

SUMMARY REPORT

BAIE VERTE PENINSULA THRIVING REGIONS WORKSHOP

COLLEGE OF THE NORTH ATLANTIC CAMPUS
BAIE VERTE

MARCH 28-29, 2018

Table of Contents

Introduction	2
About the Harris Centre	2
About the Thriving Regions Partnership Process and this Workshop	3
Priority Themes	4
Tourism	4
Community and Regional Development	5
Natural Resource Development	5
Food Security	6
Next Steps	7
Conclusion	7
Appendix A – List of Communities and Populations	8
Appendix B – Baie Verte Peninsula Thriving Regions Advisory Committee	9
Appendix C – List of Attendees	10
Appendix D – Evaluation Summary	12
Appendix E – Workshop Agenda	14
Appendix F – Group Brainstorming Feedback	15

Introduction

As part of the Harris Centre's Thriving Regions Partnership Process, a workshop was held on March 28-29, 2018 at the College of the North Atlantic Baie Verte Campus. This workshop was held for the Baie Verte Peninsula in order to identify priority research themes that people would like to see move forward in that region. The Harris Centre is releasing a call for Expressions of Interest from Memorial University faculty, staff and students to complete research projects focusing on the priority themes that were identified. A fund evaluation committee comprised of local and academic members will choose which researchers will move forward in the process and attend a second workshop in June, 2018. These researchers will then refine their research plans and incorporate input from the people in the region. Ultimately, this process will result in the Harris Centre funding up to three publically engaged research projects on the Baie Verte Peninsula at \$15,000 each.

About the Harris Centre

Named in honour of the late scholar and former Memorial University President Dr. Leslie Harris, the Leslie Harris Centre of Regional Policy and Development was established on October 1, 2004. Dr. Harris was known for his integrity and independence, while making a practical contribution to Newfoundland and Labrador. The Harris Centre continues this commitment as Memorial University's hub for public policy and regional development. It links Memorial faculty, staff, and students with the people of Newfoundland and Labrador and supports research, public engagement, and teaching in areas of regional policy and development. Working with all units at Memorial, the Harris Centre builds connections, encourages informed debate and supports collaboration, enhancing the University and the province through mutually beneficial partnerships. Since its inception, the Harris Centre has developed a suite of knowledge mobilization and public policy tools and has increased the university's presence in communities and region across the province.

About the Thriving Regions Partnership Process and this Workshop

The Harris Centre's Thriving Regions Partnership Process is a new program that has taken the place of its Regional Workshop programming that was undertaken from 2005-2016. This new process includes development of more sustained relationships with people in regions throughout the province, as well as dedicated funding for Memorial researchers to complete projects in those regions. Other Memorial units partner on the process with the Harris Centre when appropriate, including Grenfell Campus and the Labrador Institute.

The Thriving Regions Partnership Process is providing an opportunity for Memorial University to work with people on the Baie Verte Peninsula to help promote a thriving social and economic region through the funding of publically engaged research projects in the region. This workshop was held for the entire Baie Verte Peninsula region, which is situated between White Bay and Notre Dame Bay, and is comprised of twenty-one communities along the coast between Purbeck's Cove on the west and Middle Arm on the east (see Appendix A for a list of communities in the region).

A local advisory committee is helping plan and promote this process in the Baie Verte Peninsula region, which consists of people from the following organizations: Anaconda Mining, Atlantic Canada Opportunities Agency; Baie Verte and Area Chamber of Commerce; College of the North Atlantic Baie Verte Campus; Community Business Development Corporation Emerald; Department of Tourism, Culture, Industry and Innovation; Grenfell Office of Engagement (GO Engagement), and the Town of Baie Verte (See Appendix B for the list of committee members).

The Harris Centre and GO Engagement led the Baie Verte Peninsula Thriving Regions Workshop on March 28-29 in order to identify priority research themes for the region. There were a total of 44 participants at the workshop, including those from federal, provincial and municipal governments; businesses and business organizations; community and non-profit groups; and educational and health institutions (see Appendix C). Participants evaluated the workshop very favourably, agreeing that they were able to express their thoughts and ideas, that they liked the format, that they would like to participate in future follow-up events, and that the event met their expectations (see Appendix D).

Priority Themes

A combination of individual reflection, group brainstorming, and smaller break-out group discussions were used to determine the priority themes (see Appendix E for the workshop agenda and Appendix F for the brainstorming discussion feedback). The below four themes emerged as being the priorities for the region. The descriptions are meant to provide some guidance on what is important to the people in the region within those broad themes.

Tourism

The Baie Verte Peninsula region has a great deal to offer when it comes to tourism development, particularly related to mining, including the Dorset Soapstone Quarry National Historic Site, as well as numerous cultural and natural attractions. There needs to be increased collaboration within the region to fully realize the economic potential of the tourism industry. For a successful tourism sector, the region should better connect with regional and provincial tourism networks. These networks would allow tourism operators to promote the region in a strategic way through shared communications and packaging.

During the workshop, participants recognized that there is a significant need for researchers to help them identify current and potential tourism attractions, sites, and services, as well as their current and potential connections and networks. Research could also examine the tourism potential for the region, taking into consideration both the assets it has and the challenges it faces. Participants also identified a variety of opportunities that could be a starting point for a research projects, including mining tourism centered on the historic and current operations which could potentially make the region into an interesting geological tourism site; cultural and experiential tourism focused on rich arts and craft heritage and the fishing industry; and the development of regional partnerships and tourism products and services.

Workshop participants also indicated they would like to have a better understanding of the amenity and service improvements current operators need to make in order to enhance tourism in the area and meet contemporary visitors' expectations. The participants also identified the need to better understand what kind of regional infrastructure developments would have the most impact on tourism as well as other sectors of the economy.

Community and Regional Development

Like much of the province, the Baie Verte Peninsula is grappling with a declining population residing in dispersed communities. Many of these communities face challenges in providing services and infrastructure, and a regional approach could be a more efficient and effective way for communities to share and advocate for resources. Research could examine current cooperation and partnerships between communities, as well as the potential for increased regional cooperation and governance with respect to various services and infrastructure development. These shared assets would contribute to an overall quality of life in the region, which would help attract and retain residents by providing opportunities for recreation and entertainment, civic engagement, and health and wellness initiatives.

Considering the aging population, making the Baie Verte Peninsula a place where people want to live is imperative for its future development. However, it is also necessary to recognize that seniors are an important part of the fabric of its communities. Workshop participants were especially interested in research that would create opportunities for intergenerational collaboration and knowledge exchange. They would like to understand how to build and manage a stronger community sector that makes contributions to the economic, cultural, and social wellbeing of the region.

Workshop participants expressed an interest in exploring regional approaches to the delivery of a variety of programs, such as recreational and health services. They recognized that transportation and infrastructure represent major barriers to such regional approaches, and are interested in learning about and exploring various models that would help them meet those needs. One particular area of interest is the development of intergenerational programs that would improve food security in the region through community gardens and improved access to fresh food. The participants indicated they would be interested in projects that help them foster pride in their community and develop amenities and entertainment options for a broad range of residents and tourists alike.

Natural Resource Development

The Baie Verte Peninsula is rich in natural resources that contribute to the mining, forestry, fisheries, and tourism industries. One issue that impacts all of these industries is the availability of a multi-use deep water port in the region. The development of a shared port for all industry sectors could increase opportunities for manufacturing and trade, cruise ship visits, and potential oil and gas related projects,

among others. Research could examine the current status of the ports in the region, and suggest ways forward for the development of a shared deep water port.

With the mining industry playing such an important role in the economy, it provides numerous manufacturing, business and education related opportunities. Workshop participants highlighted that there is a need to research and document the current and potential mining operations, support businesses, manufacturing, and infrastructure. Research could also examine how linkages between the mining industry and research, education, and training opportunities could be strengthened to promote the region as a centre of mining expertise. While mining is extremely important, the region must continue to diversify its economy. To avoid the boom and bust cycle, other natural resource related industries need to remain active and grow, including current industries such as fisheries and forestry. Research could examine the role that these industries play in the economy of the region, as well as what future developments are possible.

Food Security

People throughout the Baie Verte Peninsula should have access to affordable nutritious food, and regional approaches to developing a more sustainable and self-sufficient food supply are necessary. One way to move this forward is by growing more food locally on the Baie Verte Peninsula through the development of activities such as commercial agriculture, home-based and community gardening, and local fisheries that are able to supply to residents. Workshop participants noted that research could explore the barriers and identify the solutions to growing or harvesting food locally, including vegetables, mushrooms, honey, fish, livestock, berries, or any number of options. In addition, the size of the local market as well as what would help motivate people in the region to grow, buy and eat local food could be examined. It is also important to recognize that local food production is already happening on the peninsula, and developing an inventory, mapping networks, and exploring successful models of current activities would be beneficial.

There are opportunities for the development of programs and initiatives such as community gardens that bring together seniors and youth organizations to provide fresh produce to the local food bank; ocean-to-plate marketing models; potential land-based aquaculture development; and a cooperative model for agriculture equipment, infrastructure and farmers markets. These programs and initiatives could all connect with educational institutions at every level throughout their development. In addition, participants noted a research topic of critical importance is determining whether mine tailings would be useful as fertilizer for agriculture and gardening, as they may be ideal and underutilized mineral sources

for the development of sustainable fertilizer and food products. Food security in the region is seen as an issue that could potentially bridge all of the other themes that are part of this applied research fund, including the tourism, mining, and community and regional development sectors.

Next Steps

With the completion of this report, the Harris Centre is opening the Baie Verte Peninsula Thriving Regions Applied Research Fund. This is beginning with a call for Expressions of Interest from Memorial faculty, staff or students looking to develop projects to address one or more of the four regional priorities. A Fund Evaluation Committee, comprised of local members from the Baie Verte Peninsula as well as academic members from Memorial University, will review the Expressions of Interest and decide on three projects to move forward in the region.

A second workshop will be held in June 2018, during which the three chosen researchers will travel to the region to meet with local partners and stakeholders. The researchers will present their planned research, gather feedback, and develop partnerships to further refine their research. They will submit expanded research plans following the session, which will then be reviewed by the Fund Evaluation Committee to ensure that the projects still reflect what was originally proposed, while also incorporating local input and the development of community partnerships.

Once the projects are approved, the researchers will receive their funding in early July and move forward. The researchers will continue to engage with people in the region throughout their projects, and an additional session will be planned when their projects are at or near completion to share results and discuss next steps.

Conclusion

The Thriving Regions Partnership Process is going well in the Baie Verte Peninsula region so far. The workshop participants seemed very interested in the process, enthusiastic about sharing their vision and ideas for their region, and are looking forward to being a part of the upcoming research and next steps. The Harris Centre is also looking forward to coming back to the region and to seeing what engagement and partnerships can be fostered through this process.

Appendix A – List of Communities and Populations

Source: CBDC Emerald

		2016	2011
1	Westport	195	220
2		31	45
3		474	476
4		314	349
5		131	146
_			
_	Seal Cove	303	304
7	Wild Cove	49	66
8		1,313	1,370
_	Fleur de Lys	244	265
10	Coachman's Cove	105	92
11	Ming's Bight	319	333
12	Pacquet	164	184
13	Woodstock	190	190
14	Nipper's Harbour	85	128
15	Harbour Round	188	212
16	Snook's Arm	10	18
17	Round Harbour	0	5
18	Tilt Cove	5	5
19	Brent's Cove	157	181
20	Shoe Cove	168	161
21	La Scie	872	899
22	Between Communities	49	29
	Baie Verte Peninsula	5,366	5,678

Appendix B – Baie Verte Peninsula Thriving Regions Advisory Committee

Ken Carter & Marilyn Forward, Grenfell Office of Engagement

Allan Cramm, Anaconda Mining

Scott Dawe, Atlantic Canada Opportunities Agency

Lloyd Hayden & Amanda Street, Baie Verte & Area Chamber of Commerce

Catherine Moss, College of the North Atlantic

Brian Peach, Town of Baie Verte

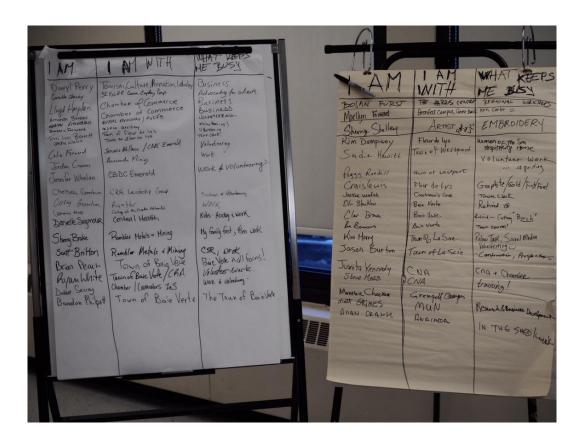
Darryl Perry, Department of Tourism, Culture, Industry and Innovation

Jennifer Whalen, CBDC Emerald

Appendix C – List of Attendees

First Name	Last Name	Affiliation
Terri Lynn	Barrett	Town of Fleur de Lys
Rex	Bowers	Town Councilor
Sherry	Brake	Baie Verte and Area Chamber of Commerce
Scott	Britton	Rambler Metals & Mining
Clar	Brown	Retired educator and former municipal councillor
Jason	Burton	Town of La Scie
Charlene	Caines	Town of Baie Verte
Ken	Carter	Grenfell Office of Engagement
Mumtaz	Cheema	Grenfell Campus
Allan	Cramm	Mining Company
Jordan	Cramm	Anaconda Mining
Kim	Dempsey	Woman of the Sea Hospitality Home
Marion	Fitzgerald	PUCFB/BVPHC Auxiliary
Barbara	Forward	Baie Verte Peninsula Health Centre Auxiliary
Colin	Forward	CBDC Emerald and Baie Verte Seniors
Marilyn	Forward	Grenfell Office of Engagement
Bojan	Furst	Harris Centre
		Central Regional Wellness Coalition and
Chelsea	Greenham	Copper Ridge Academy Student Leadership Committee
Corey	Greenham	Rambler Metals & Mining
Matthew	Grimes	Memorial University
Lloyd	Hayden	Baie Verte and Area Chamber of Commerce
Sadie	Hewitt	Town of Westport
Amy	Jones	Harris Centre
George	Kelly	Municipality
Juanita	Kennedy	College of the North Atlantic
Craig	Lewis	Lewis Enterprises
	Mohammed	
Rashidatu	Uthman	Memorial University- Grenfell Campus
Kimberly	Morey	Town of La Scie
Catherine	Moss	College of the North Atlantic
Stephen	Moss	College of the North Atlantic
Brian	Peach	Town of Baie Verte
Darryl	Perry	Province of NL (Tourism, Culture, Innovation, Industry)
Brandon	Philpott	Mayor of Baie Verte
Peggy	Randell	Town of Westport
Deborah	Sacrey	Baie Verte and Area Chamber of Commerce
Danielle	Seymour	Central Health
Sherrye	Shelly	Local artist

Coretta	Stacey	SEDLER Community Employment Corp
Amanda	Street	Baie Verte and Area Chamber of Commerce
Ellis	Stuckless	Retired Citizen
Jackie	Walsh	Town of Fleur de Lys
Jackie	Walsh	Town of Coachman's Cove
Jennifer	Whelan	CBDC Emerald
Ryan	White	NLESD/Town of Baie Verte



Appendix D – Evaluation Summary

Baie Verte Peninsula Thriving Regions Workshop Evaluation Summary Baie Verte, March 28-29, 2018

Participants provided a scoring of 1 to 5 for each of the below questions, with 1 being strongly disagree to 5 being strongly agree. The average score given to each question is provided.

Total number of attendees: Number of forms filled out: 24 Response rate:

Question	Average Score (Out of 5)
The promotional materials for this workshop accurately described its content	4.4
There was sufficient time provided for discussion, brainstorming and networking	4.6
I was able to express my thoughts and ideas throughout this workshop	4.7
I liked the format this workshop used (facilitated discussion, prioritizing through dots, etc.)	4.8
The priorities put forth at the end of the workshop accurately reflected the discussion in the room	4.7
The workshop increased my awareness of how Memorial University and community members can work together	4.5
I would like to attend a future session to provide input into research projects that are part of the Baie Verte Peninsula Thriving Regions Partnership Process	4.8
Overall, this session met my expectations	4.8

How did you find out about this event? (Please list all that come to mind):

- Email (8 people)
- CBDC (3 people)
- Organizing Committee (2 people)
- Facebook (2 people)
- Town of Baie Verte (2 people)
- CRA leadership group (1 person)
- Chamber of Commerce (1 person)
- Posters around town (1 person)
- Connection to Innovation workshop (1 person)

Please indicate your age group:

30 or under: 12% Between 31 and 54: 52% 55 or older: 36%

Additional comments:

- Good discussion & format, can't wait for the next session.
- This workshop was well put together, refreshing to see so many community members who are passionate about making the area better, facilitators were awesome, great turnout, timeline was great, didn't go overtime that was predicted but also did not feel cut off during sessions, more sessions will be appreciated.
- Very informative, well organized, excited about the follow-up.
- Great discussion.
- Great discussion, very interested in the follow-up sessions and hoping the idea put forth can be used in a positive endeavor.
- Wonderful experience, very much needed, looking forward to attending future sessions.
- Really enjoyable, invigorating session.
- Good workshop, gave me a great perspective of potential opportunities on the Baie Verte Peninsula as well as the current activities in operation (re: social and economic).
- Great workshop, need this for community level for all communities.
- Lots of information on what the peninsula can do working together for the region as a whole, really liked the tourism idea, and the community garden, as a lot of seniors grew up with gardening as a part of their food source.
- Great opportunity.
- Very interesting, great facilitator
- Thanks.
- Great event, very good discussions and ideas, looking forward to the future.
- An excellent first start, draw from other discussions/studies that have been done in the past, there should be lots of it.

Appendix E – Workshop Agenda



Baie Verte Peninsula Thriving Regions Workshop College of the North Atlantic, Baie Verte Campus March 28-29, 2018

Wednesday, March 28

4:00-4:20pm	Introduction
4:20-5:00pm	Roundtable introductions and reflections from attendees of the Mining Symposium
5:00-5:45pm	Supper and regional overview by Jennifer Whelan, CBDC Emerald
5:45-7:20pm	Vision and research ideas for the region
7:20-7:30pm	Wrap-up and plans for next day

Thursday, March 29

8:30-8:45am	Arrive and get refreshments	
8:45-9:45am	Research themes based on yesterday's vision and research	arch ideas
9:45-10:15am	Prioritize three themes	
10:15-10:30am	Break	
10:30-11:30am	Breakout groups based on the three prioritized themes	;
11:30am-12:15pm	Breakout groups report back to the larger group	
12:15-12:30pm	Wrap-up and next-steps	
	CPEN	



Office of Engagement

Appendix F – Group Brainstorming Feedback

Participants were asked to reflect on their own vision and ideas for the region and write down their top three ideas on sticky notes. Participants were then asked to discuss their reflections with small groups and choose the ideas that were most important to them and they were most passionate about. A participatory process was used to group all of the ideas on the sticky notes into themes. The participants were then provided with three red dots and three green dots, and were asked to put the red dots on the themes that were their first priority, and the green dots on the themes that were their second priority. The below notes reflect what was included on the sticky notes within each theme, as well as the number of dots that participants placed on each theme to prioritize them.

Theme 1: Tourism

Prioritization (Dots):

1st priority - 27 2nd priority - 16 Total - 43

Group Feedback (Sticky Notes)

Mining tourism

- Tourism and new business centred on serving needs of mines and their familiars (includes entertainment opportunities)
- Established historical mining or geology tourism destination
- Mining tourism
- Unique tourism
 - Mining and geology
 - Clay Cove Rogues Harbour
- Regional tourism surrounding mining history
- A tourism destination showcasing the mining industry
- Dorset museum only one of its kind in North America

Cultural and experiential tourism

- Crafters and artists
- Mini retreats experiential
- Gallery artists, quilters, pottery, music, and culture of peninsula
- Tourism development of marine sailing infrastructure
- Fisheries linkages

Partnerships and regionalization

- Peninsula vision community partnership
- Regional partnerships for tourism and services
- Tourism destination



- Increase products
- Industrial tourism

Accommodations and Services

- More walking trails
- Improved accommodations
- More accommodations
- Enhanced tourism

Theme 2: Community and Regional Development

It was decided during the workshop to merge two themes into this one: the Quality of Life theme and the Regional Infrastructure theme (both of which are described below).

Subtheme: Quality of Life

Prioritization (Dots)

1st priority - 18 2nd priority - 15 Total - 33

Group Feedback (Sticky Notes)

Seniors

- Activities for seniors
- Services for senior population
- Senior friendly environment regarding recreation, living environments, health care related
- Program to help seniors in home i.e. help with lawns, snow clearing, meals on wheels
- Foster a culture for well cared for senior community

Healthcare

- Improved medical services
- Health care better ambulance services for rural areas

Recreation

- Regionalization for recreation facilities
- New and upgraded recreation/community facilities
- Downtown entertainment (dining, etc.), food trucks on the water front
- Central hub of 'top of the line' recreational facilities "a place people will move into"
- Entertainment operations/fun money spending, for example pool hall, dinner theatre, gaming shops, sports bar, golf course. Does not need to be full time, could include once per week/month events

Volunteerism

More involvement from community members to volunteer and create more possibilities



- An increase in volunteer opportunities more tailored to individual interests
 - Less broad committees
 - More sense of attachment to town (passion)
- Well-coordinated regional volunteer driven activities/clubs/social groups

Grow/Improve Communities

- Community pride
- Town beautification
- Increase population
- Diversity/people of minorities (seniors, disabilities)
- Youth

Subtheme: Regional Infrastructure

Prioritization (Dots)

1st priority - 3 2nd priority - 11 Total - 14

Group Feedback (Sticky Notes)

Shared services

- Municipalities shared labour (i.e. proposal writer, economic development office, someone to work on opportunities
- Regional sharing
 - Garbage
 - Fire services
 - Town resources
- Improved infrastructure to improve access to tourism (industrial grade road to handle heavy haulers)
- Well-articulated strategies for each community

Regional infrastructure development

- Improving regional infrastructure
- Infrastructure development
 - Roads
 - Health facilities
 - Recreational facilities
- Regional infrastructure
 - Trails to link historic mines
 - o Roads
 - Buildings
 - o Internet/cell service
- Regional Infrastructure
 - Transportation
 - Communication
 - Recreation trails



- New fire hall
- A "loop" road ability to leave peninsula by another route
- Finish water and sewer, build new walking trail, complete floating docks
- Improved internet/cell-service

Theme 3: Natural Resource Development

It was decided during the workshop to merge two themes into this one: the Natural Resources and Expanding the Manufacturing Sector theme and the Innovative and Diverse Education and Training theme (both of which are described below).

Subtheme: Natural Resources and Expanding the Manufacturing Sector

Prioritization (Dots)

1st priority - 19 2nd priority - 10 Total - 29

Group Feedback (Sticky Notes)

Port

- Deepwater port serving export and import
- Deepwater port on the Baie Verte Peninsula
- Deepwater port functions (sheltered harbour)
 - Trade with Greenland
 - Offshore oil and gas (West Orphan Basin)
- Slipway and wharf
- Tourism development of marine sailing infrastructure

Mining

- Start of production/clean-up of advocate mine site
- Mining
 - Centre of excellence
 - Increasing support business
- Graphite/Graphene mine and manufacturing for the production of
 - Super capacitors
 - Solar paint
 - o Heat paint
 - Conductive paint
- Mining/manufacturing centre of excellence
 - Develop cooperative business and community infrastructure around supply chain



- Mining support and exploration Bring in businesses to help set up their support (equipment and labour)
- More mining potential finished products
- Leading research facility
 - Mining (process/extraction)
 - Mineral fertilizers
 - Attract youth

Manufacturing and business development

- Full time manufacturing facility of some type
- Start of new small business
- Manufacturing and Exporting
- Manufacturing on the peninsula

Fisheries and Forestry

- Fisheries development
- Forestry development
- Timber to be used as bio fuel

Subtheme: Innovative and Diverse Education and Training

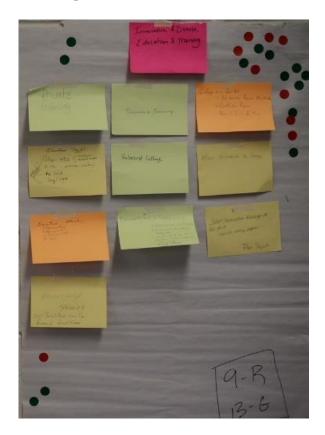
Prioritization (Dots)

1st priority - 9 2nd priority - 13 Total - 22

Group Feedback (Sticky Notes)

General

- Private training
- Programs and training
- Education and training
 - Educational institutions
 - Relevant courses/programs
 - Skills development to fit in dominant/key industry (mining)
 - o Shared labour
- Education (overall and attraction)
 - College active certification, research centre
 - o K-12 program maintain
 - o Pre school
 - o Daycare
- Incentives education
 - Agriculture
 - o Aquaculture
 - o Land use
 - Technology



- School curriculum focusing on life skills (exercise, cooking, budgets) pilot project
- Education/training use facilities here as research facilities

College of the North Atlantic – Baie Verte Campus

- College as a focal point
 - Post-secondary programs (mining, environmental, trades)
 - Certification programs
 - o Research centre for mining
- More enrollment in college
- Rebrand college

Theme 4: Food Security

Prioritization (Dots)

1st priority - 7 2nd priority - 18 Total - 25

Group Feedback (Sticky Notes)

General

- An increase in locally supplied food Agriculture
 - Agriculture
 - Explore agricultural community development
 - Work together, grow together
 - Mining tailings as a fertilizer source
 - Agricultural enhancement
 - Farming
 - Agriculture reducing the need for imported veggies and protein
 - Push for agriculture and sustainable food production

Community gardening

- Community garden
- Community garden
 - o Urban farmer
 - o ¾ acre \$100K income
 - Fresh local healthy food
- Community garden

Fishery

- Reorganized inshore fishery to include regional processing
- Aquaculture
- Fish to plate
 - Independent fishers catching, packaging and marking to online markets
 - Why get \$0 to when you can get \$10-15/pound
 - Grow local tourism

