



20<sup>TH</sup> INTERNATIONAL FARM  
MANAGEMENT CONGRESS  
QUEBEC, CANADA  
20<sup>e</sup> CONGRÈS INTERNATIONAL  
DE GESTION AGRICOLE

July 12 TO 17  
2015



## *HEALTHY AGRICULTURE FOR A HEALTHY WORLD*

What are the implications for agriculture and farmers in feeding a hungry world?  
For sustaining healthy farm businesses? Healthy agriculture? Healthy people?

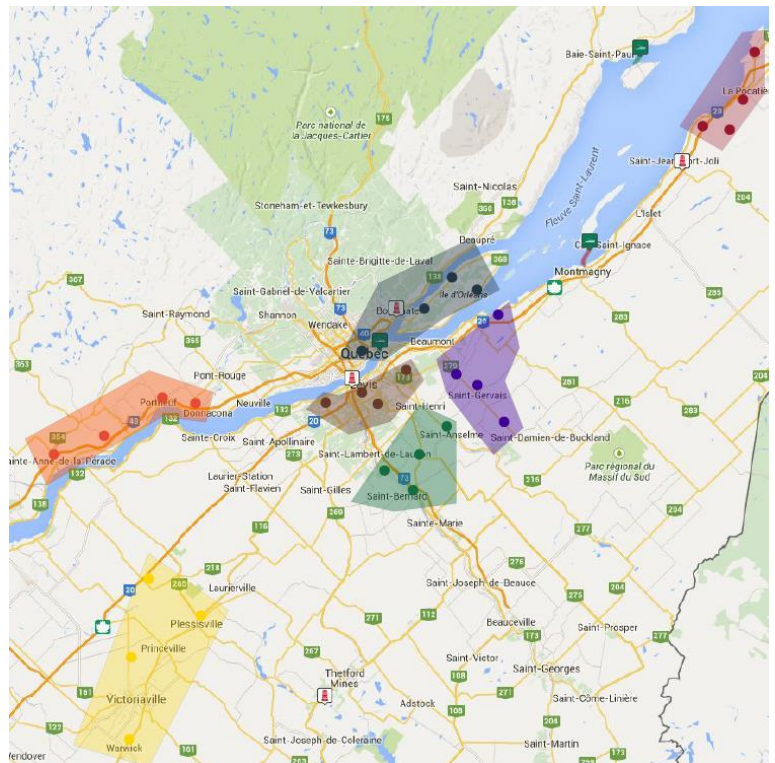
[www.IFMA20.org](http://www.IFMA20.org)

## FIELD TRIPS

Field trips will take place on **Tuesday, July 14**, and **Thursday, July 16**, as part of the Congress proceedings. The same field trips are repeated on both days and participants are asked to give their top two preferences for both days during registration.

For this Congress, the field trips have been divided into circuits that each cover an agricultural region surrounding Quebec City. Each circuit will cover a variety of types of agricultural production and agri-food related industries.

Field Trips will begin at 8:00 a.m. and end at approximately 6:00 p.m. All buses will gather participants at the Palace Royal Hotel and the Laval University Campus (exact location will be provided). Snacks and lunches will be provided.



Field Trip Sponsor:



**Desjardins**  
Business

Cooperating in building the future

## FIELD TRIP 1 - BEAUCE



Located South of Quebec City, Beauce is part of the Chaudière-Appalaches region. The Chaudière-Appalaches region is a territory of over 15,000 km<sup>2</sup> with 9 regional county municipalities (MRC), including Beauce, Bellechasse and the South Shore of Quebec. It has approximately 406,000 inhabitants, representing 5.1% of the Quebec population. The agricultural area in this region covers 1,023,954 hectares or 68% of the territory. A strong agri-food industry creates 33,400 jobs and a gross domestic product (GDP) of \$ 1.52 billion, nearly 9% of Quebec's GDP. Agriculture is at the heart of the economic and social vitality of the region. Indeed,

the Chaudière-Appalaches region is the second largest producer of the agri-food sector in Quebec. The agricultural GDP of the Chaudière-Appalaches region can reach up to \$560 million. The region boasts over 5400 agricultural businesses, which corresponds to 19% of all Quebec farms. Agriculture here accounts for over 9500 jobs. From small artisans to large factories, the regional food processing industry has performed well through innovative business and high-quality foods that satisfy the most demanding taste buds. The region hosts 140 food processing companies that create more than 5,000 jobs. Industry exports reached \$1.93 billion, or 8% of Quebec's total exports.

**Lunch at La Cache à Maxime:** Years ago, a "cache" was used to hide precious goods. The cache was also used as a cupboard where the best food products were stored for special occasions. This tradition inspired the founders of La cache à Maxime. Formally a winery, the beautiful country estate now combines a reputable high-end restaurant serving local "terroir" products, receptions halls, tourist accommodations, the Noah Spa and a boutique selling agri-food products.

### **Ferme Jean Lambert (Crops, Cattle & Poultry)**

This farm tells the story of a family of producers from Quebec that perpetuated a passion for the cultivating the land from one generation to the next. It begins with Firmin Lambert (1855-1947) who purchased land on Craig road (now called St-Jean road). Lucien, the only son, was very devoted, and he contributed to the expansion of the farm business. In 1979, the farm diversified its business with the purchase of 300 head of cattle. Given the value of the business, Lucien and his two sons, Jean and Normand, create a company in 1981 called La Ferme Bovicole Inc. In 1983, Lucien took his well-deserved retirement. Jean and Normand continued raising 600 steers per year, as well as 72 000 chickens and 15 000 turkeys. They also expanded the farm to 160 acres. Today, Jean Lambert continues to raise steers by applying new techniques, including grazing bands. He also operates of a fully computerized chicken coop holding 100,000 chickens.



**\*\* Participants on this tour will be asked to wear disposable plastic foot covers that will be provided by the field trip organizers.**



## Groupe Labrecque (Poultry)

For over 30 years, the Labrecque family has worked in the poultry industry. In the late 70s, Robert and Germain started a pork production business and now produce more than 100,000 pigs per year. Noting a tremendous need for innovation for their business, they decided to create Ro-Main in 1999, allowing them to share their expertise and make their mark in Quebec, in Canada and overseas.



Produits et solutions agro-technologiques  
Agro-Technological Products and Solutions

The success of the company is based on the unique expertise of the research and development team, innovative products that revolutionize the work of agricultural producers, and an impressive distribution network. They are proud to say that the products are developed and tested on their own farms. Ro-Main has been successful in attracting industry giants in the distribution sector who want unique and innovative products. These leaders recognize Ro-Main's unique character, namely that at the base, the company's leaders are hog producers who develop products tailored to the needs of industry. Other companies around the world are now approaching Ro-Main to distribute its products because of its sales capacity and appeal.

During its 15 years of business, Ro-Main has won several national and international awards for its products and its outstanding business practices, particularly in international commerce in 2013.

**Website:** [www.ro-main.com](http://www.ro-main.com)



## Agri-Marché (Feed, Poultry, Pork, Shipping & Genetics)

Agri-Marché (or Agri-Market) is a well-established small business that has operated in the agricultural sector for 100 years, specializing in the sale of animal feed products and services. The business is constantly evolving and it now has a milling facility, chicken and pig farms, a transshipment centre, and it now sells pig genetics. Agri-Marché has been constantly progressing thanks to the quality of its staff, its products and services, and thanks to its technological leadership. In 2014, the company became one of the winners of the

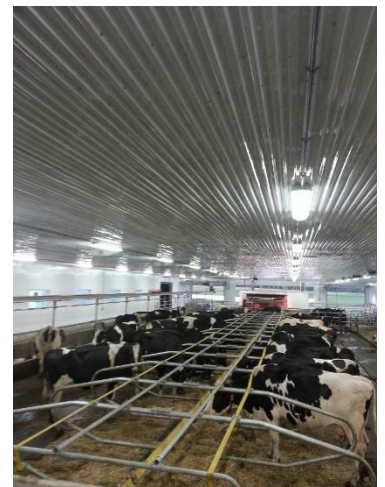
Canada's Best Managed Companies contest.

*\*\* Participants on this tour are asked to avoid wearing loose clothing and to wear flat shoes if possible.*

**Website** (French only): [www.agri-marche.com](http://www.agri-marche.com)

## Ferme Jallen (Dairy)

Jallen Farm is a dairy farm producing 70 kilos/day that covers its entire workload with 2 people or less. In 2012, the farm was modernized with the addition of a robotic milking system as well as an automated feed system for cows and calves. Crops are produced through custom work or through a cooperative. The farm's successor took over the management of the farm in 2012, when the farm was modernized.



## FIELD TRIP 2 - BELLECHASSE



Located East of Quebec City, Beauce is part of the Chaudière-Appalaches region. The Chaudière-Appalaches region is a territory of over 15,000 km<sup>2</sup> with 9 regional county municipalities (MRC), including Beauce and Bellechasse. It has approximately 406,000 inhabitants, representing 5.1% of the Quebec population. The agricultural area in this region covers 1,023,954 hectares or 68% of the territory. A strong agri-food industry creates 33,400 jobs and a gross domestic product (GDP) of \$ 1.52 billion, nearly 9% of Quebec's GDP. Agriculture is at the heart of the economic and social vitality of the region.

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### Ferme Christian Lacasse (Dairy)

Ferme Christian Lacasse Inc., a Holstein dairy farm, is situated in St-Vallier, in the region of Bellechasse. It won the Canadian Outstanding Young Farmer competition (province of Quebec) in 2006, as well as the Order of Agricultural Merit in 2002 (Silver) and in 2007 (Gold).



### Caprijol Farm (Goats)

Since 2000, Caprijol Inc. has specialized in goat milk production and purebred goat breeding. The herd is subjected to regular controls (550 goats producing more than 1000 L per goat) and is given preventative medication against caprine arthritis/encephalitis.

*\*\* Participants on this tour will be asked to wear disposable plastic foot covers that will be provided by the field trip organizers.*

**Website:** [Ferme Caprijol](#)





## Le Ricaneux (Berries & Winery)

Le Ricaneux is the oldest producer of wine and berry-based spirits in Quebec. This family business, located between the Saint Lawrence River and the Apalachian Mountains, is a true pioneer in its field. Berries and fruits, both indigenous and foreign, are fermented and distilled on location to make fortified aperitif, wine, liqueur and sparkling wine. For the last 25 years, the company has invited people to discover their products, to visit the wine cellar and to participate in tastings of their most popular products such as the Ricaneux, the Portageur or the raspberry liqueur.

Website: [www.ricaneux.com](http://www.ricaneux.com)

## Les équipements d'érablière CDL (Sugar Bush Equipment)

CDL Sugar Bush Equipment is a private company that was founded in 1991. Over the years, thanks to a series of expansions and acquisitions, CDL has become a leader in the maple syrup industry. Today, CDL is an integrated company that specializes in the development, manufacturing and distribution of sugar bush equipment. The company invests heavily in the development of new technology in order to improve the situation faced by maple syrup producers.

Website: [www.cdl-dallaire.com](http://www.cdl-dallaire.com)



## FIELD TRIP 3 - CENTRE-DU-QUÉBEC



In the heart of Quebec, the Centre-du-Québec is a major crossroads, rich in possibilities and potential. This region is distinguished by the strength of its manufacturing industry and by the diversity of its economy. The agri-food sector plays a significant role in this region, particularly in food processing, a sector that holds good prospects for development. The 3500 agricultural companies in the region are recognized as being amongst the best in Quebec, and some are internationally renowned. Taking advantage of the many advantages and benefits offered by the region, local producers and industry players have been able to build the region's agricultural industry to surpass others. Milk, cranberries, grains, maple products, meats, organic produce and berries are just some of the types of production that have taken a dominant position in the region and around the world. This region is known as the dairy region of Canada and the area offers many job opportunities in the dairy sector as well as in pork production, poultry, and vegetable production. Careers in the area are in the production, processing, distribution and marketing of agri-food products.

*\*\* This field trip will require longer travel time by coach.*

## Canneberges Atoka Inc. (Cranberries)



This 25 year old company is vertically integrated and produces a variety of dried and fresh cranberry-based products. A pioneer in Quebec, the business uses native fruit and advanced cultivation methods to optimize the use of resources and inputs. It holds various certifications and very competent staff.

**Website:** [Canneberges Atoka](#)

## Citadelle (Maple Syrup Coop.)

Citadelle is the largest supplier of 100% pure maple syrup. It has become a world leader in the industry. Every year, Citadelle taps over 7 million maple trees across Canada, allowing for a steady supply of maple syrup all year round. The company continues to innovate by creating new maple-syrup-based products.

*\*\* Participants on this tour will be asked not to wear jewelry and to wear appropriate footwear (no sandals or open toe shoes).*

**Website:** [Citadelle](#)



## Ferme Bergeroy

Dairy farm using modern technology.

## Fromagerie du Presbytère (Cheesemaker)

The Fromagerie du Presbytère gets its name from the converted church rectory (presbytère in French) where the cheese is produced. This family farm produces award winning cheeses. Its flagship products include the Bleu d'Elizabeth and the Louis d'Or, both of which have won many awards at the provincial and national level.

*\*\* Participants on this tour will be invited to a cheese tasting. They will also be asked to wear disposable plastic foot covers that will be provided by the field trip organizers.*

**Website** (French only): [www.fromageriedupresbytere.com](http://www.fromageriedupresbytere.com)





## FIELD TRIP 4 - ILE D'ORLÉANS



This area, combined with the Portneuf region, accounts for more than half of the agricultural businesses of the national capital region. The Ile d'Orléans (Orleans Island), along with the Côte de Beaupré, produces most of the fruits and vegetables in the Quebec region. It is distinguished by its wide agricultural diversity and its range of agritourism businesses.

**Lunch at the Resto de la Plage:** At the Resto de la Plage, the culinary delights are paired to the relaxed atmosphere of an island basking in the summer sun. When first arriving on l'Île d'Orléans, the first thing that people want to do is to get closer to the waterfront. The feeling one gets from arriving close to the water can only be surpassed by the pleasure of settling down near the river for a while to watch the movement of the waves and to listen to the sound of the water.

### Ferme Onésime Pouliot (Berries)

The Onesimus Pouliot Farm is a family business run by Daniel Pouliot, graduate in agronomy, and Guy Pouliot, graduate in administration. The farm employs approximately 150 people and grows more than 50 acres of berries. It also ranks among the largest producers of Quebec strawberries. They produce raspberries that are grown in high tunnels. Fresh products are mainly distributed in Quebec but they are also found in the northeastern US and from Ontario to the Maritimes. The Onesimus Pouliot Farm is a shareholder in Petits Fruits Orléans, a producer cooperative responsible for the marketing of strawberries in Canada. A specialized research team works on many projects for the farm in cooperation with other research groups such as the IRDA, MAPAQ (Quebec Ministry of Agriculture) and Laval University.



**Website** (French only): [Ferme Onésime Pouliot](#)



### **Cassis Monna et filles (Black Currants)**

A native of southern France and fourth generation craftsman liquoriste, Bernard Monna is the largest producer of black currants in Quebec. In the early 1970s, he settled on the Island of Orleans where he took root. The area is an ideal microclimate for growing currants. The estate, which now covers 15 hectares, produces over 40,000 bottles per year. Heir to a long family tradition, Bernard Monna is now passing-on his skills to his two daughters who are ensuring the farm's continuity. Cassis Monna et Filles has combined passion and innovation since 1992. Located on the

Island of Orléans, it grows and develops top quality blackcurrant products, including a black currant syrup that has won several medals at prestigious international competitions. The business also produces three "aperitif" wines and a wide range of derivatives.

**Website:** [Cassis Monna et filles](#)

### **Ferme avicole Orléans (Poultry)**

In 1981, Luc Turcotte founded the Orleans Poultry Farm, along with his parents Viateur Turcotte and Rose Coulombe. Three years later, his brother Francis, joined them. For over 30 years, the company has grown steadily. These full-time farmers spend most of their time with chicken and poultry production as well as working in their orchards. Originally, the orchard was only two hectares and had 500 standard apple trees and 500 semi-dwarf apple trees. At the time, the farm had a chicken quota of 4500 square meters.

Today, the farm covers 37 hectares and has a chicken quota of 10,851 square meters as well as a turkey quota of 5075 square meters. The orchard is now over 6 hectares, with 80% of its 4,000 apple trees being dwarf and semi-dwarf trees.



*\*\* Participants on this tour will be asked to wear disposable plastic foot covers that will be provided by the field trip organizers. If the chickens are 21 days old at the time of the tour, participants will remain outside the building.*

**Website** (French only): [Ferme avicole Orléans](#)



## Marché du Vieux-Port de Québec (Farmers Market)

The Marché du Vieux-Port de Québec (Old Port Market of Quebec City) is the largest market for agricultural product in eastern Quebec. With over 70 stalls, a visit to the market provides direct contact with dynamic and passionate producers and processors, who will offer you a genuine Quebec welcome. Open year round, it offers high quality local fresh foods. The Quebec "terroir" is featured at the market and customers can also obtain exotic and high-end products, as well as local handmade products and imported wares.



**Website** (French only): [Marché du Vieux-Port](#)

## FIELD TRIP 5 - KAMOURASKA



Kamouraska is the cradle of agricultural education in Quebec. It holds the first agricultural educational institution in Canada. Kamouraska is also a major resort area, and it has been for more than two centuries. This region boasts a prosperous agricultural sector, an innovative and competitive educational sector and an entrepreneurial environment. The Kamouraska agri-food sector is very diverse and has contributed greatly to the area's economic development.

## CDBQ (Québec Agri-Food Development Centre)

Founded in 1995, the CDBQ began with the mission of "improving the competitiveness of the agri-food sector". Its activities focus on research and innovation in the fields of agriculture, food processing and biotechnology. The Centre provides infrastructure and human resources to help innovative companies to improve their competitiveness and to find solutions for the technological challenges they face. The CDBQ business incubator allows agri-food businesses, from start-ups to expanding companies, to have access to expertise and advanced technology to help to develop and improve their products.



*\*\* Participants on this tour will be asked to wear a lab coat, a hairnet and disposable plastic foot covers that will be provided by the tour organizers.*

**Website** (French only): [CDBQ](#)



© Photo : Marc Lajoie, MAPAQ

## **Ferme Jean Labrie (Dairy)**

When the 8th generation took over in 1996, this family farm had 36 kg of quota and 90 hectares under cultivation, with a purebred Holstein herd of 70 head. Since then, an expansion plan was put in place with multiple objectives: Doubling milk production while keeping production costs under 40%, respecting the environment, adopting sustainable agriculture philosophy, and improving quality of life for the family and employees. These objectives were attained over the following 10 years, during which the farm acquired quota, a new barn, a new rail milking system, a manure storage structure, 3 silos for

feed, and 110 acres of land. In 2007, the owners decided to completely automate the farm's operations. The farm purchased milking robots, installed a fully automated TMR feed system, and automated the cleaning systems and manure disposal system.

Today, the farm covers an area of 230 hectares under cultivation, and holds 120 kg of milk quota. The purebred Holstein herd now consists of 250 animals. The farming operation is fully automated and they co-own a large and modern machinery park which has allowed them to transition to more sustainable farming practices through direct sowing.

*\*\* Participants on this tour will be asked to wear disposable plastic foot covers that will be provided by the field trip organizers.*

## **Ferme RIDO (Sheep)**

RIDO Farm was founded in 2002. It breeds sheep of different breeds that have high genetic potential, that are sold in Canada. The herd is currently composed of 275 purebred Arcott Rideau sheep and 25 Suffolk sheep. The farm has been given Gold Status for the Maedi Visna and was recently recognized for its high productivity level in the last few years. In order to maintain its high productivity standards, the farm utilizes a photoperiod manipulation program. The management techniques used on this farm have yielded an average of over 3 lambs per female per year. A new sheepfold was built in 2012 in order to incorporate new technology and to increase the comfort level of the animals.



**Website** (French only): [www.fermerido.com](http://www.fermerido.com)





## Ferme Jeandon (Dairy)

Jeandon farm has been owned by the Hudon family since 1941. Its main production is milk. It also produces vegetables that are used to feed the herd.

The farm currently owns 440 cultivated hectares, a herd of 500 head of cattle including 265 cows with an average yield of 10 000 kilos. The cows are milked three times per day since August 2014. The farm owns 258 kilos of quota and uses a rotating milking carousel that includes a waiting room (before milking) and a triage room (after milking) which allows for the isolation of

sick animals. The 65 840 square feet of farm buildings were built in 2008 following a terrible fire that burnt all the existing structures to the ground and that caused the death of a large part of the herd. The owners of the farm have received numerous awards, including the Famille Terrienne (Earth Family) Award et the gold medal from the Ordre national du mérite agricole (National Order of Agricultural Merit) given by the Quebec Ministry of Agriculture. The Hudon family values include solidarity, teamwork, and the constant search for new ideas to improve performance.

*\*\* Participants on this tour will be asked to wear disposable plastic foot covers that will be provided by the field trip organizers.*

## FIELD TRIP 6 - PORTNEUF



This region holds the highest number of farms and the largest farmland area of all regions near to Quebec City. Agriculture is one of the main drivers of the local economy. Indeed, the Portneuf conducts 41% of all agricultural activities in the Quebec City area. 48% of the Portneuf developed area is agricultural land and 39% of the region's revenues stem from agriculture, for a total of \$ 111.9M. Portneuf is part of two physiographic regions: the Saint Lawrence Lowlands and the Laurentian Highlands. Over 80% of the region is covered with forests.

## Ferme Jacobs (Dairy)

This family farm has a herd of 140 purebred Holstein milking cows and a total of 520 cows. The farm is owned by John, Marian, Yan and Ysabel Jacobs. The farm also cultivates approximately 1,000 acres. Their herd has been recognized for its excellence worldwide, having been awarded 3 Holstein Canada Master Breeder titles and several prizes at exhibitions across North America, including the Grand Champion prize at the World Dairy Expo in Madison, USA, the largest livestock exhibition in the world.

**Website:** [Ferme Jacobs](#)





## Ferme Rompré (Feedlot)

The Bovibec Division of Rompré Farm Inc. is a feedlot finishing over 8000 animals per year. The animals are purchased from Quebec, the Maritimes, Western Canada and the Western United States, and are then sold primarily in Ontario and in the US. The feedlot holds various buildings with a capacity of 5000 head. The farm's mission is to offer high quality beef products. G. Rompré Farm employs ten employees on-site. They employ various management systems for the monitoring of animal health, food safety and agrisecurity, which enable them to meet Beef Quality Plus standards and traceability requirements. Over the next few years, the business will move towards HACCP (Hazard Analysis & Critical Control Points) standards to better meet the ever-evolving market standards.

The company relies mainly on the expertise of its employees, who are chosen because of their knowledge, their attitude and their motivation for a job well done. The strength of BOVIBEC is based on a strong work ethic and on the quality of its staff who demonstrate initiative, responsibility and respect towards their colleagues, the animals and their environment.

## Fromagerie FX Pichet (Cheesemaker)

This cheesemaker produces handmade organic cheese from non-pasteurized milk. The team uses artisanal production practices with an emphasis on respect for the environment and for sustainability. The "Baluchon" is their flagship product and it has won several awards including the "Canadian Fine Cheese Champion" in 2014. The Cheesemaker has also received awards in Quebec including the "Caseus Popular Award" in 2014. They also produce other award-winning cheeses, including the "Ste-Anne" and the "Fondue du chef".

You are invited to come see how their products are manufactured and to taste some of them as well.



*\*\* Participants on this tour will be asked to wear disposable plastic foot covers that will be provided by the field trip organizers.*

**Website:** [Fromagerie FX Pichet](#)



## Les Serres Saint-Laurent (Greenhouses)

One of the largest greenhouse complexes in the province of Quebec, St. Lawrence Greenhouses produces tomatoes for all the major supermarket chains in Quebec.

*\*\* Participants on this tour will be asked to wear coveralls and disposable plastic foot covers that will be provided by the field trip organizers.*

**Website:** [Savoura](#)



## FIELD TRIP 7 - SOUTH SHORE OF QUEBEC



Located just a stone's throw from Quebec City, the South Shore of Quebec is part of the Chaudière-Appalaches region. The Chaudière-Appalaches region is a territory of over 15,000 km<sup>2</sup> with 9 regional county municipalities (MRC), including Beauce, Bellechasse and the South Shore of Quebec. It has approximately 406,000 inhabitants, representing 5.1% of the Quebec population. The agricultural area in this region covers 1,023,954 hectares or 68% of the territory. A strong agri-food industry creates 33,400 jobs and a gross domestic product (GDP) of \$ 1.52 billion, nearly 9% of Quebec's GDP. Agriculture is at the heart of the economic and social vitality of the region. Indeed, the Chaudière-Appalaches region is the second largest

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### Québec Multiplans (Nursery & Landscaping)

Quebec Multiplants is a third generation family business that was founded in 1953 by Lucien Boulet, agronomist and PhD. Originally, the company offered landscaping services and produced plants for its own needs. With the arrival of Jean-Denis and Guy, the company has expanded into the production of ornamental plants. Currently, Marc-André and Christian work in the various companies owned by the Boulet family. In addition to Quebec Multiplants, the Boulet family runs another business called Les Pelouses (The Lawns) Richer Boulet Inc., a company that produces 550 hectares of turf grass. The group also owns Richer Boulet Inc., a company that distributes landscaping products (pesticides, seeds, fertilizers, concrete, natural stone, etc.) for professionals and that provides sod laying services.



Quebec Multiplants specializes in the production, sale and distribution of trees, shrubs, conifers and perennials. They produce more than 33 hectares of trees, while seventeen hectares allocated to plants produced in containers. The company also has more than 16,500 square meters of greenhouses. Multiplants Québec produces over 60% of the plants that the company markets. These are grown from seeds, hardwood cuttings and softwood cuttings. The remaining 40% of the plants come from partners in Quebec, in the rest of Canada, in the United States and in Europe.

**Website:** [Québec Multiplans](#)



### Les Serres Demers (Greenhouses)

The Demers family comes from a long line of land owners and has been well rooted in the St-Nicolas area for many generations. They produce a variety of fruits and vegetables, including tomatoes, strawberries and raspberries.

**Website** (French only): [Serres Demers](#).

### Cidrerie St-Nicolas (Orchard & Cidery)

Located in one of the oldest parishes in Canada (1694), this old apple and horticultural production site covers an area of 40 ha, of which 15 ha are orchards. Fifteen apple varieties are grown here, mainly McIntosh and Cortland, as well as older varieties such as La Fameuse (The Famous) and several varieties of crabapples.

In 1977, Pierre Lafond and Patricia Daignault settled in this part of Quebec. The existing orchard already yielded high quality apples, therefore the idea of building a cidery came naturally. Today, it offers a remarkable range of ciders, from light ciders to bold flavored ciders, as well as sparkling rosé, ice cider and sweet crabapple cider.



The owners are also the proud designers of ice cider produced in a similar way as ice wine that is to say from cold-pressed naturally frozen apples. During the summer, they open their charming kiosk sell products such as fruit, vegetables, flowers, jellies and jams, and sourdough bread that is baked on location in an outdoor oven.

**Website** (French only): [Cidrerie St-Nicolas](#)

### Farm Business 4 - Pending

Description pending