

Destination Canada Announces Field to Fork: Saskatchewan Manitoba Agritourism as a New Corridor to Attract Investment and Create Legendary Journeys for Travellers

Winnipeg, Manitoba – September 26, 2024: Destination Canada has announced the launch of Field to Fork: Saskatchewan Manitoba Agritourism for 2024, building on the success of last year's pilot [Tourism Corridor Strategy Program](#).

The Tourism Corridor Strategy Program aims to contribute to a more resilient tourism industry through accelerated destination development of multiple corridors across Canada. This program is a key initiative of [Destination Canada's 2030 Tourism Strategy](#) with its bold goal to propel Canada back into the Top 7 global tourism destinations.

The corridor program will invigorate Saskatchewan and Manitoba's tourism landscape, enticing visitors to discover the area's diverse regions and contributing to a more dynamic and competitive tourism industry.

As one of the largest and most productive agriculture regions in the world, Manitoba and Saskatchewan are primed to become global agritourism leaders:

- **Manitoba:**
 - The agriculture and agri-food sector directly contributes 7.2 per cent of provincial gross domestic product (GDP) and 5.1 per cent of provincial jobs or 37,015 direct jobs in 2023. ([Manitoba.ca](#))
 - In 2022, Manitoba's Agriculture and Agrifood sector contributed \$4.92B to the economy.
- **Saskatchewan:**
 - In 2023, Saskatchewan agriculture exports were the largest on record, with total international sales of \$20.2 billion. ([Saskatchewan.ca](#))
 - Agricultural exports have increased 74 per cent since 2013, accounting for 40 per cent of total provincial exports in 2023.

As the first-ever corridor that includes a culinary focus, Field to Fork will be developed with support from the Culinary Tourism Alliance with gateway cities including: Winnipeg, Brandon, Saskatoon and Regina. Destination Canada's research underscores that trying local food and drink is the most frequently desired travel activity among global travellers ([Global Traveller Research Program 2023](#)).

Visitors can gain a greater understanding and awareness of where our food comes from in Canada through farm-to-table culinary experiences, educational workshops, Indigenous agritourism and festivals. Agritourism also provides an opportunity for those attending business related meetings or conventions to learn about industrial processes, their impact on society and the environment, and their role in shaping the economy.

The corridor is a key component of the expanded Tourism Corridor Strategy Program, representing one of four strategic corridors being developed nationwide to enhance the tourism experience in Canada. Other corridors include:

- Cycle Ontario and Quebec

- Northern Sky Corridor (Alberta, Northwest Territories)
- Juan de Fuca Corridor (BC, Washington State, USA)

The Tourism Corridor Strategy Program will enhance Canada's appeal by providing visitors with compelling reasons to explore new regions, thereby strengthening Canada's tourism sector.

The selected corridors are defined as high-potential and align with criteria such as:

- Identifying potential job opportunities
- Potential for Indigenous inclusion or partnerships
- Employing a regenerative approach
- Engaging local communities
- Supporting economic growth
- Catalyzing investment attraction

Strategies for last year's pilot corridors, UNESCO Atlantic Canada Corridor, Sustainable Journeys from Prairies to Pacific, and the Northern Indigenous Lodge Network, are complete and are starting to come to life through implementation. Positive outcomes are already beginning to emerge.

Government of Manitoba

"Manitoba is known as the breadbasket to the world. Our agricultural roots helped build our province's economy and continued innovation has created new opportunities for exploration and growth. Bringing together our agriculture and tourism offerings to create new and authentic agritourism experiences for visitors is a perfect match. The Province of Manitoba is pleased to work in partnership with Saskatchewan as part of the Field to Fork Agritourism Corridor. We thank Destination Canada for the opportunity to be part of this innovative program, which holds significant promise for Manitoba communities, and for its ongoing commitment to investing in tourism development across Canada." - The Honourable Glen Simard, Minister for Sport, Culture, Heritage and Tourism, Province of Manitoba.

Travel Manitoba

"Travel Manitoba is looking forward to partnering with Tourism Saskatchewan on the Field to Fork Agritourism Corridor which provides both our provinces with an incredible opportunity to build engaging and unique visitor experiences while celebrating our provinces' thriving agriculture sectors. We're grateful to Destination Canada for its support in developing agritourism as a sustainable contributor to local economies throughout Canada." - Colin Ferguson, President & CEO, Travel Manitoba

Brandon Tourism

"Whether it's annual events such as Manitoba Ag Days, which draw significant attendance numbers from outside the province, or culinary expertise with several local establishments showcasing local ingredients which are grown right in our own backyard, our city will greatly

benefit from this corridor. This Field to Fork concept will generate a new, sustainable level of tourism that, in my opinion, could rival any agritourism sector around the world.” - Lanny Stewart, Director of Marketing & Communications, Brandon Tourism

Indigenous Tourism Manitoba

“The Field to Fork Agritourism venture is an effective avenue for showcasing Indigenous history and traditional ways of life. The inclusion of Indigenous communities and entrepreneurs presents opportunities for active engagement within the broader tourism industry, fostering partnerships and capacity building and contributing to economic development and the process of reconciliation.” - Holly Courchene, CEO, Indigenous Tourism Manitoba

Economic Development Winnipeg

“Manitoba is an agricultural powerhouse, home to more than 1,800 agriculture establishments and 13,000 sector employees. Our province’s strong leadership in agriculture sets the stage for developing agritourism as part of this thriving sector. Through our partnership with Travel Manitoba and EDW’s integrated model, which unites Winnipeg’s tourism and economic development agencies, we are well positioned to develop and amplify this agritourism corridor strategy, further establishing the city as a world-class agriculture hub.” - Ryan Kuffner, President & CEO, Economic Development Winnipeg (Tourism Winnipeg)

Government of Saskatchewan

“Agriculture anchors our Provincial economy, serving as the foundation for a thriving agritourism sector. Thousands of farms, food processing facilities, educational institutions, agricultural events and skilled training programs provide a strong basis for further growth. The strategy focuses on the development of our shared agritourism corridor to grow the sector by attracting new investment and expanding our export reach. By capitalizing on existing opportunities, we can significantly expand our value-added offerings, further solidifying ourselves as top agritourism destination.” The Honorable Jeremy Harrison, Minister Responsible for Tourism Saskatchewan

Tourism Saskatchewan

“Saskatchewan’s agritourism industry is poised to grow like never before. By leveraging the strengths of our agricultural base in concert with our Manitoba partners, our province can enhance and expand agritourism to meet the growing market demand from travellers. This transformation will shift the industry from meeting local needs to driving both short-and long-haul visitation. With world-class agricultural leadership and industry strength, Manitoba and Saskatchewan have the potential to become leading agritourism destinations on a global scale.” - Jonathan Potts, CEO, Tourism Saskatchewan



Discover Saskatoon

"We at Discover Saskatoon are thrilled to support Tourism Saskatchewan and Travel Manitoba in their visionary Agritourism Corridor project for DC's Corridor Strategy Program. The outlined project presents an exceptional opportunity to harness the rich agricultural heritage and innovative spirit of our regions, positioning Saskatchewan and Manitoba as global leaders in agritourism and culinary tourism. The proposed initiatives—ranging from educational programming and farm visits to unique conference itineraries and Indigenous agritourism experiences—underscore the diverse potential of our agritourism sector. We are committed to working closely with our partners to realize this vision and look forward to the positive impact it will bring to our regions." - Steph Clovechok, CEO, Discover Saskatoon.

Tourism Regina

"This initiative will highlight our remarkable producers and partners, exceptional culinary offerings, and the vibrant agricultural events hosted in the greater Regina area. Together with Tourism Saskatchewan and Travel Manitoba, we're excited to showcase the region's agricultural heritage and culinary excellence while fostering a thriving, interconnected community." - Jennifer Johnson, Deputy City Manager of Communications, Service Regina & Tourism

To book interviews or for more information, please contact:

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Photo assets: available [here](#).

About Destination Canada

At Destination Canada, we believe that tourism enhances the wealth and wellbeing of Canadians and enriches the lives of visitors. Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad.

Knowing that diversity is our greatest asset, we promote Canada as a premier four-season leisure and business tourism destination around the country and world in Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

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