



ADAPT Council Industry Newsletter

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Adapting to Changes in the Way We Do Business

PEI ADAPT Council Annual General Meeting

Monday March 13 - 14, 2006

Confederation Arts Centre

Charlottetown, Prince Edward Island

8:30 - 10:00 a.m. Annual General Meeting
10:00 - 4:30 p.m. National Issues and Opportunities Meeting
6:00 - 9:00 p.m. Reception and Project Showcase

ADAPT provides funding, to the agriculture and agri-food industry designed to foster solutions to emerging issues, capturing market opportunities, and policy development. If you have an idea to share or a project proposal to explore then come to this event.

REGISTRATION IS FREE and is open to anyone with an interest in the future of the Island's agriculture and agri-food production. However, space is limited. To register call: 368-2005.

Monday March 13

8:30 - 10:00 a.m.

PEI ADAPT AGM :

ACAAF Executive Directors, Chairs and Board Members

10:00 a.m - 10:30 a.m.

Issues and Opportunities Registration

10:30 a.m. - 12:00 noon.

**Production and Marketing Issues and Opportunities -
'Strategies for a Sustainable Future'**

Fred Kirschenmann, Leopold Center for Sustainable Agriculture
Tom Henry, editor Small Farm Canada magazine; 'Farm
Marketing: What Works Isn't Always What Feels Right'
Q&A/Discussion

12:00 - 1:30 p.m.

Lunch

'Challenges of Developing On-farm Value Added Products'

Speaker: Matt Hardy, Maritime Soycraft & Farmer

1:30 - 2:30 p.m.

Food Policy Issues and Opportunities - 'What's in Store'

Jeannie Cruikshank, Canadian Council of Grocery Distributors
Dr. Carolanne Nelson, UPEI Research, & Bio-Alliance Network
Q&A/Discussion

2:30 - 2:45

Nutrition Break

2:45 - 3:15

Atlantic Agriculture Leadership Program

'The Agri-Food Revolution in China'

3:15 - 4:30 p.m.

Issues and Opportunities in a Sustainable Food System

Speakers Panel: Fred Kirschenmann, Tom Henry, Matt Hardy

6:00 - 9:00 pm

Reception PEI ADAPT Project Showcase

7:00 - 9:00 pm

Entertainment

Scott Parsons Jazz Trio

Tuesday March 14

9:00 - 12:00

ACAAF COUNCIL MEMBERS ONLY

ACAAF Program Issues and Opportunities

1:00 - 5:00 p.m

ADAPT Project Tours

Kirschenmann Keynote Speaker at ADAPT Conference March 13, 2006

Frederick Kirschenmann, will be a keynote speaker at the combined national Issues and Opportunities Conference and the annual general meeting of the P.E.I. ADAPT Council; March 13 at Confederation Arts Centre in Charlottetown, Prince Edward Island.

A longtime leader in national and international sustainable agriculture, Fred Kirschenmann, is Distinguished Fellow for the Leopold Center for Sustainable Agriculture at Iowa State University. Kirschenmann came to the Center from south central North Dakota where he operated his family's 3,500-acre farm.

He holds a doctorate in philosophy from the University of Chicago, and has written extensively about ethics and agriculture. He has held national and international appointments, including the USDA's National Organic Standards Board. He is a board member for the Food Alliance, Silos and Smokestacks National Heritage Area, The Nature Institute, and the Stone Barns Center for Food and Agriculture at the Rockefeller Center in New York.

Kirschenmann's academic credits include several years teaching and as administrator, culminating in a position as academic dean at Curry College in Boston, Massachusetts. In 1976 he returned to the family farm when his father became ill. By 1980, the farm was certified organic, one of the early operations to make the transition. The farm is a natural prairie livestock grazing system that combines a nine-crop rotation of cereal grains, forages, and green manure.

Kirschenmann Family Farms has been part of a number of research studies. It also has been featured in national publications including National Geographic, the Smithsonian, Audubon, Business Week, the LA Times and Gourmet magazine. In 1995, Kirschenmann was profiled in an award-winning video, "My Father's Garden," by Miranda Productions, Inc.

In 2001, Kirschenmann received the Seventh Generation Research Award from the Center for Rural Affairs for his work in sustainable food and farming systems. He also was named a 2002 Leader of the Year in Agriculture by Progressive Farmer publications. His essay, "Ecological Morality: A New Ethic for Agriculture," appears in *Agroecosystems Analysis*, published by the American Society of Agronomy, Crop Science Society of America and the Soil Science Society of America.

During the push to mechanize agriculture that occurred immediately after the Second World War, Aldo Leopold was quite literally a voice crying in the wilderness. Leopold saw the great need for wise use of land and water resources. The internationally known conservationist, ecologist, and educator devoted his life to planting seeds of thought about how farming should be productive while not interfering with natural systems. Leopold published nearly 500 works including technical reports, speeches, textbooks, newsletters, reviews, and even a few poems. But he is best-known for *A Sand County Almanac*, a collection of 41 essays published 18 months after his death in 1948.

The Leopold Center for Sustainable Agriculture was created by the Iowa Legislature, at Iowa State University, to develop sustainable agricultural practices that are both profitable and conserve natural resources. Since his appointment to the Center, Kirschenmann has been s a

frequent speaker, engaging audiences to help shape a new vision for agriculture. New Center directions include research initiatives in marketing and food systems, ecology and policy.

Kirschenmann claims that Leopold predicted the demise of industrialized agriculture not because it was bad for wildlife but because it was bad for the farmer. "I look forward to a good discussion on these issues while visiting Prince Edward Island."

For more on The Leopold Centre for Sustainable Agriculture and the work of Fred Kirschenmann, see: <http://www.leopold.iastate.edu/index.htm>

Atlantic Value Chain Conference - Positioning For Profit March 28 & 29

The value chain approach is widely seen as the key vehicle for the long-term survival of the agriculture industry.

It stresses the need for producers to form personal links with the other major players in the food chain— processors, retailers and consumers. With that in mind, a regional values chains conference is being planned for March 28 and 29 in Dartmouth. The P.E.I. ADAPT Council, which administers the Advancing Canadian Agriculture and Agri-Food program in the province for Agriculture and Agri-Food Canada, has contributed \$25,000 towards the planning of the conference.

The event is being organized by the Nova Scotia Federation and Agriculture and executive director Laurence Nason said the two day event at the Holiday Inn Harbourview should give participants a chance to share perspectives on the best way to build needed alliances.

Nason said the list of speakers will cover all aspects of the supply chain. Richard Hind, a retail evolution and relationship specialist from Berkshire in the United Kingdom will offer the retailers perspective from that country.

Anne Iise Anderson of Agri-Initiatives in Austin, Texas will speak on how to make supply chain partnerships succeed. Professor David Hughes of the University of London will address the issue of how to develop a global perspective on value chains.

Martin Gooch of the George Morris Centre in Guelph will talk on the benefits and critical success factors. The last keynote speaker will be Stuart Thomson of English Farming and Food Partnerships will offer some tips on making collaboration work.

Nason said there will also be plenty of opportunity for participants to ask questions and to share their own experiences in working with other partners. The program begins at noon March 28 and should finish up about 3 p.m. the next day.

He said the event is open to those involved all aspects of food production from across the region. He is hoping for a delegation from P.E.I. and New Brunswick so the meeting can hear the perspectives from those provinces.

He said there are a limited number of hotel rooms booked for the conference and he advised people to book early by calling 1-888-434-0440. The registration fee for the conference is \$200 before March 6 and \$250 afterwards.

Building The Next Generation of Farm Leaders

Assuming a leadership role in a farm organization can present some unique challenges.

It often means becoming the public face for the industry— chairing meetings and giving media interviews. The Atlantic Agricultural Leadership Program offers the next generation of farm leaders from across the region a chance to learn leadership techniques, make long-time friendships and develop a broader appreciation for global agriculture.

The program received financial assistance from the ADAPT councils in all four Atlantic provinces. The P.E.I. ADAPT Council, which administers the Advancing Canadian Agriculture and Agri-Food program in the province for Agriculture and Agri-Food Canada is contributing \$65,000 to the program over the next three years.

Executive Director Judy Luton explained the program was established in New Brunswick 12 years ago. After four classes restricted entirely to participants from that province, the fifth class included five Islanders.

"We wanted to try it as a pilot to access the interest in other provinces," Luton said.

The experience was so successful, the New Brunswick Agricultural leadership pro the program changed its name to reflect its new regional focus. The current class has people from all four provinces. The classes run over two years and include eight three hour seminars (four each year) and with a class trip. The first year students always go to Ottawa and Washington to meet with politicians and farm leaders on both sides of the border.

During the second year, the students decide where to travel. The class of 2006 (which includes Islanders Lorraine MacKinnon, Daryl Wilkie and Gerard Mol) headed off to China in February to view the agricultural system in the world's most densely populated country.

Luton said the seminars are the "meat and potatoes" of the course. In addition to dealing with such generic leadership issues as public speaking, media relations and conflict resolution, they look into issues specific to agriculture. As well, there is very much a social focus— the meetings are moved around the four provinces and Luton said they try to "move the envelope" for the students. They visited a homeless shelter in Fredericton and help one meeting in a soup kitchen in Newfoundland. She said the value of the friendships formed on the courses should not be underestimated. They will create an informal network that will allow for greater interprovincial co-operation on issues of common concern.

"The full value of the leadership program won't be felt until five, ten or even 20 years down the road," she said.

In New Brunswick, she said the benefits of the first classes 12 years ago are already starting to pay off. She added "we are seeing people co-operating more across commodities— the courses have given producers in one commodity a much great appreciation of the challenges faced by other commodities."

Stay updated with impressions and accounts of Class 6's tour of China from Feb 10-21, 2006 while they are there. First journal entry expected February 11th or 12th. See:

<http://www.agleaders.ca/china-tour-update.asp>

In Agriculture, as in Most Endeavours in Life, Success Comes from Working Together

With the farm population declining, the executive director of the P.E.I. Federation of Agriculture said the need for co-operation is now more pressing than ever. Mike Naburrs said the group used its recent annual meeting to explore how the success of the la Union des producteurs Agricoles (better known as UPA) in Quebec has enjoyed during its long history.

The P.E.I. ADAPT Council, which administers the Advancing Canadian Agriculture and Agri-Food program in the province for Agriculture and Agri-Food Canada contributed \$4,700 to help members and the general farming community learn more about the Quebec model. The federation brought in Laurent Pellerin, the president general of UPA to speak at its annual meeting. As well, Nabuurs said they also hired a facilitator to lead a brainstorming session seeking input on how the Quebec system could be applied to P.E.I.

Pellerin said UPA, founded in 1924, is the only organization representing Quebec farmers. He said the original directors were forward thinking , developing a 100 year plan for the industry—the basis of which is still being followed by the organization today.

Throughout its history, Pellerin said UPA helped established the first provincial farm credit plan in the 1930, established a major agricultural co-op in the 1940's; and pressed for the introduction of crop insurance in the 1960's. He said 94 per cent of all Quebec farmers are members of the organization— currently it has 44,000 members.

He said more than 40 commodity organizations and regional groups are represented under the UPA banner. As well, Quebec has the lowest average age of farmers in the country and the co-operative model has resulted in higher prices for a host of products ranging from pork to milk and even rabbits.

Nabuurs said the Quebec model can't be simply transferred to P.E.I. because the provinces are quite different. However, he added "farmers there have agreed to work together as a unit and they are much stronger and getting better prices because of it."

The executive director said the meeting was a first step on what he recognizes will be a long road to greater co-operation. He added "the success they have achieved in Quebec didn't happen overnight— it represents a collective effort since the 1920's.

The executive director said they hope to hold a series of regional meetings across the province over the next several months to explore ways to enhance co-operation. He added "what we hope to do is develop a 'made in P.E.I. model for co-operation."

During the brainstorm session, producers identified the small size of the province as one of the major positives in developing a co-operative model. On the negative side, they mentioned the small domestic market and the natural tendency to "protect your turf."

Long-time grain producer Allan Ling suggested the Island industry should work closely with Pellerin and other officials of UPA to help duplicate that success. Federation vice-president ray Arsenault said the success of the venture will ultimately depend on whether the will is there among P.E.I. farmers to work more closely together.

Issues and Opportunities

Farmed Fish Competing with Wild Harvested Seafood

For thousands of years, people have harvested the bounties of the sea and planted its “crops” as well. As demand for fish increases, raised stocks will become more vital, both to the food supply and economy. The United Nations reports that one-third of the world's total food fish supply comes from aquaculture. It is a growing industry. In the United States, aquaculture is expected to continue to grow as a source of fish, shellfish, and mollusks. The potential for aquaculture production to expand and compete with wild-harvest seafood and other livestock products is readily apparent. See:

<http://www.agmrc.org/agmrc/commodity/aquaculture/aquaculture>

Winery and Vineyard Feasibility Workbooks

Starting a vineyard or building a winery requires a great deal of money. Just how much money will depend on the wants and needs of the business and the timing of future income. Iowa State University Extension has developed two cash flow tools to help plan the new business. The tools are populated with realistic data. All input data can be changed to fit the needs of the business.

These Excel workbooks have been created to aid in the development of a cash flow for a vineyard or a winery. The workbooks assume that the user has a good understanding of grape or wine production, marketing, management and accounting principals. Any results developed with these workbooks should be reviewed by a certified public accountant.

The Ten Year Winery Financial Planning Workbook can be used for any size of a winery. The program is very flexible when it comes to options for sources of capital, equipment, marketing, staffing, fixed and variable expenses and sales projections. The program allows up to three term loans. Income sources are the average price per bottle of wine sold but there are three options to sell wine; In the Winery, Retail or Wholesale. Gift Shop incomes is also included. Reports include Asset and Depreciation Schedule, a two year monthly cash flow, a ten-year cash flow, Income Statements and Balance Sheets with a percentage analysis.

The Cost to Establish a Vineyard workbook is designed to report all the income and expense of a one-acre vineyard for up to 13 years.

Funding for this project was provided by the Leopold Center for Sustainable Agriculture, the Agricultural Marketing Resource Center and Iowa State University Extension Value Added Agriculture Program.

See: <http://www.agmrc.org/agmrc/commodity/fruits/wine/wineryfeasibility.htm/>

Advance Your Technology

New Funding Opportunities for Emerging Technologies Related to Climate Change, Clean Air, Clean Soil and Clean Water.

On January 25, 2006 Sustainable Development Technology Canada (SDTC)

began accepting applications for clean technology funding. The call invites organizations and entrepreneurs to submit an application for technologies that address climate change, clean air and - now - clean water and clean soil issues. For soil-related technologies, SDTC is focusing on the treatment or containment of contaminated soils as well as the improvement of poor-quality soil. For water, examples include new technologies that lead to water conservation, optimize Canada's water and waste-water infrastructure, update existing diagnostic tools and methods, and address public concern over the safety of drinking water.

Applications are screened and evaluated by SDTC and a panel of independent experts. Selection criteria include capabilities in technology, marketing and business (partnerships and funding).

Applicants who meet SDTC's selection criteria will be invited to submit a detailed, full proposal at a later date for consideration toward funding.

Funding process key dates

25 January 2006, Request for applications (Statements of Interest) (Phase 1)

15 March 2006, Deadline to submit applications

5 April 2006, SDTC invites successful Phase applicants to submit a detailed proposal (Phase 2)

31 May 2006, Deadline for proposal submission (invited applicants only)

3 November 2006, SDTC announces projects that will receive funding

For further information about SDTC's funding process and application request, please visit <http://www.sdtc.ca> select under the Funding menu, the Application Process and Application Advice options. Starting January 25, applicants may also go directly to the online SOI application system, at <http://www.sdtc.ca>.

Renewable Energy in Atlantic Canada

If you or anyone you know are involved with, or may want to become involved with, green renewable energy on Prince Edward Island, then you may want to learn more about the Atlantic Canada Sustainable Energy Coalition (ACSEC).

ACSEC will promote a strategy for the adoption of renewable, green energy and improved energy efficiency that is rooted in community economic development. In each province we will be dedicating resources to strategic planning for a sustainable energy economic development strategy and implementation of on-the-ground, community-based projects.

We will be working with a broader spectrum of partners throughout the region to make Atlantic Canada a key hub for sustainable energy innovation and best practices.

We are interested in discussing how we might complement your own activities, and examining partnership opportunities. To begin, it would be beneficial to get a sense of what is already taking place on the Island from small residential projects to community-based initiatives to corporate developments. Please forward any information you would like to share about your project or potential project and how we may be able to coordinate our efforts.

For more information on the Atlantic Canada Sustainable Energy Coalition (ACSEC), please contact Leslie Malone (PEI contact) at leslie.malone@gmail.com

Natural Resources Canada Clean Energy Marketplace

The RETScreen International Marketplace helps to promote the implementation of clean energy projects by connecting industry, customers and project stakeholders together via the Internet. Available free-of-charge, it gives access to clean energy resource maps, equipment suppliers, service providers and information sources located around the world. Searching among the 1,351 websites listed can be done for all the clean energy technologies included within the RETScreen Software. To search, see: www.etscreen.net/ang/13.php

The RETScreen Clean Energy Project Analysis Software now has more than 75,000 users in 213 countries worldwide and the website receives more than 50,000 visits per month. For more information or to download the software and related tools free-of-charge, visit: www.etscreen.net

Resource Guide for Organic Insect and Disease Management

Organic farmers rely primarily on preventive, cultural and integrated methods of pest and disease management. However, there are a number of materials available for use that can complement and support organic management. This guide was developed to provide a useful and scientifically accurate reference for organic farmers and agricultural professionals searching for information on best practices, available materials and perhaps most importantly, the efficacy of materials that are permitted for use in organic systems. Many products available to organic farmers have not been tested extensively, and current research has not been summarized or made widely available to the general producer. A major objective of this guide has been to review recent literature for published trials on material efficacy in order to provide reliable information that can be used by farmers to effectively manage pests. Additionally, a goal was to identify what materials have shown promise but need more research.

The guide is available on-line at: <http://www.nysaes.cornell.edu/pp/resourceguide>
Hard copies can be ordered from this site as well.