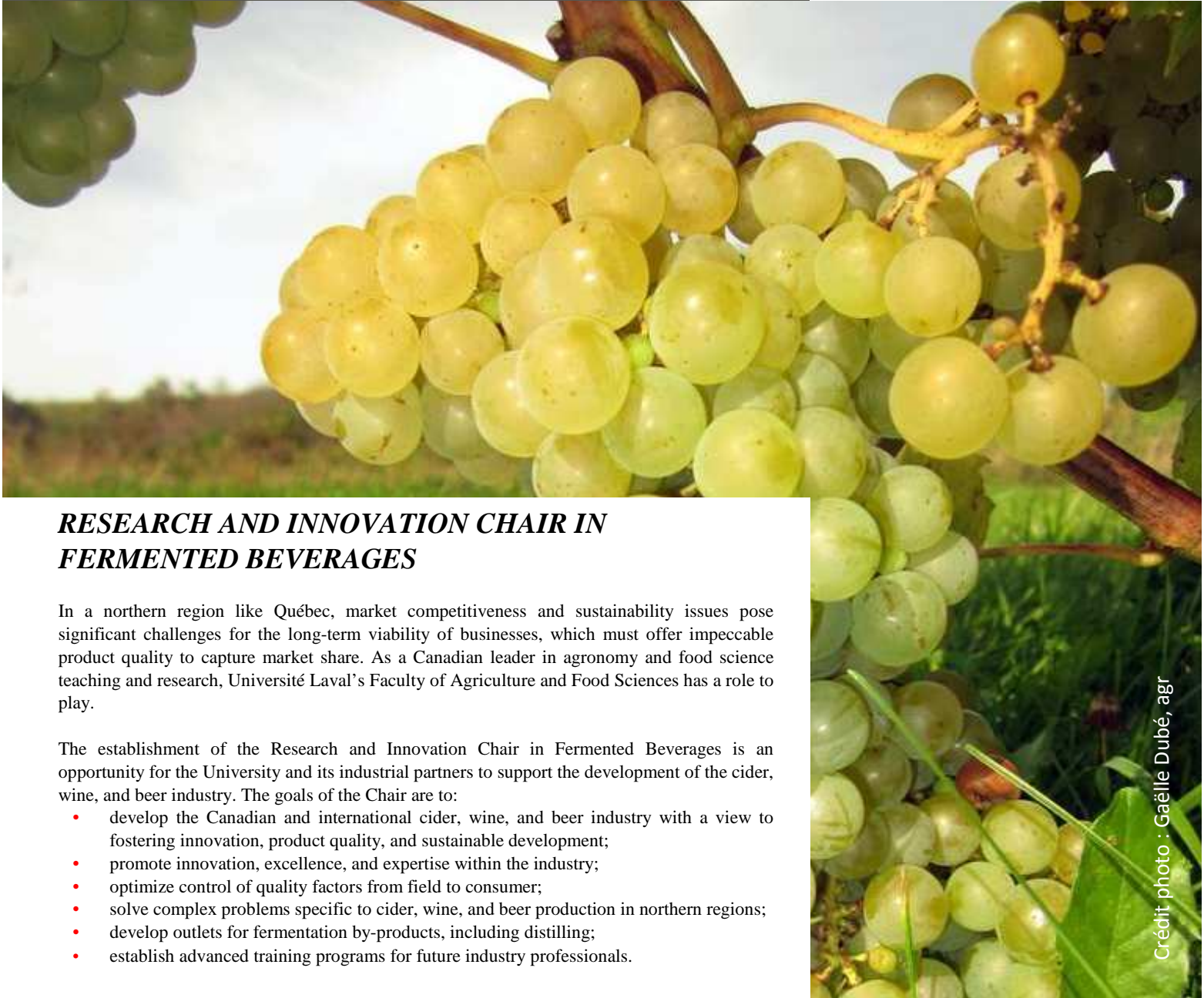


## BACKGROUND

Global consumption of wine and cider is increasing by leaps and bounds, driven by growth in established markets (Americas, Europe) and the rise of major new markets like China and India. In Québec, the fermented beverage industry totals more than 450 businesses involved in agricultural production and/or processing and generates over \$100 million in annual sales. Québec's northern climate poses numerous challenges to the industry. The establishment of the Research and Innovation Chair in Fermented Beverages will help support the development and prosperity of the Canadian and international cider, wine, and beer industry through research and innovation by focusing on product quality, resource stewardship, specialized training, and the dissemination of knowledge

**DRIVING  
PROGRESS**  
FOR 350 ANS



## **RESEARCH AND INNOVATION CHAIR IN FERMENTED BEVERAGES**

In a northern region like Québec, market competitiveness and sustainability issues pose significant challenges for the long-term viability of businesses, which must offer impeccable product quality to capture market share. As a Canadian leader in agronomy and food science teaching and research, Université Laval's Faculty of Agriculture and Food Sciences has a role to play.

The establishment of the Research and Innovation Chair in Fermented Beverages is an opportunity for the University and its industrial partners to support the development of the cider, wine, and beer industry. The goals of the Chair are to:

- develop the Canadian and international cider, wine, and beer industry with a view to fostering innovation, product quality, and sustainable development;
- promote innovation, excellence, and expertise within the industry;
- optimize control of quality factors from field to consumer;
- solve complex problems specific to cider, wine, and beer production in northern regions;
- develop outlets for fermentation by-products, including distilling;
- establish advanced training programs for future industry professionals.

Crédit photo : Gaëlle Dubé, agr

North American's only  
French-language academic  
platform dedicated to wine,  
beer and cider production.

The Chair program will foster collaboration within the faculty, with professors in other departments such as Food Science, Consumer Science, and Phytology, and with industry partners in order to build a critical mass of researchers interested in the production and processing of cider, wine, and beer.

## ***CHAIR PROGRAM***

The chair will provide opportunities to conduct in-depth research in a variety of areas order to:

- Understand flavour development from field to bottle in order to identify quality factors at each phase of production (varieties, terroir, fermentation);
- Study the impact of nordicity and sustainable development practices on flavour, product quality, and productivity;
- Develop and further explore the concept of terroir in Québec;
- Improve flavour development and product stability;
- Understand factors affecting local and international consumer preferences ;
- Optimize production and quality factors;
- Develop methods to improve product traceability and integrity;
- Develop outlets for fermentation by-products (distilling and other).

As the only Canadian chair specializing in research on cider and on fermented beverages in a northern context, the Research and Innovation Chair in Fermented Beverages has numerous potential collaborators in Canada and abroad.

## ***IMPACT ON SOCIETY***

The Chair will:

- Foster job creation in agriculture, agrotourism, and the restaurant industry;
- Enhance producer and processor development and prosperity;
- Contribute to rural development in Quebec;
- Promote excellence and boost consumer recognition of local ciders, wines, and beers;
- Drive innovation and excellence in the fermented beverage industry;
- Encourage the development of a local tradition of fermented beverages.

## ***IMPACT ON THE UNIVERSITY***

- Graduate training in cider, wine, and beer production;
- Development of a summer winemaking school in collaboration with the University of Bordeaux;
- Introduction of undergraduate and master's programs within five years.

## ***BUDGET***

The minimum target budget is **\$ 200K/year** over five years.

The chair seeks to assemble a group of Canadian and international donor partners from the cider, wine, and beer industry. The partners will benefit directly from the research conducted under the chair's leadership

## ***IMPACTS FOR PARTNERS***

- Knowledge about quality factors in northern climates developed under the chair's leadership will enable companies **to improve the quality of fermented beverages** throughout Canada.
- Quality improvements and the development of distinctive cider, wine, and beer characteristics **will help generate significant gains in local market share** for Canadian partners facing stiff competition from imported products.
- The introduction of advanced training programs on fermented beverages at Université Laval's Faculty of Agriculture and Food Sciences will help **meet industry demand for highly skilled personnel**, which is impossible without proper training.
- **Development of cutting edge quality control and traceability tools** will benefit larger industrial partners operating in Canada and abroad.