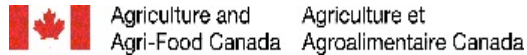




PEI ADAPT Council Agri-Newsletter



Vol. VIII; No. 8;

July 9, 2009

In This Issue:

Market Research Report:

Evaluating Value Added Food Product Opportunities Across PEI
New Crops, Old Challenges – Tips and tricks for managing new crops!
Consumer Trends: Ethical Choices Drive Change in Food Markets
Market News for the World's Agriculture Industry
From Rural Recession to Revitalization
Food and Beverage Market Research Reports: Industry Overview for Food & Beverages
Island Abbey's Honey Drops a Premier Natural Food

Market Research Report:

Evaluating Value Added Food Product Opportunities Across PEI

The Canadian Agro-Sustainability Partnership (CASP) is pleased to present a series of public sessions entitled "Evaluating value added food product opportunities across PEI."

Over the past few months CASP has been surveying retail grocery outlets to determine the potential demand for PEI Food Products. The sessions will highlight the results gathered from the survey and provide information on how agriculture producers and entrepreneurs can receive support to pursue these value added opportunities.

All sessions run from 7:00 – 8:30 pm. Refreshments will be provided.

Monday, July 13th – Access PEI Montague
Tuesday, July 14th – Tignish Initiatives Corporation
Wednesday, July 15th – Future Tech West, O'Leary
Thursday, July 16th – Access PEI Souris
Monday, July 20th – Emerald Community Centre, Emerald Junction
Tuesday, July 21st – Access PEI Wellington
Thursday, July 23rd – Farm Centre, Charlottetown

For further information please contact:

David Boyce, Director Environmental Services, CASP
156 Richmond Street; Charlottetown, PEI; Phone: (902) 628-1035, Email: david@caspinc.com

**New Crops, Old Challenges – Tips and tricks for managing new crops!
Simcoe Vegetable & Alternative Crop Open House –
Tuesday, August 18, 2009, 1:30 – 5:00 pm.**

Tips and tricks for managing these new crops!
Crop featured include:

- * Chia (Salvia grain)
- * Bitter Melon
- * Kohlrabi
- * Luffa
- * Celtuce
- * Gobo (Japanese Burdock)
- * Goji
- * Tomatillo
- * Gourds (bottle, hairy, winter)
- * Yard long beans
- * Edamame
- * Skullcap
- * Fenugreek
- * Calendula
- * Edible Chrysanthemum
- * Tahtsai
- * Ethnic varieties of eggplant, peppers,
cucumber, basil
- * Sweet potatoes

Other plots and hands-on demonstrations on alternative crops:

- * Pest management and sprayer technology: discuss with provincial specialists
- * Cover crops: opportunities to save your nitrogen dollars
- * Current nitrogen research conducted by the University of Guelph

Enjoy refreshments, meet with other producers and take the opportunity to talk with University of Guelph staff and OMAFRA specialists.

Please RSVP by August 14th by calling 519-426-7127 Ext. 323.

For more information: Toll Free: 1-877-424-1300; Local: (519) 826-4047

E-mail: ag.info.omafra@ontario.ca

Consumer Trends: Ethical Choices Drive Change in Food Markets

In the 1970's Wendell Berry said, 'Eating is an agricultural act.'

Today, consumers are recognizing that 'Eating is an act with serious environmental and ethical implications.

As witnessed by recent award winning production: Supersize Me

<http://freedocumentaries.org/film.php?id=98> and the much publicized, newly released film, 'Food Inc.' <http://www.foodincmovie.com> (an on screen version of Eric Schlosser's 2001 bestseller, "Fast Food Nation," and Michael Pollen's more recent best seller, ' The Omnivore's Dilemma') more and more consumers are demanding food that is healthy, safe and ethically produced.

These preferences are driving significant changes from field to table for producers, agribusiness operators, and entrepreneurs in the food supply chain. Kellie Garrett, Senior Vice-president of Strategy, Knowledge and Reputation for Farm Credit Canada reports on findings in the latest

edition of the Knowledge Insider, a semi-annual publication that explores trends that will impact Canada's agriculture and agri-food industries. Summary of trends here.

<http://www.fcc-fac.ca/en/LearningCentre/Knowledge/index.asp>

Market News for the World's Agriculture Industry

Statpub.com has been providing news on the World's Agriculture Industry since 1988.

The 'STAT Specialty Crop News,' covers trends, emerging issues, supply and demand and reports on special crops including: Beans, Lentils, Peas, Chickpeas, Birdseed, Mustard & Other Spices & Herbs, Dried Fruit & Nuts, Grain, Oilseed, Livestock, Poultry, Cotton & Wool, Fresh Fruit & Vegetables, Dried Fruit & Nuts, Dairy, Technology and Organic.

A special 'Just for Growers' section includes subscription information on: Cash Markets, Futures Markets, Weather, Price Graphs, Export Data, and Supply-Demand. There is a 'Canadian Exports by Destination' section that covers the latest monthly Canadian specialty crop exports by commodity.

See: www.statpub.com

From Rural Recession to Revitalization

The Canadian Rural Revitalization Foundation (CRRF) is pleased to host a workshop, "Insights from 21 years of Canadian Rural Research, Policy, Practice, and Education," on Saturday, October 17, 2009 at the Hotel Pur in downtown Quebec City as an immediate follow-on to an OECD Rural Development Conference, "Developing rural policies to meet the needs of a changing world", that is also being held in Quebec City. Canadian Rural Revitalization Foundation announcement.

For more information see: <http://crrf.ca>

and: http://www.oecd.org/site/0,3407,en_21571361_42131252_1_1_1_1_1,00.html

Food and Beverage Market Research Reports: Industry Overview for Food & Beverages

Stay competitive in the food and beverage industry with www.MarketResearch.com. The collection of reports provides comprehensive insight into product trends and new market segments, creating a broad industry overview for food and beverages. Choose from a wide array of category topic to find reports in the food industry, beverage market, food service, hospitality and agriculture.

For more information see: www.MarketResearch.com.

Island Abbey's Honey Drops a Premier Natural Food

Montague, PE, Canada - Island Abbey Foods Ltd. announced its distribution agreement with Whole Foods Markets in Northern California and Northern Nevada. Whole Foods Markets are a world leader in natural and organic foods. This agreement will make the HonibeT - Honey DropT available in all locations throughout Northern California and Northern Nevada.

The Honey DropT solves a common problem: liquid honey can be messy. The Honey DropT is an individual serving (one teaspoon / 5 g.) of 100% pure dried honey without any additives. It is ideal for sweetening tea or coffee.

Simply drop into a hot beverage and stir. You have all of the natural honey flavor without the usual honey mess.

"We are excited to announce the availability of the Honey DropT in all Whole Foods Markets throughout Northern California and Northern Nevada," stated John Rowe, President of Island Abbey Foods Ltd. "These regions are home to many coffee and tea lovers, and we are pleased to now be able to offer these consumers the world's first pure honey alternative to the sugar cube. Whole Foods Markets are an excellent partner to distribute our Honey Drops as they are a premier natural and organic supermarket."

The Honey DropT comes in boxes of 20 pieces. The Honey DropT is only 20 calories, has a shelf life of three years, and does not contain any artificial coloring, flavoring, or preservatives. The Honey DropT is available in two flavors: pure honey and pure honey with lemon. The Honey DropT is a product of Prince Edward Island, Canada.

About Island Abbey Foods Ltd.

Island Abbey Foods Ltd. is a specialty food producer based in Prince Edward Island, Canada. We are a 6th generation PEI agricultural family business with our feet firmly planted in our Island's bright red soil (ideal for farming with its high iron and nutrient content). HonibeT (hon-ee-bee) brand honey is our line of all natural, specialty honey from PEI. We offer varieties as found on the mainland, as well as, a few local varieties that are unique to our Island. We also offer the Honey DropT, the world's first 100% pure, no mess, non sticky honey and a better tasting sugar cube.

For More Information, see: <http://www.honibe.com/>

Island Abbey Foods Ltd.
Graham Watts, Marketing Manager
Phone: 902-367-9722
Email: graham@honibe.com