



River Valley Scenic Drive

Whether at farmers' markets or roadside stands, it is impossible to miss the abundance of fiddlehead ferns for sale each spring, freshly picked as unfurled sprouts along floodplains and margins of many New Brunswick rivers. The River Valley offers the best environment for fiddleheads to grow in abundance because of its rich bottomland thickets and woods. Fiddleheads are not only uniquely curious, but are a mouthwatering delicacy, especially when served with melted butter and a splash of lemon juice or vinegar! Every year, thousands of visitors give this local tradition a try (don't forget the salmon on the side) and discover why they are one of the world's finest greens.

History

The Maliseet First Nation of the St. John River had been harvesting fiddleheads long before the United Empire Loyalists moved from the United States to New Brunswick in 1783. After spending their first harsh winter in their new homeland, strong demands for this spring vegetable were directly responsible for the development of a good seasonal business for many of the First Nation peoples.

This spring green is appreciated as much today as it was back in the day when its succulent flavour was first discovered!

Did you know?

- The word fiddlehead was adopted because their young unfurled leaves look like the scrolls of fiddles.
- You can find fiddleheads at farmers' markets, roadside stands, or at your local grocery store in the frozen food section.
- To the Maliseet Nations of New Brunswick, a fiddlehead is known as mahsos, a word which also has symbolic meanings of good magic.
- North American fiddlehead sales are in the \$7-10 million dollar range.
- Fiddleheads are a good source of vitamins A and C, niacin and riboflavin, and are nutritionally comparable to asparagus and other common green vegetables.



Marketing ideas for Tourism Operators/ Municipalities to consider using their Scenic Drive Symbol and name:

- Tourism brochures
- Websites
- Travel Maps
- Posters
- Interpretive Panels
- Tourism advertising
- Placemats
- Menus
- Handcrafts
- Linens
- Appropriate collateral

On brochures, websites, advertisements in tourism publications, etc., please provide the consumer with a small, simple map drawing of how to get to your business with the appropriate exit numbers.

The Scenic Drive maps, produced for the Tourism and Parks Vacation Planner, will be available to tourism operators beginning in January 2009. The formats available will be PDF and JPG. To obtain the document and information on your Scenic Drive, please contact Cécile LePage at Cecile.LePage@gnb.ca or 506-457-7280.

Signage Ideas for Tourism Operators/ Municipalities to consider:

Consider using the symbol for your Scenic Drive on:

- Highway Advertisements (with appropriate DOT permits)
- On-premise signs
- Building signs (for your tourism business or municipality)

The Scenic Drive symbol is available in the following formats - PDF, GIF, EPS, and DXF. Colour Guides will be provided with each request.

To obtain information on accessing Scenic Drive symbols and criteria for usage, please contact Penny Demmings at Penny.Demmings@gnb.ca or at 506-453-8769.

NEW BRUNSWICK SCENIC DRIVES



Acadian Coastal Drive



Appalachian Range Route



Fundy Coastal Drive



Miramichi River Route



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