

Cannabis Agritourism Futures Forum: Insights and Actions from International Research

Wed. Nov. 19, 2025



Location Details & Agenda

In-Person Location

Delta Hotels by Marriott Guelph Conference Centre
50 Stone Rd. West, Guelph ON
The Gryphon/Ken Danby Rm.

Free parking and Wi-Fi available.

Venue Map: [Delta Hotels Guelph Conference Centre](#)

Join Virtual Event

<https://us06web.zoom.us/j/86798310311?pwd=RAmXLDjYyORZYdtaqCnr7uZhm8tqPS.1>

Log-on at 12:30pm to chat with the virtual audience prior to the event.

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Registration & Lunch (In-Person) 12:00-12:45pm

Registration and light lunch (sandwiches: Roasted Vegetable Wrap, Ham & Swiss, Chicken Salad; salads: Greek & Caesar) catered by Delta Hotel. Coffee, tea, and a selection of beverages will be available throughout the event.

Event Welcome 12:45-1:00pm

Dr. Mark Holmes, Director of the School of Hospitality, Food and Tourism Management, will open the event with welcome remarks delivered virtually.

Dr. Chris Choi will introduce the research, outlining the scope, purpose, and objectives.

Research Presentation 1:00 – 2:00pm

Dr. Susan Dupej will present the research in three segments:

1. Fresh from the Farmgate: Success Factors & Challenges in Canada
2. Global Lessons: California's Agritourism Service Ecosystem as a Pathway Towards Sustainable Development
3. Outlook and Recommendations for Cannabis Agritourism in Ontario

Break 2:00 – 2:15pm

Refreshment break with coffee, tea, assorted cookies and almond biscotti.

Expert Cannabis Agritourism Panel 2:15 – 3:30pm

Moderated by Dr. Susan Dupej, this international panel of select experts includes:

- **Victor Pinho, CEO & Founder, Emerald Farm Tours** – Specialist in cannabis tourism development in California's Emerald Triangle.
- **Season George, Co-Owner & Cultivator, 5 Sisters Farm** – Experienced in sustainable cannabis cultivation and agritourism in Humboldt County.
- **Matt Kurth, Founder & Lead Guide, Humboldt Cannabis Tours** – Expert in farm-based cannabis experiences and education in Humboldt County.
- **Alannah Davis, CEO, Dabble Cannabis Co. & Hi Point Guest Ranch** – Combines cannabis cultivation with rural hospitality and guest experiences.
- **Kyp Rowe, VP Brand Development, Victoria Cannabis Company** – Focuses on brand strategy and consumer engagement at one of British Columbia's first farmgate stores.
- **David Brown, CEO & Founder, StratCann** – Bridges journalism, policy and community engagement including farm tours and industry gatherings.

Engagement, Discussion, Dialogue 3:30 – 3:50pm

The audience (both in-person and virtual) will have an opportunity to ask questions of both the panel members and researchers.

Conclusion 3:50 – 4:00pm

Final insights provided before wrapping up the event.

Post-Event 4:00 – 4:30pm

Networking session to follow the event. Virtual chat will be available for online attendees.