

WHAT IS ORGANIC?

Certified organic is the best way to assure that your food was produced with integrity. Farmers and processors must be approved by a third-party body to label their products as organic and must:

- * Follow a regulated set of standards
- * Pass a yearly inspection
- * Maintain a detailed records

Ask for copies of your suppliers organic certificate, they'll be pleased to show you.



FINDING LOCAL ORGANICS...

There are likely several organic farms that already make deliveries in your area. ACORN can

help put you in touch with them. Search the ACORN directory of all certified organic farms at www.acornorganic.org - then select "*Finding Local Food*" or call 1-866-32-ACORN or email

admin@acornorganic.org

Consider going to your local farmers market to see the high quality ingredients first-hand and make direct contact with farmers.



WHAT CHEFS ARE SAYING...

"The biggest advantage to buying local is the relationship that you develop with the farmer."

"I honestly think that the local organic thing is such a hot topic in today's culinary world that any chef worth their salt is getting on board."

"You save on the initial cost of the product, you often have less waste, and you are helping to recreate a healthier environment."



"It sets us apart. Our customers love that they are getting real local food from neighbouring organic farms. The media coverage of this has also resulted in tens of thousands of free publicity."

ACORN

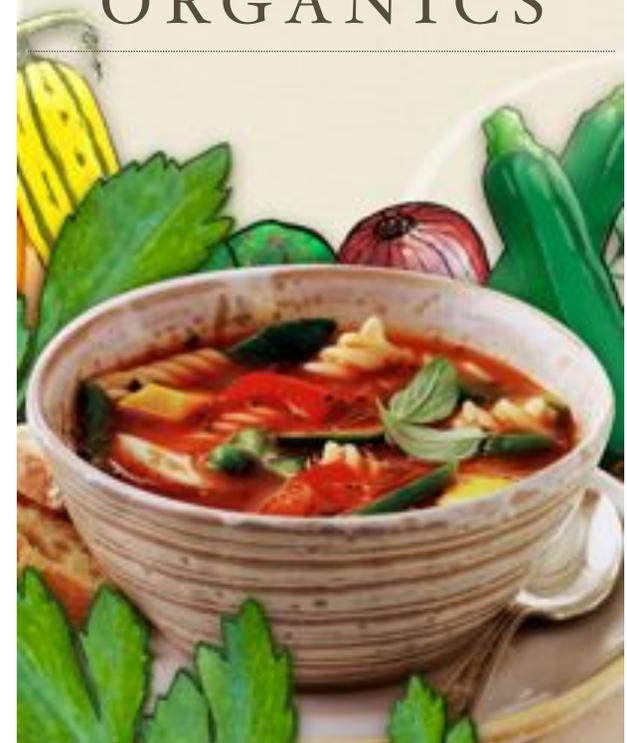
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NOVA SCOTIA
Agriculture



NEW FOOD OPPORTUNITIES WITH LOCAL ORGANICS





Taste the difference !

When you buy from an organic farmer you know exactly where your food comes from and how it was grown or raised. The fresh factor means better flavour and presentation. Organic food does not contain artificial flavours, colours or preservatives and research shows that organic food is higher in many nutrients than conventional foods.

Where does your food come from ?

The ingredients you use say a lot about your restaurant. Do you know where your ingredients come from? Have they traveled thousands of kilometres, to ripen on the back of truck after they've been sprayed with chemicals to keep fungus and pests away? Imagine the alternative option of buying your produce as fresh as possible—directly from a local farmer!



GOOD FOR BUSINESS

Buying directly from farms offers a wide range of benefits:

- Access to unique and exceptional quality products.
- Eliminates the middleman and can reduce ingredient costs.
- Great marketing niche to set your establishment apart.
- Once a working relationship is established with a farm you can request custom items - for example baby vegetables, rare produce, specialized salad mixes and more!



GREAT MARKETING NICHE

Customers love to hear the story of their food, it creates a unique dining experience and ACORN is compiling farmer profiles for you to showcase in your restaurant. See profiles www.acornorganic.org and click "Local Organic Profiles".

Good food means lots of word of mouth advertising—from the farmers to the customers, and media loves to hear about chefs and farms working together!



Unique Heritage Varieties



Give yourself a marketing advantage!

GOOD FOR COMMUNITY

When you purchase directly from a farmer, you are investing in your community. The money stays in the area, and that's good for everyone.

Our beautiful rural landscapes are a significant part of the Maritimes, attracting tourists (and customers) and making rural life vibrant, so let's "eat the view"!



Eat the view!



Invest in your community!

GOOD FOR ENVIRONMENT

More and more people are concerned about the environment. Purchasing local organics is a way that you can be environmentally responsible—helping decrease carbon emissions from transportation, eliminating chemical pesticides and fertilizers, hormones and genetic modification, and ensuring humane treatment of animals.



Purchase local organics



Eat closer to home