



# Press Release

For immediate release

## **JOINT INVESTMENT BY THE SOCIÉTÉ D'AIDE AU DÉVELOPPEMENT DES COLLECTIVITÉS CHIBOUGAMAU-CHAPAIS, THE JAMES BAY REGIONAL ADMINISTRATION AND THE SOCIÉTÉ DE DÉVELOPPEMENT DE LA BAIE-JAMES IN THE EXPANSION OF NORTHERN AGRICULTURE IN CHAPAIS**

**Chibougamau, April 21, 2016** – The Société d'aide au développement des collectivités (SADC) Chibougamau-Chapais, the James Bay Regional Administration (JBRA) and the Société de développement de la Baie-James (SDBJ) are pleased to announce that they have invested \$492 473 in share capital financing to support the cultivation of high-quality seed potatoes in Chapais, Nord-du-Québec. The project, evaluated at \$1 175 000, will allow Produits maraîchers 2009 inc. to purchase equipment and increase its production capacity.

“The SADC Chibougamau-Chapais has supported Normand Boucher and his team since the beginning of this venture into northern agriculture. It was natural therefore that we get slightly more involved at a time when the business is expanding and significantly increasing its production”, indicated Annie Potvin, Director General of the SADC Chibougamau-Chapais.

“My passion for northern agriculture is growing with time. I am pleased that the SADC, the JBRA and the SDBJ recognize our efforts to develop this market niche. This investment will allow us to cultivate more land and harvest 250 hectares in a few years”, added Normand Boucher, President of Produits maraîchers 2009 inc.

“The JBRA encourages northern agriculture, a sector which, in our opinion, is promising for the future of our region. Mr. Boucher and his team have been working on their project for four years, and we are pleased to be part of this expansion, which will pave the way for future projects in this field”, pointed out Alain Poirier, President of the JBRA.

“Mr. Boucher's passion for the cultivation of high-quality seed potatoes has been imparted to us. This new market niche is progressing very well on our territory and we are proud to be part of its development. Our team has deployed its efforts to sustain the growth of this business”, stated Raymond Thibault, Chief Executive Officer of the SDBJ.

As declared by Pierre Arcand, Minister of Energy and Natural Resources and Minister responsible for the Northern Plan, “Agriculture in the North is a priority action in the bio-food sector advocated in the 2015-2020 action plan of the Plan Nord. It is our firm belief that this type of project will enable remote communities to lower their food costs and, above all, develop and create quality employment. I am pleased to see that businesses in the region are seizing the opportunities for diversification offered them.”

**About the SADC Chibougamau-Chapais**

The mission of the SADC Chibougamau-Chapais, which was created in 1988, is to stimulate the participation of the community of Chibougamau-Chapais in taking charge of its future. The SADC Chibougamau-Chapais takes part in the start-up of new and dynamic businesses and contributes to the development of existing businesses by enabling the consolidation or expansion of their services through technical or financial means.

**About the James Bay Regional Administration**

The mission of the JBRA is to promote and sustain, on behalf of the people of James Bay, the economic, social and cultural development of the territory it serves.

[www.arbj.ca](http://www.arbj.ca)

**About the Société de développement de la Baie-James**

The mission of the SDBJ, which was created in 1971 by the *James Bay Region Development Act*, is to promote, from a sustainable development perspective, the economic development, improvement and exploitation of natural resources of the James Bay territory, other than hydroelectric resources, which are Hydro-Québec's responsibility.

[www.sdbj.gouv.qc.ca](http://www.sdbj.gouv.qc.ca)

-30-

**Source:**

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