

**Agri-food
Strategic Plan
2018-2020**

CLD BROME-MISSISQUOI





CONTEXT



The Agri-Food Committee of the Centre Local de Développement (CLD) of Brome Missisquoi is proud to present its strategic plan for 2018–2020. The plan is in line with the continuing efforts deployed by the committee since its creation in 2006, to consolidate and support the sector's development. We have but to think of our participation in establishing the Plan de développement de la zone agricole (PDZA) (the agricultural zone development plan) which has led to the creation of the Banque de terres, now known as ARTERRE, as well as our involvement with the establishment of a rural laboratory for wine production which produced the artisandelaterre.com website and organized two "Focus on agriculture" discussion conferences, one in 2011 and another in 2014; finally, we have also worked to develop a portrait of our Brome-Missisquoi agri-food enterprises in 2011 and in 2016.

These actions have allowed us to establish a more comprehensive vision of Brome-Missisquoi's agri-food sector

and, by doing so, suggest actions to be taken to support its development and its synergetic expansion with the region's other economic sectors. Also, the CLD has created a permanent position for an agri-food adviser in order to implement the needed actions and offer enterprises professional assistance in their endeavors.

At the heart of our region's identity, the agri-food industry is one of Brome-Missisquoi's primary economic engines.

With over 1100 businesses in the fields of agricultural production, transformation, distribution and restaurant services, the agri-food industry is responsible for 20% of the regional workforce.

At the heart of the wine industry of Quebec, Brome-Missisquoi has acquired a powerful and diversified agri-food identity. In our region, we have several business leaders who have innovated in both the methods they've adopted and their high-quality products.

Being a very fertile terrain where agri-food enterprises can prosper and while keeping in mind our hope to see Brome-Missisquoi continue on as a leader in the agri-food field in Quebec, we offer you our strategic plan for the following three-year period.

Roland Degani

PRESIDENT OF THE
AGRI-FOOD COMMITTEE



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OUR POSITIONING

Brome-Missisquoi positions itself as a leader region in the agri-food sector of Quebec. Renowned for its innovative initiatives, the region inspires and attracts because of its own energy and vitality as well as that of its stakeholders.

MISSION

The CLD of Brome-Missisquoi supports the growth of agri-food enterprises of the region. It promotes the sector and facilitates networking between different businesses throughout the value chain (production, transformation, distribution, restaurant service).

VISION

The birthplace of the wine industry in Quebec, Brome-Missisquoi stands out because of its strong, diversified and innovative agri-food identity. Being a powerful economic engine for our region, the agri-food industry will be an attractive and job development sector.

TARGETED CLIENTELE

Agri-food businesses;
Local partners and organizations;
Residents.

OBJECTIVES

Increase the sense of pride and belonging with regards to the agri-food sector of Brome-Missisquoi.

Accompany the agri-food sector's development as an important economic engine in Brome-Missisquoi.

Encourage partnerships between different stakeholders and amplify the sector's contribution to the economy of Brome-Missisquoi.

Strategic orientations

1

Support the development of agri-food businesses:

PRIORITIES

Support the creation of new agri-food enterprises

Encourage transformation projects with an added value

Offer agri-food businesses professional support (technical and financial support, mentoring)

Offer qualified and adapted training to local entrepreneurs

2

Pursue our acquisition of knowledge about the agri-food economic engine in Brome-Missisquoi and amplify its economic contribution to the region:

PRIORITIES

Add to the Brome-Missisquoi agri-food business directory

Upgrade the statistical portrait of the Brome-Missisquoi agri-food sector

Increase our cooperation with partners (UPA, MAPAQ, municipalities)

Develop synergies with the different economic sectors. For example, in the tourism, agri-industrial and sustainable development fields

3

Value and promote agri-food professions:

PRIORITIES

Create local enterprise portraits and entrepreneur profiles

Participate in promoting UPA Open House Days

Support next generation establishment projects and the sustainability of agricultural enterprises (ARTERRE service)



4

Promote access to manpower:

PRIORITIES

Actively participate in strategies for attracting new populations and workers to the Brome-Missisquoi territory

5

Promote local purchases:

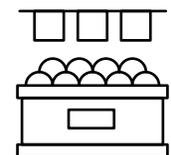
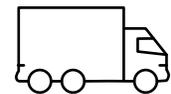
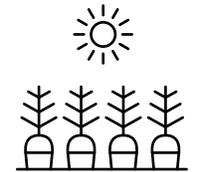
PRIORITIES

Promote the purchase of local products with restaurant owners

Collaborate with a food waste reduction project

Facilitate cooperation between public markets

Support initiatives aimed at developing short distance distributions





ACKNOWLEDGMENT

This strategic plan for the agri-food industry would not have been completed without the important contribution of the members of the Agri-food committee. We thank Donald Badger of the municipality of West-Bolton, Martin Bellefroid mayor of Pike River and member of the Mayors' Committee, Philippe Choinière, co-owner of Ferme Oneka, Roland Degani, president of the agri-food committee and member the Governing Board of the Brome-Missisquoi CLD, Rachel Mahannah, co-owner of Ferme Mahvhays; Peter McAuslan, founder of McAuslan brewery; Ugo-Vincent Mariotti, chef at l'Auberge West Brome; André Pollender, co-owner of La Cabane du Pic Bois; Albert Santerre, mayor of Saint-Ignace-de-Stanbridge and member of the Mayors' Committee; Anne-Sophie Tardif, member of La Coopérative de solidarité des Jardins du pied de céleri; Julie Zeitlinger, co-owner of Au Diable Vert.

We would also like to thank the Governing Board of the CLD as well as the elected members for their support with the production of the 2016 portrait of our Brome-Missisquoi agri-food enterprises.

Finally, we would like to recognize the active collaboration of all the personnel of the Brome-Missisquoi CLD.