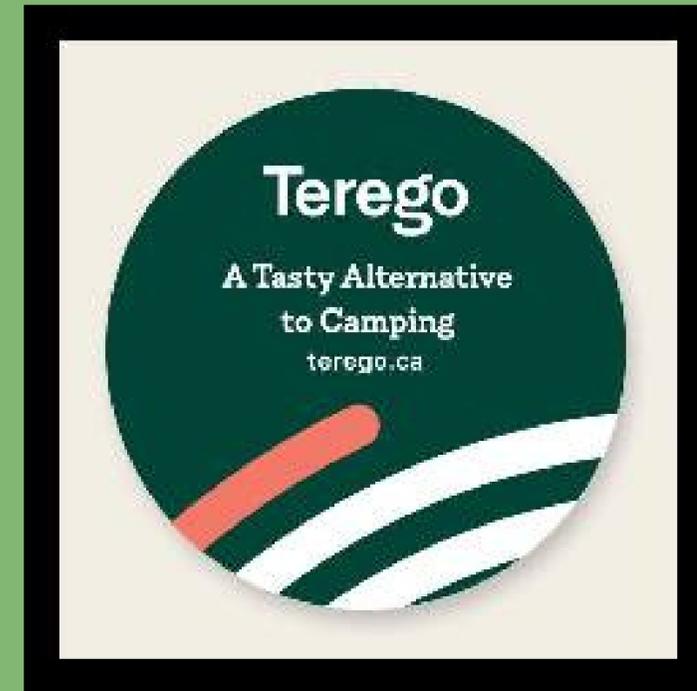
- Photo and story.
- Very popular.
- In the newsletters.
- On Facebook.
- AV clips in 2022.

Partnerships

- Increase the reach and visibility through bilateral agreements.

Sponsorships

- Financial and promotional support to farms, events, tours, festivals





DISCUSSION PERIOD



THIS SESSION IS SPONSORED BY

TOURISME
MONTÉRÉGIE

Tourisme
Haut-Richelieu

Prescott
Russell



ACC Futures
Your Potential is Our Business



ASSOCIATION DE L'AGROTOURISME
ET DU TOURISME GOURMAND DU QUÉBEC

