INTERNATIONAL STRAWBERRY SYMPOSIUM
TECHNICAL TOURS

WEDNESDAY AUGUST 17, 2016
CIRCUIT #1: ÎLE D’ORLÉANS

Français Gosselin Farm is most definitely a family affair. Louis, Sylvie, and their son Gabriel and daughter-in-law Marie-Hélène work side by side in the strawberry fields. Gabriel is the seventh Gosselin generation on this farm.

The business specializes in growing summer and fall strawberries with plastic mulch as well as tunnels. During the harvest season, a team of over 120 people works to offer top-quality products and service.

From the beginning of June to mid-October, Ferme François Gosselin sells most of its production to wholesalers and retailers. A farm stand and the Farmers’ market in downtown Quebec City complete the selling strategy. For the last 30 years, the farm has been actively involved in strawberry research, development and promotion in Quebec.

ON THE AGENDA:
- THE DIVERSE TECHNIQUES OF FIELD BERRY PRODUCTION - MARKETING AND PACKAGING - NEW DAY NEUTRAL CULTIVARS TASTING - MODEL CROP FORECASTING - FERTILIZING AND IRRIGATION PROJECT - ST-LAWRENCE WATER SUPPLY AND TREATMENT PROJECT


Relais des Pins - https://lerelaisdespins.com
**ONÉSIME POULIOT FARM**

Onésime Pouliot Farm is a seventh-generation family business run by Daniel and Guy Pouliot. The farm employs over 150 people during the growing season.

From June to October, the farm produces berries and other produce that meet the highest standards of taste and quality: summer and fall strawberries, raspberries, sweet potatoes and highbush blueberries.

The owners successfully combine technology and innovation with tradition and expertise that is years in the making. There is also a specialized team dedicated solely to research.

**ON THE AGENDA:**
- **SOILLESS PRODUCTION OF STRAWBERRIES AND RASPBERRIES**

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**CASSIS MONNA ET FILLES**

Cassis Monna et Filles

cassismonna.com

**ON THE AGENDA:**
- **OVERVIEW OF THE BUSINESS AND BLACKCURRANT PRODUCT TASTING**

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**MONTMORENCY FALLS PARK:**

CIRCUIT #2: QUEBEC CITY’S SOUTH SHORE

7:30 a.m. — Departure from Quebec City Convention Centre, 1000, boul. René Lévesque Est, Quebec City, G1R 5T8 (Promenade Desjardins)

8:30 A.M. — LES PRODUCTIONS HORTICOLES DEMERS:
796, chemin Vire-Crêpes, Saint-Nicolas, G7A 1Z6

12:00 A.M. — LUNCH AT CARREFOUR DE L’ÉRABLE:
1280, avenue Trudelle, Plessisville, G6L 3K4

2:00 P.M. — FRAISIÈRE TALFOR:
775, route 116, Plessisville, G6L 04E

6:00 p.m. — Arrival at Quebec City Convention Centre, 1000, boul. René Lévesque Est, Quebec City, G1R 5T8 (Promenade Desjardins)

For the last 50 years, the Demers brand has embodied creativity, authenticity and respect. The business can be summed up in one short phrase: red fruits, green farming.

The red fruits grown on this farm — tomatoes, strawberries and raspberries — are grown from meticulously selected cultivars and handpicked with care.

The company also uses the following environmentally friendly growing techniques:
- Insect predators to fight insect pests
- Greenhouses heated with biomass waste
- Heat reservoirs to store energy produced during the day and release it into the greenhouses at night

ON THE AGENDA:
- VARIOUS FIELD PRODUCTION TECHNIQUES
- TOUR OF RASPBERRY HIGH TUNNELS
- FARM STAND

1
LES PRODUCTIONS HORTICOLES DEMERS
phdemers.com

2
CARREFOUR DE L’ÉRABLE
http://plessisville.quebec/tourisme/carrefour-de-l-erable/
For the last decade, the Talbot family has grown strawberries, as well as raspberries and vegetables. Their friendly farm gate stand offers a wealth of products made from the day’s harvest. It is one of the rare businesses in the region that offers farm tours in which visitors can see the farm alongside employees.

The owners, Claude and Josée Talbot, are involved in many research projects and constantly strive to reduce the environmental footprint of their farm. They also run trials of new cultivars.

ON THE AGENDA:
- OPTIMIZING SOILLESS PRODUCTION OF DAY-NEUTRAL STRAWBERRIES
- ADAPTATION TRIAL OF HIGH-YIELDING LONG CANE RASPBERRIES
- TRIAL OF NON-WINTER-HARDY BLACKBERRY CULTIVARS IN SOILLESS CONDITIONS

CIRCUIT #3: MONTREAL AREA

7:00 a.m. – Departure from Quebec City Convention Centre, 1000, boul. René Lévesque Est, Quebec City, G1R 5T8 (Promenade Desjardins)

8:30 A.M. – CAMPANOPOL ORGANIC FARM:
310, Rang Sud, Ste-Geneviève-de-Batiscan, G0X 2R0

11:30 A.M. – LUNCH AT PRODUCTION LAREAULT:
90, rue Lareault, Lavaltrie, J5T 3G9

2:30 P.M. – FRAISEBEC:
420, rang Lepage, Sainte-Anne-des-Plaines, J0N 1H0

4:00 p.m. – Arrival at Montreal International Airport, Montreal

6:30 p.m. – Arrival at Quebec City Convention Centre, 1000, boul. René Lévesque Est, Quebec City, G1R 5T8 (Promenade Desjardins)
Since its foundation in 1978, FraiseBec has grown into Canada’s largest strawberry producer. The business also grows field and high-tunnel raspberries. The company boasts over 58 hectares of strawberry fields, 8 hectares of raspberries, and employs nearly 300 people in peak season.

FraiseBec has received numerous prizes and distinctions and is now considered one of the leaders in Canada’s strawberry industry. The company’s innovative methods are used by many farmers across the country. FraiseBec has always invested in strawberry research and development to stay ahead.

FraiseBec products are distributed all over Quebec and parts of Ontario in fruit stores, fruit stands, and farmers’ markets.

ON THE AGENDA: RESEARCH PROJECTS IN PROGRESS - DAY-NEUTRAL STRAWBERRY PRODUCTION - LARGE-SCALE STRAWBERRY MARKETING

Campanpol Organic Farm is more than just a farm, and more than just a business too. It’s a team of engaged and dynamic people, a family that has been at the heart of the action for 25 years now — with an eager new generation coming up through the ranks working to hone complimentary skills in its areas of expertise.

The business has been certified organic since 1985. Today, over forty varieties of fruits and vegetables are grown, in both fields and greenhouses, at its location in Sainte-Geneviève-de-Batiscan. With a strong tradition of family farming and a farm stand since the very beginning, the team at Campanpol Organic Farm constantly seeks to develop and innovate in order to better meet its customers’ needs and expectations.

ON THE AGENDA: CHALLENGES OF GROWING ORGANIC STRAWBERRIES IN QUEBEC - DIRECT-TO-CONSUMER SALES - A DIVERSIFIED AND PRODUCTIVE FARM

For over 60 years, Production Lareault has specialized in propagating strawberry and raspberry plants, of which 60 percent are for export. The nursery is ideally suited to growing high-quality strawberry plants early in the season. Lareault is involved in research with different industry partners from Quebec, Canada, North America and Europe.

Lareault began as a local strawberry plant supplier. It later distinguished itself as a leader, helping to develop the provincial certification program. Today, the company works with universities and companies across Quebec, Canada and the United States, including an in vitro culture laboratory.

ON THE AGENDA: NEW SHELTERED AND SOILLESS FRUIT GROWING TECHNIQUES - INNOVATIONS FOR EXTRACTING AND PREPARING PLANTS - GENETIC IMPROVEMENT, SELECTION AND CREATION OF CULTIVARS
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iss2016-quebec.org