



CALL FOR SPEAKERS

Share Your Work at the 2027 Global Agritourism Conference

14 - 17 June 2027 | Bromont, Québec, Canada

Living Roots — Where the Land Becomes Experience

The Global Agritourism Conference will bring together more than 400 participants in Québec in 2027, including entrepreneurs, agricultural producers, artisan food processors, chefs, researchers, tourism professionals, destination representatives, policymakers, and development practitioners from around the world.

Under the theme *Living Roots — Where the Land Becomes Experience*, the conference will explore how agritourism can reveal the identity of a place, share its traditions and expertise, create new business opportunities, and contribute to the vitality of rural communities. Against a backdrop of climate change, shifting agricultural realities, and an evolving tourism landscape, the conference will also devote significant attention to adaptation strategies, business and community resilience, and new approaches to developing a more sustainable agritourism sector.

The conference will include:

- Up to 64 presentation slots across concurrent sessions
- Up to 4 concurrent sessions, each featuring 1 to 4 speakers

What We're Looking For

We welcome voices from a variety of countries, disciplines, and professional backgrounds, including:

- Agricultural producers and agritourism business owners or managers
- Entrepreneurs and artisan food processors in the agri-food sector
- Chefs, restaurateurs, and local food sourcing professionals
- Researchers and subject-matter experts
- Representatives of tourism organizations and destination management organizations
- Economic, agricultural, and rural development practitioners
- Government and municipal representatives
- Community organizations and sector networks
- Professionals working in innovation, technology, tourism experience development, marketing and distribution, destination strategy, sustainability, and climate change adaptation

We place particular value on submissions grounded in real, documented experience.

Sessions Open for Submissions

The programming for the Global Agritourism Conference 2027 is organized around four core themes:

- Theme 1: Supply Development, Product Development, and Marketing
- Theme 2: Sustainability and Climate Change Adaptation
- Theme 3: Innovation
- Theme 4: Destination Strategies

THEME 1 – SUPPLY DEVELOPMENT, PRODUCT DEVELOPMENT, AND MARKETING

Session 1.1 – Turning Your Expertise into an Experience

How do you turn the resources, activities, and expertise of a farm operation into an experience that genuinely draws visitors?

We are looking for businesses that have developed a distinctive agritourism offering built around what they already do: agricultural production, working methods, family history, landscapes, traditions, craftsmanship, or other characteristics unique to their operation.

Session 1.2 – When Roots Become Flavors: Revealing the Culinary Identity of a Place

The culinary identity of a place extends well beyond its signature products and traditional recipes. This session will explore the concept of foodways and how these traditions can be recognized, documented, and transformed into meaningful tourism experiences.

We are particularly looking for:

- Researchers or specialists in foodways and culinary identity
- Regions or territories that have undertaken a process to define or promote their culinary identity
- Producers, artisan food processors, chefs, or community representatives who have been involved in creating tourism experiences rooted in that identity

Session 1.3 – Taking the Experience Further: Opening Agritourism to Distribution Networks

How do you turn an agritourism experience into an offering that travel agencies, tour operators, accommodations, attractions, or other tourism partners can easily understand, recommend, and sell?

We are looking for examples of successful collaborations between agritourism businesses and tourism distribution networks.

Session 1.4 – Custom-Built Journeys: Personalizing the Discovery of a Place

How do you help each visitor discover the farms, producers, artisans, and agritourism experiences that truly match their interests, pace, and constraints?

This session will highlight new approaches to connecting farms, producers, artisan food processors, and culinary experiences to the broader offerings of a destination.

We are looking for businesses, destinations, or organizations that have developed or used tools to personalize the discovery of a destination based on visitors' interests, profiles, or constraints

THEME 2 – SUSTAINABILITY AND CLIMATE CHANGE ADAPTATION

Session 2.1 – From Field to Table: Local Partnerships for More Resilient Territories

Local sourcing helps visitors discover a region's products, traditions, and seasons. It can also reduce transportation distances, support the local economy, limit food waste, and strengthen businesses' ability to adapt to climate and economic disruptions. Yet moving from good intentions to a lasting business relationship remains a real challenge.

We are looking for concrete collaborations bringing together producers, artisan food processors, chefs, restaurateurs, tourism businesses, destinations, or supply networks.

Session 2.2 – Building an Inclusive and Community-Centered Agritourism

Agritourism can generate more than economic returns. It can also create jobs, foster inclusion, improve access to local food, and strengthen connections among businesses, visitors, and communities.

We are looking for initiatives in which social objectives are an integral part of the agritourism project.

Session 2.3 – Making the Most of Year-Round Agritourism

Seasonality is one of the primary challenges facing agritourism businesses. Weather, agricultural cycles, vacation periods, and consumer habits directly affect visitor traffic, revenue, and operations.

We are looking for businesses that have rethought their model to extend their operating season, better distribute revenue across the year, or leverage the unique characteristics of each season.

Session 2.4 – Agritourism in a Changing Climate

Droughts, heavy rainfall, heat events, wildfires, late frosts, and increasingly unpredictable growing seasons are reshaping both agricultural and tourism realities. For agritourism businesses, these changes affect not only crops and livestock, but also operating periods, visitor safety, infrastructure, programming, and the overall quality of the experience offered.

We are looking for initiatives that demonstrate how agritourism businesses and regions are already adapting to these new conditions.

THEME 3 – INNOVATION

Session 3.1 – Innovating from Your Roots: Diversifying Your Business Model

How do you grow a business without losing what makes it unique?

For many agritourism businesses, access to agricultural land is becoming increasingly difficult, while operators must contend with rising costs, pressure on profitability, and the need to generate more value from what they already have: their production, know-how, buildings, landscapes, history, and land. In this context, agritourism can open new avenues for diversifying revenue, strengthening business viability, and creating more value from existing resources.

We are looking for agritourism businesses that have developed new revenue streams from their resources, expertise, and identity.

Session 3.2 – When a Production Sector Becomes a Driver of Agritourism Attractiveness

How can an agri-food production sector move beyond simply marketing and exporting its products to become a genuine source of experiences, stories, and agritourism innovation? This session will explore collective approaches for better showcasing signature products, traditional know-how, and the distinctive character of a region to visitors and markets.

We are looking for collective initiatives built around a product, production type, or agri-food sector that have led to new experiences, stronger connections with visitors, or a fresh positioning for a territory.

Session 3.3 – When Technology Tells the Story of a Place

How can technology enrich a visit without replacing the human encounter, the sense of place, or the craftsmanship that make agritourism compelling? This session will feature businesses using virtual or augmented reality, interactive trails, mobile applications, audiovisual content, or immersive installations to offer visitors a new way to discover their story, their production, and their land.

Session 3.4 – Growing the Unexpected: Agritourism Meets New Ecosystems

Agritourism and culinary tourism businesses face a wide range of challenges: visitor experience, mobility, accessibility, seasonality, labor, digital presence, and infrastructure adaptation. What if some of the answers came from design, transportation, the creative industries, logistics, architecture, behavioral sciences, or other fields rarely associated with agritourism?

Open innovation means bringing outside expertise, technologies, and perspectives from other sectors to bear on your own challenges. This session will present initiatives that have created these cross-sector connections to spark new collaborations, experiments, and solutions.

Special attention will be given to a critical step in the process: framing a problem without presuming the solution, in order to engage new partners, open up possibilities, and move from conversation to experimentation.

THEME 4 – DESTINATION STRATEGIES

Session 4.1 – Shaping Destinations: Public Policies That Support Agritourism

Public policies can either fuel the growth of agritourism or complicate its development. Regulation, land use planning, funding, taxation, recognition of agritourism activities, infrastructure, and tourism strategies all directly affect businesses' ability to welcome visitors, invest, and develop viable experiences.

We are looking for individuals who have contributed to the design, implementation, or evolution of a policy, program, or regulatory framework that has had a tangible impact on agritourism development.

Session 4.2 – Festivals, Museums, and Attractions: Revealing the Culinary Identity of a Place

How can a festival, museum, interpretive center, or attraction transform the culinary identity of a region into a genuine reason to visit?

We are looking for examples where local products, food traditions, craftsmanship, and stories have been brought to life through an experience capable of strengthening a destination's appeal.

Session 4.3 – When Culinary Tourism Becomes a Destination Strategy

How can a territory make culinary tourism a true driver of tourism and economic development?

We are looking for destination organizations that have chosen to integrate culinary tourism into their development strategy and are able to share their journey: the starting context, the objectives pursued, positioning choices, investments made, and results achieved.

Session 4.4 – Mobilizing the Agritourism Ecosystem: When Collaboration Leads to Action

The development of culinary tourism often depends on a wide range of stakeholders who do not necessarily share the same mandates, resources, or priorities. A strategic vision may exist, but effective mechanisms are still needed to enable producers, artisan food processors, restaurateurs, tourism businesses, destination organizations, municipalities, and development agencies to work together.

How should roles be divided? Who takes the lead? How can decisions be made, engagement sustained, and discussions turned into concrete projects?

We are looking for territories that have developed collaboration or governance mechanisms that have helped move from *dialogue* to *action*.

A Format Designed to Foster Meaningful Exchange

The Global Agritourism Conference will prioritize dynamic formats that encourage experience-sharing, a diversity of perspectives, and meaningful dialogue among participants.

Depending on the nature of the topic and the submissions selected, sessions may take a variety of forms: **short presentations followed by discussion, panels, moderated conversations, case studies, workshops, or other formats deemed appropriate.**

The final format for each session will be determined by the selection committee in order to identify the approach best suited to the topic and the contributions chosen.

Submit an Application

Interested applicants will need to:

1. Choose a Session

Identify a primary session to which their experience, research, or initiative could contribute.

If the experience or research is relevant to additional sessions, applicants may select up to three sessions. This information will be used solely for programming planning purposes and will have no bearing on the evaluation of the proposal.

2. Present the Proposal

Provide a summary of **no more than 250 words** specifying:

- The experience, project, research, or initiative being presented
- Its connection to the chosen session
- The key outcomes or lessons that will be shared
- What participants can take away or apply in their own context

3. Demonstrate Experience as a Speaker

Provide a link, if available, to a video showing the applicant presenting: a YouTube or Vimeo recording, a prior conference, a webinar, or equivalent content.

4. Submit a Short Introduction Video

Upload a video of no more than one minute, recorded simply using a phone or camera.

In the video, the applicant should introduce:

- Their name
- Their country or territory
- Their business or organization
- The experience they wish to share
- Why it should be part of the conversation at the Global Agritourism Conference 2027

Production quality will not be evaluated. Our primary goal is to get to know the person behind the proposal and their ability to communicate their experience clearly.

[Application Form](#)

How Will Applications Be Evaluated?

Proposals will be evaluated on the basis of:

- Their fit with the chosen session
- The relevance of the case, research, or experience being proposed
- The presence of concrete results, lessons learned, or takeaways
- The transferability of those lessons to other businesses or regions
- The clarity and quality of the proposal
- The applicant's ability to communicate in a dynamic and accessible way
- How their contribution complements the other speakers selected for the session
- Diversity of countries, territories, professional backgrounds, and perspectives represented in the program

The selection committee may invite an applicant to participate in a different session than the one indicated in their application, when their expertise is a stronger fit for another conversation.

Important Dates

Call for Submissions Opens

23 September 2026

Submission Deadline

13 November 2026

Application Review Period

16 November – 4 December

Notification to Selected Applicants

Week of 14 December

Program Announcement

Winter 2027

2027 Global Agritourism Conference

14-17 June 2027

Bromont, Québec, Canada

Visibility Offered to Selected Speakers

Speaking at GAC 2027 means contributing to an international conversation, raising the profile of your expertise among practitioners from different countries and sectors, and building new professional connections.

- **An individual profile on the conference website:** photo, biography, organization, country, session title, and a link to their website or LinkedIn
- **Featured placement in pre-conference communications:** "Meet the Speakers" posts, thematic carousels, quotes, and short spotlights on LinkedIn, Instagram, and the conference newsletter.
- **A presence in the event program and app:** photo, bio, organization, professional contact information or LinkedIn link, depending on available features
- **A personalized communications kit:** an "I'm speaking at GAC 2027" graphic, a LinkedIn banner, a post template, and an email signature

- **Visibility during the conference:** name, organization, and country displayed on session introduction screens; clear identification in the app and on programming signage
- **Post-conference visibility:** authorized presentations posted online, a summary of key takeaways, speaker quotes featured in post-event content, and where relevant, video clips or professional photos from their session.
- **Access to professional photos from their presentation**
- **The possibility of being approached for an interview, article, video segment, or media appearance**
- **The possibility of hosting a webinar on the same topic following the conference, to extend their reach to a broader audience**

Additional Information

Individuals selected as presenters at the Global Agritourism Conference 2027 are responsible for their own registration fees as well as their travel and accommodation expenses.

To be included in the official program, presenters must complete their conference registration before the full program launch, scheduled for February 2027.

[Application Form](#)