

Lire l'avenir dans la noisette... aperçu de l'évolution d'une filière pérenne!

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What does the future hold for the hazelnut industry? I can't say for sure, but the history of Quebec's agri-food industry is full of examples where production and marketing models have had to be adapted to their reality. Each has its strengths and weaknesses, but none has been able to avoid mistakes and even crises.

A market based on purely local consumption cannot have the same approach as a system developed for international export. But the commercial hazelnut sector is still in its infancy, and everything remains to be done. For this emerging sector, everything will depend on a shared determination on the part of those involved to develop this production and to work patiently to persuade the industry that locally-produced hazelnuts can succeed in winning a place in the hearts of consumers.

Together, let's look to the future and discover one of the many possible ways in which the emergence of a culture of passion can be transformed into commercial production. The past is no guarantee of the future, but can it inspire us to take a shortcut to get there?

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