

## Three Proposed Tours Field Trips

### **TOUR 1: North of the St. Lawrence River** **The Capitale-Nationale, Mauricie and Lanaudière regions** *Themes: Local revitalization, rural tourism and demography*

**Thursday, October 15, 2009**

**4:30 p.m.:** Departure from Québec City.

**Guided tour:** Heritage tour on the chemin du Roy, the first rideable road in Canada. Panoramic and heritage route. History of the occupation of the regional territory, architecture and towns.

**First stop:** *Tour of the Centre de transformation des viandes de Portneuf:* A regional short-run cooperative that groups together supply in respect of various outputs: cut-up and boutique.

**6:45 p.m.:** Meet and greet offered with the compliments of the Portneuf region.

**7:15 p.m.:** Dinner at the Auberge de la Maison Deschambault: Five-course gourmet meal focusing on regional influences: \$50 per person, tax and service included.

Towards the end of the meal, 15-minute thematic presentations will begin, followed by a discussion period:

- renewal of devitalized zones and single-industry cities: demographic and economic revitalization: food cooperative and tourism offerings;
- rural development potential centred on forests: consolidation of forestry SMEs and biomass conversion;
- strategies to enhance the local food industry: brand image, communications plan, consolidation of supply.

**9:15 p.m.:** Conclusion of the activity and departure for the hotel: Le restaurant-motel Le Chavigny ([www.lechavigny.com](http://www.lechavigny.com)).

Prices range from \$63.95 to \$153.18 for one person, depending on the room, and from \$80.75 to \$178.89 for two people. These prices include breakfast, service and taxes. The rates at the Maison Deschambault are \$140 for a single room and \$165 for a double room.

## Friday, October 16, 2009

- 7:30 a.m.:** Breakfast, which is **included in the room rate:** Le restaurant-motel Le Chavigny
- 8:30 a.m.:** Departure for Saint-Élie-de-Caxton.
- 10:30 a.m.:** Tour of the town accompanied by André Garant, Mayor of the municipality (“Le phénomène Fred Pellerin et son impact sur le développement de la municipalité”: an audioguide project funded by the rural pact).  
**Theme: Rural tourism: implementing avant-garde programs**
- 11:30 a.m.:** Departure for Saint-Alexis-des-Monts (devitalized municipality).
- 12 noon:** Arrival at the restaurant Les bières de la Nouvelle-France.  
Cost: \$25.
- 12:15 p.m.:** Luncheon meeting with the owner, Marc Lessard, the entrepreneur who developed the only gluten-free, malted-rice beer, which is marketed in the United States and Europe (a specialty product financed in conjunction with the measure).  
**Theme: Development strategies of the local food industry**
- 1:30 p.m.:** Departure to visit Biodiesel Québec inc.
- 1:45 p.m.:** Arrival at the premises of Biodiesel Québec inc. Meeting with Michel Cordeau, owner of the company, which produces biofuel from cooking oil recovered from restaurants in the region (a specialty product financed in conjunction with the measure).  
**Theme: New sources of energy production**
- 2:45 p.m.:** Departure for the Maison familiale rurale (MFR) de la MRC de Maskinongé.
- 3 p.m.:** Meeting with Myriam Demers, Director General of the MFR de la MRC de Maskinongé, which offers alternating work-study training in fields specific to rural areas, i.e. milk production, manual tree cutting and hauling, and the protection and harvesting of wildlife territories. The MFR has received financial support from the rural pact.  
**Theme: Rural development potential centred on forests, agriculture and recreational tourism**
- 4 p.m.:** Departure for Saint-Paulin.
- 4:30 p.m.:** Arrival at the Auberge le Baluchon de Saint-Paulin.
- 5 p.m.:** Meeting with Louis Lessard, owner-founder of the Auberge le Baluchon, gastronomie, spa, plein air et culture. Origin and description of the concept and its by-products (eco-café, riverside theatre, concept of a “neighbourhood, and so on).

**Theme: Rural tourism: implement avant-garde programs**

**6 p.m.:** Dinner inspired by country cooking attended by elected representatives of the MRC de Maskinongé. Presentation of the RCM (development potential, devitalized zones, innovation, tourism in rural areas, and so on).

**7:30 p.m.:** Cultural activity (to be confirmed).

Cost: Five-course dinner, accommodation and breakfast at the Auberge Le Baluchon:

- \$155 per person in a standard room, double occupancy (taxes included);
- \$208 per person in a standard room, single occupancy (taxes included).

**Saturday, October 17, 2009**

**7:30 a.m.:** Breakfast (included in the rate at the Auberge le Baluchon).

**8:30 a.m.:** Departure for Joliette.

**10:15 a.m.:** **Rural initiative in the MRC de Joliette: “Grow old and remain in the community.”**

The “Grow old and remain in the community” project stems from action research focusing on the determination of the conditions that make it possible to curb the exodus of seniors toward the urban core of the RCM and assembles seven rural municipalities in the RCM. The three-year project seeks to enhance local services in order to retain seniors in their community.

Julie Thériault, a community development officer from the Centre de santé et de services sociaux (CSSS) du Nord de Lanaudière, and Dominique Masse, a rural development officer from the Centre local de développement (CLD) de Joliette, will present the project.

**12 noon:** Meeting and discussion with elected municipal representatives concerned by the project at a luncheon in a rural restaurant featuring regional products.  
Cost: \$25.

**2 p.m.:** Departure for Montréal.

**3 p.m.:** Final stop at the Berri-UQAM Métro station. Participants can proceed to hotels or the Montréal airport by taxi, Métro or airport bus.

**6 p.m.:** Last stop in Québec City: Centre des Congrès.

**Total cost of the tour:**

- **single room: \$450 (maximum cost);**
- **double room: \$675 (maximum cost for two people).**

## **GENERAL CONDITIONS**

- A tour will be offered provided that a minimum of 30 participants register for a given tour.
- A maximum of 45 participants can be accepted for each tour.
- The participants must assume the cost of accommodation, meals and services.
- The Québec government will assume the cost of luxury bus service, accompaniment, visits and activities.