

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



### **The Wildberry Project**

A Market Research Feasibility Study has been carried out and two product lines have been identified to be developed for sale - fruit purées and fruit jellies.

The purées will be produced for the HRI (Hotel Restaurant Institutions) market and the jellies for the retail market.

While appropriate processing and storage facilities are being established in the region, start up production of the purées and jellies will take place on a smaller scale in partnership with Biopterre in La Pocatière, QC. Full production and processing is scheduled to take place on the Lower North Shore in 2012.

### **Bio-resources Coop**

A Bio-resources Co-operative was established in February, 2012 to manage the long-term development of the wildberry and bio-resource sector on the Lower North Shore.

**MISSION** - The mission of the co-operative is to stimulate local economic diversification through the sustainable and added-value exploitation of natural-based resources.

**VISION** - The vision of the co-operative is to brand the Lower North Shore as a world leader in the sustainable exploitation of superior value-added products from natural-based resources for the socio-economic benefit of the region.

In July of 2009, through funding from Ministre des Affaires Municipales, des Régions et de L'occupation du Territoire (MAMROT), the Coasters Association received a project entitled "Revival and diversification of activities and exploitation of resources on the Lower North Shore". The objective of this project, is to develop a small fruits and wild mushroom industry on the Lower North Shore while developing innovative products in the food and natural health sector (NHP).

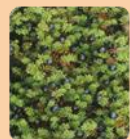
This will help stimulate and diversify the economy of the region through the development of a community cooperative (sustainable harvest of the wild fruits and mushrooms, creation of unique recipes and processing of the final product on the Lower North Shore) that will be essential to ensure a successful industry and creation of much needed long term employment within the region.

**Bakeapple** - Sometimes known as cloudberry, can withstand cold temperatures down to well below -40°C, is sensitive to salt and to dry conditions. They grow in bogs, marshes and wet meadows and require sunny exposures in acidic ground. After pollination, the white flowers form raspberry-sized berries. The ripe fruits are rich in vitamin C and high in antioxidants.



**Squashberry** - Sometimes known as lowbush cranberry . It grows in moist woods, along edges of wetlands & streams. Small flower appearing in June and early July with berries ripening in July and August. Fruit is juicy, acidic, strong smelling and makes delicious jams & jellies.

**Marshberry** - Sometimes known as the small cranberry, it grows in marshlands and bogs. Flowers grow 2 inches up the stock to avoid dampness and have four pink petals. The berries are speckled and have a sharp acidic flavor. It contains vitamin C and antioxidants.



**Blackberry** - Sometimes known as the crowberry, the flowers are purple-crimson and appear May to June. The berries appear in July and last until the first snow. The sweet flavor generally peaks after a frost. They are a good source of vitamin C, dietary fibre and folate.

**Redberry** - Sometimes known as the partridgeberry, or lingonberry, they grow on low evergreen shrubs with tiny rounded leaves. Their twin flowers bloom in mid-June to mid-July and grow into a single dark red berry ripening with the September frost. They are tart in flavor and are high in vitamin C, tannin, anthocyanin, and antioxidants.



Current wildberry products under Development: Fruit puree and fruit jellies - 2011, Syrups and fruit relish - 2012

Future products: Fruit fillings, Fruit butter



For more information, please contact Priscilla Griffin, Wildberry Coordinator at 418-379-2006, ext. 228.

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