



Agritourism and Rural Heritage

Gourmet Visit on the Quebec' South Shore

Organizer

Nathalie Gravel
Université Laval

Place or route

Chemin de la fraîcheur,
Domaine Joly de Lotbinière

Schedule

11 August, 9AM to 7:30PM

Capacity

Max 30 persons
Min 20 persons

Considering a growing enthusiasm on the part of consumers for food of quality and local origin, a portrait of the new rural economy and terroir production in the Greater Quebec City area will be painted during this excursion guided by the geography professor Nathalie Gravel. Rural development actors (such as entrepreneurs en agritourism and rural and producers) will be met to illustrate the challenges of their businesses in adapting to the local and global market conditions and climate change-related events. Among many, some alternative marketing practices (agritourism, niche products, kiosk sales, community-supported agriculture, local markets) will be explored. Place-based development strategies and the history of places will be highlighted by considering the history of land occupancy and local knowledge transmission from one generation to the next.

Initiatives to promote local fruit (strawberries, blueberries, and apples) production in Saint-Nicolas will be studied, as well as the transformation of some of these fruits into cider or wine. A stop for lunch at a farm is planned as well as a visit to an enchanting heritage site (Domaine Joly-de-Lotbinière) where a cocktail presenting local products will be served to mark the end of the excursion.



PHOTO : Yves Brousseau

