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## **TOURISM PRINCE GEORGE LAUNCHES ITS FIRST AGRI-TOURISM EXPERIENCE**

### Connecting Visitors to Local Food and Growers

PRINCE GEORGE – Tourism Prince George unveiled a new, self-guided outing for those interested in local food growers and food sustainability called, Farm Tour.

With 15 locations to visit, the tour includes six farms (within an hour of Prince George), as well as markets, restaurants and local businesses that source from local growers.

“The Farm Tour is a way for people to find connection with our locally grown food and the people who produce them,” said TPG CEO Colin Carson. “It’s also a showcase of our local businesses who make up our tourism and hospitality landscape—and have shown a commitment to supporting ‘home-grown’ food.”

This new offering is part of TPG’s mission to promote and celebrate sustainable, market-ready experience enhancements in Prince George.

Farm Tour will take visitors on a whirl-wind adventure, where they’ll be able to choose stops that could include anything from petting zoos, U-pick, Certified Organic produce, historic sights and delicious cuisine and drinks made with local flavours.

“It is very exciting to see Tourism Prince George highlighting the incredible array of agriculture in the Prince George and surrounding area,” said Michelle Miller, President, District C Farmers’ Institute. “Agri-tourism is a great way to support the region’s local farmers while experiencing a unique and beautiful connection with nature and fresh, healthy food.”

Travellers will have an option to explore each site using an online guide ([free to download on TPG’s website](#) and easy to sign-up). Visitors will then be able to check-in to each stop and collect points for a chance to win a grand prize. A print and digital brochure featuring the farms and markets will also be available.

Farm Tour is open to any Prince George- and area-based operations that have a focus on sustainable farm production. For those interested in being involved, please contact Rhea Stark ([stark@tourismpg.com](mailto:stark@tourismpg.com)).

As a way to increase the awareness of Prince George’s sustainability offerings, the city will also be added as a destination on the [BC Farmers’ Market Trail](#) and [RE:BC \(Regenerative Tourism\)](#).

**Click here to [download the Farm Tour online guide](#)**

**Click here to [download the Farm Tour brochure](#)**

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**Tourism Prince George**



T: 250-562-3700  
TF: 1-800-668-7646

850 Canada Games Way  
Prince George, BC  
V2L 5T6

## PARTICIPATING ATTRACTIONS

FARMS	RESTAURANTS/BUSINESS	MARKETS
Foreman Farms	Col Juicery	East Line Market
Hope Farm Organics	Homespun Refillery	Prince George Farmers' Market
Huble Homestead Historic Site	Mulino Kitchen and Craft Cocktails	WS Community Farmers' Market
Northern Lights Estate Winery	Nancy O's	
PG Urban Shroomery	RiverHouse at Northern Lights Estate Winery	
Wildflower Farm	White Goose Bistro	

## ADDITIONAL QUOTES

**Lisa Morgan, Wildflower Farms:** Wildflower Farm is a family-run farm with a big heart for the environment. Come get inspired on how you can support and be part of the "grown not flown" movement. (Contact: [wildflowerfarmpg@hotmail.com](mailto:wildflowerfarmpg@hotmail.com), 250 961 3519)

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### Media Contact:

Kyla Graham, *Sr Specialist, Communications*

### Tourism Prince George

250-649-3209 | [graham@tourismpg.com](mailto:graham@tourismpg.com)

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TF: 1-800-668-7646

850 Canada Games Way  
Prince George, BC  
V2L 5T6