

**A successful collaboration:  
Cintech agroalimentaire –  
Centre d'innovation technologique  
en agroalimentaire and  
Les Entreprises Gérard Doucet Itée**

**CINTECH**  
AGROALIMENTAIRE



Les Entreprises G.D. Itée

# ➤ Wild Blueberry Food Supplements: A Treat for Japanese Dogs

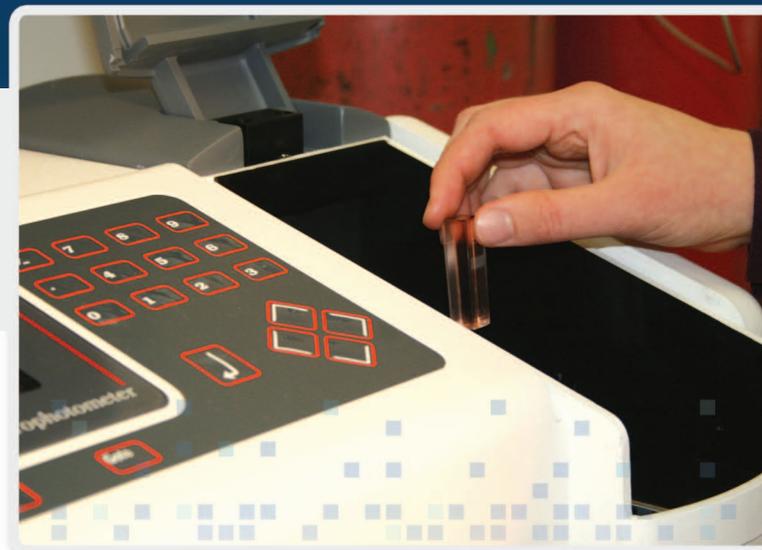
By Anne-Sophie Gobeil  
Translated by Donald Kellough

**Les Entreprises Gérard Doucet and Cintech have developed food supplements for dogs made from wild blueberries. Now, after two and a half years of work, the supplements are finally ready to be launched on the Japanese market.**

Gérard Doucet, the owner of the business going under his name, explains that wild blueberries were selected on account of their antioxidant properties, which he says enable these supplements to keep pets in good health.

This venture into the animal world is a first for Mr. Doucet, who specializes in products for human consumption. Mr. Doucet will first market these supplements in Japan for strategic reasons: Japanese consumers are quite familiar with the benefits of antioxidants, plus they are very choosy. "If we manage to satisfy the Japanese, we'll satisfy the entire world," he claims.

Furthermore, many older Japanese have a household pet. By feeding their dog a supplement, they'll be doing their part to preserve its health. All in all, Japan appeared to be the market of choice for these supplements, which help maintain the quality of life of pets – and, by the same token, that of their owners.



An expert in the development and promotion of food products, Cintech has worked with Les Entreprises Gérard Doucet for more than six years now. According to Mr. Bernard Racette, research and development director, Cintech's primary role is to support Quebec food processing businesses in all the technical aspects of the product development process – ideation, research and development, consumer evaluation of concepts and products, and so on.

During this collaboration, Cintech's multidisciplinary team not only contributed to the creation of the product concept, it also identified the various technical options available in Cintech's facilities for creating a prototype that fit with Mr. Doucet's needs in terms of features, quality and shelf life.

With this project, Cintech was able to expand its sphere of expertise, until then focused on human consumption. For its part, Les Entreprises Gérard Doucet has tackled an entirely new market, which could open up other opportunities for this firm. For both organizations, collaboration has paid off handsomely and augurs well for the future. □

## ➤ Value-added products made in Quebec

The main goal of Mr. Doucet is to enhance the value added of Quebec products and find a way of processing supplies of raw materials locally. With these concerns in mind, the businessman turned to **Cintech**.

