




WELCOME



NTFR

Partnership
Forum




Welcome

- Welcome
 - Tony Dumas, President, Coasters Association
- One minute of fame
 - Introduction of participants




Coasters Association




Non-Timber Forest Resource Development

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



Background

- Coasters Association working on long-term, sustainable economic development initiatives
- Renewed and better managed fishery as a mainstay natural resource
- Diversification prospects in the tourism and the wildberry sectors, along with social economy enterprises, especially local co-operatives



Background

- 2005-2008
 - Project funded by The Public Health Agency of Canada
 - Portrait of the Food Industry relating to residents of the Lower North Shore
- 2007-2008
 - BerryLicious Committee
 - Biopterre - inventory and market study financed by DEC
- 2009



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
- 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)
- 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
- Production and commercialization of different selected products
 - *(after steps 3 & 4)*
- 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"
- Ministre des Affaires Municipales, des Régions et de L'occupation du Territoire
 - "Politique Nationale de la Ruralité" 2007-2014 program
- Long-term contribution \$500,000
- 2009 to 2014



Partnerships

- MAMROT
- DEC
- 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 & S Seafoods
- PEC-NORD
- QLF
- Qu'anglo Communications



Partners

- 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

- Coordination & Administration
 - Coasters Association
 - Management Committee
 - Sub-committees
 - i.e. expert committees
 - Cooperative



Principal Elements of the project

- Fruit Purchase & Product Development
 - Cooperative
 - Biopterre
 - Centre de recherche les Buissons
 - BerryLicious Committee



Principal Elements of the project

- Training
 - Project employees
 - Cooperative
 - Processing workers
 - Harvesters
 - CSL, Emploi Quebec, Concordia



Principal Elements of the project

- Infrastructure Upgrades & Purchase of equipment
 - Conversion of fish plants & other facilities
 - Biopterre
 - Transportation



Principal Elements of the project

- Feasibility Studies
 - Technical
 - inventories
 - cultivation methods
 - Marketing
 - 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



Next Steps

- Roles & Responsibilities
- Operational Structure
- Timelines & Milestones
- Exploration of additional partners/funding



Next Steps

- Operational Structure
 - Management committee
 - Cooperative
 - Partners Forum



Next Steps

- Roles & Responsibilities
 - Management committee
 - Principal partners
 - Cooperative
 - Community
 - Others



Next Steps

- Timelines & Milestones 2009 – 2014
 - 2009-2010
 - Establishment of cooperative & infrastructures
 - 2010-2013
 - Product development & processing
 - Supply & production




Next Steps

- Timelines & Milestones
 - 2011-2014
 - Commercialization & sales
 - 2012-2014
 - Knowledge transfer



**Merci
Thank You!!!**



Next Steps

- Exploration of additional partners/funding
 - expertise
 - financing

