

Special



Look inside to discover five facts you may not already know about Organic.

Tired of worrying about what's really in your food?
There is an answer.

Go organic

Organic Week 2011, October 15 to 22, is the perfect chance to make the foray into organic eating. The results will be better for you, better for the environment and better for our communities.

By Matthew Holmes,
Executive Director, Canada Organic Trade Association

When you ask people what's special about organic food, they generally say organic farmers do not use toxic chemical pesticides or synthetic fertilizers, hormones, antibiotics or genetically modified organisms (GMOs). That's part of the picture, but there is much more to it.

Organic agriculture offers compelling answers to the complex issues facing the world today – whether hunger, land sovereignty, environmental degradation or the threat of GMOs in the food chain.

The organic movement started as farmers, scientists and consumers began to question the long-term legacy of the post-war intensification of chemical agriculture. Sadly, many of these concerns are just as real today as they were back then.

But truly, what can a consumer do about unethical labour practices within the multinational food system; about the prevalence of cancer among farm workers; about the toxic impacts on our environment and wildlife from industrialized agriculture; about the unsustainable use of fossil-fuel-derived synthetic fertilizers

ONLINE?

For more information, visit www.OrganicBiologique.ca.



"We need to find a way to bring agriculture, health and environment together. All three are unquestionably linked."

Matthew Holmes,
Executive Director, Canada Organic Trade Association

that form the basis of modern agriculture; or about the GMOs and countless chemical additives we all eat without knowing it?

It's simple: you can support organic agriculture and help us grow a sustainable and positive alternative.

A lot of people are talking about the "100-mile diet" in support of local farmers and local economies. This concept is really important, but it goes both ways: if your local PEI potato farmer is contributing to the toxins in your water that make thousands of fish wash up dead after a major rainfall, this is not a good relationship. If your local meat producer isn't following humane animal welfare standards, what does that say about your community? If your Ontario corn and soy producer is increasing the number of GMOs that are contaminating and compromising the future of food as we know it, why would they deserve your support?

Instead, let's talk about the 100-year diet: sustainable ecological agriculture that contributes to the resilience of our food system and food security, increases the biodiversity and balance in our environment, and contributes to the health and well-being of our children and our communities. This is what organic offers that truly sets it apart and makes it worth supporting.

It is time for Canada to re-imagine agriculture as something more than just a major trade that results in food. We need to find a

way to bring agriculture, health and environment together. All three are unquestionably linked.

Some governments have already done so: giving incentives to farmers who provide ecological goods and services to their communities and society in general.

In Germany, for example, several water utilities pay farmers to switch to organic methods and certification because it costs less than removing conventional farm chemicals from water supplies. Makes sense, doesn't it? In Italy, the government requires schools to provide children with organic foods to ensure they have the best possible start in life with nutritious food from local farmers.

To make these sorts of changes here at home, it's up to you to "go organic."

When you see the Canada Organic logo on a food label, you know that product meets Canada's national organic requirements, overseen by the Canadian Food Inspection Agency. As organic certification is built on top of all other food regulations and food safety requirements, organic is the most regulated and inspected food system in the country.

But organic is not only that. When you see the Canada Organic logo on a food product, you know that product is from an alternative food system that is supporting farmers and processors who take the long-view of agriculture, health and environment. Choosing organic really does make a difference.

ORGANIC WEEK 2011

Across the nation, Canadians are celebrating organic food

Canada's National Organic Week, October 15 to 22, is the largest annual celebration of organic food, farming and products across the country.

Hundreds of individual events showcase the benefits of organic agriculture and its positive impact on the environment. Organic represents a vibrant alternative food system and an alternative option for clothing, personal care and cleaning products.

From community events such as a seed saving workshop in River Hebert, Nova Scotia, to a

harvest celebration in downtown Toronto in the courtyard of The Big Carrot, people are finding ways to get involved in Organic Week.

Foodstock, taking place October 16 in Honeywood, Ontario, is a pay-what-you-can public food event to support the movement "Stop the Mega Quarry."

Chef Michael Stadlander, who organized the event with the Canadian Chef's Congress, says the quarry being protested would take up 2,400 acres of prime farmland just 100 kilometres north of Toronto.

"A hundred chefs from across Canada will each have a station to highlight the food from local agricultural operations from 11 am to 5 pm," says Mr. Stadlander. Musical guests will include Jim Cuddy, Sarah Harmer, Barenaked Ladies, Ron Sexsmith and Hayden.

Whether it's gourmet organic tastings at the Saskatoon Farmers' Market or a river-side community harvest feast in McBride B.C., get out and celebrate Organic Week in your community.

For a full list of nationwide events, visit www.organicweek.ca.

INSIDE



Science bolsters case for organic farming Maria Rodale, author of *Organic Manifesto*, writes about organic farming, GMOs and her five favourite organic foods. [Page 2](#)

Locavore movement Canadians don't only want organic food, they also want to eat local. Provincial labelling can point them in the right direction. [Page 4](#)

Contest Enter the Breakfast Challenge to win a free gift basket of organic goodies. [Page 5](#)



Organic fruit farming Meet the original Ambrosia apple tree, a discovery made by an organic fruit-farming couple in Cawston, British Columbia. [Page 6](#)

We put our money where our mouth is.

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At Nature's Path, that means making only certified organic breakfast foods; without chemical pesticides, herbicides, preservatives or GMO's (genetically modified organisms). We've always believed that you have the right to know what's in your food and as the leading Non GMO Verified brand, we're proud to announce that we are donating \$500,000 towards the mandatory labeling of GMO products. Get involved at naturespath.com



ORGANIC FOODS

INSIGHT

Science bolsters case for organic farming practices



Rodale Institute research has shown that organic practices can remove about 7,000 pounds of carbon dioxide from the air each year and sequester it in an acre of farmland. Thus, every 10 hectares of farmland converted to organic practices is the equivalent of eliminating almost 15 cars.

A Q&A with Maria Rodale, Author, *Organic Manifesto*

What is the Farming Systems Trial and why is it important?

This fall marks the 30th anniversary of Rodale Institute's Farming Systems Trial, first conceived of by my father, Robert Rodale, in an attempt to prove to the naysayers in academia, the government and the media that organic agriculture is a viable and profitable alternative to conventional chemical agriculture. The Farming Systems Trial began about 30 years after my grandfather, J.I. Rodale, founded Rodale Institute, as he instinctively understood the link between healthy soil, healthy food and healthy people, and knew that rigorous scientific research was needed to prove that organic methods could meet and surpass conventional agriculture.

Today, we have that scientific evidence on our side. As the longest running side-by-side comparison of organic to conventional farming, the Farming Systems Trial has demonstrated that organic yields match or surpass conventional yields. Organic farming outperforms conventional methods in years of drought or flooding. Conventional systems produce 40 per cent more greenhouse gases. Organic farming uses 45 per cent less energy and is more efficient.

Our next challenge is to bring this information to the masses, so that we can drive change across the spectrum, from consumers to producers. Anyone can visit the Rodale Institute website to learn more about the Farming Systems Trial results: www.rodaleinstitute.org/fst30years.

Large agri-business tells us that organic can't feed the world? What do you think?

I believe that modern organic farming is the only way we can feed the world, especially as the

population grows and we all seek higher standards of living. When it comes to agriculture in North America, producers and consumers need to recalibrate their perspectives of right and wrong, possibility and impossibility when it comes to how we get our food. We all need to be open to change and to trying new things - even if that means taking a cue from our roots.

We have been misled into thinking that adding chemicals is normal and that farming without them is somehow strange or even impossible. Virtually every food in the world has been successfully grown and made organically in modern productive and regenerative ways. Advocating for organic farming is not about going back to horse and buggy times; it is, in fact, an opportunity to apply our science, our technology and our ability to innovate to constantly improve the ways we produce our food.

What can consumers do to demand non-GMO foods and products?

Consumers need to always remember that we have power, and we should feel empowered to create change. The easiest step is to vote with our dollars and purchase organic. From there, we need to continue to educate others and ourselves. The more people we reach with this information, the better. Every time you ask someone a question, you are educating him or her. Ask your grocer if there are non-GMO foods available. Ask your schools. Ask your restaurants. Each time you ask, people start to question.

What are your top five things to eat organically?

1. All dairy
2. All vegetables (especially corn and soy)
3. All fruits
4. All meats
5. Coffee and tea



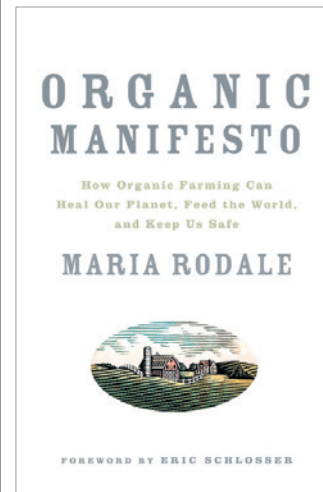
"Consumers need to always remember that we have power, and we should feel empowered to create change."

Maria Rodale, Author, *Organic Manifesto*

Start with the top item from each category that you consume the most, and see how you can build your list to continually incorporate more organic food. From the produce perspective, we have been taught to believe that rinsing our fruits and veggies washes away dirt and pesticides, but the toxins are in the soil, they are drawn up through the roots, so they are IN the food. And just as we become healthier when consuming organic, the animals that produce our meat and dairy are healthier, happier and produce better-tasting, better-quality, better-for-you food. By choosing organic foods, you are protecting the health and

Maria Rodale is carrying on a three-generation family legacy, letting the science speak for itself about the merits of organic farming, organic eating and organic living.

PHOTO: CEDRIC ANGELES PHOTOGRAPHY



well-being of farmers and their families too.

If people want to start changing what they eat, where should they start?

I have a blog called Maria's Farm Country Kitchen (www.mariasfarmcountrykitchen.com). That is my way of sharing how I feel people should get their friends and family started: cook with them! I find the best way to convince someone to TRY organic is to get them into my kitchen, have fun, make something delicious and explain, without judgment, when they ask questions. Keep the recipes easy too. People need to know that it can be simple to prepare an organic meal.

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ORGANIC WEEK



Voice of the Natural Products Industry™

GROWTH

Organics: A growing industry

While conventional farmers report tough times, organic farmers are benefiting from a market that has continued to grow.

Organic sales in 2010 were estimated at \$2.6 billion in Canada, compared to \$1 billion in 2006.

"There's an awareness of the differences in the way foods are produced and a greater understanding of the need for healthy processes, healthy soil and humane animal treatment," says Ted Zettel, general manager of Ontario-based Organic Meadow – a farmers co-operative in the organic grain, eggs, frozen vegetables and dairy business.

"Going back 30 years, people thought milk was milk no matter how you fed or treated the cow. Now consumers are aware that nutrition has a lot to do with their overall health and the prevention of disease."

Canada has approximately 4,000 certified organic farms and over 1,200 processors and handlers. As well, organic farms and pastures in Canada account for roughly 900,000 hectares, up from just over 500,000 in 2006.

Mr. Zettel says when Organic Meadow branched out from grain into dairy in 1995, the company started out with milk from six farms that didn't even fill one truck. Today, the organic co-op sells milk from about 70 farms.

In 2009, Saskatchewan had the largest number of organic farms in Canada at 1,123, Quebec had the second largest at 956 and Ontario the third at 716. Alberta experienced exponential growth, increasing its number of certified organic operators by 23 per cent over 2008.

The growth of the industry has attracted the attention of investors. Investco Capital recently created the Sustainable Food Fund, a \$40-million fund dedicated to growing small and medium-sized sustainable food companies.

CANADA ORGANIC

The new, regulated regime for organic food



On July 27, 2011, The Canadian Food Inspection Agency (CFIA) announced its first organic certification suspension when a company failed to comply with the Organic Products Regulations of 2009.

This decision demonstrates to Canadians that when a company makes an organic claim, it means something.

Previous to 2009, regulatory requirements that had been in

development since 1999 were followed voluntarily. Now, these rules and guidelines are a mandatory basis for certification.

"The Canadian government implemented this regime at the urging of the organics sector itself," says Michel Saumur, national manager of the CFIA's Canada Organic Office. "The industry felt there was abuse of the term organic, with organic claims being made fraudulently on behalf of products that did not comply with organic principles."

Consistent labelling rules, an easily recognized national logo and strict enforcement by CFIA are part of the Canada Organic certification requirements. In addition, a review of organic products is conducted by CFIA's team of national inspectors at the border, animal processing plants, egg-grading stations and retail locations.

CFIA's Canada Organic Office oversees all organic activities, in-



Organic agriculture yields can be up to three times higher than those of conventional farming, while reducing the exposure of farmers, wildlife, waterways and consumers to toxic and persistent pesticides and fertilizer residues.

"The Canadian government implemented this regime at the urging of the organics sector itself."

Michel Saumur,
National Manager,
Canadian Food Inspection
Agency Canada Organic
Office

cluding certification, in Canada. "In order to be certified, the farmer or processor must have an organic plan and be able to demonstrate that their practices don't risk the organic integrity of the product," says Mr. Saumur.

This mandatory organic certification will:

- Protect consumers against misleading or deceptive labelling practices;
- Reduce consumer confusion about the definition of organic;
- Facilitate the access of Canadian organic products to foreign markets that require regulatory oversight; and
- Support further development of the domestic market.

Once a company or producer's organic certification is removed due to regulatory violations, it is no longer authorized to market organic products or use the Canada Organic logo.

DEBATE

GMO labelling supports right to know what's in our food

C While all certified organic foods are produced with ingredients that are not genetically modified, not all consumers looking for non-GMO (genetically modified organisms) food are aware of that.

As a result, some organic producers are adding a second layer of information in the form of a verification seal to their packaging to let consumers know that their products don't contain GMOs.

Critics have objected to genetically modified foods on several grounds, including health and ecological concerns.

"We are going down a road without knowing where it is leading, and if you look at the European Union as an example, they labelled GMOs early because consum-

ers want to know they're in their food," says Dag Falck, organic program manager for Nature's Path, the first certified-organic cereal manufacturer in North America, and still the largest.

Canada does not require labelling of genetically modified foods, yet 40 other countries including Russia, China and members of the European Union do.

"If consumers want to avoid GMOs in their diet, they can choose certified organic foods and that would cut out that risk," he says. But since many people don't know that, Nature's Path is offering its customers a second layer of information – Non-GMO Project Verified.

While organic growers and processors are not allowed to use



The use of genetic modification to produce food is a controversial practice, yet Canadians have no access to labelling that lets them know if their food has been produced that way.

PHOTO: ISTOCKPHOTO.COM

GMOs, Canada's organic standards don't set specific GMO threshold limits or require testing, although random testing does take place.

"The Non-GMO Project has thresholds of GMOs that are 200 times lower than what a conventional product would have," says Gerhard Latka, president of Crofters Food Ltd., another organic pioneer and the leading manufacturer of organic jams and fruit spreads in North America.

Crofters is now offering certified-organic products that are also Non-GMO Project Verified.

"Organic has always meant non-GMO...but that is not widely understood by the consumer," says Mr. Latka. "This is about verifying that all of the claims we are making are true."

POLICY

Equivalency agreements sew seeds for Canadian organic export trade growth

Historic Canadian-led bilateral agreements with the U.S. and European Union have cleared the way for Canadian organic food producers to play a much larger role as suppliers of organic foods for major markets worldwide.

The global market for organic foods is now valued at \$56 billion, with more than 96 per cent of demand attributable to U.S. and EU consumers. While Canadian organic food producers sell \$2.5 billion of products domestically and export about \$400 million annually, trade deals spearheaded by Agriculture Canada and the Canada Organic Trade Association (OTA) have helped lay the foundations for an even more prosperous future.

The resulting organic equivalency agreements also helped address nagging hurdles facing organic food producers.

OTA executive director Matthew Holmes says while organic producers worldwide welcomed organic regulations that would ensure consumer protection, regional differences such as climates, grow-



U.S. representative Barbara Robinson and her Canadian counterpart Jasinder Komal signed the historic Organic Equivalency Agreement in 2009, liberalizing organic trade between the two countries. This summer, Canada signed a similar deal with the EU. As a result, Canadian producers now enjoy streamlined access to markets that account for 96 per cent of current world demand of consumer demand for organic foods. PHOTO: SUPPLIED

ing conditions and other factors meant the resulting standards evolved with a similar intent but differing specifications.

"The standards weren't the same. This created significant trade barriers," said Mr. Holmes.

"In Canada, we had organic wheat farmers sending product by the shipload. They were working to U.S., EU, Japanese and other national standards and paying for each one. At the end of the day they were all organic, but the

system was inefficient."

Recognizing a need for more progressive trade policy, the OTA joined Agriculture Canada in 2006 on the development of a long-term international strategy.

"We prioritized equivalency agreements – to meet domestic socio and environmental standards – but also that would enable Canadian producers to certify under standards recognized by our trade partners."

The strategy paid off. In 2009, Canada and the U.S. signed a historic Organic Equivalency Agreement. Then, this summer, another triumph: "Canada signed a deal with 27 EU countries recognizing the Canadian standard. And we have done the same with theirs," said Mr. Holmes.

As a result, Canada is now the world's only country that can produce organic products based on its own national standard and supply them into these key markets and others where demand for organic foods is expected to grow.

Export Development Canada vice president, Resources, Justine Hendricks, whose sector team

responsibilities include agriculture, says, "Citizens in the U.S. and EU, in particular, already demand high-quality foods. At the same time, millions of citizens in emerging markets including Brazil, China and India are also entering the middle class each year. As they do, they want higher-quality foods too."

Among Mr. Holmes' priorities now is to help boost Canada's production of processed organic foods.

"We have a growing processing sector, but we still ship a lot of commodities," said Mr. Holmes. "More agreements that facilitate the efficient trade of organic ingredients such as spices, which are used to make food products, are needed."

For now, Mr. Holmes says the enhanced access to the mature U.S. and EU markets offers Canadian organic producers an opportunity to scale-up for anticipated demand for organic foods grows in countries like China and India.

"If we act now, when these big markets come on-board, we will have the capacity to serve them."

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ORGANIC FOODS

INSIGHT

Navigating food claims: what's so great about organic?



By Stephanie Wells,
Senior Regulatory Affairs Advisor,
Canada Organic Trade Association

It's natural to question our food. It's probably one of our first instincts as infants encountering solids and as parents sustaining our children. We smell it to see if it's familiar or okay to eat. We test it for ripeness. We taste it.

But now it seems we're asked to question our food even more: How was it grown? Is it safe? Is it genetically modified? How far did it travel? Is it friendly (to labourers, birds, dolphins, trees)? Is it natural, free-range, organic?

A lot of questions to ask of your food, and although some of the

claims don't pass the smell test, it takes a bit more than just a sense of smell to get the answers.

In 2010, BrandSpark International found 60 per cent of Canadians thought it important for products to be labelled "all natural," and nearly half thought "natural" claims on food were backed by standards and government inspection. This couldn't be further from the truth.

When you scratch beneath the surface, it's incredible to find out that "natural" products, just like "local" products, don't actually meet any government standards or enforced definitions. Without consistent claims for such products, how do you know?

Food labelled "natural" or "local" could still be made with GMOs; could contain synthetic preservatives and colouring; could be grown with toxic chemicals that leach into our local rivers and landscape, while livestock may be raised with synthetic hormones and antibiotics under inhumane conditions.

The best way to know what's in your food is to grow it yourself. After that, you need to ask a lot of questions if you're really concerned about the health, environmental and social impacts of the food you buy. If you don't have time to interview every farmer supplying your fridge, then the Government of Canada has

A study published in the *Journal of Pediatrics* this year found that children with higher levels of organophosphates (a commonly used pesticide) were more likely to be diagnosed with ADHD. University of Montreal author Maryse F. Bouchard concluded: "I would say buy organic as much as possible."

launched a simple way of knowing how your food was grown and made: we call it "organic."

Organic is the only sustainable food claim in Canada that is inspected and verified against government regulations and national standards. Every organic product (whether it was grown in Canada or imported) has to meet our national requirements – which were democratically developed

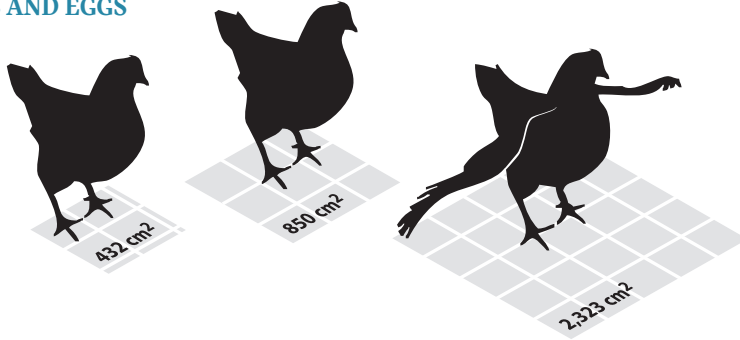
by Canadian organic farmers and producers, animal welfare groups, environmental groups and consumer groups.

If you're looking to avoid GMOs, synthetic toxic pesticides, hormones, antibiotics; if you want to choose products that are good for the environment, safe for farm workers and humane for animals; then you're looking for organic. No question about it.

LOOKING AFTER THE CHICKENS AND EGGS

Modern breeds of domestic hens lay up to 300 eggs a year. Despite centuries of domestication, farmed hens still display their ancestors' natural behaviours: nesting, perching, scratching the ground and dust bathing. The vast majority of the world's egg-laying hens are denied these behaviours.

Here's how egg carton label categories relate to farming practices in Canada:



Regular eggs

Minimum recommended cage space per hen: 432 cm². Factory-farmed hens never stretch their wings, go outside, walk or peck the ground. A third of their beaks are removed to prevent pecking, and lack of movement makes their bones brittle and liable to snap. Factory-farmed hens are kept indoors in wire cages, with a minimum floor space per bird less than that of a letter-size piece of paper. Cost: about \$4 per dozen

Free-range eggs

Minimum recommended floor space per hen: 850 cm². Hens are kept in open barns with minimum floor space that's less than the area of a folded newspaper. This usually includes access to the outdoors at least some of the time as well as access to nesting boxes, scratching areas and perches. Cost: about \$5 per dozen

Free-run eggs

Minimum recommended floor space per hen: 850 cm². Hens are kept in open barns, usually with access to nesting boxes. The birds have no access to the outdoors. Cost: about \$5 per dozen

Organic eggs

Minimum required floor space per hen: 2,323 cm². Inside the barn, organic birds have perches and a solid floor area with litter for dust baths, scratching and foraging. The minimum space required is two-thirds of an open globe and mail. The birds have organic feed, natural light and outdoor access. Canada's mandatory organic standards prohibit GMOs, hormones and antibiotics. Cost: about \$6 per dozen

Sources: BCSPCA, Canadian Agri-food Research Council, Canadian Coalition for Farm Animals, Canada Organic Trade Association

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By the numbers

\$56 billion
global market for organic foods

\$2.5 billion
value of organic food sales to Canadian consumers annually

900,000
hectares of organic farms and pastures across Canada

3,900
certified producers in Canada

1,200
certified processors/handlers in Canada

20-50%
less energy used on organic farms than on most conventional farms

3x
organic agriculture yields compared to those of conventional farming, while reducing toxic and persistent pesticides and fertilizer residues

3,175 kg/acre
Rodale Institute estimate of CO₂ reductions achieved through organic practices

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ORGANIC? NO QUESTION ABOUT IT

Organic claims are the only ones regulated by the Canadian government to meet all the requirements below:

HOW IS YOUR FOOD GROWN?	Organic	"Natural"	Conventional
Grown without toxic and persistent synthetic pesticides, herbicides, fungicides or fertilizers	✓	✗	✗
Grown without synthetic growth hormones or antibiotics ¹	✓	✗	✗
Grown under humane animal standards, including outdoor access	✓	✗	✗
Grown without fossil fuel fertilizers (nitrogen) or sewage sludge	✓	✗	✗
Grown without GMOs (genetically modified organisms) or nanotechnology	✓	✗	✗

¹ Antibiotics are only allowed as a last resort when an animal's life is in danger; milk is discarded for a minimum of 30 days; meat can never be sold as organic.

LOCAVORE MOVEMENT

Provinces embrace organic labelling

Are you a locavore? Someone who likes to eat locally grown food? And you want to eat organic?

If so, you'll be pleased to know that Canada's provinces are starting to make it easier to identify locally grown organic food.

"Increasingly, people are concerned about where their food comes from, and they understand the importance of local food production and the need for farmers to stay on family farms," says Jodi Koberinski, executive director, Organic Council of Ontario. "There is a positive economic impact to eating local food."

But she says consumers have historically faced a false choice to buy organic or to buy local, because of the globalization of the organics industry.

In April 2011, the Foodland Ontario Organic symbol was branded to help people easily identify organically grown local foods.

Quebec and B.C. have similar logos. Quebec's logo features the fleur de lis with the word "Bio," and in B.C., a green checkmark logo is accompanied by the words British Columbia Certified Organic.

The Atlantic Canadian Organic Regional Network (ACORN) has taken a different approach, offering certified organic farmers a signature sign reading "Local and Organic: Better Together" for their market stalls.

"It's really important for consumers to know not only where the food was grown, but also how it was grown and made," says Beth McMahon, ACORN's executive director.



VITAMINS

Natural Health Products – what are they?

Have you ever taken a vitamin or mineral to meet your recommended daily amount of calcium? Taken an omega-3 capsule to get the right kind and amount of fatty acids? Or used glucosamine to help or prevent joint issues?

If so, then you've used a natural health product (NHP).

A 2010 Ipsos-Reid survey commissioned by the Canadian Health Food Association (CHFA) found that 73 per cent of Canadians regularly take NHPs.

Under the Natural Health Products Regulations, which came into effect on January 1, 2004, NHPs are defined as:

- Vitamins and minerals
- Herbal remedies
- Homeopathic medicines
- Traditional medicines such as traditional Chinese medicines
- Probiotics
- Other products like amino acids and essential fatty acids

NHPs are over-the-counter products that don't require a prescription to be sold.

"Canadians are more aware of their health than ever before and are using natural health products as part of their healthy lifestyle. People use NHPs to maintain good health, improve their well-being or prevent future injury or illness," says Helen Sherrard, president of the Canadian Health Food Association (CHFA). With over 1,000 members, CHFA represents manufacturers, retailers, wholesalers, distributors and importers of natural and organic products.

"The natural health products industry is a \$3-billion industry in Canada," says Ms. Sherrard.

NHPs are regulated in Canada and proven to be safe and effective. "Canadians like to know they have a product they can rely on and trust," she says.

The Natural Health Products Regulations control product licensing, how products are manufactured and the information that is on the label. The Natural Health Products Directorate of Health Canada is responsible for licensing products and monitoring compliance with these regulations.

It took Biosential 14 years of work to get its organic natural health product for the treatment of sleep problems, Zenbev, to where it is today.

"We wanted to develop a product that would provide tryptophan to the brain and provide a good quality sleep," says Craig Hudson, co-founder of Biosential with his wife, Susan, and a psychiatrist who had noticed his patients taking benzodiazepines got an imperfect sleep.

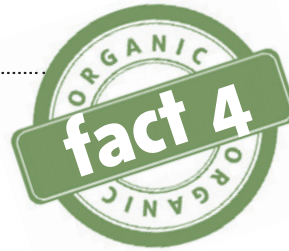
"The five stages of their sleep architecture were disturbed by those medications, with the slow wave and REM sleep missing," he says.

It turned out pumpkin seeds held the answer. "A few grams of pumpkin seed protein, less than the size of your smallest fingernail, has double the tryptophan found in a very large glass of milk," says Dr. Hudson.

Clinical trials found Zenbev is as effective as a drug, but preserves the natural sleep architecture. Today, the NHP is sold throughout North America and Europe and is set to double last year's sales.

INSIGHT

Organics on a budget – Seven easy ways to eat organic and save



Research has found higher biodiversity both on and around organic farms – including the bees and pollinators that all agriculture depends on, as well as higher numbers of birds, plants and beneficial insects.

We asked two Canadian nutritionists for some simple yet effective tips to eating organic on a budget:

1. Meal plan

Before you shop, meal plan. “The average household wastes 14 per cent of their food because they don’t use it before it goes bad, especially produce,” says Julie Daniluk, holistic nutritionist and host of Healthy Gourmet on the Oprah Winfrey Network.

2. Look for specials

“There are often specials that can be downloaded from a store’s website before you go,” says Sarah Dobec, certified holistic nutritionist and in-store nutritionist at The Big Carrot Natural Food Market in Toronto. “It makes sense to stock up on non-perishable goods.”

3. Buy in bulk

Buying in bulk or by the case can also result in discount prices. “You just have to know ahead of time that you are going to use it,” adds Ms. Dobec.

4. Cook

“This is the season to buy organic,” says Ms. Daniluk. “Every August, I buy a big bushel of basil and make pesto. You have to be willing to roll up your sleeves and cook.”

She advises organic shoppers to avoid the more expensive convenience and frozen organic foods.

5. Buy in season

Ms. Dobec says eating in season,

“Cheese and meat are the most expensive things on the menu and cooking with beans and lentils is a perfect option.”

Julie Daniluk,
Holistic nutritionist

the way our ancestors did, has an inherent wisdom. “In the winter, we eat warm, starchy foods like sweet potato; in the spring, we get to cleanse with fresh greens; and in the summer, we eat foods like fruit that are high in sugar and water.”

6. Go meatless

“Cheese and meat are the most expensive things on the menu, and cooking with beans and lentils is a perfect option,” says Ms. Daniluk.

7. Prioritize your produce

Certain produce items tend to be highly contaminated with pesticides (buy these organic), while others tend to be lower in residue (buy these organic in season and conventional off season).

Both nutritionists say the Environmental Working Group analyzed pesticide residue levels in conventionally grown produce and concluded that consumers could reduce pesticide exposure by almost 90 per cent by avoiding the most contaminated foods and eating the least contaminated foods.



CONTEST

The most important meal of the day goes organic

Eating breakfast is important. Eating organic is becoming more and more important. And both combined? Even better.

In celebration of Organic Week (October 15 to 22), why not take the Organic Breakfast Challenge?

Organic Week is about making healthy life choices. Why not take the challenge to eat a fully organic breakfast and share your ideas and experiences with others?

Perhaps you sit down to an organic family breakfast. Maybe it’s a culinary masterpiece that you savour for your first meal of the day. Or, it could be a ‘grab and run’ idea you’d like to share.

Visit www.organicweek.ca and click on CONTEST. Post details on the Facebook link about your organic breakfast and you could win a free gift basket of organic goodies.

All you have to do to participate is upload a picture of your breakfast, share a memorable breakfast story or get creative and send in a recipe with your favourite organic breakfast ideas.

One winner will be selected randomly every day of Organic Week.



RECIPE

Tomato and Lentil soup

Courtesy of Rouxbe Cooking School, rouxbe.com.

Flavoured with fresh curry leaves, this vibrant and delicious tomato lentil soup is finished with cilantro and a squeeze of lemon juice.

- 1 medium red onion
- 3 cloves garlic
- 2 small, green chilies
- 12 fresh curry leaves
- 1 1/2 tsp ground cumin
- 2 - 28 ounce cans whole tomatoes
- 1 cup red lentils
- 2 cups vegetable or chicken stock
- 1 tbsp grapeseed oil
- 1 tsp kosher salt
- freshly ground black pepper (to taste)
- fresh cilantro (to taste)
- 1 lemon
- chili flakes (optional)

To prepare your mise en place, finely dice the onion. Mince the garlic and chilies. Remove the curry leaves from the stem and set aside.

Set up a strainer over a bowl. Break open each whole tomato and remove the seeds, allowing the juice to collect in the bowl below. Place the de-seeded tomatoes into a separate bowl and roughly chop with kitchen scissors. Measure out the 2 cups of the strained tomato juice. Set aside.

Gather the stock, red lentils, cumin and grapeseed oil and set aside.

To make the soup, heat a heavy-bottomed pot over medium-low heat and add the oil, followed by the onions, garlic and chilies. Sweat until the onions are translucent, about 8 to 10 minutes. Add the cumin and curry leaves and cook until fragrant, about 1 minute or so.

Add the chopped tomatoes, tomato juice, stock, salt and season with pepper to taste. Bring to a simmer.

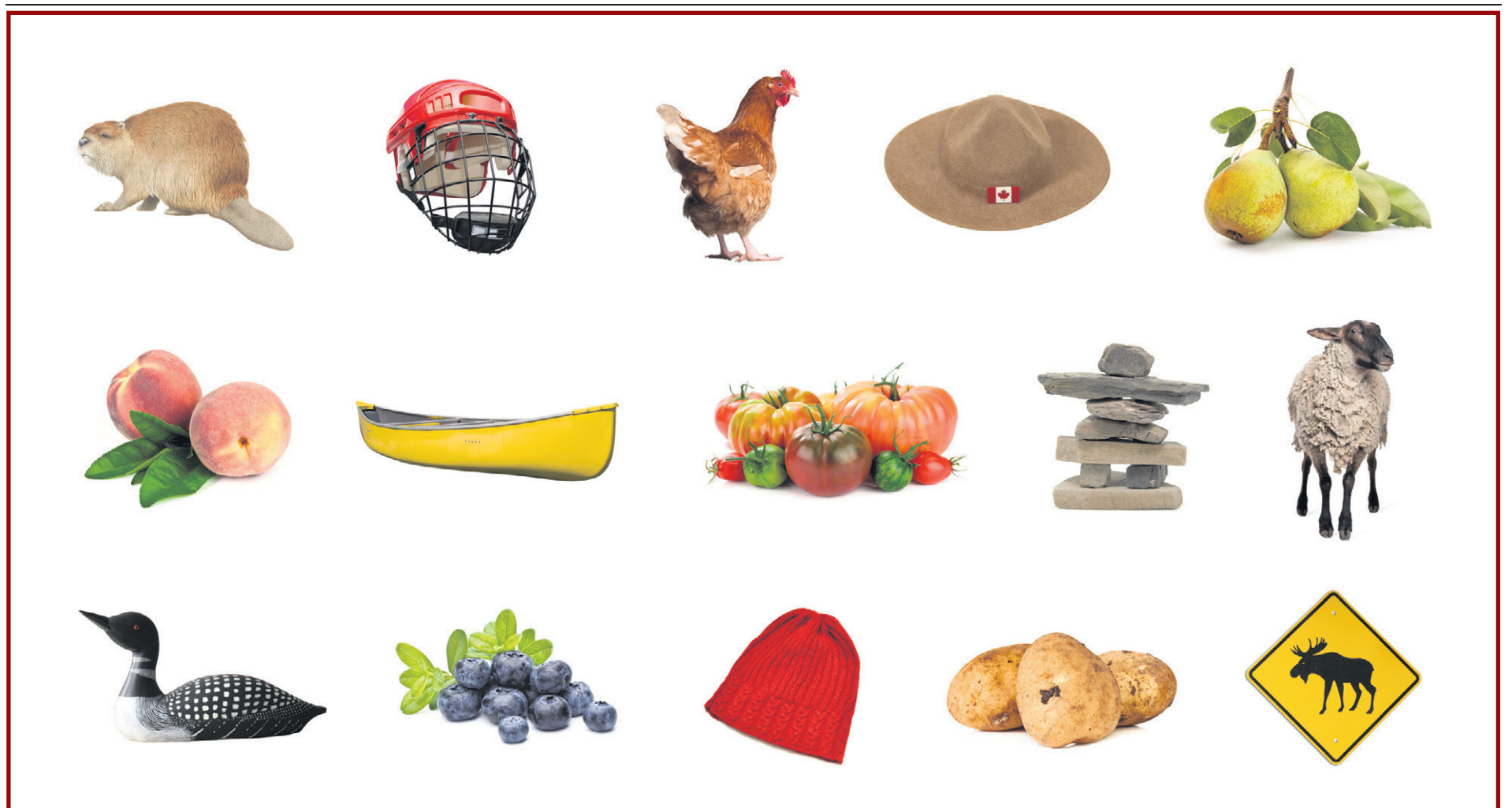


Once simmering, add the lentils and continue to simmer until the lentils are cooked through, about 20 minutes or so.

Once the lentils are cooked through, season the soup with salt and pepper to taste.

For a thicker texture, you may want to partially blend the soup with an immersion blender.

Serve the soup in warmed bowls and garnish with chopped cilantro, freshly squeezed lemon and chili flakes.



NATURALLY CANADIAN

Organic Foods – An Investment in Health and Sustainability.

The Canadian Health Food Association (CHFA) is Canada’s largest national trade association dedicated to the natural health and organic products industry. On behalf of the many members supplying organic foods Canadians enjoy every day, CHFA is proud to celebrate Organic Week.



Join the conversation at www.NHPsNotDrugs.ca

ORGANIC FOODS

PROFILE

A day in the life of organic fruit farmers



The U.S. President's Cancer Panel Report in 2010 advised consumers to choose food grown without pesticides, chemical fertilizers, antibiotics and growth hormones to reduce exposure to environmental chemicals that can increase the risk of cancer. Organic foods deliver on these recommendations.

It's harvest season, two weeks behind this year because of the late summer, and Sally and Wilfrid Mennell are keeping a close eye on their Ambrosia apples. "Their starch conversion to sugar determines when we harvest," says Wilfrid Mennell, organic orchardist. "We slice the apple and spray it with an iodine solution. What we are looking for is an apple with enough starch that it has a storage life, but it has begun to turn to sugar."

Their orchard is in Cawston, B.C., in the Similkameen Valley.

After a quick bowl of cereal, it's time to head out and make sure the pickers have enough bins. In total, they'll harvest between 500 and 800 bins of apples this year.

The couple has a close history with the Ambrosia apple, starting with the day they discovered it.

Wilfrid and Sally came upon a different looking shoot in a row of newly planted trees in the early '90s. As the sapling grew, it produced a few beautiful apples that had the fruit pickers stripping the tree for its taste.

Believed to be a product of Red and Golden Delicious parents, the Ambrosia has become a popular variety since its discovery and propagation. Today it is grown not only in British Columbia, but in other parts of Canada as well as in the U.S., Italy, Chile and New Zealand.

"They are almost a luminous pinky-red over a creamy background," says Wilfrid. "It is a sweet apple that is crunchy, with a distinct honeyed aroma and such extreme juiciness it dribbles down your chin."

Sally says one day while Wilfrid was eating one, the name Ambrosia just came to him. "It's the fruit of the gods," he says.

During lunch break, the Mennells look out over their organic orchard and reflect on their farming practices.

For pests, they use integrated pest management; for fertilizer,



Cawston, B.C., organic fruit farmers Wilfrid and Sally Mennell discovered the Ambrosia apple variety purely by accident. "The Mother Tree," pictured here, has given rise to trees grown around the world. PHOTO: SUPPLIED

they use composted manures; and for weed control, it's just a lot of hard work. "Organic weed control in an orchard requires soil tillage by machine and by hand," Wilfrid says.

Once the light starts to fade, it's time for the Mennells to wind things down for the day. Ambro-

sia apples need to be picked in daylight to make sure they are the right colour for harvest.

Sally says discovering the Ambrosia apple came with a sense of responsibility. "It happened to us. It was the most amazing luck. With a gift like this, it behoves us to do the best we can."

"They are almost a luminous pinky-red over a creamy background. It is a sweet apple that is crunchy, with a distinct honeyed aroma and such extreme juiciness it dribbles down your chin."

Wilfrid Mennell,
Organic Orchardist

Author Margaret Webb writes about the first Ambrosia tree in her book "Apples to Oysters: a food lover's tour of Canadian farms." The following is an excerpt from the chapter entitled An Apple is Not an Apple:

"The land here pitches and rolls, feels wilder, primordial. At the end of one undulating row is the Mother Tree. And it really looks like a mother that has produced about a million baby trees. The trunk is thick and gnarled and gashed, with slashes from a thousand wounds to extract bud wood. The canopy is a head of writhing snakes – the branches grown out to provide scion wood rather than carefully pruned for fruit. Wilfrid and Sally marvel at the tree. It must be nineteen years old now, they guess, and this is the first summer they haven't raided the branches for wood. Left alone, the tree has produced a bounty of apples."

SCIENCE

Investing in organics

What's happier than a flock of hens on an organic farm? A cluster of scientists with \$8.5 million to spend researching organic agriculture.

The Organic Science Cluster is a collaborative effort by the Organic Agriculture Centre of Canada (OACC) and the Organic Federation of Canada, funded through Agriculture and Agri-Food Canada. It involves over 80 researchers at 20 institutions across the country.

This initiative facilitates a nationwide, strategic approach to organic science, links scientists and allows for the sharing of knowledge with organic stakeholders.

Research is taking place in fruit horticulture, agronomy, cereal crop breeding, soil fertility management, vegetable production, greenhouse production, dairy production systems, parasite control in ruminants, environmental sustainability and food processing.

"This program advances the science supporting the many benefits that organic agriculture provides for Canadians," says Andy Hammermeister, director of OACC and manager of the Organic Science Cluster. "It is an investment in sustainable agriculture that will serve producers and consumers for generations to come."



Canada Organic



No question about it.