



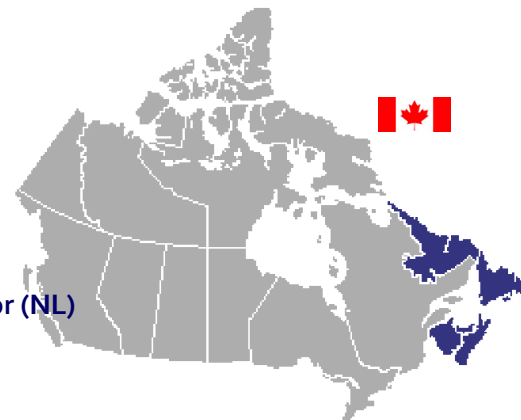
Economic Information Observatory
a regional cooperation project between
Atlantic Canada and **Saint-Pierre and Miquelon, France**

Gastronomy and Local Flavors



Atlantic Canada (p.1-4)

Saint-Pierre and Miquelon / France (p. 5--)



Gastronomy and Local Flavors

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The provinces of Atlantic Canada possess a **rich culinary tradition** that reflects the diversity of the communities inhabiting the region. This tradition continues to inspire local chefs to draw from their abounding **gastronomic heritage** in order to revisit old favorites or to create entirely new flavors, using the bountiful food resources available locally. Lovers of **traditional** or **trendy cuisine** will be enchanted by the sheer variety of flavorful and savory dishes which have made the renown of the Atlantic Canadian food scene. From celebrated family tables to internationally-rated restaurants and culinary festivals spicing up the cultural and artistic landscape of every province all year round, Atlantic Canada offers many gastronomic options that are sure to whet the appetite of connoisseurs and food enthusiasts alike.

Atlantic Canada Organic Food Network :

► Atlantic Canadian Organic Regional Network (ACORN)—NB

<http://www.acornorganic.org/>

► Canada Organic Trade Association

<https://www.ota.com/canada-ota/>

► PEI Certified Organic Producers co-operative

Since 2002, the organization has grown to more than 40 members; (in total, PEI counts more than 60 certified organic producers)

► Organic production in NB

In 2017 in NB, more than 55 businesses offered certified organic products. Organic vegetable and maple syrup producers represent a large part of this sector, and the province also has several organic food and non-food processors.

► Organic Agriculture Centre of Canada-Dalhousie University (NE)

► **TNL**—Although only two farms in NL were certified organic at the start of 2016, many farmers there have been using organic production methods for some time. In light of consumer interest in organic products, many of these farmers are likely to consider undertaking the certification process in the near future if they have not done so already.

Slow Food International / Slow Food Canada

<http://slowfood.ca/fr/>

Slow Food is a non-profit, eco-gastronomic member-supported organization. On the international level, Slow Food has some 100,000 members belonging to 1,500 "convivia," or local chapters. Its approach is based on a concept of food that is defined by three interconnected principles: good, clean and fair. It seeks to protect and promote people's food heritage. After taking root in Canada more than a decade ago, the Slow Food movement today counts approximately 1,300 members of 30 or more convivia active across the entire country.

NB

Slow Food Cocagne Acadie / Slow Food Miramichi River / Slow Food Saint John

NS

Slow Food Nova Scotia / Slow Food Nova Scotia Mainland / Slow Food Northumberland Shore (2010) / Slow Food Youth Nova Scotia (in 2016, **Wolfville, NS** became third municipality in Canada to earn the **Cittaslow** distinction)

Training Schools and Programs

PEI

► Culinary Institute of Canada, Holland College

<http://www.hollandcollege.com/culinary-institute-of-canada/>

Programs offered: Culinary Arts; Pastry Arts; Certified Culinary Scientist Preparatory Courses; International Hospitality Management

NB

► Collège communautaire du NB

<http://ccnb.ca/>

Programs offered: Culinary Arts (Edmunston Campus); Professional Cuisine (Edmunston Campus; Acadian Peninsula Campus)

► New Brunswick Community College

<http://nbcc.ca/>

Program offered: Culinary Arts (St. Andrews Campus); Culinary Arts Management (Moncton Campus)

NS

► Nova Scotia Community College

<https://www.nsc.ca/>

Programs offered: Culinary Arts; Culinary Management

As of September 2016, the NSCC, via its Port Hawkesbury campus, also offers a culinary arts program with a Ship's Cook concentration, the only Transport Canada-certified course of its kind available in the Maritimes

► Acadia University, School of Nutrition and Dietetics

<http://nutrition.acadiau.ca/home.html>

Program offered: Bachelor of Science in Nutrition (program certified by the Partnership for Dietetic Education and Practice)

NL

► Cook – College of the North Atlantic

<http://www.cna.nl.ca/program/cook>

Program offered: Professional Cuisine « Cook » (professional program certified « Red Seal »)

► Memorial University

<http://www.mun.ca/>

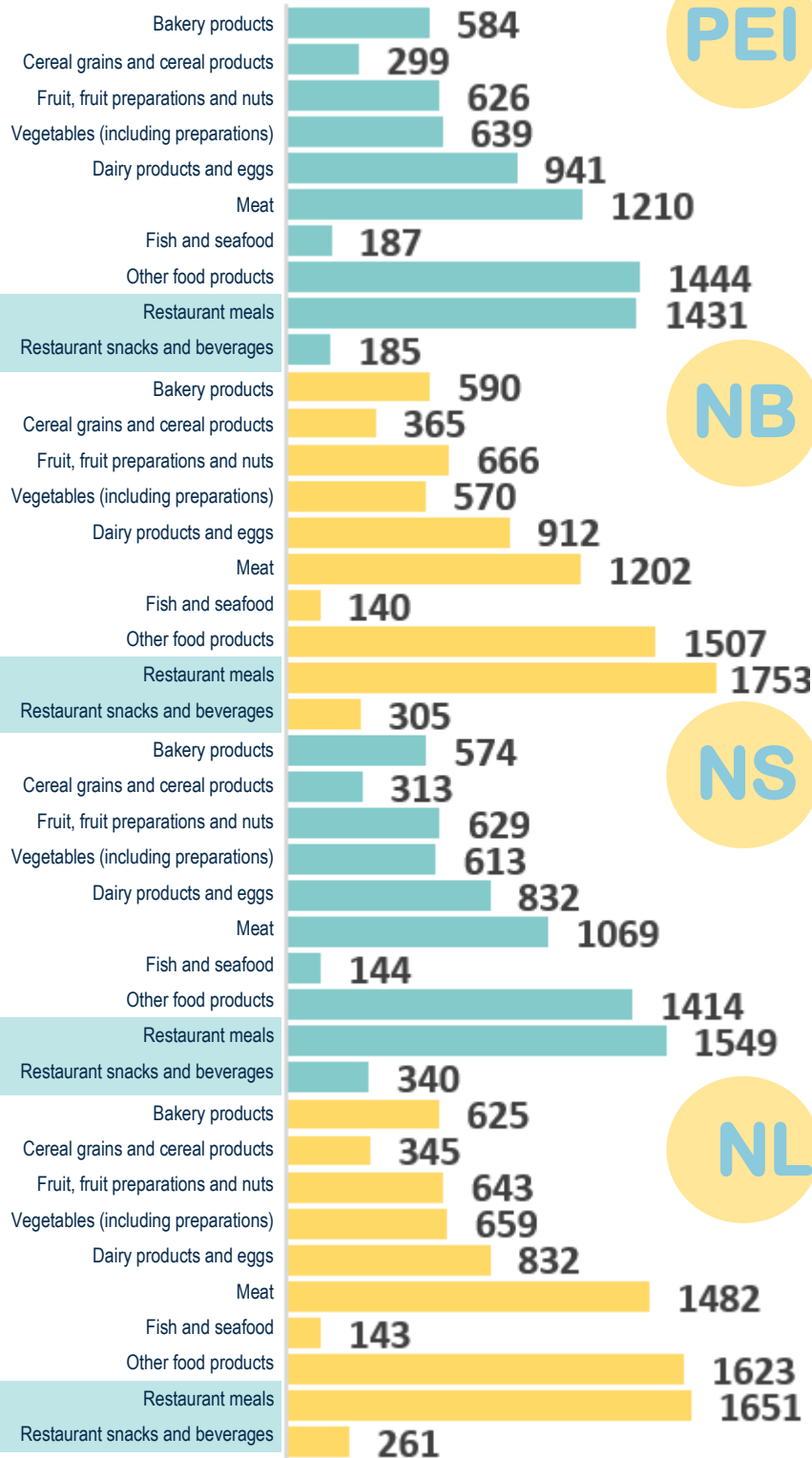
Program offered: Certificate in Food Studies



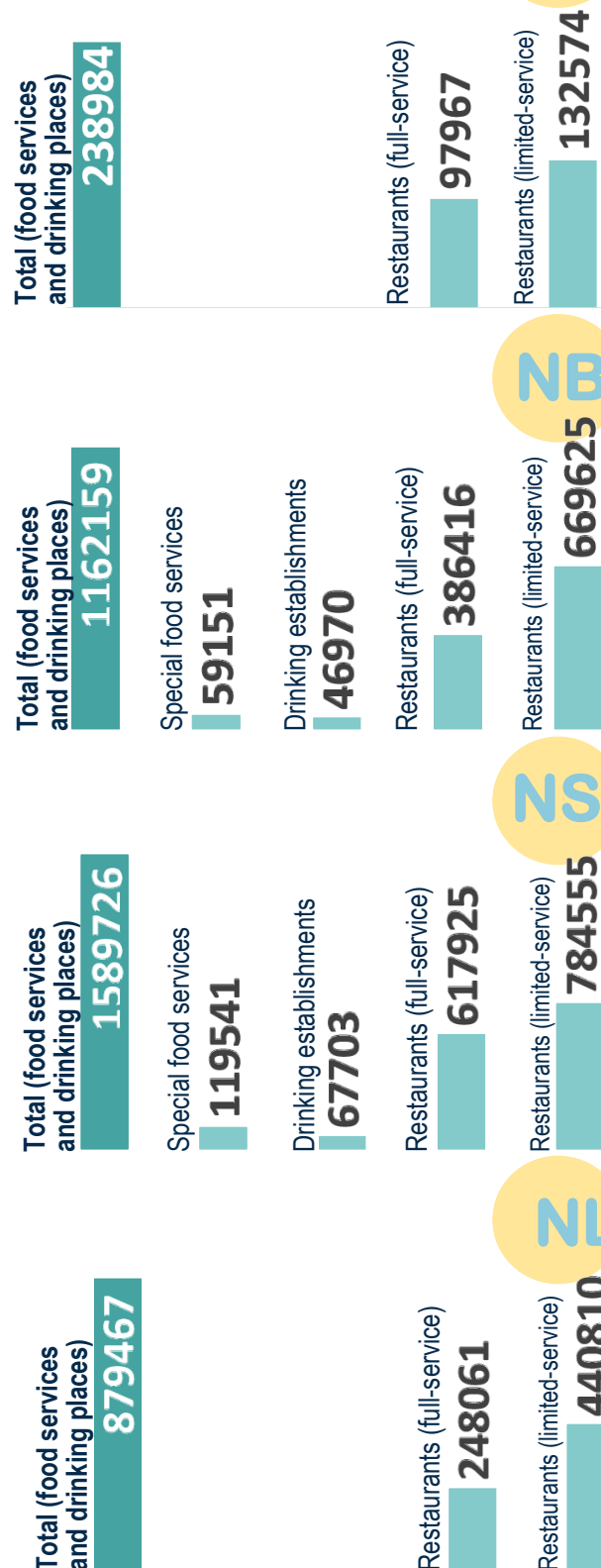
Household food spending and hospitality revenues

The **Canadian organic food sector** has experienced dramatic growth over the past few years and the total number of organic farms has increased by 66.5% since 2001. In 2017, the Canadian organic food sector is the 5th largest in the world and accounts for 4980 farms, 11167 agricultural workers, 24 million acres of organic farmland, \$4.7 billion in sales figures.

Annual average household food expenditure (figures in \$; start 2016)



Revenues of restaurant services and drinking places (data in thousands of \$; 2016)



Celebrating culinary tradition through artistic and cultural events

PEI Fall Flavors Festival

<http://peishellfish.com/>

For 10 years, this famous culinary festival has brought true Island flavors and local products to the forefront. Between September 1st and October 1st, a host of culinary events and activities are organized all over PEI, offering visitors authentic experiences around the theme « Taste of Coastal Communities ». Activities are also taking place as part of two flagship Fall Flavors events: the PEI International Shellfish Festival and Feast & Frolic.

Dinner Theater (PEI)

This innovative concept has gained increasing popularity throughout the Island and has been adopted by a growing number of theater halls, offering audiences the opportunity to enjoy the best of two worlds, in the form of a fine meal during a live performance. During the summer season, visitors can choose from a variety of dinner-theater options: Acadian Musical Village (Abrams Village); King's Playhouse (Georgetown); Feast Dinner Theater (Summerside/Charlottetown); the Stompin' Tom Center (Skinners Pond).

Food and Wine (NB), World Wine and Food Expo

<http://www.expovins.ca/index.php/>

Second oldest festival of its kind in the country, The World Wine and Food Expo celebrated its 27th anniversary in 2017. The perfect opportunity for wine lovers to partake in activities combining a love of good cheer and fine food with wines carefully selected for the occasion. Scheduled events include a dining tour-de-force presented by established and up-and-coming chefs; food seminars; meals and tastings.

Indulge – St. Andrews-by-the-Sea

<http://indulgenb.com/>

Taking place over an entire weekend, this event showcases the culinary creations of the province's best chefs, made from quality local ingredients supplied by New Brunswick producers. It also features wines, beers and spirits made in the region.

Devour! Film and Feast (NS)

Devour! The Food Film Fest is a feast for the senses for film fans and foodies. It's an opportunity to view entertaining international films, documentaries and shorts, while also celebrating food and raising awareness about the impact of today's food culture and food systems on people's lives. This festival has gained global attention both for its wine, seafood, agricultural produce and value-added products from across Nova Scotia and for its recognition of local expertise. It provides the Nova Scotia food sector a tremendous springboard for reaching new markets and the tourism industry an exciting growth opportunity.

The Roots, Rants, & Roars Festival – Elliston

Against a backdrop of food and culture, land and sea, this culinary event is a regional celebration of the best of all that NL has to offer. Over three lively days, a spotlight is shone on local products, wines, producers, music and the Newfoundland landscapes shaped by the land and the sea. Signature festivals events such as Cod Wars and the Food Hike showcase the contributions of locally and nationally renowned chefs, while also featuring performances by major talents.

Calendar of Events

• Roots, Rants, & Roars

<https://www.rootsrantsandroars.ca/>

September 14 - 15, 2018, Elliston (NL)

Traditional meals, local culture and folklore

• PEI International Shellfish Festival

<http://peishellfish.com/fr/>

September 13 - 16, 2018, Charlottetown (PEI)

Flagship event showcasing the Island's authentic flavors and traditions and offering four days of food tastings, competitions and awards

• The Gathering

<http://thegatheringburlington.com/>

August 23 - 25, 2018, Burlington (NL)

Preparation of local meals, music and the great outdoors

• 2017 ACORN Conference

<http://www.acornorganic.org/>

November 27 - 29, 2017

Truro (NS)

Three days of conversation grounded in the four organic principles: Health, Care, Fairness and Ecology

• World Wine and Food Expo

<http://www.expovins.ca/index.php/fr/>

October 28 - November 4, 2017, Moncton (NB)

Wine and food seminars, tastings and dinners

• Atlantic Food Summit

<http://www.perennia.ca/atlanticfoodsummit/>

October 26, 2017, Truro (NS)

Meeting of food sector leaders focusing on issues such as growth opportunities, market access, brand recognition on the world stage and keeping food at the forefront of regional economic success

• Devour! The food Film Fest

<https://devourfest.com/>

October 25 - 29, 2017, Wolfville (NS)

For its 7th edition, the festival is 5 days packed with 99 events including 72 films, 3 celebrity chef dinners, tastings, workshops and more

• Chocolate Fest 2017

<http://chocolate-fest.ca/newsite/>

August 5 - 12, 2017, St. Stephen (NB)

First held in 1984 and taking place the first week of August each year in St. Stephen, Chocolate Fest is an event like no other. Canada's oldest family-owned candy company, Ganong Bros. Ltd. was founded in that town in 1873. In 2000, St. Stephen was officially registered as « Canada's Chocolate Town »

• Eating Heritage Festival/Slow Food in Canada Summit

<https://www.eatingheritage.ca/accueil>

May 10 - 14, 2017, Moncton (NB)

Canada's most important gastronomic festival, the event brings together more than 100 foodie delegates from across the country. The roster of activities includes over 20 workshops, 8 rural tours, 15 tastings and 20 presentations featuring exciting new products

Local Flavors for a *Winter Holidays Menu*

Appetizers:



- Farmed blue oysters (PEI)
- Malpeque oysters (PEI)
- Fried clams (NB)
- Clam chowder (NB)
- Seafood bisque chowder (NS)
- Bay of Fundy lobster rolls (NB)
- Cod tongues and cheeks (NL)
- Fish cakes (NL, Mi'kmaq)
- Moose soup (NL)

First Course – Sea:

- Arctic char (NL, Inuit)
- Atlantic salmon (NB)
- Cod au gratin (NL)
- Giant Digby scallops (NS)
- Trout, haddock (NS)
- Halibut, hake (PEI)

Second Course – Land:

Side Dishes:



- Wild game meatballs (NB, Mi'kmaq)
- Moose sausages (NL)
- Island beef (PEI)
- Duck, farmed goose (NS)
- Deer *cipâte* (*cipaille*, *six-pâtes* meat pie) (NB)
- Mushrooms (common chanterelle, conical morel, lobster mushroom, shaggy mane mushroom, horse mushroom, swollen-stalked cat mushroom)
- Corn
- Squash
- Fiddleheads
- Traditional bannock (flat bread; Aboriginal specialty)
- Dulse (dark red edible seaweed) (NB, major exporter)
- Potatoes
- Cabbage
- Wild rice
- Root vegetables (carrot, parsnip, turnip, beet)
- Cranberries

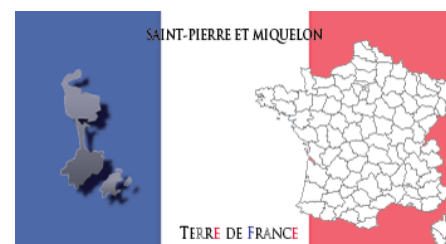
Vegetarian options:

- Hodge Podge (NS)
- *Bouilli de légumes* (traditional vegetable stew) (NB)

Desserts



- Blueberry bannock bites (Aboriginal specialty)
- Ployes (buckwheat pancakes) with maple syrup (NB)
- Chocolate potato cake (PEI)
- Blueberry Grunt (NS)
- Partridgeberry Pie (NL)
- Toutons with melted butter and drizzled molasses (NL) (Breakfast or brunch)



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Local consumption and short supply chains

In an era of globalized consumption, marked by **standardized** tastes and demand for **identical food products** around the world, **gastronomy** has already begun to move in the opposite direction: **local specialities, regional produce, traditions and "terroir"**.

New consumer trends in France...:

- **Locavore movement:** The priority is to **buy direct** from **local farmers, fishermen and producers**. Locavores are mindful of creating and sustaining local jobs.
- **Short supply chains:** The term "long" or "short" supply chain refers to the **number of middlemen** between producer and consumer. Unlike selling to agribusiness, which demands the lowest possible purchase price, direct selling (with short supply chains) gives local producers more freedom and promotes their products and expertise. Although the food market remains dominated by supermarket retailing, short supply chains have come back in force in recent years in response to consumer demand and economic, social and environmental issues.

... and new forms of marketing:

To embrace these new trends, several distribution channels are aiming to help everyone **consume better and local**. They include

- **Online farmers' markets:** click and collect **websites** that enable consumers to **order local farm produce online** and collect it from a given point on a given day, perhaps taking the opportunity to meet local producers
- **Farm shops:** **retail outlets** run by **local producers**, who sell produce directly from their farm.

For more information, the webpage <http://agriculture.gouv.fr/consommation-manger-local-partout-en-France> presents many of the local, regional and national initiatives prioritizing short supply chains in France.

French gastronomy



In 2010, **French gastronomy** was added to the **UNESCO Representative List of the Intangible Cultural Heritage of Humanity**.

Important elements of a typical French gastronomic meal include "the careful selection of dishes from a constantly growing repertoire of recipes; the purchase of good, preferably local products whose flavours go well together; the pairing of food with wine; the setting of a beautiful table; and specific actions during consumption, such as smelling and tasting items at the table. The gastronomic meal should respect a fixed structure, commencing with an aperitif (drinks before the meal) and ending with liqueurs, containing in between at least four successive courses, namely a starter, fish and/or meat with vegetables, cheese and dessert." For more information: <https://ich.unesco.org>



National events:



France is striving to protect its heritage despite changing lifestyles. School meals are designed as an educational experience in themselves. And October's annual **Semaine du Goût** encourages children to try as many flavours as possible.



The **Fête de la Gastronomie** launched by the Ministry of the Economy, Industry and Digital Sector in 2011 is an event celebrating French gastronomy. It is held annually on the last weekend of September and aims to promote the incredible diversity of French cuisine. For more information: <https://www.economie.gouv.fr/fete-gastronomie/accueil>

Overseas French gastronomy

Creole, Reunionese, Guianan, Polynesian...

French gastronomy covers so much more than the mainland. The sweet, savoury, colourful and spicy cuisine from France's overseas territories provides a mix of cultures and an exotic experience for the taste buds.

The third **Salon de la Gastronomie des Outre-Mer et de la Francophonie** will be held at Paris's Palais des Expositions on 2-4 February 2018. It aims to promote and showcase the culinary wonders of France's overseas cuisine.

For more information: <http://sagasdom.com/>

EU quality labels



The food products produced in the European Union (EU) reflect the huge diversity of Europe's traditions and regions. To protect and promote products presenting with specific characteristics associated with their geographic origin, as well as traditional products, the EU has created quality labels: PDO, PGI and TSG.



The **Protected Designation of Origin (PDO)** label applies to products produced, prepared and processed in a determined geographic area, using recognized expertise and following particular specifications.



Appellation d'origine contrôlée (AOC) certification protects products of French "terroir" against counterfeits and imitations. Since 2012, only **wines have been authorized to use this logo**. Once registered at European level, other food products must now use the PDO label.



More flexible than PDO, the **Protected Geographical Indication (PGI)** logo ensures that at least one production stage takes place in a specific geographic area. Therefore, PGI applies to products whose quality or reputation is associated with the geographic area in which they are produced or prepared, but whose ingredients may come from elsewhere. Examples: Guérande sea salt and Provence honey.



The **Traditional Speciality Guaranteed (TSG)** logo highlights a traditional recipe, ingredient or production method, without restricting the product to a specific geographic origin.

France's National **Institute of Origin and Quality (INAO)** examines new product applications for PDO, AOC, PGI and TSG; it supervises quality controls on all these logos and protects the products from imitations. Website: <https://www.inao.gouv.fr>

Value-adding statements (e.g. "mountain", "farm", "produit pays") are used to promote agricultural and agri-food products. The **"produit pays" logo** is restricted to products for which all processes, from production to packaging, are carried out in a French overseas territory.

The filets of fish and scallops packed by **SNPM in Miquelon, from the company Pêcheurs du Nord**, carry the **"produit pays" logo**.

In France, official identification of origin has been granted to:

- **141 PGI** food products
- **74 PGI** wine products
- **103 PDO** food products, including 45 PDO for cheeses
- **366 PDO/AOC** wines (441,200 ha of vineyards with AOC certification in France)
- **1 TSG** (Bouchot mussels)

Sources: List of PDO, TSG and PGI products per European country: (<http://ec.europa.eu/agriculture/quality/door/list.html>) and INAO website

Brasserie Artisanale de l'Anse



Laura and Gwenaël's **Brasserie Artisanale de L'Anse**, the first brewery to open in the archipelago and more specifically on **Miquelon**, springs from their shared passion for craft beer. Their real ale **Miqu'Ale** soon found its place in the crowded local market, which is well stocked with American and European beers. **Their recipe for success: high quality and local production.**

Interview with Laura:

Your company is very young; how did the business get off the ground?

"We're surprised that our beer has been so successful. We launched our first product in August 2017. We started off with a lager, which has 6.2% ABV and is largely brewed with a low-colour malt. We've recently released a red ale that's been as well received as the lager."

Which distribution channels do you use to sell your beer?

"We focus on selling to local businesses. We don't sell many direct because our batches of beer are soon snapped up by stores on St Pierre and Miquelon. I put some Miqu'Ale aside specially to sell at Miquelon Christmas market."

How do you plan to grow your business next year?

"We've recently bought a new tank, taking production up to 900 litres every six weeks. For 2018, we plan to produce a white beer, a brown beer and an IPA (*India Pale Ale*), which will lead us to double the production next year to reach 1800 litres every six weeks (length of a production cycle, from hopping to refermentation in the bottle). We also plan to sell our beer in pressure barrels. In fact, I'm going to have some training on the mainland in March to find out more about the techniques involved in beer brewing and running a brewery."

Visit the **Brasserie Artisanale de L'Anse** at: <https://www.facebook.com/Brasserie-Artisanale-de-lAnse-1379683935414406/>

The **number of breweries in France, estimated at 1,300**, has risen sharply in recent years due to the **explosion in microbreweries***. "In the last twelve months, the rate has been **one a day**," announces the President of the National Union of Independent Brewers.

The craft beer craze is a **global phenomenon**. Craft beer producers are thriving around the world and **rewriting the rules of a market** that had been dominated by major international groups. Craft beer is **a popular product**, even though it can cost more than mass-produced beer.

By prioritizing small businesses and local cafés, hotels and restaurants, microbreweries can escape the price pressure driven by mass-market retailing. They can then sell their beers at a higher price, which customers agree to pay in order to have a unique, locally produced product.

*A microbrewery produces less than 100,000 litres annually.

Local festive products



Christmas and New Year menu featuring local specialties

In **green**: products prepared by local companies or artisans and widely enjoyed during the Christmas and New Year period.

In **red**: products produced or caught locally, or typically bought for processing, and used in traditional Christmas and New Year meals.

Aperitif

- Pâté or supreme of **sea urchin**
- **Wide range of artisanal tapenades, mousses, terrines and rillettes, Mon Chef products.** Website: <http://www.monchef.net>
- **Spruce beer from Mon Chef**
- Sweet white wine made from **dandelion**

Starters

- Terrines of **snow crab** with **lobster** bisque (direct sale of seafood: [f Organisation Professionnelle des Artisans Pêcheurs Saint-Pierre et Miquelon](#))
- **Smoked salmon, smoked scallops and boudins of salmon, scallops or lobster from Pêcheries Paturel** [f Poissonnerie Paturel](#)
- **Fois gras from La Ferme de l'Ouest.** Website: <http://www.lafermedelouest.com/>

Mains

- **Duck breast from La Ferme de l'Ouest**
- Haunch of **venison** with garden **potatoes**

Cheeses

- **Wide range of goats' cheeses from Le Grand Large** [f Le Grand Large](#)

Desserts

- **Chocolates, macarons and Yule logs from Guillard** [f Guillard Gourmandises](#)
- **Truffles and Yule logs from Girardin** [f Boulangerie Pâtisserie David Girardin](#)
- **Macarons and Yule logs from L'Univers Sucré-Salé de Laurie** [f L'Univers Sucré-Salé de Laurie](#)
- **Macarons and Yule logs from Coco Gâteaux** [f Coco Gâteaux](#)

Digestifs

- Various liqueurs made from **cloudberry, strawberry, raspberry, blackberry, ...**

INTELL-ECHO



Are you seeking business opportunities in this sector?
CACIMA and FCCC-AN can facilitate your business prospection process and help with establishing new partnerships
(targeted information and network contacts)

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