

June 17, 2026

The Right Honourable Mark Carney

Prime Minister of Canada

and

The Honourable Marc Miller

Minister of Canadian Identity and Culture and Minister responsible for Official Languages

RE: Support for National Butter Tart Day – April 19th

On behalf of the **Tourism Industry Association of BC**, we are pleased to express our support of House of Commons petition e7213 for the recognition of April 19th as **“National Butter Tart Day”** in Canada and to work with stakeholders across the country to celebrate and preserve this uniquely Canadian culinary tradition.

The butter tart is more than a beloved Canadian dessert. It reflects Canada's agricultural heritage, culinary traditions and the generations of farmers, producers, bakers and families who have helped shape our nation.

At its heart, the butter tart celebrates quality Canadian ingredients, including butter, eggs and flour produced by farmers who remain essential to Canada's food system and economy. Recognizing National Butter Tart Day provides an opportunity to highlight these world-class Canadian ingredients and honours the hardworking Canadians who produce them.

We believe an annual observance on April 19 is the optimal date as it:

- Falls within already established National Food Month activities,
- Coincides with the beginning of Canada's spring tourism, outdoor market and festival season, • Provides a clear, dedicated national occasion focused exclusively on celebrating Canada's iconic butter tart tradition,
- Avoids competing with other major food, cultural and provincial observances that can divide public attention,
- Provides communities, bakeries, festivals, tourism organizations and agricultural groups ample opportunity to participate and build annual programming around the celebration, and • Creates a consistent date that can support long-term awareness, education, tourism and promotional initiatives across Canada.

As Canada continues to celebrate the traditions, stories and contributions that unite us as a nation, **National Butter Tart Day** offers a simple, yet meaningful opportunity to recognize an iconic Canadian food, the agricultural producers who supply its ingredients and the communities and families that continue to keep this tradition alive. We respectfully encourage the Government of Canada to support this initiative and establish April 19 on the Canadian calendar as an annual celebration of Canadian heritage, agriculture and culinary excellence.

Sincerely,



Amber Papou, CEO

Tourism Industry Association of BC