



PRESS RELEASE
For immediate release

**Launch of “NOTRE CAMPAGNE: UN MILIEU DE VIE À PARTAGER ”
A project to bring together the players in the Montérégie region**

St-Hyacinthe, February 24, 2020 – The Union des producteurs agricoles (UPA) in Montérégie, 13 MRCs in Montérégie and the Agglomération de Longueuil, with support from the ministère de l’Agriculture, des Pêcheries et de l’Alimentation (MAPAQ), officially launched a campaign to raise awareness about living together in harmony in the agricultural zone on Monday, February 24 at the BMO Centre in St-Hyacinthe. Many dignitaries were in attendance.

This regional project, titled, “Notre campagne: Un milieu de vie à partager”, aims to foster living together and dialogue between farmers and residents. Together, the partners want to demystify beliefs, mitigate nuisances, and address issues related to agricultural work.

“Agriculture has a prominent place in the greater Montérégie region—Québec’s pantry. The proximity between players in the bio-food sector and residents can pose many challenges; it is therefore in everyone’s interest to learn to live together. Cultivating good relationships makes living together easier and encourages the harmonious sharing of common space. But to know and understand each other, communication is essential. In this situation, this campaign makes perfect sense, and I am pleased to support it.”

André Lamontagne, ministre de l’Agriculture, des Pêcheries et de l’Alimentation

The campaign aims to disseminate information on different topics through visuals and communication tools relayed in newsletters, municipal bulletins, and various publications, through social media, and through video clips and public outreach activities. Topics to address include noise, odours, sharing the road, soil health, pesticides, and water, among others. It is important to the project’s initiators to highlight the multifunctionality of the agricultural zone as a place for living, working, and leisure.





The project partners include: the MRCs of Acton, Beauharnois-Salaberry, Brome-Missisquoi, Haut-Richelieu, Haut-St-Laurent, La Haute-Yamaska, Jardins-de-Napierville, Marguerite-D'Youville, Maskoutains, Pierre-De Saurel, Roussillon, Rouville, and Vallée-du-Richelieu, the Agglomération de Longueuil, the Montérégie UPA Federation (FUPAM) and the MAPAQ. These organizations are pooling resources and efforts to develop strategies and tools to ensure this campaign to raise awareness has a regional reach. The project, funded by the MAPAQ's Territories program: Bio-food priorities, by the UPA, and by the participating MRCs, and with a total budget of more than \$400,000, began in April 2019 and will continue through October 2021.

- 30 -

Source:
Contact

2/2

