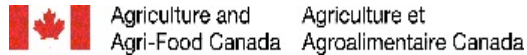




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## PEI ADAPT Council Agri-Newsletter

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### PEI ADAPT Council

**Official Launch of the new Canadian Agriculture Adaptation Program (CAAP)**

**Friday November 27, 2009**

*Mark Your Calendars,  
Start -up Your Creative Thinking Juices and  
Be on the Lookout for Additional Updates!*

On Friday November 27, 2009 the PEI ADAPT Council will be hosting the internationally acclaimed, workshop: **'THE FUTURES GAME – creating your preferred regional future'**.

This highly interactive and participatory simulation game allows participants to tackle the challenges of community and economic development in a fun and engaging manner. The Game is played in a small team format, and the teams make a series of critical decisions that shape the future of a region over a 25 year period. The game integrates decision making across the community, economic and environmental dimensions, and challenges the teams to assimilate global, national and local issues in their decision making. The game includes a debrief session, where teams compare their outcomes and explore their critical decision-making pathways, and explore the connection to local economic and workforce development. This is a fast paced and thought-provoking session that will appeal to everyone, and will challenge even the most experienced regional experts.

**We hope to see you there to help create a vision that seizes upon new opportunities, responds to emerging issues and pilots creative ideas to inspire a new chapter for the Island's agricultural and agri-food economy.**

For more information and/or to register (it's free) contact:

Phil Ferraro, Executive Director PEI ADAPT Council, 902-368-2005; [adapt@pei.aibn.com](mailto:adapt@pei.aibn.com)

**The Nova Scotia Food Summit**  
**Food – Will We Have Plenty by 2020?**  
**More than 40 Top-notch Experts to Consider Our Food**  
October 18th to 20th, Old Orchard Inn, Greenwich, NS.

Do we have a secure supply of food? Should we continue to import most of our food? What's the link between secure food and healthy food? What influences our ability to choose healthy food? What does farming contribute to the economy? What about climate change? Who wants to farm?

The Guest Speakers, and everyone attending the Food Summit, will devote their considerable collective energy to identifying the pieces that need to be carefully put together to create the food system we need.

Keynote speakers who will Identify the Pieces are:

Ray Ivany, President of Acadia University;

Chris Power, CEO of Capital District Health Authority;

Lori Stahlbrand, Founder of Local Food Plus, Writer and Food Systems Analyst; and

Gordon Michael, Market Development Coordinator, Farmers' Markets of Nova Scotia.

Special sessions include:

Providers of Food, Food Security session, Food and Health, Environment Affects, Knowledge and Skills, Localizing Food, Ideas and Issues, and The Way Forward.

For further information please contact Linda Best 902-542-3442 or 902-670-3660

[lbest@ns.sympatico.ca](mailto:lbest@ns.sympatico.ca)

Website for information: [http://friendsofagriculture.net/foodsummit\\_2009\\_12.html](http://friendsofagriculture.net/foodsummit_2009_12.html)

Registration: [http://friendsofagriculture.net/summit\\_registra\\_13.html](http://friendsofagriculture.net/summit_registra_13.html)

Here are several videos by Kimberly Smith featuring some of the people you'll encounter, and tours you can take, while at the Food Summit.

[http://www.youtube.com/watch?v=Z\\_ERfrwY1sg](http://www.youtube.com/watch?v=Z_ERfrwY1sg)

<http://www.youtube.com/watch?v=d1OdLEQqEho>

<http://www.youtube.com/watch?v=21z3-zOS2Bo>

<http://www.youtube.com/watch?v=eOoo2Woeo78>

**Value Chain Case Studies Profile How Mid-scale Food Enterprises Can Prosper**

Case studies of four innovative enterprises—Country Natural Beef, CROPP/Organic Valley, Shepherd's Grain and Red Tomato—offer models of how mid-sized farms and ranches can prosper through the construction of a “third tier” in the U.S. agri-food system. Known as “mid-scale food value chains,” these new business structures focus on strategic alliances that effectively operate at regional levels with significant volumes of high-quality, differentiated food products, and distribute profits equitably among the strategic partners.

CROPP/Organic Valley is a 1,000-member, multi-regional farmer co-op marketing organic dairy, eggs, vegetables and other products.

Country Natural Beef is a 100-member rancher cooperative in the northwestern United States.

Shepherd's Grain is a 35-farmer LLC marketing sustainably grown and functionally specified flour in the northwestern United States.

Red Tomato is a non-profit, market-oriented, fair-trade business supporting 35 fruit and vegetables farmers in the northeastern United States.

For more information see: <http://www.agofthemiddle.org/>

### **Research Review: Climate Change Solution**

Agriculture is an undervalued and underestimated climate change tool that could be one of the most powerful strategies in the fight against global warming. Nearly 30 years of Rodale Institute soil carbon data show conclusively that improved global terrestrial stewardship--that specifically includes 21st Century regenerative agricultural practices--can be the most effective currently available strategy for mitigating CO2 emissions.

Read it and see the future of farming that can change the world.

[http://www.rodaleinstitute.org/files/Rodale\\_Research\\_Paper-07\\_30\\_08.pdf](http://www.rodaleinstitute.org/files/Rodale_Research_Paper-07_30_08.pdf)

### **Is a Food Revolution Now in Season?**

By Andrew Martin ; New York Times; March 21, 2009 (*condensed*)

As tens of thousands of people recently strolled among booths of one of the nation's largest natural foods show here, munching on fair-trade chocolate and sipping organic wine, a few dozen pioneers of the industry sneaked off to an out-of-the-way conference room.

"This has never been just about business," said Gary Hirshberg, chief executive of Stonyfield Farm, the maker of organic yogurt. "We are here to change the world. We dreamt for decades of having this moment."

In mid-February, Tom Vilsack, the new USA Secretary of Agriculture, took a jackhammer to a patch of pavement outside his headquarters to create his own organic "people's garden." Two weeks later, the Obama administration named Kathleen Merrigan, an assistant professor at Tufts University and a longtime champion of sustainable agriculture and healthy food, as Mr. Vilsack's top deputy.

The first lady, Michelle Obama, who has emphasized the need for fresh, unprocessed, locally grown food and, last week, started work on a White House vegetable garden.

Mr. Hirshberg and other sustainable-food advocates are hoping that such actions are precursors to major changes in the way the federal government oversees the nation's food supply and farms, changes that could significantly bolster demand for fresh, local and organic products. Already, they have offered plenty of ambitious ideas.

For instance, the celebrity chef Alice Waters recommends that the federal government triple its

budget for school lunches to provide youngsters with healthier food. And the author Michael Pollan has called on President Obama to pursue a “reform of the entire food system” by focusing on a Pollan priority: diversified, regional food networks.

The ideas are hardly new. The farmland philosopher and author Wendell Berry has been making many of the same points for decades. What is new is that the sustainable-food movement has gained both commercial heft, with the rapid success of organic and natural foods in the last decade, and celebrity cachet, with a growing cast of chefs, authors and even celebrities like Oprah Winfrey and Gwyneth Paltrow who champion the cause.

It has also been aided by more awareness of the obesity epidemic, particularly among children, and by concerns about food safety amid seemingly continual outbreaks of tainted supplies.

While their arguments haven’t gained much traction, sustainable-food advocates and entrepreneurs have convinced more Americans to watch what they eat.

They have encouraged the growth of farmers’ markets and created such a demand for organic, natural and local products that they are now sold at many major grocers, including Wal-Mart.

“Increasingly, companies are looking to reduce the amount of additives,” says Ted Smyth, who retired earlier this year as senior vice president at H. J. Heinz, the food giant. “Consumers are looking for more authentic foods. This trend absolutely has percolated through into mainstream foods.”

Eric Schlosser, and Michael Pollan have written about problems in the food industry, adding to the calls in recent years for a healthier, more sustainable diet.

Mr. Pollan teaches journalism at the University of California, Berkeley, and is among a group of authors who have tapped into a wide audience for books that encourage local or organic foods while detailing what they view as health and environmental risks of processed foods and large-scale agriculture.

His book “The Omnivore’s Dilemma” has remained on best-seller lists since it was published in 2006. Another best selling author, Eric Schlosser, wrote “Fast Food Nation,” a critical look at industrialized fast food that was published in 2001 and is now required reading at some colleges. And Marion Nestle, a nutrition professor at New York University, has become a ubiquitous and widely quoted critic of commercial food manufacturers.

Beyond authors, academics and chefs, the sustainable-food movement also owes much of its current success to pioneers in the organic and natural foods industry. Many started their businesses for idealistic reasons and have since turned their start-ups into multimillion-dollar, even billion-dollar, corporations.

Manufacturers improved their organic and natural products, long confined to musty natural-food stores, so they could compete with conventional foods on packaging and taste. Whole Foods

Market also lured more mainstream customers by redefining what a grocery store should look like, creating lush displays of produce and fish that have influenced more traditional grocers.

Nancy M. Childs, a professor of food marketing at St. Joseph's University, said sustainable food advocates forced the broader public to focus on the quality and sourcing of food, which in turn has prompted demand for farmers' markets and local produce. She says that "continual attention in the news" also gave the movement legs.

"There are tremendous opportunities with health care reform," says Michael F. Jacobson, executive director of the Center for Science in the Public Interest. "Cutting sodium consumption in half should save over 100,000 lives a year."

Mr. Vilsack said he hopes to devote more resources to child nutrition to improve the quality of school breakfasts and lunches. He also wants to make sure that only healthy choices are available in school vending machines.

**Noting that the department's recently released Census of Agriculture included more than 100,000 new small farmers, he said he wanted his agency to help them develop regional distribution networks. The small farms' produce could be sold to institutional buyers like schools.**

Ultimately, he said, agriculture and food policy should fit into the Obama administration's planned overhaul of health care, by encouraging nutrition to prevent disease. It should also be part of the effort to combat climate change, by encouraging renewable energy and conservation on farms, he said.

There are already signs that the sustainable-agriculture track is bending farther than before. The conservative pundit George F. Will wrote a column endorsing many of Mr. Pollan's ideas, and a prominent food industry lobbyist who requested anonymity because he wasn't authorized to speak to reporters said he was amazed at how many members of Congress were carrying copies of "The Omnivore's Dilemma."