

Wild Blueberry Association of Nova Scotia 2019 Annual Meeting

Photos by Linda Harrington



Supply Chain Panel- Homer Woodward - VP of Operations, Wyman's; Craig Wight, Managing Director Narrative Research and Greg Connell, Nurture Atlantic.

Panel Offers Insights into Wild Blueberries

By Linda Harrington

During the afternoon session of the 2019 Wild Blueberry Conference, a three-member panel passed along information and answered questions on the "use of more wild blueberries". Sitting on the panel was Homer Woodward - VP of Operations, Wyman's; Craig Wight, Managing Director Narrative Research and Greg Connell, Nurture Atlantic.

Homer Woodward started

off the session by saying the industry needs to get important messages out to the consumer, relaying health information, the sustainability component of the wild blueberry and the integrity of small family companies who make up the industry.

Craig Wight noted that most health trends benefit the wild blueberry industry, the importance of buying local products, convenience foods, health benefits and brand confidence. He pointed out produce is the first

section consumers encounter in a grocery store and wild blueberries are over in the freezer section towards the end of the shopping experience. "You need to get people to the freezer section," he said.

Greg Connell suggested pack size as being very important in frozen products along with the story behind the wild blueberry as it relates to family farms. Canadian produced, locally sourced brands speaks to today's consumers.

Zann Announces Staff Appointments

By Maurice Rees

Lenore Zann, MP-elect Cumberland-Colchester will be sworn in as the new Member of Parliament has announced a new office location in Amherst and senior staff, who will be joining her constituency team. The Truro office will remain at 40 Inglis Place, while the Amherst office will move to The Capital Building at 35 Church Street.

Matthew Guy will become her chief of staff, relinquishing

his position at Dalhousie University Agricultural Campus, Bible Hill where he has spent the last 3 years as Director of Student Success. The Amherst office will come under the watchful eye of Deby White, Bill Casey's longtime Cumberland Assistant.

In Truro, Lenore is hiring her longtime MLA office staff, Stephanie MacNeil and Darlene Blair to run the office on Inglis Place. Both offices will open on December 1st.



Deby White will manage Amherst office for Lenore Zann. (Submitted)



Matthew Guy will become Lenore's Chief of Staff. (Submitted)



Lenore Zann, right, is pictured with her Truro constituency staff. Located at 40 Inglis Place Darlene Blair, left, and Stephanie MacNeil, centre, will be following her from her former MLA office. (Submitted)

Craig Burgess Receives Professional Development Award

Craig Burgess, Director Recreation Service, Municipality of Colchester received Recreation Nova Scotia's professional development award at ceremonies held at Best Western Glengarry, Truro on October 23rd.

The award recognizes an individual who has demonstrated high achievement and dedication as a current or former recreation professional. Achievements demonstrate professionalism through mentorship, leadership and support while also showing a path of excellence for the next generation of recreation professionals.

Craig began his career in Recreation as the Executive Director of the Truro Boys and Girls Club for eight years, before moving into municipal recreation with the Town of Berwick. Craig has been in municipal recreation for nineteen years; currently he is the Man-

ager of Recreation with the Municipality of Colchester County. Recreation is more than a job to Craig, it is a passion he displays every day. Craig's commitment and leadership in the field of recreation, sport and physical activity is exemplary. He truly understands the importance of recreation and how it can play such an important role in the lives of everyone.

In his curling career he has competed at the highest level participating in four Briers Curling Championships and finishing twice as runner up. In addition he was honored by being named to the CEC High School Wall of Fame and Town of Berwick Sports Hall of Fame. In the induction ceremonies, they both highlighted his leadership abilities on and off the ice. He has also led many of Nova Scotia top curling athletes; coaching the next generation of athletes and



Heather Kelday, President Recreation Nova Scotia, presents Craig Burgess with professional development award at ceremonies held on October 23. (Submitted)

never forgetting to focus on the fun of the sport.

His work in the community has linked him with almost every community group within Colchester county and you would be hard pressed to find a group or project that Craig has not had a positive influence over. Craig's support goes far beyond his own municipality. He is also a leader to the sector, across the province.

PETRO POINTS MILLIONAIRE!



Jim Adshade, Manager Masstown Petro-Canada presents Lynn Chisholm with **1,000,000 Petro Points** Lynn won the prize by using her Petro Points card at the Masstown Petro-Canada location! There are 5 weekly draws across Canada ending on Jan. 6th, 2020

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