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## NEWS RELEASE

**Gatineau, March 29, 2010** – The 20<sup>th</sup> *Soirée Action-Valorisation*, the Outaouais agri-food gala, was held on March 27 at Hormisdas-Gamelin Secondary School, in Gatineau. This recognition gala honours individuals and businesses from the regional agri-food sector. Three prizes were awarded at this event, which is organized by *Table de concertation agroalimentaire de l'Outaouais*:

### 1- The Énard-Séguin Prize

This prize emphasizes the exceptional path of an outstanding person in agriculture in the Outaouais Region.

#### **2010 Winner: Mr. Bernard Larouche, Centre de recherche et de développement technologique agricole de l'Outaouais**

With his passion for agriculture, Bernard Larouche has worked for the past twenty years as a major player in the development of the Outaouais region's agrifood sector. Over the years, he has succeeded in putting his knowledge and his vast network of contacts to work for the benefit of farmers in the region. Since 1995, he has held the position of Manager and consultant for the *CREDETAO*, the only agricultural applied-research centre in the Outaouais.

### 2- The "CRÉO - Sur les traces d'Énard-Séguin" Bursary

This \$2,000 bursary promotes entrepreneurship in the agri-food sector. It is awarded to a new business in the Region (less than 5 years old) that stands out for its great potential.

#### **2010 Winner: Coronation Hall Cider Mills, Mr. Greg Graham, Bristol**

*Coronation Hall Cider Mills* is a family-owned agritourism business located in Bristol. Using mainly the apples and raspberries grown on Pontiac's first and oldest commercial orchard, the « Third Line Orchards », the cider mill produces a large variety of products based on the orchard's apples and raspberries. The cider mill also makes the only artisan alcoholic product in the Pontiac – « Bristol » light cider.

### 3- The "Desjardins – Innovation" Bursary

This \$1,000 bursary is awarded to an innovative project in agriculture or agri-food.

#### **2010 Winner: Champignons Le Coprin, La Pêche**

*Champignons Le Coprin* is an agrifood business specializing in the production and distribution of exotic, certified-organic mushrooms. In production since February 2006, it now markets about a dozen varieties of mushrooms year-round. *Champignon Le Coprin* is presently at a turning point in its development, since it has recently started to produce its own growing medium, as well as its own seed – a first for the Outaouais.

TCAO would like to thank all event partners, especially the Conférence régionale des élus (CRÉO), Desjardins and the Société d'aide au développement de la collectivité (SADC) de Papineau. We would like as well to salute all the candidates of the evening. All the candidacies proved the richness of the agri-food industry in our region and it's with a great deal of pride that we recognize the dynamism in front of us.

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