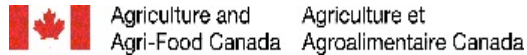




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## *PEI ADAPT Council Agri-Newsletter*

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### **Canadian Agricultural and Adaptation Program (CAAP)**

PEI ADAPT Council is pleased to announce we are accepting applications for the new Canadian Agricultural and Adaptation Program (CAAP).

The Council is managing PEI's \$3.5 million share of Agriculture and Agri-Food Canada's five-year, \$163-million CAAP.

CAAP is building on the success of the Advancing Canadian Agriculture and Agri-Food (ACAAF) program, also managed by PEI ADAPT.

CAAP's objective is to facilitate the agriculture, agri-food and agri-based products sector's ability to seize opportunities, to respond to new and emerging issues, and to pathfind and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive.

CAAP will focus on:

- Seizing opportunities, taking advantage of a situation or circumstance to develop a new idea, product, niche, or market opportunity to the benefit of the sector.
- Responding to new and emerging issues, addressing issues that were not of

concern previously, or were not known about at all.

- Pathfinding and piloting solutions to new and ongoing issues, testing ways of dealing with new issues, or find new ways to deal with existing issues.
- Pathfinding means looking at different options to prepare the sector to face the future and remain competitive.
- Piloting means the testing of ideas or approaches to see if they are effective enough to use in everyday applications in the sector.

Visit our website for information to learn more about the program criteria:

<http://www.peiadapt.com>

### **The Potential for Marketing Pork Products with Embedded Environmental Attributes**

Environmental issues such as air and water quality related to livestock production currently receive much attention. Potential methods for environmental improvement range from regulation to market solutions. This study looks at consumer willingness to pay for pork products with embedded environmental attributes. Experimental auctions showed that over one-half of the participants (62%) paid a premium, that did not vary significantly between differing regions of the United States.

The Report can be downloaded at: <http://www.docstoc.com/docs/7653275/>

<http://www.amazingcarbon.com/Workshop%20Papers.htm>

<http://www.amazingcarbon.com/>

### **Farms as Subdivision Amenities**

by Paul O. Boisvert for The New York Times

The bewildered Iowan who converted his farm into a ballpark in “Field of Dreams” in 1989 might reverse the move today. From Vermont to central California, developers are creating subdivisions around organic farms to attract buyers. If you plant it, these developers believe, they will buy.

Increasingly, subdivisions, usually master-planned developments at which buyers buy home sites or raw land, have been treating farms as an amenity. “There are currently at least 200 projects that include agriculture as a key community component,” said Ed McMahon, a senior fellow with the Urban Land Institute.

For complete story go to:

[http://www.nytimes.com/2009/07/01/business/energy-environment/01farm.html?\\_r=1](http://www.nytimes.com/2009/07/01/business/energy-environment/01farm.html?_r=1)

## **Worldwatch Institute Launches Initiative to Assess Agricultural Methods' Impacts on Sustainability, Productivity**

Source: <http://www.worldwatch.org/node/6187?emc=el&m=268171&l=4&v=c06ecba2b5>

The Worldwatch Institute is launching a two-year project to point the world toward innovations in agriculture that can nourish people as well as the planet, supported by a \$1.3 million grant from the Bill & Melinda Gates Foundation. The project will focus specifically on sub-Saharan Africa.

Currently, 1 billion people worldwide go to bed hungry each night. In the first study of its kind, the Worldwatch Institute will assess the impacts of a range of farming techniques on the environment and agricultural productivity. The project will provide stakeholders, including policymakers, farmer and community networks, and international donors, with research on practical solutions for creating sustainable food security.

Among the many innovations and approaches that Worldwatch plans to examine are:

- Adding nitrogen-fixing plants into crop rotations as a low-cost solution for enriching soils and breaking weed and pest cycles;
- Overcoming freshwater shortages with rain harvesting, efficient irrigation, micro dams, and cover cropping;
- Strengthening local breeding capacity, including the use of farmer-run seed banks and genetic markers of important crop traits;
- Tapping international carbon-credit markets to reward farmers for enriching their soils and planting carbon-sequestering tree crops
- Involving women farmers in decision-making at all levels.

"Agricultural development is at a crossroads," said Worldwatch President Christopher Flavin. "The current crisis offers a window of opportunity for refocusing the world's attention on food, agriculture, and rural areas, and for reestablishing food security as a global priority. We look forward to bringing Worldwatch's signature multidisciplinary approach to this groundbreaking project."

The day-to-day management of the project will be overseen by Worldwatch Senior Researcher Brian Halweil. "We're thrilled to be working with the Foundation and partners to take a serious look at sustainability as well as agricultural productivity," said Halweil. "We hope to harness the global environmental community as an ally in eliminating hunger in the 21st century, as well as the growing ranks of people in wealthy nations who see food as the way to affect the world around them."

The project will culminate in the release of *State of the World 2011: Nourishing the Planet*. This 27th edition of the Institute's widely read annual report, which tackles the most critical trends in sustainability each year, will be accompanied by an online, behind-the-scenes look at the ongoing

research, which will enable farmers, scientists, government officials, and others around the world to share their perspectives regarding agricultural solutions for alleviating hunger.

"Environmental sustainability is critical to ensure the greatest, longest-lasting impact on the lives of small farmers in the developing world," said Prabhu Pingali, Deputy Director of Agricultural Development at the Bill & Melinda Gates Foundation. "By understanding how a range of approaches affects the environment and farmer productivity, this project will help all of us create sound solutions to help farmers lift themselves out of hunger and poverty in the long term."

The Worldwatch Institute will enlist key partner organizations to provide on-the-ground research in locations around the world, access to farmer-to-farmer networks, and knowledge of specific agricultural interventions, from irrigation and soil improvement to market development. This robust network includes World Neighbors, Ecoagriculture Partners, Heifer International, Rodale Institute, Slow Food International, International Fund for Agricultural Development, and the Global Water Policy Project.

Comments Sara J. Scherr, President of Ecoagriculture Partners: "This project offers a unique opportunity for the environmental community and the agricultural development community to jointly explore new strategies and technologies to achieve universal food security while also sustaining habitats for wildlife, protecting critical watersheds, ensuring healthy soils, and helping to mitigate-rather than exacerbate-climate change."

### **Learning by Doing Farmers Teach Skills to Volunteers and Apprentices**

by Nina Linton at Rural Delivery

Mike Murphy never thought of himself as a teacher but that is a role the Green Bay, Prince Edward Island farmer has slowly slipped into over the last five years. (With funding from the PEI, NB and NS Adaptation Councils) Mike, along with other farmers is opening his 150-acres farm to unpaid apprentices and volunteers eager to learn the ins and outs of agriculture. This has proven to be an incredible experience for Murphy, and one that more organic Maritime farms are signing up for.

Murphy had never considered hosting an apprentice on Maple Hill Farms until a couple of visiting farmers from Boston shared their positive experience with him.

"I was a little dubious at first," says Murphy. "Just the whole concept of strangers coming onto your farm, there is quite a trust factor and these people want to apprentice for little or no money? I was thinking, well just go and get a job at a farm. It was all new to me when they explained it."

Although initially skeptical, Murphy decided to pursue this new avenue of attracting people to work on his farm. Now in his fifth year of hosting unpaid apprentices and volunteers at his small farm, Murphy describes his experiences as "excellent and amazing." He has even hired two of his previous apprentices.

What enables Murphy to connect with people interested in becoming apprentices and volunteers was the internet. he was able to use volunteer-oriented websites, including those of two popular organizations Stewards of Irreplaceable Land (SOIL) and World Wide Opportunities on Organic Farms (WWOOF).

Both programs operate out of British Columbia, with SOIL having a dedicated Maritime coordinator. SOIL's Nicole Arsenault says, " The exchange that we emphasize is not labour for money but labour for learning. Many apprenticeships in other sectors are often unpaid, which is not unique for internships in certain professions."

Established in 1989, SOIL links Canadian farmers looking for apprenticeships with people from around the world who want to learn by doing. The focus is on organic farming practices, though what SOIL calls "sustainable farming apprenticeships."

Arsenault believes having organizations like SOIL, dedicated to encouraging the growth of sustainable agriculture, is important not only for apprentices but for farmers as well. Currently there are 26 farms within Prince Edward Island, New Brunswick, and Nova Scotia registered with Arsenault's organizations.

People looking to apprentice with SOIL must make a minimum eight-week commitment to their host farm, with many apprenticeships lasting whole seasons or longer.

Because of the nature of the SOIL program, many registrants who pursue placements are young people with the flexibility to commit such a long period of time to the program. Generally they have limited experience in agriculture but are serious about learning the ropes, and acquiring the skills to potentially lead to employment in the farming sector.

The SOIL website houses farm descriptions and plays the role of matchmaker between potential apprenticeships and the host farms. Once prospective apprentices become SOIL members, they can submit their own information as well as request for further details on potential farms for placements.

SOIL also supplies host farms with resources on setting up apprenticeships programs, including a training manual, and has recently offered workshops on the subject.

New Brunswick farmer, Rowena Hopkins has been the educator presenting SOIL workshops and is in her second year of accepting apprentices and volunteers on her organic vegetable and fruit farm, Amarosia Organic Garden.

She believes many of the farmers who attend her workshops are looking to meet potential employees from the apprenticeship program, so she encourages more Maritimers to apprentice on Maritime farms.

During Hopkins' seminars with farmers she also emphasizes the same point as SOIL's Maritime coordinator, encouraging hosts not think the understudies are merely free labour.

"It is a fair exchange. When you hire somebody as a paid employee you have certain expectations of the as defined by the job description and in return you pay them a certain amount of money ... An apprenticeship is no different, in that you provide them with something. So instead of dollars you provide them with knowledge, which frankly, when you are starting a farm, is much more valuable."

"When it comes to the choice between the knowledge you need to avoid making thousands of dollars worth of mistakes or a \$200 stipend, I would rather get the knowledge. So I keep encouraging the farmers that they are providing something incredible valuable to these people. You can save them (apprentices) by providing the knowledge they need to avoid your mistakes."

See full article at: <http://www.countrymagazines.com/rdlearningbydoing1.jpg>

### **PEI Fall Flavours Festival Set to Go; September 30 - October 5**

Fall Flavours will feature over 130 culinary and cultural events taking place in communities across Prince Edward Island from September 30 – October 5. The event is hosted by Chef Michael Smith, an Island original and host of Food Network's new series Chef Abroad.

Consider Charlottetown your home base for the Festival. Charlottetown is best known as the Birthplace of Canada and Prince Edward Island's capital city.

The Signature Events have been created exclusively for Fall Flavours some being small and intimate while others will draw a crowd.

Join local hosts and pick potatoes, dig clams, catch lobsters or harvest oysters. Just a sample of the Island Direct to the Source Product Experiences that will allow visitors to enjoy food from the source. Each experience offers an education with a local host, as well as a tasting or cooking opportunity.

Whether its gourmet or more traditional, it's up to you. Interactive Taste Workshops will provide participants with a chance to fine tune their culinary skills.

And there's lots of other Culinary Events to choose from. Advance tickets are required for all events (with a few small exceptions).

Visit local Fall Flavours restaurants with offer Island Cuisine showcasing the best of Land and Sea. Menus have been created exclusively for Fall Flavours and are available by contacting the restaurants directly for reservations. Reservations are required.

Browse the events to see what's in store. And if you have questions, please call the Aliant Festival Hotline at 1-800-955-1864. Just remember to book before you arrive to make sure your spot is saved. For more information see: [www.fallflavours.ca](http://www.fallflavours.ca)