



Farm to Fork

EAST GWILLIMBURY

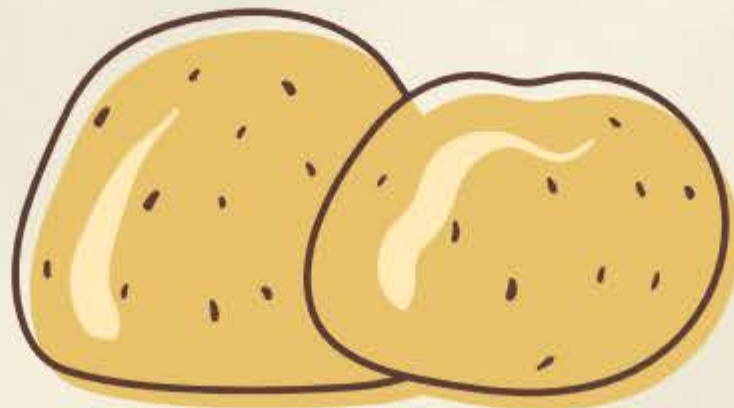
Wed. November 19, 2025

GOAL

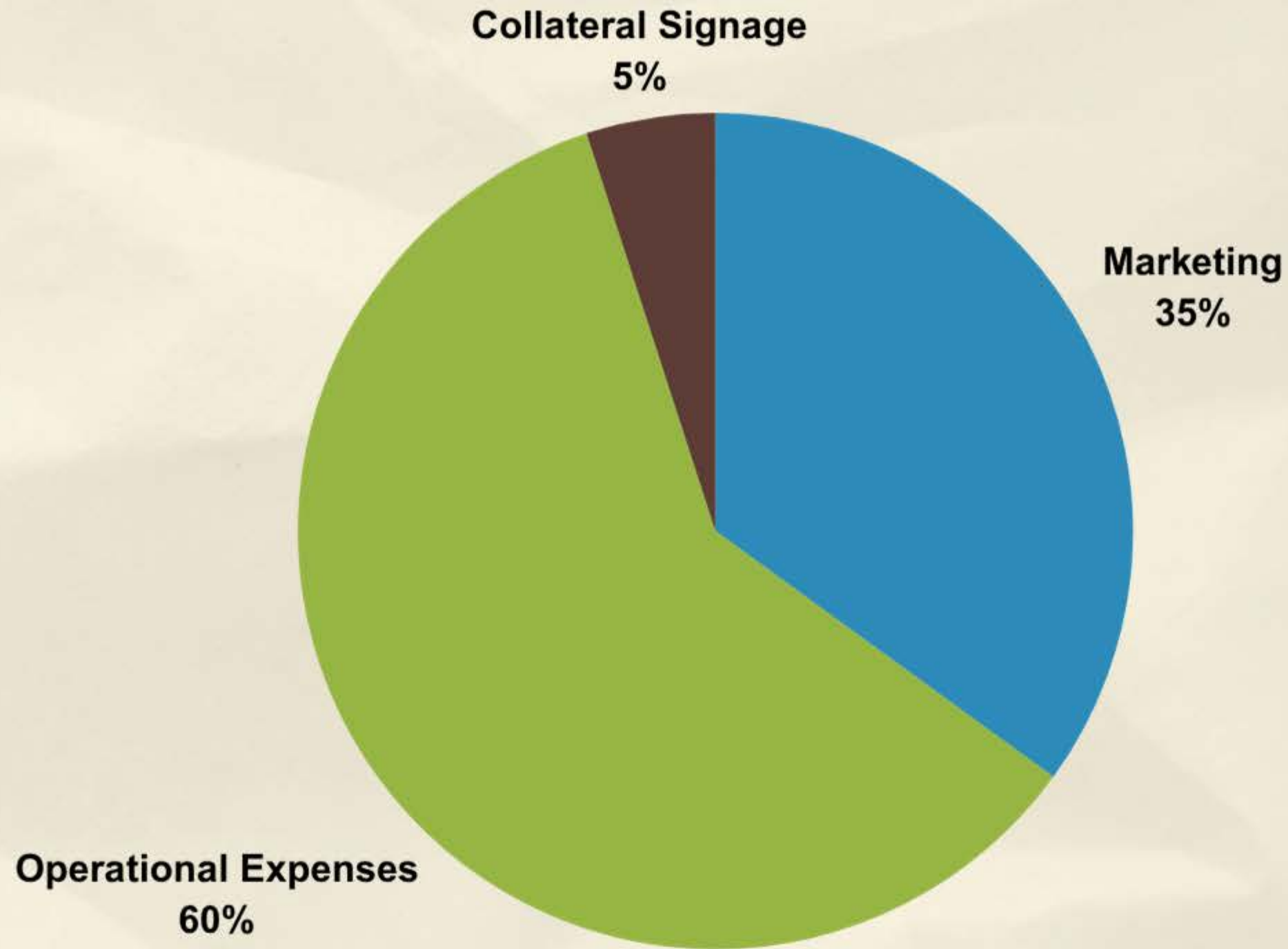
The primary objective of the Farm to Fork Annual Tour is to support the farming community in EG by encouraging the purchase and consumption of locally grown produce, as well as locally raised meat and poultry. Additionally, it aims to educate visitors about the origins of their food and the processes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

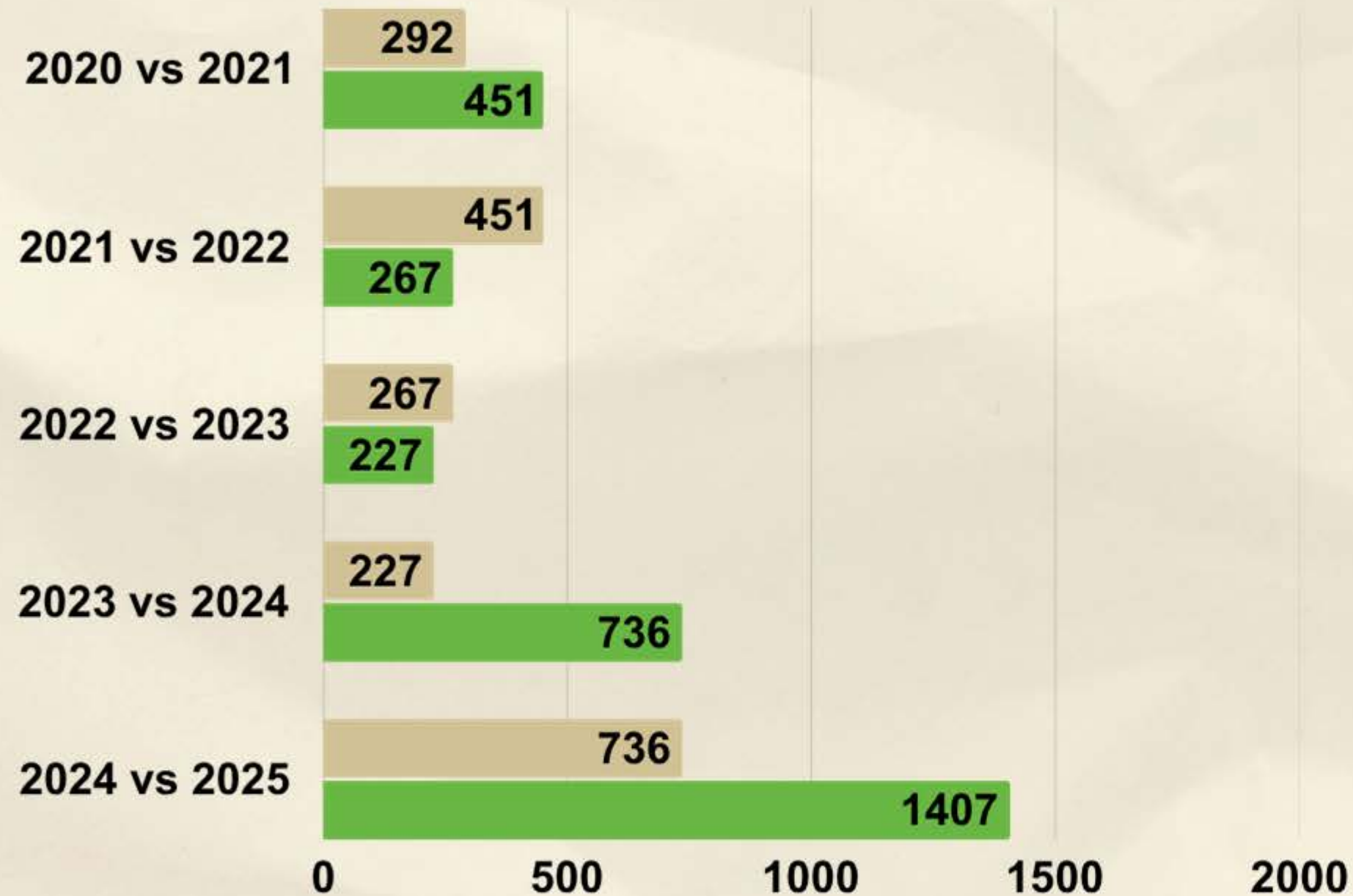


FARM TO FORK BUDGET



Operational expenses remain the largest portion of our spending. However, we're leveraging the Chamber's relationship with media suppliers to keep marketing costs stable while growing the event.

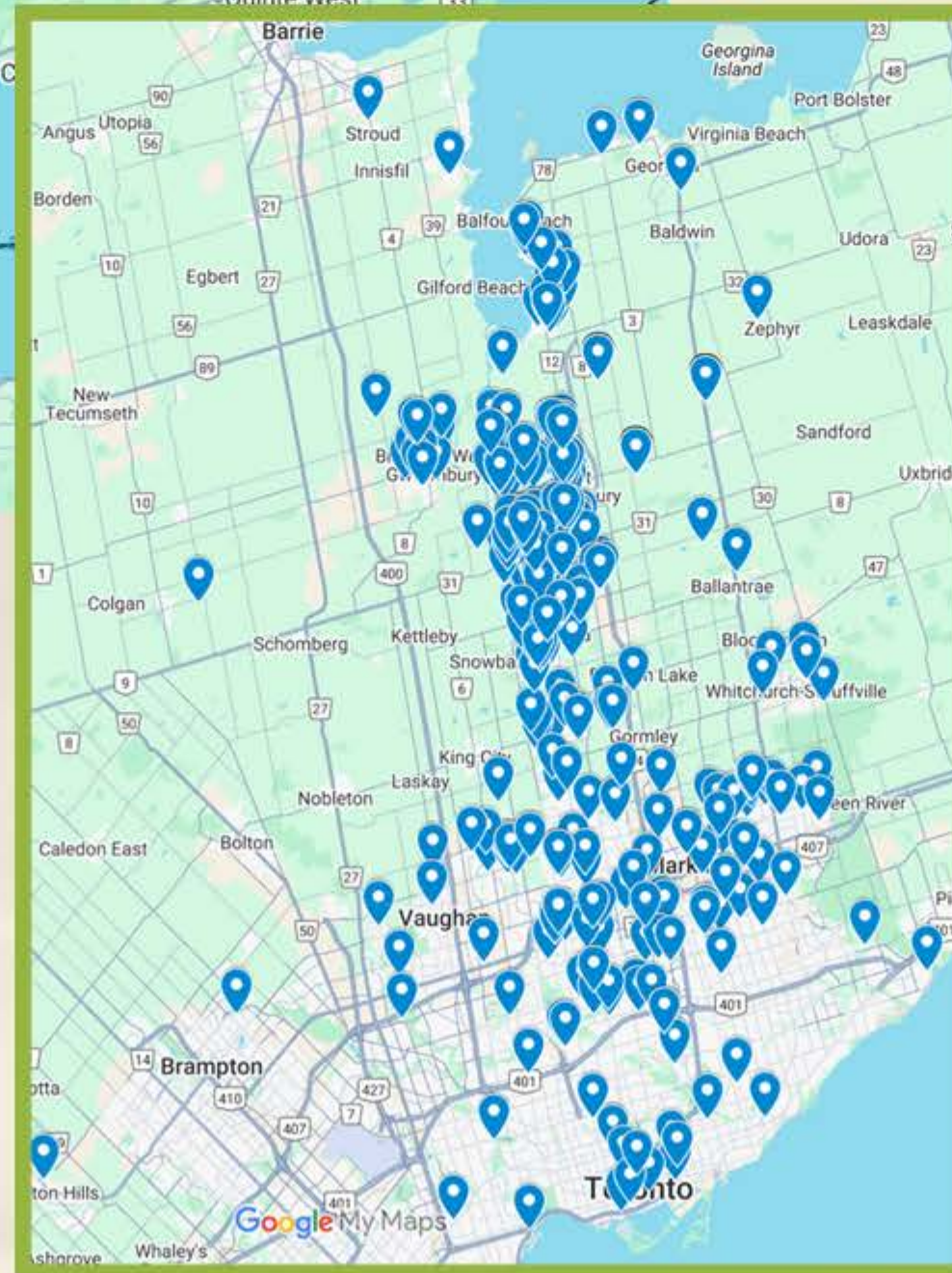
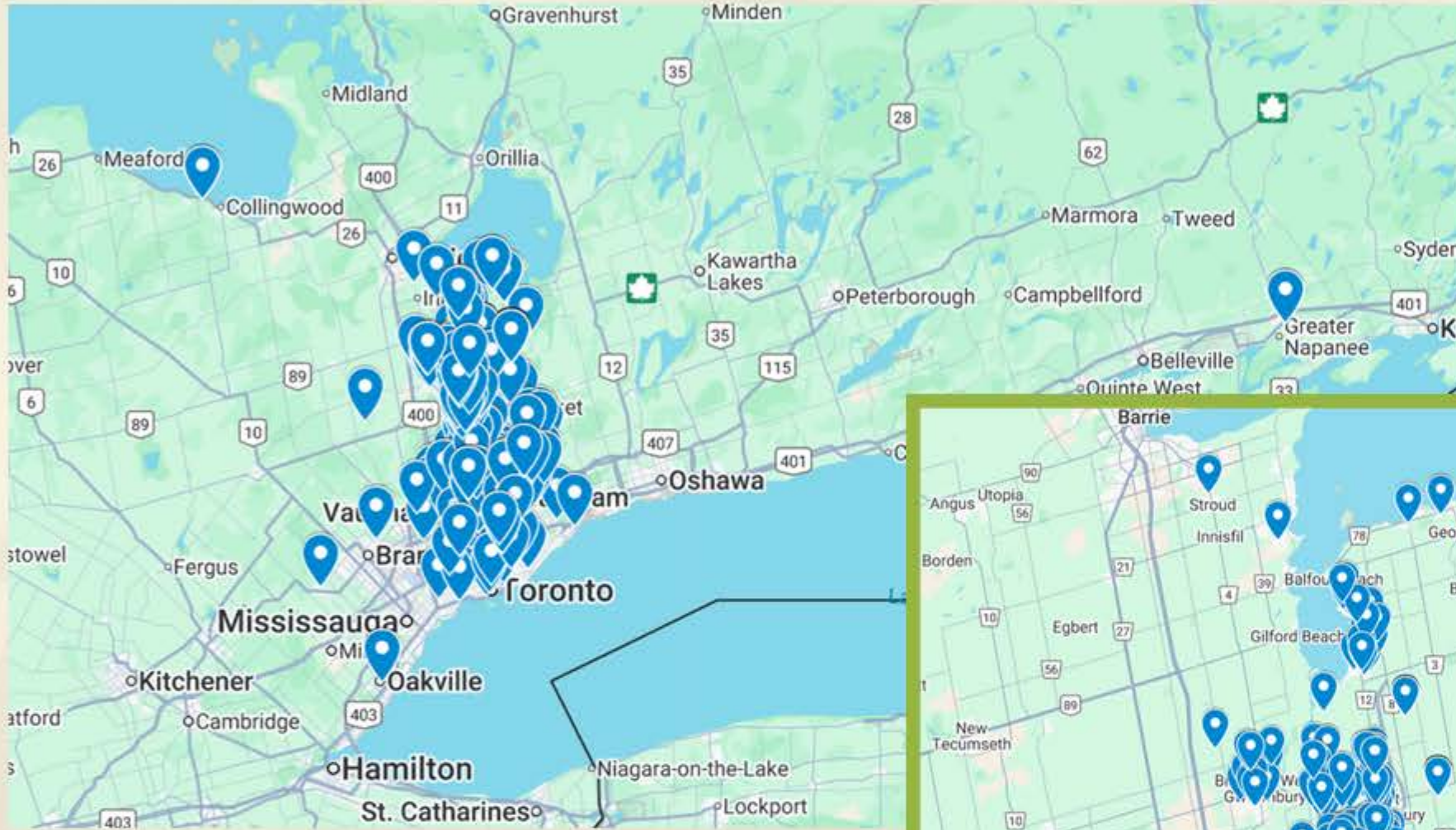
FARM TO FORK REGISTRATIONS



- *In 2025, we saw continued growth.*
- *Consistently, year-over-year tourism marketing dollars have driven attendance from both within and outside of the region.*



FARM TO FORK REGISTRATIONS



- *For the first time, we collected postal codes.*
- *We saw approximately 300 unique postal codes from as far away as Napanee and Meaford.*



Creative



Globe and Mail ad

Socials & ads



Digital sign



Increased partner engagement



Farm Feedback

"It's probably the biggest day of the year – it worked well for us. I don't know what you would do to make it better! We had a good crowd, they were very responsive, the sales were good and we got good comments. We estimate we had 250 sales compared to 170 last year, and between 600-700 people." - **Paul Hope, Sharon Orchards**

Busiest year yet. 418 people went through. - **Holburne Mushroom Farm**

An increase in meals served with 190 in 2025 vs 100 in 2024. - **AE Natural Meats**

Grateful there were so many people. Some concerns over the free component as they would usually charge for a visit. - **The Giving Place**

It was a great day. Not out of the norm because they are always busy but they love participating. - **Rose Family Farm**



Driving Brand & Visitor Growth Ahead

- Evaluate how to enhance the visitor experience and increase revenue for participating farms.
- Continue to refine marketing efforts.
- Optimize the recommended tour sequence for an improved visitor experience and streamlined logistics.
- Increase investment in promotional items handed out at event.
- Enhance early engagement with farms and suggest methods for tracking attendance and sales.



Thank you!

