

FRESH



FROM THE ISLAND

JANUARY 2008

THE ROOSTER'S TALE



VOLUME 1, ISSUE 1

SPECIAL INTEREST ARTICLES:

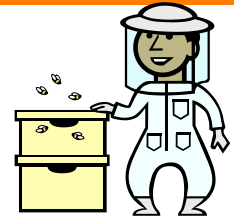
- ▶ NEW BOARD OF DIRECTORS
- ▶ THE ISLAND DIET
- ▶ IFA MARKETING PLAN 2008
- ▶ FARMER PROFILE: MEET MURRAY McNAB

INDIVIDUAL HIGHLIGHTS:

IFA AGM	1
MARKETING PLAN	1
MEET THE DIRECTORS	2
THE ISLAND DIET	2
DIRECTOR ROLES	3
FARMER PROFILE	3
CONTACT LIST	4

ISLAND FARMERS' ALLIANCE

IFA Directors feel new optimism



It would be hard not to be excited about being a member of the IFA after the recent directors' meeting. After identifying many issues of concern to farmers, we narrowed down to what the IFA could realistically get involved in, not the least of which is the survival of the IFA itself. The formation of strategic alliances with other organizations including Malaspina University College and the recently initiated Heritage Food Service Coop places us in a position where our efforts are not only recognized but also valued. The continuation of the

Environmental Farm Planning Program and our connection with it also serves to benefit the IFA and farmers in general. Brand recognition with our Rooster Logo is becoming more visible. Watch for our rooster, he's ready to strut his stuff. The loyalty of IFA members, who paid their dues last year without expecting much in return, is recognized and greatly appreciated by your new board. The IFA is truly YOUR organization and we on the board think it will prove itself a good investment. Please renew for 2008 without delay. (Forms included here)



New directors Murray McNab, David Wiebe, Jenny Horn, Bob Mitchell, Barbara Grimmer and Jenny MacLeod at the January IFA board meeting held at the Tamagawa Centre in Cedar

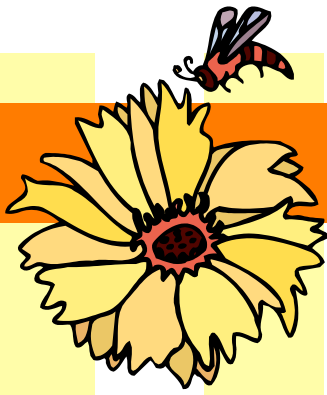
IFA Marketing Plan – Goals for 2008

A Marketing plan for 2007 – 2008, commissioned by the IFA and produced by Sandra Petryk of *Marketing Tactics* outlines the major goals for this year.

The primary goal is to increase public membership in the IFA to 200. More "Rooster Boosters" will result in a significant increase in demand

for the farmer's products. The second goal is to create more value for the individual farmers to belong to the IFA.

If you would like to read the whole Marketing plan please contact Kathleen at katheric@telus.net or at 743-7969.



.....
“A WISER PERSON THAN I ONCE SAID, ‘YOU MAKE A LIVING BY WHAT YOU EARN, BUT YOU MAKE A LIFE BY WHAT YOU GIVE’.”

MURRAY McNAB,
 FARMER, IFA DIRECTOR

SAID AT THE JANUARY MEETING
 OF THE BOARD

.....



.....
NEED ROOSTER LABELS FOR YOUR PRODUCTS OR A ROOSTER SIGN FOR YOUR GATEPOST?

FOR LABELS – BARB GRIMMER
FOR SIGNS – DAVE POLLOCK

CONTACT INFORMATION ON PAGE 4

.....

Meet the Executive

THE FIRST MEETING OF THE IFA DIRECTORS WAS HELD ON NOVEMBER 20TH 2007 AND THE FIRST ORDER OF BUSINESS WAS TO ELECT THE NEW EXECUTIVE. THANKS TO THE FOLLOWING MEMBERS FOR PUTTING THEIR NAMES FORWARD:

PRESIDENT: DR. BILL CODE

VICE PRESIDENT: BOB MITCHELL

SECRETARY: KATHLEEN ERICKSON

TREASURER: CRAIG EVANS

CONTACT INFORMATION AND A LIST OF ALL DIRECTORS IS FOUND ON PAGE 4.

The Island Diet – Times Colonist article December 9, 2007

The 100-Mile Diet has chomped its way into 21st-century vocabulary. Popularized by B.C. bestselling authors Alisa Smith and James MacKinnon, the phrase has attracted nearly two million Google hits so far. That's a lot of interest in eating locally. In fact, "locavore" is the New Oxford American Dictionary's 2007 word of the year. So what is the 100-Mile Diet? It's a response to the fact that most ingredients in the average North American meal have traveled at least 1,500 miles to get to the table. In contrast, Smith and MacKinnon decided to consume only food and drink from within 100 miles of their apartment in Vancouver.

That was in 2005. Their plan resulted in a best-selling book and a website that has had more than 13,000 people worldwide sign up, including many Vancouverites and Vancouver Islanders.

"B.C. and the Island are hotbeds for the 100-Mile Diet mainly because there was so much coverage of it here," MacKinnon said in an e-mail. There's

another reason: "Dozens of people have been laying the groundwork of a solid and deep-rooted local foods movement in this part of the world for years."

Über-environmentalist David Suzuki says local eating "may be one of the most important ways we save ourselves and our planet."

That's because of the cost in fuel, global warming and imperiled food security inherent in shipping dinner from the other side of the world.

So how about a Vancouver Island Diet? Consider a few facts:

"The biggest thing we raise on this Island -- the No. 1 crop on usable farmland -- is hay," said Dr. Bill Code, president of the 200-member Island Farmers Alliance. That 25,000 hectares of forage takes up far more arable land than any form of food meant for people, here in the mildest climate in Canada.

Con't on page 3

The Island Diet (Con't from page 2)

"I think that's a tremendous waste of the tremendous land and opportunity we have here," Code added.

He and his wife eat about 90 per cent locally. But they're not the norm. And even dedicated local food enthusiasts acknowledge that global economies and an appetite for international foods have translated into the ultimate irony: It takes more time, money, effort and commitment to find and eat what farmers a few kilometres away have raised.

"We need to look at a 'Buy on the Island' campaign because of the crisis," Code said.

What crisis?

B.C. raises about 48 per cent of its food but the Island is down to just six per cent, he says. Some of that is due to population growth: the Island population has tripled in the last 50 years to nearly 800,000.

"Vancouver Island used to grow everything," laments Tom Henry, editor

of Small Farm Canada and a Metchosin farmer. "What happened is almost every foodstuff began to be produced by larger and larger farms and smaller producers went out of business."

But there is hope. "Thanks in large part to the local food movement, there's a rising interest in accessing local foods. There's enough of a niche," he says.

That three per cent niche isn't much, he says, but it's enough to sustain farming and, in turn, some food security -- the ability to feed ourselves without depending on ferries or airfreight.

There is no way Island farmers could feed us now: "If everybody within the CRD decided to go with a 100-Mile Diet, there would not be enough food," said Sushil Saini, a Saanich resident working on a PhD at the University of Victoria's school of environmental studies.

By Katherine Dedyna

Reprinted with permission of Times Colonist.

IFA Director Roles

DR. BILL CODE: PRESIDENT AND VOICE OF THE IFA. ALSO WORK ON PROJECT "ADDING VALUE FOR FARMERS"

BOB MITCHELL: ANOTHER

KATHLEEN ERICKSON: PUBLIC RELATIONS & ASSIST WITH MARKETING PLAN

CRAIG EVANS: TREASURER

DAVID POLLOCK: ENVIRONMENTAL FARM PLAN DIRECTOR. ROOSTER LOGO

JENNY MACLEOD — MEDIA RELATIONS, PRESS RELEASES

SANDRA MARK: LIAISON TO LOCAL FOOD SUPPORT GROUPS AND LOCAL FOOD PROJECT ASSOCIATIONS. "ADDING VALUE FOR FARMERS" PROJECT

MURRAY MCNABB: LIAISE WITH LOCAL FOOD SUPPORT GROUPS AND FOOD PROJECT ASSOCIATIONS.

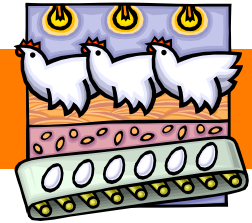
DR. JENNY HORN: EDUCATION AND USING STUDENTS TO ASSIST 'HANDS ON' WITH FARMERS

.....
"BC RAISES ABOUT 48% OF ITS FOOD BUT THE ISLAND IS DOWN TO JUST 6%." BILL CODE
.....

FARMER PROFILE MURRAY MCNAB MCNAB'S PRODUCE FARM



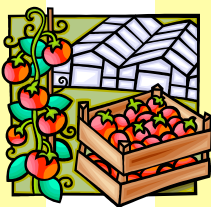
ALONG WITH 3 BROTHERS, 2 SISTERS AND MOTHER, MURRAY MCNAB OWNS AND OPERATES A 40-HECTARE FARM IN YELLOWPOINT. 50% OF THE LAND IS A MANAGED WOODLOT AND OTHER PARTS OF THE FARM ARE LEASED TO LOCAL FARMERS WHO GROW POTATOES, SILAGE AND HAY. WITH HELP FROM HIS SON, MURRAY ALSO OPERATES A 3-HECTARE CORN MAZE DURING THE SUMMER AS WELL AS A LARGE PUMPKIN PATCH FOR HALLOWEEN. (HE ALSO WORKS FULL TIME TO SUPPORT HIS FARMING HOBBY) MURRAY IS A DIRECTOR OF THE IFA AND BELIEVES STRONGLY IN LOCAL 'SUSTAINABLE' AGRICULTURE. SUSTAINABLE BEING: PROPER USE OF THE LAND SO THAT FOOD PRODUCTION WILL STILL BE POSSIBLE ON THE SAME LAND 100 YEARS FROM NOW, CONSERVATION AND PROTECTION OF WATER RESOURCES AND, MOST IMPORTANTLY, A PROFIT FOR THE FARMER SO THAT THEY MAY STILL BE IN PRODUCTION FOR AS LONG AS THEY WANT.



AS MUCH AS POSSIBLE WE WOULD LIKE TO CONTACT OUR MEMBERS BY EMAIL. THIS, OF COURSE, REALLY HELPS US TO SAVE MONEY ON PRINTING & MAILING COSTS AND MEANS WE CAN BE VERY TIMELY WITH OUR INFORMATION AND UPDATES. WE WILL, OF COURSE, MAIL ITEMS TO MEMBERS WITHOUT EMAIL ADDRESSES



THE IFA'S MISSION IS TO ENSURE THE SUSTAINABILITY AND GROWTH OF ISLAND AGRICULTURE



CONTACTING A DIRECTOR

Dr. Bill Code - President

Home: 746-1593

Email: drbill@drbillcode.com

Bob Mitchell – Vice President

Home: 474-3156

Email: seabluff@shaw.ca

Kathleen Erickson - Secretary

Home: 743-7969

Email: katheric@telus.net

Craig Evans - Treasurer

Home: 746-4204

Email: craigevans@gmail.com

Dave Pollock

Home: 743-4859

Email: dnpollock@shaw.ca

Barbara Grimmer

Home: 629-3819

Email: firhill@gulfislands.com

Dr. Jenny Horn

Home: 245-2588

Email: hornofplenty@telus.net

Murray McNab

Home: 245-4427

Email: mcnab_md@shaw.ca

Sandra Mark

Home: 335-3001

Email: sandmark@shaw.ca

David Wiebe

Home: 748-8089

Email: davidw3@telus.net

Catherine Pastula

Home: 748-0932

Email: cpicco@shaw.ca

Jenny MacLeod

Home: 247-9601

Email: hughjenny@shaw.ca

ABOUT OUR ORGANIZATION

DID YOU KNOW THAT...

...THE ISLAND FARMER'S ALLIANCE WAS FOUNDED IN 2000?

...ONE OF THE IFA'S PURPOSES IS TO IDENTIFY AND PROMOTE THE AGRICULTURAL POTENTIAL OF VANCOUVER ISLAND AND THE GULF ISLANDS?

...THERE ARE 3 CLASSES OF MEMBERS: A FARM MEMBER, AN ASSOCIATE MEMBER AND A ROOSTER BOOSTER?