

# FOOD & BEVERAGE



3

STEPS TO

**MAKING  
SUSTAINABLE FOOD  
CHOICES**

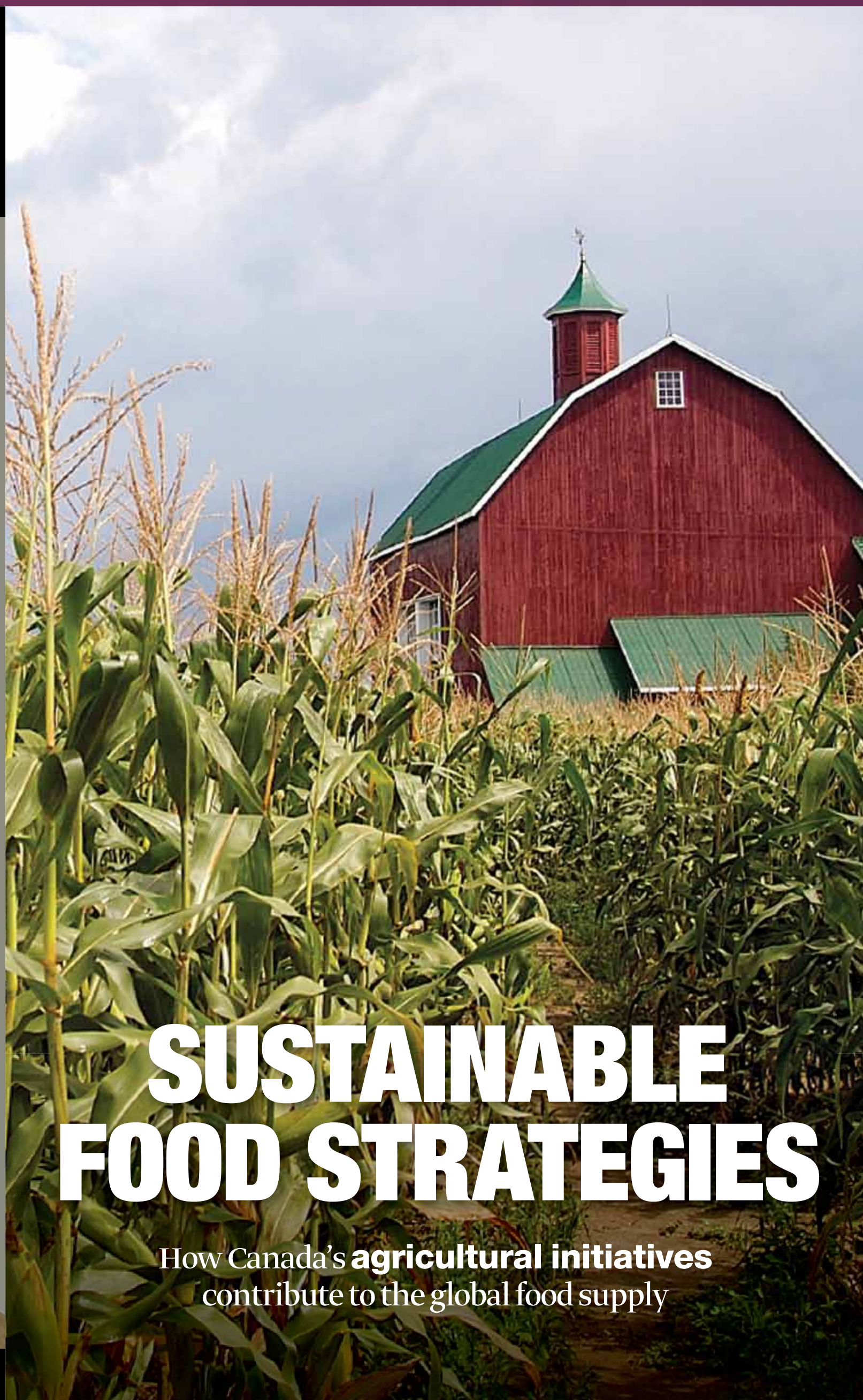
Food & you  
The health impacts of our food and drink choices

Buying local  
Get to know the people behind Ontario's food

Vine to wine  
Sustainable methods to growing grapes

Get hooked  
Responsible resource management of seafood

From the farm  
Kevin Hursh shares his story as a Canadian farmer facing the future.



## SUSTAINABLE FOOD STRATEGIES

How Canada's **agricultural initiatives** contribute to the global food supply



**KEVIN HURSH PAg**  
Agricultural writer and farmer  
PHOTO: PRIVATE



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CHANGING LIVES  
IMPROVING LIFE

UNIVERSITY  
of GUELPH





## CHALLENGES

STEP

1

SCOPE  
OUT THE  
FARMERS'  
MARKET

## WE RECOMMEND



**The need for a global food strategy**  
How Canadian research nourishes the world.

PAGE 4

"Globally, Canada is held in high regard for helping the world through agricultural research."

**Friendly fishing** p. 6  
How fishing practices can be sustainable—and good for you.

**Facts about food banks** p. 10  
When it comes to food, many Canadians do not have a choice.

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## NEWS IN BRIEF

**Farm to fork explained**

■ Farmers produce the food we eat, but they need seeds, fertilizer, pesticides, machinery and fuel to do so. They also often need help at planting and harvest time, or 24-7 in the business of raising livestock and milking cows. There are also government specialists who advise farmers and researchers in the public and private sectors looking for better ways to produce foods.

When the farmer sells livestock or crops, it usually has to be trucked to processing plants or storage terminals. Export crops and other products often move by train to a port for loading on a ship.

Food processors get raw products directly from farmers or from suppliers such as grain companies or the Canadian Wheat Board. There is an entire supply network for imported food which accounts for about 32 percent of what Canadians eat. The one shortcoming is the lack of a system for labeling foods that are primarily Canadian in content.

The processors generally sell their products to grocery stores but consumers enjoy a growing variety in food outlets these days. There are the traditional grocery retailers, smaller regional operations and, more recently, large consumer product chain stores that have gone into the food business, although usually without the array of foods found in a grocery store.

While most consumers only see grocery store clerks stocking shelves and at the checkout, they're just the end of a long line of people who delivered your meal.

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Locavores and foodies alike are wondering: **Where does our food come from?** The answer is our own backyard—and Canada plays a large role in feeding the world as well.

# Canada's food supply issues hit close to home

Food is one of our three fundamental needs. Generally, we understand water and shelter, but what do we know about our food? We have come a long way from our hunter-gatherer beginnings and, in our affluence, we have lost our basic understanding and appreciation of food.

Most Canadians, when asked about our food supply, can recite a fond memory of an ancestral farm or of visiting a farm. We may conjure visions of idyllic rural settings with some livestock in the pasture and a small vegetable garden near the family homestead. While such farms still do exist, farming has changed over the years in response to competitive pressures, technology and consumer preferences.

Farming and food production today is a sophisticated production process. And this description applies to all forms of agriculture, whether it be conventional or organic, large or small, crops or livestock.

**The economic aspect**

The Canadian farming and food production sector is an important industry in Canada. It is not just about producing the food we need and the food we export to other countries. It

is also about contributing to our economy by providing investment and jobs. In 2009, the food industry directly provided one in eight jobs, employing two million people and accounted for eight percent of our total economic activity. It is about contributing to environmental protection and environmental enhancement by preserving soil, protecting our water resources and even helping to reduce our carbon emissions.

But what we can most easily relate to is the food we enjoy in Canada. Canadian farmers and food processors provide much of what we eat. However, we imported \$28 billion worth of food in 2009. These imports consist of tropical products we do not grow but also meat, grain, fruit and vegetable products. Such food is imported based on existing contracts, price or seasonal availability. Likewise, our farmers and processors export over \$35 billion worth of food annually across the globe.

How the food gets to our plate from Canadian farms or elsewhere is a complex and complicated tale. Most simply, as many Canadians are now doing, we simply buy fresh, local food at a nearby farmers' market. This growing trend reflects Canadians interest in knowing more about how their food is produced, its environmental impact (food mi-



**Ron Bonnett**  
President, Canadian Federation of Agriculture

**FACTS****Canada has:**

- 90,000 Cattles producers
- 100,000 Wheat, barley, corn, oats, soybean, canola, flax producers
- 24,083 horticulture farmers
- 35,000 dry beans, lentils, chickpeas and field pea producers
- 7,000 hog producers
- 1,500 rural and coastal communities in aquaculture employing 130,000 valuing \$6.34 billion
- 8,000 farmers of special crops; mustard, canary seed, Hemp, sunflower, ginseng, herbs & spices, camelina, buckwheat, forages, fenugreek
- Total food retail sales in Canada come to \$88 billion.

Courtesy of Agriculture and Agri-Food Canada

les) and its contribution to the local economy.

But as many do not have the opportunity for direct buying, most of our food comes from the agriculture and agri-food system. This system includes the farm input and service supply industries, farming, food and beverage processing, food distribution, retail, wholesale and the food-service industries.

**Increasing awareness and interest**

Canadians are increasing their awareness of food issues and where their food comes from. Seems natural when we think of how food affects our health, our jobs, our economy and is such an integral part of our respective cultural heritages.

So we invite you to learn a little more about the food you eat and how it is provided in the following pages. You will read about food and your health, the different methods of food production, how Canada can remain competitive in order to meet future challenges and sustainable food strategies.

We hope that these articles will provide you with a better understanding of the people and processes behind the products you and 33 million other Canadians use several times every day— food!

## Food for a healthy heart

**According to the Heart and Stroke Foundation of Canada, consuming between five to 10 daily servings of fruits and vegetables is one of the quickest routes to a healthy heart.**

Thanks to high levels of antioxidants such as vitamin C and beta-carotene, broccoli, oranges, red peppers and sweet potatoes are some of the top picks that will help reduce the build up of plaque from cholesterol. Tristaca Caldwell, a registered dietician and owner of Fueling with Food in Halifax, also recommends including high-fiber foods that are also low in saturated fats such as whole grains, chicken and fish as some of the best ways to maintain a healthy weight as well as being heart healthy choices.

While whole fruits are ideal, Caldwell says that downing a glass of 100 percent fruit juice can be a fast fix for times when you're in a rush. "Fruit juices with no sugar added are a good source of potassium and antioxidants and nutrients, which protect the heart," she explains. Beyond juice, including two to three servings of calcium and vitamin D-rich dairy in your diet may also help reduce your risk of heart disease, not to mention healthy body weight maintenance. "Dairy also has a fat known as conjugated linoleic acid, which has also been shown to possess heart-healthy properties," says Caldwell.

**Cutting down on saturated fats**

Similar to the Heart & Stroke Foundation's recommendations, Caldwell suggests folks limit their

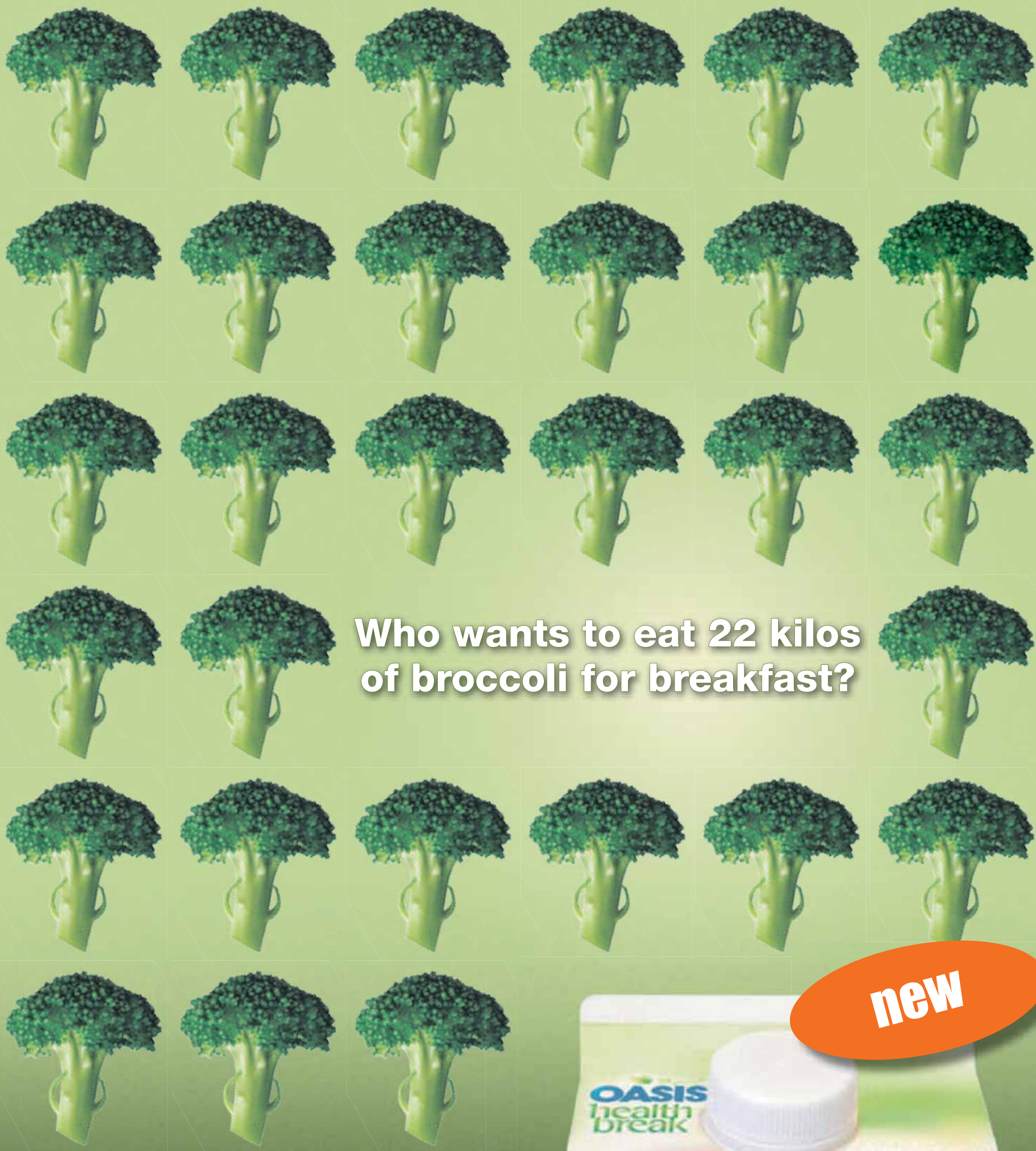
consumption of saturated fats including butter, cream and red meats.



**WHOLE HEART HEALTH**  
Foods that are high in fibre, such as whole grain products, are recommended for a diet that is low in saturated fats.

At the same time, she says that unsaturated fat, including monounsaturated and polyunsaturated fats, are necessary for healthy body functioning. Olive oil, avocados and nuts such as pistachios offer excellent sources of monounsaturated fats. When it comes to polyunsaturated fat and omega-3 fatty acids are considered top heart-health performers with cold-water fish, flax seeds and walnuts all being excellent sources. They help to lower blood pressure, reduce inflammation and increase your levels of good cholesterol. In addition to the bevy of heart health benefits, Caldwell believes our diet is the one way that we can positively affect both the quality and longevity of our health.





Who wants to eat 22 kilos of broccoli for breakfast?

new

Luckily, there's the new **Oasis Health Break CholestPrevent™** juice

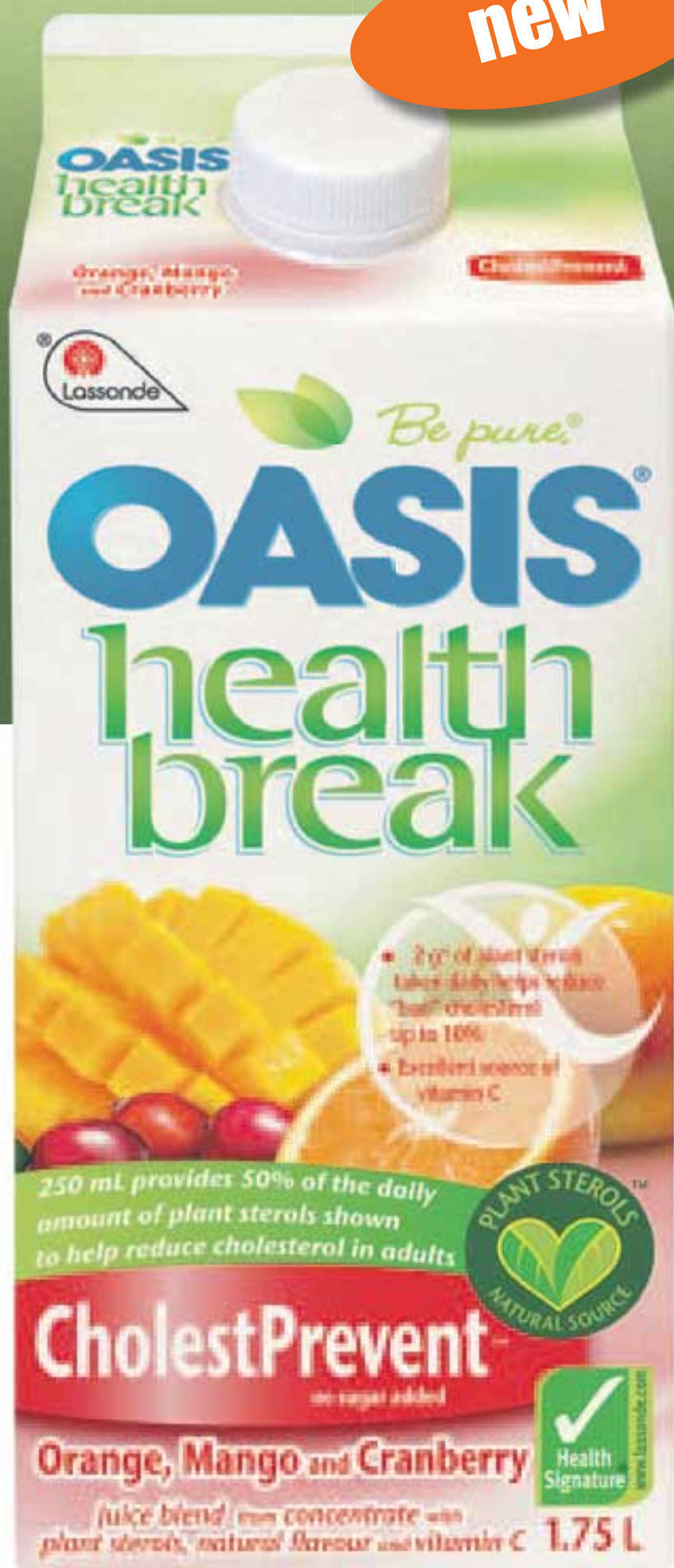
22 kilos of broccoli OR two glasses of new Oasis Health Break CholestPrevent™ juice. That's the serving you need to get the recommended 2g of plant sterols daily and lower your bad cholesterol by up to 10% in just three weeks.

If you prefer the taste of oranges, mangoes and cranberries to broccoli every morning, try our new Oasis Health Break CholestPrevent™.



Plant sterols **naturally occur** in vegetables, fruits, nuts, cereals and vegetable oils and help lower bad cholesterol.

For more information, visit [oasischolestprevent.com](http://oasischolestprevent.com)





## NEWS

STEP

2

DON'T BE  
FOOLED BY  
NATURAL  
CLAIMSGOOD CROP HEALTH  
Farmers must counter  
a variety of challenges,  
from weather woes to pest  
problems.

NEWS

## A farmer's perspective

**Planting season is just around the corner. I can hardly wait.**

At 1,450 acres, my farm is barely average for size in Saskatchewan. If it was all in one field, it would be roughly three kilometers long by two kilometers wide. I have neighbours who farm five to 10 times more land than me. Farms continue to consolidate and grow larger.

My crop mix is more specialized than most. This spring, my crops will include canola, canaryseed, large green lentils, kabuli chickpeas and oriental mustard. On canola, canaryseed, lentils and mustard, Canada is the biggest exporter in the world.

Canola is Canada's number one crop by value. It's crushed for its vegetable oil—arguably the world's healthiest. Domestic consumption of lentils and chickpeas (also called garbanzo beans) is increasing, but they are still relatively unknown to Canadian consumers. Called pulse crops, they are amazingly healthy as well.

Canaryseed is grown for the bird feed market, but efforts are underway to get the crop approved as a human food. Tests are showing it to be gluten-free. It's already being used as a health food in some markets.

Most urbanites can't tell flax from field peas and most are also unaware of the production costs in modern agriculture. On my operation, the cost for seed, fertilizer, crop protection products and crop insurance (all of which I categorize as variable costs), will range from \$92 an acre for canaryseed to \$240 an acre for chickpeas.

On the full 1,450 acres, the cost will be well over \$200,000. For larger farms, \$1 million or even \$2 million is going into and onto the ground this spring and summer. For many of us, operating loans are needed to finance this cost until we have something to sell in the fall.

And the costs don't end there. There's equipment depreciation, diesel fuel, labour, property taxes, land rent and interest costs. Generally considered fixed costs, these typically range from \$70 to \$120 an acre for cropland in Saskatchewan.

So, in addition to an operating loan, I have equipment loans and a land loan. If I want to buy more land or another piece of equipment, I'll need to visit my lender and prove that the numbers are going to work.

This year, the numbers look promising. Crop prices are strong. If the weather cooperates so we can grow a decent crop and if input costs don't get out of control, grain producers should make some money. That will help make up for the many lean years, when crop prices were below the cost of production.

There's a growing public sentiment that export-oriented agriculture is ill-conceived. Farmers, it's believed, should produce food for the local market and that's what consumers should buy.

There's certainly more room for locally-grown food, but most segments of Canadian agriculture are export dependent. We just don't have enough consumers to eat all the grains and red meat we can produce.

I grow crops to meet the quality and safety guidelines set by buyers, but I'm at the beginning of the supply chain. There are many steps between me and the consumer, even when the consumer is domestic. I don't get to talk with my actual end-use customers.

Understandably, most consumers are far removed from knowing how their food is produced and how it reaches their dinner tables. Misconceptions abound.

More needs to be done to bridge the producer-consumer divide. We need to talk.

KEVIN HURSH, PAg  
Agricultural consultant  
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## Nourishing the world through Canadian research

**Question:** How does Canada factor into the global need to feed undernourished countries?  
**Answer:** By leading the way in groundbreaking research, Canadian initiatives are creating solutions for issues such as plant output and weather setbacks.

**Experts mostly agree the so-called perfect storm putting pressure on the cost of food is being caused by higher oil prices and poor harvests, the latter driven mainly by climate change.**

Little can be done in the short term to influence oil prices, but an answer exists for addressing new challenges facing crops and livestock: research.

Even before the most recent challenges, organizations such as the United Nations Food and Agriculture Organization were predicting that by 2050, farmers would need to grow 70 percent more food than they do now to feed the expected population. The new wrinkle of intensified unrest in the Middle East and its effect on the oil supply makes the food production even more precarious, especially in the face of ongoing challenges such as shrinking farm land base and competition from non-food uses for crops.

That's where research comes in. Globally, Canada is held in high regard for helping the world through agricultural research. For example, University of Guelph professors Rick Upfold, Neal Stoskopf and the late Ed Gamble were awarded the Friendship Medal by the Government of China in 1995 for increasing wheat production there by up to 25 percent in the provinces of Heilongjiang, Gansu and Xinjiang, and for helping to introduce winter wheat to China. The Friendship Medal is the country's highest honour given to foreign researchers.

**Food is now becoming an issue of concern and discussion domestically and internationally.**

Recent food shortages and the expected increase in the world's population from 6.8 billion to 9.2 billion by 2050 have made food a global topic.

Climate change, carbon footprints and farm gate economics all contribute to the intensity of the expressed concerns. In this context, it is imperative that Canada develop a long term food strategy that will



"Globally, Canada is held in high regard for helping the world through agricultural research."

Owen Roberts  
Agricultural writer

Yet despite such gains, agriculture in China, like some of the world's other biggest wheat producing nations—including Canada itself—is being plagued with weather-related woes.

Going forward, researchers need to concentrate on new traits while increasing a plant's output. For major exporting nations such as Canada, it's vital that farmers have access to new varieties that are equipped for the uncertainties that come with climate change—drought one year, too much rain the next, and new pests and new diseases among them.

## The natural roadblocks

Nature needs some help to address this situation. Technology is often

blamed for climate change problems, but in this case technology is also key to our survival.

"Technology can enable us to unlock the full potential of plants, to grow more from less, double our food supply and create alternative energy resources, while being mindful of our scarce water and decreasing our carbon emissions," says Jay Bradshaw, president of Syngenta Canada.

Technology development itself needs a favourable climate in which to exist. Through the 1990s, Syngenta scientists worked to create what's become known as Golden Rice, a vitamin A enhanced, genetically modified variety of rice whose active ingredient, beta carotene, comes from daffodils.

## A super food

Golden Rice is specifically designed to address vitamin A deficiency, which causes blindness in malnourished children. Syngenta donated Golden Rice for humanitarian use in underdeveloped countries. Then it hit a political roadblock—GMO crops are prohibited in Africa and Asia.

"This presents a very real, very serious moral dilemma," says Bradshaw. "It's not enough to just develop the technology. In order to make a difference, those technologies need to exist in an environment where they can be put to good use—especially when lives are on the line."

Bradshaw acknowledges part of Syngenta's motivation is economic. However, that's not unlike food production itself—it needs to be profitable for farmers everywhere, and for everyone along the food production chain. Otherwise, it's unsustainable. And unsustainable food systems will not help feed the world.

Says Bradshaw, "We can either put our heads in the sand and hope that other people will fix the challenges we're facing, or we can take this opportunity to feed the hungry people of our planet and strengthen the Canadian economy at the same time."

## FACTS

**Conventional:** Canadian farms produce a wide variety of livestock and crops such as wheat, canola, soybeans and corn as well as fruits and vegetables. Most farmers use fertilizers and pesticides to raise their field crops, taking care to follow the guidelines to prevent overuse of the expensive inputs.

**Biotech:** Some of these farmers grow genetically engineered (GE) varieties of corn, canola and soybeans. Most GE varieties are resistant to a particular herbicide

so the farmer only has to spray the crop once to control weeds. There are no GE varieties of wheat, barley, oats or any popular vegetables including sweet corn. In the future, plant breeders hope to add nutritional traits to crops.

**Organic:** Organic agriculture, which includes livestock and crops, doesn't employ chemical fertilizers and pesticides. Under Canadian organic standard regulations, organic farmers have to be audited before they can claim their products are organic. Organ-

ic foods cost more than conventional foods and almost all large grocery stores carry organic produce.

**Natural:** Here is a term to be wary of—"natural" is one of those meaningless terms that anyone can tag their food products with. If something is all natural, it does not necessarily mean organic and could have something unnatural in it.

ALEX BINKLEY  
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## A growing need for a national food strategy



Ron Bonnett  
President,  
Canadian  
Federation of  
Agriculture

provide citizens with the secure understanding that we will be able to feed ourselves and contribute to the world's food needs in the years to come through sustainable production, processing and distribution of food.

Canada currently engages in the development and execution of agricul-

ture and food policy within five year plans. This policy suite may or may not adequately address issues of the day and may or may not be relevant over the course of the five-year horizon. What is lacking in the policy process is a clear overall objective—a vision for the future of the food system and sectors involved.

The National Food Strategy (NFS), developed by the affected sectors in collaboration with government and consumers, will provide an agreed upon direction that will effectively guide appropriate food policy for years to come. The NFS presents a tremen-

dous opportunity for Canada to establish a comprehensive food plan to secure healthy food for current and future generations, to guard our environment and to boost our economy.

It is clear that the NFS is also a responsibility to the citizens of Canada and to the global community to ensure a healthy source of food, a healthy environment and healthy economies for current and future generations.

RON BONNETT  
President, Canadian Federation of Agriculture  
editorial@mediaplanet.com



# Canadians have access to one of the safest, most abundant food supplies in the world, thanks in part to pesticides and biotechnology.

Crop yields improve and the environment is protected when farmers are able to use tools like crop protection products and biotechnology to grow their crops.

Without these tools, Canadian farmers would have to cultivate **37 million more acres of land** to generate the same amount of food they do today – that's about four times the size of the farmland in Ontario.

## DID YOU KNOW...

Canadian families save **58%** on their weekly grocery bills because farmers have access to the latest in crop protection tools and plant biotechnology.



[www.croplife.ca](http://www.croplife.ca)



# How do we feed a growing world population?

Farm new land

Get more from existing farmland

**syngenta**

The world needs more food. By 2050, there will be another 2 billion people on our planet. How do we provide enough high-quality food and preserve our environment? At Syngenta, we believe the answer lies in the boundless potential of plants. We develop new, higher yielding seeds and better ways to protect crops from insects, weeds and disease. So farmers can get more from existing farmland and take less new land into cultivation. It's just one way in which we're helping growers around the world to meet the challenge of the future: to grow more from less. To find out more, please visit us at [www.growmorefromless.com](http://www.growmorefromless.com)



## NEWS



**SERVE IT UP**  
Seafood is a low-calorie, easy-to-prepare way to add protein to your diet.  
PHOTO: JEFFERY YOUNG, DAVID SUZUKI FOUNDATION

# Fishing practices can be good for the environment—and you

**Canada's fishing industry, along with an increasing number of other fishing industries and their fisheries management authorities, are committed to harvesting and growing fisheries in a responsible, sustainable manner.**

Canadian food retailers and restaurants are working with the World Wildlife Fund, Marine Stewardship Council, Sustainable Fisheries Partnership and International Seafood Sustainability Foundation to implement sustainable fisheries purchasing programs.

First, the verdict is in—eating more seafood is good for you. Protein is an essential part of the human diet. Seafood products are consistently the lowest calorie, lowest fat source of protein you can find. It is also the

best source of omega 3s that are essential for human life, heart health, and brain development. Health Canada recognized this when it recommended consumers consume at least two servings per week. It's a message that groups like the World Health Organization have long lectured, and needs to be better and more often communicated.

#### The power of protein

Second, seafood provides an unmatched variety of great-tasting, easy to prepare protein options. Lobster, salmon, canned tuna, scallops, mussels; whitefish species like cod, haddock, pollock or tilapia are just a few of the examples of the breadth of unique tastes that seafood provides. While consumers may find preparing seafood intimidating, once they try baking, grilling, broiling or frying seafood, they will



“Seafood products are consistently the lowest calorie, lowest fat source of protein you can find.”

**Patrick McGuinness**  
President,  
Fisheries Council of Canada

be surprised at just how easy and fast it is to make great-tasting seafood dishes at home. Also, with the growth of aquaculture to the point that it now provides about half of all seafood, great seafood is available year round in virtually every corner of Canada.

#### Countering the cost

Finally, despite the doom and gloom reports from some quarters, most

forms of seafood production quite likely have the lowest environmental impact of any protein. It is true that one can find examples of species that have been over-fished, and in certain developing nations it is critical that we continue to increase our knowledge of the seafood resources and educate fishermen on sustainable fishing practices. It is also true that, as is the case in any method of food production,

catching or growing seafood will affect the environment in which it is produced. However, great progress is being made every day. For example, in global wild capture fisheries, the United Nations Food & Agriculture Organization (FAO) statistics indicate that further reforms are needed in only 17 percent of fisheries to recover stocks to sustainable levels. For whitefish species like cod and haddock, stocks are increasing around the world as fishing nations have taken the needed measures to protect those stocks. In an example of industry taking the initiative, tuna companies are working to ensure biologists' recommendations are being implemented around the world.

Canadian seafood consumers can and should eat seafood without guilt. It takes a little more education but the rewards are worth the effort.



*Love the taste every time.*

## Good For You. Good For Us All.

A lot has been written recently about the health benefits of eating seafood. At Clover Leaf Seafoods, we've spent over 100 years feeding Canada's hunger for more healthy food. But our commitment doesn't stop there.



We have set the standard in quality seafood. And as an industry leader, Clover Leaf is committed to leading the way in preserving the world's aquatic resources.

No single initiative is more important, or more central, to Clover Leaf's business philosophy than ensuring responsible fishing practices and management of the fisheries from which we obtain our seafood. This is not only important to the environment and our consumers, but it is critical for our business as well.



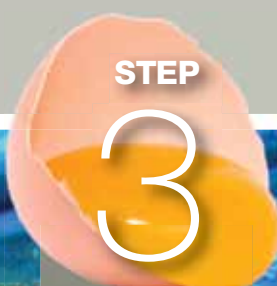
Sustaining Fisheries, a focal point of our overall Corporate Responsibility Program, is a key driver in how we conduct business around the globe.



At the heart of these efforts in tuna fisheries management is our support of the mission, work and resolutions of the **International Seafood Sustainability Foundation** (ISSF), a global partnership among leaders in science,



NEWS



STEP  
3  
ASK QUESTIONS ABOUT YOUR LOCAL GROCER'S PRODUCE



DON'T MISS!



**Don Mills**  
President,  
Local Food Plus

Eating local benefits farmers and the environment

**According to Don Mills, president of Local Food Plus, a non-profit organization that certifies food producers, shopping locally not only means you're doing something good for you but also your community and the environment.**

"Purchasing local food is going to reverberate dollars around communities near you," offers Mills, "as opposed to having those dollars flee the country." Mills also encourages folks to ask questions of their local grocer's produce managers as well as local food producers in order to find out what practices are in place to ensure that local food standards are attained. From the agricultural use of water to the energy sources required to transport the food we enjoy, food has secured its place as a top environmental concern, which means that buying local food will ensure you're having a positive impact. In Mills' opinion, local food is a pivotal global issue, one that impacts society, economy and environment.

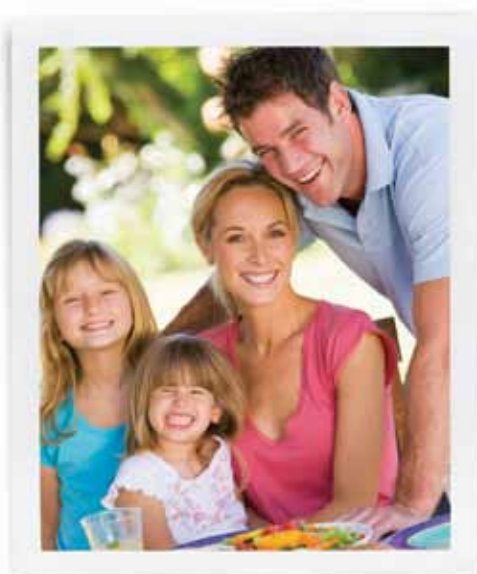
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**PROTECTING RESOURCES**  
Responsible resource management is fundamental to the future of the global wild capture fishery industries.  
PHOTO: FISHERIES COUNCIL OF CANADA

the tuna industry, and the World Wildlife Fund (WWF), the world's leading conservation organization.

ISSF's mission is to undertake science-based initiatives for the long-term sustainability of tuna stocks, reduction of by catch, reduction of illegal, unregulated and unreported fishing, and promotion of ecosystem health. Clover Leaf, a proud founder of

ISSF, is at the forefront of seafood sustainability. We are committed through our leadership and our actions to the effective management



of ocean resources for generations to come. Please visit <http://iss-foundation.org>

"Quality and taste every time" is more than our mantra – it's our commitment to you and future generations.

We encourage you to learn more about Clover Leaf and our relationship with our oceans. For more information please visit us at [www.cloverleaf.ca](http://www.cloverleaf.ca)



The Clover Leaf Seafoods Family

Love the taste every time.



## INSPIRATION



## DAN RECOMMENDS

**Sweet Thai Mussels**

4 lbs (2 kg) fresh blue cultured mussels  
 4 oz (120 ml) white wine  
 2 tsp (10 ml) red onions  
 6 tbsp (90 ml) sweet chili sauce  
 4 tbsp (60 ml) fresh cilantro  
 juice of 1/2 lime

1. Stir mussels in a colander while rinsing in water. Set aside for a few minutes. Tap any that are open. Discard those that don't close in response to the tap.
2. Place mussels in pan, add remaining ingredients.
3. Cover and steam until mussels start to open.
4. Stir occasionally to ensure sauce coats the mussels. Discard any mussels that do not open.
5. Serve with your favorite bread for dipping in the sauce.



1



2

1. Don Donovan poses with the catch of the day.  
 2. Fresh fish on display.

PHOTO: PRIVATE

# Get hooked on sustainability

**HOW I MADE IT**

**Question:** How did Dan Donovan increase the popularity of sustainable local fishing practices?

**Answer:** By opening a store that gave city dwellers access to northern catches.

**While frequenting your local farmers' market and buying grass fed beef has become second nature, sustainable and local fish or seafood may not be on your radar.**

With the March 11 opening of Hooked in Leslieville, owner Dan

Donovan is determined to increase the popularity of lake fish and local seafood, one customer at a time. As a chef and avid fishing enthusiast, the North Bay Ontario native and his wife (also a chef) believe "The notion of sustainability is starting to gain traction in North America. We thought it was time to open a store that gave folks access to the fish and seafood that comes directly from primary producers." At the same time, Donovan admits the real catch is giving folks the culinary skills required to enjoy local fish and seafood; a void that he hopes his Leslieville store and cooking school will fill. "Our staff are chefs first," he says, "so customers coming in can have a

real conversation about what they are having for dinner."

With the exception of Ontario farmed trout, Hooked doesn't sell farmed finfish, however the store's shellfish selection, including clams, mussels and oysters, is exclusively farm-raised. But as Donovan explains, that's not necessarily negative as growing shellfish have an ability to act as a filtration system, which contributes a positive environmental impact that is fully sustainable. Although there are a bevy of reasons to opt for fresh fish and seafood even if you're cracking open a can of tuna, Donovan says you're still likely to find a sustainable product, as canned fish producers have responded

well to the movement.

**Safe to serve up**

But even with the positive environmental and economic impact, many still have hesitation in regards to the cleanliness of fish from the Great Lakes. Donovan says the rigorous testing standards currently in place by the federal and United States governments are ensuring the fish quality is very high. "From an environmental perspective, it makes sense to eat fish that's local," continuing Donovan says that, "from an economic perspective it keeps jobs in Ontario."

ANNA LEE BOSCHETTO  
 editorial@mediaplanet.com

**Blue Mussel Marinère**

Serves: 6  
 Preparation Time: 5 minutes · Cooking Time: 10 minutes

**Ingredients**

- 5 lbs fresh blue cultured mussels
- 1 celery stalk, coarsely chopped
- ½ cup white wine
- 1 clove garlic, diced
- ¼ cup green onion, chopped
- 1 tsp dried thyme
- 1 bay leaf

**Instructions**

1. Stir the fresh blue mussels in a colander while rinsing in tap water. Set aside for a few minutes. Tap any that are open and discard those that don't close in response to the tap.
2. To a large lidded pan, add white wine, chopped onion, celery, garlic, bay leaf and thyme. Bring to a boil.
3. Add fresh blue mussels to boiling liquid. Cover and steam until mussels open, about 5 to 7 minutes. Discard any that do not open.
4. Spoon the fresh blue mussels with shells into a large bowl, pouring the broth over. Serve with your favourite bread or French fries for the classic moules frites.

Nature's  
 perfect green food  
 happens to be *blue*.

Fresh blue cultured mussels are as good for the ocean as they are for your family. This sustainable seafood is farmed on ropes that are lowered into the pristine waters off the coasts of Prince Edward Island, Newfoundland and Nova Scotia. It is here that they feed on nutrients already found in the sea.

The waters that fresh blue mussels are farmed in are tested to meet rigid international standards.

The growers themselves take great care to protect the natural eco-systems where they farm. This includes no dredging of the ocean floor. The result of this attention? Cultured blue mussels are designated as a "best choice" food by SeaChoice seafood guide... an honour that make us anything but blue!

For more healthy and delicious recipes, like *Blue Mussel Marinère*, visit [discovermussels.com](http://discovermussels.com).

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DON'T MISS!

### Movers and shakers in the local movement

The local food movement has gained a lot of attention in recent years with providers offering local meat and produce and related products when they're available.

However, it's still a drop in the proverbial bucket for Canadian agriculture which, except for the dairy and poultry sectors, relies for its livelihood on export markets. As the Canadian Agri-Food Trade Alliance notes, more than 90 percent—nearly 210,000—of Canada's farmers are dependent on exports. Their viability depends on the sale of products that are either exported or sold domestically at international prices.

But for producers living near large urban centres, the local food movement is becoming an excellent way to diversify their income, which, too often in the past decade, has finished in the red. Programs like Foodland Ontario, Eat B.C. and Select Nova Scotia promote locally grown food and guide consumers to where they can find it.

Locavores, as dedicated local food shoppers are known, have plenty of choice. Grocery stores increasingly highlight local produce especially if shoppers request them.

Farmers who are certified organic producers can market their products that way and conventional farmers can offer fresh pickled fruits and vegetables that don't come from across a continent or an ocean.

With the growth of greenhouses, consumers may no longer find themselves limited to enjoying fresh produce for a few weeks in the outdoor growing season, through market or roadside outlet, roadside outlet. Many local restaurants and fast food chains are taking it upon themselves to buy local and offer sustainably grown ingredients and dishes to the busy urban Torontonian concerned with quality food for themselves and their families. In some communities, farmers will even bring their product to the consumer's door—it's harder to get your food fresher than that.

ALEX BINKLEY  
Agricultural writer  
editorial@mediaplanet.com

# Keeping pace with agricultural policies

**Something on which Canada's wide diversity of agricultural organizations— from mainstream commodity groups to organic associations, can agree is that the global and domestic contexts for agriculture are shifting rapidly and that our agricultural policies have not kept pace.**

The number of farms peaked in 1941 at 733,000 and farm numbers have been declining ever since (now 229,000). In 2006, just over half of Canada's farms covered the cost of production as input costs (everything from fuel to fertilizer, pesticide and seed costs) continued to outpace income. The average Canadian farmer is 52 years old and has another job off the farm. Only 22,000 farmers are under 35. Food processing facilities, a rich source of jobs and economic growth, continue to close and employ eight percent fewer Canadians than they did in



**Laura Telford, Ph.D.**  
National Director,  
Canadian Organic Growers

1988.

Another change is a shifting power dynamic. Increasingly, consumers are transforming the food system. New products emerge daily to satisfy a growing appetite for novel foods and consumers are flexing their purchasing muscle as they demand to know more about their food purchases—what's in them, where they come from and the methods used to produce them.

Legions of farmers' markets have sprung up across the country in response to consumers' desire to know the people who grow their food. In supermarkets, food businesses are waging a battle of labels as they compete for space in the ethical and health conscious

consumer's shopping cart. Fair trade and organic labels lead the explosive growth in eco-foods. For instance, in 2008, sales of fair trade coffee grew 67 percent to \$180 million over the previous year, while organic food sales grew 66 percent over the previous two years to \$2 billion, which is 2.5 percent of total food sales at the retail level. There is also a growing local food movement with 80 percent of Ontarians professing to prefer locally-grown produce.

Yet consumers are often unable to find all of the food grown in their region that they desire. With transportation costs that rise with the price of oil and a shortfall in some categories of Canadian grown food, the Canadian agricultural sector is missing an important opportunity to displace some of the imports on grocery store shelves.

We don't have to look far to find examples of successful policies to stimulate increased local production of environmentally sustainable foods. For instance, in response

to consumer demand, the governments of Western Europe have delivered eco-agricultural programs that reward farmers for land management practices that reduce environmental harm. The U.S. has developed programs that help small scale producers deliver more food to local markets.

Canada needs a food strategy that will position agriculture at a competitive edge. Supporting new entrants to farming, transferring skills for adoption of low input farming methods, shifting some of our production to foods destined for local consumption and expanding our processing infrastructure are a few ways. With the right policies, we can create jobs that improve the profitability of Canadian farms, decrease the environmental footprint of agriculture and ensure the food security of all Canadians.

LAURA TELFORD, PH.D.

National Director, Canadian Organic Growers  
editorial@mediaplanet.com

# St. Lawrence market showcases local passion

**In the early days of St. Lawrence Market, in 1803, the statuesque brick building with arched framed windows overlooking the centre of the city was the communal gathering place to buy and barter for goods and food.**

Today, 200 years later, it still stands as the anchor of St. Lawrence Market Neighbourhood—except now, it has grown to be a culinary epicentre for Torontonians. Food lovers rejoice, as each corner of the market teases the senses with rows upon rows of different foods that one's imagination can only conjure.

Its life force is its 120 local farmers and merchants. Each owner has built their business on the simple principle of hard work. Generations of families are represented throughout the market. Behind the counter are brothers, fathers, sisters, daughters and sons—strong family ties all working together to



**Rebecca Grima**  
Marketing & Communications  
Consultant  
St. Lawrence Market Complex

continue the legacy their families started, some over 40 years ago. Like Golden Orchard Fine Foods, a pioneer for organic food, the word no became a way of doing business. No fungicides. No herbicides. No pesticides. No sulphates. Golden Orchard committed to being a purely certified organic merchant, thanks to the visionary of owner Murray Graziano's mom. Ponesse Foods, which opened at the turn of the century, is also a staple at the Market. Over 40 years, owner Mario Aricci and his family continue to serve up the freshest fruits and vegetables at the market.

And traditions have been born. What is a visit to St. Lawrence Market without a stop at Carousel Bakery for a peameal bacon sandwich?



Or a visit to Churrasco's for Portuguese-style chicken?

### A shared passion for the palate

But what brings everyone together is a love of food.

Passionate about valuing the quality of life and sustainability, Jorge De Andrade only sells free-range turkeys through his farm Uncle Jorge's Farm. Like a proud father, Jorge will show you photos of him feeding and frolicking with his turkeys in the fields on his acres of land.

Claudia Gaviria, started up Cruda Cafe as an outlet to express her vision of honouring the Earth by offering food prepared with wholesome organic ingredients. She has taken her passion and expertise internationally teaching and developing programs for women in South America to start their own organic farm.

Uncle George, owner of Uncle George Sprouts found a renowned lease on life through sprouts. Animated with a joie de vivre, for 15 years, he has been advocating the health benefits of this mineral, enzyme-filled vegetable.

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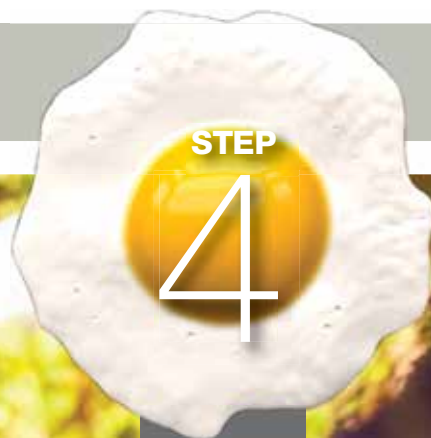
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A vitner works in the  
fields.  
PHOTO: WINE COUNTRY ONTARIO



DON'T MISS!

### The importance of food banks

Choice is a very powerful thing. We all have choices to make in our lives, but what we get to choose between can be limiting.

Think about the last time you got up and went to the fridge, opened a kitchen cupboard or went to the grocery store: There was food in your fridge or cupboard and if there wasn't, there was probably enough money to go buy some to fill it with. The difference between you and the 400,000 Ontarians (867,948 Canadians) who had to go to a food bank last month is that they didn't!

### Meagre mealtimes

What would you do if you no longer had that choice? What if, instead of choosing between staying in or eating out for dinner, you had to choose between eating dinner or having lunch? Between going hungry at least once this week or providing food for your kids? It's a choice 39 percent of adults in the GTA have to make. A person on social assistance in Ontario has to live on about \$595 a month—for food, rent, utilities, out of pocket medical expenses, clothes. How much did you pay this month on housing expenses alone? After spending what little you have on rent for the month to ensure a roof over your head, what choices would you be left with?

When the choice you have is between rent and hunger, it's no longer a "choice". It's a reality that's faced by far too many people and it's a reality that we have the power to change. Take the time to volunteer at your local food bank; learn more about the issues around poverty that cause hunger in the first place; find out what the government is doing about it, what they should be doing about it and what you can do about it. Choose to make a difference about hunger in your community. The choices those relying on food banks have is up to you.

Courtesy of the Daily Bread Food Bank  
editorial@mediaplanet.com

Ontario proudly sports a **reputation** for stellar vintages, enjoyed by wine lovers worldwide. But did you know Ontario is also a frontrunner in sustainable **growing practices**? From viticulture to waste water management, Ontarian wineries are leading the way in the art of growing grapes.

## From vine to wine

There is a bright red tractor parked on the edge of the Featherstone Estate Winery vineyard in Vineland, Ont. It is a stark reminder to anyone who visits there that the owners, David Johnson and Louise Engel, are farmers first, stewards of the land, and all the wines made there are a direct result of the hard work they put into their eco-friendly farm.

It's a similar story played out at the more than 140 wineries throughout Ontario.

Ontario wineries have worked hard for their reputation as leaders in sustainable farming—a philosophy that's carried through from vineyard management to a finished bottle of wine.

Many Ontario wineries follow sustainable practices that cover everything from viticulture and waste-water management on the farm, to efficient energy usage in all operations. And more and more wineries are exploring innovative strategies, such as pesticide-free, biodynamic farming and organic certification.

Every bottle of wine made with 100 percent Ontario grapes starts in the vineyard. It is there, in the warm summer months, where a tiny bud on a grapevine will slowly transform into a plump, ripe grape that will be gently harvested in late fall.

### From soil to bottle

Harvest is the busiest time of the year for Ontario wineries. Ripe grapes are brought to the winery to be crushed into juice and then directed to stainless steel tanks or large oak barrels to undergo fermentation. Once the grapes have fermented they are sent to tanks or oak barrels for aging, blending and bottling over the winter months.

The final step in the process is moving the wine from tanks and barrels into bottles until it's ready to be enjoyed by wine lovers.

With 50,000 tonnes of Ontario grapes grown annually in Ontario, spread across 17,000 acres of sustainable vineyards in four unique appellations or growing regions (including Lake Erie North Shore, Niagara, Prince Edward County and Pelee Island) there's plenty of local wine to go around for everyone.

“Ontario wineries have worked hard for their reputation as leaders in sustainable farming.”



Rick VanSickle  
Wine Writer

Wines made in Ontario from 100 percent local grapes, designated as such on every bottle by an official stamp that reads VQA (Vintners Quality Alliance, an assurance for consumers that the wine they are buying is made from Ontario grapes) represent the ultimate in a farm to table product that's available 12 months of the year, either at your local LCBO or from the winery's retail store. A visit to one of Ontario's wineries is an essential way to spend a day, any time of the year.

### An abundance of choices

Ontario wineries craft a wide spectrum of world-class, cool climate wines all made from grapes grown in unique microclimates and soils that can vary from vineyard to vineyard. Whether it's an elegant and buttery Chardonnay, a crisp and fruity Riesling, a silky smooth Pinot Noir, a bold and spicy Cabernet Merlot red blend or even one of the many sparkling wines, there is something for every wine lover's palate, all made proudly in Ontario, and ready to pair with locally grown produce.

Local wines just taste great. Now that's something we can all raise a glass to.



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# PANEL OF EXPERTS



**Mike Wilson**  
President and CEO,  
Agrium Inc.



**Greg Stewart**  
President and CEO,  
Farm Credit Canada



**Peter Luik**  
President and CEO,  
Heinz Canada



**Question 1:**  
Agriculture is a fundamental industry to Canada, on a provincial, national and global level. How important is it for Canada to continue to strive to be competitive on the global market and what are the ways we can accomplish this?

**It is critical** that we continually enhance our global competitiveness to support efforts to improve our economic, social and environmental performance. This is primarily done through investment in people, new technologies, infrastructure and global assets. This is done by developing and adopting new technologies and continuous improvement in process and education. In this way, we can meet the challenges of nourishing the world in an environmentally sustainable manner.

**Canada exports** agriculture and agri-food products to 213 countries (including primary agriculture products such as crops and livestock) to the tune of about \$35 billion per year. We are the fourth largest exporter in the world, and well positioned to benefit from rising incomes in emerging economies as well as increased demand for safe and healthy food. Continued investments in productivity and innovation throughout the agriculture and agri-food value chain will help ensure that Canadian agriculture remains globally competitive.

**It is critically important.** It is critically important but difficult to achieve. I am proud that for over 100 years, Heinz Canada has been making high quality food in Canada using Canadian-grown ingredients. An unrelenting commitment to quality and innovation remains key to being competitive in the food industry. A commitment to sustainability is important too. Developing and using innovative, safe, sustainable agricultural practices that result in higher yields, use less water, and require fewer pesticides can help make our products attractive at home and abroad.

**Question 2:**  
How important is it to educate the public and create awareness of the need to support this industry?

**Agriculture is the backbone** of Canada's economy. It starts with the farmers. We need to look at beneficial partnerships with other industry players, including our industry associations, government and non-government organizations. We need to continue to invest in research and development, implementing best practices and education. We need to continue to be global thinkers and innovators to supply growers around the world with crop inputs and nutrients allowing them to maximize food production. We need to operate in an environmentally sustainable way.

**It is critical.** The agriculture and agri-food industry is big, complex and dynamic and accounts for one in eight Canadian jobs. Agriculture is a dynamic, progressive and innovative industry that produces high-quality products. Support can come in:

- buying Canadian;
- standing up for producers (e.g. public support during BSE);
- offering ag or ag-related career options to our youth;
- talking about positives in agriculture and not just the challenges;
- understanding that producers are responsible stewards of the land who care about the environment.

**It's important** for consumers and government to recognize that without a healthy food manufacturing industry in Canada, growers won't have a market for their crops. This sector is under significant duress. We've seen over 50 food plant closures in Canada since 2007. With manufacturing moving outside our country and the strengthening dollar making Canadian agri-food exports less attractive, the environment is increasingly difficult. Food manufacturers must demonstrate their commitment to Canadian farmers by keeping their plants here in Canada.

**Question 3:**  
What can Canadians do in their daily lives to help support agriculture in Canada and our success on a global market?

**They can** learn more about the critical role agriculture plays in food security and the economy, and support growers in their efforts to help nourish our growing world and reduce impacts on the environment. Persistent debilitating hunger is pervasive over too much of the world and restricts great portions of society from achieving their full potential. We supply growers around the world with crop inputs and nutrients allowing them to maximize food production so the hungry can obtain low-cost, high-quality food and to allow less productive agricultural lands to be used for other purposes.

**Recognize the** importance of agriculture to our economy and lives. We have access to high-quality, affordable food, and agriculture also contributes to medicine and energy.

- Take an interest in food's origin. Teach children that milk comes from a cow and someone's livelihood is based on that.
- Recognize that farming is a complex, global business that requires specialized skills. Farmers are competent, educated, forward-thinking, creative and business-minded. Agriculture is the place for our best and brightest. It is an honourable career choice.

**Canadians may not** fully appreciate the interdependent relationship that exists among growers, manufacturers and communities. Growers and food processors have to work together to deliver safe, high quality products at competitive prices. Based on questions consumers ask us, I think Canadians have a trust and preference for Canadian-grown ingredients, so it is contingent upon us to communicate Canadian content effectively.

# From bean to cup

**More than 400 million cups of coffee are consumed each day in North America, often without a thought to as to where or how those beans were grown.**

In fact, the world's coffee is produced in the tropics by more than 25 million people, and most coffee farms are located in areas regarded as high priorities for conservation.

Coffee is grown on trees, which can reach 20 feet in height, but are usually cultivated to 10 feet for easy picking. The coffee bean is actually a seed inside a red berry. When coffee is grown traditionally—under the shade of the rainforest canopy—berry harvesting is labor intensive and must be done by hand. Once picked, the pulp of the berry is stripped, leaving behind a green bean. The beans are then dried and shipped. Finally, beans are roasted at around 500 degrees Fahrenheit.

Coffee farmers face a number of challenges including oversupply, low prices, inclement weather, pests and diseases, rising costs and sometimes challenging government policies.

Traditionally cultivated under the shade of the rainforest canopy, a new coffee hybrid was developed in the 1970's to grow in the sun. While sun-grown coffee generates higher yields, this farming method often leads to deforestation, heavy agrochemical use, soil erosion, water pollution and the destruction of wildlife habitat. The new methodologies were not only environmentally destructive, but put more

beans into an overstocked market, converting coffee farms from self-sustaining sanctuaries into stark and lifeless monocultures.

The Rainforest Alliance is working to bring coffee back into its natural habitat, restore local ecosystems and protect wildlife habitat.

To achieve Rainforest Alliance certification, farms must meet strict sustainability standards that protect the environment and the rights and well-being of workers and their families. Certified farms conserve biodiversity, prevent deforestation, protect waterways, recycle waste, reduce agrochemical use and provide habitat for wildlife. In addition, workers operate in safe conditions, earn just wages and have access to decent housing, medical care, and education for their children. More than 43,500 coffee farms are Rainforest Alliance Certified™, meaning 899,399 acres of farmland are sustainably managed.

Rainforest Alliance certification helps farmers bear the erratic swings in the global market by giving them the keys to improved farm management, leverage when negotiating and

access to premium markets. Through certification, farmers learn the importance of protecting their natural resources and are given the financial incentive to do so.

To meet increasing consumer demand for sustainably produced goods, more coffee companies around the world are sourcing their beans from certified farms. Coffee from Rainforest Alliance Certified farms makes up an estimated 1.5 percent of global coffee exports, and

approximately 114,884 metric tons of certified coffee was sold in 2010, an increase of 31 percent from 2009 sales.

Coffee lovers everywhere can support farmers who maintain rainforest refuges simply by buying beans stamped with the Rainforest Alliance Certified seal of approval.

**ALEX MORGAN**  
Rainforest Alliance  
editorial@mediaplanet.com



**COLLECTING CAFFEINE**  
Coffee in its raw form is traditionally grown under canopy shade, but a new hybrid allows for growth in the sun.  
PHOTO: RAINFOREST ALLIANCE

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