



HELLMANN'S

Local Food Guide

for the Maritimes

GOING AND GROWING LOCAL

Here are actions, from simple to challenging, that you and your family can take to find more local food:

1. BUY, PREPARE AND SERVE
2. ASK FOR IT
3. GROW YOUR OWN
4. GET MORE INVOLVED
5. LEARN MORE

1. BUY, PREPARE AND SERVE

Get more local food in your diet by buying, preparing and serving by season...

I. WHAT'S IN SEASON

II. WHERE TO BUY IT

- a. Grocery stores
- b. Farmers' markets
- c. Natural food cooperatives
- d. Community shared agriculture and food boxes
- e. Farms

III. PREPARE AND SERVE

I. WHAT'S IN SEASON

Here is some of the produce that is grown locally and when to find it. Some other local food products are also listed.

<http://www.realfoodmovement.ca/latesttalk/get-involved/seasonal-foods/>

II. WHERE TO BUY IT

A. ...AT THE GROCERY STORE

Local food is often labelled, but if not, look for a point of origin on the box. Note that if the label says, "packaged locally" or "distributed locally", the food in it may not actually be grown locally.

Great local products and treats to buy in Newfoundland includes partridgeberry syrup and wild bakeapple preserves. In Nova Scotia see

<http://www.selectnovascotia.ca/index.php?cid=6#pmap>.

To find specific local food products in New Brunswick try,

<http://localnewbrunswick.com/index.asp?L1ID=22&L1BID=67&DisplayMode=&DisplayWidth=> .

Note that local seafood and fish are important local foods, though a great many are unsustainably fished. For more on sustainable fish in the Atlantic provinces, see

http://www.davidsuzuki.org/Oceans/Sust_fisheries/AtlanticFisheries.asp.

B. ...AT FARMERS' MARKETS

At farmers' markets farmers sell the freshest food directly to you. The Atlantic Canadian Organic Regional Network (ACORN) has an extensive list of farmer's markets <http://www.acornorganic.org>.

Farmer's markets can also be found in Nova Scotia <http://www.nsfarmersmarkets.ca/>,

in New Brunswick <http://www.tourismnewbrunswick.ca/tabid/1112/Default.aspx?Search=farmers+markets>,

on Prince Edward Island

<http://www.gov.pe.ca/af/agweb/produce/markets.php3> , and in Newfoundland and Labrador

<http://www.homemakers.com/Life&Times/travel/newfoundland-and-labrador-farmer-s-markets-n238746p1.html>

C. ...FROM NATURAL FOOD COOPERATIVES

Members of buying co-ops can spend less on higher quality produce since their money is pooled together to buy groceries in bulk directly from local farmers, wholesalers and producers. See the Co-op Atlantic website to find a store near you. <http://www.coopatlantic.ca/>

D. ...FROM COMMUNITY SHARED AGRICULTURE (CSA) SHARES OR A FOOD BOX

Community Shared Agriculture (CSA) is a way that farmers and consumers cooperate so that consumers are guaranteed the highest quality food as it becomes available and farmers have a guaranteed market. Typically you buy a share at the beginning of the season and pick your box up weekly at a drop off spot. CSA farmers sometimes offer flowers, herbs, fruits and other farm products too.

Food Box programs are a variation of a CSA. Here the consumer need not commit for an entire season, paying instead on a week-by-week basis.¹

Find CSAs in the Atlantic provinces at ACORN (the Atlantic Canadian Organic Regional Network) at: <http://www.acornorganic.org/>.

E. ...FROM FARMER'S ROADSIDE STANDS AND U-PICK FARMS

Farms can be found in New Brunswick at <http://www.pickyourown.org/canadanb.htm>.

On Prince Edward Island see <http://www.pickyourown.org/canadape.htm>.

In Newfoundland and Labrador try <http://www.pickyourown.org/canadanf.htm>.

For Nova Scotia see <http://www.gov.ns.ca/agri/marketing/contact/landsea/upicko.pdf>.

III. PREPARE AND SERVE

A. ...PLAN SNACKS, MEALS, MENUS AND SHOPPING LISTS, SO THAT YOU USE MORE LOCAL INGREDIENTS AS THEY COME INTO SEASON.

Root Soup

Use roughly equal amounts of the following vegetables. Note: I've put quantities in brackets for a soup that will serve ~6 as a main dish, but you can easily add more veggies to the pot to expand the recipe.

carrots (2 large)
potatoes (2 large)
yam (1 large)
parsnips (2 medium to large)
beets (2 medium)
garlic (1 head)
onions (2 large)
ginger (1.5 Tbsp)
water (2.5 litres or enough to boil the veggies)
salt and pepper to taste

optional garnish: lemon wedges, cayenne, cilantro

Directions:

Boil water. Cut up roots into bite size pieces. Roughly chop ginger and garlic as well. Add

¹ Definitions modified from Just Food website, accessed Mar 5, 2009 at http://www.spcottawa.on.ca/ofsc/en/community_shared_agriculture.asp

everything to water once it has boiled. Cook on low heat for at least an hour. Energy saving tip: you can boil the pot, then turn it off for a few minutes and let the roots cook with the latent heat in the water and pot. Every 10-15 minutes you can reboil the water, then turn it off again. This adds a little cooking time, so do it when you've got time to experiment.

This soup is good on the first day (especially with a little garnish), but it is better after a day or two. I often keep the soup going for another meal, based on a Japanese tradition, by adding new veggies to the base a couple of days later.

Recipe by Jane Hayes, Garden Jane - www.gardenjane.com

B. ...SERVE LOCAL FOODS AT PARTIES AND EVENTS, LIKE WEDDINGS, BIRTHDAY PARTIES, POTLUCKS. TELL EVERYONE WHAT YOU'RE SERVING AND WHY.

Select Nova Scotia's website has fantastic fruit and vegetables recipes at: <http://www.selectnovascotia.ca/index.php?cid=7>.

See local recipes from PEI (including great potato recipes) at <http://www.tourismpei.com/recipes>

2. ASK FOR IT

I. ...FROM YOUR GROCER

Grocers make decisions to buy produce and products based on availability, convenience and customer demand. If you don't say what you want, your grocer may pick the cheapest food, even if it has travelled thousands of kilometres. Frequent customer requests for local food often influence groceries' buying policies.

A local example: Women's Institutes "buy local challenge"

Women's Institutes of Nova Scotia are encouraging people to join a buy local challenge. Participants eat at least one home-cooked meal and one lunch each week, made from local ingredients. They suggest that people try one new local ingredient a week and talk to their grocers and farmers about local food options.

Adapted from original text at <http://www.gov.ns.ca/agri/wi/projects/buylocal.shtml>.

II. ...FROM RESTAURANTS

As you come to know what's in season, you can ask for it in restaurants and fast food places. Make sure to ask if the item you are eating is actually local.

III. ...FROM EVERYONE!

Ask that local food be served in cinemas, at events and festivals, in daycares and schools, and by airlines and other institutions.

3. GROW YOUR OWN

I. ...IN YOUR GARDEN OR ON YOUR BALCONY

Here's a list of things to grow to keep your food costs down and taste buds tingling: beans, chard, cherry and heirloom tomatoes, leaf lettuce and salad mixes, kale, and peas for a smaller garden that produces a lot. If you have more space, you might want to try beets, carrots, garlic, heirloom potatoes, onions, parsnips, summer squash, winter squashes and zucchini. If you'll be in your home for a few years, plant edible perennials such as asparagus, gooseberries, raspberries, rhubarb and perhaps a few strawberries. See below for resources on organic and natural gardening.

II. ...IN A COMMUNITY GARDEN

A community garden is a space where gardeners grow together, either on individual allotments or on common plots.

To find a community garden near you, see Atlantic Canadian Organic Regional Network's database <http://www.acornorganic.org/>.

4. GET INVOLVED

To increase the availability of local food in your area, join others who:

- I. LOBBY
- II. ORGANIZE
- III. TALK POLICY
- IV. DO A PROJECT
- V. TEACH ABOUT IT

I. ...LOBBY

Lobby people who buy on behalf of a lot of others to purchase a larger percentage of local food. This strategy has begun to be effective in a number of cities and towns around the world. It takes dedication, but as institutions come under pressure to improve their food services, they have an opportunity to take more of a leadership role in developing local and sustainable food systems. Remind your municipality, school or hospital that it will support local farmers and the economy by buying local.

A local example: PEI government to increase local products in schools

Typically Canadians have had a hard time convincing provincial governments to get involved in school food issues. The provincial government in PEI has shown itself to be forward-thinking by deciding to work to increase awareness and use of Island products in schools. This effort is part of a larger initiative to promote PEI products to islanders and visitors.

Adapted from original text at <http://www.gov.pe.ca/news/getrelease.php3?number=5757>

II. ...ORGANIZE

For example, you might join a committee or become a board member of a buying co-op, which can be organized at almost any scale. Co-ops can serve the needs of a few families, multiple families and even multiple consumer-run stores.

You might also join a group that plans actions to influence how people think about food.

III. ...TALK POLICY

Food policy discussions help communities, cities and even provinces to get clearer about what people want. There are many conversations going on, from local all the way to provincial and national levels.

A local example: Newfoundland & Labrador Environmental Network seeks insight

The Newfoundland and Labrador Environmental Network (NLEN) is undertaking a project to know what rural people think about local food. Recently, they met with farmers and others in Conception Bay South. The consensus there was that freshness is the main reason for choosing local food over food from further away (above environmental concerns, for example).

Adapted from original article:

Eating in, in C.B.S., November 24, 2008

Food/Environment Project looks at locally grown products

IV. ...DO A PROJECT

There are many projects you might do. For example, you could start a community garden, where you connect with a group, as well as find a host site with sun, water access, storage and a washroom. You'd want to establish good communication and ways to resolve conflicts. You might also want to seek funding and plant extra for hungry folks and animals. There are many great resources available on how to involve your community, as well as how to handle issues that come up in public garden spaces.

Here are some community garden resources to get you started:

How Does our Garden Grow: A guide to community garden success. A manual by FoodShare.
<http://www.foodshare.net/garden03.htm>

V. ...TEACH ABOUT LOCAL FOOD

Here are some links for educators who want to teach about the importance of growing and eating local food in the classroom.

Centre for Ecoliteracy <http://www.ecoliteracy.org/>
Information, inspiration, and support for K-12 educators, parents, and other members of the school community who are helping young people gain the knowledge, skills, and values essential to sustainable living. Has resources on Food, Culture, Health, and the Environment, as well as rethinking school lunches.

City Farmer - Children and School Gardens and Urban Agriculture
<http://www.cityfarmer.org/schgard15.html> and
<http://www.cityfarmer.org/subchildren.html#children/>
Brief descriptions of projects and links to their sites.

Green Teacher <http://www.greenteacher.com/>
A magazine and on-line resource by and for educators to enhance environmental and global education across the curriculum at all grade levels. Articles, lesson plans and links.

Kids Gardening <http://www.kidsgardening.com>
Kids Gardening provides information, resources, and supplies for children, parents, and teachers who are interesting in gardening.

Life Lab <http://www.lifelab.org>

Through its curricula and programs, Life Lab helps schools develop gardens where children can create “living laboratories” for the study of the natural world.

The Food Project <http://www.thefoodproject.org/about/index.asp>
Program for youth and adults from diverse backgrounds to work together to build a sustainable food system.

The Food Timeline <http://www.foodtimeline.org/>
Morris County, New Jersey librarians created the Food Timeline as a way to help students, parents, and teachers locate food history and period recipes. Not one single website, but a collection of related web pages.

5. LEARN MORE

Links and resources to help you access and advocate for local food or grow a garden.

100 Mile Diet <http://100milediet.org/>
Local eating for global change. You can use the site to map the 100 mile zone around you (i.e. your local foodshed).

100 Mile Manitoba <http://100milemanitoba.org/>
Info on Manitoba, with links and general info relevant to other parts of Canada.

Atlantic Canadian Organic Regional Network (ACORN) www.acornorganic.org
A wealth of information on local organic food, including a database of farmers, markets and processors.

Canadian Gardening www.canadiangardening.com

Canadian Organic Growers (COG) www.cog.ca
A national information network for farmers, gardeners and consumers. COG promotes organic foods through national publications and events, and through memberships in local chapters.

COG New Brunswick Chapter <http://www.cog.ca/nb/index.htm>

City Farmer’s Urban Agriculture Notes www.cityfarmer.org
Canadian information, research and news about urban agriculture, community gardens, etc.

Ecology Action Centre – food action committee <http://www.ecologyaction.ca/>
Promotes local eating. Some focus on food security for Nova Scotia.

Food Secure Canada <http://www.foodsecurecanada.org/>

Has a database with information, policy and educational resources on: Agriculture & Harvesting; Indigenous Food Sovereignty; Food Culture & Practice; Food & Health; Food & the Environment; Household / Individual Skills; Hunger / Short Term Relief; Policy Work / Systems Change; Community Building.

Food Security Network Newfoundland and Labrador <http://www.foodsecuritynews.com/>

Gardening in PEI <http://www.gov.pe.ca/af/agweb/index.php3?number=70745>
Government advice on gardening.

Local Food Plus <http://www.localfoodplus.ca/>

A non-profit organization that brings farmers and consumers to the table to share in the benefits of environmentally and socially responsible food production.

Mother Earth News <http://www.motheearthnews.com/Real-Food.aspx>
How to find fresh, local, sustainable food. Recipes too.

Organic Gardening www.organicgardening.com
Organic Gardening from A-Z

Organic Agricultural Centre of Canada <http://www.organicagcentre.ca/>

The Organic Agriculture Centre of Canada plays a leading role in organic research and education, linking organic knowledge across Canada. OACC is dedicated to farm profitability and enhancing the environmental and social integrity of agriculture.

People and Planet <http://www.planetfriendly.net/>

Local and Organic information covering Food, Gardening, Agriculture, Eating, Learning, Growing, Working in Canada and beyond

PEI Food Security Network <http://www.healthyeatingpei.ca/>

This emergent network is focusing on the following themes: Access to healthy food; Food costing/food skills; Livable income for producers

Seeds of Diversity www.seeds.ca

Lists heirloom and heritage seeds being saved by members of the public sector. Hosts a database of seed companies, Canadian growers and a living library of seeds. For organic, open-pollinated, GMO-free and heirloom seed companies, see <http://www.seeds.ca/rl/rl.php>.

Sharing Backyards www.sharingbackyards.com.

In some Canadian towns and cities you can join a backyard sharing program, which matches people if you don't have your own space to garden. You can also share your backyard with others who would like to grow food.

Simply in Season Fruit and Vegetable Guide

<http://www.worldcommunitycookbook.org/season/guide/index.html>

Tips on how to choose, store, prepare, and use selected fruits and vegetables.

Slow Food Canada www.slowfood.ca

Is interested in developing an enogastronomic culture with support for those battling to defend food and agricultural biodiversity around the world. Slow Food stresses the need for taste education as the best defense against poor quality and food adulteration.

Sustainable Table www.sustainabletable.org

Celebrates local sustainable food, educates consumers on food-related issues and works to build community through food. Based in US, but good overview.

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