



Newsletter # 10

June 2006

**Riverland Recreational Trail Society
and**

Iron Horse Trail Tourism Product Club



Summer has arrived and with it, lots of events and activities along Alberta's Iron Horse Trail.

Check
albertaslakeland.com
for current
information

On June 4th, the St. Paul ATV Club hosted the annual Iron Horse Trail Community Picnic at the Edourdville staging area. The club supplied Stawnichy's kubbies, hotdogs and soft drinks. A surprise visit from MLA Ray Danyluk brought everyone up to date on the Recreation Corridor Committee activities and Ray encouraged and praised the club for all they do in helping to keep the Iron Horse Trail operational. The IHT Tourism Product Club brought dessert and made a contribution to help out with expenses. The weather cooperated and it was a great day for a ride. The Edourdville staging area is a favorite stopping spot along the IHT and several riders reported seeing deer on their ride in.



Two great Familiarization Tours were held this spring. The purpose of a FAM Tour is to invite media, travel and other word of mouth promoters on a tour to showcase local attractions and operations. The first tour, designed with an organic theme, took place on May 11th and started at the Elk Point staging area where coffee and donuts were supplied by the Elk Point Chamber of Commerce. Twenty nine participants boarded a bus and traveled to their first stop, Fort George Buckingham House. After an introductory tour, they were treated to an organic lunch and then shuttled to JVM Farm. There, they learned about organic farming and were treated to a Raku Pottery demonstration by Cecelia Desilva. Cecelia's pottery is very unique and is sold throughout the province. The next stop was at Orchard Palace and EnSanté Winery, Alberta's first and only, licensed organic winery. Everyone had an opportunity to learn about the wine making process and ended the tour with an exciting sampling session. All had a great time and the operators received news coverage from local newspapers, radio and television plus articles in Edmonton, Calgary and Saskatchewan papers. In addition, Travel Alberta contributed with articles in their newsletter and on their website. Congratulations Victor, Walter, Ross, Dennis and the rest of the partners for all their hard work in putting the tour together. Check out the following websites:

www.ensantewinery.com

<http://industry.travelalberta.com/>



The second FAM Tour took place on June 15th. Participants on the Ag Adventure Tour started their day by boarding the bus at the Shaw Centre in Bonnyville. The start of the tour included two drive by's; Rural Routes Strawberry U-Pick and Pumpkin Patch Greenhouse. Hosts, Marianne Price and Dave Hutton shared their knowledge of these operations and of the area as the bus proceeded to the first stop at Rocky Meadows U-Pick Saskatoon Farm & Café. After

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The Iron Horse Trail website (www.ironhorsetrail.ca) is still under construction. As some of you may be aware, new websites have been contracted for the IHT and Alberta's Lakeland DMO. A lot of the information for both websites is being shared, for example; event listings and the hotel / motel listings. We expect Carbohn Designs to have the sites completed towards the end of July. We would appreciate any feedback you may have on the content once the sites are live. Fortunately, we will be able to control some of the data from our office so event listings, photos and trail conditions should always be current. The IHT site will have a communications component where members will be able to stay in touch. We are always on the hunt for good photos to use on the websites and for promotional pieces. We would appreciate it if photos could be brought to the office so we can scan them. If you are using a digital camera, use a very high resolution so we can increase the size of the picture without distortion.

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getting the lowdown on our renowned prairie berries, it was off to the café where we were treated to coffee and pie. The next stop was Lynn Robb Strawberry Market Garden which boasts ten acres of fruit, berries and vegetables. Linda Brundige was kind enough to provide some of the food that was served at our next stop – lunch at Willow Prairie Hall. The meal was a real testament to the delicious and wholesome food that is available in Alberta's Lakeland through the Farmers' Markets and Farmgate operations. CheshireBrook Country Store by La Corey was our next stop. Located in an absolute picture perfect country setting, this charming store offers a wide variety of local artisan's product plus used tack. Then it was onward to Muriel Creek Cattle Co. who provided all the meat for the lunch. Greg, Tina and their children raise grass fed beef and pastured poultry plus host an annual event called "Family Fun Farm Festival" the third weekend in August. After trying to obliterate farm predators with the egg sling shot we made it to our last stop, the Cold Lake Exhibition Park where we were given a facility tour and update on the Cold Lake Ag. Society activities. The Farmers' Market supplied us with dessert and coffee and we had a chance to thank them and do some shopping before we called it a day. This tour was also very successful in getting local media coverage through the newspapers and television. Each participant was provided with a binder containing information on each of the operations and how to participate in the Ag Adventure Passport contest they are running. I'm sure the binders will be used extensively throughout the summer!

Check out the following websites:

www.pumpkinpatchgreenhouse.com

www.albertafarmfresh.com/muriel_creek.htm

www.coldlakeagriculturalsociety.com

www.albertaslakeland.com/agpassport



Thanks To All Who Support Alberta's Iron Horse Trail



Lakeland Heritage Partners is a new organization which is operating as a sub committee of Alberta's Lakeland DMO. The committee is made up of representatives from our Museums and Historical Societies. Thank you to the elected Board:

President – Marvin Bjornstad

Vice President – Dennis Jasinsky

Treasurer – Alice Bourget

Secretary – Monique Ouellette

Vision - Actively coordinating the promotion of regional history by encouraging the continued development of our members and their heritage product.

Mission – Lakeland Heritage Partners is a regional, cooperative group that promotes an awareness of history by fostering active development, communication and sharing among member heritage groups.

The LHP have developed some marketing initiatives for 2006/07 and plans are under way for their AGM on October 3, 2006.

For more information and benefits of becoming a member, please contact any of the above members or the Iron Horse Trail office at (780) 645-2913.

The Iron Horse Trail Tourism Product Club has now completed work on the following areas of product development:

- ~ Ag Tourism
- ~ Heritage Tourism
- ~ Aboriginal Tourism
- ~ Cowboy Tourism

Product development that is being worked on now is:

- ~ Snowmobile / ATV Tourism
- ~ Interprovincial Partnerships

If you are or know of any operators in Alberta's Lakeland who are not aware of the activities the above groups are working on, or what the benefits of being involved are, call the IHT office at (780) 645-2913 or (888) 645-4155.