



Unlocking the Value of the Nova Scotia Wild Blueberry Industry

Thursday November 17, 2016

Best Western, Glengarry Hotel, Truro from 1 to 4pm



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