



Power of Partnership: Initiating Economic Diversity of the LNS

Coastal Consultations

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Introduction

In 2011/12 the Coasters Association staff travel throughout the Lower North Shore to meet with the population and Municipal Council. The purpose of the consultations was to update the population on the Coasters projects and activities. As well as, promote the Wildberry, Non-Timber & Co-op initiatives. As well as, gain insight from the public, receive input and develop priorities for the Coasters Association 2012-2017 strategic plan and the Lower North Shore Coalition for Health 2009-2014 Strategic Plan.

All organizations, community groups, businesses and the publics were invited to attend and participate. This was their opportunity to contribute to the planning process of the Coasters Association's strategies, actions and activities for 2012-2017

During the week of February 7th – 11th, 2011 the Coasters team (Executive Director – Cornella Maurice, Health & Social Services Development Agent – Kimberly Buffitt, *Interim* Wildberry Coordinator & Partnership Coordinator – Shelley Fequet, Non-timber Forest Product (NTFP) Regional Development Agent – Tyler Buckle, Quebec en Forme Coordinator – Lana Shattler & Consultant – Hugh Maynard) traveled to Chevery, La Tabatiere and St. Augustine.

On May 30th and 31st, 2011 the Coasters team (Executive Director – Cornella Maurice, Health & Social Services Development Agent – Kimberly Buffitt, Wildberry Coordinator – Priscilla Griffin, Partnership Coordinator – Shelley Fequet, Non-timber Forest Product (NTFP) Regional Development Agent – Tyler Buckle & Quebec en Forme Coordinator – Lana Shattler) met with the Municipal Council and the public in the Municipality of Bonne Esperance.

On October 11th, 2011 the Coasters team (Executive Director – Cornella Maurice, Health & Social Services Development Agent – Kimberly Buffitt, Wildberry Coordinator – Priscilla Griffin, Partnership Coordinator – Shelley Fequet & Non-timber Forest Product (NTFP) Regional Development Agent – Tyler Buckle) met with the Municipal Council of Blanc Sablon. On October 12th, 2011 a public meeting was organized in Lourdes de Blanc Sablon, no members of the public attended however, packages of information were made available.

During the week of February 21th – 24th, 2012 the Coasters team (Wildberry Coordinator – Priscilla Griffin & Non-timber Forest Product (NTFP) Regional Development Agent – Tyler Buckle) traveled to Kegaska & La Romaine. No members of the public attended however, packages of information were made available. Due to weather conditions the Coasters Association team was unable to travel to Tête-à-la-Baleine, this will be rescheduled at a later date- funds permitting.

Meetings with Municipal Councils

I. Welcome/Introductions

Cornella thanked the Municipal Councils for giving the Coasters Association the opportunity to present. Municipal Councils welcomed the Coasters Association. All participants introduced themselves.

II. Overview of Coasters Initiatives

Cornella gave an overview of the Coasters Association, a background of the organization and explained the purpose of the consultations;

- **Networking Partnership Initiative (NPI)**

Kim Buffitt gave an explanation of what the Networking Partnership Initiative (NPI) was as well as an overview. She explained how it was minority funding from Health Canada and it was the same as funding given to Francophone minorities outside of Quebec.

The beginning and development of the Lower North Shore Coalition for Health (LNSCH) was explained. Members were listed as well as the seven (7) priorities identified- public health, physical health, seniors and those with loss of autonomy, youth and families, mental health, physical, intellectual disability & developmental disorders, alcohol & drug addiction. It was explained how focus groups were held in each Municipality to gain an understanding of what communities wanted.

Summary of programs that were going on (diabetes, 5-30, etc) was given and those present were informed that the Coasters Association has been working with the CSSSBCN on initiatives like the Cancer fund and remote diabetes monitoring. Cornella informed that fund raising boxes for the Cancer fund will be at airports and Relais Nordik offices along the LNS, she also mentioned that an application was submitted to Canadian Heritage for a project to assist with initiative.

Some examples of activities that were happening along the LNS as a result of the priorities identified were summarized. It was stated that for the Community Against Drugs (CAD) program, under the drug & alcohol addiction priority, the Coasters Association cannot go into a community and implement the program without a request from that community. However, in communities where the CAD program has been started, that community has seen significant changes.

The Coasters Association, with the support of the CHSSN, planned, prepared and carried out a Provincial Drug and Alcohol Conference on February 16, 2010 in Gatineau, Quebec. Many times the Coasters Association will partner with larger organizations in order to secure funding. An example of this would be the SERVIZI (Italian Association) in Montreal and the Diabetes project.

It was mentioned that all partners need to focus on communication in order to make the population more aware...last years' summer camp in St. Augustine was it's best year. Had a lot of positive outcomes because the Quebec en Forme Animator is continuing with camp activities.

Cornella spoke of how the Coasters have to start writing applications for the Camps in January to find the necessary funding. Young Canada Works is a wonderful supporter, paying for travel of students to come home.

Questions/Comments from Municipal Council of Gros Mecatina:

Question: Can we call anytime of we want more information?

Response: Yes, definitely

Question: Why does the CAD program have to wait until a community wants it?

Response: Each community is different, for example in St. Paul's the Sports & Leisure Committee raised the age limit to 18 years old, continues to enforce it and it has made a difference.

Question: Will the Day center Coordinator's position be full time?

Response: Initially part time but with funding it will be increased to full time.

Question: When will it start?

Response: Hopefully in April, waiting for a response on the application.

Question: How does the Cancer fund work?

Response: Harold Dunn is in charge, people call him and he puts the request in to the Coasters Association.

Question: Can Mr. Dunn contact each patient and tell them about the fund?

Response: It may be possible, will follow up with him.

Questions/Comments from Municipal Council of Bonne Esperance:

Comment: The KIDS Summer Camp helped students out to school to come back on the Coast to work.

Question: Diabetes project, can it be implemented inter-provincially?

Response: A meeting was held with potential partners in Labrador, but McGill would have to be approached. The Coasters Association will bring it to the attention of McGill.

Question: There are a lot of cases of Cancer in Old Fort Bay, can a study be done?

Response: A project to carry this out had been submitted to Canadian Heritage.

Question: Seniors file, anything happening on transporting seniors to the day centers?

Response: The adapted transport file has been brought to the Municipality.

Question: Youth & Family, can any plans, structures or activities be implemented at daycares?

Response: QeF Animator goes to the Daycare to do physical activities and promote healthy eating. "Show me the Way" binders were provided to the daycare and a follow up with Mer et Mousse will need to be done to find out if they are being used.

Question: People are concerned with health and wellness at daycares, if kids are sick should they go to daycare?

Response: If a child has a fever or something, the Public Health Nurse would have to recommend the child be removed. Mer et Mousse daycares has a health plan.

** There were no questions or comments from the Municipalities of St. Augustine and Blanc Sablon or the Local Committee in Chevery.*

- **Quebec En Forme**

Lana gave the background and synopsis of the Quebec en Forme (QeF) Movement – background, Coasters Association applied via the LNSCH. Mandate, mission and roles of Animators were identified. Lana explained that QeF is moving along nicely to gain a solid footing in pilot communities; however, many documents need to be developed.

The participants were informed that last year QeF moved into the Municipalities of Gros Mecatina and St. Augustine for a total of five (5) animators working twenty (20) hours per week. Animators will next be hired for the Municipality of Blanc Sablon and the community of Tête à la Baleine, which has a lack of program for youth. The Animators

are receiving positive responses from the communities and have the support of many partners

Lana explained that originally the QeF organization wanted just one animator for each Municipality and Lana informed the participants that she explained to the organization this was not a reality for the Lower North Shore and some Municipalities (Golfe St. Laurant) needed one in each community. She also explained that the needs from each community will be different.

The next focus of the QeF is nutrition; changes in schools about what food should be allowed will need to be worked on (I.e. Gatorade, cookies). Schools are beginning to get on board but St. Augustine School needed a lot of work in this area. Also, QeF will need to focus on Municipal policies so Animators will have total support, as well as, training for the Animators (will be working with CSSSBCN on nutrition and with the CLC in Chevery about youth with behavioral issues).

Cornella stated that the Coasters Association is trying to get Animators for all communities and increase hours for them by giving them other mandates. Kim announced that new funding is now available from the Chagnon Foundation for the 0 -5 age group and the first meeting of the LNSCH to draft the application is coming up soon.

Questions/Comments from Municipal Council of Gros Mecatina:

Question: How do the Animators work, do they write reports to document the change?

Response: Yes, that's what Lana has worked on – monthly meetings and completing reports

Question: Who will monitor the healthy eating?

Response: The schools (École en Santé)

Questions/Comments from Municipal Council of Bonne Esperance:

Comment: With the *Nutrition North Food Program* merchants need to register themselves and this creates a lot of extra work. Also, Transportation costs for food is very high.

** There were no questions or comments from the Municipalities of St. Augustine and Blanc Sablon or the Local Committee in Chevery.*

- **Wildberry**

A brief overview and background on how the Wildberry project came to be was given. It was explained that it stemmed from the Healthy Lifestyles project where the local berries had been analyzed for the LNS food guide and where the development of an industry using our natural resources was an objective.

Participants were informed that the Council of Mayors (now MRC) supported an inventory (2007/2008) of the quantity and quality of berries in and around the Bonne Esperance region. In 2009, a five (5) year project was received from MAMROT to develop a Wildberry industry and a two (2) year project was received from CED-Q to develop non-timber forest product initiatives. The objectives of both projects are to develop an industry and create a co-op. It was explained that there were other possible industries identified using our natural resources (i.e. Seaweed/peat moss in Golfe St. Laurant and a greenhouse in Gros Mecatina) however, the Wildberry in Bonne Esperance was given priority.

Examples were given on some of the accomplishments from the Wildberry project so far; partnerships, products identified for market, Marketing Agent hired, twelve (12) workers were hired for fourteen (14) weeks and a GPS/Mapping Technician was hired for twelve (12) weeks to verify waypoint, map grow areas and train worker on GPS use. Some of the things that are currently being worked on are the development of the Co-op (Tyler will go into more detail), ensuring enough berries are collected from all along the Coast, securing fund in order to hire workers so they can be trained and have a proper infrastructure set up on the Coast – creating jobs.

Questions/Comments from Municipal Council of Bonne Esperance:

Question: How soon can we have a local market?

Response: As of now we are aiming for the high end hotel and restaurant market, we will need to start small. A Market Plan and Feasibility Study have been completed and CDR will be coming in for meetings.

Comment: Four-wheelers are going over berry sites; this will need to be brought to the Municipality.

Comment: Newfoundlanders are coming here to pick berries; the Municipality will have to set up by-laws.

Comment: The Municipality of Bonne Esperance is looking into putting in four-wheeler trails, like the snowmobile trails.

Comment: We need to look at preserving our berries for 50 or 60 years down the road.

Question: Cultivation or best picking practices, anything happening with that?

Response: Biopterre and le Centre Recherche les Buisson are working on best picking practices.

Question: The mapping of the area, is this for the Co-op?

Response: All of this is to get the Co-op established. Once the Co-op is developed the Coasters Association will continue to support it.

Question: Is there anyone involved in the quality control aspects?

Response: Biopterre did quality control during training and product development.

The Municipal Council of Bonne Esperance suggested that they could with the establishment of four-wheeler trails, continuation of the inventories (Volets), establishing by-laws and best picking practices.

Questions/Comments from Municipal Council of Blanc Sablon:

Comment: Four-wheelers are going over land where the berries are growing this will need to be brought to the Municipality.

Comment: Newfoundlanders are coming here to pick berries; the Municipality will have to set up by-laws.

The Municipal Council of Blanc Sablon were concerned with various environmental issues and suggest that it be a major part of the awareness campaign

** There were no questions or comments from the Municipalities of Gros Mecatina, St. Augustine or the Local Committee in Chevery.*

- **Power of Partnership**

Shelley informed those present that the Coasters Association received the project from Agriculture & Agri-food Canada, through the “Rural Secretariat” program. She stated the four (4) objectives and how the project supports the Wildberry and NTFP projects.

Shelley explained that the Partnership project supports the Wildberry by meeting with public and raising awareness, by seeking involvement from communities and by formalizing participation. It supports the NTFP by contacting organizations, institutions and stakeholders to plan development activities. The project is on a part-time basis until March 30, 2012.

Questions/Comments from Municipal Council of Bonne Esperance:

Comment: Very important for the Municipalities to have Non-Timber and Wildberry initiatives apart of their Action Plans.

Comment: The INSPQ is currently doing a community profile which will help the Municipality.

** There were no questions or comments from the Municipalities of Gros Mecatina, St. Augustine and Blanc Sablon or the Local Committee in Chevery.*

- **Non Timber Forest Development**

Tyler gave those in attendance the definition of what a non-timber forest product was. The background and development of the project was given. Tyler explained that Juanita was originally hired as Development Agent, however; she resigned and he was offered the position in June of 2010.

Current activities that the NTFP are working on include; Greenhouse in La Tabatiere, study and research potential of peat moss - Tyler will be attending a conference in Quebec in June, documenting all plants on the LNS to identify if they can be commercialized - working with D'Origina to market products. Mushrooms also have potential, we know that the LNS has three (3) types of mushrooms and the chanelles are huge – looking when to do an harvest and an inventory, working with Shore Grow to develop a kelp/seaweed industry, co-op development and job creation.

Participants were informed that the Coasters Association is waiting on confirmation from the MRC to approve funds to complete a feasibility study – a survey was completed in summer 2010 and 100 % of businesses would buy local vegetables. Up coming activities include a transportation report, marketing plan and a Wildberry Co-op. It was explained that a strong co-operative structure will be extremely important and that the Coasters Association is waiting for a reply from the Co-op Secretariat.

Tyler gave an overview of what the Marketing agent, Pierre Daigle, was doing and explain that a co-op will need to be started as soon as possible if the products are to be sold in the market. Also mentioned was that those products will not be able to be made on the LNS until 2012.

The partnership with Pec-Nord and Shore Grow was elaborated on (Mr. Buffitt impressed many participants at the forum in Sept-Iles) and the participants were informed that Coasters is waiting to meet with the MRC to discuss where things stand. CED-Q is willing to provide funds to develop an industry and will be at the meeting. It was also mentioned

that organizations from different areas in the country are contacting the Coasters Association to ask where things stand with seaweed/kelp development.

Questions/Comments from the Local Committee of Chevery:

Question: Maybe they want to take our product?

Response: This is why we need to be careful to protect our resources.

Comment: We need one (1) co-op to look after all products, need members to make co-op strong and not compete against each other. Main thing is to get all the Municipalities, and the Natives, in on this. If we can get Native branding on our products- it will be a winner.

Comment: We do need berries from all along the Coast to develop and support the Co-op, start small and make it sustainable. The Coasters Association will be meeting with community leaders on the Pakuashipi reservation on Friday, Feb. 11.

Comment: To create new products we need a proper plant. Last year 142,000 tons of fish by-products were dumped in the water in Harrington Harbor. This waste can be used for fertilizer. Here there are three (3) different species of kelp, two (2) are eatable and there is a demand for it.

Comment: We need to figure out how we can work together.

Question: Where are we with the studies on the peat moss?

Response: One study has been completed (Phase 1), two more phases need to be completed before we know if it will be feasible.

Comment: A coordinator will need to be hired for each initiative under the NTFP.

Comment: It is important to start on a small scale for specific markets.

Comment: Study will need to be done to find out about infrastructures.

Comment: Top quality equipment will be needed.

Comment: We all have to work together, take small steps and improve products that are on the market. People are used to working in certain areas and it can be a problem.

Comment: Better to have one management structure to determine the workforce.

Comment: A co-op is probably the way to go. We have a good example with the Co-op in Harrington and the Caisee Populaire.

Comment: Need to look at criterias of Emploi Quebec, give students work and work in partnership with the fish plants to extent E.I.

** There were no questions or comments from the Municipalities of Gros Mecatina, St. Augustine, Bonne Esperance or Blanc Sablon.*

III. Strategic Plans

- **Organization (Coasters)**

Cornella informed the participants that the Coasters Association strategic plan will be up in March 2011 and that the previous plan had been approved by partners. She explained that there were many activities carried out over the last five (5) years and those, along with more, will be continued during the next five (5) years.

The participants were asked if they had any new goals they would like added to the new strategic plan. Cornella mentioned that if there are initiatives that the Coasters Association can work on with the Municipality regarding their Action Plan, we could certainly do it.

Questions/Comments from the Local Committee in Chevery:

Comment: The co-op, starting with Wildberry and everyone working together

Comment: Very important for everyone to work together

Comment: Very important for organizations to try, not everything succeeds but at least they try.

Comment: The QeF is a very good, and important, initiative.

Priorities given by Municipal Council of Bonne Esperance:

- Museum – Coasters Association contacted DEC
- Senior Day Center
- Adapted Transport
- Early Childhood Development
- Ramps (access to public buildings)
- Industry development (Wildberry, Non-Timber & high end product research for fishermen)

Comment: Municipal Council of Bonne Esperance would fully support the Coasters Association and all communities on the Lower North Shore.

Comment: Everyone needs to work together; there are 48 people in Gros Mecatina out of work right now.

Comment: The Municipality may be able to give the zoning and land for the factory as an in-kind contribution.

** There were no questions or comments from the Municipalities of Gros Mecatina, St. Augustine or Blanc Sablon.*

- **NPI (Lower North Shore Coalition for Health)**

Kimberly gave an overview of the LNSCH strategic plan. She mentioned that the communities need to communicate with the Coasters Association and tell us what they need. People have to realize that the Coasters Association is for the people.

Cornella explained that the Coasters Association has given the CSSSBCN a lot but the population is unaware, for example; the increase in money allotted to pregnant women was a result of the Coasters Association lobbying for it.

** There were no questions or comments from the Municipalities of Gros Mecatina, St. Augustine, Bonne Esperance and Blanc Sablon or the Local Committee in Chevery.*

IV. Priorities

Cornella explained that if anyone had any priorities they wished to add they could contact the Coasters Association. She also mentioned that the Coasters AGM will be held in Lourdes de Blanc Sablon on March 19th and the Minister of State Agriculture and Veteran Affairs may be attending.

Questions/Comments from the Local Committee in Chevery:

Comment: the development of the industry is so very important and when we do it the Government will see that we are trying and will give funds.

Questions/Comments from Municipal Council of St. Augustine:

Comment: Those of us in attendance are extremely impressed with the Coasters Association and were unaware of all the things the organization has been doing.

** There were no questions or comments from the Municipalities of Gros Mecatina, Bonne Esperance or Blanc Sablon.*

V. Closure

Cornella thanked the Councils for all their support over the years and for allowing the Coasters to present.

Councils thanked the Coasters Association for coming and it was very interesting.

Public Meetings

I. Welcome/Introductions

Mr. Maynard welcomed everyone and explained how the meeting will proceed and what will happen throughout the morning.

II. Overview of Coasters Initiatives

- **Networking Partnership Initiative (NPI)**

Kimberly gave an overview of the NPI – how it began, the development and structure of the LNSCH, funding through Health Canada, supported by CHSSN and that there are twenty-one (21) NPI's in Quebec.

The priorities of the LNSCH were identified. Kim listed some activities that has been going on; 5/30, Cancer fund, Diabetes project, workshops, buying supplies (pink t-shirts), etc. Upcoming is the Seniors Day Center in La Tabatiere. Some examples were given; **Youth:** KIDS Summer Camp will be continuing this summer. Camp started in 2005 after the QLF camps closed, funding for first years was given by the Anglican Church Diocese. Each camp runs differently – depends on the community and the Committee. QeF is ongoing. **Mental Health:** working with Ami-Quebec on promotion of a toll free number. **Disabled population:** Working with parents who want a facility on the LNS and helped the Municipality of Gros Mecatina write an application to get a facility. **Drug Awareness & Prevention:** CAD program saw great results in communities that implemented it however; communities have to request the program. Tobacco program, and phone in system, was successful.

Participants present were informed that the Coasters website is being developed and all the NPI information will be included.

Questions/Comments from public meeting in Chevery:

Question: What is the Diabetes project?

Response: Remote monitoring by computer. Patients put in their reading and a nurse monitors them, if there is an alert someone will call them. The first round is complete and was a great success.

Question: Can anyone enroll?

Response: Yes, call Louise Jones at the CSSSBCN and give the name.

Question: Do they also help parents?

Response: Yes and provide all the equipment and support from a nurse and dietitian.

Questions/Comments from public meeting in the Municipality of St. Augustine:

Question: Mental Health, does it include family members of those with mental health issues??

Response: Yes.

Question: Is recycling something that is being looked at?

Response: Yes, it is being taken into consideration.

Question: Why can't the Mayor's get together and work together on getting the road and jobs?

Response: That's a question for the MRC.

Questions/Comments from public meeting in the Municipality of Bonne Esperance:

Comment: The Coasters Association is doing fantastic work that not everyone is aware of; a lot of work is being done

Comment: The Coasters Association has great partnerships off the Coast.

Comment: The Coasters Association can see a need and instigate addressing that need.

** There were no questions or comments from the public meeting in the Municipality of Gros Mecatina. No attendance from the public in the Municipality of Blanc Sablon.*

- **Quebec En Forme**

Lana gave an overview; how it began and how it has progressed. She explained that QeF application was submitted by the LNSCH, the program is monitored by the LNSCH and the funding goes through the Coasters.

QeF started in Chevery, Harrington and Bonne Esperance and is now in Gros Mecatina and St. Augustine. There are five (5) Animators working right now and two (2) will be added (Tête-à-la-Baleiné and Blanc Sablon) in a few weeks. Participants were informed that the Animators have been working with LAGs in the community, it has been going very well and Ana Osborne has been a big help in Chevery.

Over the next year the QeF will be focusing on healthy eating and nutrition, along with training for the Animators. There is a need for more promotion and awareness and implementing regional policies for healthy eating (École en Sante)

Lana emphasized that QeF is a long term initiative and is on its fourth year of funding. New funding for youth 0 to 5 is being introduced (includes literacy) and an application will be submitted to try and tap into this new funding.

Cornella informed the participants that the YMCA/YWCA has come to the LNS and there is a project in Chevery. The Coasters Association is working with HRDS on a project for women, working with the CSL and QAHN on Arts & Culture, working with Canadian Heritage on an outreach project for the western sector and helps out the CSSS with speech therapy and paper shredding project for disabled individuals. The YMCA is an excellent partnership for the LNS, exchanges were held where the Coasters Association covered the insurance. The Coasters brought in *Free the Children* and held a job fair last year. This year Services Canada gave funds for an Employability Forum (by videoconferencing) - will be done every 2 years.

Questions/Comments from public meeting in Chevery:

Question: Will there be only one Animator for the 0-5 ages?

Response: Probably the same as the beginning of the QeF, but they made an exception for the LNS, one Coordinator and more Animators. There is a lot of work being done to make sure QeF is aware of what's going on our territory.

Question: All are communities aware of YMCA?

Response: They can apply for exchanges online, 21 youth along the LNS participated in an exchange. The CLC's have been organizing it but it can be done by any youth affiliated groups. It was an amazing experience for our kids and the YMCA has a lot offer

Questions/Comments from public meeting in Municipality of Gros Mecatina:

Question: Are there funds available to provide healthy foods?

Response: Unfortunately no, but partners play a big part in helping with this.

Questions/Comments from public meeting in Municipality of St. Augustine:

Question: The Youth Center here is closed; if it reopens can the QeF Animator work with the Youth Center?

Response: Yes, absolutely

Question: Can the Youth Center get funds for a building?

Response: That is something the Coasters can help you with.

Question: Have you support any other Youth Center?

Response: Yes, and we can help with yours. You can get in touch with QeF Coordinator or NPI Development Agent.

Questions/Comments from public meeting in Municipality of Bonne Esperance:

Comment: You can see a change in children's eating habits.

Comment: It also starts at home.

Comment: Blackflies are a big problem; the kids cannot go outside in the summer.

** No attendance from the public in the Municipality of Blanc Sablon.*

- **Wildberry**

A brief overview and background on how the Wildberry project came about was given.

Participants were informed of the inventory completed in 2007/2008, of the project accepted in 2009 from MAMROT to develop a Wildberry industry and the project was received from CED-Q to develop non-timber forest product initiatives. The objectives of both projects are to develop an industry and create a co-op.

Examples were given of some of the accomplishments from the Wildberry project so far; partnerships, products identified for market, Marketing Agent hired, twelve (12) workers and a GPS/Mapping Technician were hired.

Some of the activities that are currently being worked on are the development of the Co-op, ensuring enough berries are collected from all along the Coast, securing funds in order to hire workers so they can be trained and have a proper infrastructure set up on the Coast – creating jobs.

Questions/Comments from public meeting in Chevery:

Question: Can you grow berries?

Response: Possibly bakeapples and blackberries in St. Augustine, but the Centre de Recherche les Buissons will be looking into this. Redberries can be easily cultivated.

Question: Are you buying from this sector?

Response: Not yet, just the lower sector but it will be worked on to promote up the coast. We do publize but it needs to be more and hire people along the LNS to help.

Comment: Very important to train people on how to pick berries, the scrappers damage the roots

Comment: Buy the berries at a set rate of \$5/lb.

Comment: In Harrington, \$5/lb isn't enough because you have to go off the island.

** There were no questions or comments from the public meeting in the Municipalities of Gros Mecatina, St. Augustine or Bonne Esperance. No attendance from the public in the Municipality of Blanc Sablon.*

- **Power of Partnership**

Shelley explained that the Coasters Association received the project from Agriculture & Agri-food Canada, through the "Rural Secretariat" program. She stated the four objectives and how the project supports the Wildberry and NTFP projects.

The project is on a part-time basis until March 30, 2012.

** There were no questions or comments from the public meeting in Chevery or the Municipalities of Gros Mecatina, St. Augustine or Bonne Esperance. No attendance from the public in the Municipality of Blanc Sablon.*

- **Non Timber Forest Development**

Tyler gave the definition of what a non-timber forest product was. An overview of the project, how and when it began, was given.

Some of the activities that are being worked on include; Greenhouse in La Tabatiere, inventory of mushrooms and other plants, working with Shore Grow to develop a kelp/seaweed industry, wildberry industry and co-op development in Bonne Esperance. Tyler explained what has been worked on and what is being worked on for each activity.

It was explained that the Coasters has many partners, both on and off the Coast, ready to help. In order to move forward the support from the entire Lower North Shore is needed. The participants were informed of the partnership with Pec-Nord and Shore Grow, as well, as the hiring and duties of the Marketing Agent.

The cooperative structure being considered is: a Board of Directors with LAGs in each Community. One (1) large co-op would be overseeing various smaller co-ops (i.e. wildberry, seaweed, etc). The Roadmap Duality funding is ending in 2013 and funding submission will need to be done soon.

Questions/Comments from public meeting in Chevery:

Question: Are you looking into containers?

Response: Yes, types of containers are being looked in to.

Question: What about protection of growing area, are you looking at that, like four-wheelers going over marshes?

Response: Yes, it's part of the report and research. We will need to work with the Municipalities on by-laws and education campaigns. Centre de Recherche les Buissons will be helping with it.

Comment: Even if we have by-laws we still need someone to enforce it.

Comment: This a big step that the Coasters is offering, help and funds are available and it's very important to be part of a co-op. A co-op would show the Government that we are working together.

Question: Is the inventory of mushrooms going to be done Coast wide?

Response: Yes, but will start in Bonne Esperance

Question: Are you there yet, with the Co-op?

Response: One of the reasons for these meetings is to get input from the population, to find out what kind of co-op you want. Funds are needed for the infrastructure but the co-op will need to apply for it.

Question: Areas that were mapped - will these areas be rotated or will it be picked each year?

Response: That is something that will have to be looked at, creating education and awareness – this industry needs to be sustainable.

Question: Will all environmental issues be looked at, not just berries?

Response: We are always going to be thinking about sustaining our resources. To create an industry that will last, keep residents here and get people to move back to the Coast.

Comment: In terms of sustainability, education is the key and we're always going to have to think about it.

Question: Will the Coasters be going to communities to really get input and focus on the co-op?

Response: Yes

Questions/Comments from public meeting in Municipality of Gros Mecatina:

Question: Has there been a study done about bakeapples?

Response: Unknown, the project will be working; to make sure the berries are sustainable, with Municipalities to protect grow areas, on educating the population on how to pick berries, natural cultivation and focusing on protecting our resources

Question: Why can't fish plants be used?

Response: Because we will be dealing with food and they are not up to standards.

Question: Would there be one Co-op or different ones?

Response: That depends on what the people want

Comment: One overall Co-op would be stronger

Question: What about Kelp? Are there all kinds?

Response: So far, we know that we have 3 types and 2 of those are edible.

Question: The Greenhouse, how much research has been put into this?

Response: That information will come from the Feasibility Study, just waiting for rest of the funds to come through.

Questions/Comments from public meeting in Municipality of Bonne Esperance:

Comment: We have so much potential outside of the Fisheries.

Comment: We have to be careful not to destroy our resources.

Question: It was identified in Bonne Esperance that the Fisheries industry needs to be balanced; how do we share the workforce?

Response: By sharing the resources. The Co-op will have a factory (with Pec Nord) once the market is ready and amount of products needed is decided. This is when a plan needs

to be developed so that the Non-Timber industry compliments the Fisheries; everyone needs to work together.

Comment: Compost recipes can be developed from the Fisheries and berries.

** There were no questions or comments from the public meeting in the Municipality of St. Augustine. No attendance from the public in the Municipality of Blanc Sablon.*

III. Strategic Plans

- **Organization (Coasters)**

Cornella informed the participants that the Coasters Association strategic plan is up for renewal at the end of March and the new one will be beginning in April. The goals of the last plan were given and participants were informed that their input is needed for the next strategic plan.

It was suggested that everyone read the strategic plan and if anyone has suggestions or comments they can contact the Coasters Association or the Board member in their community.

Questions/Comments from public meeting in Chevery:

Comment: The co-op, starting with Wildberry and everyone working together

Comment: Very important for everyone to work together

Cornella mentioned that if there is any initiatives the Coasters Association can work on with the Municipality regarding their Action Plan, we can certainly do it.

Comment: The QeF is a very good, and important, initiative.

** There were no questions or comments from the public meeting in the Municipalities of Gros Mecatina, St. Augustine or Bonne Esperance. No attendance from the public in the Municipality of Blanc Sablon.*

- **NPI (Lower North Shore Coalition for Health)**

Kimberly gave an overview of the LNSCH strategic plan. She mentioned that it will be finalized at the end of March because they are waiting on funding from McGill, which had just been finalized.

It was explained that this year the McGill funds were different. McGill will also be allotting fund for student scholarships. Eligibility will be based on students going in health field and who intend to come back to work on the territory.

Participants were informed, if they had suggestions for activities to be worked on in their community, to contact the Coasters Association.

Questions/Comments from public meeting in Municipality of St. Augustine:

Suggestion: Implementing the CAD program in St. Augustine

** There were no questions or comments from the public meeting in Chevery or the Municipalities of Gros Mecatina or Bonne Esperance. No attendance from the public in the Municipality of Blanc Sablon.*

IV. Priorities

Chevery:

Points that were made throughout the course of the morning were reiterated and 3 key points were emphasized;

1. As the process unfolds having an “on the ground” presence is very important;
2. More frequent meetings (at least every 6 months)
3. Have other fish plants examined to determine viability. An environmental stewardship for the Co-op and using the local radio stations and other media to give updates were also identified.

Participants were asked what they considered to be their greatest challenges:

- Isolation
- Communication & exchanging information
- Funding
- Projects are short term
- Long term vision needed for the LNS

It was pointed out that the perception of the Coasters Association in this sector may be one-sided and those present were asked how do they see this changing;

- Increase communication & visibility
- More meetings
- Hire more people in the region

It was stated that one of the key initiatives the Coasters Association was working on were setting up more long-term satellite offices. It is what the Out Reach project is about however, more funding and help from partners are needed.

Comment: The Summer Camp, we do not hear enough about it.

Response: It started in St. Augustine and St. Paul's then the Coasters Association was asked to take it on. Communities were asked if they were interested in getting a Camp, both Harrington Harbour and Old Fort did not show interest. Support is also given to the Au Natural Camp in Chevery.

Question: The Co-op is complex and very interesting; would it be possible to do a 1-pager for upcoming events in the future?

Response: The project 1-pagers are constantly updated, we do need to communicate with the radio stations more. The new Coasters website will feature an electronic newsletter.

Comment: That might not reach everyone, mailboxes are probably best.

Response: A "Did you know" newsletter will be coming out soon and there will be a follow up from the meetings.

Comment: Q & A on the radio where people can call in and ask questions

Response: The Coasters has a phone-in system and that could be utilized more

Comment: A "What's happening in your community" has worked well in other regions.

Municipality of Gros Mecatina:

Participants were asked what they considered to be their greatest challenges, issues or concerns:

- Transportation – route 138
- Local fish plants – may not open due to amount of maintenance needed, cost of transporting in the materials and out the product
- Price of fuel
- Language barrier with students – some students feel they do not need to take French in school because they live in an English community.

Municipality of St. Augustine:

Participants were asked what they considered to be their greatest challenges, issues or concerns:

- Transportation
- Communications

Comment: Coasters Association should be more aggressive in showcasing ongoing and completed projects.

Comment: Most people in St. Augustine would be willing to work with the Native population.

Municipality of Bonne Esperance:

Participants were asked what they considered to be their greatest challenges, issues or concerns:

- Flies
- Museum to be reopened
- Disorganization of the fishery
- Workers taken from fishery
- Need younger work force
- Sports complex
- Finished pool

V. Closure

Cornella thanked everyone for their attendance and for their support over the years. The organization could not do what it does if everyone didn't work together.

Meeting with Pakuashipi Community Leaders

Kimberly gave an overview of the NPI, the LNSCH, as well as, the Strategic plan (Community Health Plan). She also explained that the Native (Aboriginal) communities on the LNS could play a part.

Kimberly identified the seven (7) priorities the LNSCH has been working on and gave examples of activities happening for each priority:

- Health Promotion Program (on usb sticks)
- Pink t-shirt day
- Garden boxes (Seniors)
- Tele-medicine (Diabetes, COPD, Obesity) – Working with nurses Louise Jones, Mary Spingle and Johanne Beaudoin
- Cancer Fund
- Senior Daycenters
- Youth/Family
- Ecole en Sante
- Mental health (Ami-Quebec)
- Home for those with disabilities
- CAD program
- Phone-in system and Blue Light project for Tobacco
- Suicide awareness

Cornella gave an overview of the Wildberry and the NTFP initiative and explained what was happening for each project. She also mentioned the new Coasters website, Art & Cultural initiatives, Quebec en Forme program happening in the schools, as well as the nurses' training with McGill.

Throughout the meeting priorities were identified:

- St. Augustine – Sensitization of adults to how both communities could work together
- School – travel to regional games, exchanges (Senate & Great Canadian Youth Migration)
- Greenhouse – St. Augustine Retail is willing to sell locally grown vegetables, soil in the area is ideal for a greenhouse
- Wildberry project
- Seaweed/Algae project – share same culture & social cloth
- Youth Canada Works – work together on projects
- QeF Movement – work together

This meeting of the Coasters Association and Community Leaders in Pakuashipi is a great starting point. The Pakuashipi representatives were very interested in the following Coasters initiatives:

- CAD Program
- Tele-medicine (diabetes)

- Wildberry/Green house/Seaweed
- Exchanges (St. Augustine & Pakuashipi: events and school)

Nicole Driscoll, Director of the Pakuashipi Health Center, informed those present that she will follow up with the Band Council and provide a summary of today's meeting. She also mentioned that the Band Council will be holding elections in July 2011. Nicole mentioned that a Consultation Table, comprised of all leaders (i.e. health, education, community, etc.) is in place and she will provide an overview of our meeting to them and get back to Cornella with the results. However, it would be a good idea to meet with them in the fall.

Panel Presentations

Health & Social Services Networking Partnership Initiative (NPI) presentation – Kimberly Buffutt, Health & Social Services Development Agent

The Community Health & Social Services Network (CHSSN) received funding from the Health Canada fund for Official Languages.

In 2004 the Coasters Association (CA) received a project from Health Canada “A matter of Services - Addressing the Health Issues”. The mission of the project is to support the development of the capacity of Quebec’s English-speaking communities, to ensure their vitality through cooperation and partnership with the health and social services system, in order to improve and to develop and maintain access to the full range of services for Quebec’s English-speaking minority communities.

In order to carry out the programs objectives, a coalition was formed and has been maintained, named the Lower North Shore Coalition for Health (LNSCH). The partners involved are the Coasters Association (CA), Centre de Santé et des Service Sociaux de la Basse-Côte-Nord (CSSSBCN), Commission Scolaire du Littoral (CSL), Community Economic Development and Employability Committee (CEDEC), Municipalité Régionale de Comté (MRC), Quebec Labrador Foundation (QLF), Sûreté de Québec (SQ) and Local Development Center (CLD).

In the first phase of the project through a survey done in all the communities five (5) priorities were established: Youth and Children, Women’s Issues, Wait times and Post Care, Transportation and Lodging, and Drugs and Alcohol Abuse. In the second phase of the HSSNPI program seven (7) priorities were set: Public health, Physical health, Seniors and those with loss of autonomy, Youth and families, Mental health, Physical and intellectual disability , Alcohol and drug addiction. A few examples of each priority are:

Public health:

- Support the implementation of the Diabetes Prevention Program with CSSSBCN
- Maintain 5-30 program
- Maintain Health Education Program (i.e. Tele-health program, health workshops, health events, newsletters, etc...) in partnership with CSSSBCN
- Maintain Retention of Health Professionals on LNS program with CSSSBCN through the McGill project
- Action Plan development for pregnant women, lobby for policy change in regards to transport and lodging fees paid to pregnant women

Physical health:

- Support the establishment and maintenance of animation programs for the adults and senior population of the LNS (i.e. Intergenerational Centers, etc...)
- Animators in place in all municipalities to assist with the following programs (i.e. KIDS Summer Camp, Quebec en Forme, Tobacco, Diabetes, CAD Program, Early Childhood Development, French Teen Immersion, etc...)
- Assist in the community aspects of the clinical project of CSSSBCN on Cancer
- Support implementation of Tele medicine Diabetes Program
- Equipment acquired for tele-medicine program (i.e. diabetes, heart disease, etc...),
- Acquire information on genealogical cancer research

Seniors and those with loss of autonomy:

- Work with the Local Table for Seniors and community seniors groups
- Assist in the community aspects of the clinical project of CSSSBCN on Seniors
- Establish Day Centers for Seniors in partnership with the CSSSBCN through the clinical project

Youth and families:

- Expand and maintain KIDS Summer Camp in communities
- Support the implementation of Early Childhood Development Program in all Communities with CSSSBCN and CSL
- Support the initiative of Quebec en Forme program in all communities
- Assist in acquiring additional sports equipment in villages
- Acquire equipment to further develop KIDS Summer Camp and French Teen Immersion (i.e. Kayaks, computers, etc...)
- Assist with the maintenance and establishment of Youth Centers

Mental health:

- Assist in the community aspects of the clinical project of CSSSBCN on Mental Health

Physical and intellectual disability:

- Improve access to information and services for physically and intellectually challenged individuals that are placed off coast
- Health and Social Services system supports the development of a lodging facility providing local services for physically and intellectually challenged individuals.

- Assist in the establishment of a community-based group facility for seniors and the mentally and physically challenged population on the LNS

Alcohol and drug addiction:

- Implement CAD Program in all Municipalities on LNS
 - Work with the CSSSBCN to establish new network for Drug and Alcohol Prevention,
 - Support the implementation of the Tobacco Prevention Program in partnership with CSSSBCN
-

Quebec En Forme Presentation – Lana Shattler, Coordinator

In April 2008, the Coasters Association once again took a leadership role by seizing an opportunity to promote healthy active living amongst the youth of the Lower North Shore under the Québec en Forme (QeF) Movement. A proposal was submitted by the Lower North Shore Coalition for Health as a networking table of the Coasters Association; the program would be governed by the LNSCH and administered by the Coasters Association.

By January 2009, a coordinator and animators in 3 pilot communities were in place and so began the mobilization of the QeF movement on the territory.

Over the past two years, we have not only managed to maintain QeF initiatives in the 3 pilot communities (Chevery, Harrington Harbour & Bonne Esperance), we were able to mobilize the movement in 2 new municipalities (St. Augustine & Gros Mecatina) and hire additional animators who are working 20 hours per work. In January 2010, following a presentation by the coordinator, the Council of Mayors confirmed by resolution, their full support of the LNSCH's implementation of the QeF movement on the territory.

In October 2010, due to the positive impact the animators had on their communities and the needs identified within them, the work hours for the animators in Gros Mecatina & St. Augustine were increased from 10 to 20 per week, bringing them at par with the other animators on the territory.

The collaboration of provincial, regional and local partners in furthering this initiative has been remarkable. Proof positive of the benefits of such partnerships is justified quite simply by the actions themselves. In keeping with the QeF mandate, we have managed to *“Increase physical activity & promote healthy eating for youth and families”* along the Lower North Shore.

Future Initiatives:

In January 2011 the LNSCH anticipates the mobilization of the QeF Movement within the Municipality of Blanc Sablon and the community of Tête à la Baleine, which translates into near full coverage of the youth population of the LNS by QeF activities. Cementing long-term partnerships and focusing on the provision of quality training to the animators, as well as the promotion & awareness of the initiative, have been identified as main priorities by the LNSCH for the upcoming year.

Wildberry presentation – Shelley Fequet, *Interim* Coordinator

From 2005 to 2008 the Coasters Association had a project entitled “*A portrait of the food industry relating to the residents of the Lower North Shore*”. During this project a Lower North Shore Food Guide was developed and our berries were analysed. The berries were found to have a very high nutritional value, especially in antioxidants. One (1) of the goals of the project was to develop at least one industry on Lower North Shore using our natural resources.

In 2007 and 2008, two (2) inventories were carried out in the Municipality of Bonne Esperance with the support of the Council of Mayors. These inventories identified the quantity and quality of berries in, and around, Bonne Esperance.

In 2009 the Coasters Association received a project from the Ministre des Affaires Municipales des Régions et de L’occupation du Territoire (MAMROT) - “*Revival and Diversification of Northern Resource Activities and Exploitation on the Lower North Shore*” – Wildberry Project with a financial contribution of \$100,000 a year for five (5) years. That same year Canada Economic Development for Quebec (CED-Q) approved a project called “*The Development of Non Timber forest Product on the Lower North Shore*”. The objective of both projects was to develop a small fruit and other non timber product industry on the Lower North Shore, as well as to develop a cooperative.

Other possible industries identified were:

- Kelp, seaweed, peatmoss, fish by-products in Municipality of Golfe Saint Laurant
- Green House in Municipality of Gros Mecatina
- Waste Management in Municipality of Blanc Sablon
- Wildberry in Municipality of Bonne Esperance with expansion to Municipality of St. Augustine

Some accomplishments in the Wildberry project so far:

- Establishment of many valuable partnerships (Biopterre, MAMROT, CED-Q, Pec-Nord, etc...)
- Identified products to be developed for market (sauce, syrup, fruit purée)
- Hiring of a marketing agent who has helped identify markets which are interested in buying our products
- With the help of Emploi Quebec and CED-Q, last summer twelve (12) individuals (4 field technicians and 8 processors) were hired. They helped identify harvest areas, crop quantities and developed recipes. A GPS/Mapping Technician was also hired last summer who, with the help of a partnership formed with National Defense, was able to identify waypoints and map out areas where there are berries growing in Bonne Esperance and out on the islands – Those twelve (12) workers are now trained on how to use the GSP to verify grow areas and quantity of berries.

Some of the initiatives the Wildberry project is currently working on are:

- The Development of a Co-op (NTFP Development Agent will elaborate)
- Last season the project did not receive all the berries that were requested and most of what we did purchase was from Labrador. So for the upcoming berry season the Coasters Association needs to develop a method, or a plan, to get the population on the Coast to sell their berries to the Co-op. As well as, make it convenient – whether it's setting up an agent in each community so the pickers can drop off the berries and not have to worry about the packing and shipping.
- Securing funds to hire individuals that can be trained in product development and transformation.
- Securing a proper infrastructure so the products can be made here on the Lower North Shore – creating jobs.

Power of Partnership presentation – Shelley Fequet, Coordinator

Agriculture & Agri-food Canada, through the “Rural Secretariat” program, has approved funding for a project entitled “Power of Partnerships: Initiating Economic Diversity of the LNS”

The objective of this project is to:

- Mobilize the communities of the Lower North Shore
- Integrate regional government planning
- Include diverse, non-traditional communities in the project activities and outcomes

- Set up Local Action Groups (LAGs) in each community

The project provides a foundation and framework for long-term sustainable partnerships and support of the:

Wild berry Project:

- Meeting with public and raising awareness
- Seek involvement from communities
- Formalize participation

Non Timber Forest Products (wild mushrooms, kelp/seaweed and fish by-products)

- Contacting organizations, institutions and stakeholders to plan development activities for NTFP

The project is on a part-time basis (3 days a week) from November 22, 2010, until March 30, 2012.

Non Timber Forest Products (NTFP) presentation – Tyler Buckle, Regional Development Agent

Background / Realization of the NTFP Project:

A non timber forest product is anything that comes from the land (forest) that is not associated with wood (timber), such as:

- Tree Bark;
- Mushrooms;
- Peat Moss;
- Wild Berries; and
- Other Plants (Fiddle Heads, Labrador Tea, Etc.)

NTFP also includes products from the sea, such as:

- Seaweed;
- Kelp;
- Fish By-Products;
- Etc.

The NTFP project came to life in February 2010 as Canada Economic Development approved a contribution of \$393,000 towards the development of a NTFP industry on the Lower North Shore. The project started in February 2010 and will end March 2012 – with a hopeful one-year extension to further develop the business structure. After receiving approval, the Coasters

Association hired the initial NTFP Development Agent, Juanita Jones, in February 2010; however, she resigned during the summer of 2010. The Coasters Association then hired Tyler Buckle as the new NTFP Development Agent in July 2010.

Some of the current NTFP initiatives The Coasters Association is currently working on include the following:

- The Wild Berry Project in the Municipality of Bonne Esperence;
- The Green House Project in the Municipality of Gros Mecatina;
- The Seaweed, Kelp, and Peat Moss Project in the Municipality of Cote Nord de Golfe Saint Laurent.
- The inventories of mushrooms and other plants (fiddle heads, Labrador tea, etc.) along the Lower North Shore.

The Wild Berry Project:

The Coasters Association is working towards the development of a co-operative structure for the entire Lower North Shore that would see the different NTFP divisions (Wildberry, Seaweed, Green House, Etc.) governed by one Board of Directors. The project that is the most advanced, in regards to beginning operations is the Wild Berry project.

On the Lower North Shore, the Coasters Association is preparing a harvesting report on the 2010 harvesting season. This report will highlight such things as the environmental factors (snow, pollination, etc) affecting the volume of berries, what did and didn't work in 2010, and how to approach the 2011 season in order to be more effective and efficient in collecting berries from each community of the Lower North Shore. For example, one proposed approach for the 2011 season is to hire Collection Agents in each community to promote, collect, ship, and provide payment to the pickers. The pricing structures for each type of berry will also be reviewed and possibly adjusted for the 2011 season.

The Coasters Association is also holding public meetings in each community to inform the population of the current progress of the Wildberry Project and to determine the most popular and effective co-operative structure. The NTFP Development Agent is currently in contact and working with the CDR (Regional Cooperative Development) to determine the necessary steps to take in order to create a successful industry on the Lower North Shore. A project was submitted to the Cooperative Secretariat (Agriculture & Agro-Food Canada) under the CDI program (Innovative Cooperative Development) to hire an individual in April 2011 to develop the governing structures, by-laws and policies of the eventual co-operative. This project has not yet been accepted; however, the Coasters Association is hopeful that it will.

The Coasters Association is taking all the necessary steps to build a sustainable Wild Berry industry on the Lower North Shore. For example, The NTFP Development Agent has been meeting with Dr. Joncas (President of PEC-NORD) to discuss a possible marketing and

infrastructure partnership. For the past fifteen years PEC-NORD has been harvesting and producing high-quality products from the scallops of the Lower North Shore. PEC-NORD is already established in the H.R.I. (Hotels, Restaurants, and Industries) market and is willing to introduce the wild berry products to their current clients. PEC-NORD has also offered to fund 25% of an eventual infrastructure.

Off the Lower North Shore, Biopterre (bio-products development institution) is producing new innovative products with the wild berries from the Lower North Shore. Some products currently created include sorbets, syrups and sauces, purées, and fruit pastes.

Mr. Pierre Daigle, a marketing expert, has come out of retirement to work on this project. Mr. Daigle is currently researching the market potential for the wild berry products. He has been holding focus groups with professional chefs (culinary chefs) in some of the major markets in North America (Montreal, Quebec City, Ottawa, St. John's, and Eastern USA). After months of research and many focus groups, the response for three products specifically has been exceptional. The syrups, sauces, and fruit purée are very popular in the H.R.I. market and the culinary chefs would like to know when and where they can get these products. Although sales will be lower in the H.R.I. market (when compared to the retail market) profit margins will be much higher. Instead of selling berries for \$5/lb, they will be transformed (by Biopterre) into specialized unique products and then sold for potentially \$15-\$25/lb. This higher profit margin will offset the high transportation costs that all industries operating on the Lower North Shore currently faces. Mr. Daigle is also meeting with the marketing consultant of PEC-NORD to determine the best approach to introduce the wild berry products to the market. PEC-NORD has a large customer base which the wild berry, as a starting industry, cannot supply just yet. It is suggested that only 15-24 clients are selected for the introductory stages of the wild berry products so that market reactions can be documented and responded to in a suitable manner. The complete marketing report will be completed in March 2011.

The Green House Project:

Beginning as a pilot project in the Municipality of Gros Mecatina, the Green House Project will see a local green house built to grow and supply all the grocery stores of the Lower North Shore. Through a study completed during the summer of 2010 it was determined that all (100%) of the grocery stores on the Lower North Shore would be willing to purchase fresh produce from a local green house, instead of having it shipped in from NFLD. The Coasters Association is currently working with Mr. Frank Collier in order to undertake a feasibility study for the green house project. The CLDBCN has agreed to fund the feasibility study; however, a 10% contribution (a total of \$1,386) is required from the promoter. At the present time, the Coasters Association is awaiting from a response from the Municipal Council of Gros Mecatina

to determine if they will provide this contribution. A response is expected by the end of March 2011 and following that; the feasibility study is expected to be throughout the summer of 2010

The Seaweed, Kelp, and Peat Moss Project:

The Coasters Association is working closely with Mr. Raymond Buffit and his company ShoreGrow to create an industry on the Lower North Shore that would eventually see the Algenic Acid extracted from the different types of seaweed and kelp. The by-products from the seaweed and kelp could then be combined with peat moss and fish by-products from the local fish plants to produce fertilizer. Mr. Buffit has been studying seaweed for over nine years and has been producing dry and liquid fertilizer for the past five years. Due to the high packaging and transportation costs to bag and deliver fertilizer, along with the low profit margins for fertilizer, it was deemed that producing fertilizer on the Lower North Shore would not be a viable business option. The Coasters Association, along with regional partners, wishes to bring the seaweed and kelp industry into a different avenue: the extraction of algenic acid from the seaweed and then using the by-products for fertilizer to sell locally.

Algenic acid is in high demand in today's market as it is used in three different industries: the explosives industry, the cosmetic industry, and the food industry. Algenic acid acts as a gelling agent. According to a study completed by Mr. Guillaume Lambert of Collineo, there are three known species of seaweed and kelp on the Lower North Shore; two of which are edible and one in which algenic acid can be extracted from. Also, a small scale study of the different peat moss beds on the Lower North Shore have been completed; it was determined that there are some peat beds on the LNS that go as far as thirty-feet into the ground. The species of peat moss found on the LNS was unique to Canada at the time and is used for re-growth.

A meeting with the MRC of the LNS is scheduled for February 16th to determine the best approach for the seaweed and kelp industry. Once a decision has been made and all parties (Coasters Association, CLDBCN, and the MRC) are in agreement, Canada Economic Development is willing to fund this project under the Roadmap Duality Program for Linguistic Minorities.

Inventory of Mushrooms and Other Plants:

The Coasters Association is working together with Biopterre and Centre de Recherches du Boissons to identify and quantify the different types of mushrooms and other plants growing throughout the LNS. If possible, a survey will be carried out during the summer months of 2011. D'Origina (<http://www.dorigina.com/>), a company located in Girardville, QC is also willing to assist in the identification and marketability of the different species of plants along the LNS. D'Origina currently produces cooking spices, beauty & health products, as well as essential oils created from the different plants of the boreal forest. Mr. Jérôme Simard (CEO of

D'Origina) has stated that if there is a sufficient volume of raw products on the LNS he would be willing to assist in the development of a transformation facility (located on the LNS) that would supply D'Origina with products (second or third transformation).

Evaluation results

Location: Chevery (22)

1. Do you believe that you have been sufficiently updated on the initiatives of the Coasters Association?

Networking Partnership Initiative (NPI)	Very satisfied – 37.5 % Satisfied – 37.5 % Somewhat satisfied – 19 % Unsatisfied – 6 %
Quebec En Forme	Very satisfied – 31 % Satisfied – 57 % Somewhat satisfied – 12 %
Wildberry	Very satisfied – 44 % Satisfied – 50 % Somewhat satisfied – 6 %
Non Timber Forest Development	Very satisfied – 38 % Satisfied – 50 % Somewhat satisfied – 12 %

2. What did you find the most informative topic of the consultation?

- Non Timber Forest Development
- Wildberry
- Impressive how the Coaster Association is involved in helping the LNS by trying to keep the population returning to the coast with the creation of employment
- All the information – very impressive
- Health and Diabetes (NPI)
- Working together
- The opportunity to ask questions and make recommendations
- Tele-medicine (NPI)
- Environmental aspect to Wildberry & NTFP
- Funding potential
- Cooperative
- Coasters role

3. Were there any points missing from the public consultation?

- Strategic plan – decentralization, with respect to positioning themselves to be seen as a representative body for the whole of the LNS, as well as each community
- Overcoming the communication gap, with respects to the western part of the coast and its perception in each community
- A satellite office (in the western sector mandated with this purpose)
- The spin-offs from the kelp and wildberry industries
- Getting everyone in the communities involved – how do we overcome that?

4. Are there any actions you intend to take based on the information you have received?

(Such as joining a co-op)

- Look forward to hearing more regarding the development of the co-op (non timber products)
- Join the co-op
- Get involved with different files
- Pass on the information from this meeting to those that did not attend – I believe this is the future for the LNS
- Important to support organization in our communities
- Help the Coasters Association reach it's full potential as the spokes person for each individual, group or organization in promoting and assisting in the development of a sustainable community along the whole LNS – through the consultative and suggestive process

If you are interested in being a part of a Coasters Association Local Action Group please provide your name:

Stephen Martin
Raymond Buffitt
Andrea Roberts

Additional Comments:

- Meeting was very informative, but I feel that there should be more involvement in the west sector
 - Suggestion – do community outreach for LAGs using mailboxes and community posters (to ensure person receives an invitation)
-

Location: La Tabatiere (13)

1. Do you believe that you have been sufficiently updated on the initiatives of the Coaster Association?

Networking Partnership Initiative (NPI)	Very satisfied – 33 % Satisfied – 56 % Somewhat satisfied – 11 %
Quebec En Forme	Very satisfied – 33 % Satisfied – 56 % Somewhat satisfied – 11 %
Wildberry	Very satisfied – 44 % Satisfied – 44 % Somewhat satisfied – 11 %
Non Timber Forest Development	Very satisfied – 44% Satisfied – 56 %

2. What did you find the most informative topic of the consultation?

- Non Timber Forest Development
- Wildberry
- All were equally interesting
- Programs offered
- Upcoming activities

3. Were there any points missing from the public consultation?

- If the Co-op had been started there could have been more information on that

**4. Are there any actions you intend to take based on the information you have received?
(Such as joining a co-op)**

- I would be interested in joining the (one) Co-op for all the topics instead of a different Co-op for each. I feel one large Co-op would be stronger, that way if we have a few bad years in one industry the other industries would support it. This Co-op could also solve different problems...like the price of gas on the Lower North Shore.
- I would be interested in finding out more information on discussed topics.

If you are interested in being a part of a Coasters Association Local Action Group please provide your name:

No responses

Location: St. Augustine (10)

1. Do you believe that you have been sufficiently updated on the initiatives of the Coaster Association?

Networking Partnership Initiative (NPI)	Very satisfied – 75 % Satisfied – 25 %
Quebec En Forme	Very satisfied – 75% Satisfied – 25 %
Wildberry	Very satisfied – 63% Satisfied – 24 % Somewhat satisfied – 13 %
Non Timber Forest Development	Very satisfied – 63% Satisfied – 37 %

2. What did you find the most informative topic of the consultation?

- Everything
- Non Timber Forest Products
- Wildberry
- Finding out how many projects and job opportunities that are available and the way it was all presented
- Networking Partnership Initiative

3. Were there any points missing from the public consultation?

- Explain the information channels or ways how the various initiatives and programs are progressing, or the final findings, other than this meeting (i.e. website, flyers, radio info, local reps...)
- More aggressive “show casing” of on-going or completed projects and of project possibilities, especially in this community.
- Very interesting, a lot of information to take in and hard to tell what it missing.

- No, everyone did a great job. I learned a lot that I did not know before. I hope this Municipality and population show more interest because I feel that are many opportunities out there for all the Lower North Shore

**4. Are there any actions you intend to take based on the information you have received?
(Such as joining a co-op)**

- Yes, I would be very interested in joining a Co-op and very much interested in helping out with a Youth Center Project, along with many others
- Joining a Co-op and spreading the word to other members of the community
- Join a Co-op and meeting with Coasters staff to discuss ways to continue with our Youth Center

If you are interested in being a part of a Coasters Association Local Action Group please provide your name:

Wanda Lee Martin
Molly Driscoll
Trudy Driscoll
Gladys Martin
Wolf-Dietrich Kandler

Location: St. Paul's River (4) - *Low turn out due to fishing season in full operation*

1. Do you believe that you have been sufficiently updated on the initiatives of the Coaster Association?

Networking Partnership Initiative (NPI)	Very satisfied – 100 %
Quebec En Forme	Very satisfied – 100 %
Wildberry	Very satisfied – 100 %
Non Timber Forest Development	Very satisfied – 100 %

2. What did you find the most informative topic of the consultation?

- Quebec en Forme
- Wildberry
- Very informative, Coasters is doing a fantastic job

3. Were there any points missing from the public consultation?

- No – great to be informed of contributions made along the Coast and becoming aware of services available.

**4. Are there any actions you intend to take based on the information you have received?
(Such as joining a co-op)**

- Be supportive

If you are interested in being a part of a Coasters Association Local Action Group please provide your name:

No responses
