

Press Release

FOR RELEASE:  
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## **Tourism Lethbridge and Alberta Food Tourism Strategies Debut Recipe Book Created in Collaboration with Local Producers!**

Tourism Lethbridge and Alberta Food Tourism Strategies, working in conjunction with Alberta Open Farm Days, have teamed up to create “Lethbridge Farm-to-Table: Flavours from Southern Alberta” which officially launches today. The public can head to <https://tourismlethbridge.com/farm-to-table> to discover recipes from local producers featuring their farm-fresh ingredients. All of this is arriving just in time for Alberta Open Farm Days on August 17<sup>th</sup> – 18<sup>th</sup>!

“Lethbridge Farm-to-Table” was created through close collaboration between Tourism Lethbridge, Alberta Food Tourism Strategies, and local producers to provide the public with an accessible and fun way to learn about and engage with local producers and agricultural products in the region. The goal is to continue to bolster and broaden the variety of Agri-food tourism offerings in the Southern Alberta tourism region. “Lethbridge Farm-to-Table” will feature 25 recipes collected from 13 local producers, chefs, restaurateurs, and agrifood business owners, each featuring a local producer’s product! This recipe book will help everyone discover delicious meals they can make with farm-fresh ingredients grown by local producers. It is an easy way to discover all the best produce grown in Alberta and where to buy it.

Southern Alberta has some of the best food-growing conditions in Canada and is situated in Canada’s Premier Food Corridor. This makes Lethbridge a centre for agricultural production and Agri-food tourism experiences. The goal of “Lethbridge Farm-to-Table” is to help tell the incredible food story unfolding in Alberta, and to help people get a piece of the delectable pie ahead of Alberta Open Farm Days August 17<sup>th</sup> – 18<sup>th</sup>!

“We’re thrilled to present this recipe resource, showcasing many of our Southern Alberta food scene partners. We’re excited to partner with dedicated farmers, producers, caterers, and chefs to showcase delicious dishes from Lethbridge and the region. Over the past few years, working with Tannis and Rheannon from Food Tourism Strategies has been instrumental in our success. We couldn’t have won the 2023 Culinary Tourism Experience Award from the Tourism Industry Association of Canada without them.” said Jarom Scott, Director of Brand Development for Tourism Lethbridge.

“As Canada’s Premier Food Corridor, agriculture is deeply ingrained in the lives of Southern Albertans, making it an ideal region for the development of agri-tourism. Promoting local producers and food tourism goes beyond economic benefits; it’s about fostering a sustainable, resilient, and culturally rich future for Southern Alberta. By leveraging the reach of Alberta Open Farm Days, which allows local farms and producers to build stronger connections with visitors while educating them about the origins of their food, this digital recipe book serves as both a regional guide and a window into the cultures, traditions, and histories of the local community,” said Rheannon Green, Director of Finer Things for Food Tourism Strategies.

“Lethbridge Farm-to-Table: Flavours from Southern Alberta” can be accessed for free at [TourismLethbridge.com/farm-to-table](https://tourismlethbridge.com/farm-to-table). The public is also encouraged to participate in Alberta Open Farm Days from August 17<sup>th</sup> – 18<sup>th</sup>. Media personnel looking for video or photo assets (free to use) can head to <https://platform.crowdriff.com/m/tourismlethbridge/album/219013> for related B-roll content.

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