



**TERR****IR**

**THE POWER  
OF PARTNERSHIP  
SEPTEMBER 13 - 15  
2020 TORONTO**

**2020 TERROIR SYMPOSIUM**

# FINAL REPORT

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What started as a gathering of leaders in the hospitality industry, has now become one of the leading food tourism and hospitality symposiums in Canada. Terroir brings together innovative people from the fields of hospitality, food and tourism; including chefs and restaurateurs, hoteliers, drink experts, growers and producers, food retailers, food media, destination marketing organizations and business leaders.

This year, and for the first time ever, the Terroir Symposium was executed as an entirely virtual event and was broadcast live through our custom designed Terroir event app. During a time when we were leaning on one another more than ever, Terroir championed Collaboration and the Power of Partnerships. While exploring why we are stronger together, the virtual event also featured Taste of Terroir Experience Boxes, Virtual Networking Rooms, breakout sessions, and a cook-along after party.

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## TERROIR BY THE NUMBERS

<b>10100</b>	MINUTES OUR APP WAS OPEN
<b>400</b>	POUNDS OF BARILLA PASTA RECEIVED
<b>200</b>	TASTE OF TERROIR BOXES SHIPPED
<b>562</b>	CONTACT SHARES
<b>408</b>	ATTENDEES
<b>56</b>	SPEAKERS FROM...
<b>6</b>	COUNTRIES
<b>18</b>	POUNDS OF ONTARIO CHEESE DELIVERED
<b>200</b>	BOTTLES OF WINE SHIPPED FROM...
<b>12</b>	SUSTAINABLE WINEMAKING ONTARIO (SWO) CERTIFIED WINERIES
<b>25</b>	PROGRAM PARTNERS
<b>1</b>	SESSION DELAYED DUE TO TECHNICAL ISSUES



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## THE AUDIENCE

Chefs / Cooks  
Service Professionals  
Marketing Professionals  
Media Professionals  
Educators  
Farmer/ Food Producers  
Culinary Tourism Consultants  
Students  
Event Managers  
Restaurant Owners  
Project Managers  
Accommodations  
Distributors  
Not-For-Profit Employees  
Grocers  
Slow food advocates  
Gardeners  
PR & Events  
Winery Employees  
Brewery Employees  
Ciderly Employees  
Distillery Employees  
Destination Marketing  
Organizations

## WHY DID THEY ATTEND?

8.33% The 12 Minute Talks  
50.00% The Workshops  
25.00% Learning about new products  
16.67% Meeting new people in the industry

## WERE THEY NEW TO TERROIR?

70% SAID YES  
30% SAID NO

**“LEARNING ABOUT WHAT’S UNIQUE OR NEW IN THE INDUSTRY FROM THE EXPERTS, BEING INTRODUCED TO INCREDIBLE PEOPLE WHO ARE ACCOMPLISHING OR PUSHING FOR CHANGES WITHIN THEIR OWN NICHE”**

— 2020 Post-Event Survey Response



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## THE TERROIR APP: ENGAGEMENT METRICS

1.82K	User Contributions: The Total Number Of Social Shares, Attendee Messages, etc.
13.3K	All Engagement: Total Number Of Actions Across All Users
10.1K	Minutes Open
5.38K	Session Views
2.27K	Navigation Icon Taps
408	Attendees
183	Apple Devices
182	Web Users
43	Android Devices
217	Organization Views
91	Bookmarked Speakers
562	Contact Shares
25.5K	Banner Impressions
136	Banner Taps
2.09K	Achievements Earned In Gamification
2.93K	Game Engagement

### NOTE:

The app and content is still live for delegates to enjoy

**“MUCH BETTER THAN TECHNOLOGY USED FOR OTHER TRAVEL CONFERENCES AND TRADE SHOWS.”**

— 2020 Post-Event Survey Response

**“EXCELLENT EXPERIENCE, EASY TO NAVIGATE THE APP. ENJOYED THE GAMIFICATION.”**

— 2020 Post-Event Survey Response

**“MOVING FROM A COMPLETELY PHYSICAL FORMAT TO A COMPLETELY VIRTUAL ONE IS AN EXTREMELY DIFFICULT ONE. [TERROIR] HAS MANAGED TO PRESENT THE SAME GRAVITAS AND GRACE AS YOU ALWAYS HAVE IN THIS ONLINE PLATFORM. WELL DONE!”**

— 2020 Post-Event Survey Response



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## SOCIAL MEDIA METRICS

**INSTAGRAM**                    SEPT 1 - 20, 2020  
IMPRESSIONS:                41,116  
REACH:                        6,708  
PROFILE VISITS:              1,758  
WEB CLICKS:                 173  
INTERACTIONS:              1,125

**TWITTER**                    SEPT 1 - 20, 2020  
IMPRESSIONS:                51,100  
LIKES:                         370  
RT'S:                         111  
LINK CLICKS:                 56

**INSTAGRAM**                    JULY - SEPT, 2020  
IMPRESSIONS:                154,246  
REACH:                        52,272  
PROFILE VISITS:              3,674  
WEB CLICKS:                 581  
INTERACTIONS:              3,293

**TWITTER**                    JULY - SEPT, 2020  
IMPRESSIONS:                115,900  
LIKES:                         734  
RT'S:                         227  
LINK CLICKS:                 219

**“A COMMENDABLE EFFORT UNDER DIFFICULT CIRCUMSTANCES AND A RAPIDLY CHANGING WORLD.”**

— 2020 Post-Event Survey Response

**“I LOVED THE CONVERSATION AND THOUGHT THAT THE FACILITATORS DID A GREAT JOB. MET SOME WONDERFUL PEOPLE.”**

— 2020 Post-Event Survey Response



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## THE TASTE OF TERROIR BOX

Though we couldn't be together in person this year, we still wanted to bring a taste of Terroir to our attendees at home.

With the help of our partners we put together a Taste of Terroir Experience Box that was shipped to 200 attendees and media from across Ontario.

Every "Terroir Box" also included an extra ticket to the event. We called these Solidarity Tickets and they were distributed the week before the event to members of the culinary tourism and hospitality industry unable to purchase a ticket to Terroir due to the current economic climate. Industry was asked to apply through a web portal.

This program was made possible by the generous support of our Signature Partners. In the end, we distributed

**83 SOLIDARITY TICKETS.**

## INCLUDED IN THE BOX WAS:

One bottle of SWO certified Ontario wine paired with an Ontario artisan cheese  
Large jars of Dickey Bee Honey  
Seed Pouches from The Wildflower Farm  
One bottle of Vodkow Artisan Spirit  
One bag of fresh ground Georgian Bay Blend coffee by Grounded Coffee Co.  
One bottle of Seedlip Mini  
One bottle of Fever Tree Tonic Water  
Two Tall Boy Cans of Craft Beer from breweries along the Saints & Sinners Trail  
One copy of Edible Magazine  
One copy of Eat at Home by Voula Halliday  
One carton of Crosby's Molasses  
One Crosby's Molasses cookbook  
One bottle of seasonal Top Shelf Distillery Bitters  
One Egg farmers of Canada cutting board  
One jar of Eataly's Signature Arrabbiata Sauce  
One Ocean Wise button  
One copy of the WMAO Travel Guide  
One limited edition Terroir branded campfire mug  
One box of Barilla lasagna noodles  
One box of Barilla rigatoni noodles  
One 30\$ grocery gift card for ingredients to participate in the Barilla Pasta Party Cook-Along



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# 2020 PROGRAMMING HIGHLIGHTS

## PAUSE+STRETCH WITH SEEDLIP

Seedlip invited our delegates to take a pause and enjoy a sophisticated and refreshing non-alcoholic cocktail with Sarah Parniak, Seedlip Market Manager for Canada, followed by a restorative yoga flow curated by Queenie & Jonathan Phair of Sweat + Tonic.

## TERROIR TALK: WORKING WITH YOUR FARMERS

Chef Matt Basile and Anneke Stickney, a Canadian egg farmer based in Ontario, discussed the power of partnership between chefs and farmers, sustainability measures being implemented by Canadian Egg Farmers, and what the future of chef and farmer collaboration could look like.

## WELCOME RECEPTION WITH SDG CHEF'S MANIFESTO

Chefs Suzanne Barr and Adrian Forte took attendees through a Culinary Technique workshop, and building from the Chefs' Manifesto Action Plan, Suzanne and Adrian showcased tips and tricks on how to grill and preserve local, seasonal ingredients found in the FoodShare "Good Food Box".

In between grilling and preserving, Suzanne and Adrian had a discussion with Paul Newnham from the Chefs' Manifesto and discussed the 8 thematic areas of the Chefs' Manifesto, food injustice within the food system, and Ontario's diverse BIPOC farmers.



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## **DIGITAL DEMO: WHOLE ANIMAL BUTCHERY**

Hendrik Dierondonck, celebrated butcher and restaurateur, executed a live Jersey Cow butchery demo from his Michelin Star restaurant - Carcasse - in Belgium. Attendees learned some of his time honoured techniques and got a first-hand look at the value of craftsmanship.

## **TERROIR DRIVEN WHISKEY TASTING WITH WATERFORD DISTILLERY**

Neil Conway, Grace O'reilly and Dr. Dustin Herb of Waterford Distillery in Ireland led a comprehensive, interactive exploration of their unique terroir-driven whiskeys. Their pioneering whiskey project uses only Irish barley, including organic & biodynamic, from unique terroirs. Each crop is harvested & distilled separately.

## **SUSTAINABILITY AND ONTARIO WINE MAKING PRESENTED BY VQA WINES OF ONTARIO**

The topic of sustainable winemaking is on the rise and Ontario's grape and wine industry is committed to enhancing the environment by adopting sustainable practices in their vineyards and wineries. Christopher Waters of The Globe and Mail led a discussion on this important topic, alongside Jamie Goode, Dean Stokya, Gabriel Demarco, Ann Sperling, Stephen Gash and Matthew Speck.

Winemaker panelists were from Ontario VQA wineries that are Sustainable Winemaking Ontario (SWO) Certified. This third-party audited program is a successful collaboration between Ontario VQA wine producers and growers, all working to move our industry forward in an environmentally conscious way.



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## OFFICIAL AFTER-PARTY: PASTA COOK-ALONG WITH BARILLA

After a long day of networking and learning, Barilla had our attendees join them for an evening of al dente pasta perfection with a cook-along hosted by their executive chef, Lorenzo Boni and our official Terroir emcee Elizabeth Falkner. This dynamic-duo whipped up two fall-inspired pasta dishes, while giving our audience their expert tips on how to be a pasta pro.

**70% OF DELEGATES  
RATED SPEAKER CONTENT  
AS GOOD OR EXCELLENT**

**“GOOD SPEAKERS &  
INTERESTING TOPICS”**

— 2020 Post-Event Survey Response

**“IT WAS INTERESTING, FAST-  
MOVING AND INFORMATIVE.  
A NICE MIX OF CONTENT.  
TIME WELL SPENT.”**

— 2020 Post-Event Survey Response

**“IT IS INSPIRING TO HEAR  
ABOUT WHAT IS HAPPENING  
ACROSS THE COUNTRY AND  
TO HAVE INSIGHTS ON THE  
FUTURE.”**

— 2020 Post-Event Survey Response



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# 2020 SPEAKERS

Adrian Forte  
Afrim Pristine  
Alan Bekerman  
Aman Dosanj  
Ann Sperling  
Anneke Stickney  
Andrew McBarnett  
Arlene Stein  
Beth Potter  
Cheyenne Sundance  
Chris Waters  
Christine Flynn  
Conor Spacey  
Crystal Luxmore  
Dean Stoyka  
Dr. Dustin Herb  
Eden Hagos  
Elizabeth Falkner  
Dr. Erinn Tucker  
Dr. Ernest Walker  
Gabe Demarco  
Gilian Files  
Glenn Mandziuk  
Hendrik Dierendonck  
Dr. Jamie Goode  
Jason Bangerter

Jenni Lessard  
Jessi Flynn  
Joseph Shawana  
Jonathan Phair  
Laura Irvine  
Lorenzo Boni  
Mark Brand  
Matt Basile  
Matthew Speck  
Megha Kohli  
Michel Labbé  
Minto Schneider

Neil Conway  
Paul Newnham  
Queenie Phair  
Ren Navarro  
Sarah Parniak  
Stephen Gash  
Steve Beauchesne  
Susan Cole  
Suzanne Barr  
Dr. Sylvain Charlebois  
Yanick Hofstetter  
Zoya de Frias Lakhany

**“THE SPEAKERS WERE WELL  
PREPARED AND THERE WAS A  
NICE MIX OF CONTENT.”**

— 2020 Post-Event Survey Response

**“THE CURATION OF SPEAKERS  
WAS THOUGHTFUL AND BALANCED.  
I LEARNED SO MUCH! :)”**

— 2020 Post-Event Survey Response



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# THANK YOU TO OUR 2020 PARTNERS

## SIGNATURE PARTNERS



## PROGRAM PARTNERS



## EVENT PARTNERS



## MEDIA PARTNERS



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