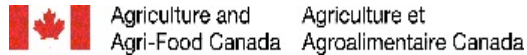




---

## *PEI ADAPT Council Agri-Newsletter*

---



Vol. VIII; No. 15;

October 16, 2009

### **In This Issue:**

PEI ADAPT Council's CAAP Official Launch  
2009 Taste Our Island Award Winner  
Cities Alive! Emerging Trends Series: Sustainable Urban Agriculture  
HOMEGROWN: A Documentary on Urban Agriculture  
Farming in the City: new business models for farmers  
Canada Farm Business Management Council Upcoming Agriwebinars™

### **PEI ADAPT Council's CAAP Official Launch**

Join us in 'The Futures Game,' a public workshop designed to engage people, organizations and communities in the task of balancing our economic, environmental and community well-being.....while pathfinding a new chapter for the Island's agricultural and agri-food economy.

Friday, November 27, 2009; 10:00 a.m. - 4:00 p.m.  
The Farm Centre, 428 University Avenue, Charlottetown

The objective of the Canadian Agricultural Adaptation Program (CAAP) is to facilitate industry's ability to seize opportunities, respond to new and emerging issues and to pathfind and pilot solutions to new and ongoing issues. In order to help align the CAAP priorities with those identified by civil society, industry and government we will use this event to host the internationally acclaimed, workshop: 'The Futures Game'.

'The Futures Game' is enjoyable way for you to engage in robust discussions about the future. Your participation will lead to a stimulating and meaningful discussion about future scenarios, and explore critical decisions that will affect the future of Island agriculture and the PEI economy.

For more information and to register please contact the PEI ADAPT Council;  
[adapt@pei.aibn.com](mailto:adapt@pei.aibn.com)

**‘Great Food comes from Great Ingredients, Grown by Great Island Farmers,’  
Says 2009 Taste Our Island Award Winner**

Chef Stephen Hunter of the Victoria Village Inn, Victoria, PEI walked away with top prize in the 2009 Taste Our Island Awards ceremony. The annual awards, sponsored by the PEI ADAPT Council, go to chefs who use and promote Island agricultural products in unique and creative.

This year the awards ceremony was the highlight of the ‘Roving Feast’, a signature event of the PEI Fall Flavours Festival. PEI’s Food Ambassador, Chef Michael presented the awards during a moving ceremony that highlighted both the ADAPT Council’s contribution to agricultural innovation and the importance of local foods to the Island’s stature as a culinary destination; second to none.

The PEI ADAPT Council awards one winner and four finalists annually for their dedication to using and promoting PEI grown products in their restaurants. The winner receives a personalized glass display plate and a full page write-up in the 2010 PEI Visitors’ Guide. Finalists this year were Bonshaw Breezes B+B, The Georgetown Inn, The Inn at Bay Fortune, and The Pearl. Each of the finalists received a personalized glass plate in honor of their standing. Status as a winner or as finalists of the Taste Our Island Award indicates to restaurant goers that they are about to eat a meal made from mainly PEI ingredients.

Chef Stephen Hunter is well known within the local agriculture and culinary industries on PEI. His love of and belief in PEI’s ability to grow top quality merchandise motivated him to begin a business distributing Island grown products to restaurants across PEI. From there he began his own Inn and restaurant in Victoria. He quickly made a name for himself as a talented chef and his secret ... fresh PEI products.

Chef Stephen knows that using the freshest quality products make any dish stand out. Recently he has added an interactive culinary component to his Inn. Those interested in finding out how the magic happens can book a stay with Chef Stephen and travel around PEI visiting farms, wharfs, and factories while he shops for the evening meal. They can then learn to cook it with him in the kitchen. Chef Stephen is a natural teacher and every year he spends time traveling across PEI giving cooking demonstrations and extolling the benefits of using locally produced agriculture. Congratulations to Chef Stephen and his well deserved win of the 2009 Taste Our Island Award.

“The Roving Feast and the Taste Our Island Award demonstrates what is possible when Chefs and Producers are inspired to work together,” said Elmer MacDonald, the chair of the P.E.I. ADAPT Council. “The creation of this award was inspired by this shared vision.”

“This year we received 92 nominations for 35 different restaurants,” he said. “Our team of three judges selected the top eight-- the competition was tight and from these eight featured nominees we awarded our top four finalists and our 2009 Taste Our Island Award Winner. “

## **Cities Alive! Emerging Trends Series: Sustainable Urban Agriculture**

World Green Roof Infrastructure Congress, Toronto, Canada

October 19 - 21 2009.

CitiesAlive features an international 'who's who' of participants from the green roof, green wall and green infrastructure sectors. Over sixty acclaimed speakers from diverse markets around the world will present on innovative projects and design, leading edge research and technical performance developments, policies that support green infrastructure development and emerging trends in green infrastructure.

Presentations and Panel Discussions;

One of the most highly anticipated sessions at CitiesAlive is the Emerging Trends roundtable focused on Sustainable Urban Agriculture, specifically growing the 'local food' movement and the role that green infrastructure can play in urban agriculture efforts in the marketplace.

In addition to esteemed local projects and participants including Debbie Field (FoodShare) and Wayne Roberts (Toronto Food Policy Council ), the panel involves lessons learned from international markets such as Australia and the Pacific Rim.

Panelists include:

- Dr Daniel Roehr, greenskins Lab, University of British Columbia (Roof Agriculture and Water Retention: Green Roofs and Productive Envelopes)
- Wayne Roberts, Food Policy Council, Toronto, on (Green Infrastructure, Local Food Production and Ghg Emission Reductions)
- Dr. Mark Gorgolewski, Ryerson University, Toronto on (Carrot City Exhibition: Themes, Ideas and Lessons Shared)
- Debbie Field, ED, FoodShare Toronto, on (Foodshare's Green Roof for Food Production)
- Keith Agoada, Founder, Sky Vegetables, CA, USA
- George Irwin, CEO, Green living Technologies, USA

For More information see: [www.citiesalive.org](http://www.citiesalive.org)

## **HOMEGROWN: A Documentary on Urban Agriculture**

HOMEGROWN, is a documentary film that follows the Dervaes family who run a small farm in the heart of urban Pasadena, California. While "living off the grid", they harvest over 6,000 pounds of produce on less than a quarter of an acre, make their own bio diesel, power their computers with the help of solar panels, and maintain a website that gets 4,000 hits a day. The film is an intimate human portrait of what it's like to live like "Little House on the Prairie" in the 21st Century. See the movie trailer: <http://www.homegrown-film.com/trailer.html>

## **Farming in the City: new business models for farmers**

By Sheila Pratt, Edmonton Journal, July 12, 2009

<http://www.edmontonjournal.com/life/Farming+city/1783650/story.html>

On a hot Saturday in late June, a dozen serious-minded people cram into Ron Berezan's backyard. This group of mostly 30-somethings is part of the latest trend in the local food movement --urban farming. Berezan, who chucked a desk job for full-time city farming a few years ago, is the expert on how to transform Edmonton's urban monoculture--stucco bungalow, front lawn and two spruce trees--into edible forests and no-till vegetable plots. He'll even show you how to use your bath water, safely, on thirsty vegetables.

Berezan is busy these days. The demand for his expertise has "just exploded" in the last two years, he says, another sign that interest in local food is on the rise, like the lettuce shooting up from the hay bales in his backyard.

The Greater Edmonton Alliance, a citizens' advocacy group of churches, social activists, environmentalists and others, thinks it's time for a new approach. The GEA wants policies to encourage commercial market gardens. This, they argue, would create jobs, help build an opportunity for sustainable economic diversification and enhance self-reliance in food production.

"A year ago, food was barely mentioned when we talked about the city's development plan," says Monique Nutter, the GEA's food policy expert.

The grassroots movement has "changed the city agenda."

Meanwhile, Edmontonians are taking things into their own hands. A surge of interest in community gardens this year--they've about doubled in the last year to 65 gardens containing thousands of small plots--is another sign more people want to grow their own food.

Consumers are heading out to farmers markets in bigger numbers. Visitors to the downtown farmers market in the last two years doubled to 16,000 visitors from 8,000 about two years ago, says Gail Hall, well-known gourmet chef and food lover.

Then there's growing interest in buying directly under a contract with community supported agriculture (CSA). A city family pays the farmer at the start of the season for a share of the harvest. Each week, the farmer sends boxes of his freshest vegetables.

Other local activists are working an alternative food distribution system. The Good Food project contracts with seven area farmers to provide food boxes for 400 families who signed up for weekly delivery. If all goes well, the system will serve 3,000 families next year.

There are growing pressures pushing consumers in that very direction, she adds.

"The younger generation is concerned about the environment and carbon footprint and the aging boomers are concerned about healthy eating," says Hall.

Pre-packaged food that travels thousands of kilometres after being washed in chlorine then sealed in plastic just doesn't have the nutritional value of the fresh product, she says, and people are starting to understand that.

Berezan was immersed in a specialized type of backyard farming called permaculture. It stresses sustainable practices that nurture the soil, use organic methods and focus on perennial fruits and veggies rather than yearly planting. It comes from the idea of "permanent agriculture," gardens that keep on growing year after year.

For Berezan, food security is an underlying issue. He's not alarmist, he says, just pragmatic.

"There's a concern that those long supply lines are fragile," he says. "What happens if there's a drought in California or a pandemic that closes the borders?"

"We'll be a lot more resilient if we have some alternatives to imports."

In face of global problems--peak oil, climate change, depleting resources--people feel frustrated and powerless about what to do to help build a better community. Getting involved in food production is something the individual can do to make a difference, she says.

"This is an easy, accessible way for people to feel like they are part of the solution," "And urban agriculture will be important in the food supply of the future."

### **Canada Farm Business Management Council Upcoming Agriwebinars™**

Webinars are a web-based conference bringing the expertise of today's agricultural leaders that will inform and inspire you from the comfort of your home or office. No travel, no cost, no reason to miss out! Agriwebinar™ is free and anyone can participate as long as they have a computer and an Internet connection. Even computers connected by a dial-up service can participate.

#### **Upcoming Webinars:**

**Date:**        **Title:**

09/11/2009, Agricultural Outlook 2010 & Beyond

16/11/2009, Buy Local, Buy Fresh!

23/11/2009, Farming in the green economy: How pricing carbon changes everything

30/11/2009, Does Health Have a Price in Agriculture?

07/12/2009, Energy Crisis: Global Profile & Canadian Context

14/12/2009, The Top Ten Stupid Things Families Do To Break Up Their Business!

18/01/2010, Viability of Canadian Agriculture - Updates for 2010

25/01/2010, Top Ten Ways to Grow Your Business

22/02/2010, Adding New Value Powers Up Your Farm

01/03/2010, Towards an Economically, Environmentally and Emotionally Sustainable Market

15/03/2010, Capturing Opportunities in Organic Agriculture: Initiatives & Trends

For more information see: <http://www.agriwebinar.com/Upcoming.aspx>