

Pontiac Rural Newsletter



Centre local de développement

A NEWSLETTER FOR MUNICIPALITIES, LOCAL PARTNERS AND THE GENERAL PONTIAC POPULATION

Year 2, No. 3

Summer 2010

Summer In The Pontiac

Tourism seems to have increased in the Pontiac and the diversification of various agriculture projects look to be very promising.

We had a chance to question some business owners in the tourism industry, who stated that during the 2010 tourism season, there was a noted increase in tourist activity within the Pontiac. Four owners of local accommodations stated the occupancy rate was beyond their projected expectations. The CLD will conduct an in-house survey in the weeks to come to learn more about these tourists and how to continue to attract them here. The tourism sector is one of the key sectors in the MRC's strategic plan and we believe that its promotion and development will help improve the current economic situation of the Pontiac.

Agriculture and agro-food is one of the other key sectors of the Pontiac Vision 2020 Strategic Plan. This summer, hops and rice grew in our fields and the results are very encouraging for the future. Furthermore, efforts have been made to allow agricultural farmers to sell and transform their products locally.

This bulletin will address these subjects. We hope you enjoy this issue.

The Rural Team

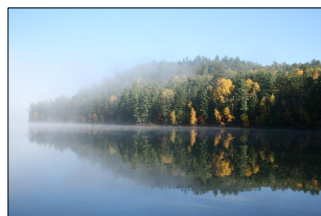
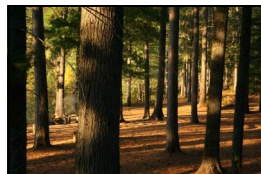
Some Touristic Information

Oiseau Rock: On July 9th the official opening of Oiseau Rock Trail took place in Sheenboro. Several people were invited to the press conference and dozens were in attendance. The Oiseau Rock Trail is a 10 km, round trip. Along the trail you will find natural lookouts on the majestic Outaouais River and a walk accessible for the entire family: the young and young at heart! To get there, find your way to Sheenboro, then drive a few kilometres on the Schyan road, take a left where indicated and follow the signs until you arrive. It's worth the detour!

PPJ Cyclopark: This year the PPJ Cyclopark has been included in the *Route verte*, made up of 4,300 kilometres of bikeways in Québec. The fact that the PPJ is now part of the *Route*

verte increases our visibility amongst cyclists. We are currently working on an action plan for the PPJ to better structure what's offered and to ensure the satisfaction of the visitors during their stay in the Pontiac.

Pontiac Tourism Association: Tourism in the Pontiac is booming! The association welcomed about 15 new members this summer, making it nearly 50 members who have joined the only group which focuses strictly on Pontiac tourism. The association is currently working on lightening and improving the tourist information provided, in order to continue offering a quality reception to the visitors of the MRC.



Summary:

- TOURISM IS ROLLING IN THE PONTIAC
- AGRICULTURE AS A MEANS OF ECONOMIC DIVERSIFICATION
- THE *GRANDS PRIX DE LA RURALITÉ* AND THE VISION 2020

Pacte rural
2007-2014

In this issue:

SUMMER IN THE PONTIAC	1
SOME TOURISTIC INFORMATION	1
HOPS: VERY ENCOURAGING RESULTS	2
RICE: RESULTS BEYOND EXPECTATIONS	2
FARMER'S MARKET AT BRYSON HOUSE	2
GRANDS PRIX DE LA RURALITÉ	3
THE VISION 2020 PRESENTED IN GATINEAU	3
RIVERFRONT VILLAGES OF OUTAOUAIS WEST	3
THE RURAL TEAM ONSITE AT THE SHAWVILLE FAIR	4
THE <i>RUES PRINCIPALES</i> : VOLUNTEER OF THE YEAR	4



Pontiac Rural Newsletter

Agriculture and Agro-Food: Innovative cultures and dynamic projects



HOB FIELDS IN ÎLE-DU-GRAND-CALUMET

Hops: Very encouraging results

On August 19th, in Île-du-Grand-Calumet, a gathering of diverse agricultural producers, dignitaries, including provincial and federal members of parliament Charlotte l'Écuyer and Lawrence Cannon, as well as various partners and interested parties, gathered together. The purpose of the meeting? To view firsthand one of the famous hop fields and to review the second year of the three year pilot project.

It should be noted that these

perennial plants take 3 years to establish and require an unusual installation to reach their full production potential of fifteen years. The plants themselves have to be staked as they will reach approximately 4 meters in height. You can imagine the complexity of the installation and yet the beauty of these plants once they reach maturity (see photo).

Thanks to the numerous volunteers, who made the harvesting of these cones possible as

they are the part needed in the production of beer. Thanks to the collaboration made with the micro-brewery « Les Brasseurs du Temps » located in Gatineau, some lucky few will be able to taste firsthand the fruit of their labour. At this moment, the beer known as the « Harvest Ale » is currently being made from the fresh hops of the Pontiac. A first to be continued...

« THE RESULTS ARE FAR BEYOND THEIR EXPECTATIONS »

Pontiac Rice: A first experience beyond expectations

The hot summer weather has been beneficial for the variety of rice crops that were tested in two small rice fields located in Litchfield.

According to the experts responsible for the project,

the results attained went beyond their expectations and they plan to continue their testing next year on more land.

The Pontiac seems to have very interesting ground for

this crop, especially since we have a significant rate of sunshine and are located near several bodies of water, including the Outaouais River.

Farmer's Market at Bryson House

An opportunity for consumers to put a bit of Pontiac on their plate and encourage local producers!

On Saturday August 14th, a dozen of Pontiac farmers and artisans joined together on the grounds of Bryson House in Mansfield to offer the Pontiac population a taste of their fruit and labour. Good

weather and great food were on the day's menu!

A collaboration between the Main Streets Foundation and the Pontiac CLD, this farmer's market is part of a larger trend where buying local products is emphasized as part of a solution to improve the quality of life and cope with the economic and envi-

ronmental challenges that we currently face.

This family event will return on Saturday September 11th and Saturday October 9th. You are invited to attend and spread the word in order to make these markets a great success!



Produit de Pontiac
Achetez Localement
Buy Local
Product of Pontiac

The Pontiac MRC Finalists at the *Grands Prix de la ruralité*

The key economic players in rural Quebec met with each other on September 9th in Maniwaki to celebrate the third edition of the *Grands Prix de la ruralité*. Remember that these awards are designed to pay homage to leaders in rural development and to highlight initiatives and innovations from the National Rural Policy.

Recognition of the steps taken by the MRC, the CLD and the Pontiac SADC in the consultation process for the

Vision 2020 Strategic Plan is what allowed the MRC to be one of the three finalists for the Mobilisation Award.

This prestigious distinction aims to reward an MRC that stands out for its ability to mobilize the community and generate participation of its citizens in various events and community projects.

The unveiling of the winners was made during the gala in the presence of several dignitaries, notably the Minister of Municipal Affaires and

Regions and Land Occupancy, Mr. Laurent Lessard. More than 350 guests were given the chance to feast on a meal honouring the local products found throughout the Outaouais region.

At the end of it all, it is the Arthabaska MRC, from the Centre-du-Québec region that brought home the award. Of course, this does not take away from the steps taken in our MRC...

« THIS PRESTIGIOUS DISTINCTION AIMS TO REWARD AN MRC THAT STANDS FOR ITS ABILITY TO MOBILIZE ITS ENVIRONMENT »



The Vision 2020 Presentation in Gatineau

In Gatineau, on September 15th, a delegation made up of representatives from the Pontiac CLD, MRC and SADC, presented the *Vision 2020 Strategic Plan* to regional partners, including representatives from regional offices of various ministries, as well as partnered

organizations such as the Conférence régionale des élus de l'Outaouais (CRÉO), Outaouais Tourism, l'Université du Québec en Outaouais (UQO), the Regional council for the environment and sustainable development in Outaouais (CREDDO), etc.

The presentation served to inform all the external partners of the MRC about the priorities that the Pontiac will be working on in the coming years. Therefore, all can share the same vision about the future of the MRC while continuing their partnership.



For more information: Bernhardt Beaudry, see pg.4

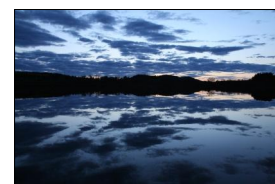
Riverfront Villages of Outaouais West

In order to enhance the richness of the municipalities located on the riverfront of the Outaouais River, the Pontiac CLD proposed the installation of interpretive signs which will allow the population of the Pontiac including visitors to learn more about the history and attractions of these municipi-

palities. The information on the interpretive signs will be geographical maps, info on municipal infrastructures (beaches, boat launches...) and most importantly a text divided into three sections focusing on the history of the municipality. The first paragraph will be on the building heritage (brief history of the

village and the predominant architectural styles), the second will be on the natural heritage (land formation, specific plants of the Pontiac...) and the third will be on the living heritage (people, traditions, legends...). This project will be launched in the summer of 2011... stay tuned!

« LEARN MORE ABOUT THE HISTORY AND THE ATTRACTIONS OF THESE MUNICIPALITIES »



Pontiac CLD

602, Hwy. 301 North, Box 580
Campbell's Bay, Québec
J0X 1K0
Tel.: 819 648-5689

Rural Team:

Amy Taylor (ext. 130):

amy.taylor.cld@mrcpontiac.qc.ca
Transformation and Value Added

Jean-Michel A.-Cyr (ext. 129):

jmarchambaultcyr.cld@mrcpontiac.qc.ca
Leisure, Sports and Education

Bernhardt Beaudry (ext. 135):

bbeaudry.cld@mrcpontiac.qc.ca
Community and Tourism

Mission:

Through its developmental initiatives, the CLD helps to bolster partnerships in the municipal sector, the business community and the cooperative, union and social economy sectors, and give new impetus to local development.

By assuming this pivotal role in the economic activity of the Pontiac, the CLD encourages the community to assume responsibility for development through the dynamic forces available to them.

Mandates:

- Supporting projects
- Multi-service outlet for entrepreneurship
- Creator of partnerships
- Action plan for local development

Visit our website:
www.cldpontiac.qc.ca

This quarterly information newsletter is an initiative of the Rural Team of the Pontiac CLD.

Realization: B. Beaudry



The Rural Team Onsite at the Shawville Fair

In collaboration with Ariann Bouchard, Family Policy Coordinator for the MRC, the rural agents led various workshops for elementary students at the Shawville Fair.

The objective was to increase awareness of agriculture and agro-food. For example, did you know that you can find trace of animal protein in tires? With 1 acre of soybeans you can produce more than 82,000 wax crayons?

Students were given the opportunity to learn and understand about the importance of livestock and crop production in our daily lives.

A day of discoveries!

Main Streets Foundation Honours Their Volunteer of the Year

Whether it is for her involvement in the success of the Pontiac Rodeo, or , for her participation in the local committees for the *Rues principales* Foundation, (notably during the visit of singer Isabelle Boulay, during the taping of *La Petite seduction*), in November 2009. Denise Marion was named Volunteer of the Year by the *Rues principales* Foundation – Fort-Coulonge/Mansfield. The CLD Rural Team congratulates their colleague for her outstanding commitment in the development and sustainability of our communities!

Please send this Rural Newsletter to family, friends and colleagues, to bring awareness and recognition of the Pontiac to as many people as possible both here and elsewhere!

Sign-up to be on the mailing list!
Write to: bbeaudry.cld@mrcpontiac.qc.ca