



2024

BY THE NUMBERS

ALBERTA OPEN FARM DAYS



OFD 2024

ALBERTA
OPEN
FARM DAYS



PRESENTED BY  servus
credit union

INTRODUCTION



Alberta Open Farm Days Started in 2013 with the goal of offering farmers and ranchers an opportunity to tell their story and help Albertans understand where their food comes from. This has been accomplished through the creation of a two-day event that encourages all Albertans to take a day or overnight trip within the province and experience farm life, or take in a culinary event that celebrates local food and products. Since its humble beginnings, Open Farm Days has grown and many of the hosts have grown along with it. We are confident the future will continue to provide new and fun ways to discover and experience the Alberta agriculture story.

NEXT YEAR

Join us for the 13th Annual Alberta Open Farm Days on **August 16th and 17th, 2025** at participating locations across the Province. For more information, please visit albertaopenfarmdays.ca or contact info@albertaopenfarmdays.ca

IN PARTNERSHIP WITH



ASSOCIATED PROGRAMS AND EVENTS

Over the years, Alberta Open Farm Days has expanded to include unique professional development opportunities for our hosts to help them grow into successful AG-Tourism Programs.

Associated Programs Include:

- North American Farm Direct Marketing Association (NAFDMA) Scholarship
- Open Farm Days Coaching Program

QUOTES

The important factor was having people learn first hand about bison and having a First Nations representative to speak to the importance of the bison to their culture.

– **Glengary Bison Ltd.**

Visitors were genuinely interested and engaged with what was being shared. Many visitors had never heard of flower farming or alpaca raising in Alberta so it was a new experience for many.

– **Blooms on 7 Flower Farm**

Anytime a family can see where their food comes from is a good thing. Anytime a city family can see and experience rural Alberta is huge. When I was a kid many families were still on the family farm. I am one of three kids and the only one actively involved in ag, and it is not on our family farm. As people move out of the country into urban centres there is a disconnect with agriculture. People were thrilled to visit the country, and ask us questions about things we take for granted.

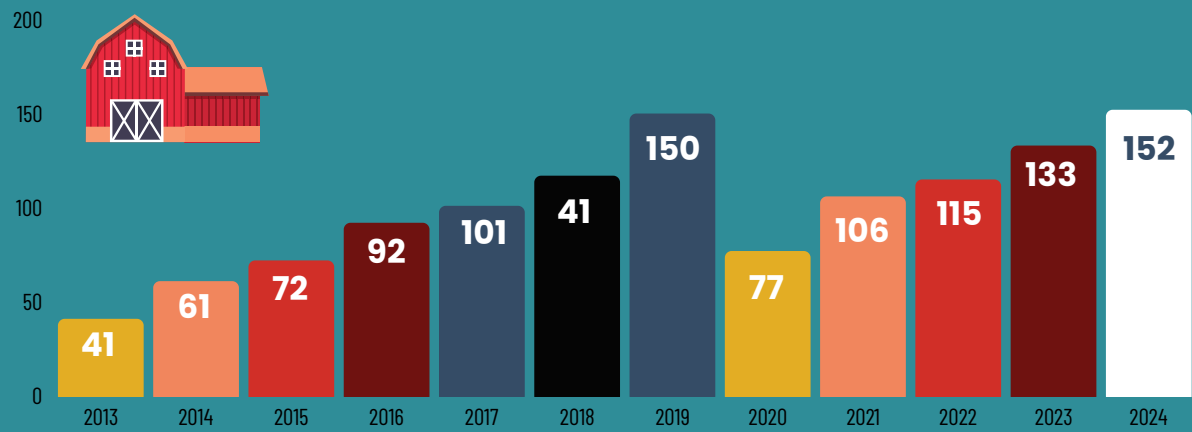
– **The Cherry Farm**

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OPEN FARM DAYS BY THE NUMBERS

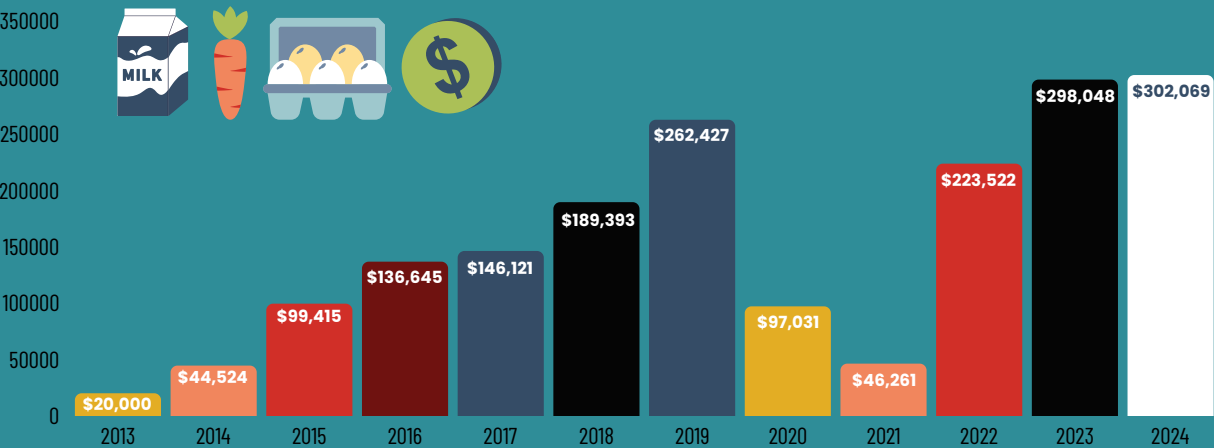
Farms enjoyed by the public

Total Farms 1217



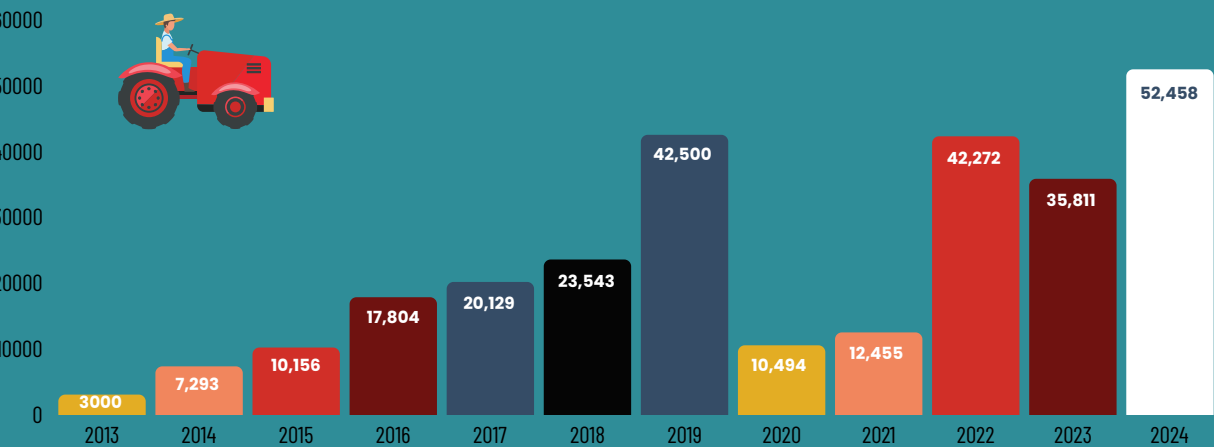
Sales spent directly supporting Alberta food and products

Total sales \$1,748,836



Visits to participating farms and culinary events across Alberta

Total visits 235,643



IMPACTS



WHAT POSITIVE IMPACTS DID YOU SEE FROM THE EVENT?

Many people were exposed to animals and the rural way of life. They were able to interact with producers and find that they were educated, responsible, articulate and caring people with regard to the welfare of their animals and the environment.

- Big Country Agricultural Society

We feel that recognizing 'Open Farm Days' and the importance agriculture is to everyone right across the country, it is important to educate and bring attention to the ever growing concern of Food Insecurity. Alberta ranked as having one of the highest percentages of its population concerned about food security. That is not always evident to rural communities as we have populations of small acreages, farming families and in particular we have the Hutterite Colonies that are playing an increasing role in growing, producing and processing both meat, vegetables and fruit.

- Stettler District Agricultural Society