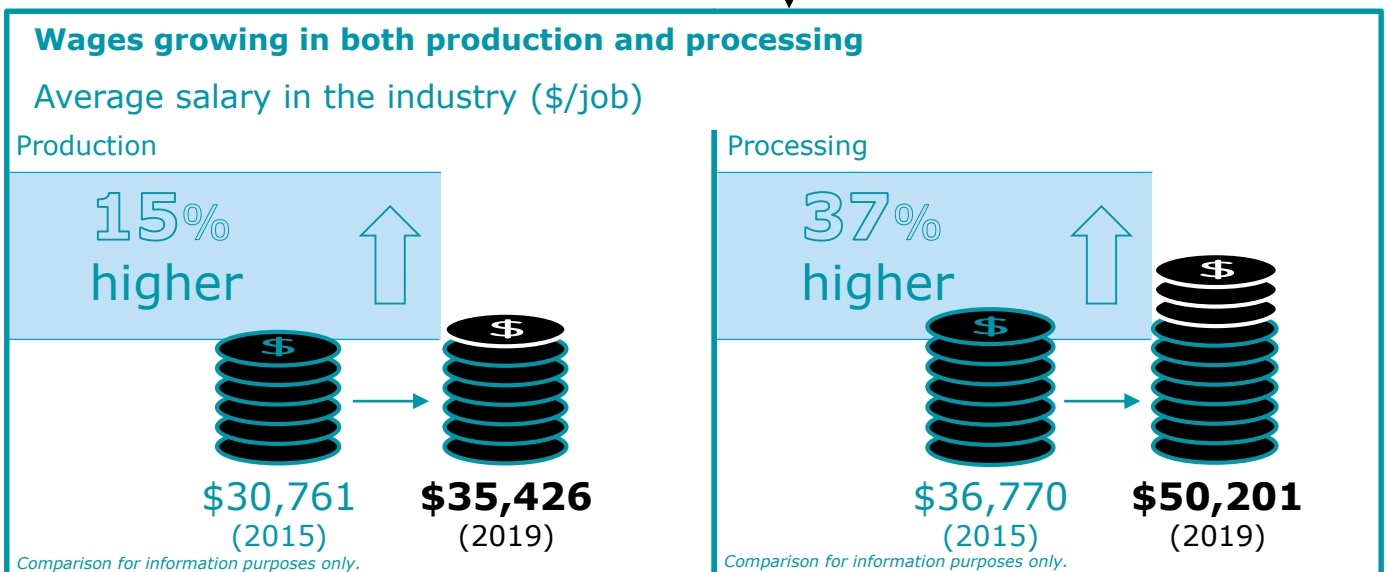
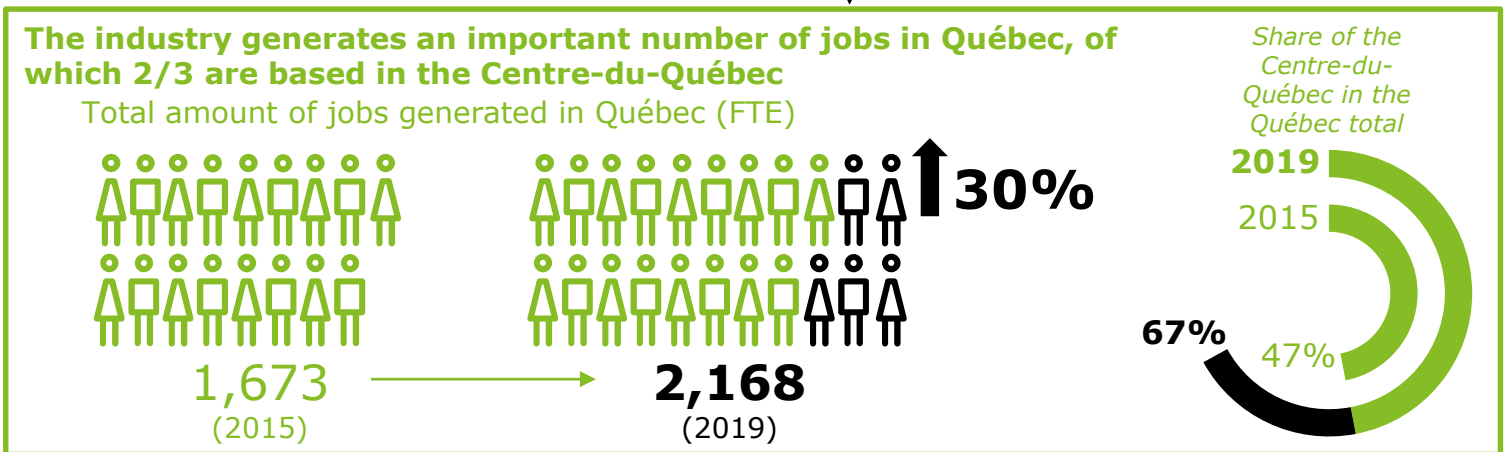
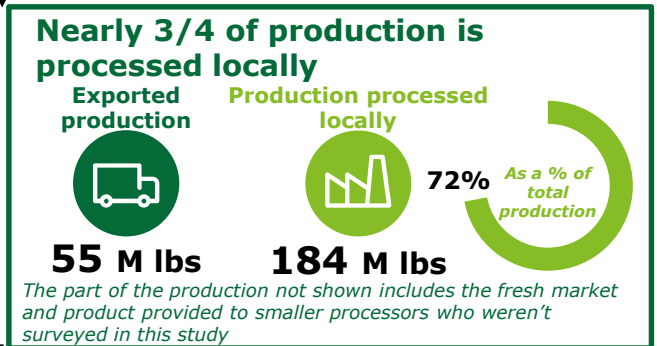
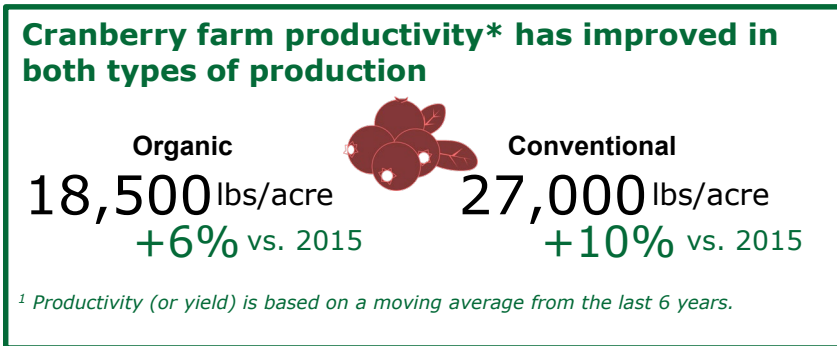
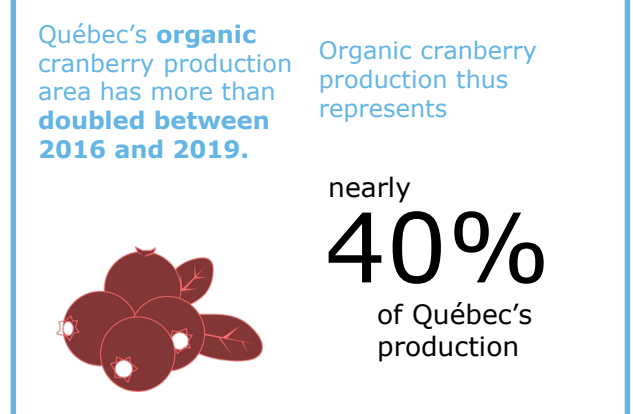
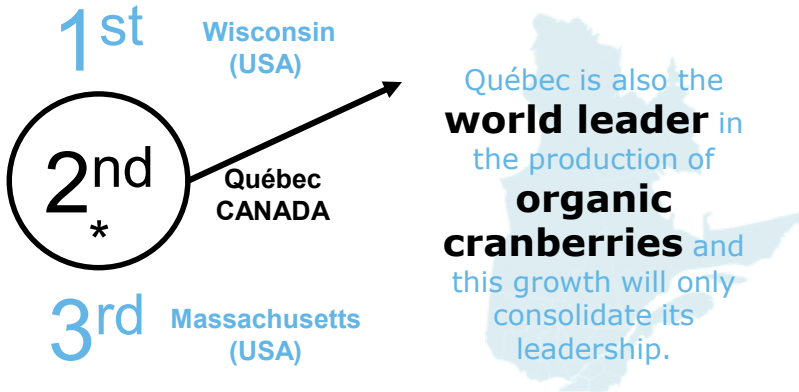


Estimate of the economic impact 2019 of the Québec cranberry industry

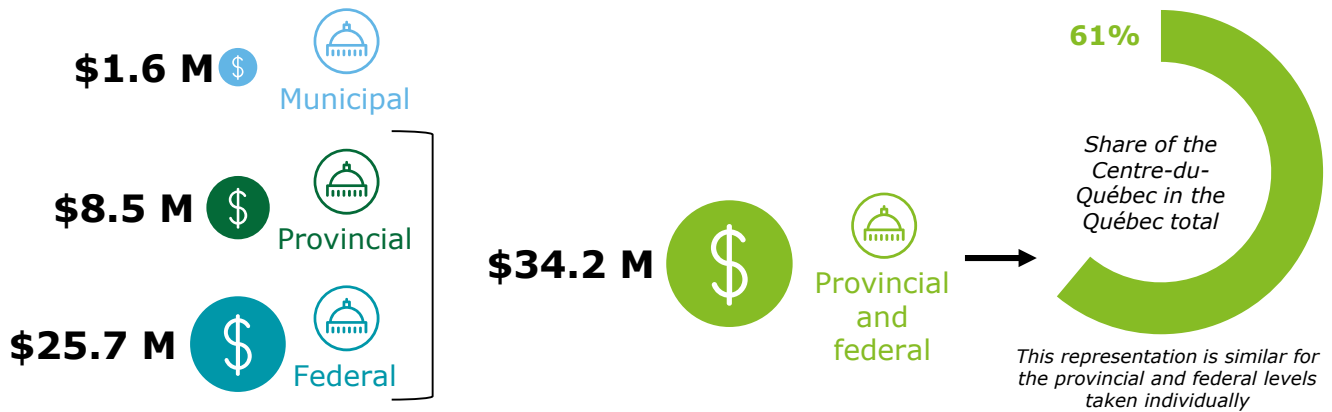
A wealth-creating industry in terms of employment (2,168 total jobs), GDP (\$149 M contributed), and public administration revenue (\$36 M)

Québec is the world's 2nd largest cranberry-producing region, thanks notably to the performance of the **Centre-du-Québec** and its leadership in **organic production.**

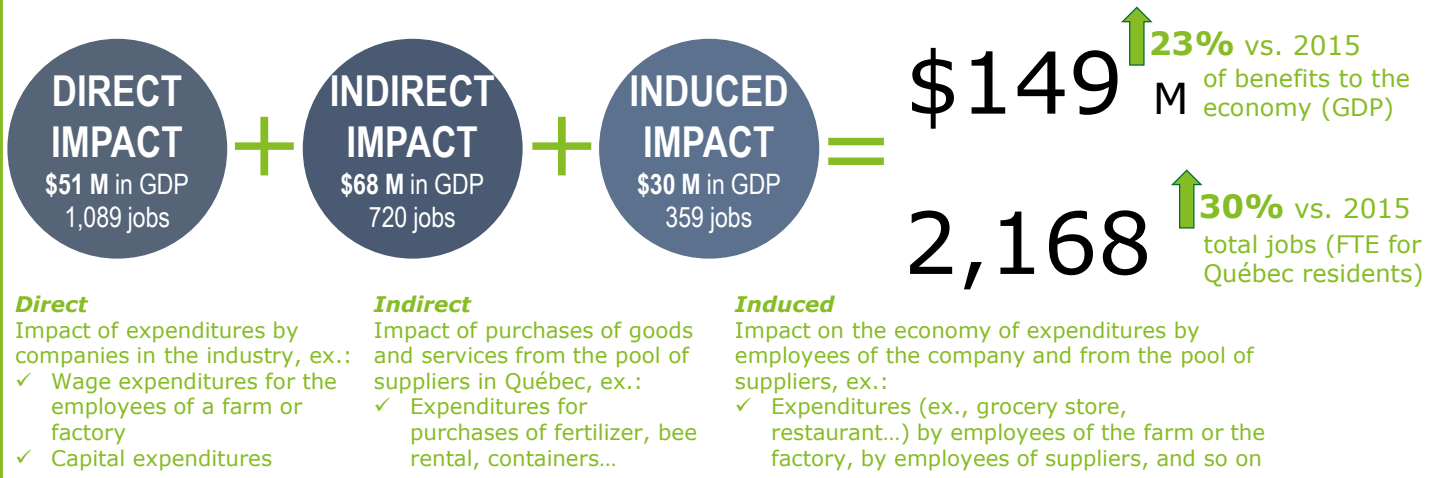


Economic impact of the industry in Québec in 2019

A considerable impact on public administration revenue, of which, on average, \$3 out of every \$5 are attributable to activities in the Centre-du-Québec



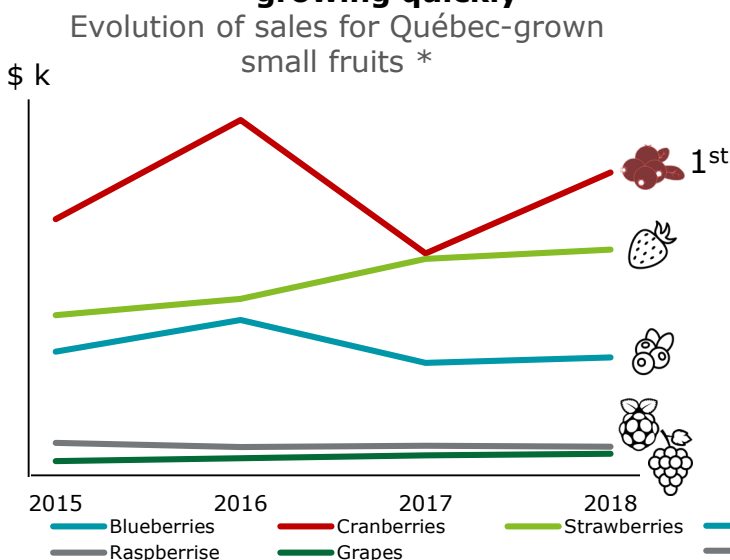
A clear contribution to the Québec economy



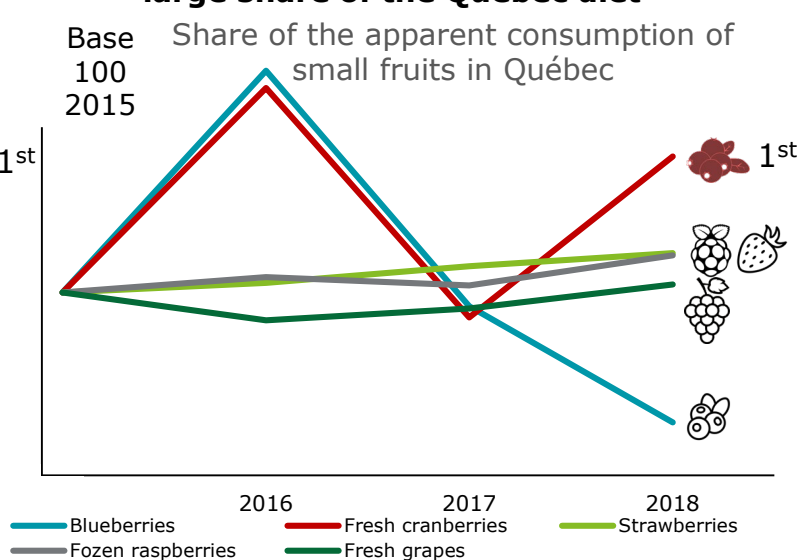
The cranberry is distinguishing itself from other small fruits

(according to the Québec government's Profil sectoriel de l'industrie bioalimentaire – 2019 Edition*)

Cranberries in 1st place and growing quickly



Cranberries are capturing an increasingly large share of the Québec diet



* Market revenues, for a crop year

* Apparent consumption = Deliveries - exports + imports