



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

# INDIGENOUS CULINARY TOURISM

A Panel Discussion on  
Developing Culinary  
Tourism

Charlie G Sark (Mi'kma'ik), Indigenous Tourism Strategist - Culinary  
Indigenous Tourism Association of Canada

# Background

Indigenous Culinary & Food  
Tourism Meeting.

Toronto, Ontario

July 19, 2018



Prepared by Evans & Woodward.

July 19, 2018  
Toronto **Indigenous Culinary &  
Food Tourism Meeting.**

Indigenous Tourism Association of Canada.

Phase 1 Report.

With support from Government of Canada.

- How can Indigenous food businesses work together (and/or with an organization) like ITAC in order to drive our business and the Indigenous culinary/food industry as a whole?

# P1 PARTICIPANTS CONSIDERED

- Marketing existing product and increasing demand for ICFT experiences;
- Identify new product and business development opportunities;
- Secure long-term financial and industry support;
- Consider / create standards and authenticity protocols to protect Indigenous culinary and food knowledge; and
- Share the ICFT story in Canada.

## P1 CONSIDERATIONS

- Document to help define and establish an industry-driven and community-owned process to grow Indigenous culinary and food tourism;
- Identify opportunities to grow the industry; increase revenues, grow jobs, and expand the number of successful Indigenous tourism businesses in Canada
- P1 meeting as the first phase of a many;
- Identify opportunities to gather even more representatives of the Indigenous culinary industry, including chefs, restaurateurs and food supply businesses

# OBSERVATIONS & OUTCOMES

## Emerging Themes

### An industry in its infancy.

- Relatively new industry, with relatively few businesses actively promoting themselves as Indigenous food, and there's little organization yet among its participants

### The food / tourism overlap.

- Rely on at least some tourist traffic for their business, but there's significant variance.
- The definition of "tourist" was unclear and varied greatly (e.g., 30km, 40km, 100km, and

# OBSERVATIONS & OUTCOMES

## Emerging Themes

### A group of islands.

- Spoke of their dreams, and of having a vision that no one else believed in, and they have forged their own paths.
- Mostly doing it alone, with limited budget and resources.
- Few examples of product bundles, or co-marketing.

### Better together.

- Opportunity for an organized group of Indigenous food businesses to tap into each other's knowledge, contacts, and experience for the better of all.

# OBSERVATIONS & OUTCOMES

## Emerging Themes

### Existing resources.

- Resources exist (no reinvention) and ITAC and other agencies / organizations have tools, expertise, and budget that could help Indigenous food build their industry together.

### Interest and commitment.

- Commitment among the group to continuing the conversation and working together.
- Gaining clarity on these questions will be a major focus and outcome of the next phase of this project.

# OBSERVATIONS & OUTCOMES

## Emerging Themes

### Knowledge gaps.

- We used the results of the December 2017 US research on Indigenous tourism as a proxy for discussing some of the challenges that Indigenous food may face.
- Themes from the report were: Authenticity is key; Interest is there, but awareness is low; Indigenous tourism differentiation; Canadian differentiation; Strong & compelling positioning.
- While these served as an interesting proxy for the purpose of preliminary discussions, much remains unknown about the Indigenous food offering, demand, and opportunity.

# VIDEO

What is Indigenous Food Tourism?



# THE OPPORTUNITY

Where do we go from here



- Create a formalized group of indigenous food representatives who work to build and grow a thriving Indigenous food and Indigenous food tourism industry in Canada.
- Leverage the support and knowledge of ITAC to use tourism as a fundamental pillar to build the indigenous food industry.

Panel Discussion  
Chef Murray McDonald  
Christa Bruneau-  
Guenther  
Chef Bill Alexander

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