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## *PEI ADAPT Council Agri-Newsletter*

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Agriculture and Agri-Food Canada  
Agriculture et Agroalimentaire Canada

Canada

Vol. IX; No. 13;

August 27, 2010

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### **PEI Taste Our Island Nominations Close Friday August 27**

Nominations for the 4<sup>th</sup> Annual Prince Edward Island Taste Our Island award close Friday August 27. According to Todd MacClean, this year's TOI coordinator, there already are a record number of nominations received and they will continue accepting nominations until midnight Friday August 27. This prestigious and much sought after award recognizes the Island's best innovative chefs and restaurateurs who are supporting our local food system.

This year the award will also give special recognition to all restaurants that receive valid nominations by offering a uniquely designed decal that identifies the establishment as a 'Taste Our Island Restaurant.' The winner and runner-up awards will be presented at the Taste Our Island Roving Feast during Fall Flavours; September 30.

The winner receives a full page article in the PEI Tourism Guidebook (100,000+ readership), and the beautiful "Taste Our Island" commemorative handcrafted plate, courtesy of Victoria's Glass.

Anyone who knows a chef or restaurant that meets the above description, can submit a nomination by writing to: [tasteourisland@gmail.com](mailto:tasteourisland@gmail.com).

## **What are Your Small Farm Labour Requirements?**

Whether you're farming full-time or part-time, alone or with help, we want to hear from you!

The Canadian Agricultural Human Resource Council (CAHRC) is conducting research about the labour requirements of small-scale farm operations across Canada.

The on-line survey closes on 30 September 2010.

CAHRC plans to use this information to better understand the labour needs on farms with annual gross receipts of less than \$100,000 and to develop tools and resources to meet those needs. Responses to the survey are strictly confidential.

Farm operators who complete the survey can enter a draw for a chance to win \$100.

Visit [www.cahrc-ccrha.ca](http://www.cahrc-ccrha.ca) or call 1-866-430-7457 ext. 228 to participate and tell us about your labour needs.

## **Opportunities for Value Added Processing in Atlantic Canada**

ACORN (Atlantic Canadian Organic Regional Network) has published two guides for farms and businesses considering the development of processed products. Each publication is available for free download from the homepage of ACORN: [www.acornorganic.org](http://www.acornorganic.org).

One particular highlight is the processor survey included in Value Adding: Resources for organic farms and businesses in the Maritimes. The survey provides detailed listings for processors interested in new organic product lines, along with their current capacity. This document also includes specific information about the organic certification process for value-added products.

"Sales of organics in Canada hit 2 billion in 2008, and have continued to grow," said Beth McMahon, ACORN Executive Director.

"The organic sector needs to build its capacity to produce value-added products that result in added profitability for our region. There are opportunities for small-scale on-farm processing, as well as those with existing facilities that have the capacity to partner or co-pack. Value-adding is something that every producer should at least consider."

This project was funded in part by the PEI ADAPT Council and Agriculture and Agri-Food Canada through the Canadian Agriculture Adaptation Program (CAAP).

## **How on Earth Can We Feed 8 Billion People?**

Lester R. Brown, August 28, 2009.

In April 2005, the World Food Programme and the Chinese government jointly announced that food aid shipments to China would stop at the end of the year. For a country where a generation ago hundreds of millions of people were chronically hungry, this was a landmark achievement.

How China ended its dependence on food aid, almost overnight, and become the world's third largest food aid donor. Read how they did it at [www.celsias.com](http://www.celsias.com)

For more on this subject, see Chapter 9, "Feeding Eight Billion Well," in Lester R. Brown, [\*\*Plan B 3.0: Mobilizing to Save Civilization\*\*](#), available for free downloading.

### **Sometimes it Pays to be Lush**

Could You Supply Raw Materials to Lush?

*by Jay Ashton*

Lush is one of the UK's leading ethical businesses, making fresh handmade cosmetics from natural ingredients and have become the most recent of businesses to become members of the [Permaculture Association](#).

Each year they use thousands of kilos of a wide range of fresh plant ingredients in products, such as herbs, fruit, essential oils, and also honey. In becoming a business member of the Permaculture Association, they are choosing to give their love (and money) to suppliers that respect the local environment and the animals and people living there.

Lush are looking to cut out the middle men and start developing long-term relationships with raw material suppliers who practice ecological agriculture. It's hoped this will lead to a bioregional supply network where materials are bought fresh and direct from green small producers and cooperatives.

It has been recognized that permaculture growers could produce a lot of the things that Lush need - and providing it is of the right quality, they can give you a guaranteed market for it.

Lush may even be interested in products they are not currently using. New suggestions are always welcomed!

You don't need to have organic certification and all the paperwork, just be trustworthy and show a commitment to farming without chemicals in a way that benefits nature. If you want to become a regular Lush supplier, they may also be able to help out with some initial capital costs to get you started, for example a small essential oil distillery for a group of producers to share.

You might not be able to produce everything used each year, but help is also available to organize cooperatives where smaller producers pool their crops and perhaps share some primary processing facilities.

For more information about Lush and market opportunities see: <http://www.lush.ca>

You can find out more about Lush's environmental policy on their website: [www.lush.co.uk](http://www.lush.co.uk)

### **More Young People Entering Farming**

According to Associated Press writer Jann Loviglo, there is a new crop of farmers sprouting up around the country who weren't raised on farms and in some cases have left other careers behind.

For example, she writes, Tom Murtha studied English at Pennsylvania University and his partner, Tricia Borneman majored in journalism at Shippensburg University.

They have been farming together for eight years. "Beyond the family aspect, it's enjoyable because it's so all-encompassing: the office work, the selling, the planting, the mechanical aspects," Borneman said. "Even when it's hot and I'm working hard, I can still hear the birds."

According to the writer, 'Recent food scares -- from last year's nationwide E. coli outbreak linked to California spinach to tainted Chinese imports -- are raising public concerns about industrialized megafarms and the globalized food trade. Other issues include pollution from fuel needed to ship food long distances, genetically modified foods and bug-killing chemicals.'

Loviglo quotes Tom Murtha as saying, "It's amazing to me how, over the last four or five years, food issues have crept into the general psyche. There's kind of been a food awareness that's risen up, and that rise of consciousness is the tide we're riding."

Read the complete story at:

[http://www.usatoday.com/news/nation/2007-08-30-3317840623\\_x.htm](http://www.usatoday.com/news/nation/2007-08-30-3317840623_x.htm)