







WHAT DO WE MEAN BY “A NURTURING MRC WITH AN ENTREPRENEURIAL FLAVOR”?

-  A productive territory and prosperous, sustainable businesses to feed the world.
-  The development of resilient, innovative and regenerative businesses.
-  Stakeholders mobilized around a promising agri-food vision.
-  An attractive territory driven by communicating and valorizing its agri-food sector.

KEY WORDS FOR A GOOD AGRI-FOOD AMBASSADOR

AGRI-FOOD

All the economic activities relating to agricultural production for fisheries and aquaculture, food and beverage processing, for the sale of these products as well as for food services.

SUSTAINABLE FOOD SYSTEM

A network of territorial collaboration that integrates the production, processing, distribution and consumption of food products as well as the management of residual materials, in order to improve the environmental, economic and social health of the collectivity. It involves all the different stakeholders, the activities and infrastructure supporting the population's safe food supply, and is based on a territorial food governance.

FOOD RESILIENCE

The ability of a food system and its constituent parts to ensure a safe food supply over time, despite different and unanticipated disruptions.

SHORT FOOD SUPPLY CHAIN

A market approach for agricultural or horticultural products, either raw or processed, in which a maximum of one intermediary intervenes between the producer and the consumer. A short circuit approach requires both a geographic and relational proximity.

A REGENERATIVE AGRICULTURE

A series of agricultural production techniques aiming to improve the environment by regenerating soil and water, increasing biodiversity and sequestering carbon in the soil.

AGRITOURISM

A complementary activity to agriculture unfolding within a farm enterprise and which contributes to valorizing farming as a trade. It also promotes local products while bringing together consumers and producers.

CULINARY TOURISM

Promotes discovering different Québec regions through special culinary experiences as well as agritourism and agri-food activities. E.g.: agritourism businesses, restaurants offering a regional cuisine, artisan processor boutiques, public markets, etc.

A NURTURING MUNICIPALITY

An environment ensuring that all its citizens have access to fresh and healthy food. It is based on five primary ingredients to which a local food management is added.

1. A productive territory
2. Prosperous and responsible businesses
3. Better access to healthy food
4. An increased demand for proximity
5. An optimized life cycle