

**TOUR 2: South of the St. Lawrence River**  
**The Chaudière-Appalaches, Estrie and Montérégie regions**  
*Themes: Culture, tourism and socioeconomic revival*

**Thursday, October 15, 2009**

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

**5:45 p.m.:** Arrival at Appalaches Lodge-Spa-Villégiature:

- Located in Saint-Paul-de-Montminy, near the Massif du Sud resort and the Parc régional des Appalaches, Appalaches Lodge-Spa-Villégiature is an international four-season holiday resort offering a full complement of Nordic spa services and superior accommodations (42 rooms). It also provides a host of popular outdoor activities.

**6:15 p.m.:** Meeting with Marcel Catellier, Warden of the MRC de Montmagny and Mayor of Cap-Saint-Ignace:

- The MRC de Montmagny: a regional county municipality (RCM) relies on international events to underpin a development strategy.

**6:30 p.m.:** Reception

**7 p.m.:** Dinner at the inn:

- menu featuring local products.
- Cost: \$190 (single) and \$255 (double) for accommodation, dinner and breakfast, tax and service included.

**8 p.m.:** Beginning of the presentations:

***Appalaches Lodge-Spa-Villégiature, nestled on a mountainside***

Located in the heart of the Parc des Appalaches in Saint-Paul-de-Montminy, Appalaches Lodge-Spa-Villégiature offers an upmarket product in a bucolic natural setting. This Scandinavian spa proposes year-round outdoor Nordic baths, massages and body wraps and a wealth of outdoor activities. This concept offers for rental seven mountainside log cabins.

***La Centaurée (rural laboratory — National Policy on Rurality )***

This unique laboratory project posed a twofold challenge, i.e. establish a unique cultural centre of international calibre in Notre-Dame-du-Rosaire, a small rural town with a population of 400, and set up a training centre devoted to disciplines linked to the equestrian circus, a hub for creation and research and a centre for circus performances in a permanent 450-seat theatre that will have the shape of an octagonal barn (a historic heritage feature of the Côte-du-Sud region), against the magnificent natural backdrop of the Appalachians.

***Fortissimus: strength grows out of a shared determination.***

This competition of the Mondial de force whose 14 competitors come from the four corners of the globe seeks to crown the world's strongest man. This year, the MRC de Montmagny expects to welcome over 6 000 visitors. The event, which is unique to the region, contributes, in addition to considerable economic spinoff, to enhancing the region's influence beyond the country's borders. It is a reminder that passion can take you a long way.

***Les Championnats du monde de traîneaux à chien de la rivière Daaquam, in Saint-Just-de-Bretonnières, a town with a population of 794.***

A first in the history of dog sledding in Québec, in eastern Canada and on the North American continent, Saint-Just hosted the World Championship of the International Federation of Sleddog Sports (IFSS) on the site of the Pourvoirie Daaquam. The event's logistics were incredible: 250 volunteers, 310 participants, 2 000 dogs and 8 000 visitors. The site of the event could be compared to a veritable Olympic village. The initiative stemmed from a passion that enabled the community and the region to broaden their influence on the international scene.

***Le Carrefour mondial de l'accordéon de Montmagny***

For 21 years, Montmagny has adopted a festive air and hosted ardent accordion enthusiasts. Le Carrefour mondial de l'accordéon invites artists and performers from around the world to this annual gathering dedicated to a shared passion for the "thrill box." A festive atmosphere prevails in Montmagny. Each year, 45 000 visitors return to hear accordionists charm their audiences on different stages. The event enjoys a solid reputation, which ensures its continuation. It is an original, unique cultural showcase in a rural area.

**9 p.m.:** Conclusion of the dinner. Free evening.

**Friday, October 16, 2009**

**7:30 a.m.:** Breakfast at the hotel (included in the room rate).

**8 a.m.:** Departure for Saint-Paul-de-Montminy

- Coordination by the Association touristique régionale de la région de la Chaudière-Appalaches: guided tour covering four RCMs that explains the characteristics of rurality in this area.

**10:15 a.m.:** Arrival in Thetford Mines: Luc Berthold, Mayor of Thetford Mines, and Hélène Faucher, Warden of the MRC des Appalaches, will greet participants.

**10:30 a.m.:** Presentation of the approach to diversification over the past 15 years: How a mining community gradually transformed itself into an industrial centre with high added value.

**11 a.m.:** Departure from Thetford Mines.

**11:20 a.m.:** Arrival in Disraeli.

**11:30 a.m.:** Lunch at the Auberge la Chanterelle, located near Lac Aylmer, a resort centre.  
Cost: \$30.

**1 p.m.:** Departure for Coaticook.

**3 p.m.:** Arrival in Coaticook and presentation of projects in the Estrie region.

- Laboratoire Saveur des Cantons (30 minutes): a non-profit organization that seeks to make of the MRC de Coaticook a centre of excellence in the agrifood sector. One of its initiatives, a B2B commercial system, is intended to market agrifood products in the hotel, restaurant and institutional (HRI) sector. Other initiatives are designed to establish in the community an organic market gardening business incubator, ensure the collective marketing of products in stores, and build a specialized industrial motel.
- Projet Viandes sélectionnées des Cantons (30 minutes): raise and market genetically preselected beef cattle without antibiotics and hormones, whose traceability is established from the land to the table. This project also incorporates a value chain in which each intervener is audited in order to offer consumers a certified product.
- Centre d'initiatives en agriculture de la région de Coaticook (CIARC) and Centre régional d'initiatives et de formation agricole (CRIFA) (90 minutes with a tour of the site). The CIARC is a non-profit organization that fosters cooperation and agricultural development. It owns a farm with over 125 cattle, including 70 milk cows and 20 beef cattle. The farm's income supports the community's initiatives.
- The CRIFA stems from the efforts of the school board and the CIARC. Students and teachers use its infrastructure as laboratories for the milk production, cattle production, swine production, ornamental horticulture, horticultural production, landscaping, agricultural mechanics and farm programs at the Collège de Sherbrooke.

**6 p.m.:** Dinner at Le Coffret de l'imagination restaurant in Coaticook.  
Cost: \$35, service included.

**8:30 p.m.:** Departure for the town of Magog and registration at the Auberge Estrimont.  
Cost: \$175 (single occupancy) and \$195 (double occupancy), breakfast included.

**Saturday, October 17, 2009**

**7:30 a.m.:** Breakfast at the hotel (included).

**8:30 a.m.:** Departure for the municipality of Saint-Joachim-de-Shefford.

**9:45 a.m.:** Meeting with representatives of the municipality of Saint-Joachim. Presentation of the local development strategy to revitalize the community and overview of various initiatives: the status of the international school for the elementary and secondary levels, the settlement of new families, the food cooperative, and the collective pear production project.

**Le Pays de la poire:** observe the outcome of a territorial coordination process that facilitated the revitalization of Saint-Joachim-de-Shefford, an agricultural municipality with a population of 1 000 contending with a drop in its population. Mobilized by a strong brand image, i.e. the realization of Le Pays de la poire, residents took up the challenge of maintaining their community services. Their first success: to keep their elementary school open, they innovated by converting it into an international school. Today, the population is working to set up the Au cœur du village cooperative, which will have a mandate to establish a complex housing a restaurant, a grocery store and a service station. The tour will conclude with the presentation of a project to develop non-timber forest products.

**12 noon:** Lunch in the town.  
Cost: \$30.

**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: \$460 (maximum cost);**
- **double room: \$640 \$ (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.