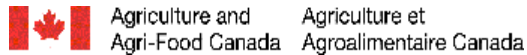




PEI ADAPT Council Agri-Newsletter



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Pure Plant Oil May Provide Alternative Fuel Source for PEI

For the past several years, the Island Grains and Protein Council has been engaged in research to develop a small scale plant that would extract oil from canola. Recently, the Council purchased equipment from Europe with the intention of producing a high grade oil.

Now, Gerard Mol, an Island farmer, says they are ready to move to the next step. With funding help from the P.E.I. ADAPT Council under the Biofuels Opportunities for Producers Initiative— \$189,450 over the next two years, He plans to test "made in P.E.I." biofuel in tractors and farm vehicles.

Mol has been growing canola commercially for the last several years and explained the rich red Island soil is ideal for the crop. "We are excited about this opportunity," Mol said. "It represents a new opportunity for farmers on P.E.I. while at the same time helping to reduce dependence on fossil fuels."

Canola is ideally suited for fuel production - a cleaner-burning alternative fuel made from natural, renewable sources. Most diesel equipment and oil furnaces can use blends of up to 20 per cent biodiesel with regular diesel or fuel oil without any modification.

Mol's project will test running farm vehicles on "Pure Plant Oil" a process the includes slight modifications to engines so the vegetable oil is preheated before it is burnt; thereby not requiring the processing that turns the oil into 'bio-diesel.' Mol said there are 12 growers supplying approximately 1,500 acres of product for the plant.

"We will be able to handle up to 4,000 acres so there is some room for expansion. The

plant will be able to handle flax and sunflowers as well— basically any plant that has oil," he explained.

The Biofuel Opportunities for Producers Initiative provides funding for producers to assist with business plans and feasibility studies, as well as pre-commercialization research.

Mol is convinced such initiatives are a key component in ensuring a long term viable future for agriculture in Canada's smallest province. He added "we have to be prepared to change our focus just like another other industry."

Retailers on Board the Ethical Foods Drive

By Louise Prance; 10/08/2007

As organic and fair-trade products profits boom, retailers are reaping the benefits of consumers leading a more 'ethical' existence, according to a new report, but manufacturers may be reacting to slowly.....

.....Food industry players said that the consumer trend for healthy products has the biggest affect on business today, with 94 per cent of large companies and 61 per cent of small businesses choosing this category as their number one concern, according to the report.

As for consumers, Euromonitor says they are more aware of global ethical issues, consumers are said to be thinking and acting more ethically. Feeling increasingly isolated by the political system, they are seeking ways in which to put this into practice.

"They are increasingly looking for ways to give their lives more political and ethical meaning, which has also affected day-to-day activities, including shopping", continued Kondej.

Retailers are being urged to embrace the trend, as it looks set to stay put. Despite their being outbreaks of ethical consumption in the past, the current trend seems to be more firmly established and inclusive than before - putting pressure on retailers, and indeed, food manufacturers to assess the ethical implications of their entire product offerings in the future. For the complete story search "Retailers on Board the Ethical Foods Drive" at:

<http://www.foodnavigator.com/news>

Shoppers Steering Clear of Food Miles

British shoppers are beginning to steer clear of produce with high food miles according to research by Mintel. One in five now check the source of a product before buying it, and 41% said suppliers and supermarkets did not provide enough information about distances travelled. Retailers were also not sourcing enough local produce, according to more than half the 2000 adults surveyed. Source: The Grocer

Local Organic Sales Boom

Retail sales of organic food through box schemes and other direct routes increased from £95 million in 2005 to £146 million in 2006 - a 53 per cent growth, more than double that experienced by the major supermarkets, according to the latest Organic Market Report from the Soil Association. The research also reveals that an average of 66% of the organic primary produce sold by the multiple retailers was sourced in the UK, representing no change since 2005 – meat (79% UK sourced), dairy and eggs (96% UK sourced), vegetables (73% UK sourced), apples (12% UK sourced). Source: U.K. Soil Association.

Making Local Food Work

The Plunkett Foundation recently gained approval for 'Making Local Food Work', a £10 million pound programme funded by the Big Lottery Fund (BIG) as part of its Changing Spaces programme. The programme will invest in local food initiatives throughout England over five years with the aim of reconnecting consumers to the land through food. The programme's partners include the Campaign to Protect Rural England (CPRE), National Farmers' Retail & Markets Association (FARMA), Food Links UK, the Soil Association, Sustain, and the Village Retail Services Association (ViRSA). Source: eGov monitor

Potato Nutrient Analysis Could Spur New Markets

By Jess Halliday; Agricultural Research, September 2007; 10/09/2007

New methods for analysing phytochemical profiles of different potatoes could open up new markets and aid the development of new, ultra-nutritious varieties, say ARS researchers.

The potato, whilst being one of the main staples of the modern Western diet, is usually most closely associated with a high fibre, starch and carbohydrate content. Green, leafy vegetables and fruits are understood to be better sources of other vital nutrients, including flavonoids and B vitamins.

But according to Roy Navarre, a plant geneticist at the USDA's Agricultural Research Service, this is a generalisation that does not hold true for all potato varieties. He has spent the last year investigating the nutrients in potato skin and flesh using high-throughput liquid chromatography and mass spectrometry.

Historically, potato-breeding programmes have centred around productivity and disease-resistance, rather than nutritional value. The same holds true for ingredients firms, who have focused on tapping potatoes' starch content.

However there are indications that the market could be receptive to value-added potato-derived products. For instance potato starch-centric Avebe this year formed a new subsidiary called Solanic, which aims to develop value-added ingredients from potatoes, such as high-performance protein.

The new ARS method enables sample analysis in just 12 minutes, and phenolic concentrations of 100 to 675 milligrams per 100 grams of dry weight can be detected.

The full results of the profiling are not yet publicly available, but the researchers have already analysed 100 wild and commercially-grown species and released a taster of their findings in this month's Agricultural Research magazine.

For instance, they report that phenolic levels in All Red and Norkotah potatoes were "especially high, rivalling those in broccoli, spinach and Brussels sprouts".

They have sought to expand knowledge on folic acid content in potatoes by looking at levels in some 70 varieties. Until now, only six varieties had been investigated, but the wider sampling has shown that levels can vary as much as three-fold.

"We looked at the expression of four genes involved in folate metabolism to see whether we can determine why one variety has more of this compound than another," said Navarre.

They have also found that flavonoid levels in potatoes can vary 30 fold between the lowest and the highest specimens.

Pursuant to this, they expect that they may identify potatoes with high levels of quercin - a flavonoid found in red onions.

The team also studied five different kinds of kukoamines in potatoes - compounds

purported to help control blood pressure levels - although it remains to be established the level at which these would need to be present in order for one serving to provide sufficient useful quantities.

Until now, the only other identified source of kukoamines was Lycium chinense, a medicinal plant from China.

PEI Scarecrow Contest Sept. 23, 2007

As part of the PEI Open Farm Day festivities, on Sunday September 23, 2007 Kool Breeze Farms will be holding the 1st Annual PEI Scarecrow Contest.

Here's your chance to design and build a scarecrow, and win prizes!

Two Categories:

Traditional and Peoples Choice Award

Prizes: Three prizes in each category:

- 1st Prize: \$150.00 Cash
- 2nd Prize: \$100.00 Cash
- 3rd Prize: \$50.00 Gift Certificate

Judging will take place at 1PM. There is no cost to enter the contest just some of your time to make a scarecrow.

Other

activities will include: Entertainment by Alan Sonier (bring your lawn chairs), Wagon Rides, Face Painting, Pumpkin Decorating, childrens Straw Maze, Garden Tours, Egg Production Display AND The Big Round Bale Race,

Food, Farm Equipment Display and Fall Decorating Seminar at 2pm and 3pm.

More information is available at: www.koolbreezefarms.com

PEI ADAPT 'Taste Our Island Awards'

The PEI ADAPT Policy Council's 'Taste Our Island' awards gives recognition to those who promote and use locally grown foods in creative and innovate ways. This initiative is an Island-wide search to find Prince Edward Island's food heroes- restaurateurs and chefs who are passionate about using and showcasing our high quality, Island grown foods.

The 'Taste Our Island Awards,' is one way for all Islanders to show their support for businesses that exhibit pride and passion in the use of Island grown and prepared foods.

Please take time to fill in the attached nomination form. Nominations close at the end of September, so please don't delay.

Top honours for our local food heroes winning the highly coveted, 'Taste Our Island,' award will include a commemorative plate presented by her excellency the Lieutenant Governor Barbara Hagerman. Nominees will also be recognized with an advertisement and accompanying article promoting Prince Edward Island as a culinary tourism destination site in the 2008 PEI Tourism Guide Book.

To cast your vote send the accompanying 'Taste Our Island Nomination Form' to: PEI ADAPT Council c/o Farm Centre 420 University Avenue, Charlottetown, Prince Edward Island C1A 7Z5 or email your entry to adapt@pei.aibn.com.

PEI ADAPT Council 2007 ‘Taste Our Island Award’

Nominee

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Nominator (*If other than Nominee*):

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Please provide a brief description how the nominee uses and promotes the use of local food.

Supporting documentation such as menus, letters of support, news clippings, slides, photographs or other relevant material, while not necessary, would be appreciated.

Nominations must be postmarked or e-mailed no later than September 30, 2007.

Send nominations to: PEI ADAPT Council ‘Taste Our Island Award Nominations’
c/o The Farm Centre
420 University Avenue, Suite 103
Charlottetown, Prince Edward Island C1A7Z5.

For additional information, please contact: Phil Ferraro, Executive Director, PEI ADAPT Council; 902-368-2005 or e-mail: adapt@pei.aibn.com