

BUSINESS OPPORTUNITY JERUSALEM ARTICHOKES – SURPRISING MEDICINAL QUALITIES

INDUSTRY: PROCESSING
**MOTS CLÉS : PROCESSING, PHARMA-
CEUTICAL, NUTRITION, PREBIOTIC,
JERUSALEM ARTICHOKE, FUNCTIONAL
FOOD, DIABETIC PRODUCTS, DIABE-
TES, ETC.**

WHY?

- The only producer of Jerusalem artichokes in Quebec is located in the Acton region.
- The product is certified organic.
- The health food and functional food industries are growing fast.
- The producer's expertise is unique and renowned.
- The current and future capacity for production is significant.

THE OPPORTUNITY:

- Organic Jerusalem artichokes in bulk, processed and/or frozen
- Other organic vegetables in bulk, processed and/or frozen

CHARACTERISTICS OF THE JERUSALEM ARTICHOKE:

- The Jerusalem artichoke (*helianthus tuberosus*) is a root vegetable in the same family as the sunflower;
- The Jerusalem artichoke contains prebiotics that promote health in the digestive system by increasing the amount of good bacteria;
- Inulin is a rare carbohydrate that is found in large quantities in the Jerusalem artichoke;
- Inulin encourages intestinal transit by way of its slow absorption and is suitable for diabetics;
- Solid prebiotic foods are easier to digest than liquids, and foods containing inulin are more easily tolerated because the prebiotic effects act more slowly in the intestine;
- Jerusalem artichoke tubers contain reserves of carbohydrates whose breakdown creates large amounts of fructose, the best replacement of sucrose;

- The Jerusalem artichoke is a mealy tuber, so it is very rich in carbohydrates;
- The high fructose content of the Jerusalem artichoke makes it appealing as a possible substitute for sucrose, especially since it is easy to extract;
- The fructose extracted from the Jerusalem artichoke is one-and-a-half times sweeter than sucrose, which translates into a lower calorie/sweetener ratio;
- The Jerusalem artichoke is high in fibre;
- The Jerusalem artichoke contains many minerals that are vital to the proper functioning of one's energy metabolism;
- The organic Jerusalem artichoke is the same price as the conventional Jerusalem artichoke.

THE TARGET:

The partners sought should operate in a high value-added market such as prebiotics production, vitamins, nutritional supplements, pharmaceutical products, functional foods for diabetic clients, or other specialty products.

WHEN?

The Jerusalem artichoke is harvested in late October.

The producer currently has a stock of 20,000 pounds of Jerusalem artichokes in bulk.

HOW MUCH?

The producer is able to provide a minimum of 50,000 pounds of Jerusalem artichokes or more per year, depending on demand.

The price is to be discussed!



**FOR MORE DETAILS ON THIS BUSINESS OPPORTUNITY,
CONTACT MATHIEU VIGNEAULT BY PHONE AT 1 450 546-3203.**

The Acton region, located an hour or less from the Montréal, Trois-Rivières and Sherbrooke markets, is a highly agricultural and industrial area whose main economic development centres on the agri-food and metal and polymer processing sectors.

www.acton-economic.com