



Samantha Gerbeau, born and raised most of her life in Newfoundland and Labrador, Canada, has been exploring the world of food for over 40 years. Having a background with her family in agriculture and fishing, Samantha has become an advocate for healthy eating to become priority along with healthy activities, especially among children.

Author of *The ABC's of the Real Treat!* A picnic program designed for children has enlightened all ages to embrace that *the real treat is to eat good food*.

Fresh produce has always been a challenge to maintain in NL, mainly on account of the climate. Promoting the fisheries has also become a necessary task as many of the younger generation are not interested in farming or fishing, therefore the constant promotion of both and introducing the latest ideas for micro farming helps with economic development.

Samantha Gerbeau has a background in Tourism and Public Relations, specializing in crisis communications and media relations. She has helped encourage local businesses in Newfoundland and Labrador and abroad to embrace models such as those in Scandinavian countries and Europe, when it comes to healthy living and community development.

As an independent advisor, Samantha looks for ways for businesses to save money while investing in areas that will overcome challenges faced, such as organizational behaviour, customer relations, risk management, and advertising.

Offering training in public speaking and business development, Samantha is the former president of Memorial Toastmaster's, helping others with leadership and communications skills. Her volunteer work dates to her early years in college where she was elected president of the Student Association for Western NL in 1990 (College of the North Atlantic).

Samantha has worked in various industries from Chrysler Canada (Customer One Program) to Bristol Communications during the election of 1995, and tour operators in Newfoundland and Labrador. You will usually find Samantha in a leading role, with her managerial background in retail and merchandising, coaching others in business and community development like Kids Eat Smart Foundation, local restaurant establishments (where she had her own restaurant for a period), working on contracts for municipalities and small business developers whether in trades or service.

To learn more about how Samantha can assist your business contact [info@newfoundcare.ca](mailto:info@newfoundcare.ca)