



Agriculture and  
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# Rural Horizon

Canada's Rural Partnership  
[www.rural.gc.ca](http://www.rural.gc.ca)

Rural Team Québec | Spring 2011



## THE HAUT PLAN VERT CO-OPERATIVE: POINTING TO A GREENER FUTURE

The co-operative approach is a tried and tested business model when it comes to meeting and filling local needs. Haut Plan Vert's history has been marked by the will, perseverance and tenacity of citizens who want to live and work locally.

Founded in 1984 in the Bas-Saint-Laurent region, Haut Plan Vert is a workers' forestry co-operative that offers jobs to its members in the management of private and public forests, including reforestation and pre-commercial and commercial thinning. In recent years, even though the forest industry in Quebec has undergone profound changes, the co-operative has always overcome its challenges and has made the daring moves required to diversify its activities to ensure its survival and avoid the closure of rural towns.

Once again, the co-operative is proving to be innovative with a project to grow switch grass crops to produce agricultural biomass. Switch grass is a type of grass with the potential

to produce energy through the transformation of straw into energy pellets. These pellets will be used for industrial heating by some 350 maple producers in the Municipalité régionale de comté of Témiscouata, who generally use fuel oil. Using these energy pellets will contribute to reducing greenhouse gases by eliminating the consumption of three million litres of fuel oil per year.



Field of switch grass

Benefiting from the Government of Canada's Co-operative Development Initiative (CDI) program, the members of the co-operative want to make biomass production even greener. "We want to create a co-operative that will include maple producers and farmers, who will produce and consume energy locally, thereby diminishing

their environmental footprint. Launching and developing such an initiative requires the help of many partners to properly set up the project and reduce its inherent development risks. As such, the CDI's contribution is very important," said Andrew Wake, project leader for the co-operative.

By joining forces with and helping to create other co-operatives since its inception, the Haut Plan Vert co-operative has created a pool of qualified human resources with the expertise it needs to guarantee its growth and sustainability. The pooling of these resources through their agencies shows the extent of regional mobilization and co-operation. Another great success story and example of the strength of co-operatives forces.

For more information, visit  
[www.coop.gc.ca](http://www.coop.gc.ca)

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## INTERNATIONAL YEAR OF CO-OPERATIVES 2012... THE COUNTDOWN BEGINS!

For over 100 years, co-operatives have enabled thousands of people to meet their needs effectively. In Canada, more than 9,000 co-operatives contribute to local economic development, especially in rural regions where they create long-term jobs and provide essential goods and services.

In just a few months, co-operatives around the world will take advantage of an exceptional platform. The United Nations has declared the year 2012 "International Year of Co-operatives" in order to recognize the contribution of this business model to economic and social development. This will be a unique opportunity for co-operatives to showcase their achievements!

In Canada, the work is already well underway. You can now consult the website dedicated to the International Year of Co-operatives at [www.canada2012.coop](http://www.canada2012.coop) where you can learn more about the activities that are being implemented all over the country to publicize how co-operatives contribute to the well-being and prosperity of Canadian society.

Canada





## OUR YOUNG PEOPLE: A REGIONAL TREASURE

### STREET WORK SERVICES IN THE BAS-SAINT-LAURENT REGION

The integration of street worker services for out-of-the-mainstream youth (between 12 and 24 years old) of the region was started by Table rurale du Bas-Saint-Laurent, a round table created within the framework of Canada's Rural Partnership.

The project covers eight Municipalités régionales de comté (MRC) of the Bas-Saint-Laurent.



Central street work organization management team

Its purpose is to identify the locations frequented by youth at risk who do not use the aid services and resources offered in structured environments, in order to understand their needs, establish bonds of trust, take action on urgent needs and offer them a preventive approach through influence, reference and information in an informal setting. Another goal is to reduce crimes related to drug use.

#### Problem-solving initiative

Youth at risk in this region had a great deal of difficulty accessing aid resources and services, as some of the approaches in place didn't meet their needs.

By initiating contact and first establishing a bond of trust, trained street workers were able to perform close to 19,000 different types of interventions with some 10,000 young people in a little over a year - double the target established at the start of the project.

There have been many success stories since this project began in 2008. One of the major ones was the increase in young people at risk using the resources and services placed at their disposal. According to stakeholders, street workers provide a safety net to young people who are in situations of crisis or high-risk behaviour.

#### Getting mobilized for youths

This project has resulted in mobilization within the MRC and very positive work done by street workers from Bas-Saint-Laurent, a remote region covering a vast territory.

Eight local committees, comprised of provincial, municipal and community partners, became involved, pooling their expertise and offering premises, furniture and phone lines to ensure the proper implementation of the project. This initiative is made possible thanks to a collaborative effort by various partners from a variety of sectors, including federal (Service Canada, the National Crime Prevention Centre of Public Safety Canada), provincial, municipal, private and community. Some federal partners, in addition to sharing their expertise, also made financial contributions contributing up to 24 per cent of the project's total cost.

Given the project's tremendous success, they, like many other partners, have reiterated their intention to make further financial contributions in the future, in order to ensure the project's viability.

Visit [www.securitepublique.gc.ca](http://www.securitepublique.gc.ca)

### OVERDOSING ON IMAGINATION!

Born from concerns of worried residents, an initiative to fight substance abuse in young people on the Magdalen Islands has resulted in a positive overdose of imagination.

The genesis of this innovative project is the economic and cultural development potential of the almost 750 young people on the Islands. Launched by the Maison des jeunes des Îles de la Madeleine (Magdalen Islands Youth Centre) and funded by Health Canada's Drug Strategy Community Initiatives Fund, this project was launched in 2009.

Targeting both Anglophone and Francophone youth between 12 and 17 years of age, the project is based on a comprehensive approach that centres around those who deal with drug addiction; those who live and work with young people.

#### Speaking with the same voice

In a remote and isolated environment, where the subject of addiction is taboo, it is crucial that both the messages and interventions be consistent. Providing all young people access to the same quality workshops, especially during class periods, ensures the credibility of stakeholders and puts everyone on a level playing field. These workshops raise the awareness of young people on their own capacity to make decisions when facing peer pressure, and also serve to demystify the main myths of young people regarding drug addiction.

Parents also have access to updated information regarding drug abuse trends, as well as how to have harmonious relationships with their teens, through interactive workshops tailored for them, and which correspond to their concerns.

Lastly, in order to ensure an effective strike force, a conference with 100 participants was held spotlighting various sectors of activities related to young people of the islands. The conference resulted in consistent messages that were disseminated to targeted groups and the general public. This conference was a success on many levels: the joint work of stakeholders, participation of young people and the involvement of partners.

#### Free rein to the imagination

Within the scope of the project, young people are invited to actively take part in the Overdose of Imagination contest, which gives them the chance to express themselves on drug use. Be it through songs, poems, videos or other mediums, young people are encouraged to give free rein to their imagination to create messages that will raise the awareness of others. This proactive aspect is essential to raising awareness and for young people to take charge of their lives and their drug habits.





## COMMUNITY INFORMATION DATABASE (CID)

Whether you're developing a community initiative, starting a business or studying a region's economic potential, statistical data is a must.

The CID, a FREE internet-based mapping and data tool, can help you compare your community with other similar-sized communities, find trends and changes, download maps and data tables, and create your own community and regional profiles.

### COMMUNITY AND REGIONAL INFORMATION AT YOUR FINGERTIPS

The CID incorporates facts and figures from Statistics Canada's 1996, 2001 and 2006 Censuses, with more than 900 indicators, such as education, income, population, families, employment, Aboriginal peoples, language, health, agriculture, co-operatives and much more!

The CID reduces the amount of time and resources required to obtain and analyze community and regional level data.

### NEW IN 2011

#### Community Profile Feature

This feature will enable users to generate a community profile based on the most recent Census data available. Each community profile will have its own unique URL link that the user can copy. The user can then send the link by email or place the link into a Web page for a direct link to data on a community. A visitor to the Web site could view all of the data on that community and use the mapping features.

The CID was developed by the Rural and Co-operatives Secretariat in collaboration with provincial, territorial and community partners.

Visit [www.cid-bdc.ca](http://www.cid-bdc.ca) or call toll-free, **1-888-757-8725**.

## A UNIQUE CENTRE TO INCREASE COMPETITIVENESS IN THE MINING INDUSTRY

**D**id you know that Quebec has a unique research centre?

Incorporating cutting edge technology, this experimental mine is located in the Abitibi-Témiscamingue region of Val-d'Or, Quebec.

For the past 20 years, Natural Resources Canada's (NRCan's) CANMET Mining and Mineral Sciences Laboratories (MMSL) Experimental Mine has been providing the mining world with a number of essential and innovative services.

### When competitiveness and innovation align with environmental considerations

The purpose of the activities carried out at the Experimental Mine is to diminish the environmental footprint of the mining industry by developing new technology and alternative power systems.

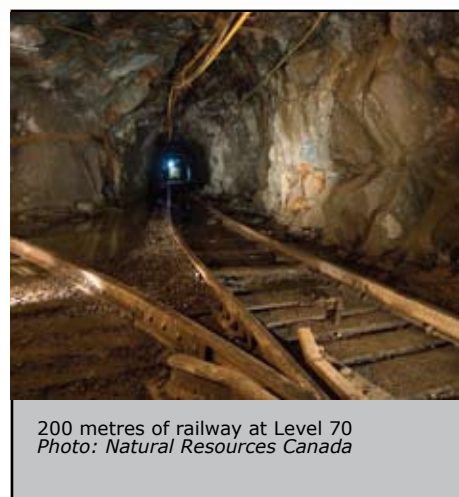
The Experimental Mine is one of the rare places in Canada where inventors, manufacturers, business leaders and industries can assess the performances of their machinery and systems during the development stage – an essential step ensuring product safety and reliability before market.

The Experimental Mine has underground facilities that are ideal for testing and include: a large access ramp for transporting materials by

mine vehicles; a network of roadways of differing lengths and dimensions; and a railway. The test sites can be modified to accommodate specific testing requirements. The Experimental Mine also offers support to stakeholders during the design phase of projects.

### KNOW-HOW IN ACTION Develop an on-going monitoring system

The Experimental Mine is currently working with



200 metres of railway at Level 70  
Photo: Natural Resources Canada

various partners - including a manufacturer from the Abitibi region - to develop a system that will continuously monitor the state of steel cables used for mine hoists (load-lifting machinery). As these cables ensure the daily transportation of workers and merchandise below ground, it is essential to know of their condition on a continuous basis, especially

for mines that are deeper than 1,000 metres. By knowing the state of the cables, companies are able to better manage them, replacing them at the right moment, thereby reducing the premature replacement of the cables.

### Increase the effectiveness of the underground ventilation system

Further to a request from a company based in Abitibi, the Experimental Mine looked at ventilation ducts for mines.

The business owner had the idea of using polymers rather than those made of canvas, steel or glass fibre. Because they have a lower friction co-efficient, polymers increase the effectiveness of ventilation systems, making it possible for mining firms to reduce the overall number of ventilators required underground. In turn, this reduction allows for energy savings and reduced operating costs meaning an increased ability to compete.

Moreover, this type of duct system considerably reduces air leaks, thereby improving the air quality for workers.

Completed in the fall of 2010, this project means a positive future for the innovative process in the international arena.

Experimental Mine: 1-819-736-4331  
or email [canmet-lmsm@nrcan.gc.ca](mailto:canmet-lmsm@nrcan.gc.ca)  
Natural Resources Canada:  
[www.nrcan-rncan.gc.ca](http://www.nrcan-rncan.gc.ca)

## RURAL CANADIANS' GUIDE TO PROGRAMS AND SERVICES

The Rural Canadians' Guide to Programs and Services is especially for Canadians living in rural, remote and northern communities. Whether you're looking for business advice or a boating safety program, this handy Guide was designed for you.

In addition to a short description of each program and service, there is also a point of contact where Canadians can go for information by telephone or on the Internet. To obtain a copy, contact the Rural and Co-operatives Secretariat toll-free at **1-888-757-8725** or by email at [rccs-src@agr.gc.ca](mailto:rccs-src@agr.gc.ca)



## THE DAZZLING GPS ROUTES OF BAIE-DES-CHALEURS

**L**aissez-vous conduire *En Baie-des-Chaleurs*, is a tourism option that will give your trips a regional flavour.

Thanks to your GPS, these routes will allow you to discover the treasures of the region. The team of la Société d'aide au développement des collectivités (SADC) of the Baie-des-Chaleurs wants to share their passion for the Gaspésie region, and thanks to an innovative GPS geolocalization product, it's now possible.

Those with GPS devices can download four tourist routes that allow them to focus on local highlights, an interesting way of discovering unknown locations in the Baie-des-Chaleurs.

The proposed GPS circuits are based on different themes: the Museum and History Route allows

tourists to uncover the past; the Swimming Route highlights local seaside resorts; the Fishing Route allows fishing enthusiasts to do battle with the various species found in the region's waters; and the Family Route offers couples, friends and groups of all ages a wide range of fun activities.

"We wanted to spark the interest of tourists by offering them an innovative approach to travelling. The launching of these GPS tourist routes is positioning Baie-des-Chaleurs as a unique destination in Gaspésie for the owners of these increasingly popular devices," said Ms. Lyne

Lebrasseur, general manager of the SADC.

**Descriptions, directions, pictures: everything tourists need to make their stay easier and more fun**

Close to 70 locations and tourist attractions have been located by GPS between L'Ascension-

narrated description, as well as pictures that complement searches and inform visitors. The GPS system automatically informs tourists when they are close to a given location, and invites them to stop for a while. Routes are available for all forms of GPS - cars, phones or mobile systems (e.g. BlackBerry, iPhone).

### A new approach with benefits

This innovative approach is garnering great interest among tourists, partners of the region and people throughout Québec. Since its launch three years ago, upwards of 1,000 circuits have been downloaded. It has proven complicated to get tourist performance indicators that are precise and quantifiable as there aren't entrance gates at every location to measure patronage.

Other regional organizations have taken up the challenge, specifically SADC de la Neigette, in the Bas-Saint-Laurent region, which duplicated this initiative by compiling more than 70 locations and tourist attractions of its Municipalité régionale de comté (MRC in French) on various GPS routes.

The SADC Baie-des-Chaleurs continues to break new ground using things like geocaching. This concept, which can be likened to a GPS-based treasure hunt, has the potential to attract a new clientele who are keen on adventure!

This is another great example of the creativity and innovation potential that can be found in Québec's regions!

Vist **[www.baiedeschaleurs.com](http://www.baiedeschaleurs.com)** (click on "Baie-des-Chaleurs via GPS")



de-Patapédia and Saint-Godefroi, on the south side of the Gaspésie region. Every GPS point features a written and

## RURAL AND CO-OPERATIVES SECRETARIAT AT YOUR SERVICE!

Quality of life, new opportunities and dynamic communities are just some of the realities found in smaller communities all across the country. Being able to maintain and build upon this central foundation is necessary for rural Canadian

Government of Canada  
Phone: 1-800-O-CANADA  
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ISSN no. 1710-2596  
AAFC no. 11422B  
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regions to compete in an ever-increasing global economy.

That's where *Canada's Rural Partnership* (CRP) comes into play. This initiative, developed under the leadership of the Rural Secretariat, provides rural communities and regions with the opportunities needed to take advantage of their diversity and unused potential to further develop and compete.

The Government of Canada works in partnership with

Canadians in rural and northern areas to build strong, competitive communities; the Rural Secretariat ensures that federal policies and programs respond to the needs of our rural and northern communities.

The Co-operatives Secretariat was established to help the federal government respond more effectively to the concerns and needs of co-operatives in Canada.

The Secretariat advises the government on policies affecting co-

operatives, co-ordinates the implementation of policies, and encourages use of the co-operative model for social and economic development of Canada's communities. The Secretariat also provides a link between the co-op sector and the many federal departments and agencies with which they interact.

*The Co-operative Development Initiative* (CDI), a program under the leadership of the Co-operatives Secretariat is delivered in partnership

with the co-operative sector. CDI is designed to help people develop co-ops and to research and test innovative ways of using the co-operative model. CDI makes the co-op option more readily available to Canadians and helps to respond to present-day challenges.

Rural Secretariat:  
**[www.rural.gc.ca](http://www.rural.gc.ca)**

Co-operatives Secretariat:  
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