




 Atlantic Canadian Organic Regional Network
 Issue 37, Summer 2010

President's Message

I WANT TO START THIS COLUMN WITH A "HATS OFF" to all those that have chosen farm stands and markets as a way of marketing their various products. The time and effort put into preparing and presenting your products is to be applauded. This is very valuable to the local people that visit our markets. Of course, a huge challenge is to reach the people that do not visit the markets, and to educate them that local and ORGANIC are truly better together.

For our farm, one of the things that keeps us going is trying to add value. This can be a challenging and slow process, but it is the direction that our family wishes to take.

In the past, all we have offered is fresh or frozen cranberries (and now strawberries), but we are looking to diversify. There is a large assortment of cranberry products out there and to come up with something different is quite a test.

Since we have been members of ACORN, we have been impressed by all the different projects that have offered us support and information. These range from workshops to trade/marketing missions. The contacts we have made at the various events have shown us that there are huge opportunities out there for anyone daring to take the plunge. Lots of people—just like all us organic growers and processors here in Atlantic Canada—have started out

continued on page 6

Educational Mission to Boston

INTERESTED IN SEEING THE LARGEST organic trade show in North America?

ACORN is working with Agriculture and Agri-Food Canada, the Canada Organic Trade Association, Consulate General of Canada in Boston, Atlantic Canada Opportunities Agency and the provincial departments of agriculture, to offer the Targeted Atlantic Canadian-New England Organic Mission to the Natural Products Expo East and All Things Organic shows in Boston, Massachusetts, October 14-16, 2010.

All Things Organic is the largest show of its kind in North America, focused exclusively on organic products. For the first time ever, All Things Organic will be in Boston, partnering with Natural Products Expo East. Together they will feature more than 1500 booths and dozens of workshops. Information on both shows can be found at www.expoeast.com.

There is a great program being developed that will assist organic businesses in creating a New England export strategy, including special networking opportunities, a breakfast workshop featuring expert speakers, individualized buyer meetings, and trade show floor tours designed for our participant interests. Upon return, there will be a follow-up report on best practices.

Companies will be responsible for paying their own costs for airfare, meals and accommodations. The mission participants may qualify for financial assistance under their respective provincial government Department of Agriculture programs. ACORN is also working to help secure funding assistance to qualified participants. To obtain more information, please contact ACORN or your provincial officer.

ACORN: Beth McMahon,
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at issue:

WHY CERTIFY?.....	2
FUNDING AVAILABLE TO (ORGANIC) PRODUCERS	3
TASTE THE TERROIR.....	4
FINDING NEW VALUE FROM WHAT YOU'VE ALREADY GOT	5
FIRST ANNUAL ORGANIC CELEBRATION	6
SAVE THE DATE!	8

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Why certify? Why not?

A producer's viewpoint

Guest editorial by Tom Lask

MOST PRODUCERS DON'T WANT TO CERTIFY because (as recorded from interviews with conventional farmers):

- they don't want to do the necessary work
- follow the organic certification techniques
- fear of the consequences of the non-conventional way of farming

But at the same time, they want to take advantage of the word "organic", since organic products are more lucrative.

Currently, the Atlantic Provinces do not have regulations mandating organic certification and the use of the word "organic" if the product is produced and sold in the same province. If the "organic" product is sold outside the province, it HAS to be certified organic. Quite simply, the words of the producer, "I produce it organically" mean nothing without certification.

And about the words natural, free range, grass fed, and organic. May I please see the standards and inspection report for each? There are none—just what the producer tells the consumer. There is no proof that what the producer says is true, and the use of conventional practices can be (and is) easily not mentioned.

How does anyone know a producer is organic when they are not certified, and more important, NOT INSPECTED by an independent third party?

In the ag industry, there have been two terms used when a product has no written verification—the promoted item/idea is referred to as "fufu dust" or "snake oil". In today's jargon, it is a "scam". While I do believe there are some folks that are producing purely organic products (as per the organic standards) and are not certified, there are far more folks that hide behind the word "organic" for profit maximization, and they use some or all conventional techniques/inputs in their operations.

So, what is the solution to the "Why certify? why not?"

I feel that in the future, the federal government will require every producer that produces/markets food or food products to be registered with CFIA. CFIA will annually inspect every farm/food operation and ascertain what category that operation would be—conventional or certified organic. There would be no others: no natural, no organic (non certified), no grass fed or free range. The biggest advantage to this idea, is that it will be the end of consumer questioning, "What am I buying?"

Myself, I welcome the annual inspections a learning experience. Yes, the seed/input search, the record keeping, the understanding of the standards, the follow-up and generally the extra time involved, can be a burden. The fee associated with certification is a minor detail, if the organic certificate/inspection is viewed as support to the operation and an assurance to the consumer that the product they are purchasing is truly organic. The organic standards and regulation protects the certified organic producer, as well as easily proving to the consumer that the product is truly organic.

Finally, I believe the time has come that we, as certified organic growers, should carry our "certified organic" certificate, carry our driver's license—a little plastic card that can be used for instant inspection by CFIA or, more often, by the consumer. Our driver's license card is our indicator that we have passed the requirements to drive on the road responsibly, and our organic certificate card is our indicator that we have passed the requirements to be able to market food as "CERTIFIED ORGANIC".



Do you have a Nutrient Management Plan for your Farm?

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We use a variety of diagnostic tools (soil sampling, tissue testing, soil food web) to provide a window into the health of the soil and advise on what inputs can be used to improve it. This is a vital part of your organic plan. Our goal is to help you improve soil health, crop quality and yields.

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Lise LeBlanc, P.Ag., M.Sc., Misty Croney, A.Ag., B.Sc.

mistycroney@ns.sympatico.ca (902-792-2636)

Call to discuss how a NMP can benefit your farm and find out about available funding.

Funding Available to (Organic) Producers

THERE ARE MANY FUNDING PROGRAMS available to farmers and processors in Atlantic Canada—some specific to organics, and others open to everyone. Below are some of the programs that may be of interest to your agricultural business. This list is not exhaustive, but a good overview of the more relevant opportunities.

Federal/Regional Programs:

French/English Translation for Marketing Materials Website: <http://tnbt.ca/> (Select English and then under Programs, find the Translation Assistance Program). Successful applicants can receive up to 75% of costs for translation to French (or to English from French) to a maximum of \$2500. Good for website content, pamphlets, packaging and labels. This program is open to Atlantic Canadian businesses.

Growing Forward is a federal funding program, whereby provincial agreements have been created to fund targeted agricultural issues (like food safety). The links to these programs have been listed below for each province. Please note that Growing Forward programs require approval before any money is spent—they are not retroactive.

The Canadian Agricultural Adaptation Program (CAAP) is a five-year (2009-2014), \$163 million program that replaces ACAA (and before that, CARD). It is managed by the provincial industry committees (see below). CAAP's objective to allow industry 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".

New Brunswick:

Organic Development Initiative has several elements to assist organic producers and processors with their production, marketing and business development. Details will be released in late-July: www.gnb.ca/0027/Index-e.asp

Agri-Land Development Initiative will provide up to 35% (max. \$7500) for clearing and development of new agricultural land in NB: <http://www.gnb.ca/0027/LandGuide.pdf>

The Agri-food Market Development Program (<http://www.gnb.ca/0027/index-e.asp>) provides funding assistance for road signage, agri-tourism, promotions, new product development and launching. There is also funding for the development and capacity building of new marketing groups.

NB's Growing Forward programs include assistance for livestock genetic enhancement, business management, environmental management (like the use of beneficial insects, control of invasive species, irrigation equipment, shelterbelt trees/shrubs and so much more). More information can be found here: <http://www.gnb.ca/0027/index-e.asp> (select Growing Forward on the right hand column).

Contact for the CAAP program in NB is Monique Mills of the NB Agricultural Council: 506-450-3891.

Nova Scotia:

The Farm Investment Fund (<http://www.gov.ns.ca/agri/prm/programs/fifguide.shtml>) offers substantial funding for business and marketing development, green energy, wetland restoration, and traceability infrastructure and training (and isn't that what the organic audit trail is effectively doing?). The Growing Forward program in NS (<https://www.gov.ns.ca/agri/growingforward/>) is closely linked to the components of the Farm Investment Fund.

Contact for the CAAP program in NS is Kyla Pierik of Agri-Futures: www.agri-futures.ns.ca or 902-895-4454.

PEI:

The general PEI agricultural program index can be found here: <http://www.gov.pe.ca/af/agweb/index.php3?number=78586&lang=E>.

Particular programs that may be of interest include the Agriflexibility Renewable Energy Initiative and the Bioeconomy Crops Initiative that will evaluate the economic and environmental benefits of crops such as fall rye, perennial grasses, hybrid willows and other novel crops. The Buy PEI initiative provides funding for marketing and signage costs, new product development and season extension infrastructure, like high tunnels and row cover. This fund also provides money for training related to agri-marketing.

What is the most relevant to organic producers are the rebate on organic certification fees (<http://www.gov.pe.ca/af/agweb/index.php3?number=71958&lang=E>) and the Organic Industry Development Program (<http://www.gov.pe.ca/growingforward/index.php3?number=1015980&lang=E>). This multi-million dollar program is now in its final year (ends March 31, 2011). It provides funding for value chain development,

mechanical weeds and pest management equipment and more.

The PEI Food Technology has a PEI Food Products Development Fund that provides funding to businesses wishing to develop a new product with their assistance: www.gov.pe.ca/ial/index.php3?number=20084

Innovation PEI also has several programs related to business and new product development and marketing: www.peibusinessdevelopment.com/index.php3?number=1030431

Growing Forward program information is available at <http://www.gov.pe.ca/growingforward/index.php3?number=1028463>. It includes specific programs for food safety, traceability, business development and risk management.

Contact for the CAAP program in PEI is Phil Ferraro of the ADAPT Council: peiadapt.com or 902-368-2005.

Newfoundland and Labrador:

The Provincial Agrifoods Assistance Program is available to producers, processors and organizations. Priority for funding will be given to those projects involving land development activities. Secondary priorities are farm diversification, processing/value adding, technology adoption, and environmental stewardship. More information can be found at www.nr.gov.nl.ca/agric/pdf/paap_2010_2011.pdf

The Agriculture and Agrifoods Development Fund is another large program; however, it's only for "large scale agricultural projects": www.nr.gov.nl.ca/agric/prog_serv/pdf/Agrifoods_Development_Fund_Guidelines.pdf

Growing Forward is also available in NL (www.nr.gov.nl.ca/agric/prog_serv/growingforward/default.stm) with programs for new farmers, business development and marketing, and more.

Contact for the CAAP program in NL is the Agri Adapt Council: www.nlfca.ca/aaci.php or 709-747-4874.

Did we miss something that you feel other organic farmers should know about? Let us know by calling (1-866-322-2676) or email admin@acornorganic.org.

Taste the Terroir

By Rosemary Murphy, ACORN Intern

I RECENTLY RETURNED TO MY HOMETOWN OF Antigonish and am working for ACORN from here for the summer.

I am excited and impressed by the changes and initiatives I see in the food and agriculture community in town here. You may have read about VOICES Antigonish's local food box program in our E-news—they also run several community garden plots and raised beds throughout the town.

Those in the area may have heard that Tony's Meats—a long established abattoir and processor—was recently bought by 15 local farmers, including local organic producer, Frazer Hunter. The Tony's crew plan to open a deli, The Prissy Pig, this summer to make their offerings more accessible to lunch crowd. They will be joining several Antigonish restaurants (Justamere Café, The Alcove, and Gabriéau's), which are making efforts to offer more locally grown foods. Last week, I had the pleasure of paying a visit to Frazer Hunter, our areas only certified organic dairy/lamb operation, and thought I'd tell you a bit about it.

In 1978, Frazer and Angela Hunter moved across the ocean to a small dairy farm in Mabou, Cape Breton. Angela ran the farm while Frazer worked in community development at CBDC. After 10 years or so, Frazer left his job to work with Angela on the farm, which meant they had to start bringing in more money. In 1998 they bought a functioning dairy farm in Knoydart, halfway between Antigonish and New Glasgow, along the beautiful Northumberland Strait.

"We were lucky to buy it as a going concern," says Frazer. They decided to increase their revenue on this new farm by diversifying—first adding some beef and lamb production, then transitioning their dairy production (currently a herd of 60-65) to organic, and most recently, setting up a facility to produce their own cheese.

The decision to go organic was not a philosophical one for the Hunters, at least at first. It was a practical economic decision—organic dairy is a valued product with a market that continues to grow, and gives the producer a better margin. In 2002 they started their tran-



sition, and in 2006 they got their organic certification. It was not, he cautions, an "instant fix." The first three years saw a definite decline in production, he says, but by the fourth year "the land began to respond."

"You can see it in the soil," Frazer claims, "working with the soil, not against it, you start to see the returns."

They currently have about 80 head of dairy cattle, 40 beef, and 60 heifers, and a small amount of lamb that Frazer has no trouble selling for a good price. Organic certification requires that the animals graze outdoors, and that calves are suckled, and this has encouraged the Hunter's to make some other changes on-farm. For instance, they have started to make a switch from Holsteins to Jersey cows, because the Jerseys are better grazing animals, and are smaller and less maintenance than the heavy-producing Holsteins. Plus, Jersey milk has a higher solid (fat and protein) content that makes it ideal for cheese production.

Their decision to add value by producing cheese was also a practical one. It's a very popular product, and one that gets better and increases in value as it ages. The Hunters are about a half hour's drive from Antigonish and New Glasgow, and more than two hours from Halifax. Cheese saves them the panic of getting a product with a shorter shelf life to market in time. Plus, they are able to market it as certified organic—something currently impossible to do with milk in Nova Scotia.

There are currently two fully certified milk producers in Nova Scotia—the Hunters and Herman Mentink in Grand Pré (who Frazer calls "the guru" of organic dairy in the region)—

and 4 more are in transition. But a processor and/or distributor are yet to come on board. The established dairy processors say there is not yet enough organic milk produced in Nova Scotia to make certified organic processing financially viable. For now the certified organic milk the Hunters and Mentink produce get mixed in with the non-organic supply.

Frazer and Angela will process a good deal of their organic milk themselves in the new on-farm cheese-making facility they built in 2008. While it may seem crazy, to make sure the Hunters production stays within their quota, the Dairy Farmers Nova Scotia truck has to come and collect all their milk, and then sell back to them the specific amount they want for cheese production.

As Nova Scotia currently has several small or "artisan" cheese producers (Foxhill, That Dutchman, Ran-cher Acres, Earltown, and Holmestead), and one can already find NS cheddar, gouda, feta, havarti and goat's cheese, the Hunters wanted to try something different. They eventually settled on a Double Gloucester style cheese. Since 2009, with occasional help from their adult sons, the Hunters have been testing and perfecting their cheeses.

The large wheel (7 kilos!) that we sampled from had been aged for two months and was deliciously rich, creamy and had just the right kind of flavourful bite! As the milk is non-standardized (not blended in large batches to balance naturally occurring variations), each batch will have a slightly different flavour/texture, which changes as the seasons do.

Frazer claims the cheese made from milk produced when the cows were eating the very fresh and tender spring grasses had a very different taste than that produced a few months later. This imparts an element of what oenophiles (a.k.a. wine geeks) refer to as "terroir," or a "sense of place"—flavour that reflects the particular geography, weather and soil conditions, and farming techniques.

Frazer hopes to bring their cheese to market within the next month or two, look for it at The Prissy Pig, and other local restaurants, and select NS retailers. Or, it's well worth the drive to get it fresh from the farm!

Finding New Value from What You've Already Got

IT IS NOT UNCOMMON THAT MOST FARM businesses find it challenging to recognize new value from what they currently grow. In general, most farmers are very busy and are deeply engaged in their daily activities, while trying to sell their products. As long as goods are moving out the door, and cheques are coming back in, most businesses don't spend a whole lot of time thinking about what kind of value their products are offering to their customers.

However, when sales take a sudden downturn, or there is a shift in the marketplace demand, interest quickly turns to finding new ways of retaining market share. Unfortunately, the knee jerk reaction to market pressure by many is to drop the price in hopes of keeping their customers. While this band-aid solution may offer some relief in the short term, lowering prices not only reduces the profit margin, it can destroy any added value that has previously been established with the customer. In both good and bad times, the goal has to be focused on finding new and added value—not losing it.

If you look up the definition of value in the dictionary, you'll find that it is defined as, "the ratio of usefulness to price paid". Therefore, the more useful a product or service is to a customer, the more value that can be associated with that product or service. Subsequently, the greater the premium or price the customer should be willing to pay for it. In simplified terms, to add desired value, you need to find ways of making your product or service more useful or valuable to your target customers.

Every business has basic value that they are currently offering to their customers, or they wouldn't still be in business. People typically don't buy things that don't offer them some level of perceived value. Customer value can be created in many different ways; such as through grades of quality, a special variety or unique breed, branding, distribution channel, product availability, a promotional strategy or by further processing. Perceived value is what drives the sales transaction and establishes

the selling price. Price is the marketing tool used to capture the added value of a product or service.

The key to finding new value is in learning how to step back from your daily routine and to look at your business and products from a fresh perspective. If you look closely, hidden within your business you will find new value that you could be offering to your customers.

There is an old saying that, "it is a lot easier to ride a horse in the direction that it is going". It is also much easier to sell something to a customer that they want. The key to being a successful value adder of anything is to be able to more adequately understand your customer's needs and desires better than any of your competition. If your products or services make your customer's life easier or aids in solving some of their problems, then you are in a good position to capture added value and receive a price premium. Your main job as a value adder must be to target customers that are best suited to the level of value that your products or services can offer.

So, what if you produce a commodity product? Contrary to popular opinion, with some work it is possible to transcend from being seen in the marketplace as a commodity, and to increase your value ratio with your customer.

Commodity products can and do sell at different price levels in the marketplace. Grading is a common method used to create product differentiation and to capture added value. Varied grades or qualities offer value to different customer market segments. This results in new market opportunities and levels of return to producers. The more you are able to differentiate your products in the marketplace, while remaining congruent with your customer's needs, the greater the opportunity you will create to add new value to your products and services.

When searching for new value from what you already have, start asking yourself

questions. Questions provoke thought and discussion, and the expectation of answers. They also help to stimulate new ideas, innovations and create powerful synergies:

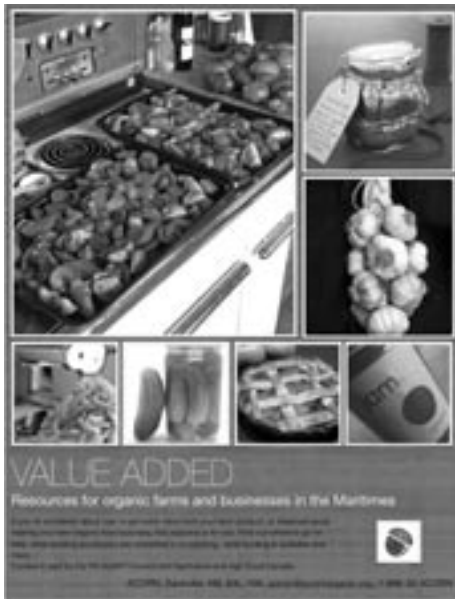
- What does our farm presently value the most about our products and services?
- What unique values do our products and services offer to our consumers?
- What do our current customers value most about our products and services?
- Are there other potential customers that share these same values?
- How do our customers use our products? What are their main challenges?
- Can our customers easily differentiate our products from the competition? What is unique about what we offer?
- What would make it easier for our customers to buy more of our products or services?
- What new technologies are available that could make our products better for our customers?
- What other products could we produce and offer to our current customers?
- What are our competitors doing to add value to their products?
- What are the future trends that could influence our product's demand?
- Who could we enlist to help us find new value from our products or services?
- If it was possible to offer our customer better value, how would we do it?

If you limit your future value added opportunities to anything less than the most that you can become; the world is sure to oblige you. Don't be afraid to ask the hard questions of your business that could change your future, forever.

By: R. Gary Morton, P. Ag. (Business Management Consultant), Morton Horticultural Associates, Coldbrook, Nova Scotia. This article first appeared on www.farmcentre.com, the official website of the Canadian Farm Business Management Council.

Value Adding for Organics

ACORN HAS RECENTLY COMPLETED A value-added educational program and all resources can be found on our website. Of particular note, is the directory of all Maritime processors interested in finding, developing and co-packing new organic products, included in our new publication Value Added: Resources for Organic Farm and Businesses in the Maritimes <http://acornorganic.org/pdf/valueadded.pdf>. This project was funded in part by the PEI ADAPT Council, Agriculture and Agri-Food Canada, the NS Dept. Agriculture and Carrot Cache.



President's Message

continued from page 1

with a dream for our value added or processed products, and found success.

Small cottage businesses can have some difficulty accessing ingredients from larger companies, because of quantity or location, which limits the products that they can develop. I feel that some of us here could fill this void if we had the facilities to add value. We must keep plugging away at getting our Atlantic value added products directly to the consumer, or into the hands of the people who will use them as ingredients.

One of the areas that I think is vital for success is to continually hear and see what others are doing. This can be done by going to conferences, like our annual ACORN conference, or by attending workshops. Field trips can be a valuable tool, even if you visit operations that are not handling the same products that you have in mind. We can always learn something from others if we are observant enough.

I would be remiss if I did not encourage everyone to certify operations. I was in Ottawa a while back and attended two farmers markets. Only one or two vendors had their "certified by" signage, several others had the term organic on their signs. I know our provinces are telling us to report those who use the term organic and are not certified, but I find it very difficult to walk up to another farmer and ask them about their certification. We have got to have regulations in place provincially to deal with this.

For us on our farm, we will do what we can with the facilities that we have and we will partner up with others that have access to facilities to do more. Look forward to tasting the products of our value added adventure at the ACORN Conference in March!

Wishing all a bountiful season,
Larry Nason, Springbrook Farm, NB

1st Annual Organic Celebration

SLIPP ORGANIC FARMS IS HOSTING A camping and organic food celebration! Starting Saturday afternoon, there will be an organic chicken and beef BBQ, fresh baking by Speerville Organic Mill, and even organic beer with Picaroons! Music, farm tour, and more! Bring your own tent and supplies, cutlery and dishes (this is a low

impact event). Bring the whole family, bring your instrument, bring a smile. Rain or shine. Located in Central Hampstead, NB, less than hour from Saint John, Fredericton or Sussex. The only cost is food/beer! For more information, contact Larry Slipp at slippfarms@xplornet.ca.



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Ideas from Abroad, Business at Home

LONG WINTER NIGHTS IN GERMAN ON-FARM bakeries taught me a lot about rye, including the pleasure of eating it.

Enjoying a Brot Essen (a traditional “bread meal”) in both the mornings and the evenings also provided me the pleasure to savour butters, cheeses, cured meats and preserves. By living on farms with bakeries while doing my baking apprenticeship I learned how integral rye bread is to the German diet and eating traditions and wanted to bring this home to the Maritimes.

Since returning to Nova Scotia in the Spring of 2009, I have been baking and selling rye-based sourdough breads. I first baked bread out of a home electric oven on the newly bought farm of friend Dave Bethune, Rocky Top Farm. Living up there on the South Mountain, just above the Gaspereau Valley, we grew a 2-acre market garden. Each Wednesday we set up shop on Agricola Street and sold our own vegetables, along with some fruit, cakes, pizza, bread and preserves.

Abandoning the non-winterized farmhouse, my farm mates and I moved into the city together. I started Fancy Pantry & Breads. I carried on my baking and ran my first Bread C.S.A. last fall. I had first learned about the Community Supported Agriculture (C.S.A.) model in 2007. As a first step into creating a small business, it made a lot of sense.

To start, 50 of my Peninsula neighbours became members of the C.S.A. and received one or two loaves of rye bread a week (featuring Speerville organic flours). Some members also received weekly or bi-weekly pies, cakes and preserves. Mid-winter I found a source of pungent farm-made butter to sell to my members. I was getting closer to being able to offer a complete Brot Essen experience.

While still running the C.S.A. and selling at the Halifax Farmer’s Market, I began exploring the Maritimes in search of strong cheeses to accompany my bread. Most of the Maritime cheeses I was familiar with came from Nova Scotia. They are inspired generally by the British/Irish cheese-making tradition and quite mild. Some profound cheese tasting experiences at the Fredericton Farmer’s Market informed me that strong Maritime cheeses do exist.



Through an Internet search I found multiple dairy farms that craft cheese. Following this search I planned a New Brunswick cheese tour with some friends also passionate about cheese. One member of this group, Ben, grew up in Toronto and was exposed to a plethora of cheese traditions and tastes. He has regularly reminded me that Halifax lacks a true cheese shop.

Even though one can buy cheese at the bigger food stores, the pickings are slim. The packaging and labeling demands of Pete’s Frootique and Loblaws are too much work for many artisan cheese makers, as Bergerie aux 4 Vents mentioned to me on the N.B. tour.

The taste experiences of many Maritimer’s are diversifying quickly. Farmers are growing more and more Asian greens and exotic fruits. Even big food chains, like President’s Choice, are broadening rural and urban communities’ exposure to new tastes through product lines like Indian-inspired frozen dinners. Many people have tried my bread and enjoyed it despite telling me, “I usually hate rye.”

People naturally form an expectation about what something is like before they have tried it. Food crafters and distributors facilitate an educational experience about the world by offering products different from those at the heart of the traditional Maritime diet.

In my case, I am able to craft unique-to-Halifax breads because I traveled to Germany to learn some of their traditional practices. I believe bringing foreign processes and traditions into Maritime culture is crucial for us to thrive.

On our cheese tour, we met a Belgian family nested deep in the woods outside of Rexton, N.B.. They raise and milk a herd of goats and craft artisan cheeses. Patrick, Martine and their two sons immigrated and settled here five years ago. With them, they brought traditions and experiences from both Belgium and France. The cheese from Aux Fond des Bois is unique and delicious and now a part of the cultural fabric of the Maritimes.

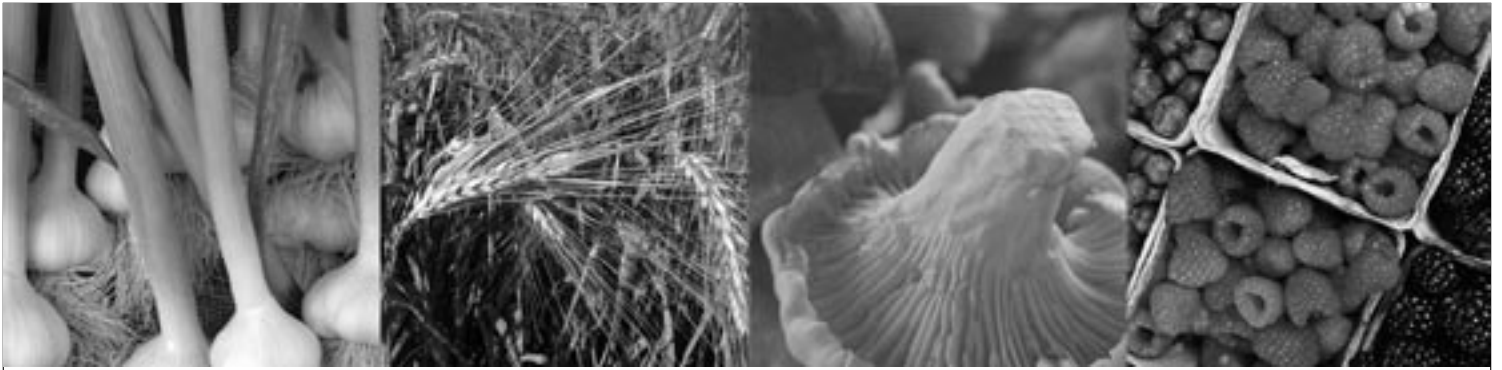
I look forward to offering more samples of what I produce and what other Maritime food crafter’s make. I also hope to travel more and study cheese-making abroad. Charcuterie is the missing piece of a complete Brot Essen that I am still looking for.

On Sundays throughout the summer, Aux Fond du Bois offer tours of their farm and cheese-making facilities. Bergerie Aux 4 Vents run a cheese shop on Main Street in Moncton, N.B. and you can find me, rye bread, preserves and Maritime cheeses at a variety of locations in Halifax. Email me to find out where or learn about the C.S.A.!

*By Jessica Ross, Fancy Pantry & Breads:
halifaxsourdough@gmail.com*

Les Gourmandes Cheese Delicatessen & Chocolate. (506) 855-3811 1100 Main St, Moncton, NB

Marina & Patrick Henderson, Aux Fond des Bois, Rexton, N.B.



Save the Date!

THE ACORN ORGANIC CONFERENCE and Trade Show will be March 10-12, 2011, at the Crown Plaza (Lord Beaverbrook) in downtown Fredericton. We timed the event to coincide with the Farm Mech show in Moncton, so those traveling from NS and PEI can have twice the reason to make the journey (but we're sure our program will be fantastic none-the-less)! It's a great venue with lots of space for meetings and trade shows, plus the chef is eager to work with our local organic food. Stay tuned for more details.

Call for Conference Workshop Proposals

Do you have an idea for a workshop for the next ACORN Organic Conference? If so, send us a short paragraph on your proposal by the end of July to admin@acornorganic.org. Ideas can be for a particular issue, speaker, or format.

Conference Committee

If you live in New Brunswick and want to be on our conference committee, let us know. Most of the work is done by email and conference call, so no travel is required.

New Resources

ACORN HAS CREATED AN ORGANIC Gardening 101 and Garden Centre Factsheet for the 2010 growing season. These were mailed out to most garden centres across Atlantic Canada to help staff and customers use organic principles. If you'd like a copy of these publications, you can download them from our website: <http://acornorganic.org/facts.html> or call ACORN and we'll mail you a copy. You can also ask your local garden centre and encourage them to distribute them to customers.




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