



GRENFELL
CAMPUS



Office of Engagement

SUMMARY REPORT

SOUTHWEST COAST THRIVING REGIONS WORKSHOP: PHASE 2

COLLEGE OF THE NORTH ATLANTIC

PORT AUX BASQUES CAMPUS

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Introduction

As part of the Harris Centre's Thriving Regions Partnership Process, a workshop was held on December 5, 2018, at the College of the North Atlantic-Port aux Basques Campus and was led by Grenfell Campus's Office of Engagement (GO Engagement). This event followed a workshop held in the same location on October 18, during which participants identified the following priority research themes: embracing the aging population, understanding tourism patterns, and building food security (fisheries and agriculture), with particular interest in how any of these themes relate to entrepreneurship or community/regional collaboration (see Appendix A for workshop themes, and the following link for the full workshop report: <https://www.mun.ca/harriscentre/whatwedo/thrivingregions/southwestcoast.php>).

The Harris Centre released a call for Expressions of Interest from Memorial University faculty, staff and students to complete research projects focusing on the priority themes. A fund evaluation committee comprised of local and academic members chose three researchers to move forward in the process and attend this second workshop to share information about their projects, gather feedback, develop local partnerships, and ensure that their projects are relevant for the region. This report provides a summary of the research projects being proposed, as well as the discussion surrounding each project.

About the Thriving Regions Partnership Process and this Workshop

The Harris Centre's Thriving Regions Partnership Process is a new program that has taken the place of its Regional Workshop programming that was undertaken from 2005-2016. This new process includes development of more sustained relationships with people in regions throughout the province, as well as dedicated funding for Memorial researchers to complete projects in those regions. Other Memorial units partner on the process with the Harris Centre when appropriate, including Grenfell Campus and the Labrador Institute.

The Thriving Regions Partnership Process is providing an opportunity for Memorial University to work with people on the Southwest Coast to help promote a thriving social and economic region through the funding of publicly engaged research projects in the region. This workshop was held for the entire Southwest Coast

region, which includes just over twenty communities between North Branch and La Poile with a population of nearly 7,800 people.

A local advisory committee is helping plan and promote this process on the Southwest Coast, which consists of people from the following organizations: Atlantic Canada Opportunities Agency; College of the North Atlantic; Department of Tourism, Culture, Industry and Innovation; Gateway Status of Women Council; Hotel Port aux Basques; Leading Edge Credit Union; Marine Atlantic; Town of Isle aux Mort; and Town of Port aux Basques.

The Harris Centre and Grenfell Office of Engagement led a Southwest Coast Thriving Regions Workshop on October 18, 2018 in order to identify priority research themes for the region, including: embracing the aging population, understanding tourism patterns, and building food security (fisheries and agriculture), with particular interest in how any of these themes relate to entrepreneurship or community/regional collaboration (report found here:

<https://www.mun.ca/harriscentre/whatwedo/thrivingregions/southwestcoast.php>).

Following the workshop, The Harris Centre released a call for Expressions of Interest from Memorial University faculty, staff and students to complete research projects focusing on these priority themes on the Southwest Coast. A fund evaluation committee comprised of four local and three academic members reviewed the ten Expressions of Interest that were submitted and chose the following three projects to move forward in the process:

- Lights... Camera... Grow! Documenting a Teaching Farm in Southwest Newfoundland (Dr. Paul De Decker, Department of Linguistics, Faculty of Humanities and Social Sciences)
- Storytelling through Shadow Puppetry on the Southwest Coast (Dr. Jamie Skidmore, Department of English, Faculty of Humanities and Social Sciences)
- Agro-tourism and social enterprise: Developing a Southwest Coast Food Loop (Dr. Bonnie White from the Department of Historical Studies, School of Arts and Social Science at Grenfell Campus)

Led by the Grenfell Office of Engagement, the workshop on December 5, 2018 included presentations by these researchers on their projects, as well as brainstorming sessions on each project with the workshop participants (see Appendix B for the workshop agenda). The purpose of this workshop was for local community members on the Southwest Coast to learn more about the research projects being proposed for their region, and for the researchers to gather feedback and develop local partnerships to help ensure

that their projects are relevant for the region. The workshop participants were handed sign-up sheets, which gave them the opportunity to provide their names and contact information if they wanted to be contacted by the researchers for further involvement in any of the projects.

The workshop was attended by seventeen people, mostly from around the Southwest Coast. There was a good mix of interests, including municipalities, businesses, community and non-profit groups, and educational institutions (see Appendix C for a list of participants). Participants evaluated the workshop very favourably, generally agreeing that they were able to express their thoughts and ideas, that they liked the format, that they would like to participate in future follow-up events, that the event met their expectations, and that the research projects are relevant for the region (see Appendix D).

Following this workshop, the researchers will submit full proposals in January, 2019, which will be reviewed by the fund evaluation committee to ensure that they still reflect the original proposals, while incorporating feedback and potential local partnerships from the workshop. If the committee is satisfied with the proposals, the researchers will receive \$15,000 each to move forward with their projects.

Research Projects and Feedback

Lights... Camera... Grow! Documenting a Teaching Farm in Southwest Newfoundland

Project Proposal

Led by Dr. Paul De Decker, Department of Linguistics, this interdisciplinary project involves cross-sector partners and researchers from the Faculty of Humanities and Social Sciences at Memorial University designed to address the "Building Food Security (Fisheries and Agriculture)" theme of the Thriving Regions process. Their proposed project will bring a grassroots, not-for-profit organization, The Hayes Farm, based in Fredericton, New Brunswick to Southwest Newfoundland to introduce their agri-preneur farming model to stakeholders in the region. Hayes will consult with SW NL community members to help establish a small-scale (~1.25 acres) organic farm that will produce market garden crops to meet the food needs of local communities. Following the monumental success of their pilot project in Fredericton, which crowd-sourced well-over their targeted \$30,000, Hayes will share their curriculum and farming-based workshops, closely aligned with their Regenerative Farming Certificate Program.

Those who participate in the Growing Farmers pilot project in NL will gain knowledge, skills and abilities necessary for self-employment in small scale regenerative organic crop farming, or a meaningful career in local agriculture, as well as training upon which future individualized pathways can be designed depending on participants' needs and goals. The workshops will introduce land stewardship values that integrate traditional indigenous knowledge and practices. Participants will also learn how to create a farm business plan and promote the local food movement by working with community partners.

This proposed project will create a Community of Practice (CoP) in which members will engage in collective learning through knowledge-exchange. This CoP will associate closely with DOCTalks St. John's, a local chapter of DOCTalks Festival & Symposium Inc., to produce a participatory research, documentary film with researchers from Memorial University.

The following people will contribute to the project's success:

- Dr. Paul De Decker (Associate Professor, Linguistics & Principal Applicant): will contribute time and expertise as project manager, overseeing communication between all partners and collaborators; organize DOCTalks meetings in St. John's; arrange flight and accommodations for Hayes teachers; coordinate project activities based on input from the research team; establish deadlines and ensure project remains on track.
- Derek Norman (Coordinator, Humanities and Social Sciences Film Unit): will assist provide digital tools, (cameras, recorders, and related services) in the initial gathering of qualitative data. Assist researchers/scholars with the production and post production of media products that can be shared widely.
- Dr. Porr (Professor, Faculty of Nursing): with a background in public health, will contribute by promoting the values associated with independent access to secure nutritious food within the community.
- Dr. Sharon Roseman (Professor, Anthropology): will participate with planning and executing participatory filmmaking methods.
- Dr. John Sandlos (Professor of History, Director of the Nexus Centre): will provide working and meeting space at Nexus and guidance in establishing a partnership between community members, filmmakers, researchers and other participants.
- Dr. Elizabeth Yeoman (Professor, Faculty of Education): will contribute to the planning and execution of interviews with documentary participants.
- Lloyd Salomone (Producer, Co-founder of DOCTalks Festival & Symposium Inc.): see below.

- Filmmaker: Chris Richardson of Cranky Goat Entertainment, will serve as film director.

The team envisions the main deliverable, a short documentary film (or series of films), to function similarly to the Fogo Process films of 1967. To ensure that the film has a voice and that it will be heard, they will leverage a number of DOCTalks Inc. initiatives to ensure a high quality production with a strong knowledge mobilize plan. First, they will incorporate the Open Your Eyes Initiative that was piloted in Fredericton, NB. It blended applied research with a community impact service activity (i.e. knowledge mobilization using a short film and online promotional campaign) to raise community awareness about housing needs and food-security. OYE involves cross-sector collaboration that can be set up and executed within a one-year timeframe, taking a community's need for action to a larger platform to draw in further funding and interest. DOCTalks Inc. will provide guidance to the St. John's chapter to undertake a food security initiative with community stakeholders in Southwest Newfoundland.

Second, the documentary film will be screened to a number venues, locally (in the community itself; at the Harris Centre in St. John's, at Memorial University); nationally (at annual film festivals (i.e. Silverwave in Fredericton, Lobster Film Fest, HotDocs) and internationally through the DOCTalks Festival & Symposium which brings together documentary filmmakers, academic researchers, charities, governments, foundations and broadcasters to promote cross-sector collaborations, and to learn about producing, financing and distributing knowledge-based documentary media projects; and through the DOCTalks Presents TV Series: a collaborative relationship with CACTUS (community television stations in Canada) and NETA (PBS & public television program distributor in USA) that can reach tens of millions of households in both countries. DOCTalks will also help to identify "alternative financing" from foundations to produce this knowledge-based documentary media project.

This project ties in with a SSHRC Partnership Development Grant proposal that Dr. De Decker has submitted in partnership with DOCTalks and many of this project's co-applicants and collaborators to produce DOCTalks chapters throughout Atlantic Canada to study how to best produce, fund and distribute knowledge-based documentary media. This project will further enable them to establish best-practices in producing, funding and distributing cross-sector knowledge-based documentary media as well as provide a significant, practical grounding in community-involved, sustainable agriculture for Southwestern Newfoundland.

Group Discussion

- Local participants had questions regarding the initial stages of growing. For instance, are the plants started in a greenhouse? Would it be the expectation of the project that a greenhouse would have to be established? Dr. De Decker confirmed that young plants are produced in greenhouses over the winter. In previous initiatives, they were grown in greenhouses on the farm, and that would have to be done in this region as well. This can be done in small spaces – not necessarily a big area.
- Another component of the project that participants were excited about was the notion of the farm acting as a hub where people could also purchase local honey, and secondary products like preserves. One participant cited an example where a farm operated year-round, and included a livestock operation. The manure from the animals was then recycled to compost for the farm. Another participant thought a smaller micro-operation would work best in the southwest region. Dr. De Decker commented that his model did not include livestock; the Hayes Farm model focused on plant-based food. He concurred that a small operation(s) would work well, and added that if the community collaborated, the farm(s) could even be in the back or front yards of the residents if the land is more arable there. This notion was met favourably, with another participant commenting “I think the appetite is here to come full circle to the ‘old ways’ - people are really interested to learn more about agriculture and get back to growing their own vegetables.” They added that there are several cottage areas in the Codroy Valley where residents have their own gardens.
- When Dr. De Decker inquired about a farmer’s market in the area, several participants responded, saying there isn’t, but there should be. They said in order for a farmer’s market to be successful, there needs to be a critical mass of produce. As it stands now, there aren’t enough producers to support a market; the desire for farmer’s market is there and people like to eat locally grown products but there are not enough farmers to meet the need. Other participants who are growers said they did have some success when they set up on the highway: essentially bringing the product to the customer instead of the customer seeking out the market.
- Participants indicated that they need to take advantage of the home gardening trend and provide demonstrations on how to grow more varieties of produce so they can reach that

critical mass. They said at one point there was a fair at the Lions Club that met with some success but it doesn't operate anymore.

- Another participant said basically there are two “thrusters”: There is a market for locally produced vegetables but not enough growers to meet the needs. Rather, there are a lot of “cabbage gardens” with many growers being fairly inexperienced.
- There was significant discussion re: how to involve educational institutions such as the high school and College of the North Atlantic. Currently the PAB campus of College of the North Atlantic (CNA) doesn't have agricultural programming - participants identified this as an opportunity, not just for agricultural programming but for business admin students as well with respect to internships. Participants identified agricultural programming as an opportunity for high school and post-secondary students to get involved – a community education opportunity. Having students involved would demonstrate that agricultural programs are a viable option for professional opportunities and that the model being espoused by Dr. De Decker supported alternative ways of education, such as through a demonstration farm.
- A PAB resident explained that the town does have a small community root crop garden that recently increased its number of plots from 24 to now 32 with a waitlist.) She said they lack the education but people are really interested in learning more and growing their own vegetables. She said Dr. De Decker's model would be helpful in mobilizing knowledge in the area of community gardening.
- Dr. De Decker suggested that perhaps there is a possibility to start an afterschool program. He suggested farming could be a viable option for students after they graduate. A participant added that the autism group is always looking for ways to get older students/young adults involved in things and feel valued. This is an area that they could definitely be included.
- Dr. De Decker indicated that the project is meant to build upon a business model: “agri-preneurism.”
- Participants discussed a local upstart - McBride's - a group of young farmers who would also benefit from this model. They said education and teaching farm would be a very big help to support them. They asked Dr. De Decker how a teaching farm would work. He explained that students pay to attend (75% is on land/25% is field trips to other farms). He said programming can be tailored and made compatible for any group/area.

- Participants thought it would be good to get younger students involved to provide them with the sense that there a viable lifestyle in the region - that they don't necessarily have to leave the area to find work.
- Dr. De Decker explained that one community even went so far as to delay the opening of school in the fall so students could participate in the harvest. He said as a linguist, he can help to describe farming in ways that frame it in a positive light - to make people think about farming as a viable employment opportunity.
- Dr. De Decker explained how the process would unfold on the southwest coast: Representatives from the Hayes farm would make three trips to the region: first to meet with community members to find out practical information such as where the arable land is. Then they would return at growing and planting time and finally at harvest. But their purpose would be to be consultants through the process. In addition to on-the-ground instruction, they would also provide their curriculum/PD guides and manuals for tools and safe farms.

Storytelling through Shadow Puppetry on the Southwest Coast

Project Proposal

“Storytelling through Shadow Puppetry on the Southwest Coast” is a collaborative project between MUN faculty, staff, students, professional artists, and communities on the Southwest Coast of Newfoundland and Labrador. This is an extension of an ongoing project Dr. Skidmore is working on, titled “The Brass Button Man”. This story originates in Burnt Islands, on the Southwest Coast, and it was written for Dr. Skidmore by Isle aux Morts storyteller and Grenfell student, Dylan Farrell. In the current phase of the project, Dr. Skidmore is working with Aaron Goulding, of MUN’s Digital Research Centre; Rebecca Davies, a Marine Engineering student; Ruth Lawrence, a per-course instructor at MUN, and a well-known actor and puppeteer; Laura Huckle, a Grenfell Theatre alumni and theatre professional; Baptiste Neis, a professional artist and puppeteer; and Mike Feehan, a renowned Newfoundland illustrator.

During their current stage, they are experimenting with 3D printing to create shadow puppets, props, and scenery. The Southwest Coast Thriving Regions Applied Research Fund provides the perfect opportunity to take this project back into the community where it originated, and use it as an important tool to help develop tourism in the area. They propose taking the project to the Southwest Coast as an

example of how to attract more tourism into the region. They would like to work with local communities, including Rose Blanche, Burnt Islands, Isle aux Morts, Margaree, Burgeo, and Port aux Basques in a series of workshops, to turn their local stories into shadow puppet plays. Over the course of the workshop, they will teach community members how to write a story, how to develop the look of the puppets, puppeteering techniques, and how to build shadow puppet theatres. They plan to make a few puppets in each community using matt board, but also work with their rough or detailed drawings back in St. John's to create 3D printed puppets.

The model they will be introducing to the community will be relatively straightforward; they will work with community members to identify local stories. Dylan Farrell will then help locals turn their stories into highly visual scripts, with minimal dialogue. They will then work with the community members to develop the visuals for their puppet play: the actual puppets, scenery, and props. They will then cut some of the primary puppets out of matte board, in order to provide local participants with hands-on experience in puppeteering, and then teach them how to manipulate the puppets as well. They will also simultaneously build puppet theatres in each community, which will stay in the communities, and coordinate setting up simple, cost effective lighting systems and sound systems using smart phones and portable speakers. Essentially, each community will be trained in all aspects of puppetry. Upon returning to St. John's, they will work with MUN Engineering students to print puppets for each community.

The impetus for this project is to further develop tourism in the area. Dr. Skidmore has been working in Isle aux Morts since 2012 in the development of the Isle aux Morts Theatre Festival. This past summer he handed it over to Lynn Panting, but Dr. Skidmore still holds a vested interest in this community. The Southwest Coast, specifically Port aux Basques, is one of four major transportation hubs on the island of Newfoundland, along with the Argentia Ferry Terminal, and the airports in St. John's and Deer Lake. The issue with the region is getting tourists to stop and spend a few days enjoying the beautiful coastline.

Typically, tourists are either quickly driving through the region on their way to Gros Morne after getting off the ferry, or are getting directly on the ferry to return to the mainland. What is essential to create tourism in this area is to provide a reason to stay for a few days. It's been proven that tourists will only stop if there are enough local activities to keep them occupied. The idea with introducing local storytelling through puppetry is that it will provide a straightforward and cost effective means to provide more tourism opportunities to visitors.

The project team can work with the communities to coordinate the puppet plays into a festival that runs all summer, where tourists travel from community to community, to view the different stories.

Communities can also coordinate their daily schedules so they don't overlap. Shadow puppetry is one of the most accessible forms of puppetry, and the manipulation techniques are easy to learn. The project team can train summer school students, adults, or senior citizens in the medium. The actual plays will be short, at 30 minutes maximum, but a community could also present multiple plays if they would like to present a longer evening. Communities like Rose Blanche already have excellent potential by adding it as another attraction at their famous lighthouse. In this case, the shows could be presented by their summer staff. Alternatively, it could be presented at the local community centre. In a community like Isle aux Morts, there is the potential to add the show as part of the existing theatre festival, or it could be a stand-alone program.

One thing the researchers have found at the Isle aux Morts Theatre Festival is that locals are more likely to attend shows that have participation by local performers. These puppet shows would be locally run, and would over time become completely independent from Dr. Skidmore and his collaborators. As a potential next phase, they would look at introducing 3D printers into the communities, so that the production of puppets can be accomplished locally.

Finally, they would also work with the Western Newfoundland Tourism Board to advertise these puppet plays within and outside of Newfoundland and Labrador. In this project they'll be introducing the means for local communities along the Southwest coast to tell and present their own stories. This will help create local jobs, but will also build upon the tourism options along the coast and bring in greater numbers of visitors.

Group Discussion

- When discussing a suitable location for a festival, participants mentioned the train station as a possible area but since it is no longer available, an alternate area needed to be determined. A suggestion to use the wetlands building in the Codroy Valley was referenced as the building is staffed during the summer with students.
- How do we market and promote such events as the puppet shows? It was determined that various trade shows that community members participate in could be a valuable avenue to share the information. The trade show exhibitors needed information or samples of what they

were to promote. Since representatives from Isle aux Morts have been connected to a previous project, it was suggested that they would be key resources in promotion.

- Since Port aux Basques is the main entry point for driving visitors into Newfoundland, the puppet show would be a great introduction to the province. By partnering with Marine Atlantic, storytelling through puppetry can be made available for tourists entering Newfoundland. The area has noticed that people (especially seniors) are staying in the region for longer periods of time so early promotion (through partnership with Marine Atlantic) may be the means of connecting with tourists so they can plan to attend the festivals in the area thus staying longer to participate in all of the events. A suggestion was to have a festival in both North Sydney (or Sydney) and one in Port aux Basques. It was acknowledged that since Grenfell Campus has a Visual Arts program that involves Theatre Arts, a partnership with the department would be an added bonus to the puppet shows. A possible connection would be Michael Waller, chair of the Theatre Arts department we can look at coordinating with the theatre program.
- People love stories and this is a creative way to share the experiences of the region with people both living in the region as well as those visiting. As community-engaged citizens, we need to provide enough information to people so that they are aware of the festivals, events, amenities in the area so that they do not move beyond but stop and experience the beauty, history and culture this place offers. Since many people love the hiking trails in the region, a suggestion was to highlight trails through walking tours or create a puppet show or story about the trails. A storytelling festival with puppetry is a perfect avenue to get people to feel connected, stay longer and learn about what the southwest coast region offers.

Agro-tourism and social enterprise: Developing a Southwest Coast Food Loop

Project Proposal

This project aims to create a community-focused and -driven social enterprise. The social enterprise will bring together Grenfell researchers, students, and regional partners to develop an economic opportunity that combines on-farm tourism accommodations, food heritage, and the commercialization of local food products. The three co-investigators bridge the humanities, social sciences, and agrarian (agriculture) sciences. Dr. Bonnie White, the principal applicant, studies how out-migration of workers

affects rural Newfoundland and elsewhere. Dr. White works with communities and offers expertise in oral histories and the cultural and economic values of agricultural regions. Dr. Roza Tchoukaleyska, a co-applicant on this project, is a cultural geographer who examines how farmers' markets augment the social and economic value of rural communities. Dr. Tchoukaleyska contributes knowledge in engaged research and economic-focused community development. Dr. Raymond Thomas, a co-applicant, research involves food and agriculture sciences, nutritional quality of high value foods, diet and brain health and the sustainability of the agricultural industry in Newfoundland. Dr. Thomas is interested in functional foods innovation, production, safety, nutritional, sensory and functional qualities, and has worked with industry on food commercialization processes.

The goal of the project is to create an agro-tourism social enterprise for the Southwest Coast, envisioned as a community-controlled business where profits are re-invested back into local services and amenities. Social enterprises bring together community members, existing businesses, and new partners to develop local products. In Newfoundland, the Shorefast Foundation is an example of a large-scale social enterprise, while community enterprises such as the Battle Harbour Heritage Properties perform similar functions on a smaller scale. Bringing together their research competencies, the research team seeks to partner with local organizations to undertake this project and ensure its success.

Their focus is on creating a new tourist destination that promotes local agricultural, fisheries, and rural food heritage, achievable through the development of a food loop. A food loop is a form of circular economy, which catalogues and recognizes all elements of regional food production, and then finds new economic value in under-used or waste products. The purpose is to enhance local food circulation, minimize food waste, and create new opportunities for commercialization. The project team wants to link these functions to tourism development, whereby local foods would also be the basis for events such as a heritage food tours, farm stays and local farm visits, and the potential for exporting new agricultural secondary products unique to Newfoundland. This approach will make use of existing capacities, tourism opportunities, and infrastructure to create a new integrated regional approach to economic development. In addition, the project will employ Boreal Ecosystem Research Initiative (BERI) and Master of Arts in Environmental Policy (MAEP) graduate students to support and conduct some of the research and food development, and undergraduate students will be trained in oral history collection.

The project team has developed two specific food loop initiatives. The specific items considered for this social enterprise/food loop would depend on the interests of local organizations and can be expanded to include local honey production, wild berry foraging, and country foods. The two foods they currently propose are lobster and moose.

Lobster: Taking their cue from lobster-based food loops in Prince Edward Island (Murray Harbour) and Maine (Vinalhaven), the lobster loop will use existing lobster fishery capacity in La Poile, and any by-products from the lobster fishery (shells, innards, etc.) will become local compost or be processed into fertilizer. The compost/fertilizer will then be used in agricultural pursuits for local community gardens or in the Codroy Valley. Additionally, oral histories around lobster fisheries will be collected to form the basis of a local tourism brand. Heritage value will be enhanced by the presence of an embedded food lifestyle, as lobster heritage can be communicated to potential tourists through plaques, brochures, online stories, and guided tours about the interconnectedness of Southwest Coast communities. Commercialization will involve taste-testing and developing lobster-specific local products, with attention given to the potential for small-scale niche industries that can identify and create lobster products which can then be branded as Southwest Coast (whether food products, lobster-focused craft products, local compost, etc.).

Moose: Taking their cue from the importance of the moose hunt to Newfoundland, this food loop will be based on recent research findings (paper under review at Food Research International) showing moose antler as novel sources of bioactive lipids (monoacyldiacylglycerols, polyunsaturated fatty acid hydroxyfatty acids and diglycerides) with applications in the development of local functional foods or acquisition of the pure extracts with potential value in the pharmaceutical or nutraceutical industry. Recent US patents (2010, 2016, 2017) have been granted for the use of Monoacyldiacylglycerols in asthma, arthritis and autoimmune disease treatments, while diglycerides and polyunsaturated fatty acids have demonstrated health benefits in treating diabetes and reducing post prandial lipemia (risk factors for developing cardiovascular diseases). The proposed work will involve developing a cooperative to buy moose antlers from the seasonal hunt and test their chemical composition at the New Functional Food Sensory Lab at Grenfell Campus, with a longer term goal to create an export-market for antler based functional food products or purified extracts. In conjunction with this work, the team will gather oral histories about the moose hunt and use these as the basis for local school curriculum, contributing to cultural resilience. The project will work with local hunting outfitters to include moose heritage

stories in their products. This information could also be useful in developing marketing material for any novel or innovative food product developed from the antlers.

The roles they envision for the three co-applicants include oral histories research, community development, food security and commercialization feasibility research, as well as heritage-based networking. Social enterprise approaches provide an existing economic and community model they can draw on to create this network and help generate revenue for local amenities with the goal of positioning rural areas as places of recreation, food innovation and consumption.

Group Discussion

- With respect to using oral histories and heritage as a means of “selling” the region, participants were concerned that this “commodification” of their area could result in a loss or diminishment of culture and history. They asked how does one protect the culture?
- Dr. White explained that it depends on how it’s done. She said as an historian, she is trained to represent history and culture in its truest form, not to manipulate or exploit it. That’s not what the historian is trained to do. Not to manipulate but to use the region’s stories in their truest form - true and reflective of community. The aim would be to protect those stories.
- One participant suggested that a “field to table” enterprise would help visitors to learn about the region. They would contribute to gardening, help to harvest, and then consume the product on premises or take it home. “People love that.”
- Dr. White explained what “food art” is - using the physical attributes of the food - colour, shape etc. - to create artworks on plates. She said food art/presentation of food changes how one perceives what they’re eating.
- Dr. White discussed the notion of a “food loop” in two senses. One sense, a food loop sees the food, and then the waste, used to create a cycle: the waste is used as compost to grow food which is then commodified. In another sense, a food loop also refers to a physical travel loop - agri-tourism - the idea that tourists can travel the area, stay on farms, pick their own produce, and learn to make a recipe. She also pointed to the notion of using the natural attributes in the area, such as the “Red dirt shirts” produced using the red soil in Prince Edward Island.
- A participant pointed out that tourists are unable to take produce off the island because of agriculture legislation pertaining to disease etc. Another suggested that the answer could be in secondary processing - process the produce first so tourists can bring it home (pickles, pies etc.).

The idea of the red dirt shirts resonated as well, with participants agreeing such a product could work in the area also.

- There was significant interest in the idea of mushroom forays as an edu-vacation. Participants indicated that the Codroy Valley is flush with mushroom varieties, but they don't have the knowledge to be able to classify or utilize them as a product. A Grenfell facilitator noted that there is expertise in Corner Brook and that they would connect local residents with the CB Mushroom Foray group (led by Dr. Andrus Voitk).
- Dr. White further explained how local products have innate healing or health-related abilities, such as moose antlers. She explained that currently the Functional Foods Lab at Grenfell Campus is in the process of soliciting moose antlers from local hunters.
- The final participant comment: "It's so refreshing to hear these ideas - it's really thinking outside the box."

Next Steps

The researchers will submit expanded research proposals in January, 2019, which will be reviewed by the Fund Evaluation Committee to ensure that the projects still reflect what was originally proposed, while also incorporating local input and the development of community partnerships. If the projects are approved, the researchers will receive their \$15,000 in funding and move forward with their projects. The researchers will continue to engage with people in the region throughout their projects, and an additional session will be planned when their projects are at or near completion to share results and discuss next steps.

Conclusion

The Thriving Regions Partnership Process is going well on the Southwest Coast so far. The local workshop participants seemed interested in the process and sharing their vision and ideas for their region, and are looking forward to being a part of the upcoming research and next steps. The researchers were also really excited to engage with people and develop partnerships, as they want their projects to have real impact in the region. The Harris Centre is also looking forward to coming back to the region and to seeing what engagement and partnerships can be fostered through this process.

Appendix A – Priority Themes for the Region

The two overarching themes of the workshop were entrepreneurship and the need for greater community and regional collaboration. The participants saw these two principals as underlying all of the research priorities identified during the workshop. Greater collaboration is critical to regional success and all opportunities identified for the region require entrepreneurial efforts to be realized.

The three research priorities were identified as:

- Aging population as a resource
- Tourism
- Food security (fish and agriculture)

Embracing the Aging Population

The Southwest coast region of Newfoundland is experiencing the challenge of an aging population and the implications that it will have on all sectors of society, such as labour and financial markets, the demand for services, as well as family structures and intergenerational ties. In an effort to recognize and embrace the older demographic as a resource and asset to their communities, workshop participants are interested in utilizing the capacity of an aging population in areas such as tourism and entrepreneurship, as well as by creating purposeful connections and exchanging knowledge and experience through intergenerational engagement. By reshaping the notion of aging and recognizing the enormous resource seniors provide, researchers could provide case studies/literature reviews that will show examples of how seniors and youth can integrate in a way that is mutually beneficial, thus creating opportunities for the aged to continue to engage and contribute to the Southwest coast region.

Understanding Tourism Patterns

Channel-Port aux Basques, a town at the southwestern tip of Newfoundland, is the location of the Marine Atlantic ferry terminal and is the primary entry point into the island of Newfoundland. As the “gateway” to the province, the southwest coast is often seen as a drive-through region where tourists proceed to Gros Morne National Park and further east. Almost all of the local communities compete for tourists’ attention resulting in a duplication of tourism efforts and services. Participants felt strongly that collaborative models bringing together private industry, non-profit organizations, municipalities, and community groups, could benefit all of the stakeholders by working together to promote and develop their region as a tourist attraction. Workshop participants identified a need for a regional collaboration in building and supporting

cohesiveness within the tourism sector. Using a comparative approach, researchers could focus on transportation flows, infrastructure, regional collaboration, examples from other regions that have built successful tourism destinations, etc. The research should take into consideration the assets each community brings as well as the challenges they face.

Building Food Security (Fishery and Agriculture)

While residents of the Southwest coast region of Newfoundland have traditionally participated in subsistence farming, the agriculture industry in the Codroy Valley has not realized its full productive potential. With the provincial and federal government focus on increasing food security and sustainability, there is great opportunity in the Codroy Valley. Yet barriers remain: the need for climate control facilities, transportation linkages, additional infrastructure, and branding and marketing resources; as well as the costs to produce crops, navigating government regulations, and the ability to connect the consumer directly to the farmer.

The Southwest coast region is also known for its lobster and cod fishery. It is important to understand that the fishing industry is seen as primarily a natural resource and export industry and less as a matter of food security. Fishers are exporting high-quality fish directly to areas outside of the province and country. The exported fish (especially lobster) earns valuable exchange, but the diversion of fish and fish products from local communities has contributed to their inability to establish infrastructure to sell directly to locals and tourists visiting the region.

Fisheries and agriculture contribute in multiple important ways to the lives and livelihoods in the region; however, the underdevelopment of these industries is identified as a key barrier for food security. Workshop participants are interested in researching business models that will help brand, distribute and market fish and crops to the region through restored local fish/farm markets, as well as and beyond the region through export. They were also particularly interested in alternative business models such as co-ops and social enterprises that could be used to address some of the cold storage and transportation issues facing local producers. Workshop participants also identified a potential opportunity for developing and branding a tourism-driven “food loop” or network around the region, where tourists could travel through and sample and purchase local food and fish in various communities. Thus the region could also benefit from strengthening the connection between fisheries/agriculture and tourism.

Appendix B – Workshop Agenda



Southwest Coast Thriving Regions Workshop: Phase 2

College of the North Atlantic, Port aux Basques Campus
Wednesday, December 5, 2018

Agenda

10:30-10:40am	Welcome and Introduction by Grenfell Office of Engagement
10:40-11:50am	Growing Farmers <ul style="list-style-type: none">● 10:40-11:00am Presentation by Dr. Paul De Decker, Department of Linguistics, Faculty of Humanities and Social Sciences, St. John's Campus● 11:00-11:50pm Group Discussion and Brainstorming
11:50am-12:30pm	Lunch
12:30-1:40pm	Storytelling through Shadow Puppetry on the Southwest Coast <ul style="list-style-type: none">● 12:30-12:50pm Presentation by Dr. Jamie Skidmore, Department of English, Faculty of Arts and Social Sciences, St. John's Campus● 12:50-1:40pm Group Discussion and Brainstorming
1:40-2:50pm	Agro-tourism and social enterprise: Developing a Southwest Coast Food Loop <ul style="list-style-type: none">● 1:40-2:00pm Presentation by Dr. Bonnie White, Department of Historical Studies, School of Arts and Social Sciences, Grenfell Campus● 2:00-2:50pm Group Discussion and Brainstorming
2:50-3:00pm	Wrap-up by Grenfell Office of Engagement

Appendix C – List of Attendees

Name	Organization
Bruce Burton	Leading Edge Credit Union
Ken Carter	Grenfell Office of Engagement
Joan Chaisson	Autism Involves Me
Harry Coates	Leading Edge Credit Union
Paul De Decker	Memorial University
Marilyn Forward	Grenfell Office of Engagement
Pamela Gill	Grenfell Campus
Shilo King	Town of Isle aux Morts
Shawn Leamon	Marine Atlantic
Nelson Lillington	Town of Isle aux Morts
Cathy Lomond	Hotel Port aux Basques
Marie Parsons	Codroy Valley Area Development Association
Melissa Samms	College of the North Atlantic
Renee Samms	Leading Edge Credit Union & Codroy Valley Area Development Association
Jamie Skidmore	Memorial University
Shauna Strickland	Town of Port aux Basques
Bonnie White	Grenfell Campus

Appendix D – Evaluation Summary

Southwest Coast Thriving Regions Workshop Evaluation Summary Port aux Basques, December 5, 2018

Participants provided a scoring of 1 to 5 for each of the below questions, with 1 being strongly disagree to 5 being strongly agree. The average score given to each question is provided.

Total number of attendees: 17

Number of forms filled out: 8

Response rate: 47%

Question	Average Score (Out of 5)
The promotional materials for this workshop accurately described its content	4.4
There was sufficient time provided for discussion, brainstorming and networking	4.5
I was able to express my thoughts and ideas throughout this workshop	4.5
I liked the format this workshop used (presentations, group discussion, etc.)	4.5
The research projects that were presented are relevant to the Southwest Coast	3.6
I would be interested in speaking further with one or more of the researchers to provide input or become a partner on their project(s)	3.8
The workshop increased my awareness of how Memorial University and community members can work together	4
I would like to attend future sessions that are part of the Southwest Coast Thriving Regions Partnership Process	4.5
Overall, this session met my expectations	4.8

How did you find out about this event? (Please list all that come to mind):

- Email (2)
- Email from Amy (Harris Centre)
- My mother sent me the event information by email
- Through Codroy Valley Area Development Association

Please indicate your age group:

- 30 or under: 2 (25%)
- Between 31 and 54: 2 (25%)

- 55 or older: 4 (50%)

Additional comments:

- Projects are thinking “outside the box.” Love it. Change is good.
- Thanks for coming to our community
- Informative
- Fabulous info; can’t wait for the next phase. Count me in.
- Great info! I’m looking forward to the next steps.
- Excellent workshop, opened my eyes!