

ANNUAL REPORT

ÉCONOMUSÉE® NETWORK SOCIETY

Annual activity and development report
2023 - 2024





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Atikuss
Maskisin ÉCONOMUSÉE®
Côte-Nord
First Indigenous
ÉCONOMUSÉE® in Canada

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Message FROM THE PRESIDENT

A growing network

It is with great pleasure that I present the 2023-2024 Annual Report, which provides an overview of the ÉCONOMUSÉE® Network Society (ENS) this year.

In the past few years, file management has been steady, keeping the team and all board members busy. This year, the pace has intensified as the scope of ENS continues to expand, in terms of its structure, members and partnerships.

ENS' achievements include organizing the *Tourism and Intangible Heritage* symposium, confirming its leadership in the preservation, perpetuation and promotion of certain elements of intangible heritage. As you know, ENS' main mission is to contribute to the safeguarding and enhancement of a wide variety of traditional cultural practices through the deployment of its Artisans at work brand and the development of projects related to intangible heritage.

We should also mention the GreenStep Certification of several Artisans at work members in Quebec. ENS is working to ensure that its network meets the sustainable development and tourism standards.

Faced with a volatile global economy and the continuing repercussions of the pandemic, member companies need to demonstrate resilience and adaptability in order to grow. Overall, despite the difficulties encountered, 2023-2024 was a period of growth and innovation for many of our members and ENS is proud to have contributed to their projects.

I would be remiss if I did not mention the involvement of ENS representatives in a multitude of networking events. This contribution has had a major positive impact on our organization's position and relevance in an ever-changing tourism landscape.

In closing, on behalf of the Board of Directors, I would like to congratulate all the members of the team led by Carl-Éric Guertin, our General Manager. I would also like to thank all my fellow directors for their dedication and commitment to ENS.

I remain convinced that our group's actions and efforts will enable us to look forward to an ever brighter future for our artisan members.

Émilie Gaudreault

President

ÉCONOMUSÉE® Network Society

Message FROM THE EXECUTIVE DIRECTOR

Sustainable development: Here and now

It is with great pleasure that I share this message with you on the occasion of the publication of our annual report for the past fiscal year. 2023-2024 was a pivotal year for the ÉCONOMUSÉE® Network Society (ENS), which now has a team of 12 professionals to support its members.

The ENS team takes great pride in the role it plays in supporting its members, some sixty of whom are in Quebec. We have seen our members grow and achieve their goals with confidence, thanks to our dedicated support, sound advice and relevant resources.

One of the major projects of the year was the development, in consultation with members, of the new 2024-2027 strategic plan. This enabled us to align ourselves with common organizational objectives, secure the commitment of stakeholders and define challenges and opportunities.

Sustainable development is undoubtedly the cornerstone of this strategic planning. Our commitment to this cause is vital, motivated by environmental, economic and social imperatives. We strive not only to reduce our ecological footprint and consume ever more responsibly, but also to improve our social contribution. This year, ENS and some of its members also consolidated the sustainable development achievements of previous years by obtaining GreenStep Sustainable Tourism Certification. We are convinced that this approach will generate significant long-term benefits for ENS.



The following pages will reveal just how much work has been accomplished and, above all, the different areas of activity in which ENS has been involved over the past year. Whether in terms of communications, participation in various events, implementation plans, fundraising initiatives or member support, all this and much more demonstrates the efforts made to strengthen the network.

In conclusion, I would like to express my most sincere thanks to the entire team. To the committed members of the Board of Directors, I am grateful for your support. To the growing team, many thanks for your dedication. To our financial partners and external collaborators, your unfailing support is an essential pillar of our success. Together, we have achieved a great deal and I am convinced that our collaboration will continue to bear fruit.

Carl-Éric Guertin

Carl-Éric Guertin
Executive Director
ÉCONOMUSÉE® Network Society



01 | THE ÉCONOMUSÉE® NETWORK SOCIETY

Photo: © Atelier Paré
Wood Sculpture ÉCONOMUSÉE®, Québec / Capitale-Nationale

Our DNA

The ÉCONOMUSÉE® Network Society (ENS), a non-profit organization, is the owner and promoter of the ÉCONOMUSÉE® concept and its five other concepts living under its Artisans at work experience brand (HERITAGE SPACE, CULINARY SPACE, WORKSHOP, BOUTIQUE AND DESTINATION).

ENS is an international organization working with a network of PARTNERS who all share the same objectives: the preservation, perpetuation and promotion of certain elements of intangible heritage, such as knowledge and know-how handed down through generations. In this way, it contributes to safeguarding and promoting a wide variety of traditional cultural practices.

ENS works to ensure the long-term survival of artisans, entrepreneurs and know-how-bearing organizations by supporting them in showcasing what they do best, thereby enhancing both the encounter with the artisan and the generation of income from visitors, contributing to the active occupation of territories and the sustainable development of regions.

ENS' imperatives are to:

- **Promote and support** the perpetuation of intangible heritage;
- **Preserve** the best of traditions by promoting them to tourists (local, national and international) in search of authentic encounters and experiences, and **share** these skills on-site in response to current market needs for unique, high-quality craft "products";
- More broadly, **develop** cultural tourism that is both interactive and educational.

Photos:
© Charles-Olivier Bourque, Chocolaterie des Pères
Chocolaterie des Pères ÉCONOMUSÉE®, Saguenay–Lac-Saint-Jean

© Cristal du Lac
Crystal Prospector ÉCONOMUSÉE®, Saguenay–Lac-Saint-Jean

Mission

A dynamic force, both in Quebec and internationally, ENS **works** with artisans, entrepreneurs and organizations to preserve, enhance and pass on to visitors their passion and know-how, both traditional and contemporary, **inspired by their identity and heritage, contributing to the active occupation of territories and the sustainable development of regions.**



Board OF DIRECTORS

All members of the Board of Directors would like to thank Geneviève Mathieu for her contribution as a director over many years. The Board of Directors welcomed Nancy Clark as the new director representing artisans. At the meeting following the Annual General Meeting, all executive members were once again reappointed.

Émilie Gaudreault was elected president, Michèle Bussièrès vice-president, Étienne Alary treasurer and Don Sheehan secretary.

The 2023-2024 Board of Directors consists of 11 members, as follows:

1. **Émilie Gaudreault**, President, Artisan Representative
2. **Michelle Bussièrès**, Vice President
3. **Don Sheehan**, Secretary, Atlantic Representative
4. **Étienne Alary**, Treasurer, Alberta Representative
5. **Nancy Clark**, Administrator, Artisan Representative
6. **Suzanne Asselin**, Administrator
7. **Lisbeth Iversen**, Administrator, European Representative
8. **Donna McEwen**, Administrator
9. **Robin McGinley**, Administrator
10. **Julie C. Paradis**, Administrator, Artisan Representative
11. **Graham Thompson**, Administrator, European Representative

The Board of Directors held 4 meetings in 2023-24: June 14 (before and after the AGM), October 5, December 6, 2023.

Furthermore, several members of the board of directors participated in the annual meeting of Quebec members, on April 25 and 26 in Quebec. Then, they all participated in a one-day reflection exercise on April 27 to lay the foundations for the ENS's new strategic planning.

Finance COMMITTEE

The Finance Committee met on a regular basis during the year to continue the sound management of the organization. Chaired by the Treasurer, the committee met prior to each board meeting to review the statement of results. The committee was composed of:

- **Étienne Alary**, Administrator, Treasurer
- **Carl-Éric Guertin**, Executive Director
- **Sophie Hénault**, External Auditor
- **Émilie Gaudreault**, President



Artisans at work EXPERIENCE COMMITTEE

The Artisans at work Experience Committee not only analyzes the applications received, but also discusses elements that may influence the visitor experience deployed among artisan members and the growth of its network.

The Committee has the power to make recommendations to the Board of Directors. Chaired by Donna McEwen, it held four regular meetings and one special session in 2023-2024 to analyze the files received and presented by the ENS team.

The role of the Committee is to analyze the trade's contribution to the preservation of intangible heritage and recognized know-how, the company's tourism potential, the quality of its products, as well as its impact on the Artisans at work Network and its alignment with the ENS mission.

The committee members are:

1. **Donna McEwen**, Committee President, Administrator, Representative of the Board of Directors
2. **Émilie Gaudreault**, President of the Board of Directors, Artisan, Quebec
3. **Nathalie Decaigny**, Artisan, Quebec
4. **Myriam Belley**, Artisan, Quebec
5. **François Tremblay**, External Resource
6. **Dorothée Lessard**, External Resource
7. **Carl-Éric Guertin**, ENS
8. **Mélanie Dassylva**, ENS

Human RESOURCES¹

The year was marked by the arrival of new personnel: a communications project manager, a graphic designer and a museologist.

As a result, the ENS team is now made up of 12 full-time and part-time employees, as well as contract workers, depending on the time of year:

1. **Carl-Éric Guertin**, Executive Director
2. **Mélanie Dassylva**, Director of Artisans at work Experience and Business Development
3. **Cindy Vaillancourt**, Director of Member Services, Communications and Marketing
4. **Mireille Bélanger**, Project Developer
5. **Sherwil de Guzman**, Graphic Designer
6. **Zakaria Mamdouh**, Graphic Designer
7. **Patrick-Olivier Meunier**, Museology Services Coordinator
8. **Nency Marmen**, Production Manager
9. **Juliette Morin**, Project Manager: Tourism Development
10. **Luciana Santos**, Project Manager: Sustainable Development
11. **Audrey Caron**, Project Manager: Events and Communication
12. **Pauline Lussac**, Museologist

This team is assisted on an ad hoc basis by consultants from various fields of expertise (journalism, interior design, architecture, translation, museum research, digital content). Their services are required according to project needs.

¹ As of March 31, 2024

Government FINANCING

Ministère du Tourisme (MTO)

Third year of 5-year agreement with the MTO to support the Tourism Industry Associations with funding of \$256,875 per year for 2020-2021 to 2024-2025.

Ministère du Tourisme (MTO) – COMPONENT 2 (EPRT)

As part of the Quebec government's Tourism Recovery Plan, the MTO announced that ENS will receive \$423,000 in financial assistance for our digital community and digital tools project through component 2 of the 2020-2022 *Entente de partenariat régional en tourisme* (EPRT). The project is still underway and has been extended to June 30, 2024.

Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ)

ENS has signed a new financial assistance agreement with the MAPAQ for \$50,000 per year for three years. This financial assistance supports activities such as the presentation of ENS' services to partners from the tourism and bio-food sectors, the regional county municipalities (RCMs) and the ministry's agri-tourism development agents. It also supports ENS' digital presence and its artisans. In particular, it supported ENS' strategic planning during the year.

Ministère de la Culture et des Communications (MCC)

With the Tourism and Intangible Heritage Conference held in February, ENS completed its activities under the agreement with the MCC.

Ministère des Relations internationales et de la Francophonie (MRIF)

The action plan for the international promotion of agritourism and gourmet tourism of the MRIF identifies ENS as one of the partners for its implementation. ENS signed a financial assistance agreement for \$25,000 per year, which lasts until July 1st, 2024.

Canada Economic Development for Quebec Regions (CED)

As part of the Tourism Relief Fund, and with financial assistance of \$200,000 granted over two years, the ENS continued to implement its pilot project supporting sustainable tourism. The project has two components. The first enables the hiring of an eco-consultant/sustainable tourism project manager, and the second helps 15 businesses to become certified under an internationally-recognized sustainable tourism standard. The project was completed on March 31, 2024.

Canada Economic Development (CED)

ENS now benefits from a new 4-year agreement (2023-2027) to support businesses in developing and structuring their tourism offering and marketing outside Quebec. This new agreement provides ENS with a total of \$600,000 over 4 years.

Implementation OF THE SIX CONCEPTS

The ÉCONOMUSÉE® Network Society continued to support its member artisans in the implementation of the ÉCONOMUSÉE® concept and the five other concepts under the Artisans at work brand experience.

Here is a description of the six concepts.



An ÉCONOMUSÉE® is a business where artisans share their **know-how** of a traditional **TRADE** with visitors to **promote their skills**. The **encounter with a passionate artisan** is at the heart of the ÉCONOMUSÉE® visitor experience.



A HERITAGE SPACE is a business committed to **preserving a PRACTICE of intangible heritage** by allowing visitors to experience and learn the practice. The **encounter with a passionate artisan** can be at the heart of the HERITAGE SPACE visitor experience.



A CULINARY SPACE is a business committed to **preserving and bringing to life a local traditional culinary PRACTICE rooted in a region's identity** by sharing it with visitors. The **encounter with a passionate artisan** and the **tastings** (of course!) are at the heart of the CULINARY SPACE visitor experience.



A BOUTIQUE is a business where visitors can **purchase PRODUCTS directly crafted using traditional skills** passed on from generations. **Sharing further knowledge** with visitors enhances the BOUTIQUE shopping experience. More often than not, the BOUTIQUE is the second venue outside of a concept.



A WORKSHOP is a business where the artisan **MAKES the products using the traditional techniques or know-how** specific to their trade. The **encounter with a passionate artisan** is at the heart of the WORKSHOP experience.



A DESTINATION is a **GROUP of ENS concepts** represented by several businesses working in bio-food, in fine arts and crafts or which, under a specific theme, promote **intangible heritage practices** or **activities that forge a culinary identity**. The **experience of meeting passionate artisans** is at the heart of the complete tourist experience enjoyed in a COMMUNITY SPACE.



International meeting FALL 2023

Lasting almost 3 hours, the virtual international meeting took place on November 15, 2023, from 10:30 AM to 1:30 PM. The main objective of this meeting was to foster communication amongst our national and international members. Exchanges and discussions focused on digital transformation and provided an opportunity to learn about the various initiatives implemented by artisans and partners. The meeting was well appreciated by all participants.



02 | DEVELOPMENT IN QUEBEC

Photo: © Catherine Chouinard, Le Bistreau d'érable
Sugar Shack Meal CULINARY SPACE
First CULINARY SPACE inaugurated in Quebec

Our progression

EXPONENTIAL




Quebec’s Artisans at work network has once again continue to grow. The ENS team had the opportunity to support members throughout the year, from regular members, members in transition and, for the most part, new members who are in the start-up phase.








The team was also able to contribute to the growth, expansion and operations of our members in Quebec through projects, support and management tasks.








Business support phases



During the 2023-2024 year, the ENS welcomed eight new members as indicated in the table below. This also presents members with a current project in 2023-2024.

Region	Start-up member	Member in transition	Regular member Experience improvement
Bas-Saint-Laurent	Arbol Ebenist ÉCONOMUSÉE®	Côté Est CULINARY SPACE	
	COFEC Wood carving HERITAGE SPACE	Quai des Bulles Soap Making ÉCONOMUSÉE®	
	 FOUDUCOCHON Classic and Botanic Charcuterie ÉCONOMUSÉE®		
Eastern Townships	 Moulin à laine d’Ulverton Woolen Mill HERITAGE SPACE		
	 Romain Francès Ferronnier d’art Blacksmith ÉCONOMUSÉE®		

Region	Start-up member	Member in transition	Regular member Experience improvement
Charlevoix	 Hydromel de Charlevoix Fine Honey Spirits ÉCONOMUSÉE®	 Biscuiterie Chez Léon & Lily Cookie Maker ÉCONOMUSÉE®	Laiterie Charlevoix ÉCONOMUSÉE® du fromage
	 Safran Nordique Saffron Farming ÉCONOMUSÉE®		Les Moulins de l'Île-aux-Coudres Flour Milling ÉCONOMUSÉE®
			 Papeterie Saint-Gilles Paper Making ÉCONOMUSÉE®
Chaudière-Appalaches		 Le Bistreau d'érable Sugar Shack Meal CULINARY SPACE	
		Frampton Brasse Master Brewer ÉCONOMUSÉE®	
Côte-Nord		 Atikuss Maskisin ÉCONOMUSÉE®	
Gaspésie	Atkins et Frère Meadvertiser of the Sea ÉCONOMUSÉE®		La Vallée de la Framboise Liquor-Maker ÉCONOMUSÉE®: Raspberry
Magdalen Islands		Grandma's Bakery Grandma's Kitchen Table CULINARY SPACE	La Maison du Potier Pottery ÉCONOMUSÉE®
			Fromagerie du Pied-de-Vent Cheese Making ÉCONOMUSÉE®
			Fumoir d'Antan Hard Smoked Herring ÉCONOMUSÉE®
Lanaudière	Alchimiste Microbrasserie ÉCONOMUSÉE® du brasseur		
Mauricie		Tourisme Shawinigan (Pilot project) DESTINATION Canoe	
Montréal	 Fermes Urbaines ÔPlant Urban Gardener ÉCONOMUSÉE®	Les Forges de Montréal Traditional Blacksmithing HERITAGE SPACE	
Montréal	Cidrierie du Minot Cider Maker ÉCONOMUSÉE®		
Nord-du-Québec		BoreA DécouVERTE Essential Oils Distiller ÉCONOMUSÉE®	

Region	Start-up member	Member in transition	Regular member Experience improvement
Outaouais	Courges & Cie Market Gardener ÉCONOMUSÉE®: Squash and Pumpkin		ChocoMotive Chocolate Making ÉCONOMUSÉE®
	 Herboriste La Fée des Bois Herbalist ÉCONOMUSÉE®		
Quebec	Onquata Traditional ornaments ÉCONOMUSÉE®		Cassis Monna et Filles Black currant fine wines and spirits ÉCONOMUSÉE®
	 La Midinette Boulangerie de fantaisie et buvette Fancy Pastry Bakery ÉCONOMUSÉE®		 Ferme Langlois et Fils (Chez Médé) Market Gardener ÉCONOMUSÉE®: Neuville Sweet Corn
Saguenay– Lac-Saint-Jean		TournevenT Oilers ÉCONOMUSÉE®	
		 Camerises Mistouk Haksap Cannery ÉCONOMUSÉE®	 Délices du Lac-Saint-Jean Jam maker: wild blueberry ÉCONOMUSÉE®
		 Cristal du Lac Crystal Prospector ÉCONOMUSÉE®	 Le Chevrier du Nord Goatherd and Agrowear Designer ÉCONOMUSÉE®

Members of Quebec's Artisans at work network as of March 31, 2024: 61 members

Tourism Concepts	Start-up	In transition	Regular	TOTAL
ÉCONOMUSÉE®	11	10	32	53
HERITAGE SPACE	2			2
CULINARY SPACE	1	2	1	4
WORKSHOP				0
BOUTIQUE				0
DESTINATION	2			2
TOTAL	16	12	33	61



Atikuss, Maskisin ÉCONOMUSÉE®, Côte-Nord

Inaugurations

Several inaugurations took place during the year. These openings mark the culmination of the process for each company, either by enhancing the experience in an existing ÉCONOMUSÉE®, or by implementing the various Artisans at work concepts. Of particular note is the inauguration of the very first Indigenous ÉCONOMUSÉE® in Canada and the first CULINARY SPACE in Quebec.

In chronological order:

- **Camerises Mistouk**
Haskap Cannery ÉCONOMUSÉE®
June 22, 2023
- **Cristal du Lac**
Crystal Prospector ÉCONOMUSÉE®
June 28, 2023
- **Bicuietie Chez Léon et Lily**
Cookie Maker ÉCONOMUSÉE®
July 10, 2023
- **Atikuss**
Maskisin ÉCONOMUSÉE®
September 19, 2023
- **Le Bistreau d'érable**
Sugar Shack Meal
CULINARY SPACE
November 20, 2023

Update/enhancement of existing projects

- **Ferme Langlois et Fils (Chez Médé)**
Market Gardener
ÉCONOMUSÉE®:
Neuville Sweet Corn
June 1st, 2023
- **Délices du Lac-Saint-Jean**
Jam Maker: Wild Blueberry
ÉCONOMUSÉE®
June 15, 2023
- **Papeterie Saint-Gilles**
Paper Maker ÉCONOMUSÉE®
June 20, 2023
- **Le Chevrier du Nord**
Goatherd and Agrowear
Designer ÉCONOMUSÉE®
October 12, 2023



Cristal du Lac
Crystal Prospector ÉCONOMUSÉE®
Saguenay-Lac-Saint-Jean



Camerises Mistouk
Haskap Cannery ÉCONOMUSÉE®
Saguenay-Lac-Saint-Jean



Ferme Langlois et Fils (Chez Médé)
Market Gardener ÉCONOMUSÉE®: Neuville Sweet Corn
Quebec



Biscuiterie Chez Léon & Lily
Cookie Maker ÉCONOMUSÉE®
Charlevoix



Le Bistreau d'érable
Sugar Shack Meal CULINARY SPACE
Chaudière-Appalaches



Papeterie Saint-Gilles
Paper Maker ÉCONOMUSÉE®
Charlevoix



Délices du Lac-Saint-Jean
Jam Maker: Wild Blueberry ÉCONOMUSÉE®
Saguenay-Lac-Saint-Jean



Le Chevrier du Nord
Goat herd and Agrowear Designer ÉCONOMUSÉE®
Saguenay-Lac-Saint-Jean

Funding SEARCH

Over the past year, ENS has helped many members of the Quebec network secure funding from various levels of government and/or funding agencies for a variety of programs.

Federal funding

- Canada Economic Development for Quebec Regions – Tourism Relief Fund (FAT)
- Canadian Heritage – Canada Cultural Spaces Fund

Provincial funding

- Ministère du Tourisme – Programme aide à la relance de l'industrie touristique (PARIT)
- Ministère de la Culture – Fonds d'aide aux immobilisations
- MAPAQ – Programme Proximité
- MAMH – Fonds régions et ruralité

Société du Plan Nord

- Fonds d'initiatives nordiques

Secrétariat aux Relations avec les Premières Nations et les Inuit

- Fonds d'initiatives autochtones

Kéroul

- Tourism Establishment Accessibility Program

Desjardins

- GoodSpark Fund

SODEC

- Aide aux artisans et aux entreprises en métiers d'art

Investissement Québec

- Programme d'immobilisation en entrepreneuriat collectif

Événements Attractions Québec

- Virage numérique

Regional funding

Association touristique sectorielle

- Entente de partenariat régional et de transformation numérique en tourisme 2022-2025 (EPRTNT)

Secrétariat à la Capitale-Nationale

Destination Québec cité

- Programme de soutien à l'industrie touristique (PSIT)

Tourisme Outaouais

- Fonds de développement offre touristique en Outaouais (FDOTL)

MRC funding

- Fonds d'aide et de soutien à l'entrepreneuriat (FASE)
- Fonds local d'investissement – volet général (FLI-G)
- Plan de développement de la zone agricole (PDZA)
- Fonds de développement en culture

Local funding

- Programme Patrimoines montréalais
- Société de développement économique de la Baie-James
- MRC de Montmagny



Measures of SUPPORT AND ASSISTANCE

Extension of the digital support project EPRT – component 2 of the Ministry of Tourism

Personalized support for active members and additional support for new members with the implementation of the Reservit platform.

Photo and film project

Support for 20 members in the production of a series of ten photos representing the members' tourism experience, as well as a 2-minutes Artisans at work film.

Museum projects and 360 support to members and non-members

CAMI

- Digital Museum Update
- Communication – marketing plan and creation of the museum entity
- Museum accreditation
- Museological assistance

Les Forges de Montréal

- Museum co-direction
- Various projects related to the museum
- Search for financial support for the restoration project

Moulin de l'Isle-aux-Coudres

- Update of permanent exhibitions

COFEC

- Support for museum activities
- Phase 1 exhibition project (summer 2024)

Photo:
© Les Forges de Montréal
Traditional Blacksmithing HERITAGE SPACE , Montreal



Town of Lac-Mégantic



© Charles-Olivier Bourque, CAMI
Magdalen Islands

Berceau du Canada

- Museum accreditation

Nouveau Monde Graphite

- Creation of an exhibition scenario

Town of Lac-Mégantic

- Heritage train station tourism transformation plan
- Permanent exhibition
- Support for museum activities

Alpaga Select

- Business support

MRC de Coaticook

- Permanent exhibition



COFEC
Wood Carving HERITAGE SPACE, Chaudière-Appalaches

Tourisme AND SUSTAINABLE DEVELOPMENT

Implementation of the 2022-25 Action Plan

ENS continued to implement actions in its 2023-2025 plan, including the following:

- Adopting important actions such as sorting waste in the office;
- Creating a guide to accessible infrastructure and services available to members;
- Development of a checklist of sustainable actions to be adopted within the organization;
- Compliance training on welcoming people with disabilities for ENS employees;
- Creation of a section dedicated to sustainable development in our newsletters, with the aim of increasing visibility and highlighting the sustainable actions of our members, as well as those of ENS;
- Taking inventory of GHG emissions linked to employee travel;
- Inventory of waste generated within the office.

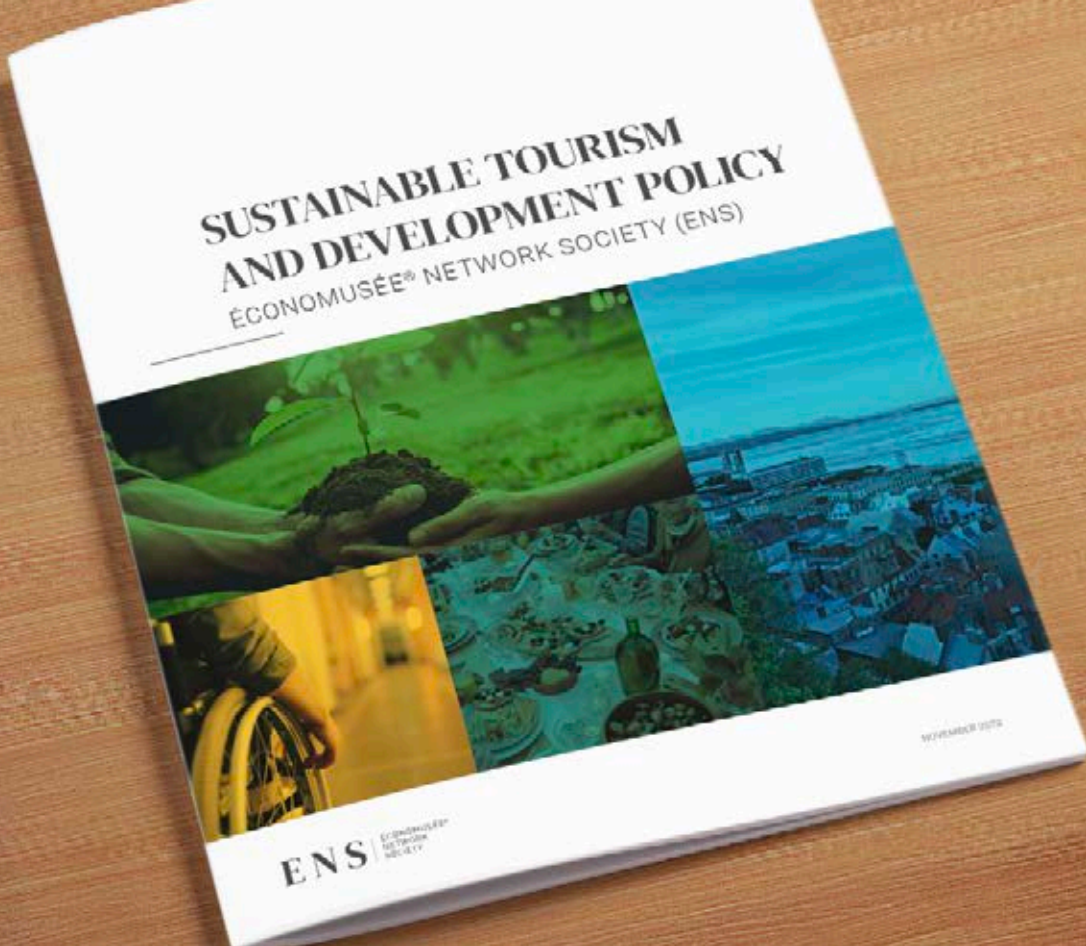


Our sustainable development action plan comprises a total of 78 actions. At the time of finalizing this report, 71% of the actions have been completed or are in progress.

Offset 24 tonnes of CO₂ through the purchase of educational carbon credits (Carbone Scol'ERE program).

Residual material		Emissions (kg CO ₂ eq.)
Residual materials intended for landfill	27.51 kg	38.79
Residual materials intended for recycling	56.95 kg	0.57
Residual materials intended for composting	13.2 kg	0.40
Total emissions generated by residual materials		39.75





Excellence in Sustainable Tourism Award

Thanks to the deployment of concrete actions within the organization, our position on universal accessibility and our efforts to keep our network active and mobilized, we were able to win the Excellence in Tourism Award in October 2023, in the Responsible and Sustainable Tourism - Network category, produced by the Alliance de l'industrie touristique and presented by Quebec's Tourism Ministry.



ENS Certification

The wide range of sustainable actions implemented in addition to the commitment of the team has enabled us to be certified through North America's largest sustainable tourism certification program for tourism companies and destinations.



GreenStep Certification for ten members

Our pilot project to guide a group of 15 members to the threshold of GreenStep certification was completed last March. The firm ADDERE, which was commissioned by ENS, accompanied our members for a full year in the implementation and deployment of a sustainable development plan. Once the support was complete, we encouraged participating members to apply for certification. GreenStep certification is 100% Canadian and its criteria are aligned with the United Nations Sustainable Development Goals and recognized by the Global Sustainable Tourism Council. Today, we are proud to have ten certified members in our network.

Here are the first Quebec companies to be GreenStep Sustainable Tourism certified:

1. **Les Moulins de l'Isle-aux-Coudres**
Flour milling ÉCONOMUSÉE® (Charlevoix)
2. **Ferme Langlois et Fils (Chez Médé)**
Market Gardener ÉCONOMUSÉE®:
Nouvelle Sweet Corn (Quebec)
3. **Couleur Chocolat**
Chocolate Maker ÉCONOMUSÉE® (Gaspésie)
4. **Camerises Mistouk**
Haskap Cannery ÉCONOMUSÉE®
(Saguenay–Lac-Saint-Jean)
5. **Le Ricaneux**
Berry Wines ÉCONOMUSÉE®
(Chaudières-Appalaches)
6. **Délices du Lac-Saint-Jean**
Jame Maker: Wild Blueberry ÉCONOMUSÉE®
(Saguenay–Lac-Saint-Jean)
7. **À l'Orée des champs**
Lamb Butcher ÉCONOMUSÉE®
(Saguenay–Lac-Saint-Jean)
8. **Distillerie Grand Dérangement**
Distiller ÉCONOMUSÉE® (Lanaudière)
9. **Côté Est**
CULINARY SPACE
(Official opening coming soon)
(Bas-Saint-Laurent)
10. **Tournevent**
Oilers ÉCONOMUSÉE® (Official opening coming soon)(Saguenay–Lac-Saint-Jean)



Responsible events

A list of eco-responsible actions was drawn up and tested last February for the organization for our first conference on Intangible Cultural Heritage, which brought together nearly 100 participants in the city of Joliette. Several actions were listed for each aspect of the organization, including: choice of venue, food, accessibility, waste management, energy and water saving measures, transportation, communication, greenhouse gas emissions and social practices. Following the event, an evaluation was carried out and a report drawn up highlighting our strengths and areas for improvement. Our aim is to improve our performance in the organization of our events, while raising awareness and encouraging industry players to adopt sustainable practices.

Integration of strategic planning

Over the past year, ENS has been working in collaboration with other stakeholders in the tourism industry, which will soon lead to more concrete results. Our strategic plan and sustainable development plan will be improved with the support of ADDERE and Ouranos2, thanks to funding from MTO and AITQ. The Parcours d'accompagnement en adaptation aux changements climatiques (climate change adaptation support pathway) proposed by Ouranos will be used to determine our direction and objectives in this area. A series of three workshops based on the sharing of expertise and experience with other associative colleagues has already taken place, and we are currently in the process of reflecting on possible objectives and actions for us in terms of climate change.

² Consortium sur la climatologie régionale et l'adaptation au changement climatique (<https://www.ouranos.ca/en>)

Accessibility of the Network as of March 31, 2024

A recent internal compilation and forecast on accessibility among members shows that by April 2025, 90.1% of members should be accessible or partially accessible, if implementation or improvement projects are on schedule.

83% of regular members in the Quebec network (36) are accessible or partially accessible

Accessibility for Quebec members

Accessible	16
Partially accessible	14
Non accessible	1
Will never be accessible	2
Not evaluated	3



Photo : © Kérroul, Le Ricaneux – Berry Wines ÉCONOMUSEE®, Chaudière-Appalaches

Marketing AND PROMOTION

During 2023-24, ENS continued to promote its brands in order to increase awareness of itself and Artisans at work, as part of a diversified strategy involving various communications and public relations activities.

Conferences and presentations

La ENS tant de plus en plus reconnue comme un leader dans divers secteurs d'activité, la ENS a vu son directeur général jouer le rôle de conférencier, d'invité et de participant à de multiples événements. Son objectif : promouvoir l'expertise de l'organisation et lui donner une visibilité accrue.

- Norway: speaker at Slow Food Norway event, ENS presentation at Visit Bergen, member visits (July 2023)
- Presentation by ENS at the l'Académie du goût (Switzerland, virtual, August 2023)



Representation at events

The management team and some team members were called upon to take part in various events throughout the year to represent the organization and its members.

- Assises du tourisme 2023 (Montreal, May 2023)
- Taste of Place 2023 (Toronto, June 2023)
- Golf Tournament of the Fondation de la relève en tourisme – Montreal (August 2023)
- ENS kiosk as part of a special event at BoreA DécouVERTE, one of our members (August 2023)
- Major conference of the Alliance de l'industrie touristique du Québec and the Award of excellence (Trois-Rivières, September 2023)
- Bienvenue Québec (Trois-Rivières, October 2023)
- Symposium Tourisme durable (Sainte-Marthe, October 2023)
- Annual conference of ARF-Quebec (Sherbrooke, November 2023)
- Plus much more

Representation in the industry

- Presidency of the CQPV (until the end of June 2023)
- Co-presidency for the renewal of the Plan d'action sur l'avenir du tourisme gourmand (in collaboration with AATGQ)
- Advisory Board A Taste of Place Summit (Montreal, May 2024/Culinary Tourism Alliance)
- Alliance de l'industrie touristique du Québec:
 - Marketing Directors Committee (C. Vaillancourt)
 - Communications Committee (C. Vaillancourt)
 - Development Committee (M. Dassylva)
 - MTO Agreement Renewal Committee (C.-É. Guertin)
 - Sustainable Development Committee (C.-É. Guertin)
 - Local flavours (C. Vaillancourt)
 - Culture and vibrant cities (C.-É. Guertin)
 - Sustainable Development Committee (C.-É. Guertin)



Magazines

ENS' expertise in coordinating and publishing the *Artisans at work* magazine is now widely recognized. The province of Saskatchewan requested a special magazine showcasing its artisans at work. A first edition was produced and 1,000 copies printed in May 2023, to launch the Saskatchewan tourism season.

As part of the project to design promotional tools for agri-food members abroad, supported by funding from the Ministère des Relations internationales et de la Francophonie, a special gourmet magazine 2023-24 was designed, printed in October and distributed in 2,000 copies throughout the network and its partners. The magazine showcases the experience and expertise of Quebec members officially inaugurated as *Artisans at work*.



Members' meeting and Artisans at work Award Ceremony

On April 25 and 26, 2023, the annual meeting of Quebec members was held. Gathering at the Monastère des Augustines in Quebec City, members took part in a day-and-a-half conference on The Human Behind the Know-how.



By handing out this awards, ENS aims to encourage a culture of innovation in the transmission of know-how, through the deployment of renewed tourism activities. We want to encourage our members to continue developing innovative, high-quality products based on traditional practices.

The ARTISANS AT WORK AWARD - Tourism Innovation

This prize is awarded to the member who has distinguished themselves by their actions in the field of tourism innovation, with the aim of maintaining the visitor's ÉCONOMUSÉE® experience at a high level of quality.



Papeterie Saint-Gilles - Paper Making ÉCONOMUSÉE® was awarded the prize in the arts and crafts category, for having particularly stood out over the past year. The innovation lies in the new visitor offer, which has been totally revamped to put paper back at the heart of the experience, including a self-guided digital tour.



La **Fromagerie La Station** - Farmstead Cheese Factory ÉCONOMUSÉE® took top honours in the bio-food sector for the design of an immersive chamber that transports visitors as if they were in the ripening room, with the same smells and temperature, as well as the development of a "scent organ", two elements that contribute to the innovative character of this enterprise.

The CYRIL SIMARD AWARD

The winning project stands out for its concern to encourage tangible exchanges and strengthen the bonds between artisan members, thus contributing to the development of a sense of belonging within the network. The prize was awarded to **À l'Orée des champs** - Lamb Butcher ÉCONOMUSÉE® which distinguished itself by developing a country table table that showcases products from other network members.

20 years in the network

The ENS celebrated the 20th anniversary of **Cidrerie et Vergers Pedneault** - Pomiculture ÉCONOMUSÉE® as a member of the network, and its contribution to the promotion and transmission of know-how.

10 years at the helm of ENS

At this annual meeting, the Board of Directors also took the opportunity to celebrate ten years of service by Executive Director Carl-Éric Guertin.

Media relations

eNS took advantage of the events it organized, its leadership position in various projects, inaugurations and promising projects to interact with the media in Quebec.

More than 75 articles and mentions of ENS, Artisans at work or members with a concept (ÉCONOMUSÉE®, CULINARY SPACE, HERITAGE SPACE, etc.) published in the Quebec press.

A press relations campaign was also piloted for the launch of the first ten Quebec businesses certified by GreenStep Solutions in sustainable tourism.

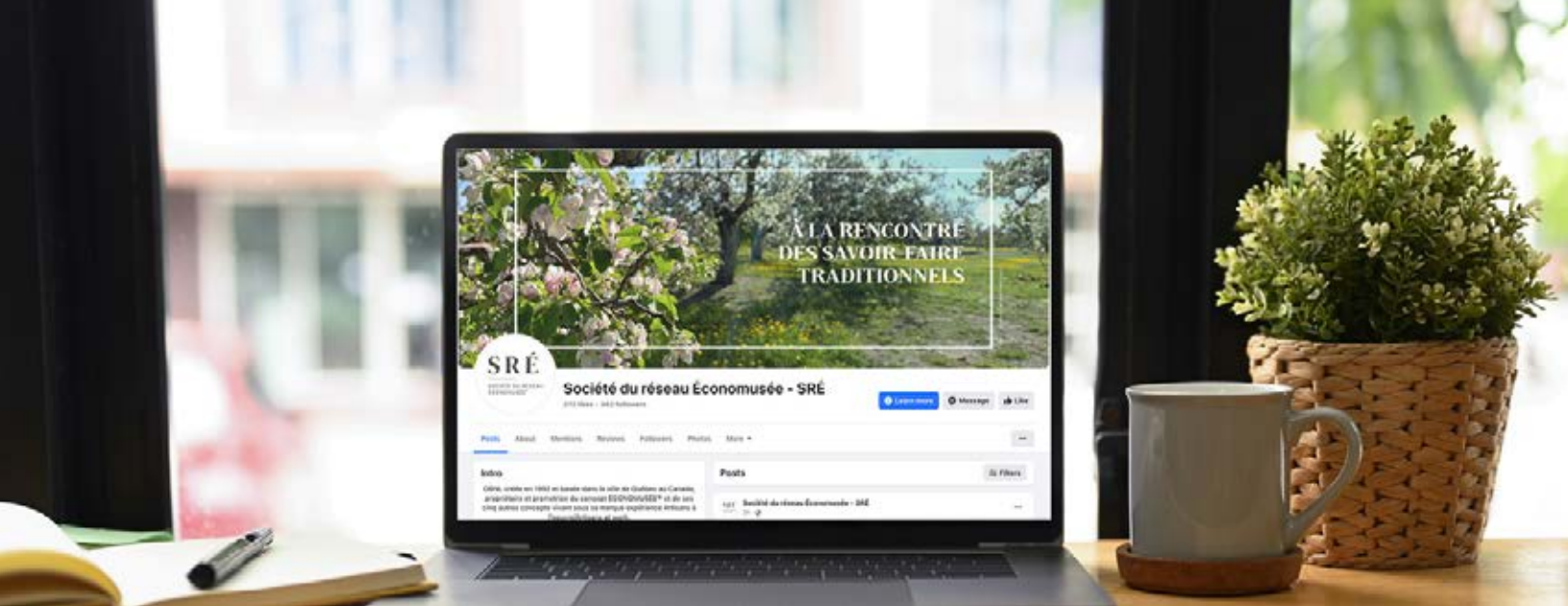


Some **15 articles** in 2023-24 highlighted this initiative by the ENS and our members. Media coverage of this campaign will also extend through 2024-25, generating more than 30 articles on the subject in Quebec

Media briefing

Two days of speed networking with journalists interested in gourmet and cultural destinations as well as discovery routes on the Alliance de l'industrie touristique du Québec platform. ENS participated in and promoted the Artisans at work network during the March 2024 event. More than twenty interviews helped solidify ties with Quebec media.





Social media

Newsletters

- 7 Quebec members
- 2 express newsletters

Blog

7 articles

Social media sites

ENS Facebook, AW Facebook, ENS LinkedIn, AW Instagram

- 71 AW Facebook posts
- 53 ENS Facebook posts
- 34 AW Instagram posts
- 65 ENS LinkedIn posts

More than 38 promotional events to showcase the artisans at work

- Advertorial (Magazine *Culture Trad* 2023, Magazine *Atikuss* no. 1)
- Économusées articles in partner networks (AITQ, CARTV, CQPV, etc.)
- Serving and offering gifts of member products
- Driving the brand and the Artisans at work experience through advertising placements



Photo:
Magazine *Culture Trad* 2023
Magazine *Atikuss* Number 1



Advertorials on French-speaking Europe

Last June, an immersive article was written in collaboration with ENS to highlight the artisans at work in the agri-food sector. It was deployed on their social networks, in their newsletter, on their website and in our our magazine *Gourmet Special: Artisans at work: your all-access pass to Quebec's culinary scene and secrets* - Québec le Mag (quebeclemag.com)

This article supports the strategy of increasing customer awareness of Artisans at work in French-speaking Europe. This project was made possible thanks to funding from the Ministère des Relations internationales et de la Francophonie (MRIF).

Indigenous traditions campaign 2024

March 2024 saw the launch of a promotional campaign in collaboration with L'Alliance de l'industrie touristique and Le Québec maritime, to promote Atikuss – Maskisin ÉCONOMUSÉE®. Aimed at the French territory, the campaign will run in *Le Monde* magazine and Le Figaro podcast between March and June 2024. Carnet de Voyage au Québec – Podcast (lefigaro.fr)



Strategic PLAN 2024-2027

The year 2023-2024 was marked by the completion of the organization's new strategic plan. Numerous consultations were held with industry partners, members, the Board of Directors and the team. The business strategy consulting firm Vignola supported the executive management team in carrying out this mandate.



SRÉ | SOCIÉTÉ DU
RÉSEAU
ÉCONOMUSÉE®



PLANIFICATION STRATÉGIQUE
2024-2027
Rapport de diagnostic stratégique

Janvier 2024

vignola
Stratégies d'affaires

Partnerships AND COLLABORATIONS



Alliance de l'industrie touristique du Québec

ENS participates in various events of the Alliance de l'industrie touristique du Québec. ENS' President Émilie Gaudreault, Délices du Lac-Saint-Jean - Jam maker: wild blueberry ÉCONOMUSÉE®, has served on the Board of Directors since 2019. The Executive Director participates in numerous meetings and video conferences of the General Directors of Tourism Associations, and has been appointed Chairman of the Sustainable Development Committee. He also sits on the Culture and Vibrant Cities experience committee. Cindy Vaillancourt, Director of Member Services, Communications and Marketing, participates in the Marketing Directors' meetings and sits on the Local Flavours tourism experience committee. Mélanie Dassylva, Director of Artisans at work experience, sits on the Development Committee.



Research Center and International Cooperation

Carl-Éric Guertin continued his involvement with the Board of Directors of the Centre d'études et de coopération internationale (CECI). He was re-elected for a second two-year term. He chairs the organization's Mobilization Committee. CECI's mission is to combat poverty, exclusion and inequality. To this end, CECI strengthens the economic development capacities of disadvantaged communities; it supports initiatives in the field of gender equality, the fight against violence, food security, resilience and adaptation to climate change; it mobilizes resources and promotes the exchange of know-how.

Source : ceci.org/fr/le-ceci-en-bref



Ministère du Tourisme

As part of a mandate awarded by the Tourism Ministry to Ouranos (Consortium on regional climatology and adaptation to climate change), Carl-Éric Guertin is a member of the MTO - AT - MELCC - Ouranos Steering Committee on climate change adaptation in the tourism industry. This committee guides and approves the work of Ouranos within the scope of its mandate.



Kéroul

An additional two members were certified accessible by Kéroul, bringing the total number of accessible or partially accessible members to 30. In addition, the Accessible Infrastructure Guide has been updated and translated into English, enabling members to be better showcased at promotional events. The updated Guide will be launched in spring 2024.



Culinary Tourism Alliance

ENS maintained its membership in the Culinary Tourism Alliance and sat on the Advisory Committee for the Taste of Place Summit, to be held in Montreal in May 2024.



Conseil des appellations réservées et des termes valorisants (CARTV)

The annual agreement with CARTV has enabled our members to shine a spotlight on their various initiatives. In particular, through the integration of content on reserved designations and value-added claims by members who own them, the dissemination of blog posts in our various media, and the production of identification panels for members. It should be noted that 12 ENS members hold a reserved designation or value-added claim from CARTV.

Photo :
 © Ferme Langlois et Fils (Chez Médé)
 ÉCONOMUSÉE® du maraîcher : maïs sucré de Neuville, Québec / Capitale-Nationale



1st TOURISM AND INTANGIBLE HERITAGE CONFERENCE

February 12-13, 2024

The event brought together a total of 105 participants in Joliette, as well as 40 online participants, demonstrating a strong interest in linking intangible heritage and tourism. This success is also due to the involvement and contribution of the event's partners: Tourisme Lanaudière, Culture Lanaudière, the Conseil québécois du patrimoine vivant (CQPV), Tourisme Autochtone Québec (TAQ), the Société des musées du Québec (SMQ), Événements Attractions Québec (ÉAQ), the Ministère de la Culture et des Communications (MCC) and the Ministère du Tourisme (MTO).

This first edition welcomed some twenty guests who led inspiring training sessions, presentations and discussions, as well as a memorable dance party. Speakers from various regions of Quebec, Norway and Bolivia enriched the debates by sharing their expertise.

Following this conference, we are convinced that highlighting intangible heritage enhances the attractiveness of a destination. The post-event survey revealed that 92% of respondents expressed an overall satisfaction of 8/10 or more with the event. The engagement, quality of the content and relevance of the themes covered were widely appreciated. Participants also expressed their interest in a future event.












03

NATIONAL AND INTERNATIONAL DEVELOPMENT

Photo: © Skivvers
Fibre Craft: Wool ÉCONOMUSÉE®

ENS support for members in Canada

Province	Start-up member	Member in transition	Regular member Experience improvement
Atlantic Newfoundland and Labrador	 Skivvers Fibre Craft: Wool ÉCONOMUSÉE®		
	 Pollen Nation Farm Bee Keeper ÉCONOMUSÉE®		
Alberta		 River Ranch Cattle Ranching HERITAGE SPACE	
British Columbia			 Mary Fox Pottery ÉCONOMUSÉE®
Saskatchewan	 SS River Metis Traditionnal Beading ÉCONOMUSÉE®	 Prairie Bee Meadery Meadery ÉCONOMUSÉE®	
	 Crossmount Cider Company Cider Maker ÉCONOMUSÉE®		

Alberta

On April 1st, 2024, the Conseil de développement économique de l'Alberta (Alberta Economic Development Council) became Parallèle Alberta, a leader in Francophone economic development in Alberta, driven by its pillars: entrepreneurship, employability and community economic development. Parallèle Alberta offers a range of coaching services, useful resources and development and networking opportunities for job seekers, entrepreneurs and the bilingual business community across the province.

As Parallèle Alberta is particularly invested in projects that contribute to building a strong and sustainable tourism economy, the collaboration with ENS is an added value to support our province's artisan-entrepreneurs on the ground.

In 2024, Alberta will include in its network the very first HERITAGE SPACE, dedicated to cattle farming. River Ranch, located in Saint-Paul, offers an immersion into the world of regenerative cattle breeding, hosted by warm and passionate hosts.

In the coming year, familiarization tours are planned to meet with partners and municipalities, as well as to visit potential experiments.

Parallèle Alberta is proud to lead the development of the ÉCONOMUSÉE® network in Alberta. To ensure the strength of the network in Alberta, the creation of a sub-committee under the Parallèle Alberta umbrella is essential.





© River Ranch, Cattle Ranching HERITAGE SPACE, St. Paul

Saskatchewan

Two économusées were inaugurated on June 9, 2023:

- **Black Fox Farm and Distillery**
Distiller ÉCONOMUSÉE®, Saskatoon
- **Susan Robertson Pottery**
Ceramic Artist ÉCONOMUSÉE®, Broderick

The year also saw the development of new économusées that will open their doors in 2024 and 2025. Great collaboration continues between partners in Saskatchewan and ENS in Quebec.

In May 2023, a bilingual magazine available in both print and digital format was developed to promote the network across the territory.





Inaugurations

Canada

- **Bridgeland Distillery**
Distiller ÉCONOMUSÉE®
June 1st, 2023
- **Susan Robertson pottery**
Ceramic Artist ÉCONOMUSÉE®
June 9, 2023
- **Black Fox Distillery**
Distiller ÉCONOMUSÉE®
June 9, 2023
- **Emotions in Wood**
Woodworker ÉCONOMUSÉE®
June 20, 2023

Norway

- **Gullhuset**
Silversmith ÉCONOMUSÉE®
August 1st, 2023



Northern Ireland

Fidela Coffee

Fidela Coffee in Coleraine became the 13th ÉCONOMUSÉE® launched in Northern Ireland in April. The Causeway Coast & Glens Heritage Trust will inaugurate the first coffee roasters in this international network of elite artisans, in the company of guests from Causeway Coast and Glens Borough Council, Tourism Northern Ireland (NI) and guest speaker Mitch McComb from NI Coffee Maps.



Brighter Gold ÉCONOMUSÉE®

Producer of quality oils, Brighter GOLD has invested and expanded with the installation of its new bottling line, the addition of a press and larger capacity tanks. The growing company has hired two employees, is nominated to the to the CARAS organization and is in the process of obtaining the title of associate (ARAgS) at Balmoral.



Norway

Lisbeth and Per Gunnar visited all members during the spring, summer and fall season in order to get feedback from members. During the year, we received funding from Viken County to shape a new EU project.

Carl-Éric Guertin (CEO ENS) visited in June 2023, and were taken on a tour among member venues, met with Visit Bergen and participated in Terra Madre in Ulvik, July 1st.

Two économusées, Håndlaget and Gourmet Bornholm received funding to learn more about the new categories. Our annual meeting was held at Oleana January 31, 2024, with a presentation of Vestland Countys new destination management project.

Vidar Langeland from Oselvarverkstaden was invited to the ENS event in Joliette(Québec, Canada) and had a presentation about their VR project.

Håndlaget/ÉCONOMUSÉE® Norway has 15 members. Gullhuset Silversmiths is a new member. Oleana left the network as they are now focusing on design and fashion.





Vermont, USA

Potential analysis and potential partners meeting (November 2023)

ENS was contacted to assess the development potential in the state of the Artisans at work concept implemented in this country. A meeting with potential partners and local economic players was held last fall. A visit was also made to interested companies.





Artisan members
at work as of
June 1, 2024

04 | INTERNATIONAL NETWORK

CANADA

Alberta

Cheese Maker
Old School Cheesery
Vermilion
oldschoolcheesery.com

Stained Glass
Healing à la source
Lac La Biche
facebook.com/healingalasource

Beekeeper
Paradis Valley Honey
Watino
paradisvalleyhoney.com

Cannery
Twisted Fork
St. Paul
twistedforksp.com

Distiller
Bridgeland Distillery
Calgary
bridgelanddistillery.com

Cattle Ranching
HERITAGE SPACE
River Ranch
St. Paul
river-ranch.ca

Atlantique

Prince Edward Island

Chocolate Making
Island Chocolates Company
Victoria
islandchocolates.ca

Nova Scotia

Pewterer
Amos Pewter
Mahone Bay
amospewter.com

New Brunswick

Cabinet Maker
The Barn in Bloomfield
Bloomfield
brentrouke.com

Newfoundland and Labrador

Jam Maker
The Dark Tickle Company
St. Lunaire – Griquet
darktickle.com

Rug Maker
Livyers Lot
Burin Peninsula
livyerslot.ca

Brews and Fish
CULINARY SPACE
Battle Harbour Historic Trust
Battle Harbour
battleharbour.com

Harvesting
Bonabooch Kombucha Co
Bonavista
bonabooch.com

Fiber Crafts: Wool
Skivvers
Cow Head
facebook.com/skivvershandknits

Beekeeper
Pollen Nation Farm
Little Rapids
pollennationfarm.ca

British Columbia

Pottery
Mary Fox
Ladysmith
maryfoxpottery.ca

Beer Brewing
Townsite Brewing
Powell River
townsitebrewing.com

Mat Making
Lillie & Cohoe
Nelson
lillieandcoho.com

Ceramic Artist
D.E. Walters
Nelson
earthstudiosonline.com

Bakery
The Kootenay Bakery Café
Nelson
thekootenaybakerycafe.com

Ebenist
Emotions in Wood
Salmo
emotionsinwood.com

Quebec

Maple Syrup Making:
Alcoholic Beverage
Domaine Vallier Robert
Auclair
domainevallierrobert.ca

Soap Maker
Quai des Bulles
Kamouraska
quaidesbulles.ca

Ebenist
Arbol
Rivière-Ouelle
arbolcuisine.com

Classic and Botanic Charcuterie
FOUDUCOCHON
Sainte-Anne-de-la-Pocatière
fouducochon.com

Farmstead Cheese
Fromagerie La Station
Compton
fromagerielastation.com

Wine Maker
Vignoble de l'Orpailleur
Dunham
orpailleur.ca

Blacksmith
Romain Francès Ferronnier d'Art
Compton
forgeilmarinen.com

Woolen Mill HERITAGE SPACE
Moulin à laine d'Ulverton
Ulverton
moulin.ca

Oil Making
Centre de l'Émeu de Charlevoix
Saint-Urbain
emeucharlevoix.com

Cheese Making
Laiterie Charlevoix
Baie-Saint-Paul
laiteriecharlevoix.com

Pomiculture
Cidrie et Vergers Pedneault
Isle-aux-Coudres
charlevoixenligne.com

Flour Milling
Les Moulins de L'Isle-aux-Coudres
Isle-aux-Coudres
lesmoulinsoislesauxcoudres.com

Cookie Maker
Biscuiterie Chez Léon & Lily
Saint-Irénée
facebook.com/chezleonetlily

Paper Making
Papeterie Saint-Gilles
Saint-Joseph-de-la-Rive
papeteriesaintgilles.com

Saffron Farmers
Safran Nordique
Clermont
safran-nordique.com

Master Brewer
Frampton Brasse
Frampton
framptonbrasse.com

Berry Wines
Le Ricaneux
Saint-Charles-de-Bellechasse
ricaneux.com

Farmstead Goat Cheese
La ferme Cassis et Mélisse
Saint-Damien-de-Buckland
cassismetlisse.com

Maskisin
Atikuss
Uashat
atikuss.com

Seafood Butcher
Atkins et Frères
Mont-Louis
atkinsetfreres.com

Liquor Maker: Raspberry
La Vallée de la Framboise
Val-Brillant
lavalleedelaframboise.com

Chocolate Maker
Couleur Chocolat
Sainte-Anne-des-Monts
couleurchocolat.ca

Pottery
Maison du Potier
Magdalen Islands
poteriedesiles.com

Hard Smoke Herring
Le Fumoir d'Antan
Magdalen Islands
fumoirdantan.com

Cheese Making
Fromagerie du Pied-De-Vent
Magdalen Islands
fromageriedupieddevent.com

Cabinet Maker
Créations Pierre-Nicolas Côté
L'Épiphanie
pierre-nicolas.ca

Distiller
Distillerie Grand Dérangement
Saint-Jacques
grandderangement.ca

Brewer
Alchimiste Microbrasserie
Joliette
alchimiste.ca

Cider Maker
Cidrie du Minot
Hemmingford
duminot.com

Butcher
L'Effet Bœuf
Saint-Robert
leffetboeuf.net

Urban Market Gardener
Fermes Urbaines Oplant
Montreal
oplant.ca

Traditional Blacksmithing
HERITAGE SPACE
Les Forges de Montréal
Montreal
lesforgesdemontreal.org

Essential Oil Distiller
BoreA DécouVERTE
Chapais
boreasens.com

Chocolate Making
ChocoMotive
Montebello
chocomotive.ca

Market Gardener:
Squashe and Pumpkin
Courges & cie
Gatineau
courgescie.com

Herbalist
Herboristerie La Fée des Bois
Clarendon
herboristerielafeedesbois.com

Market Gardener:
Neuville Sweet Corn
Ferme Langlois et Fils
(**Chez Médé**)
Neuville
facebook.com/fermelangloisetfilschezmede

Wood Sculpture
Atelier Paré
Sainte-Anne-de-Beaupré
atelierpare.com

Cannery
Compliments de Belle-Maman
Saint-François-de-l'Île-d'Orléans
complimentsdebellemaman.ca

Black Currant Fine Wine
and Spirits
Cassis Monna & Filles
Saint-Pierre-de-l'Île-d'Orléans
cassismonna.com

Kombucha Brewers
Bio Ferme des Caps
Sainte-Tite-des-Caps
biofermedescaps.com

Traditional Ornaments
Onquata
Wendake
onquata.com

Distiller
Distillerie Arsenal & CO.
Québec
distilleriearsenal.com

Jam Maker: Wild Blueberry
Délices du Lac-Saint-Jean
Albanel
delicesdulac.com

Beekeeper
Miel des Ruisseaux
Alma
mieldesruisseaux.com

Chocolaterie des Pères
Chocolaterie des Pères
Dolbeau-Mistassini
chocolateriedesperes.com

Oilers
Tournevent
Hébertville
tournevent.ca

Glass Blowers
Verrierie d'art Touverre
La Baie
touverre.com

Fine Stone Cutting
Touverre
La Baie
touverre.com

Haskap Cannery
Camerises Mistouk
Labrecque
camerisesmistouk.com

Crystal Prospector
Cristal du Lac
Métabetchouan-Lac-à-la-Croix
cristaldulac.com

Bread Making
Boulangerie Perron
Roberval
boulangerie.perron@hotmail.com

Lamb Butcher
À l'Orée des champs
Saint-Nazaire
aloreedeschamps.com

Goatherd and Agrowear Designer
Le Chevrier du Nord
Saint-Fulgence
chevrierdunord.com

Fantasy Pastry Bakery
La Midinette Boulangerie de fantaisie et buvette
Saint-Jean-de-l'Île-d'Orléans

Wood carving HERITAGE SPACE
COFEC
Saint-Jean-Port-Joli
lacoferc.org

Sugar Shack Meal
CULINARY SPACE
Le Bistreau d'érable
Sainte-Lucie-de-Beauregard
bistreauderable.com

CULINARY SPACE
Côté Est
Kamouraska
cote-est.ca

Saskatchewan

Wines and Alcohols Fruit
Over The Hill Orchards
Lumsden
overthehillorchards.ca

Distiller
Black Fox Farm & Distillery
Saskatoon
blackfoxfarmanddistillery.com

Pottery
Susan Robertson pottery
Broderick
shop.srobertsonpottery.com

Mead Maker
Prairie Bee Meadery
Caron
prairiebeemeadery.ca

Metis Beading
SS River Designs
St. Louis
ssriverdesigns.com

Cider Maker
Crossmount Cider Company
Saskatoon
crossmountcidercompany.ca

CARIBBEAN

Haiti

Guildiverie
Guildiverie de Patrick
Milot

NORTHERN EUROPE

Iceland

Wood Carving
Smávinir
Stykkishólmur
smavinir.is

Creamery
Rjómabúð Erpsstaðir
Búðardalur
erpsstadir.is

Faroe Islands

Blacksmithing
Kalísgarður
Trøllanes
mikkjal.smidjan@gmail.com

Traditional Music
TUTL
Tórshavn
tutl.com

Stone Sculpture
The North Atlantic Basalt
Skopun
fgvfo

Wood Carving
Joel Cole Gallery
Tórshavn
joelcole.gallery

Ireland

Butchery
Kelly's Butchers
Newport
kellysbutchers.com

Wood Carving
Celtic Roots Studio
Ballinahown, Athlone
celtic-roots.com

Goat Dairy
Aran Islands Goats Cheese
Galway
arangoatcheese.com

Smoking Fish
Connemara Smokehouse
Aillebrack, Ballyconneely
smokehouse.ie

Cheese Making
St Tola Irish Goat Cheese
Gortboearna, Maurices Mills,
Ennistymon
st-tola.ie

Northern Ireland, UK

Oilmill
Brighter Gold
Limavady
brightergold.co.uk

Goat Butchery
Broughgammon
Ballycastle
broughgammon.com

Bakery
Bursa Minor
Ballycastle
ursaminorbakeryhouse.com

Jewellery
Steensons Jewellers
Glenarm
thesteensonson.com

Blacksmithing
Hot Milk Forge
Ballymena
artistblacksmithschool.com

Watercolour
Audrey Kyle Art
Islandmagee
audreykyleart.com

Creamery
The Creamery Can
Glarryford
thecreamerycan.com

Jewellery Maker
Gobbins Crafts
Islandmagee
gobbinscrafts.com

Smoking Foods
North Coast Smoke House
Ballycastle
northcoastsmokehouse.com

Chocolate Maker
The Chocolate Manor
Castlerock
thechocolatemanor.com

Coffee Roaster
Fidela Coffee
Coleraine
fidelacoffee.com

Norway

Small Barrel Maker
Fjordtønna
Tysse
fjordtynna.no

Animal Fibre Craft: Wool
Hillesvåg Ullvarefabrikk
Leknesvegen
ull.no

Boat Building
Oselvarverkstaden
Os
oselvarverkstaden.no

Glass Blowing
Stine Hoff Kunstglass
Bergen
stinehoff.no

Flour Milling
Mylná
Hamnegata
mylna.no

Apple Grower
Syse Gard
Syse Gard
sysegard.no

Cooper
Tønnegarden
Samnøyvegen
tonnegarden.no

Traditional Costume
Bunad Verksted
Molde
bunadverksted.no

Cider Making
Ciderhuset
Balestrand
ciderhuset.no

Silversmith
Arven
Bergen
arven.no

Cheese Making
Tingvoll Ost
Torjulvågen
tingvollost.no

Fashion Design
Oleana
Ytre Arna
oleana.no

Cheese Factory
Hol Ysteri
Nerolsgutu
holysteri.no

Brewery
Aass Bryggeri
Drammen
aass.no

Shoemaker
Aurlands
Aurlandsvagen
aurlandskoen.no

Silversmith
Gullhuset
Odda
gullhuset.no

Sweden

Glass Blowing
Storsjöhyttan
Sjötorget
storsjohyttan.com

Butcher
Nybo Gärd
Vemhan
nybogard.se

Brewery
Klövsjö Gårdsbryggeri
Klövsjö
oppistuggu.se

Tanner
Sedum Design
Bruksvallarna
sedumdesign.se

Pottery
Drajeriet
Stockholm
drejeriet.com

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