

PRIMERA

St-Thomas, Québec

Distance from Concordia: 72 km

For many decades, the Lanaudière region north of Montréal was commonly known for its tobacco production, but by the turn of the 20th-century production had nearly ceased completely. Mario Rondeau and Stéphane Asselin, both cousins from tobacco-producing families in the region, partnered in 2004 and founded Productions Cousins Fruitiers inc. Initially, the cousins attempted to grow cantaloupe and broccoli, but struggled, and eventually transitioned their production to ground cherries. The switch to ground cherries proved to be very successful and eventually led to their purchase of the established Primera asparagus production operations a few years later. Today, Primera remains family-owned, managed primarily by Mario Rondeau. The farm has grown to be a major producer in the region and is one of the few in Québec to grow purple and white asparagus.



KNOSH FOODS

Montreal, Québec

Distance from Concordia: 3 km

Kali Mackell, owner and founder of Knosh Foods, began down the path of creating a healthy and sustainable source of plant-based protein after spending more than a decade in various kitchens as a chef and becoming vegan. Her passion for exploring Asian and African cuisine, combined with a fascination with the chemical reactions that occur during cooking, led her to fall in love with the fermentation process used to create the traditional Indonesian soy-based protein known as tempeh. Mackell is dedicated to creating tempeh products that are delicious and versatile, giving rise to the name 'Knosh', which means to eat or savor. Knosh Foods sources the spores used to start their tempeh cultures from a renowned tempeh company in Indonesia. In addition to traditional soy-based tempeh, Knosh Foods creates tempeh from mung beans!



Kali Mackell