



**IFAJ Post Congress Tour
Atlantic Canada
Sept. 18-22, 2011**



New Brunswick/Prince Edward Island/Nova Scotia

Welcome to Atlantic Canada

It's hard to believe that after so many years of planning this event, you're finally here! Over the last several years, I've had the chance to meet many of you and become very good friends and colleagues with you. You are some of the people I hold in highest regard in this business and I am thrilled to have you in my home and show you around my neighbourhood.

Canada was built by many of your ancestors and the home that I have today is because of their explorations. They were the ones who set off across the ocean to see what they could discover on the other side -- and it was in Atlantic Canada where many of them first set foot. They built communities along the shorelines and cleared the land to plant crops. During my career in Atlantic Canada, I've visited farmers' fields and seen rock piles that are hundreds of years old, created when the first settlers dug them up from the soil to make room to plant. The fact that I now have the opportunity to walk these shores and fields with you as your host is a great pleasure for me. I look forward to seeing my home through your eyes in the days ahead.

Special thanks to Kari Bryenton of JK Tours for being our tour operator during this trip. Kari has done a fabulous job with all of the details; I knew from the onset we would be in good hands with JK Tours. Thanks also to the members of the Atlantic Canada Farm Writers' Association. There were many times they helped with last minute organizing details.

I wish you a good visit. My primary goal is for us to have a good time. Along the way, I know we'll learn about agriculture in this part of Canada, experience some of the culture and enjoy some great food and drink. Please, come back anytime. You are always welcome.

Sincerely,
Allison

Allison Finnamore, Chair, *IFAJ Post Congress Tour, Atlantic Canada*
President, *Atlantic Canada Farm Writers' Association*
Executive Member, *Canadian Farm Writers' Federation* and *International Federation of Agricultural Journalists*

The Schedule

Sunday, September 18, 2011

- 1 p.m. Lunch and tour at Seawind Buffalo Ranch, Bouctouche
- 4 p.m. Bouctouche Dune
- 5:30 p.m. Dinner at Dune View Inn, Bouctouche
- 8:30 p.m. Check-in at Hampton Inn & Suites Hotel, Moncton

Monday, September 19, 2011

- 8:30 a.m. Meet in lobby for bus departure
- 9:30 a.m. Hopewell Rocks
- 11:30 a.m. Lunch & trail ride at Broadleaf Guest Ranch, Hopewell Hill
- 2:30 p.m. Magnetic Hill Winery, Moncton
- 5 p.m. Drop-off at hotel
- 5:45 p.m. Meet in lobby for bus departure, Shediac
- 7 p.m. Dinner and Lobster Tales boat cruise
- Return to hotel in Moncton

Tuesday, September 20, 2011

- 8:15 a.m. Depart Hampton Inn & Suites Moncton
- 10:15 a.m. Arrive at Green Gables, Cavendish PEI
- 11:30 a.m. Depart Green Gables
- 12:45 p.m. Arrive in St. Peter's Bay for picnic lunch
- 1:15 p.m. Depart St. Peter's Bay
- 1:30 p.m. Arrive at Mikitas Cranberry Bog, Farmington PEI
- 3:30 p.m. Arrive at Townshend Potato Farm
- 6:15 p.m. Dinner at Inn at Bay Fortune
- Return to hotel in Moncton

Wednesday, September 21, 2011

- 8:15 a.m. Meet in hotel lobby for bus departure
- 9 a.m. Belliveau Orchards, Pres-d'en-Haut
- 11 a.m. Depart Belliveau Orchards
- 12:30 p.m. Lunch, Masstown Market
- 2:45 p.m. Rainbow Farms Blueberry Producer, Upper Rawdon
- 4:30 p.m. Depart Rainbow Farms
- 5:30 p.m. Check-in to Lord Nelson Hotel, Halifax
- Evening free

The Details

Sunday, September 18, 2011

The Seawind Buffalo Ranch is located in Bouctouche, New Brunswick, about 60 kilometres northwest of Moncton. Founded in 1990, it is the largest buffalo ranch in Atlantic Canada with over 200 buffalo on 700 acres of land. Website: <http://www.seawindbuffalo.com>. Email: info@seawindbuffalo.com. Telephone: 001 506 743 6200.

The Bouctouche Dunes stretch 12 kilometres across the Bouctouche Bay and features a boardwalk. The Bouctouche Dunes centre was developed to preserve and restore one of the few remaining great sand dunes on the northeastern coastline of North America. Sand dunes are ever-changing, originally formed as plants catch the blowing sand in their roots and force it to pile up. Constant wind, tides and ocean currents reshape the dunes for which many species of marine and aquatic animals and plant life call home. Website: <http://www.irvingecocentre.com>. Email: ladune@nbnet.nb.ca. Telephone: 001 506 743 2600.

The Dune View Inn is located in Bouctouche, which is known as the "Great Little Harbour." Owned and operated by Carson and Nicole Edwards, the inn is a certified member of Écovision Bouctouche, a project with a mandate to further respect and value natural, cultural and community resources in the greater Bouctouche area. Website: <http://www.aubergevuedeladune.com>. Email: duneviewinn@nb.aibn.com. Telephone: 001 506 743 9893.

Monday, September 19, 2011

At **the Hopewell Rocks**, time and tide have carved from the cliffs and coves distinctive sandstone formations topped with trees. During periods of low tide, you can walk two kilometres of beach and explore several coves filled with these flowerpot rocks. At high tide, these curious formations become small islands, surrounded by water. Website: <http://www.thehopewellrocks.ca>. Email: questions@thehopewellrocks.ca.

Broadleaf Farms is a 445-hectare, family owned and operated adventure business located in New Brunswick in the heart of the Bay of Fundy (umm it's not really IN the Bay). The family has been building and expanding the farm since it was first purchased in 1953.

Townshend Potato Company, operated by Peter and Lynn Townshend near Souris, PEI, specializes in growing potatoes for the processing market. He'll tell us about his operation, how he started farming, the environmental practices he's put in place at the farm and how his farm has changed over the years.

Inn at Bay Fortune is known throughout Canada for its innovative use of Island products. The inn has been recognized by Where to Eat in Canada as "the best place to stay on the Island, and certainly the most exciting place to eat." Website: <http://www.innatbayfortune.com>. Email: innkeeper@innatbayfortune.com.

Wednesday, September 21, 2011

Verger Belliveau Orchard is a family owned and operated apple orchard in the historic village of Pre-d'en-Haut in the southeastern region of New Brunswick, and is located about 20 minutes from the City of

Moncton. They specialize in the production, storage, packaging and processing of apples. In addition, they provide packaging and storage services to other growers in the region and are the largest shipper of fresh apples in New Brunswick. Website: <http://www.vergerbelliveauorchard.ca>. Email: info@vergerbelliveauorchard.ca.

The Masstown Market has been on a path of steady growth since it opened in 1969 as a way for farmers to sell directly to customers. The tradition of selling local continues today, even as the business has grown to become a local landmark and a must-stop destination for everyone traveling between New Brunswick and Nova Scotia.

Rainbow Farms Limited, owned by Ronald (Bud) Weatherhead, has over 400 hectares of their own blueberry property, plus they purchase blueberries from other blueberry producers in Nova Scotia. Located approximately 60 kilometres from Halifax in Upper Rawdon, it is ideal for exporting blueberries from the Halifax seaport to our foreign markets. Approximately 70 per cent of their blueberries are exported to other countries. The processing facility is equipped to freeze over 11,000 kilograms of blueberries an hour and their cold storage facilities can hold about 6.8 million kilograms of product. Website: <http://www.rainbowfarms.ns.ca>. Email: bud@rainbowfarms.ns.ca. The farm has been turned from a rundown, abandoned acreage into a successful agri-tourism destination. Website: <http://www.broadleaffranch.com>. Email: info@broadleaffranch.com.

The Magnetic Hill Winery is located in a restored 1867 farm home overlooking the City of Moncton. Their award-winning fruit wines are made from strawberries and raspberries grown on-site and from local New Brunswick blueberries, cranberries and rhubarb and vinted in the cellar of the home. Owners Jeff and Janet Everett are veterans of New Brunswick agriculture, previously operating a strawberry and raspberry farm on the outskirts of the city where customers picked their own fresh fruit. Website: <http://www.magnetichillwinery.com>. Email: info@magnetichillwinery.com.

Shediac Bay Cruises will share everything there is to know about lobster with us. We'll board the boat in Shediac, located about 30 kilometres east of Moncton. We'll experience the Acadian culture, see some traditional lobster fishing techniques that helped shape a way of life in the region, find out how to eat a lobster and then enjoy the catch as we cruise the waters. Website: <http://www.lobstertales.ca>. Email: tours@lobstertales.ca.

Tuesday, September 20, 2011

Each year hundreds of thousands of visitors from around the world visit the site which inspired the setting for L.M. Montgomery to create her beloved tale of a red-haired orphan, **Anne of Green Gables**. We'll learn about the heritage of the area and find out the significance of the Cavendish, PEI, site, as well as the significance of Lucy Maud Montgomery as an author of Canadian historical significance. Website: <http://www.gov.pe.ca/greengables>. Email: greengables.info@pc.gc.ca

Mikita Farms is owned and operated by Mike and Lolitta Whitty. This 10-acre commercial cranberry operation in Farmington, PEI has been in development for the past 12 years and grows modern cranberry varieties that are in high demand by the processing industry and fresh market customers. Harvest usually takes place during the Thanksgiving Weekend in October. The owners host an open house for the public to view the beautiful harvest and to buy fresh cranberries directly from the bog.

Statistics:

Atlantic Canada Agriculture and Agri-Food 2009

Number of farms

NB: 2,776

NS: 3,795

PEI: 1,700

NL: 558

- About 9,000 farms on 1.1 million hectares of land
- 41 per cent of the farmland is crops; the rest is used for livestock
- Agriculture in Atlantic Canada generates \$1.5 billion (Canadian) in farm cash receipts
- About \$3.2 billion (Canadian) is generated in processed product shipments
- Approximately \$1 billion of export business is done in 2009
- The main agricultural industries in Atlantic Canada are potatoes, dairy, poultry, beef, eggs, fruits/berries, vegetables, greenhouse/floriculture and hogs
- Potatoes account for 56 per cent of crop receipts; fruits and berries, 9 per cent Dairy is 45 per cent of livestock receipts; poultry 19 per cent
- Major crops, in order of largest to smallest, are potatoes, barley, blueberries, wheat and oats

Exports from Atlantic Canada

- The United States is the major export destination for Atlantic Canada food
- Other major export destinations: Venezuela, Japan, Germany and Costa Rica
- Key exports: potatoes and potato products, fruit

History

New Brunswick

1534: Jacques Cartier explores the coast of New Brunswick

1604: The first French settlement in North America is founded

1969: New Brunswick becomes Canada's first bilingual province (French and English)

1997: Construction finishes on the Confederation Bridge, creating a permanent link to Prince Edward Island

Population: 729,997

Area: 72,908 square kilometres

Nova Scotia

1497: Explorer John Cabot claims Cape Breton Island for England

1534: Jacques Cartier claims Nova Scotia for the French

1605: French colonization begins

1755: After France gives up the land, French settlers (Acadians) who refused to pledge British loyalty are deported in what's now known as the Expulsion of the Acadians

1912: Halifax, the closest seaport, becomes the final resting place for many Titanic victims

Population: 913,462

Area: 55,284 square kilometres

Prince Edward Island

1534: Jacques Cartier is the first European to discover Prince Edward Island

1720: The French establish a capital city near present-day Charlottetown

1758: Britain gains control of the island and deports Acadian settlers

1867: Government leaders sign an agreement in Charlottetown to join Ontario, Quebec, New Brunswick and Nova Scotia into a new country called Canada

1874: Lucy Maud Montgomery, author of *Anne of Green Gables*, is born in Prince Edward Island

Population: 135,294

Area: 5,657 square kilometres

Newfoundland

1000: Vikings settle along the craggy coast of Newfoundland

1497: Explorer John Cabot, sailing under the British flag, lays claim to Newfoundland for the Tudor monarchs of England

1855: Newfoundland becomes self-governing after being headed by a British governor who only lived there in the summer

1949: Newfoundland and Labrador become Canada's 10th province

1992: The once-plentiful stocks of cod fish reach unprecedented lows due to years of overfishing. More than 30,000 fishermen are out of work

Population: 505,469

Area: 370,495 square kilometres

