

**TOUR 3: South shore of the St. Lawrence River  
Chaudière-Appalaches, Centre-du-Québec, Estrie and  
Montérégie regions**  
*Themes: Agrifood system, farm tourism and rural initiatives*

**Thursday, October 15, 2009**

- 4 p.m.:** Departure from Québec City.
- 4:30 p.m.:** Arrival at the Verger de Tilly: specialty products made from dehydrated apples.
- 5:30 p.m.:** Departure for the Manoir de Tilly, a magnificent seigniorial manor house built in 1786 located in an enchanting setting along the St. Lawrence River.
- 6 p.m.:** Arrival at the Manoir de Tilly.
- 6:15 p.m.:** Dinner accompanied by presentations:
- Manoir de Tilly;
  - Maurice Sénécal: the development strategy of an RCM based on the development of the agri-food sector.
  - Cost: \$30.
- 8:30 p.m.:** Departure for Victoriaville (Hôtel Le Victorin).  
Rate: \$64 (single occupancy) and \$115 (double occupancy), which includes accommodation, breakfast and service.

**Friday, October 16, 2009**

- 7:30 a.m.:** Conference breakfast: word of welcome from Roger Richard, Mayor of the Ville de Victoriaville, and Lionel Fréchette, Warden of the MRC d'Arthabaska.
- Presentation of the MRC d'Arthabaska: its location in the heart of Québec, population and the distribution of its 24 municipalities, economy and rural and urban nature.
- Presentation by Alain Provençal of the La Ballade gourmande des Bois-Francs project. Since 2001, Tourisme Bois-Francs has organized a farm tourism tour, La Ballade gourmande, which proposes to visitors the discovery of agrifood producers and processors along the RCM's picturesque roads. The event takes place on two weekends in the fall.
- 8:45 a.m.:** Departure for Kingsey Falls for a guided tour that highlights the architectural heritage, Mont Arthabaska and the characteristics of rurality in the region.

**9:15 a.m.:** Guided tour of Cascades accompanied by Lise Lemay.

Cascades was established in 1964 and is a pioneer in the realm of recycling. It is noteworthy for the manufacture, processing and marketing of packaging products and paper made up primarily of recycled fibres. The firm, which employs nearly 13 000 workers in 100 plants, maintains its head office in Kingsey Falls. The tour will feature a presentation on the company's history and values and its commitment in the community.

**10:30 a.m.:** Departure for Warwick.

**10:45 a.m.:** Tour of the Les Côtes du Gavet vineyard accompanied by its owner, Carole Laverdière.

To grow grapes in Québec is an achievement. In 2000, Ms. Laverdière and her husband planted roughly 5 000 vines that they expect to double over the next two years. The 2008 grape harvest produced 6 000 bottles of white, rosé and red wine and a port-style fortified wine is to be developed in 2009.

**11:30 a.m.:** Departure for a tour of La Halte culturelle in Warwick, presented by Pierrette Lauzière, municipal councillor.

Presentation of the characteristics of the municipality, which has a population of 4 800, and La Halte culturelle, which is the result of the rebuilding of the heritage train station that has become a cultural centre and a stopping place for cyclists. The facility has become a dissemination centre where artists and craftspeople can now promote their works.

**12:15 p.m.:** Lunch at the bistro at the Maison des fromages.

A country-style platter featuring sausage, pâté accompanied by onion confit, cheese and jams, bruchettas, nuts and cranberries, along with a half a baguette and a choice of hot beverages.

Cost: \$20 per person.

**1:45 p.m.:** Departure for Saint-Camille.

**2:30 p.m.:** Arrival in Saint-Camille. Meeting with local officials and presentation of various projects in rural areas.

- Presentation of the rural pact of the MRC Haut-Saint-François (20 minutes): the main objective of this project is to mobilize the community around a process that enables it to adopt a concerted development approach for the benefit of the entire community (devitalized communities, local and territorial questions) through a respectful, consensual decision-making framework.
- Laboratoire Cité-école au cœur de la communauté (20 minutes): this project is intended to enhance the maintenance and involvement of young people in their

community by familiarizing them with the political, social and economic environment of the RCM. It also seeks to improve persistence in school and broader involvement by young people while preparing them to become leaders in their community.

- **Projet Saint-Camille** (20-minute presentation and 2 hours of on-site visits): the canton de Saint-Camille is a small community with a population of 470 (1 200 in 1914), which, for the past 25 years, has devoted itself to revitalizing its population and community services. Some 20 community and cooperative agencies are seeking solutions to the rural community's cultural, economic, environmental and social problems.

**6 p.m.:** Departure for Upton. A guided tour of the MRC d'Acton's tourist attractions led by Geneviève Legault, a cultural development advisor with the CLD de la région d'Acton, is being proposed.

During the tour of the city of Acton Vale, participants will also be able to visit La Coopérative d'entrepreneurs ruraux émergents (LaCERE), where Guylaine Racine, Director, will welcome them.

**6:45 p.m.:** Arrival at the Théâtre de la Dame de Cœur.

The site of the Théâtre de la Dame de Cœur (TDC) comprises rural, heritage and modern components and is one of the highlights of the MRC d'Acton and the Montérégie-Est region overall.

Participants will be invited to savour an apéritif while touring the Centre d'interprétation des marionnettes baroques Desjardins (CIMBAD), where they can catch a behind-the-scenes glimpse of artistic creation and puppetry at the TDC. Le Vieux Moulin, an ancestral building lying between two rivers on the site of the Domaine de La Dame de Cœur, will serve a gourmet meal.

During the dinner, Richard Blackburn, designer, artistic director and manager of the Théâtre de la Dame de Cœur, will make a presentation. With perseverance, Mr. Blackburn has struck a balance at the Théâtre de la Dame de Cœur between its development in Upton and the exporting of its unique expertise. At the international level, projects such as those in Singapore, Japan, New York with the Cirque du Soleil and, very recently, Norway, clearly reveal the TDC's renown. This most recent collaboration with Norway will be presented, along with a brief excerpt from the Show **Drapen**.

Cost of dinner per person:

Table service: \$30 (choice of two menus).

**9 p.m.:** Departure for the Hôtel Les Seigneurs in Saint-Hyacinthe.

Rates: \$145 (single occupancy) and \$165 (double occupancy), breakfast included.

### **Saturday, October 17, 2009**

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

**9 a.m.:** Departure for Rougemont.

The “Pour une gestion communautaire du mont Rougemont : mettons en valeur les ressources locales !” project advocates innovative awareness-building and protection initiatives that will develop Mont Rougemont’s natural heritage and local know-how aimed at visitors interested in farm and recreational tourism and at local residents. It seeks to publicize the synergy between the mountain and local know-how in order to support the farm tourism industry and foster a feeling of belonging to the region. The four main activities are guided tours of farm tourism sites, a travelling exhibition entitled “La synergie des richesses naturelles et humaines autour de la montagne,” an awareness patrol, and community restoration initiatives.

The tour of La Cidrerie Michel Jodoin will enable participants to discover these internationally renowned rural products and enjoy a guided hike in the forest. The guide will indicate the specific nature of Mont Rougemont’s natural resources, the local heritage in the form of stories, and the region’s agricultural know-how. The guide will also highlight the producers’ successes in the realm of sustainable resource management (protection of threatened wooded areas and species). Interested participants are encouraged to bring hiking boots, a plus during even a brief hike.

Cost of the activity: \$10 per person.

**12 noon:** Lunch at Le Fourquet Fourchette de Chambly restaurant. Participants will savour a tasty meal in a unique spot on the shores of the Rivière Richelieu. Le Fourquet Fourchette emphasizes traditional rural Québec and Amerindian products and incorporates into its original recipes the final product of the processing of beer must.

A brief presentation could be made on the concept during dinner.  
Cost: \$35.

**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: \$335 (maximum cost);**
  - **double room: \$530 (maximum cost for two people).**
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### **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.