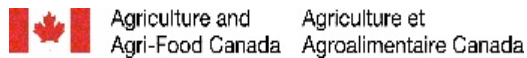




PEI ADAPT Council Agri-Newsletter



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Breakfast Meeting Thursday August 12,

-‘Opportunities in Soy and Grain Product Development’

Island grain farmers looking for a way to get a fair return from their investments despite the huge economic strength of the commodity food processing industry, should come to the Farm Centre, Charlottetown, Prince Edward Island for a breakfast meeting August 12th at 8 a.m.

At that time the recently completed report, “Market Opportunities and Value Added Products Utilizing Island Soybeans, Wheat, Barley and Buckwheat” will be presented by creators Peter Llewellyn and David MacKay. The report recommends that Island grain farmers can indeed increase their return on investment, if they become involved in the production of consumer-ready food products. The full report will be presented at the breakfast meeting.

Peter Llewellyn, former executive with Clearwater Foods International, who has lived and worked in Japan, says that the main barrier to creating consumer ready products from Island grains is the acquisition of the skills needed to develop the food products. “It is really about knowledge and skills development, which we can acquire” says Llewellyn, who has been part of the development of several successful speciality fish food products in the Japanese and Asian market.

A preliminary overview of the report was recently given at a presentation by well known farm risk management specialist John Deputter. Mr Deputter stated that the study represented a “really important piece of work for grain farmers to look at”.

David Mol, President of the Island Grain and Protein Council, says the study is welcome news at a time the grain industry is seeing a loss in their market share due to a down turn in the red meat industry. “We have to adapt if we are to grow the industry and the products identified in the study offer the hope of expanding our market as well as providing jobs here on the Island”.

He also growers to attend the information session on August 12th, at the Farm Centre, in order to provide feed back on the findings and moving ahead with implementation of the study.

The study found that the market for grain-based speciality food products is growing, both in North America and eastern Asian markets, and that there are market opportunities for PEI branded grain-based food products. Llewellyn and MacKay, identified numerous small-scale opportunities including fermented soy products, cereal, snack bars and noodles. The first step, they say will be product prototype development to determine quality, consumer acceptance and manufacturing costs.

Other opportunities in the study related to the market for forage and grains in the Newfoundland dairy industry, the culinary food opportunities through the restoration of historic grain mills, such as the Coleman Mill in West Prince and the potential for processing barley into beer malt.

For more information telephone 902- 969- 0622

Three Year Study Explores Trends in Local Food

The Nova Scotia Federation of Agriculture and Ecology Action Centre, with members of Canadian Association for Food Studies (CAFS) has released a three-year study exploring the impacts and opportunities in local food and where consumer support for local food is heading.

The report can be downloaded at:

http://www.ecologyaction.ca/files/images/file/Food/FM_Final_2010.pdf

Linking In to Global Value Chains:

A Guide for Small and Medium-Sized Enterprises

This guide was created for Canada's small and medium sized enterprises (SMEs) who are interested in expanding internationally. Its intent is to present the global value chain business model as a means for boosting firms' global competitiveness, profitability and long term sustainability.

This guide is not a "step by step" or "how to" guide. It's aim is to present alternate business strategies or options which you might consider in your firm's management strategy. Not every strategy will be relevant for each business; however the intent is to expand your strategic thinking to include options presented by global value chains.

Find this on-line guide at: http://www.international.gc.ca/tcs-sdc/assets/pdfs/gvc_guide_cvm-eng.pdf or simply click: [Global Value Chains](#).

Five New Reports Present New Vision for How We Think About, Produce and Consume Food

TORONTO - Five new reports were released today that together present a new vision for how we think about, produce and consume food. The reports offer a range of strategies to promote local economic development and improve access to healthy and abundant locally-produced food.

The report collection, titled Metcalf Food Solutions, is the result of an open competition led by

the Metcalf Foundation, a private family foundation that has been working behind-the-scenes for the past eight years to jumpstart a sustainable food movement in Ontario.

From more than 40 applications, top innovators and experts were identified and funded to carry out five research projects to tackle food system reform. According to the Foundation's President Sandy Houston the province's food system – including the growing, processing, distribution and consumption of food – runs contrary to the very essence of food. “Food is a fundamental human concern central to our health, economy and environment and yet the system we have built around it is complex, rigid and opaque.”

At the core of the problem is an outdated system designed for the export market that is no longer producing local food for local markets:

- * Farmers are in a financial crisis;
- * Agricultural land is fast disappearing;
- * Food bank use is increasing and;
- * Health is declining due to lack of access to nutritional food.

The combined solutions in the reports aim to address these issues through new, integrated approaches that span sectors and interests. One of the report authors, Sustain Ontario, was launched by the Metcalf Foundation with a mandate to facilitate multi-stakeholder engagement, bringing farmers and agri-business together with health, environmental and anti-poverty groups. Their report, Menu 2020, the collection's anchor document, offers a high level summary of the reports, identifying ten leading ideas that have surfaced across this burgeoning sector.

“For the first time, we're offering a new, integrated vision for farming and food that will contribute to health and economic viability along the food chain. These reports are must-reads for anyone who cares about poverty and health, the environment or economic development,” says Dr. Lauren Baker, Director, Sustain Ontario – The Alliance for Healthy Food and Farming.

Overall, the recommendations are designed to build a healthy, ecological, equitable and financially viable food system for Ontario. This will mean protection of rural and urban land to grow food, a thriving local food and farming economy, jobs and infrastructure, and healthier Ontarians demanding locally-produced food.

Recommendations:

- * Rural Entrepreneurship: Investment, regulation and marketing should support new and innovative farmers growing and processing organic and niche products that respond directly to consumer demand thereby contributing to local, sustainable economic development;
- * Return of the Cannery: A stronger regional processing sector is recommended to build a local food economy, helping Ontario's farmers and processors benefit from and meet consumers' growing demand for local food;
- * City Gardens and Farms: Urban agriculture is recommended as a strategy to grow a sizable

amount of the city's vegetables and herbs, increasing access to healthy food for all while growing green jobs and cities;

* Community Food Centres: Toronto's The Stop presents an innovative model – a place where people come together to grow, cook, eat, learn about and advocate for good food for all – that is ripe for roll-out across the province.

To facilitate implementation of the reports' collective recommendations, the Metcalf Foundation has committed financial support to a roundtable venture launching in the fall of 2010. Metcalf Food Tables will convene key stakeholders committed to food system reform through a series of tactical meetings designed to forge new linkages and expedite progress.

To download the reports go to: www.metcalffoundation.com.

Quotes on the Study.....

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-Sandy Houston, President, Metcalf Foundation

“For the first time, we're offering a new, integrated vision for farming and food that will contribute to health and economic viability along the food chain. These reports are must-reads for anyone who cares about poverty and health, the environment or economic development.”

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