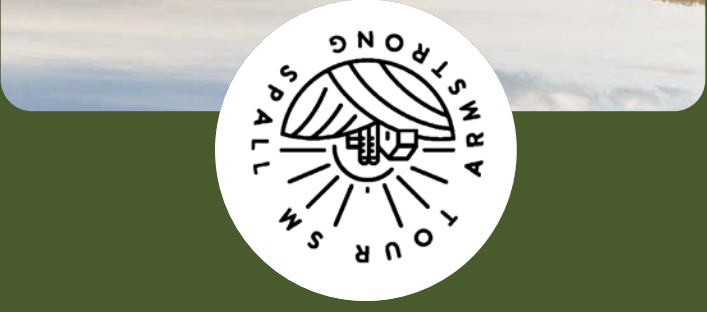
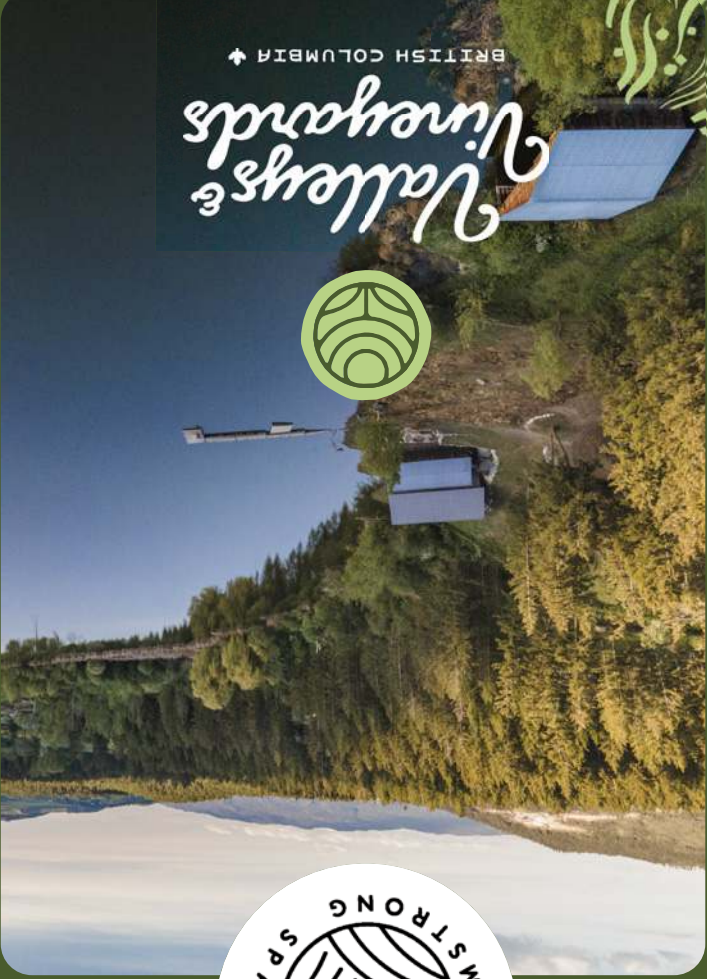




Experience

ARMSTRONG & SPALLUMCHEEN



Armstrong and Spallumcheen is on the traditional territory of the Secwépemc and Syilx peoples.

Growing Great Food and More!

LOCAL FOOD & FARMS

The agriculture community has historically been the focal point of the Armstrong Spallumcheen communities. As you wind your way along the rural roads you will find farms of all kinds: dairy, organic grain, small scale meat producers, vegetables and especially asparagus, flowers, and many more. There are also farms that host weddings and events to make your special day spectacular! You can find more information about the farms in the region at **Armstrong Spallumcheen Chamber of Commerce** and on **Tourism Armstrong Spallumcheen**.

And don't forget the **Big Cheese Festival**! This annual public event celebrates the vibrant food community in and around Armstrong and Spallumcheen and throughout BC! This event brings together food producers, processors, chefs, buyers, and food lovers for a weekend of connection, creativity, and collaboration. From industry networking to public tastings, culinary competitions, and hands-on workshops, this festival highlights the craftsmanship and pride that defines the food culture, locally, regionally, and provincially in BC.

LOCAL FARM PRODUCTS IN ARMSTRONG & SPALLUMCHEEN

The agricultural landscape of Armstrong and Spallumcheen is shaped by heritage farms, **fertile valley soils**, and a **strong farm-to-table culture**. Together, they produce an impressive range of foods that reflect the region's long-standing farming traditions.

- Fresh fruits & vegetables** — Many small family farms grow **asparagus, strawberries, cherries, leafy greens, root vegetables, and seasonal produce**, available at farm stands and the Armstrong Farmers' Market, the longest continuously running market in BC.
- Organic grains & legumes** — Producers like Fieldstone Organics supply wheat, lentils, peas, and seeds, connecting local households and bakeries with Canadian-grown organic staples.
- Pasture-raised meats & eggs** — Farms such as Fresh Valley Farms and Brookheart Cattle Company offer organic meats, free-range eggs, and high-quality beef, raised with sustainable practices.
- Dairy & cheese** — The area's dairy heritage continues through producers like Village Dairy, known for **artisan cheeses** that highlight Armstrong's agricultural roots.
- Flowers & specialty crops** — Flower farms including CC Bloom and Early Bird Blooms provide fresh-cut bouquets, tulips, daffodils, and seasonal arrangements, while specialty farms offer items like **freeze-dried fruits, honey, and preserves**.
- Farm-crafted beverages** — Heritage apples are transformed into **small-batch ciders** at Farmstrong Cider Company, pairing local fruit with the region's rural charm.

The area's farm-to-table culture is not a trend but a way of life: **restaurants source ingredients from nearby farms**, families shop directly from growers, and seasonal harvests guide what appears on local menus.

We invite you to wander our scenic country roads, meet friendly growers at roadside stands, and experience the authentic farm-to-table culture that defines these two communities. Whether you're exploring lush fields, sampling seasonal flavours, or simply soaking in the pastoral beauty, Armstrong and Spallumcheen offer a refreshing taste of rural British Columbia.



CAPTION



FARMSTRONG CIDERY

PLACES THAT YOU HAVE TO VISIT

Edge of the Earth Vineyards

Edge of the Earth Vineyards is a **boutique winery** in Armstrong. It is known for its scenic **rural setting, small-batch wines**, and a relaxed, personal tasting experience. The winery sits in the North Okanagan, a region with cooler-climate varietals and a growing reputation for artisanal producers. 250-546-2164 | www.edgeearth.ca

Farmstrong Cider Company

Farmstrong Cider Company is a **heritage-farm cidery** established on land dating back to 1896, producing small-batch craft ciders and serving them alongside a full lunch and dinner menu. The business is family-run and emphasizes **local ingredients, fresh rotating menus, and a rustic barn dining experience**. Their barn restaurant is notable for its **farm-to-table approach**, changing feature menus every two weeks and sourcing local food that may vary by season. 250-309-2609 | www.farmstrongcider.com

Fieldstone Organics/Granary Ltd.

Fieldstone Organics is **British Columbia's only certified organic grain-handling facility**, located at **4851 Schubert Rd, Armstrong, BC**. The company began in the early 2000s as a collective of local growers in the Okanagan and has since expanded while maintaining a focus on **wholesome, organic, non-GMO grains and legumes**. Their mission centers on connecting "field and food," emphasizing sustainable agriculture and nutrient-dense whole foods. 250-546-4558 | www.fieldstoneorganics.ca

Fresh Valley Farms

Fresh Valley Farms is a family-run operation in Armstrong, British Columbia, known for **certified organic, pasture-raised livestock** and direct-to-consumer sales. The farm is operated by Steve Meggait and Annelise Grube-Cavers, who represent the fourth and third generations on the land. 250-590-7500 | www.freshvalleyfarms.ca

Om Naturale

Om Naturale is a **beauty supply and health-and-wellness boutique** offering products such as natural cosmetics, skincare, and curated gifts. This combination suggests a focus on **natural handcrafted, or eco-friendly personal care items**, often appealing to customers seeking clean beauty or holistic wellness products. 250-546-0546 | www.omnaturale.ca

Sparrow Grass Field & Farm

Sparrow Grass Field and Flower is a wonderful way to share the magic of the North Okanagan. Located in Armstrong you can walk along the **colorful rows of flowers** and **build your own bouquet from a variety of fresh and local flowers** and escape the busy bustle of everyday life. Enjoy the tranquility of the countryside where the owners grew up! **They also have ice cream and other tasty treats to enjoy!** 250-308-7660 | www.sparrowgrassfieldandflower.com

The Village Dairy

The Village Dairy in Armstrong, BC is a **cheese shop and specialty dairy retailer** known for **locally produced cheeses, dairy products, and small-batch goods**. This family-owned company takes pride in making products that are made from local producers. 250-546-8651 | www.villagecheese.com

Outdoor Adventure

HIKING, BIKING, PADDLING, GOLF AND MORE

Armstrong & Spallumcheen: Where Country Calm Meets Outdoor Adventure. Hiking, Biking, Paddling, Golf and More.

Armstrong and Spallumcheen offer a peaceful slice of the North Okanagan countryside where rolling farmland, forested trails, and small-town charm create an easygoing outdoor escape.



Cycling

Cycling in Armstrong and Spallumcheen is defined by **quiet country roads, gentle terrain, low-traffic rural routes, and quick connections to major regional trails**, giving both casual riders and seasoned cyclists plenty to explore. The landscape blends **pastoral valley views** with **forest-lined backroads**, creating a ride experience that feels peaceful and open.

Why do cyclists LOVE to ride in Armstrong and Spallumcheen?

Quiet rural roads, scenic farmland and valley views, family-friendly options for new or young riders, great local shops and community support for cyclists!



Hiking

Armstrong and Spallumcheen sit in a valley surrounded by **lush forests, open fields, and low-lying hills**, creating a landscape perfect for relaxed outdoor exploration. Trails here tend to be **moderate, scenic, and uncrowded**, giving hikers a chance to enjoy nature at a slower pace.

Mount Rose Swanson — The Rose Swanson Hiking Trails form a well-loved network west of Armstrong, known for **lush cedar forests, rocky bluffs, and panoramic valley views**. The area includes two distinct high points—**Mt. Rose** and **Mt. Swanson**—both accessible through interconnected loop trails. The trail system is rated **moderate**, with distances ranging from 4–8 km depending on the chosen route, and elevation gains around **354 m**. Dogs are welcome but must be kept on leash.

Overview Lookout and Tower Viewpoint — Overview Lookout and Tower Viewpoint are **two of the most scenic stops within the Rose Swanson trail network**, offering elevated views over Armstrong, Spallumcheen, and the surrounding North Okanagan landscape. Both viewpoints sit along well-marked

Golf

Overlander Golf and Events Centre is a relaxed, scenic 9-hole course in Armstrong known for its friendly atmosphere, tree-lined fairways, and easygoing playability. It's a great choice for casual golfers, families, and anyone looking for a low-pressure round in a peaceful rural setting.

The course is designed to be approachable, with **straightforward fairways, gentle terrain**, and a layout that suits beginners while still offering enough variety for experienced players looking to sharpen their short game.

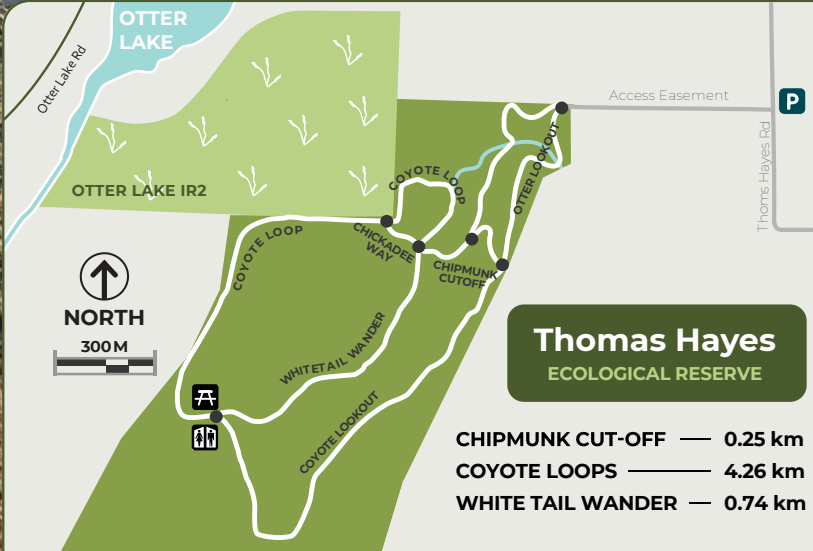
What makes the Overlander Golf and Events Centre appealing to visitors and locals?

Beginner-friendly design, quick rounds, peaceful rural setting, event-friendly venue, affordable and accessible. 250-546-9700 | theoverlander.ca

Spallumcheen Golf & Country Club combines scenic valley views, well-maintained fairways, and multiple course options, giving golfers of all skill levels a place to play. The 18-hole course offers a more challenging layout with water features, mature trees, and longer distances, while the 9-hole executive course is ideal for beginners, families, or anyone wanting a quicker round.

Why do golfers choose the Spallumcheen Golf & Country Club when they're in the area?

Two courses in one location - offering flexibility, scenic rural setting, friendly community-oriented atmosphere, great for both casual and competitive golfers, convenient location! 250-543-2854 | spallumcheengolf.com



Thomas Hayes Ecological Reserve Walking Trail — The Thomas Hayes Ecological Reserve Walking Trail is a gentle network of loop trails set within a **58-hectare ecological reserve** originally established to protect a large colony of great blue herons. The main route, the **Coyote Loop**, is an **easy 4.3 km** circuit that circles the reserve, with two shorter connectors—**White Tail Wander (1.7 km)** and **Chipmunk Cutoff (0.25 km)**—allowing hikers to create shorter custom loops. The terrain is mostly **flat to gently rolling**, with shaded forest, creekside sections, and open pockets of wetland habitat. The area is known for its **diverse plant life**, wildlife viewing, and quiet, restorative atmosphere. **Dogs are not permitted** due to the ecological sensitivity of the reserve.

Otter Lake Lookout — **Otter Lake Lookout** is a short but rewarding viewpoint within the Thomas Hayes Ecological Reserve, offering a **peaceful elevated view over the wetlands, forest, and the quiet waters of Otter Lake**. It's one of the most scenic stops in the reserve and a favourite for walkers who want a gentle outing with a photogenic payoff.



PHOTO: SPALLUMCHEEN GOLF & COUNTRY CLUB

A FEW PLACES TO VISIT FOR MORE OUTDOOR ADVENTURE!

Monashee Outdoors — Retail store with equipment for every outdoor adventure. 250-546-9025 | monasheoutdoors.ca

Armstrong Spallumcheen Trail Society — a community-based non-profit society working for the development, improvement, and safe use of trails in the area. astrailsociety.com



Rooted in History

Historic downtown Armstrong invites you into a place where forgotten memories feel familiar again. Wander through its charming streets and you'll discover **unique shops filled with rare and distinctive antiques**, each one carrying a story of its own. Explore **local markets** offering artisan-made goods, fresh locally grown products, and handcrafted treasures. Step into **art galleries and creative boutiques** showcasing the work of talented local artists and makers who give Armstrong its unmistakable character.

Explore historic markets, unique antique stores, and more!

Vintage Vibes

Vintage Vibes in Armstrong is like stepping into a charming moment from the past. Soft colors, time-worn textures, and carefully curated treasured places invite you to slow down and explore. Every place has a story, and with every detail whether it is in the museum, at a show at Caravan Farm Theatre, or in an antique store carries a hint of nostalgia.

Armstrong Spallumcheen Museum and Art Gallery
Discover the heart of local history at the Armstrong Spallumcheen Museum, where stories of the valley come to life through captivating exhibits, rare photographs, and thoughtfully preserved artifacts. Paired with a vibrant art gallery showcasing regional talent, it's a welcoming space that celebrates the heritage, creativity, and community spirit of Armstrong and the Spallumcheen Valley.
250-546-8318 | armstrongspallmuseumart.com

Armstrong Antiques — is a treasure-lover's haven, filled with one-of-a-kind finds that celebrate the charm of days gone by. Step inside and you'll discover a thoughtfully curated collection of antiques, collectibles, retro décor, and timeless pieces that each carry a story. From rustic farmhouse accents to elegant heirlooms, every item is chosen for its character, craftsmanship, and connection to the past. Whether you're a seasoned collector or simply love the nostalgia of old-soul treasures, Armstrong Antiques offers a warm, welcoming space to explore, reminisce, and uncover something truly special.
250-938-1962 | www.armstrongantiques.com

Canadian Royal Antiques Post — a antique, vintage and collectibles. Eclectic variety of wares, furnishings, toys, clothing, vinyl records, glass and china, diecast cars & books.
2520 Pleasant Valley Road, Armstrong, BC | 250-307-4908
www.canadian-r-antiques-post.business.site



BY BLVD COFFEE



ROYAL CANADIAN ANTIQUES POST

Frugal Frocks — Frugal Frocks is a hub of activity in historic downtown Armstrong, BC. In 1992, owner and operator Susan Gagnon opened the shop with just a few racks of clothes and accessories. Thirty years later, with over 2000 consignees, Frugal Frocks is bursting with quality clothing, accessories, collectibles and a specialty cappuccino bar. A great place to explore for both locals and visitors.
250-546-3448 | frugalfrocks.ca

The Guy Next Door — clothing consignment shop with an admiration for all things vintage. Located in the heart of downtown, directly beside Frugal Frocks
250-542-7868 | Facebook: theguynextdoorvintage

O'Keefe Ranch — The O'Keefe Ranch, founded in 1867 at the head of Okanagan Lake near Armstrong and Vernon, is one of BC's most significant early settlement sites. The ranch now operates as a cultural heritage site, preserving the story of early ranching life and the development of the Okanagan Valley for future generations.
250-542-7868 | www.okeeferanch.ca



FRUGAL FROCKS

Kukstéc-kuc Tqelt Kukpi7 t'e skectec-kuc t'e tmicws-kuc

We thank you, Creator, for giving us this beautiful earth

Discover Indigenous Heritage

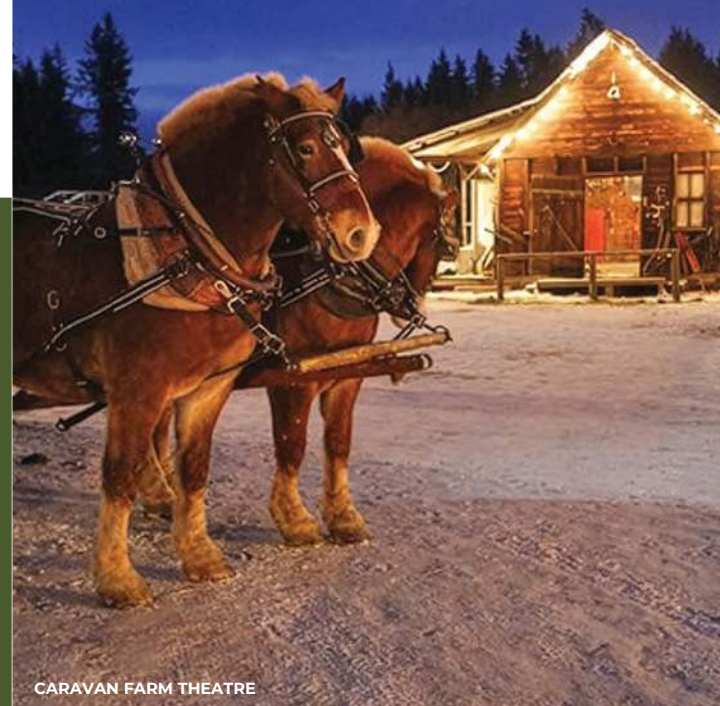
Armstrong and Spallumcheen reside on the land of the traditional, ancestral, and unceded territory of the Splatín/Secwepemc and Syilx/Okanagan people. Opportunities to discover Indigenous arts and culture exist here and in surrounding communities.

We are grateful for the opportunity to live and work on this land and commit to respecting and supporting the cultural heritage of the Indigenous peoples of this region.

Authentic Indigenous cultural experiences invite the feeling of connection with all things and creates greater cultural understanding. They are transformative experiences that create lasting memories and are the highlight of a traveller's journey. Tourism is a path to lasting, meaningful reconciliation and building stronger connections with Indigenous Peoples, communities, and cultures.

The **Armstrong Spallumcheen Museum and Art Gallery** has a permanent collection that includes Indigenous history and culture. The collection of Indigenous artifacts, information, and stories both on display and within its archives.

Caravan Farm Theatre is a professional outdoor theatre company that stages large-scale, immersive productions on a working farm just outside Armstrong. Known for its **horse-drawn sleigh shows in winter, open-air summer performances**, and its stunning natural setting of fields and forest, the theatre blends artistry with the landscape in a way few venues in Canada can match. Their mission is to provide meaningful, popular, open-air theatre to a large and diverse family audience.
250-546-8500 | caravanfarmtheatre.com



CARAVAN FARM THEATRE

Edgy and BOLD

Edgy and Bold Events in Armstrong spotlight the unexpected, the unconventional, and the creatively fearless side of this rural community. These are the moments when Armstrong steps out of its small-town comfort zone and leans into artistic risk-taking, immersive experiences, and high-energy gatherings that surprise visitors and locals alike.

Armstrong MetalFest — Big Sound, Warm Welcome, Loud Nights, and Laid-Back Days! The Armstrong MetalFest brings a jolt of high-voltage energy to the North Okanagan — a loud, unapologetic celebration of heavy music that stands out boldly against Armstrong's rural backdrop. It's the kind of event where shredding guitars echo across the valley, fans gather from all over BC, and the community shows off its edgier side with pride. This event is gritty, loud, and full of personality — a festival that proves Armstrong isn't afraid to turn the volume all the way up.
armstrongmetalfest.ca

Armstrong Roller Derby Events bring a fast, fierce, high-energy edge to Armstrong — a perfect fit for the town's growing "edgy and bold" identity. These events mix athleticism, grit, and big-personality showmanship, creating a spectacle that's as entertaining for newcomers as it is for die-hard derby fans. Catch the Okanagan Shuswap Roller Derby Association (Farmers' Slaughters) in Armstrong at Hassen Arena. They host regular practices and community games throughout the year.
Instagram and Facebook: @farmersslaughters

The Armstrong Demolition Derby is one of the most adrenaline-charged, crowd-pleasing events in the North Okanagan — a full-throttle mash-up of roaring engines, flying mud, and pure small-town spectacle. It's loud, chaotic, and wildly fun, drawing families, gearheads, and thrill-seekers to cheer as drivers smash, crash, and battle it out for derby glory. Loud, gritty, and wildly fun — the kind of event that captures Armstrong's bold spirit and brings the whole community together.
info@armstrongdemoderby.ca | armstrongdemoderby.ca



THE ARMSTRONG DEMOLITION DERBY

The Armstrong Annual Rods & Rails Classic Car Show rolls into town with chrome, colour, and classic small-town swagger — a summertime favourite where polished rides, proud owners, and curious spectators pack the streets and fairgrounds. It's a relaxed, family-friendly showcase of vintage beauties, muscle cars, custom builds, and local automotive passion. Easygoing, nostalgic, and full of horsepower — a perfect blend of rural charm and car-lover excitement.
Facebook: @OKCamJammers

The Harvest Pumpkin Festival in Armstrong is pure autumn magic — a cozy, colourful celebration of fall traditions, local farms, and family fun. It's the kind of event where the whole community comes together to enjoy crisp air, bright pumpkins, and the warm, welcoming spirit Armstrong is known for. Warm, festive, and full of fall colour — a perfect way to celebrate the season in the Armstrong and Spallumcheen.

The Pumpkin Catapult in Armstrong is part of the Harvest Pumpkin Festival with a wild streak — a quirky, high-energy event where engineering meets pure pumpkin-launching chaos. It's part harvest celebration, part friendly competition, and all small-town creativity, drawing families, tinkerers, and thrill-seekers who love seeing how far a pumpkin can really fly! Playful, inventive, and a little bit ridiculous — exactly the kind of bold fall tradition that fits Armstrong's personality.

For more information - contact the Armstrong Spallumcheen Chamber of Commerce:
250-546-8155 | aschamber.com



THE HARVEST PUMPKIN FESTIVAL



WE MAKE IT, BAKE IT & GROW IT!



Armstrong Farmers' Market — The Armstrong Farmers' Market, established in 1972, is one of the oldest continuously running farmers' markets in British Columbia, known for its strong emphasis on local growers and makers. You will often find heritage vegetables and heirloom varieties, locally raised meats and eggs, Indigenous-made crafts and foods, and seasonal events and themed market days. The market operates year round!
info@armstrongfarmersmarket.ca | armstrongfarmersmarket.ca

Winter Market - Saturdays - 10:00 AM - 1:00 PM
at the Armstrong Spallumcheen Chamber of Commerce/Odd Fellows Hall - 3005 Wood Ave. Armstrong BC

Summer Market - Saturdays - 8:30 AM - 1:00 PM
at the IPE Fairgrounds - 3375 Pleasant Valley Rd. Armstrong BC

Arts & Culture

WHERE RURAL ROOTS SPARK CREATIVE BRILLIANCE!

Armstrong, BC offers visitors a warm blend of small-town charm and creative energy, making it an inviting stop in the North Okanagan. Travelers can explore the lively Armstrong Spallumcheen Museum & Art Gallery, wander through seasonal artisan markets filled with local crafts, or experience unforgettable outdoor performances at the renowned Caravan Farm Theatre. With its mix of rural heritage, vibrant arts community, and welcoming atmosphere, Armstrong offers a cultural experience that feels both authentic and refreshingly down-to-earth.

Armstrong Spallumcheen Museum and Art Gallery
The Armstrong Spallumcheen Art Gallery is the creative heart of Armstrong's cultural scene — a welcoming, community-run gallery that showcases the work of local and regional artists throughout the North Okanagan. Housed within the Armstrong Spallumcheen Museum building, the gallery features rotating exhibitions, member shows, and themed community displays, giving emerging and established artists a place to share their work.
250-546-8318 | armstrongspallmuseumart.com

Asparagus Community Theatre is a long-running, volunteer-driven theatre group that brings lively, homegrown performing arts to the Armstrong-Spallumcheen community. Known for its warm, grassroots spirit, the troupe stages a mix of comedies, dramas, family shows, and original productions, often featuring local talent both onstage and behind the scenes.
actokbc@gmail.com | asparagus-community-theatre.com

Music in the Park is Armstrong's signature summer concert series — a relaxed, family-friendly celebration of local talent held in the heart of the community. Each week, residents and visitors gather with lawn chairs and picnic blankets to enjoy live performances ranging from folk and country to blues, rock, and emerging indie artists. Set against Armstrong's small-town charm and warm summer evenings, the series creates a welcoming atmosphere where neighbours connect, kids play, and musicians shine.
Fridays - July and August | 250-546-8155
tourismarmstrongspall.com/music-in-the-park

North Okanagan - Shuswap Barn Quilt Trail — The Armstrong Barn Quilt Trail invites visitors to slow down and enjoy the North Okanagan's rural beauty, following a colourful path of hand-painted quilt blocks displayed on barns, fences, and farm buildings throughout the valley. Each piece blends local artistry with agricultural heritage, creating a charming open-air gallery that's perfect for scenic drives, bike rides, and family adventures.



CARAVAN FARM THEATRE

Family Play Time

Family Play Time in Armstrong is all about easygoing, memory-making fun in a town that's built for families. Whether you're exploring parks, meeting farm animals, or diving into hands-on creativity, Armstrong offers simple, joyful experiences that bring everyone together.

TOP FAMILY PLAY SPOTS

Memorial Park
A favourite for families with its playground, splash-friendly green space, and summer events like Music in the Park.

Armstrong Spallumcheen Museum and Art Gallery
Kids love the interactive exhibits and old-time displays.

Caravan Farm Theatre
Outdoor shows that feel magical for all ages.

Armstrong Barn Quilt Trail
A colourful, low-key adventure perfect for a family drive or bike ride.

Local farms & markets
Meet animals, pick produce, and enjoy homemade treats.

250.546.8155 • TOURISMARMSTRONGSPALL.COM



Armstrong and Spallumcheen is on the traditional territory of the Secwépemc and Syilx peoples.