

Atlanticconnection

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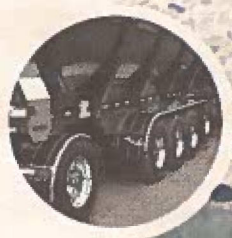
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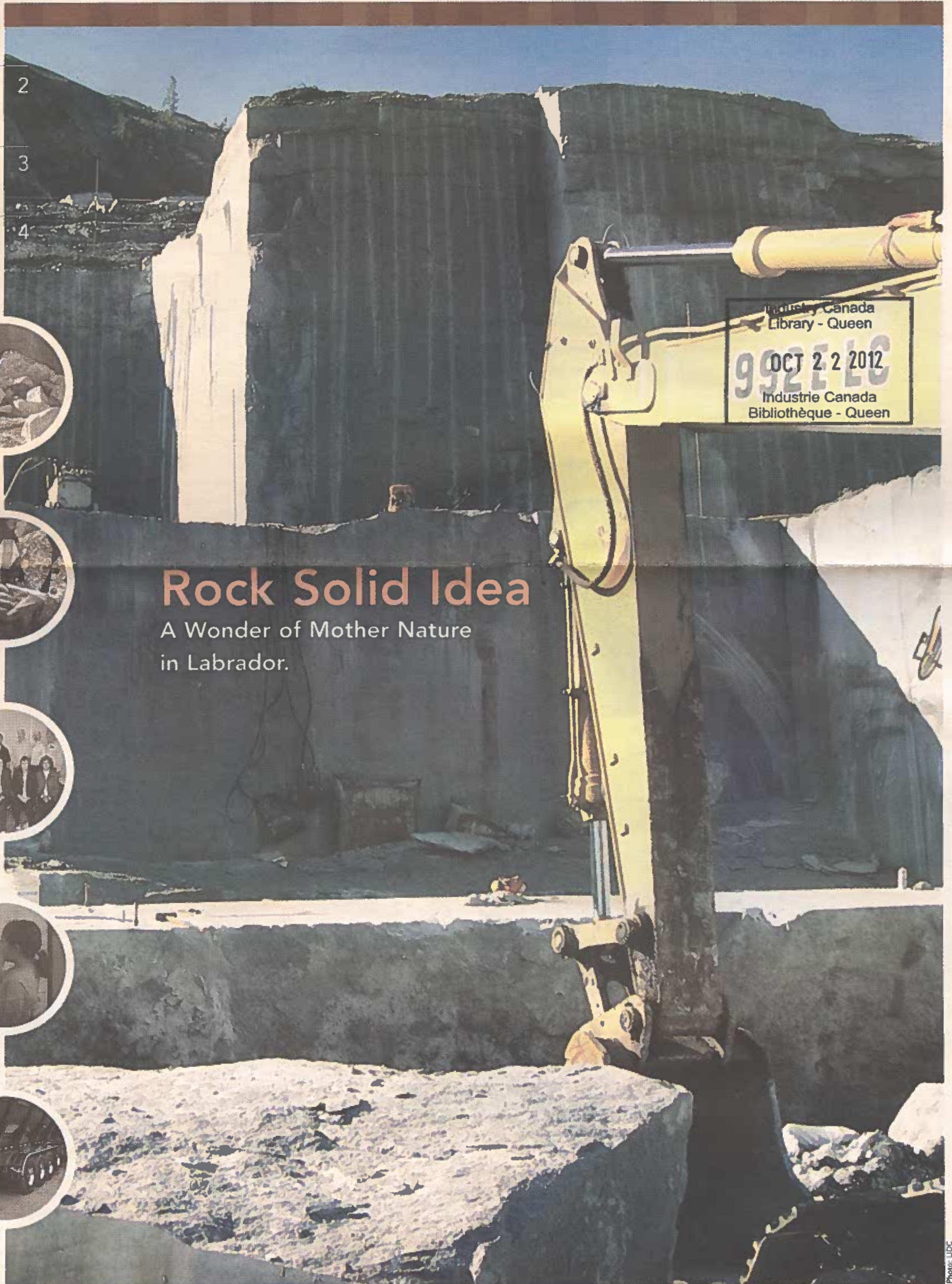


Photo: UDC





Claire LePage

A Message from the Regional Executive Director

In this third issue of our Atlantic Connection newsletter, we are proud to showcase five articles about significant achievements of residents of this Region, people who truly make a difference to the quality of life of their fellow Atlantic Canadians.

Industry Canada's mandate is to help make Canadians more productive and competitive in the knowledge-based economy by improving their standard of living and overall quality of life. In that regard, we make available programs and services which provide more and better paying jobs for Canadians, encourage and support business growth through improved productivity and innovation as well as promote a marketplace that is fair, efficient and competitive.

In this issue, we are featuring two stories, one in Nova Scotia and another in Prince Edward Island, about entrepreneurs who have shown initiative and flair by becoming leaders in their respective fields. We are also showcasing the way in which Broadband access to the Internet has allowed First Nations students in New Brunswick gain access to knowledge and services previously unavailable to them.

In our cover story, we relate how the Labrador Inuit Development Corporation has been able to exploit the bounty of labradorite rock and its sparkling blue fragments to reach a lucrative market in Italy. Finally, we celebrate the 10-year success of the Nova Scotia Community Access Program, more familiarly known as CAP. This has been a truly remarkable partnership among various levels of government and libraries — spearheaded by extraordinary volunteers — to promote and nurture their community services.

The articles in this issue are principally about the drive and ingenuity of our citizens. Industry Canada is pleased to have been able to serve as a catalyst for all these undertakings via its human and financial resources. These projects contribute substantially to the well-being of Atlantic Canadians. I salute their spirit!

Claire LePage
Regional Executive Director
Industry Canada



Cover Story

Rock Solid Idea

You can't help but marvel at the wonders of Mother Nature when you see light hitting a piece of "Blue Eyes" stone. The unique find is a composite of anorthosite and labradorite rock containing sparkling blue fragments. Italian customers are buying it up almost as fast as a well-known Inuit company can quarry it!

Torngait Ujaganniavingit Corporation (Torngait) is already a successful producer of dimension stone. Owned by the Labrador Inuit Development Corporation (LIDC), the company saw an interesting opportunity to diversify their product line by using the excess pieces of "Reflect Blue", or "Blue Eyes" as it is more commonly known to clients.

With funding from a variety of federal contributors, including Industry Canada's Aboriginal Business Canada program, a new facility was opened in 2002 in the town of Hopedale.

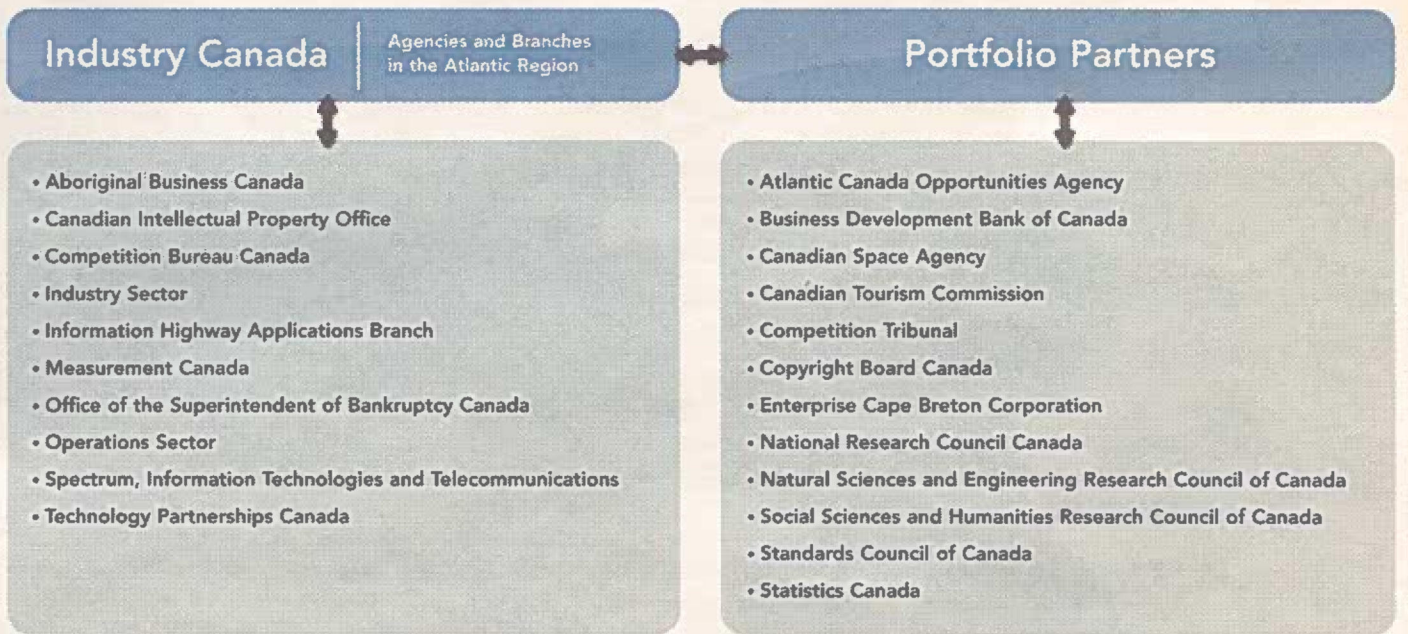
Tiles, flooring, building facades, table and counter tops plus funerary items were created using excess stone collected from the LIDC'S Ten Mile Bay Quarry near Nain, and the Iggiak Quarry. The products are marketed and distributed through the Quarry's existing Italian distribution channel. "The LIDC team was confident that Hopedale would continue to strengthen this Inuit community's economic future, and Industry Canada was there to help us achieve this goal," said Fred Hall, Managing Director of Torngait Ujaganniavingit Corporation.

Last year, the Hopedale Stone Processing Plant exported over 7,000 tonnes of blocks and 95 tonnes of stone slabs. Local tradespeople expertly cut and polish the "Blue Eyes" and "Arctic Rainbow" stone material from the Iggiak Quarry, which is sold on the Italian and North American markets.

The LIDC has a variety of other projects in various stages of development including a new sawmill, the construction of much-needed access roads and a new port. The Feldspar Project, located outside the Churchill Falls area, is a promising new development that could provide a new drilling location for other Northern Labrador stone treasures.

"The Inuit of Northern Labrador always knew there was much to be proud of when it came to their beloved land. To be able to share a small part of this area's natural beauty with other parts of the world, and promote continued economic development in the region, is very rewarding for all of us," Hall concluded.

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Visit us at: www.ic.gc.ca

Your opinion matters. Please contact us:
Industry Canada
1505 Barrington St., 16th floor
PO Box 940, Stn "M"
Halifax, NS B3J 2V9
Email: atlant-ic@ic.gc.ca

Personnel
Editors: Chris Endemann, Rose May Gallant
Contributors: Chris Endemann, Christina Garcia
Design/Production: Visual Communication Source
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International Innovation Award

When you are competing and winning against giant corporations like Coca Cola, Pepsico Tropicana and Minute Maid, you could say that you have reached a significant milestone as a company. This is what happened to Case Van Dyk, the Founder and President of Health Juice Products Ltd. of Caledonia, Nova Scotia, after winning the 2005 World Juice Innovation Award "Best New Juice" at the International World Juice Congress in Madrid last October.

"A lot of people told us they love the product and say it tastes like grandma's blueberry pie."
– Case Van Dyk

Case Van Dyk has been growing wild blueberries in Caledonia for over 40 years. In 2000, he and a group of researchers at the Kentville Research Centre, with support from Agriculture & Agri-Food Canada and the National Research Council Industrial Research Assistance Program, developed a 100 percent pure blueberry juice. It is not from concentrate, has no additives and has a 12-month shelf life.

Van Dyk, an immigrant from Holland, recognized the health benefits of wild blueberries about five years ago and decided to exploit what was then a relatively untapped market. The wild blueberry juice retails at between \$10 - \$13 per half litre and is targeted principally at health consumer groups located as far west as Vancouver and in select centres in the United States and Japan.



Case and Riek Van Dyk holding award from the World Juice Congress.

The irrepensible Van Dyk is currently planning inroads in the European market which he considers potentially lucrative and reliable because tariffs and consumer taxes are up front and transparent. He is attracted to its predictability once access is negotiated. "When you go to Europe they tell you exactly what your costs will be," he says.

Domestic sales have increased substantially, with growth in the Maritimes up 70 percent and some 50 percent overall. In 2005, the company used 100,000 pounds of grade "A" wild blueberries to produce its juice.

Randy MacDonald, Business Manager at Health Juice Products Ltd., believes the product has been well-received across Canada because of its high quality, high level of antioxidants and Nova Scotia roots. To further increase its appeal, the company is working on packaging options for its juice, including single-size servings as well as a new product made from tart cherry juice, which also contains health benefits.

www.vandykblueberries.ca



The energetic 74-year-old Van Dyk is living testimony of the anti-aging qualities attributed to wild blueberries. "I take a good dose of them every day. A lot of people told us they love the product and say it tastes like grandma's blueberry pie." You can't get any higher accolades than that and, while the international award surprised Van Dyk, he knows he has developed a quality product.

Nova Scotia Celebrates Success

"You have succeeded in life when you win the respect of intelligent people and the affection of children, when you know you redeemed a poor social condition and made other people breathe easier." – Ralph Waldo Emerson

"The most noteworthy achievers in CAP are the volunteers. Volunteerism is the ultimate experience in democracy."
– Claire LePage

Canada's Nova Scotia Community Access Program, more familiarly known as CAP, celebrated its 10th anniversary in November 2005. CAP, spearheaded by a vigorous group of volunteers, is supported by several government jurisdictions, all working together for a common purpose — to promote and nurture their community services.

Canada's federal government has shared that sense of partnership and celebration during its support of CAP programs. "The most noteworthy achievers in CAP are the volunteers. Volunteerism is the ultimate experience in democracy. You vote in elections every couple of years but, when you volunteer, you cast a vote every day for your community," observed Claire LePage, Regional Executive Director for Industry Canada in the Atlantic Region.

The broadest definition of volunteering is to do more than you have to for a cause you consider good and worthwhile. As Martin Luther King said: "Everyone can be great because everyone can serve." And Mahatma Gandhi stated: "The best way to find yourself is to lose yourself in the service of others."

Established by Industry Canada in 1994, CAP enabled thousands of sites to open across the country, 275 in Nova Scotia with federal funding of \$8.5 million over the past decade. The sites empower all citizens and communities, particularly those that are rural and remote, and help them access the networked economy, then maximize and build on current successes and past investments.

The Government of Nova Scotia has always been a solid partner of CAP and been loyal to its vision and commitment to provide Canadians with affordable public access to the Internet and the skills they need to use it effectively.

The federal government has also worked closely with libraries to provide archival databases that allow on-line access to information about the province's rich heritage, diverse



Claire LePage, Regional Executive Director, Industry Canada; Raymond Provencher, Coordinator, Information Highway Programs, Industry Canada - Nova Scotia; and Daniel Roy, President, Administrative Committee, Réseau des sites PAC acadiens/francophones de la Nouvelle-Écosse.

cultural roots as well as biographies — all splendid educational sources for teachers and students alike.

As well, the CAP Society of Cape Breton County, along with the Employability Partnership, recently launched a program funded by Industry Canada to ensure that seniors, new Canadians, and people with disability or literacy challenges have access to services and information on the Internet.

In January this year, Cape Breton Post columnist LeRoy Peach wrote: "There is no question that the CAP has helped build our economy in Cape Breton. The CAP movement in Canada has blossomed. It now resounds throughout the country in infrastructure that has made a difference."

Broadband Impacts Schools

First Nations School in New Brunswick A Stellar Success

Industry Canada's First Nations SchoolNet has been a resounding success in the Atlantic Region and has provided thousands of students with access to high speed Internet and video conferencing capabilities. As late as 2003, there was only one Atlantic First Nations school that had connectivity on a par with its provincial counterparts. Now, less than three years later, there are 30 such schools with broadband connectivity that provides state-of-the-art access and opportunity.

Broadband is the enabler that can assist rural and underprivileged communities with improved access to health care, education, business opportunities and government services. In Eel Ground, NB, for example, the school, band office, health centre and alcohol treatment facility all share and benefit from the improved capability.



Principal Peter MacDonald and his staff are champions of state-of-the-art IT technology in the classroom. Their most remarkable accomplishment was the organization in February 2004 of a nation-wide video conference which included over 350 schools which tuned in to a live Webcast. It projected the enthusiastic creativity and innovation of schools which aspire to be part of SchoolNet's Network of Innovative Schools. Assembly of First Nations National Chief Phil Fontaine attended and applauded the Eel Ground School program.

Chief Fontaine recognized the importance of young people learning to use tools like high-speed Internet. "We're living in interesting times. There's a lot of talk about change and renewal, the radical transformation that's needed in Canada for First Nations people to assume their rightful place. I would be the last to minimize the accomplishments we are witnessing among First Nations schools like Eel Ground."

"First Nations youth are learning from their peers in a host of different countries, thus enriching their knowledge of the world."
– Peter MacDonald

Students and teachers from across Canada have also taken part in national video conferences celebrating Earth Day 2004 and 2005. Young people, linked by technology, shared what they were doing for Mother Earth through their school projects.

The use of the First Nations Atlantic Canada Broadband network occurs on a regular basis for teacher exchanges, information sharing and workshops. Students share their work and report on issues through video conferenced reports. Elders gather and share stories, helping to preserve their language and culture.



Eel Ground grade 5-7 students prepare for a new "PodCast" (a news program for personal audio players). The students are also involved in digital video productions, MMTV News, and numerous multimedia projects.

MacDonald concluded: "Eel Ground residents are very proud of the video conferences and the positive feedback to the community. We know it made many government people take note as to where technology can take our people and make a difference in the education of our First Nations youth. Students are interacting globally. They are learning from their peers in a host of different countries, thus enriching their knowledge of the world."

Trucking Innovations in PEI

Live-bottom trailers are changing the way bulk goods are transported and a Prince Edward Island (PEI) company is in the vanguard of those companies that have grasped this fact. Trout River Industries of Coleman, PEI is now implementing this technical concept in a product that responds to the needs of a new consumer transportation niche.

As opposed to traditional "dump" trailers which rely on a raised box to remove their materials, live-bottom trailers contain a conveyor belt in the bottom of the trailer tub. This conveyor allows the contents to come out of the trailer at an even rate, and also permits unloading indoors, under overhead objects and direct loading into secondary vehicles.

"Over 80 trailers have been sold in the Maritimes, Ontario, Quebec, the United States, Russia and Australia."
– Alan Brown

"We recognized the growth potential for Trout River Industries from the outset and assisted them through non-repayable Research and Development (R&D) contribution agreements. This investment, plus a repayable contribution from the National Research Council Industrial Research Assistance Program (NRC-IRAP), helped them build sufficient equity to construct two prototypes," said Alan Brown, PEI Advisor for NRC-IRAP on behalf of David Healey, Executive Director for the Atlantic and Nunavut Region.

"Over 80 Trout River live-bottom trailers have been sold in the Maritimes, Ontario, Quebec, the United States, Russia and Australia. Their growth is remarkable and we are pleased to have been of value," Brown concluded.

Trout River owners Matthew Brown and Harvey Stewart started developing a live-bottom trailer of unsurpassed quality and efficient design in 1999.

The final product emerged after extensive consultation with haulers seeking safe and versatile transport solutions. The R&D Team at Trout River responded with an innovative design which allowed for the forward movement of the weight and consequently larger loads.

Users of the Trout River trailer always point out the rapid unloading via an efficient belt/chain device. A rounded tub permits a larger payload and lower centre of gravity for a smoother ride. In addition, a tight seal around the belt and tailgates prevents any loss of load. For additional strength and longevity, the belt is attached to the chain system and the chain links are bolted for easy maintenance and repair.



Trout River 48 foot 5 axle live-bottom trailer.

One of the most attractive features of the Trout River trailers is not just the superior design but also the ready availability of spare parts and quality of service maintenance.

"Trout River is a company that is focused on providing solutions to our clients through innovation and customer service," said co-owner Matthew Brown.