







Background

- 0 2005-2008
 - Project funded by The Public Health Agency of Canada
 - Portrait of the Food Industry relating to residents of the Lower North Shore
- 0 2007-2008
 - BerryLicious Committee
 - Biopterre inventory and market study financed by DEC
- 2000

Project Objectives

- Economic development activities using non-timber forest resources from local sources
- Commercialization on the food market and the exploration of the possibilities for the development and marketing of natural health products
- o Establishment of a cooperative structure



Project Goals

- Develop the wildberry and wild mushroom sectors on the Lower North Shore
- Examine the development of innovative products in the food and natural health sector (NHP)
- $\circ~$ Stimulate and diversify the economy of the region in addition to creating local jobs



Project Objectives

- Establishment of a sustainable supply of fruit for processing and marketing
- Creation of new products in response to market demands
- o Production and commercialization of different selected products
 - (after steps 3 & 4)
- $\circ\;$ Acquisition and diffusion of knowledge
 - (for other communities/enterprises)



Duration Of Project

- "Revival and Diversification of Northern Resource Activities and Exploitation on the Lower North Shore"
- o Ministre des Affaires Municipales, des Régions et de L'occupation du Territoire
 - "Politique Nationale de la Ruralité" 2007-2014 program
- o Long-term contribution \$500,000
- o 2009 to 2014



Partnerships

- MAMROT
- MDEIE
- MAPAQ Coasters Association
- BerryLicious Committee
- Council of Mayors Municipality of Bonne Esperance
- Centre de Recherche les
- Buissons Biopterre
- Public Health Agency of Canada
- Emploi Quebec Community Learning Centres

- CLD
 SADC
 CRE
 CDR
 CORPEX
 Commission Scolaire du Littoral
 CSSSBCN
 Concordia University
 PurGenesis
 I & Seafoods
 PEC-NORD
 QLF
 Qu'anglo Communications



Partners

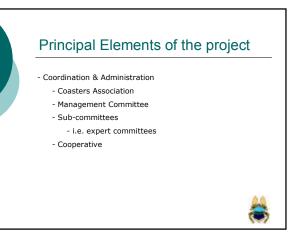
- o Partner Presentations
 - What each partner does
 - Areas of expertise
 - Contribution to the project



Principal Elements of the project

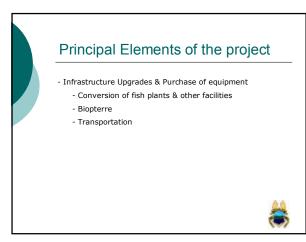
- Coordination & Administration
- Training
- Fruit Purchase & Product Development
- Infrastructure Upgrades & Purchase of equipment
- Feasibility Studies
- Marketing & Business Planning
- Monitoring, Assessment and Reporting
- Knowledge Transfer Activities











Principal Elements of the project

- Feasibility Studies
 - Technical
 - inventories
 - cultivation methods
 - Marketine
 - R&D for alternative products
 - i.e. health products
 - DEC, CLD, etc.



Principal Elements of the project

- Monitoring, Assessment and Reporting
 - monitoring of progress
 - performance indicators
- Evaluation of outcomes & results
- Annual and final reports



Principal Elements of the project

- -Marketing & Business Planning
 - Marketing plan
 - based on the feasibility studies
 - key products & markets
 - communications & promotion
 - Business plan
 - sales
 - financing
 - local suppliers



Principal Elements of the project

- Knowledge Transfer Activities
 - training for employees, workers $\&\ harvesters$
 - training for cooperative activities
 - translation of materials, web site posting
 - technology transfer to other regions
 - presentations, conferences















