



You are invited to a special session

**Unlocking the Value of the Nova Scotia
Wild Blueberry Industry
Helping you find and unlock the value in the Nova Scotia wild
blueberry crop to increase profits**

Date and location:

- Thursday November 17, 2016 | Best Western, Glengarry Hotel, Truro | 1 to 4pm

Target Participants:

- Current small and medium-sized wild blueberry producers and/or processors
- Those producers considering further processing

Registration:

- Pre- Registration required by November 10th, 2016 by contacting Gail at (902) 678-7722 | gwalsh@perennia.ca

Looking at Options. Discussing Opportunities.

This interactive afternoon will hopefully provide you with new information, a opportunity to discuss and formulate ideas, and learn about options for moving forward to maximize the value of your operation, create new efficiencies and/or produce new products. During our time together we will:

- Review the current industry
- Look at some ways others have added value to wild blueberries
- Discuss opportunities that may best suit the sector and what market trends make sense for Nova Scotia producers to pursue
- Some funding paths and next steps to support advancing your ideas



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Agenda

12:30 – 1 pm – Registration & Welcome (1 PM start)

1:15-1:45 pm – Snapshot of the Wild Blueberry Sector

Peter Burgess, Horticulturist, Perennia Food and Agriculture Inc.; and

Peter Rideout, Executive Director, Wild Blueberry Producers Association of Nova Scotia

During this session, participants will:

- Gain insight regarding the NS Wild blueberry sector from a production perspective (Burgess)
- Learn about market opportunities of the Nova Scotia Wild Blueberry Sector (Rideout)

1:45 – 2:30pm – What is Product Innovation?

Nova Scotia Industry Perspective: Peter Van Dyk, Van Dyk's Health Juice Products Ltd.

- Learn what steps are required to make the transition to commercial value-added production and examples of best practices

International Perspective: Mike Nicholas, Nicholas and Knight Ltd (via Skype)

- Gain an understanding of how innovation pertains to your business and what products and approaches are trending

Local Infrastructure & Services Perspective: Eric Albert, Perennia Food and Agriculture Inc.

- Learn what opportunities/infrastructure is available at Perennia for creating value in your operation

Funding Perspective (agriculture focus at this point): NSDA and AAFC

- Learn what the funders are seeing in terms of Innovation and finding value in the industry

2:30-2:45 pm – Nutrition break

2:45-3:30pm – Ideas for unlocking the Value in the Nova Scotia Wild Blueberry crop

Facilitated Session

During this session, participants will share their thoughts on:

- What kinds of things create more value from available crop?
- What market trends make sense for Nova Scotia producers to pursue?
- What is needed for me to transform my business to take advantage of these opportunities?
- What areas are of interest for you to look into pursuing?

3:30 – 4pm – Next Steps



About Perennia Food and Agriculture Inc.

Perennia is pleased to be supporting WBPANS in this exciting initiative.

Perennia’s mission is to help farmers, fishers and food processors be prosperous and profitable.

Perennia’s services are grouped under three major areas: field services, quality and food safety and product development and commercialization. Our staff is trained to assist in areas such as: new product development, product and process improvement, packaging options, nutritional analysis, shelf-life determination, food safety program development and international food safety scheme certifications. Our facilities include: microbial, analytical and product development labs, as well as a pilot plant for small

scale processing and incubation suites for start-up food and bio-related companies.

Perennia Innovation Centre grows your business



Perennia Innovation Centre

You need to start somewhere. And, this is a great place to start.

The Perennia Innovation Centre helps producers, processors and new food entrepreneurs create a new food or nutraceutical products, or improve current products or processes. It also offers food producers access to pilot scale equipment that may be cost prohibitive for them to purchase on their own, and has a number of incubation suites for food and bio-related start-ups requiring incubation space and technical support.

Perennia has a team of more than 30 specialists covering most aspects of food production from source to consumer. Please visit www.perennia.ca for more information and to connect with the team.