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 consulting to complete an Economic Impact Study of the Wild Blueberry Industry to the Nova Scotia Economy. The 5 Year Average Economic Impacts for 2022 reported a GDP

of \$91.5 million for wild blueberries, with over 1800 jobs, a labour income of \$55.9 million, tax base of \$19.2 million and in house spending of \$48.4 million. The social benefits of the industry were re-

ported to include jobs for seasonal workers, promoting health and fighting disease, sustaining rural communities, boosting tourism, protecting pollinators and preserving and growing NS Heritage. In conclusion, the report states, "The industry contributes substantially to Nova Scotia as a whole, and especially to its rural communities, helping to sustain smaller communities and their way of life by generating significant economic activity."

Carolyn Van Den Heuvel, NS Federation of Agriculture reported there are 2000 registered farms in NS, 720,045 acres farmed and 49,000 acres of farmland protected by dykes.

Alice Pugsley, Chair of the WBPANS Promotions Committee presented an overview of promotional activities over the last year. There are now three QR code cards to access Health Benefits, Recipes and Where to Buy Fresh/Frozen Wild Blueberries. Colorful new wild blueberry reusable shopping bags are now available. WBPANS had a booth at the April Saltscapes Expo, sponsored the Bluenose Marathon, Heartland Tour and Not Since Moses Run, Promoted Wild Blueberry Week with The Kilted Chef Alain Bosse in August, sponsored the Wild Blueberry Harvest Festival, appeared on CTV's What's For Dinner on Sept. 20th and had a cooking spot at the Fall Saltscapes Expo.

Retiring Directors Jeff Orr, who has been on the board for 15 years and Chair of the WBPANS Research Committee for the last 4 Years and Peter Van Dyk, also a valued member of the Board for numerous years were presented with a

gift of appreciation by WBPANS Executed Director Peter Burgess.

A Production Technical Ses-

sion was held on Friday, Nov. 17th with many interesting presentations that will be made available at

<https://nswildblueberries.com/presentations/>



WBPANS President David Harrison and Executive Director Peter Burgess make a presentation to Steven Bragg and Trina Bragg in honour of Carl Bragg, a 2023 Recognition Book Inductee.



WBPANS President David Harrison and Executive Director Peter Burgess make a presentation to Gary Brown, joined by wife Janice, in honour of his 2023 induction into the WBPANS Recognition Book.



Honourable Greg Morrow (centre), Minister of Agriculture brought greetings to WBPANS and chatted with President David Harrison and Executive Director Peter Burgess.

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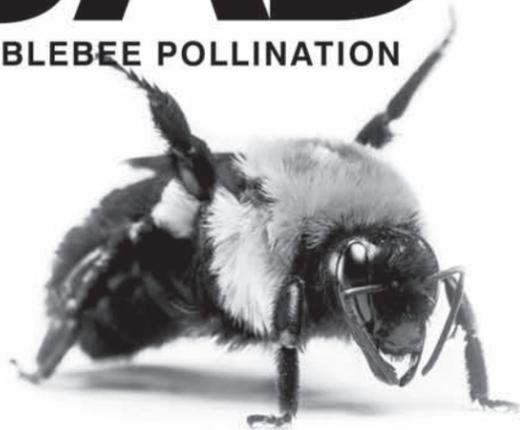
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