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# PEI ADAPT Council Agri-Newsletter

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## ADAPT Agreement with AAFC Continues with new, five year, Canadian Agricultural Adaptation Program (CAAP)

The P.E.I. ADAPT Council has secured a new five year funding agreement that will enable it to continue the vital task of helping the agricultural industry forge a path to a brighter future.

Since 1999, the council has administered funding from Agriculture and Agri-Food Canada that assists farmers and processors in finding new and innovative ways to tackle both current challenges and emerging issues. The new Canadian Agricultural Adaptation Program (CAAP) replaces the Advancing Canadian Agriculture and Agri-Food program.

"We approved our first projects under the new program at our June meeting," said council chair Elmer MacDonald. While the application form used for the new CAAP program is slightly longer, MacDonald and council Executive Director Phil Ferraro said they have worked hard to ensure as seamless a transition as possible.

"Groups and organizations that have applied for funding in the past won't really notice a big difference in the application process," said Ferraro. He said the emphasis is on path finding and piloting solutions to new and ongoing issues that face the industry.

MacDonald pointed out that eligible applications can encompass a wide spectrum—everything from exploring new technologies, to crops, or helping with expanding marketing. “We encourage applicants to look at different options to prepare the agriculture sector to face the future,” MacDonald said.

He said ADAPT has always offered what could be called “risk capital” to explore the commercial feasibility of new ideas. MacDonald, who is a farmer himself, views that role as vital to the long-term survival of agriculture. “Individual producers or commodity organizations simply would not be able to afford to pursue these new ideas and they are vital to the industry moving forward,” he said.

Like its predecessor, the Canadian Agricultural Adaptation Program allows projects to receive regional funding. Ferraro said this approach has been successful in the Atlantic region. It would allow an industry group, cattle producers for example, in the Maritimes or the Atlantic region to join forces and submit an application not only to the council but its counterparts in the other provinces to work on a joint problem.

“This approach is so important for the Atlantic region, “MacDonald added. “We have so many of the same challenges.” Ferraro and MacDonald are urging both individuals and groups who feel they have a project that may qualify under the new program, to contact the ADAPT office at (902) 368-2005; Email: adapt@pei.aibn.com or on the Internet at www.peiadapt.com.

**Health, Agriculture Policy Closely Tied**

By: Laura Rance 29/08/2009 Winnipeg Free Press.

*Editor’s Note:*

*Laura Rance was a guest speaker at the ADAPT AGM in March 2009*

It's become common for farmers to refer to themselves as food producers, environmental managers and business owners. Now a discussion paper recently commissioned by the Canadian Agri-Policy Institute (CAPI) suggests they add "health-care professional" to their job descriptions.

Concluding that farmers' fortunes and public health are intrinsically linked, the report Building Convergence: Toward an Integrated Health and Agri-Food Strategy for Canada, makes a strong case for tying agriculture together with health policy in Canada.

"Canada is facing a diet-related health crisis and a farm income crisis driven by very different challenges," said Laurette Dubé, professor and founding chair and scientific director of the McGill World Platform for Health and Economic Convergence. "But a solution to both rests increasingly on the convergence of health and agriculture policy."

The report cites rising obesity rates and diet-related chronic diseases as well as higher rates of cancer, cardiovascular disease and diabetes that are associated with diet. Health-care costs are skyrocketing.

Chronic diseases consume up to two-thirds of the direct costs of the health system.

Meanwhile, government support to farmers routinely exceeds the incomes generated by their farms.

The report's authors say that by collaborating, both sectors can "simultaneously improve the

health of Canadians, reduce health care budgets, stimulate agri-food innovation and improve the economic viability of the agri-food industry."

One of the key recommendations is to adopt regional cuisine as a model for healthy living. You've heard of the Mediterranean Diet, rich in the monosaturated olive oil, vegetables and fish. Well, how about the Canadian Diet, rich in canola oil, legumes, flaxseed, whole grains, grass-fed beef and antioxidant-rich blueberries? The idea is to promote the nutritional quality of locally produced foods while pushing greater consumption of seasonal fruits and vegetables, many of which are also produced on Canadian farms. It notes that the Canadian diet could be exported, under a strategy similar to the Mediterranean diet.

Not surprisingly, the discussion paper calls for increased public investment in food-related research and development, in recognition of the increasingly globalized and homogenized nature of private-sector research programs. A made-in-Canada diet requires research tailored to local environmental conditions.

It also calls for more traceability, an improved regulatory environment and greater emphasis on advancing health claims on foods.

There is one point underpinning this whole idea, however, and it is one to which the agricultural sector in general routinely pays lip service. The discussion paper calls it a "Whole-of-Society" approach.

"However, this whole-of-society solution needs to place the consumer at the centre, and must consider the conditions and dynamics of local and global markets from a systems perspective," it says.

One of the propositions in this report is to reduce the amount of fat, starch, salt and sugar in peoples' diets, which implies a movement away from highly processed foods. If this happens, it would tend to shorten the supply chain and make what farmers produce less of a commodity and closer to food.

But this is where farmers must overcome a mental stumbling block.

Farmers see themselves first and foremost as producers. After all, they are paid by the bushel, not for the nutritional content of what they produce or for the environmental quality they maintain. Their focus is on production efficiency, which is not always in tune with consumer preferences or health objectives.

Another recent study, this one from the George Morris Centre on value chains, highlights the hurdle this presents. "To put it bluntly, farming has been in the tonnage business, not in the value generation business," says the report Characterizing the Ideal Model of Value Chain Management and Barriers to its Implementation.

"Changing industry mindsets toward creating value through innovation rather than simply 'producing more' is extremely challenging."

The "producer" mentality is nurtured by industry through its mantra that farmers must feed the world and by government support programs.

Sometimes the linkages are clear, however. While claims that organic foods are more nutritious remain controversial, there is scientific evidence to suggest healthy soil produces healthier food. Healthy soil also requires less fertilizer, which saves on production costs.

The CAPI document is only the latest of a series of reports lately to underscore how the business environment for food is changing. The challenge will be developing market signals to get back to the farm.

While farmers aren't to blame for this disconnect with their changing business environment, they can ill afford to ignore it, either. This growing interest in farming as it relates to health and the

environment can't be discounted as an irritant or intrusion on their business. Increasingly, it is their business.
Laura Rance is editor of the Manitoba Co-operator. She can be reached at 792-4382 or by email: laura@fbcpublishing.com

**Sweden Introduces Climate Labeling for Food**
Sweden is developing standards to help consumers make conscious choices about the impact of their decisions on global warming. Products with at least 25% greenhouse gas savings will be marked in each food category, starting with plant production, dairy and fish products. The label is a joint initiative by the Federation of Swedish Farmers, two food labeling organizations and various dairy and meat co-operatives. EurActive.com story. Climate labeling for food website in English.

**Remote Farming: Tailor-made, No-fuss Vegetable Gardens**
Italians can reconnect with the origins of their food. Le Verdure Del Mio Orto ('The Vegetables from my Garden')—lets anyone build an organic garden right from their web browser. Users select a garden size based on the number of people they'd like to feed; 30m2 is sufficient for 1–2 people and costs EUR 850 per year. The virtual gardener can then choose from 40 different types of vegetables, using a highly intuitive interface that includes information on expected yields and harvest times. Optional extras include a photo album of the garden's progress (EUR 49), herb and fruit beds (EUR 50/75), and even a scarecrow with a picture of the customer's own face (EUR 39). Once the garden has been designed and fees paid, planting begins on the farm, which is located between Milan and Turin in northern Italy. As the organic produce grows, it's picked and delivered to the customer's door within 24 hours. More details on the Springwise website. Le Verdure Del Mio Orto website. Springwise and its network of 8,000 spotters scan the globe for smart new business ideas, delivering instant inspiration to entrepreneurial minds.

**New Images of Agriculture** - National Agriculture Awareness Conference;
Monday, October 5 - Wednesday, October 7, 2009
Delta Bessborough Hotel; Saskatoon, Saskatchewan

Keynote speaker:
Stephen Lewis "Agriculture: the sudden centrepiece of International Development"

Mr. Lewis will build on the G8 Summit in Italy that recommended a dramatic shift from food aid to agricultural development, especially in Africa. He will examine the reasons for the shift, and what it might mean for the farming communities and organizations of Canada.

Stephen Lewis is a Professor in Global Health in the Faculty of Social Sciences at McMaster University. Mr. Lewis is the author of the best-selling book, Race Against Time. He holds 30 honorary degrees from Canadian universities and is a Companion of the Order of Canada, Canada's highest honour for lifetime achievement. He was awarded the Pearson Peace Medal in 2004 by the United Nations Association in Canada; the award celebrates outstanding

achievement in the field of international service and understanding. Stephen Lewis, is one of the world's most respected humanitarians and has been named by TIME Magazine as one of the 100 Most Influential People in the World.

Delegates will also have an opportunity to hear other valuable presentations and participate in workshops focusing on:

* Public perceptions of agriculture
* Agriculture in the Classroom initiatives
* Educating the educators
* Media's role in agriculture awareness
* Communicating the success stories in agriculture.

Join other agriculture awareness leaders and members from across Canada
Contact: Karen Turner - tcem.kturner@sasktel.net

**Quebec's Traveling Dairy Store a Hit**
by Mark Cardwell
The 400-square-foot moveable milk counter is equipped with freezers, fridges and microwave ovens and can be set up in three different configurations. The store is designed to showcase and sell everything from standard milk and cheese to specialty products like ice cream and yogurt at shopping malls, office buildings and farmers markets across Quebec.
For full story see: http://www.fcc-fac.ca/newsletters/en/express/articles/20080912_e.asp#0

**Wake Up Call: The National Vision and Voice We Need for Rural Canada**
"Rural Canada needs a champion at the federal cabinet table and a long-term plan from the federal government to reverse the decline in its struggling towns and villages."
"Rural Canada helps fuel our national economy and define our national character. But the towns and villages that make up rural Canada are fighting for their lives, struggling against growing odds to secure a future for themselves in a country they helped build."
The Canadian Rural Research Network (CRRN) is a new means to support information sharing and networking among stakeholders with an interest in rural research.
Find the full report at the following link:
http://www.fcm.ca//CMFiles/20090526_RuralReport_Final_EN1IWR-5262009-9425.pdf

**Food Security Courses at Ryerson University**
This cutting-edge program is offered nowhere else in the world, and can be completed entirely through the convenience of distance education. Our food security teaching team is recognized internationally in the field. Having lived and worked around the globe, they understand the challenges of implementing food security in Canada and the developing world. Ryerson Food Security website. Fall 2009 Course Offerings:

* CFNY 403 Food Security Concepts and Principles
* CFNY 404 Food Policy and Programs for Food Security
* CFNY 409 Gender and Food Security
* CVFN 411 Dimensions of Urban Agriculture

**Wild Lupins' Protein Could Rival Soy**
By Jess Halliday, 31-Aug-2009

Wild varieties of lupin seeds could be tapped for their high quality protein content, report researchers in Spain, and could reduce the need to import soybean to Europe from places such as the US, Brazil and China.
Lupin, or lupinus, is an ancient legume cultivated in the Mediterranean and the South American Andes. Amongst the major cultivated species are Lupin albus (white lupin), L. mutabilis (pearl lupin) and L, angustifolius (blue lupin). One of the major uses of lupin seeds is in animal feed, but they can be eaten by humans if the bitterness is removed.
Lupin seed flours can also be used for making protein isolates; and a lupin seed derived ingredient from German firm Hochdorf is geared to the soy-free and lactose-free markets, as well as fat replacement for meat and bakery products.
While cultivated lupins have been seen to have a nutritional value comparable to soy beans – but suitable for quite different climates and soils – areas under cultivation have decreased in the last century, Javier Vioque of the Instituto de la Grasa in Seville and colleagues report.
They set out to evaluate the nutritional characteristics of seed proteins from six lupin species that grow in Southern Spain: L. angustifolius, L. consentinii, L. gredensis, L. luteus and L. micranthus. The seeds were collected from wild populations.

Comparable protein
The team found that the wild lupin seeds had protein levels ranging from 23.8 per cent for L. gredensis to 33.6 per cent for L. luteus. Although cultivated lupin seeds tended to have more protein (for instance wild L. angustifolius averaged compared to 33.8 per cent in commercial samples ), these levels are still higher than other commonly consumed legumes like chick peas (24.7 per cent).
The animo acid composition was also analysed, as this indicates the nutritional quality of the protein. L. cosentinii was seen to have the most balanced animo acid make up, which was short only on lysine, and L. hispanicus, which was also short on sulphur amino acids and tryptophan. These amino acids are released on digestion, so an in vitro protein digestibility tests were conducted. Here the highest result was seen for L. cosentinii, with 89 per cent, and the lowest for L. gredensis with 82.3 per cent.

These figures are comparable to white lupin (86.9 to 88.8 per cent), soybean (85.8 per cent) and rice (84.8 per cent), and higher than for chickpea (76.2 per cent).
"Results confirm interest in studying wild populations if cultivated and non-cultivated Lupinus species as a source of seeds with good nutritional characteristics," wrote the authors. "This may help in the domestication of new species or the use of wild populations in breeding programmes, favouring the bio-conservation of Lupinus."

Source:
Food Chemistry 117 (3): 466-469, 2009; DOI: 10.1016/j.foodchem.2009.04.039
"Analytical nutritional characteristics of seed proteins in six wild lupinus species from Southern Spain." Authors: Pastor-Cavada, E; Rocio, ; J; Pastor, J; Alaiz, M; Vioque J.