



SUMMARY DECK · AN AFRICARIBBEAN FLAGSHIP DIALOGUE & PARTNERSHIP FORUM

THE
WILD EXCHANGE
2026

*Activating Indigenous Food Systems for Tourism,
Product Innovation & Market Transformation*

29 – 30 OCTOBER 2026 · VERGENOEGD LÖW WINE ESTATE · WESTERN CAPE, SOUTH AFRICA

AgriLuxe Marketing · The WILD Initiative™

In collaboration with: Africa Tourism Association · FAO · FANRPAN · IITA

The Opportunity

Reimagining Indigenous Crops as Premium Economic & Cultural Assets

Across Africa and the Caribbean, indigenous crops carry stories of memory, identity, resilience, healing, and home.

For generations, these ingredients nourished communities, shaped cultural traditions, and connected people to land, heritage, and each other

Today, global tourism and consumer markets are increasingly seeking:

- ❖ Authenticity
- ❖ Health & Wellness
- ❖ Sustainability
- ❖ Cultural connection
- ❖ Elevated experiential offerings,

Yet many indigenous crops remain under-positioned within luxury, hospitality, wellness, and premium consumer markets.

The WILD Model

Indigenous Crops

- Culinary & Product Innovation
- Hospitality & Wellness Activation
- Tourism Experiences
- Premium Market Pathways & Trade Opportunities

Activated through the WILD Initiative ecosystem and strategic partnerships.

Reimagined through innovation and experience, indigenous crops can shape new markets, new narratives, and new futures

WILD™ = Wholesome | Indigenous | Local | Diverse

The WILD Initiative™

An AfriCaribbean market activation platform to reposition indigenous food systems as drivers of:

- ❖ Luxury tourism experiences
- ❖ Premium culinary innovation
- ❖ Wellness and hospitality integration
- ❖ Innovative product development
- ❖ Cross-regional collaboration and trade

The WILD Initiative connects culinary arts, tourism, hospitality, wellness, manufacturing, development, and investment stakeholders to unlock new premium markets, innovation pathways, and cross-regional value creation opportunities around indigenous crops.

A 4-Pillar Platform

WILD Exchange

High-level dialogue, partnership, and strategic coordination forum

WILD Feast Experiences

Curated culinary, hospitality, and cultural activations

WILD Food Safaris

Integrated agriculture, culinary, wellness, and tourism experiences

WILD Product Accelerator

Innovation engine for developing high-value indigenous products for hospitality, wellness, tourism, and trade markets

From commodities to experiences. From local crops to global markets

WILD EXCHANGE

From Dialogue to Strategic Action

The WILD Exchange is a curated dialogue and partnership forum designed to connect stakeholders across:

- ❖ luxury tourism
- ❖ hospitality
- ❖ health & wellness
- ❖ culinary arts
- ❖ manufacturing
- ❖ agriculture
- ❖ trade and enterprise development,

to identify high-potential opportunities linked to indigenous crops and premium market ecosystems.

Program Structure — 2026

Day 1 — Executive Sessions

- High-level thematic roundtable discussions
- Networking cocktail

Day 2 — Immersive Experiences

- Integrated agriculture-culinary-tourism showcase
- WILD Feast Gala Dinner

Designed to catalyze partnerships, strategic action, and market activation pathways

Building New Pathways Between Tourism, Food Systems & Markets

Expected Strategic Outcomes

- ❖ Premium product innovation
- ❖ Luxury tourism-linked market opportunities
- ❖ Indigenous-centered culinary tourism activation
- ❖ Hospitality off-take opportunities
- ❖ SME and women-led enterprise participation
- ❖ Destination branding and differentiation
- ❖ Cross-regional collaboration

Partnership Opportunities

- **Impact & Strategic Investors:** align with an emerging high-visibility platform focused on innovation, sustainability, cultural value creation, and premium market transformation
- **Luxury Hotels, Resorts, & Hospitality Brands:** luxury meets purpose through locally rooted sourcing, wellness integration, differentiated guest experiences, and indigenous storytelling
- **Manufacturers & Product Innovation Companies:** co-develop innovative indigenous products for hospitality, wellness, culinary, and export-oriented markets
- **Development Finance Institutions & Development Partners:** support sustainable market-driven interventions that connect indigenous crops to high-value tourism, wellness, hospitality, and trade ecosystems

The WILD Exchange is designed as a collaborative dialogue, partnership, and strategic coordination forum.

Call To Action

The Future of Indigenous Food Systems Will Be Built Through Collaboration

The WILD Exchange 2026 seeks to convene public, private, agriculture, culinary, tourism, and development stakeholders to explore new models for:

- ❖ Innovation
- ❖ Market activation
- ❖ Enterprise growth
- ❖ Premium tourism integration
- ❖ Cross-regional collaboration and trade,

We invite partners to:

- Engage
- Collaborate
- Co-create
- Invest in implementation pathways

*Sit at the Table.
Shape New Markets for Indigenous
Food Systems*

WILD Exchange 2026

AgriLuxe Marketing



Contact

Jeanette Sutherland
Founder

AgriLuxe Marketing

✉ Jsutherland@agriluxemarketing.com

☎ +27 72 846 0413

🌐 www.agriluxemarketing.com