

BETTING ON A POT O' COLD

Terra Beata invests in a state-of-the-art cold stage facility

Terra Beata is building a really big cold storage facility. Like really big. The new building will soon be the tallest in Sackville, New Brunswick and the cranberry company is betting others will want in. According to David Ernst, the co-owner of Terra Beata, “We built really big cold storage because we think there are some other people in Atlantic Canada who will want to take advantage of a more competitive option.” The cold storage facility is actually five times bigger than they need, and while Terra Beata handles more than five million pounds of cranberries each year and ships at least a container a week from the Halifax port, their product will only use 20 per cent of the completed building’s capacity. The technology for the automatic cold storage facility is the first of its kind in Atlantic Canada. “Nobody has to work in the cold,” says Evelyn Ernst,

the company’s other co-owner. The system operates in full darkness (which definitely lowers the light bill) and also in low-oxygen conditions which is breathable but also low enough that you can’t have a fire. “We will be the second building in Canada to use that type of fire-prevention system,” says Evelyn. It will be sprinkler free (they aren’t exactly productive in a freezer).

The Sackville location was strategic as it’s close to the Trans Canada Highway and a great midpoint between the three Maritime provinces. “We become more vertically integrated so that we can compete against other companies in the cranberry business who also own their own cold storage,” says Evelyn. The 45-metre tall building is expected to be finished in late spring.



From left, Evelyn Ernst and David Ernst (owners of Terra Beata Farms) and Margaret Hudson (president of Burnbrae Farms). Photo: Steve Oakes of Burnbrae Farms



A trailer load of freshly harvested cranberries unloading at the Sackville facility in October. Photo: Evelyn Ernst



A few of Terra Beata’s retail products. Photo: Evelyn Ernst

RE-WRITING HER STORY

This New Waterford woman made herself into a company to stay on the East Coast

You know the old saying when one door closes another opens? Heather Deveaux took it to heart when the Sydney, N.S. tech school she taught at closed. “I lost my job on Friday and Monday morning I woke up and started working for myself,” Deveaux recalls in a phone interview with *Atlantic Business Magazine*. After nine months of freelance writing, she says “the teacher light went off in me.” Realizing she could teach others to be their own company too, Deveaux founded The Freelance Writing School which just celebrated its first anniversary. For Deveaux, staying in Nova Scotia and teaching others how to make a living in rural Atlantic Canada was important.

“For so long I was passive, entitled in the sense that somebody



was going to give me a job,” says Deveaux, who now has 26 students enrolled in the school. In the digital classroom, there are no grammar lessons. Instead, Deveaux teaches students to shake off the stereotypes of solopreneurship. “I grew up in a small town like that, where everyone believed in pensions and doing your 40 years to get your gold watch.” Deveaux sees self-employment as a form of innovation because it brings something to the community. “When you are bringing in 50, 60, 70,000 dollars into a small community and spend that money in the community—that’s a real measurable impact.” With class still in session, Deveaux is taking her crusade to the next level by hosting the Atlantic Women Entrepreneurs Summit (AWE-SUM for short) on March 8 in New Waterford.