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## *ADAPT Council Industry Newsletter*

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### **Together Is Better for Maritime Cattlemen**

Cattlemen producers in the Maritimes are developing the view that together is better.

With funding help from the P.E.I. Adapt Council (which administers the Advancing Canadian Agriculture and Agri-Food program for Agriculture and Agri-Food Canada in the province), producers from P.E.I., New Brunswick and Nova Scotia held their first joint meeting recently in Memramcook, New Brunswick.

Darlene Sanford is the president of the P.E.I. Cattlemen's Association and one of the Island delegates to what she termed an historic meeting. She said the spirit of co-operation actually began to surface during the building of regional beef plant in Albany.

The push to build the plant occurred around the same time as the border closure due to the discovery of BSE in Alberta. Sanford said a mind set began to develop that having a strong regional industry would make it easier to withstand any future national downturn.

"We are finally beginning to realize the need to work together," Sanford said.

Sanford said the plan now is to develop some common policies on such items as value pricing and herd health. While the three provinces will remain competitors to a certain extent, she said that still leaves plenty of areas for working together.

"It is something you will be hearing more about in the new year," she said. "We hope to make significant strides in 2006.

Sanford is also convinced regional co-operation will pay dividends at the national level. She said any time the three provinces can make a joint presentation at the table at the Canadian cattlemen's Association (the umbrella body of the 12 provincial associations) "that will give us a louder voice." Cattle production in the maritime region is small compared to the western

provinces (particularly Alberta) and

Even though P.E.I. is basically a feedlot industry and its two sister provinces concentrate largely on the cow/calf sector, Sanford said there is plenty of room to work together. She said there is some overlap, and that both sectors are essentially to ensuring the long term success of the industry.

### **Healthier Eating in Schools**

The school system has the potential to be a major customer for P.E.I. fruit and vegetable growers.

However, capturing the market is not quite as simple as unloading a truckload of apples and potatoes at the school cafeteria. To help establish the best way of capturing this potentially lucrative market, the P.E.I. Horticultural Council has received \$34,500 for a three year study and pilot project under the Advancing Canadian Agriculture and Agri-Food program. The P.E.I. ADAPT Council administers the program in this province for Agriculture and Agri-Food Canada.

"We hope to hire a co-ordinator by the end of January," said Joanne Driscoll, the general manager of the Horticultural Council. "There have been several programs like this tried in areas like Massachusetts and the United Kingdom and we want to learn from both the successes and mistakes of others."

While growers have the potential for an added market, Driscoll pointed out that comes with added costs. The product will have to be packaged in such a way as to ensure freshness and a distribution network will have to be established to that guarantees a steady supply within season. "Obviously, given our climate, we can't supply product on a year-round basis, much as we might like to," she said. "Our first goal is to ensure it is economically feasible."

Driscoll said the council wants to work with the school boards, Department of Education and Home and School Associations on the project. She said there would be a strong education component to the project as well.

"We have plenty of ideas— for example during corn season, we could go into the schools and show them the corn stalks and how it is harvested," she said. "Likewise during apple season, you could bring in growers from the areas to talk about production and have perhaps some freshly pressed apple cider."

There is an agricultural component in the Grade three curriculum and Driscoll said they hope to work to co-ordinate the fresh product available in the cafeteria with what is being studied in the classroom. Driscoll said P.E.I. Agricultural Sector Council, which helps to co-ordinate agricultural education in schools, is working with her group on that effort.

The goal right now is to be able to start a pilot project in some schools across the province next September. She added "we can't really get going any sooner than that— we want to make sure we do this right."

If the effort is successful, she said the long term result will be fresh P.E.I. fruit and vegetables being consumed by students who have learned about how the product is grown. She added "there is certainly much work to be done yet but we are excited about the potential of the project."

### **Corporate Social Responsibility (CSR) Awards**

Business Ethics Magazine's 17th Annual Business Ethics Awards went to New Leaf Paper; "For main streaming ecological principles into the paper industry and to The Weaver Street

Cooperative; “for its sustainable products, community focus, and democratic governance.”

Given out at a breakfast event in Washington, D.C., in conjunction with the Business for Social Responsibility conference, the awards are a salute to companies, large and small, leading the way in ethics and corporate social responsibility excellence.

New Leaf Paper of San Francisco won the Environmental Excellence Award. With \$18 million in 2005 revenue, the company aims to "inspire the paper industry to move toward sustainability," said founder and CEO Jeff Mendelsohn. Since 1998, New Leaf has saved nearly 700,000 trees, since over half the fiber used in its papers comes from post-consumer waste.

For the Canadian run of Harry Potter and the Order of the Phoenix, the publisher used New Leaf's innovative EcoBook 100 paper, a paper made from 100 percent post-consumer waste, processed without chlorine. Since 1998, the company has been in the business of saving trees -- nearly 700,000 to date, since over half the fiber used in its papers comes from post-consumer waste, rather than virgin pulp from trees. That's not to mention the 34 million pounds of solid waste no longer in the waste stream, thanks to the company's sustainable line of paper products, considered the most environmentally responsible on the market today.

In its first full year of operation in 1999, New Leaf Paper generated \$4 million in sales. In 2005, it expects revenues to exceed \$18 million. Yet with only 18 employees, this small firm is having a significant impact on its industry. "The mission of our company is to inspire the paper industry to move toward sustainability. We essentially married our own success with our environmental goals," said founder and CEO Jeff Mendelsohn. "In the last six months, we have witnessed a huge increase in mainstream mills now offering various green brands of paper." Much of this new activity has come from New Leaf's own efforts, because the company has educated companies, printers, designers, and paper merchants on the benefits of environmentally responsible paper.

Weaver Street Cooperative of Carrboro, NC, won the Living Economy Award. In its small town, the 17-year-old Weaver Street Market is more than a food store -- it's a community hub, featuring outdoor space with sculpture, fountain, tables and benches.

At a meeting in 2002, urban design consultant Dan Burden pointed to two photographs taken on the lawn of the Weaver Street Market. One showed people sitting and talking on the stone wall around the market's outdoor fountain. The other showed kids on the market's lawn, laughing. "I show these two images to the nation," Burden said. "This is the pinnacle of excellence of public space. The Weaver Street area is something you are doing better than any other place in the nation. That's your greatness."

The store also hosts food and music events three times a week that attract hundreds of local residents. The store emphasizes sustainably produced foods, purchased locally as much as possible. Its glass bottle milk comes from a dairy seven miles away; its heritage breed poultry comes from farmers in the next county; and its pork comes from a local farmer's co-op. "We try to connect people to their own food," said general manager Ruffin Slater.



## **Product Development Seminar to be Held in Charlottetown**

CHARLOTTETOWN, PEI -- The Prince Edward Island (PEI) Food Technology Centre (FTC) in partnership with the Canadian Dairy Commission (CDC) is pleased to host a product development seminar on January 31, 2006 at the Best Western Charlottetown. All PEI Food processors are invited to participate in the Dairy Ingredients and Their Use in Processed Foods seminar.

Industry people who have an interest in food product development using dairy ingredients, including those involved in production/operations, quality control, research and development, health and nutrition, and marketing are encouraged to attend this one-day seminar.

“We are pleased to partner with the Canadian Dairy Commission on initiatives which offer important sector training,” said Minister of Development and Technology Mike Currie. “Seminars such as this provide Island businesses with the necessary resources and tools to remain competitive in today’s global marketplace. Through this seminar, participants have an opportunity to learn how to develop new product lines, reformulate existing lines and to diversify into new markets.”

The FTC has signed a funding agreement with the CDC which allows processors who use milk ingredients access to two new funding programs. This dairy seminar will give processors an excellent opportunity to learn how to develop new products with milk ingredients and how to access CDC funding for consultation and development work at the Centre.

“The CDC is taking a strong proactive stance in promoting the benefits of dairy ingredients,” said Mark Lalonde of CDC, “and we are pleased to support product development work with milk ingredients at the Food Technology Centre.”

Several expert speakers including Mark Lalonde, CDC; Selwyn Joseph, Highliner Foods; Kevin Flanagan, McCain Foods; Helen Bishop MacDonald, Nutrisphere; and Jim Smith from the FTC will be presenting on Tuesday, January 31, 2006.

For more information contact: Dr. Edward Charter, Food Science Manager, PEI Food Technology Centre at 902-368-5912. For information about registering for the seminar, please contact Janet Docherty at the FTC at (902) 368-5226 or by e-mail at [jvdocherty@gov.pe.ca](mailto:jvdocherty@gov.pe.ca).

## **Issues and Opportunities**

### **Big Farms, Small Farms**

Much has been said about sustainability over the last twenty years but achievement remains elusive. Each decade, human ingenuity matches the swelling world population with more food production but at a cost of water depletion and environmental degradation that is unsustainable. Within this context, the Agricultural Institute of Canada (AIC) has, through this paper, acted to inform the discussion and debate on the issue of sustaining agriculture in Canada. The aim is to identify strategies to support sustainable agriculture in this country that will

result in an agri-food sector that is economically viable, producing safe and nutritious food, supporting vibrant rural communities and conserving or enhancing natural resources and the environment.  
[http://www.aic.ca/whatsnew\\_docs/AIC\\_discussion\\_paper\\_Final\\_ENG.pdf](http://www.aic.ca/whatsnew_docs/AIC_discussion_paper_Final_ENG.pdf)

The Manitoba 2006 Direct Farm Marketing Conference  
February 24 & 25 2006. Brandon, MB  
<http://www.gov.mb.ca/splash.html>

### **Maritime Marketing Caravan - Together We Sell Better March 15 - 16, 2006**

The event is for farmers who are interested in direct marketing. Topics to be covered include:

- Maximizing on-farm sales
- Marketing on a small budget
- Agri-tourism: a business opportunity?
- Choosing a distribution network
- Enhancing local products
- Testimonies from business
- Value-added activities

The conference will be held Memramcook Center, Memramcook, NB. The registration fee is \$75 (March 1 or earlier). For additional information, call 1-888-232-3262 (Canadian Farm Business Management Council). The application form is available at  
<http://farmcentre.com/english/conference/caravan/summary.htm>

## **PEI ADAPT AGM / National Issues and Opportunities Meeting March 13 2006**

**Tentative schedule. Stay tuned for updates.**

Monday March 13

9:00 a.m - 10:00 a.m.	Registration:
10:00 a.m. - 12:00 noon.	Production and Marketing Issues and Opportunities Fred Kirschenmann, Leopold Center for Sustainable Agriculture Tom Henry, editor Small Farm Canada magazine Q&A/Discussion
12:00 - 1:00 p.m.	Lunch Guest Speaker (TBA)
1:00 - 4:00 p.m.	Food Policy Issues and Opportunities Meeting Wayne Roberts, Toronto Food Policy Council (Tentative) Guest Speaker (TBA) Q&A/Discussion
6:00 - 8:00 pm	Banquet PEI ADAPT Project Showcase
8:00 - 10:00 pm	Entertainment

Tuesday March 14

9:00 - 12:00	ACAAF Program Issues and Opportunities (Adaptation Council Members Only)
1:00 - 4:00 p.m	ADAPT Council Project Tours