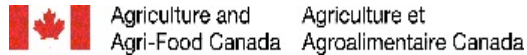




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## *PEI ADAPT Council Agri-Newsletter*

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### **Fair Trade for the PEI Farm Industry**

Fair trade is a concept more and more consumers are embracing. Now, farmers on Prince Edward Island want to get involved as well.

Although the “fair trade” concept most often refers to products originating in the developing world, members of the National Farmer’s Union, District 1, Region 1, want to develop a domestic version of fair trade that could help producers reach the promise land of profitability.

The “fair trade” seal assures the end consumer that the product is produced in a sustainable manner and the producer has received a fair price for his or her efforts. It also ensures Canadians a supply of food grown in an economically and socially sustainable manner.

With funding help from the P.E.I. ADAPT Council, the NFU has hired education and community development centre, Cooper Institute, to co-ordinate the fair trade effort. The institute’s Ann Wheatley has worked extensively on the project for the last year. She said the first step was to hold a series of province-wide consultations involving both farmers and non-farmers.

These consultations looked at successful case studies from around the world, focusing on domestic markets rather than the international marketplace. There were also workshops dealing with standards and certification, labeling, price-setting and marketing.

Renwick Rose, chief negotiator for the Windward Islands Farmers Association, was a guest at one of the sessions and talked about how banana farmers in the Caribbean established a fair trade

system there. Stewart Wells, a former national president of the National Farmers Union, also took part in the marketing discussions.

As a result, a draft plan was developed that has received the seal of approval from NFU members in P.E.I. That plan promotes co-operation rather than competition among producers and the right of all consumers to safe, good quality food.

The draft plan stresses participation by both producers and consumers at all levels, and a pricing system that is fair to both groups. It also stresses food sovereignty, meaning the needs of the Canadian market would be taken care of before food was destined for export.

Although the development of the plan brings the ADAPT funded project to a conclusion, Wheatley said the work of promoting a domestic fair trade system is just beginning.

“Right now, we are trying to increase public understanding of what we mean by domestic fair trade, and we will be holding a number of events over the next several months. We are concentrating on P.E.I. in the beginning but this will need nation-wide support in order to become a reality,” she said.

### **Let's Taste Canada!**

Food activist and nutritionist Irena Forbes is embarking on a national media campaign supporting local food beginning late June 2010, in her purple car: Eggbert, the eggplant PT cruiser. She is inviting Canadians to join her on this incredible road trip, through [www.letstastecanada.ca](http://www.letstastecanada.ca), for exploring, celebrating and raising awareness about local food, regional dishes, food security and sustainability.

Want your story told? Please contact Irene at [letstastecanada@gmail.com](mailto:letstastecanada@gmail.com). She is looking for events, community initiatives, meals, stories to tell, and overnight billets, in exchange for advertising and labour throughout her trip across Canada. Please spread the word and comment on blog posts with your knowledge, experience and insight. Blog topics include regional local food stories, travel, recipes, healthy fun facts, cooking and storage tips, opinion pieces and questions to the public. This cross-Canada exploration through food supports local consumer buying power and demonstrates a proactive social attitude for health promotion, economical and environmental sustainability and community food security; so ‘Let’s Taste Canada!’

### **Urban Food Strategy Unveiled**

#### **Board of Health Wants People to Have Better Access to Quality Food**

by Anna Mehler Paperny; Globe and Mail Published on Tuesday, Feb. 16, 2010

(Edited for space. For the complete story see:

<http://www.theglobeandmail.com/news/national/toronto/urban-food-strategy-unveiled/article1469344/>

Toronto's Board of Health is unveiling a wide-ranging food strategy whose broad and lofty goals include creating "food-friendly neighbourhoods," connecting city-dwelling consumers to rural producers and eliminating hunger.

There's a role for the city in fostering initiatives like this, says Dr. McKeown, Toronto's medical officer of health. "The food system that we have now, broadly, was developed in the postwar

period and was really designed to keep prices low and maximize the amount of food that goes out there. But that food, despite the fact that food prices are relatively low historically, is still not affordable for people who are of low income."

Almost 20 years after the city created one of North America's first food councils, Toronto still has glaring food deserts - areas where there's simply nowhere to buy decent food nearby. That's one obvious area where the city can play an active role, Dr. McKeown says, by using zoning bylaws to encourage grocery stores to set up shop in neighbourhoods that are lacking.

### **Taking the Lead**

#### **Belo Horizonte**

The Brazilian city of about two million boasts a department devoted to food security and policy, enshrining food security as a right of citizenship. The city's food programs reach more than 800,000 people daily, subsidizing fruit and vegetable sales, providing public-school meal programs and co-ordinating healthy, low-cost meals in restaurants.

#### **London**

The British metropolis unveiled its food strategy in 2006, tackling poverty, obesity and the carbon footprint. The plan's eight stages went from primary production (the city would focus on UK agriculture) to disposal (by 2016, composting would rule and food-related waste would be reduced). Using city planning, the city has attempted to create economic links between urban buyers and farmers elsewhere in the UK and has beefed up its school meals programs.

#### **Vancouver**

A 2006 Vancouver Coastal Health three-year action plan was created to address gaps in food security. Goals included adding services and "increasing the potential for food-related social enterprise."

#### **Toronto**

A food strategy sets out six goals -- to grow food-friendly neighbourhoods, make food part of the city's "green economy;" eliminate hunger in Toronto; better inform residents (through labelling, for example); connect city-dwellers with rural producers and "embed food system thinking in city government."

### **Global demand for Nutraceutical Ingredients to Grow 6.2% Annually Through 2013**

Demand for nutraceutical ingredients worldwide is projected to advance 6.2 percent annually to \$21.8 billion in 2013, serving a \$236 billion global nutritional product industry. Based on broad applications and increasing clinical evidence of health benefits and safety, the best growth opportunities will emerge in soy protein nutrients; the functional food and beverage additives lutein, lycopene, omega-3 fatty acids, probiotics and sterol esters; the essential minerals calcium and magnesium; the herbal extracts garlic and green tea; and the non-herbal extracts chondroitin,

glucosamine and coenzyme Q10.

US to remain largest market

China and India will emerge as the most rapidly expanding nutraceutical ingredient markets as strong economic growth allows them to upgrade and diversify food, beverage and drug production capabilities. By country, the United States will continue to be the largest global consumer of nutraceutical ingredients due to the broad, increasing range of nutritional preparations and natural medicines produced domestically. China will remain the largest worldwide producer based on its extensive fine chemicals industry and aggressive pursuit of exports.

Additional Information

Nutrients, minerals to be fastest growing segment

World demand for nutrients and minerals will reach \$12.6 billion in 2013, up 6.4 percent annually from 2008. Soy proteins and isoflavones, psyllium fibers, omega-3 fatty acids, probiotics, lycopene, calcium and magnesium will see the fastest gains based on widely accepted health benefits and expanding applications in meal supplements and functional foods and beverages.

Vitamins E, A to pace gains in nutraceutical vitamins

Global demand for nutraceutical vitamin ingredients will increase 5.9 percent annually to nearly \$7.1 billion in 2013. Natural vitamin E formulations derived from non-genetically modified plants will post the strongest gains due to their acceptability to the European Union and other countries (e.g., Brazil) that limit the production of edible compounds through biotechnology. Natural formulations of beta carotene (vitamin A) will also fare well in the global marketplace based on efficacy advantages over synthetic ingredients, especially in multivitamin supplements and adult and pediatric nutritionals. Ongoing controversy about potentially toxic side effects will continue to moderate overall growth opportunities for nutraceutical vitamin ingredients.

Garlic, saw palmetto, glucosamine among best opportunities in extracts

Increasing acceptance by consumers and medical professionals will push world demand for herbal and non-herbal extracts up 6.2 percent annually to \$2.2 billion in 2013. Conflicting clinical and scientific testing results about actual health benefits will inhibit faster gains in the overall product group. Garlic for improving cardiovascular functions, saw palmetto for benign prostatic hyperplasia, green tea for cancer prevention and weight loss, and black cohosh for postmenopausal symptoms will be among the herbs continuing to fare well in the worldwide marketplace. Glucosamine (in combination with chondroitin) will generate the strongest growth in demand among non-herbal extracts due to proven benefits in the treatment of moderate to severe arthritic conditions.

Study coverage

This new Freedonia industry study, World Nutraceutical Ingredients, is available for \$5800. It presents historical demand data (1998, 2003, 2008) plus forecasts for 2013 and 2018 by product, world region and for 36 countries. The study also considers market environment factors, details company market share and profiles global industry competitors.

To purchase a copy of the complete report, see: <http://www.marketresearch.com>

## **Eat-onomics: Some of the Most Inspiring People in Sustainable Food**

By Stephanie Schomer; FastCompany.com

The way we eat has to change, that's no secret. Over the next several issues we will highlight the efforts of trailblazers, identified in Fastcompany.com whose work for change might be closer than we think.

Deborah Kane, Vice President of Food and Farms at Ecotrust

Ecotrust began allows Northwest food producers and buyers to utilize FoodHub, an online resource aimed to simplify their connections with each other and increase food trade in the Pacific Northwest. Kane continues to expound Ecotrust's mission to inspire fresh thinking that promotes social equity, economic opportunity and environmental well-being.

**For more information see: <http://www.fastcompany.com/1572302/eat-onomics-the-ten-most-inspiring-people-in-sustainable-food?partner=rss>**