

# Achievements

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The Coasters Association has had many achievements over the years that it is proud of. Its pride is rooted in its belief that these achievements have contributed to the development and vitality of the region's communities. What follows is a selection of the organization's major initiatives.

In terms of **economic development**, Coasters has:

- ◆ In partnership with St. Paul's School and Netagamiou Community Learning Centers and CSL, a twelve week LEAP (Local Employability Access Program) by Carlton University was carried out and twelve (12) participants took part via video conference in 2008.

## Youth Skills Link

- ◆ Linking our Youth Project implemented on the coast hiring six (6) youth between the ages of 16-30 in the Municipalities of Gros Mecatina, St. Augustine, and Bonne Esperance completing a twenty (20) week group based employability skills and job internship program in 2014.
- ◆ Youth in Action Project carried out on the coast employing six (6) youth between the ages of 16-30 in the Municipalities of Blanc Sablon and Bonne Esperance, completing a twenty week work based employability skills and job internship program in 2013.
- ◆ Breaking down Barriers Project carried out on the coast hiring eight (8) youth between the ages of 16-30 in the Municipalities of Blanc Sablon and Bonne Esperance, completing a total of twenty-two (22) weeks surrounding academic upgrading, group based employability skills, culture history and art, and community development.
- ◆ Developed a youth job links program that hired twelve young people on the Lower North Shore, assisting participants in obtaining future employment, returning to school or starting a business in 2003.

## Fisheries

- ◆ Supported the fisheries and plant workers since 2003 to date, with their initiatives.
- ◆ Conducted workshops and meetings that resulted in the implementation of a project which employed fishers who were unable to work due to the fishery closure in zone 13 in 2004.
- ◆ Participated in a survey conducted by the Office of the Commissioner of Official Languages regarding the continuing crisis in the fishery in 2004.
- ◆ An interview with the National film Board of Canada in 2004 provided an opportunity to explain the closure of the fishery and its impact on the people of the LNS.
- ◆ Contributed to the initiative to maintain and diversify and enhance the presence and activities of fishers and plant workers in 2004.
- ◆ Needs assessment and Identification of Opportunities, Fisheries Assistance Report completed in 2004.
- ◆ Produced a press release regarding the fishery crisis in 2003.

### Wildberry/Non – Timber Forest Products

- ◆ Thirty-six (36) members/owners of the Lower North Shore Bioproducts Solidarity Cooperative as of January 2014.
- ◆ Business Plan completed and building secured in 2014 to support the continuation of the wildberry industry.
- ◆ As of December 2013, thirty-eight (38) full-time and part-time employees were hired through Coasters Association for the Wildberry Project.
  - Wildberry Coordinator (2009-2014)
  - NTFP Regional Development Agent (2010-2012)
  - Co-op Coordinator (2011-2012) Part time
  - Power of Partnership Coordinator (2010-2012) Part time
  - Summer Students – 2010 (one student), 2011 (2 students), 2012 (4 students), 2013 (2 students)
  - 3 GPS & Mapping Technicians (2010, 2011, & 2012)
  - 12 Employees (2010) training and preproduction
  - 4 Employees (2011) training and preproduction
  - 3 contact workers – Field Guides (2011) St. Augustine & Old Fort Bay
- ◆ As of December 2013 a total of 13,841 lbs. of wildberries have been purchased for research, development, and sales of \$60,964 invested into the local economy of the Lower North Shore.
- ◆ In 2013 - Partnership Agreement signed for the completion of a feasibility study to develop an algae and peat-moss industry on the LNS (lead by the CLD de la Basse-Côte-Nord).
- ◆ The first Lower North Shore Bioproducts Solidarity Cooperative Annual General Assembly was held on April 23, 2013.
- ◆ In late 2012 a trial production was carried out in a temporary facility in the Municipality of Bonne Esperance; 1,000 units were produced.
- ◆ In 2012 product development was carried out at the CDBQ facilities in La Pocatière to further refine two products (jellies and syrups) and to develop fruit butter and chocolate-coated fruit jellies.
- ◆ The Coopérative de solidarité des bioproduits de la Basse-Côte-Nord formed and board of directors elected in 2012.
- ◆ From 2010 to 2012 three (3) inventories on the available biomass of wildberries and harvesting sites were completed.
- ◆ In 2011 a marketing plan for the Coop was completed, forecasting sales by market segment, and indicating the distribution channels and promotional activities planned to reach sales' estimates.
- ◆ In 2011 a pre-production phase was carried out at the CDBQ facilities in La Pocatière to further refine two products (jellies and purees), and train four production staff.

- ◆ Performed a market study by marketing expert Pierre Daigle, as well as value added product trials by biopterre at the ITA in La Pocatiere (Quebec) in 2011.
- ◆ In 2011 a feasibility study was completed to introduce the new products on the market in order to target market segments as precisely as possible.
- ◆ Created training manual to aid with wild berry production in 2010.
- ◆ Carried out two inventories of the wild berry and mushroom resources and a nutritional analysis in 2010.
- ◆ In 2010, through the Nordic Wildberry Product Development Project carried out by Biopterre for the Coasters Association Inc., six products were developed and included: fruit leathers, fruit pastes (jellies), sherbets, fruit syrup, fruit purees and fruit sauces.
- ◆ Created a partnership with Shore Grow located in Chevery to develop kelp and seaweed in the Municipality of Golfe Saint Laurent in 2010.
- ◆ Created a branding partnership with D'Origina located in Giraidville (Quebec) to transform local plants into a wide variety of spices and teas unique to the world in 2010.
- ◆ Completed a market study detailing the market trends, and confirmed possible markets regionally, nationally, and internationally in 2009.
- ◆ In 2009 an oversight committee for the rural laboratory project was established.
- ◆ A Berry Licious Committee was formed in St. Paul's River in 2006.