

August 17, 2018

## **Tourism Victoria, Capital Region Food and Agriculture Initiatives Roundtable Partner on Flavour Trails Program**

**VICTORIA, B.C.** – Tourism Victoria and Capital Region Food and Agriculture Initiatives Roundtable (CRFAIR) have signed a memorandum of understanding (MOU) to promote the Flavour Trails program. An initiative of CRFAIR, Flavour Trails events are community celebrations that provide opportunities for residents and visitors to taste and experience Greater Victoria’s agricultural products.

Under the MOU, Tourism Victoria will provide \$10,000 to sponsor the Flavour Trails program. CRFAIR will use this grant to create Flavour Trails program content for regional and international marketing efforts. Tourism Victoria will also provide support to promote and market the Flavour Trails program.

“Agri-tourism is an important part of what makes Greater Victoria an attractive tourist destination” said Paul Nursey, President and CEO of Tourism Victoria. “We want to promote the amazing regional tourist attractions in Greater Victoria, not just the downtown core. A program like Flavour Trails aligns well with this goal.”

“The ability to partner with Tourism Victoria allows CRFAIR to promote the Flavour Trails program like never before” said Linda Geggie, Executive Director of CRFAIR. “Greater Victoria has so many quality farmers, fishers, food producers and vinters. This is a great opportunity to showcase and promote their locally grown and locally sourced agricultural products.”

Flavour Trails program events are funded jointly by local governments, charitable foundations, local business, and revenue generated from Flavour Trails events. They contribute to the growth of the local food economy and create authentic and healthy social engagement for both residents and visitors alike. The MOU will be highlighted at the North Saanich Flavour Trails Festival, taking place from August 17-19, 2018, which is organized by CRFAIR and the District of North Saanich.

Further information on the Flavour Trails program can be found [here](#).

**Tourism Victoria** (Greater Victoria Visitors and Convention Bureau) is our region’s official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

**Capital Region Food and Agriculture Initiative Roundtable (CRFAIR)** is an umbrella organization representing over 150 agencies and individuals of the Good Food Network, working to promote healthy and sustainable food systems in the Capital Region.

-30-

**MEDIA CONTACT:** Matthew Holme  
Manager of Corporate Communications and Destination Management, Tourism Victoria  
**250 818-7846 or 250 414-6976**  
[matthew.holme@tourismvictoria.com](mailto:matthew.holme@tourismvictoria.com)