



ASSOCIATION
DES EXPOSITIONS AGRICOLES
DU QUÉBEC



Quoi de Neuf?

PRESIDENT'S NOTE

Hello,

Exceptionally for this issue, it is not the president but the general manager of the AEAQ who has the pleasure to address you! Don't worry, your president, Romuald St-Pierre, has always at heart the issue of agricultural exhibitions in Quebec, but must restrict his activities for some time.

Speaking of time, it goes by quickly! The 2011 season of agricultural exhibitions is well underway. You have enjoyed the last few months to prepare, develop your activities, motivate and engage your volunteers and staff, invite your exhibitors and develop strategies to reach people and convince them to come to your event. I want to congratulate you on for your dedicated service to your agricultural exhibitions.

As next year will be the last year of the MAPAQ's program of financial support to agricultural exhibitions, which must be review and, hopefully, renew in 2013, we invite you to properly assess the impact of your activity, and not wait until the day before the date fixed for the submission of the activitie report for writing it. If you are able to measure the impact of your activities, your report will be even more explicit and convincing and prove the importance and value of agricultural exhibitions to decision makers.

In closing, I wish you to generate "WOW" from your exhibitors and visitors, that will come in great number, will be enthusiastic and will keep a happy memory of their experience in 2011.

Good luck to you all of you and I hope to meet you during your event!

Mélanie Dumont, d.g.

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HIGHLIGHTS OF THE SPRING CONFERENCE

The last congress of the AEAQ, held on April 29 and 30 in Sherbrooke, has attracted more than one hundred delegates. The purpose of the event was to bring together agricultural exhibition organizers and their partners and reveal the great project on which your Association has been working on for several months : the educational activity "From farm to market."

The next day, delegates attended a conference from Mr. Sébastien Leblanc. In the afternoon the general assembly was held with the elections. Not surprisingly, Mrs. Gale Johnson, Mrs. Nathalie Dion, Mr. Louis-Joseph Jean and Mr. Jean-Pierre Laroche were re-elected. There is also no change in the Council: Mr. Romuald St-Pierre retaining the presidency and Mrs. Nathalie Dion vice-president.

Congratulations to Dominique Ares from the Coaticook Valley Exhibition who completed the evaluation form of the congress: she deserves a free registration for the next conference!

Thank you all for your participation in this conference and a special thank you to the people of Cookshire for their hospitality.





AEAQ ON FACEBOOK!

Following the conference of Mr. Sébastien Leblanc, the AEAQ has posted its new Facebook page. After only a few publications, we can already feel the interest of people for activities and events that the Association and its members have to offer.

Throughout the season, we will feed the page of photos, videos, articles, etc.. You will notice that in the Events section, all your events are listed.

Keep your eyes open and take good pictures! We are interested in receiving your comments, suggestions, photos, etc..

"Like us" and spread the good news! (For easy access to the Facebook page, go to the AEAQ's website at www.expoduquebec.com)

The screenshot shows the Facebook interface for the 'Association des Expositions Agricoles du Québec'. The page header includes the Facebook logo, a search bar, and navigation links for 'Accueil', 'Profil', and 'Compte'. The main content area displays the page's name, location (Québec), and a 'Modifier la Page' button. Below this is a 'Babillard' section with a text input field and a 'Publier' button. The feed contains several posts: a post by 'Anouk Petit' about a fight event at the 'Expo agricole de Rougemont', a post about the 'Expo agricole de Rougemont' itself, and a post from the 'Association des Expositions Agricoles du Québec' announcing the start of the 'Exposition Agricole de Rougemont' on June 24th. The left sidebar shows the page's profile picture, a 'Babillard' section, and a list of 'Pages aimées' including 'Expo Lachute Fair', 'Société d'agriculture de Missisquoi', 'Société d'Agriculture d'Abitibi', 'Expo de Saint-Hyacinthe', and 'Société d'Agriculture de...'. The right sidebar features 'Administrateurs (1)', 'Utiliser Facebook en tant que Maturin', 'Alertes', 'Créer une publicité', 'Afficher les statistiques', 'Astuces', and 'Exemple de publicité...'. At the bottom, there is a button for 'Obtenez plus d'adeptes'.

THEY TALK ABOUT US !

Following the unveiling of the educational activity "From farm to market" on the Cookshire groundfair on April 29th, an article by Pierre-Yvon Bégin was published in LA TERRE DE CHEZ NOUS, May 26th.

In addition to making a fairly detailed description of the project and to present some photos, the schedule of the agricultural exhibitions in the province was published. A nice publicity !

For those who would like to visit the "From farm to market" activity, here is the schedule for the 2011 tour:

June 9-12	Expo de St-Félicien
June 24-26	Expo de Rougemont
June 30-July 3	Expo de Drummond
July 8-17	Expo de Trois-Rivières
July 21-24	Expo du Bassin de la Chaudière
July 28-31	Expo de Montmagny
August 3-7	Expo de Rimouski
August 10-14	Expo de Victoriaville
August 17-28	Expo Québec
Sept. 9-11	Expo de Richmond



CANADIAN QUALITY MILK

The Canadian Quality Milk Program which was suppose to start on August 1st 2012 will be postponed for one year. According to an article in the newspaper La Terre de chez nous on June 2nd, the current rate of certification is not fast enough to respect the deadline. The program will start on August 1st 2013. Your Association continues to keep track and will inform you of developments as soon as new information becomes available. On your side, if you have any relevant information concerning this topic, please share it with us!



READING SUGGESTION

A satisfied visitor talks about his experience with four persons on average, one unhappy visitor informs 10 persons!

Here is an article for managers of museums but may well apply to managers of agricultural exhibitions.

<http://www.smq.qc.ca/publicsspec/guidesel/accueil/introduction/index.htm>



GOOD SUMMER !



The AEAQ team wishes you a good summer and success !

Hope to see you this summer!

The next edition of Quoi de Neuf? should be published in September 2011.

If you have any suggestions for topics to share, please send us your comments!

In the meantime, keep checking the website of the Association for the latest developments!



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