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## *ADAPT Council Industry Newsletter*

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Vol. V; No. 3

January 26, 2006

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### **PEI ADAPT to Host National Issues and Opportunities Meeting March 12 - 13, 2006**

The PEI ADAPT Council would like to invite you to our combined Annual General Meeting and national 'Issues and Opportunities' meeting on Monday March, 13 2006 at the Confederation Centre in Charlottetown, Prince Edward Island.

This year's theme 'Adapting to Changes in the Way We Do Business,' will highlight special invited guest speakers including:

Fred Kirschenmann, Leopold Center for Sustainable Agriculture;

Tom Henry, Editor Small Farm Canada magazine;

Jeannie Cruikshank, Vice President, Canadian Council of Grocery Distributors;

Carolanne Nelson UPEI/PEI Bio-Alliance Network;

Matt Hardy Maritime Soyocraft and PEI farmer, and

Ann Worth, Agri-food export consultant.

The format will include a formal, yet brief, early morning business meeting followed by stimulating presentations and discussions on production and marketing issues and opportunities. The afternoon sessions will delve into the area of emerging issues, research and food policy developments.

In the evening, ADAPT will host a gourmet banquet and showcase featuring Island made foods along side displays highlighting recently completed projects to which the ADAPT Council contributed.

This meeting will provide an excellent opportunity for you to network with industry stakeholders

to help foster a new vision of our agricultural future.

Registration is free and is open to anyone with an interest in the future of agriculture and agri-food production. However, space is limited; we request that you contact the ADAPT office to confirm that you are planning to participate.

**Adapting to Changes in the Way We Do Business**  
**PEI ADAPT AGM & National 'Issues and Opportunities' Meeting**  
**March 13 -14 2006**  
**Confederation Centre**  
**Charlottetown, Prince Edward Island**

**Monday March 13**

8:30 - 10:00 a.m.

**PEI ADAPT AGM :**

ACAAF Executive Directors, Chairs and Board Members

9:30 a.m - 10:00 a.m.

**Issues and Opportunities Public 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 - 1:00 p.m.

**Lunch**

**'Challenges of Developing On-farm Value Added Products'**

Speaker: Matt Hardy, Maritime Soyocraft & Farmer (Tentative)

1:00 - 2:30 p.m.

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

Jeannie Cruikshank, Canadian Council of Grocery Distributors  
Ann Worth, Agri-Food Export Consultant  
Dr. Carolanne Nelson, UPEI Research, & Bio-Alliance Network  
Q&A/Discussion

2:30 - 2:45

Nutrition Break

2:45 - 3:15

Monique Mills, 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 - 8:00 pm

**Banquet PEI ADAPT Project Showcase**

7:00 - 9:00 pm

**Entertainment**

Scott Parsons Jazz Trio

## **Tuesday March 14**

9:00 - 12:00

**ADAPTATION COUNCIL MEMBERS ONLY  
ACAAF Program Issues and Opportunities**

1:00 - 5:00 p.m

**ADAPT Project Tours**

### **Come Hear Fred Kirschenmann at the PEI ADAPT's Issues and Opportunities Meeting in Charlottetown, Prince Edward Island March 12, 2006.**

Fred Kirschenmann has been the director of the famed Leopold Center for many years and has put it front and centre in thinking and action about sustainable farming. His recent address at the Royal Winter Fair inspired many with his message on what he calls, "Agriculture of the Middle," which he says holds out hope for good farm lives as well as sustainable farming practices and high quality food.

His dual background, in both agriculture and academia has provided him with a well informed, international perspective on innovative farming strategies.

Though raised as a farmboy, he spent a portion of his adult life teaching philosophy at university. After returning to the farm he retained a philosophical approach to life that is frequently captured on radio and print media. He's a fine speaker and we are fortunate that he has found the time and energy to come to Prince Edward Island with a message that will help bring together various interest groups that are needed to advance a sustainable food system on Prince Edward Island and all across Canada.

### **Steve and Jessica Reeves 2005 winners of Canada's Outstanding Young Farmers Award**

Congratulations to Steve and Jessica upon receiving recognition as two of Canada's most outstanding young farmers.

Steve and Jessica are seventh generation farmers in Freetown, Prince Edward Island.

After forming a partnership with Steve's parents and stepping in to help improve the genetics of the farm's dairy herd, increasing cow comfort and completing projects stemming from their environmental farm plan, they are now producing a higher quality milk product.

When the BSE crisis struck they began to cull their herd and purchase new breeding stock. And their efforts are turning measurable results, increasing the herd's genetic potential more in the past year than in the previous decade.

With financial assistance from the PEI ADAPT Council, herd performance improvements are continuing with a project that is using more lights in the barn to see if there's a relationship between daylong photoperiod lighting and stimulating milk production.

Today, Steve has completed construction of a new free-stall dairy barn with a double-six parallel milking parlour. Computer programs help determine feed requirements for each cow, measure milk production and quality, and keep close track of the performance of every animal in his herd.

“The biggest consideration for me is having a business plan in place,” said Steve. “This needs to be operated as a business and unless it looks good on paper, it’s not going to succeed on other levels. You can never get complacent and you have to constantly keep re-evaluating what you are doing. When opportunity presents, you have to be prepared to move in a hurry.”

“It’s not an easy road, margins are tight and you have to be prepared for some failures,” he said. “It’s a lot of work but the real satisfaction comes in the rewards of seeing the business grow.”

Although Steve clearly enjoys the lifestyle and the satisfaction that comes from farming, his hard-nosed approach to the bottom line is what drives the business. He also recognizes the importance of having a life beyond the farm.

Steve is also very involved in his community. He is Director of the Kensington Co-op, a member of the Milk Marketing Board and the National Farmers Union, District Representative for the Kensington Dairy Club and coaches or plays for several sports teams. In addition he is active with the Central Holstein Club and Director of the P.E.I. Young Farmers. He is currently working towards his non-commercial pilot's license.

That kind of dedication to both farming and community keeps young farmers like Steve and Jessica Reeves moving forward, helping to bring the industry to new levels.

## **Issues and Opportunities**

### **New Dakota Diamond Potato Cultivar Released**

The North Dakota Agricultural Experiment Station announces the release of Dakota Diamond, an exceptionally high-yielding potato cultivar suitable for chip processing and the fresh market. It also has resistance to common scab.

<http://www.seedquest.com/News/releases/2006/January/14551.htm>

### **Growing Hybrid Poplars as a Crop**

Hybrid poplars have been planted in prairie shelterbelts for many years. They have primarily been planted into farmstead shelterbelts but have been used in wildlife and field shelterbelts as well. Their popularity has traditionally been the result of fast growth and easy care, but the future for poplar may be even brighter.

[http://www.agr.gc.ca/pfra/shelterbelt/gpoplar\\_e.htm](http://www.agr.gc.ca/pfra/shelterbelt/gpoplar_e.htm)

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

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>

### **UK Organic Market Doubled, Says New Report**

Sales of organic food and drink in the UK have doubled in recent years, with strong growth set to continue into the future, as the market remains "wide open for new entrants," according to a new report by Mintel. The latest published figures reveal that organic foods are no longer considered the "preserve of the affluent foody," and are currently consumed by two thirds of British adults. The market is expected to reach almost £1.2 billion in 2005, an increase of 94 per cent since 2000 at current prices. Growth is driven by strong performances from organic fruit and vegetables, as well as organic dairy and meat products. Full story: [FoodAndDrinkEurope.com](http://FoodAndDrinkEurope.com)

### **China: Kraft to Stop GM Food Sales on Mainland**

Kraft Foods, the world's second-largest food producer, said it will halt the use of genetically modified ingredients in all products sold on China's mainland starting in 2007. The company, controlled by tobacco giant Philip Morris, said such decisions are made on a market-by-market basis considering national regulations, labeling requirements, ingredient availability, production location and consumer preferences.

Some market analysts believe Kraft made the decision because its sales have been adversely affected by concern among Chinese consumers over the safety of GM food, particularly after its Ritz crackers sold on the mainland were reported to contain GM ingredients in March. According to a recent survey conducted in Beijing, Shanghai and Guangzhou, 57 percent of Chinese consumers said they prefer non-GM food, while only 16 percent expressed the willingness to try modified products. Shanghai Daily - 12/22/05

## **Probiotic Dairy Could Help Block HIV**

By Chris Mercer 23/01/2006

Scientists have devised a way of using 'live' bacteria in yoghurt to deliver medicine that can prevent HIV infection, potentially opening up a new avenue for probiotic dairy development.

The researchers, from both the US and Europe, say they managed to genetically modify the *Lactococcus lactis* bacteria so that it produces cyanovirin – a drug that has blocked HIV infection during tests on monkeys and is set for human trials next year. Read more at: [www.foodanddrinkeurope.com](http://www.foodanddrinkeurope.com)

## **Handy Packaging Drives Snacking Mega-trend**

By Anita Awbi 13/01/2006

Manufacturers must adapt an innovative packaging design and marketing approach to tap burgeoning consumer demand for on-the-go snacking, says report.

In an industry currently worth €66 billion across Europe, Datamonitor pinpoints the consumer trend of flexi-eating as a relatively unexploited area for leading food processors.

The report finds that the European inclination to miss meals and opt for snacks throughout the day is set to rise to 522 billion instances per year in 2009, translating as 1.9 snacks per day per consumer. Read more at: [www.foodanddrinkeurope.com](http://www.foodanddrinkeurope.com)

## **Is Local the New Organic?**

The New York Times ran a feature by Marian Burros on New Seasons Markets, a grocery store chain in Portland that's banking on consumer interest in local, sustainable food - as opposed to simply organic. The chain recently completed an inventory of the origins of its stock and has labelled everything grown in Oregon, Washington, and Northern California "Homegrown." They've already got six stores and three more on the way, but remain adamantly opposed to expanding beyond the Portland suburbs - a testament to their commitment to being grounded in the local food economy.

People concerned about health, taste, and the environment have long sought out organic products. But, as the NYT piece notes, organic alone is not the answer to the question of the fundamental role food plays in our local economy, environment, food security, community vitality, or even health and enjoyment. I don't know where that organic milk I [buy] from Safeway [comes] from. I like the idea of sticking with my delivery from Smith Brothers dairy each week. Even though it's not organic, there's no growth hormone used and I am supporting the last of the independent dairy farms in my state, Washington. Gristmill - 01/12/06