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Agri-Culture Center Opens as Regional Agri-tourism Hub

Ormstown, Quebec, August 27, 2024 – Celebrating five years of hard work, the Livestock Breeders Association (LBA) officially opened the Agri-Culture Center with a ribbon cutting ceremony before a gathering of community leaders, government representatives and the many contractors and volunteers who worked on the project.

The Agri-Culture Center is a multi-purpose facility designed to become the regional centre for agri-tourism events and activities in the Montérégie-Ouest region. It is the first major achievement in an ambitious strategy, developed with the help of Desjardins, to preserve and enhance the heritage buildings on the LBA fairgrounds in Ormstown.

By transforming the site into a year-round centre that will offer modern space, equipment and technology to meet the needs of the regional agri-food industry and surrounding rural communities, LBA will be able to preserve a heritage facility while offering a wider range of agri-tourism activities and services in the region.

“The project grew out of an interest in sustainable agriculture, says LBA president Mark Anderson, a dairy farmer in the region. Our organization's intention is to optimize its service offering to help the region, and agriculture in particular, grow and prosper towards a sustainable future.”

Anderson thanked the Fonds du Grand Mouvement and the eight Caisses Desjardins de la Montérégie-Ouest for their financial contribution, and, in particular, Sebastien Maisonneuve, general manager of the Caisse Desjardins du Haut-Saint-Laurent, who championed the initiative from the beginning.

He also expressed appreciation for the financial support from Investissements Québec, the ministère de l'Économie, de l'Innovation et de l'Énergie, the ministère des Affaires municipales et de l'Habitation, Tourisme Montérégie and the Société d'aide au développement des collectivités du Suroit-Sud, which was critical in ensuring completion of the construction activities in the post-COVID period.

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QUOTES:



The Fonds du Grand Mouvement, along with the eight Caisses Desjardins de la Montérégie-Ouest, contributed \$644,750 to the strategic planning phase for the LBA initiative, as well as to the transformation of the Agri-Culture Center. The Caisse Desjardins du Haut-Saint-Laurent is also a major partner of the Desjardins Expo Ormstown, the annual exhibition held on the LBA fairgrounds.

*"We are convinced that this project will secure **the health of local businesses** and the growth of **sustainable agriculture** in our region and throughout Quebec. The Agri-Culture Center is an **innovative project** in which we believe, and one that will **ensure a better future**.*

***Desjardins** is not only a major financial contributor to the project, but also a major partner that shares strong cooperative values with its community.*

*A total of **\$664,750** was invested by the **Fonds du Grand Mouvement** and the **8 Caisses Desjardins de la Montérégie-Ouest**.*

*It's an excellent example of how, together, our community can build **sustainable and innovative projects**."*

Sébastien Maisonneuve, General Manager, Caisse Desjardins du Haut-Saint-Laurent

Avec la participation financière de



The ministère de l'Économie, de l'Innovation et de l'Énergie made a contribution of \$250,000 towards the construction of the Agri-Culture Center through the Programme d'immobilisation en entrepreneuriat collectif (PIEC) offered by Investissement Québec.



"We believe in the strength of our social economy enterprises. By making it easier for them to access financing, we can ensure their growth and, by the same token, Quebec's prosperity. Congratulations to the LBA for this project that brings everyone together!

Christopher Skeete, ministre délégué à l'Économie, ministre responsable de la Lutte contre le racisme et ministre responsable de la région de Laval

"Collective enterprises like the LBA play an active role in the vitality of our region. I'm delighted that we've been able to help the association modernize its century-old facilities, which will benefit the whole community."

Carole Mallette, MNA for Huntingdon

Avec la participation financière de



The ministère du Tourisme du Québec made a contribution of \$100,000 towards the construction of the Agri-Culture Center through the Entente de partenariat régional et de transformation numérique en tourisme (EPRTNT) offered by Tourisme Montérégie.

TOURISME
MONTÉRÉGIE

"We are proud to have contributed to the construction of the Agri-Culture Center, an innovative project that meets the tourism needs of the Haut-Saint-Laurent while reflecting our regional priorities. This centre represents a major step forward for agri-tourism and business tourism, while supporting the local economy, sustainable development and the promotion of agricultural heritage."

Mario Leblanc, Managing Director of Tourisme Montérégie.

Avec la participation financière de



The Ministère des affaires municipales et d'habitation made a contribution of \$175,000 towards the construction of the Agri-Culture Center through the Fonds régions et ruralité (FRR).

"Our government is proud to have contributed to the funding of this project, which not only showcases the region's heritage buildings, but also meets our objectives for sustainable regional development perfectly. It will also improve the range of services available to residents of the Montérégie region. Ultimately, the entire region will reap the benefits of this initiative, and we're delighted about that!"

Andrée Laforest, Minister of Municipal Affairs



The Société d'aide au développement des collectivités du Suroit-Sud (SADC) made a contribution of \$28,000 towards the construction of the Agri-Culture Center through the Fonds d'investissement