



FarmFood360° VR Experience

Discover ginseng farming in Ontario through new virtual reality tour

March 19, 2025 (Guelph) – Step into the world of ginseng farming with the launch of a new, immersive virtual reality tour available at www.FarmFood360.ca. This latest addition to the growing collection of virtual farm experiences offers a unique behind-the-scenes look at the cultivation of one of Ontario's valuable crops—gingeng. These new virtual tours provide Canadians with the opportunity to learn about food production firsthand, directly from the farms, all without leaving the comfort of their homes or classrooms.

Using advanced 360-degree cameras and state-of-the-art virtual reality technology, this interactive tour brings ginseng farming to life. Viewers can explore the entire process—from growing and harvesting to processing—all from the comfort of their homes or classrooms. No special equipment is needed, just curiosity to learn more about this journey.

Ginseng, a native plant of Ontario and recognized as an Endangered Species, was first discovered growing near Montreal in the 1700s. Today, Ontario is the global leader in ginseng production, with 95% of the ginseng grown in Canada being exported. The province is also the largest producer of North American ginseng worldwide.

The new virtual tour takes visitors to the Mels' ginseng farm in Norfolk County, offering an inside look at the various stages of ginseng cultivation. From the carefully prepared shaded beds in the rich Ontario soil to the meticulous harvesting and drying process, family members share their hands-on expertise and dedication to producing high-quality ginseng. This tour was funded in partnership with the Agricultural Adaptation Council (AAC) and the Ontario Ginseng Growers Association (OGGA).

“We’re thrilled to offer Canadians this one-of-a-kind experience,” said Glen Gilvesy, Chair of the Ontario Ginseng Growers Association. “Through this virtual tour, viewers will gain an understanding of the dedication, hard work, and knowledge that goes into growing Ontario’s world-famous ginseng. It’s an opportunity to connect with the agricultural roots of our province in a way that’s never been possible before.”

Peter Katona, the Communications Manager for the Agricultural Adaptation Council (AAC), shared that this project received partial funding through AAC’s FarmFood360 program. This program covers up to half of the costs for completing a virtual reality (VR) project for AAC member organizations. “We’re proud to support the expansion of virtual farming tours with this new ginseng farming experience,” Katona stated. We greatly appreciate the ongoing commitment of the Farm and Food Care Ontario (FFCO) in promoting Ontario's agri-food industry and take pride in the significant partnership that showcases the work of our members.”

This project is also funded in part by the Government of Canada under the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.

Since its inception in 2016, 27 farm tours have been produced. The latest additions to this extensive collection include tours of ginseng, egg, and sheep farms. Each year, www.FarmFood360.ca attracts over a million online visitors who are eager to learn where their food comes from and gain insights into Canadian agriculture.

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For more information:

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Farm & Food Care Ontario (FFCO), is a coalition of farmers, agriculture and food partners proactively working together to grow public trust and confidence in food and farming. Find out more at www.FarmFood360.ca or www.FarmFoodCareON.org.