



## “Revival and diversification of activities and exploitation of resources on the Lower North Shore



# Creation of a Wildberry Industry

Funded by: **Ministre des Affaires Municipales, des Régions et de L'occupation du Territoire**  
Under the «Politique Nationale de la Ruralité 2007-2014” program

# Lower North Shore of Quebec:





## Background:

### 2005-2008

A Project was funded by *The Public Health Agency of Canada* entitled:

**“Portrait of the Food Industry relating to residents of the Lower North Shore”**

- Lower North Shore Food Guide
- In-school nutrition courses
- Community gardens established in five (5) communities
- Three (3) Community Kitchens established
- Held Food Transportation Consultation
- Held Partnership Forum
- Visited all communities along the Lower North Shore
- BerryLicious committee formed (August 2006)



- Researched possibly industries and the results were: Wild berry industry, Greenhouse, Waste management (3R's) and Peat moss/kelp and fish by-products.
- Wildberry, Municipality of Bonne Esperance (then move to Municipality of St. Augustine)
- Greenhouse, Municipality of Gros Mecatina
- Waste Management, Municipality of Blanc Sablon
- Peat moss/kelp/fish by-products, Municipalité Cote-Nord-du-Golfe-du-Saint-Laurent
- One of the objectives of this project was to develop a industry on the Lower North Shore using local resources; therefore, the wild berry was given priority.



# 2007 - 2008

- Two (2) inventories (Volet II) were carried out, by Biopterre in the Municipality of Bonne Esperance (supported by the Municipality of Bonne Esperance and the Council of Mayors)
- Identified the quantity and quality of berries in, and around, Bonne Esperance area
- Market study was carried out in 2008 (DEC)





## An analysis was done on the wild berries

### Anthocyanes totaux :

Échantillons	Anthocyanes totaux (mg/100g) tissu frais
Blackberry	263,5
Squashberry	24,0
Meshberry	59,1
Redberry	127,8
Blueberry	158,0
Chicoutai	2,4

### Vitamine C :

Échantillons	Vitamine C en mg/kg de tissu frais
Blackberry	3,2
Squashberry	117,3
Meshberry	245,2
Redberry	29,9
Blueberry	1,5
Chicoutai	252,5



## 2009

- A project entitled “*Revival and diversification of activities and exploitation of resources on the Lower North Shore*” was accepted by the Ministre des Affaires Municipales, des Régions et de L’occupation du Territoire (MAMROT)
  - Contribution \$500,000
  - July 2009 to March 2014
- A project entitled “*Development of Non-Timber Forest Products on the Lower North Shore*”, was accepted from Canada Economic Development for Quebec Regions (DEC),
  - Contribution \$393.901
  - January 2010 to March 2012
- A Project entitled “*Power of Partnerships: Initiating Economic Diversity of the LNS*” was accepted from Agriculture and Agri-Food Canada, Rural Secretariat
  - Contribution \$75,000
  - November 2010 to March 2014

The objective of these projects is to develop a small fruit industry and to explore other non timber product on the Lower North Shore, as well as to develop the industries in the form of cooperative (s).

# Project Goals/Objectives

## 1) Develop a wild berry industry on the Lower North Shore

- Economic development activities using non-timber forest resources from local sources
- Establishment of a sustainable supply of fruit for processing and marketing
- Establishment of a cooperative structure







## 2) Examine the development of innovative products in the food and natural health sector (NHP)

- Commercialization on the food market
- Explore possibilities for the development and marketing of natural health products

## 3) Stimulate and diversify the economy of the region in addition to creating local jobs

- Creation of new products in response to market demands
- Acquisition and diffusion of knowledge (*to other communities/enterprises, etc...*)



# Accomplishments...so far:

- Establishment of many valuable partnerships
- Held meetings with partners (Partnership Forum)



- Establishment of Oversight Committee
- Exploration of additional funding and/or support
- Establish various committees & define roles of partners...Marketing Committee, Coop-Committee....
- Develop project submissions as required





- Training Manuel
- Communication Plan
- Marketing Research Plan
- Feasibility Study
- Harvesting Portrait
- Transportation Portrait
- Collection Plan

- An another inventory (Volet II) was carried out in 2010 and another in progress (2011).....





- Identified six (6) family of products to be developed for market (Jellies, Fruit purée, Syrup, Relish, Sherbet & fruit roll-up)
  - Products going to pre-production in 2011 (Jelly & Puree)
  - Products going to production in 2012 (Relish & Syrup)
- 2010 - Four (4) field workers & Eight (8) processor hired (14 weeks - Emploi Quebec & DEC)
- GPS/Mapping Technician hired -Volet II (12 Weeks) Municipality of Bonne Esperance & Council of Mayors





2011 – 4 Wildberry/NTFP Technicians (7 weeks -Emploi Quebec, Conférence Régionale des Élus de la Côte-Nord (CRE), MRC du Golfe-du-Saint-Laurent (MRC) and Développement économique, de l'Innovation et de l'Exportation (MDEIE)

GPS/Mapping Technician hired –Volet II (7 weeks – Municipality of Bonne Esperance & MRC du Golfe-du-Saint-Laurent (MRC)

Training of 4 employees took place in La Pocatiere (November 6<sup>th</sup> - 11<sup>th</sup>)







## Up coming:

- Complete Community Consultations (Native Communities and Francophone communities)
- Finalization of products for market
- Coast wide advertisement/marketing campaign
- Review the possibility of collection agents situated along the Lower North Shore
- Securing an infrastructure on the Lower North Shore
- Production (Equipment)
- Develop buying, collection, storage, processing and production strategies
- Buy-in by the younger generation
- Development of a Wild berry Cooperative
- Creation of new recipes (food) and innovative products in other sectors (Cosmetics, Natural Health products)



# Partners:

- Ministère des Affaires municipales et des Régions (MAMROT)
- Canada Economic Development for Quebec Regions (DEC)
- Public Health Agency of Canada
- Young Canada Works
- Service Canada
- Emploi Quebec
- Council of Mayors
- Agri-Culture & Agri-Food Canada (Rural Secretariat)
- Agri-Culture & Agri-Food Canada (Coop Secretariat)
- Conférence Régionale des Élus de la Côte-Nord (CRE)
- Société d'aide au développement des collectivités de la Côte-Nord (SADC)
- Centre de Développement des bioproduits (Biopterre)
- Centre de Développement Bioalimentaire du Quebec (CDBQ)
- Local Development Center (CLD)
- MRC du Golfe-du-Saint-Laurent (MRC)
- Municipality of Gros Mecatina
- Développement économique, de l'Innovation et de l'Exportation (MDEIE)
- Coopérative de Développement Régional Base-Saint-Laurent/Côte-Nord (CDR)
- Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Quebec (MAPAQ)
- Corporation de développement des exportations de la Côte-Nord (CORPEX)
- Commission Scolaire du Littoral





## Partners continued....

- Centre de santé et de services sociaux de la Basse-Côte-Nord (CSSSBCN)
- Concordia University
- I & S Seafoods
- Centre de Recherche les Buissons
- PEC-NORD
- Quebec Labador Foundation
- Virage Santé
- Royal Roads University
- Qu'anglo Communications
- PurGenesis
- Emploi Quebec
- Community Learning Center
- Labrador Shrimp Company
- BerryLicious Committee
- National Defence
- Shore Grow



*Thank you!*

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"Sometimes our victories  
can't be reflected by the  
final results  
but in the **teamwork**,  
pride and unity  
it took to get us there!"

Jon Hawks