



## **PEI ADAPT Council Agri-Newsletter**

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*\*Atlantic BIOEnergy Conference \**

May 9-11, 2007; Delta Brunswick; St. John, New Brunswick

The Atlantic BIOEnergy Conference 2007 is intended to bring together, for the very first time in Atlantic Canada, all of the Canadian bioenergy stakeholders with the objective of gaining an appreciation and knowledge as to how to advance this industry in Atlantic Canada. This Conference will be the first step of many in developing and advancing a new opportunity for the agricultural and forestry sectors, and is aimed at setting the stage for future action.

The conference highlights include: a "State of the Industry" overview followed by a review of American and European biofuels policies and incentives required to grow this industry as well as Canada's current policy situation. Subsequent presentations will comprise the latest technologies in the production of biodiesel and bioethanol, market opportunities, biorefinery concepts both from an agricultural and forestry perspective, as well as additional bioenergy business opportunities such as the production of bio-oils, biogas and wood pellets.

The conference will also provide an opportunity for the display of posters, trade show exhibits and will host a business partnering forum throughout the two day event.

See: [www.atlanticbioenergy.ca](http://www.atlanticbioenergy.ca)

*\*ADAPT Annual Meeting Speaker Focuses on the Benefits of Local Food\**

From: PEI COPC Newsletter

Mark Winne, of the Community Food Security Coalition (USA), believes that the future of food lies in the development of local food networks. He also believes that the "local" label will become as important as organic in the near future. He reminded

the audience that local food priority has a number of benefits, beyond simply reducing the pollution generated through transporting food products across the North American continent. Winne said that a focus on local food production and delivery has to do with support for social justice, profitability and sustainability.

He went on to say that the surge in the number of farmers markets, across the US, indicates that the market for local food is growing as fast or faster than the market for organic food. He stated that the increase interest in farmers market is because citizens want to connect with the producers of the food they eat as well as support farmers who undertake the humane treatment of animals, minimize their use of chemical pesticides and fertilizers and generally use sustainable farming practices.

Winne outlined a number of initiatives that support local food consumption, including promotional campaigns that profile citizens who commit to buy their food within a 150 km of their home and farm maps that show where local food can be purchased. He also suggested that it was important that the community establish local food networks in order to examine food policy in an integrated way so as to look at the values, health, environmental, structural and economic aspects of food production. These initiatives, he said, will provide a framework that can support the local consumption of local foods.

#### \*Island Farmer Promotes Biodiesel Plant\*

CBC News

A group of more than 30 farmers gathered in Charlottetown on a Wednesday night in March to explore the possibility of building their own biodiesel plant. The proposal is for the plant to be owned by farmers. It would crush oil from canola grown by Island farmers and mix it with diesel to create a fuel that could run vehicles and heat buildings.

"I think there will be a core group come together," said Lyndale farmer Fred Martens. With funding from the PEI ADAPT Council, he has been pushing the idea since attending ADAPT's Biofuels Forum and Biodiesel Workshop last fall. He is also hopeful about finding a community to host the plant. "There may be some communities that see the benefit of this from an economic standpoint that will come on side, communities that feel green is the way to go. There are some communities, Stratford is very interested in that type of arrangement." The P.E.I. government has legislated that 30 per cent of the province's energy needs must come from renewable energy by 2016.

#### \*Moove Over Alberta...

The Pasture Just Got A Whole Lot More Interesting\*

Charlottetown, PEI. Commencing on March 29th, 2007 six Delta Hotels in Atlantic Canada will offer an exclusive promotion featuring AAA Atlantic Choice beef, regionally farmed in Atlantic Canada.

"The purpose of the promotion is to celebrate the best beef in Canada, which is produced by our farmers right here in Atlantic Canada!", Says Christopher Moreland, Director of Food and Beverage at the Delta Prince Edward, who spear headed the project: "Delta Hotels in Atlantic Canada is the regional culinary leader in promoting & using only the

best quality foods available that are caught, raised & farmed in Atlantic Canada. It is part of our Chef's culinary culture to prepare gourmet foods that exceed our guest's expectations while supporting & celebrating our regional Fisherman & Farmers."

"Our beef is processed by a State-Of-The-Art, federally inspected, HACCP approved and fully traceable beef facility in Albany, PEI. The beef is farm raised in Atlantic Canada on family owned farms and it is the most flavourful, juicy and tender beef in Canada. Delta Hotels is a great partner for us as they consistently support local producers and Canadian companies", Says Lance Warmington, General Manager of Atlantic Beef Products Limited.

Delta hotels have invited two other partners to the table during their promotion. Jackson-Triggs Wines will offer wine pairings with the various dishes being offered during the promotion. Vermont Castings, Canada's foremost manufacturer of premiere Barbeques is working in conjunction with Delta Hotels to offer anyone who takes advantage of this promotion a chance to win a spring package consisting of a Vermont Castings Barbecue, Atlantic Choice steaks from Atlantic Beef Products and a selection of fantastic wines from Jackson-Triggs, just in time for spring barbecue season.

The Delta Hotels Atlantic Choice Beef promotion runs until May 20th, 2007 and is available in the hotel restaurants at The Delta Halifax, The Delta St. John's Hotel & Conference Centre, The Delta Beauséjour, The Delta Barrington, The Delta Brunswick and The Delta Prince Edward.

About Delta Hotels: With a diversified portfolio of 40 city centre and airport hotels and resorts, Delta Hotels is the leading first-class hotel management company in Canada. Widely regarded as Canada's brand of choice by guests and owners, Delta Hotels has also distinguished itself as an exemplary employer to its more than 7,100 employees. Delta Hotels is the only hotel company to be recognized by the prestigious National Quality Institute with two Canada Awards for Excellence, for quality (2000) and a healthy workplace (2004). It has also been voted one of "The 50 Best Employers in Canada" by The Globe and Mail's respected magazine, Report on Business (2001 -2003, 2005 and 2006).

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#### Mushroom Growing Workshop/Opportunities\*

Falls Brook Centre -- If you are interested in growing your own mushrooms and getting yourself into the wide world of fungi, register for Falls Brook Centre's FBC "Grow your own mushrooms" workshop coming up on Saturday, May 12th. Participants will learn about the basics of mushrooms and mushroom cultivation, tour through the FBC mushroom growing plot, and inoculate their own 18" mushroom log to take home, plus enjoy an organic home-cooked lunch! Cost \$20 adults, \$10 children, \$30 for your own inoculated log you can take home. For more information visit [www.fallsbrookcentre.ca](http://www.fallsbrookcentre.ca) or contact Michael Carr, Mushroom Project Coordinator at 506-375-4310 or [mc@fallsbrookcentre.ca](mailto:mc@fallsbrookcentre.ca)

#### \*What Drive Agricultural Innovation?\*

An interesting pilot project involving American farmers...

What drives innovative producers to farm the way they do? "Voices from the New American Farmers," a new feature of [www.sare.org](http://www.sare.org), features short video clips (and corresponding audio for those with dial-up access) of farmers and ranchers sharing the inspirations that motivate them to produce in ways that are profitable, environmentally sound and good for people and communities. Take a moment and check out this pilot effort by visiting:

<http://www.sare.org/publications/naf2/voices.htm>

#### \*Natural and Organic Food Group Has Contracts in Place\*

by Andrea MacRae, March 7, 2007

Reprinted from The Guardian newspaper, <http://theguardian.pe.ca>

Omega-3 enhanced P.E.I. pork is only a couple of months from rolling out of the former Garden Province Meats processing plant, says the new owner. Mario Maillet, president and CEO of Natural and Organic Food Group (NOFG) Ltd., talked to producers about organic pork marketing at a recent [ACORN] organic conference in Cornwall. (Editor's Note: Both the Value Chain Development of PEI Hog Farmers and NOFG, and the ACORN Conference are projects funded by the PEI ADAPT Council)

In an interview afterward, Maillet said NOFG has contracts for its omega-3 product as well as deals to be signed for what the company calls pre-organic pork, which will be marketed under the natural label. "Right now we have omega contracts already signed," said Maillet. "We have the first orders of omega and natural starting in about eight weeks and it's going to be in the United States mainly."

NOFG and PEI Pork Plus took over the former Maple Leaf Foods plant last fall. Research indicates that omega-3 fatty acids prevent heart disease and arthritis and improve brain function. Pigs fed diets enhanced with flax yield meat with higher levels of the essential nutrients.

Maillet said as many as half the hog farmers on the Island put their names on a list of those interested in supplying hogs for either omega-3, natural or organic P.E.I. Pork labels.

"Plus the ultimate program for us is to migrate towards organic," said Maillet. "Right now we're working with four organic-possible farms that will be converted from conventional to organic because they have the proper setup as we speak as far as environmentally speaking, as far as animal welfare and also the space allotment." He predicted that in seven months the Island will reach production of 200 to 250 organic hogs per week.

Maillet's presentation to the conference focused on creating brand strategies to get organic meat into the mainstream marketplace. Almost 40 per cent of organic products are purchased in regular grocery stores. Producers have to get involved in the complex work of building the value chain from farm to packer, processor, distributor and store, Maillet said. He explained how NOFG has done that work in Ontario and Quebec. Producers can increase their margins and keep their products closer to the price of conventional products by selling items such as boxed pork loins and ribs rather than the whole animal.

Dr. Dan Hurnik, chair of the Atlantic Swine Research Partnership, said it's a time-consuming but worthwhile process because consumers are looking for those differentiated products. "It's a lot harder than it looks and it really depends on everybody working together," said Hurnik. "The biggest challenge for P.E.I. is for everyone to continue to work together and have the patience until this all starts to come into play."

ACORN's Growing More Organic conference and trade show at the Dutch Inn from March 1-3 had over 30 exhibitors from Ontario, Quebec and the Maritimes displaying everything from garden seeds to cosmetics to organic pizza.

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