

Terroir Project

Throughout the world, product reputations have been built around culture, history and trusted production practices. Consider Roquefort cheese, Champagne and Vidalia onions. Known worldwide, each of these products is named for their specific region of origin and command higher prices for their authentic qualities.

This production philosophy of value-added product branding is known as Terroir.

UNESCO defines terroir as follows: *“Terroir is a specific geographic area where a human community has developed over its history an ensemble of distinctive cultural traits, of know-how, and practices founded on a system of interactions between the natural environment and human factors. The know-how reveals originality and authenticity which creates a recognition for the products and services as cultural/heritage items originating from that area and from the people who live there. Terroirs are then vibrant and innovative spaces that define the people who live there and reflect a marriage between traditions, culture and the natural environment.”*

Sagehill is participating with the Assemblée communautaire fransaskoise (ACF) and the Institut français (IF) of the University of Regina to bring Terroir to our region – specifically the Bellevue area - defined by the communities of Duck Lake, Batoche, Bellevue, St. Louis and Domremy (all of which are in our CF region).

This region follows a unique land survey in Saskatchewan (a seigniorial system – deep lots with a narrow frontage on the river) developed before the township system and has a rich history and a

unique mosaic of cultures including Aboriginal, Métis, French and English people. It's a perfect setting to implement a Terroir Strategy.

This project is now up and running and a number of short term strategies have been met – establishing partnerships, encouraging exchanges and collaborations with other regions of Canada and ensuring financial support.

This strategy will help individuals build commercial activities based on their history and culture. The opportunity is huge for local artisan food products, crafts, cultural productions and tourism experiences to be created.

This project has attracted a lot of interest locally. Community meetings have been very well attended and folks are anxious to move forward.

We look forward to supporting the communities involved as well as those individuals who see themselves as small business owners. Our full range of service (planning, project management, financing, and counseling, small business management and training) is at their disposal.