

# FRESH



# FROM THE ISLAND

# The Rooster Tale

Spring/Summer 2009  
Volume 2 Issue 2

## I.F.A. President's Message

Bob Mitchell, President, IFA

People often ask what they can do to most improve the farm situation. There are a whole bunch of answers, many of which you have already heard. One you don't hear so much, however, and that is to suggest to your local school board that every elementary school should have a teaching garden. If children start learning in school about growing things, they will be able to figure out a lot more about the problems growers face today. Our primary enemy is ignorance.

Personally, I think it rather strange to be President of this organization and realize that

public ignorance about the origins of the food they eat leads to most of the problems plaguing agriculture here on Vancouver Island. We cannot blame the climate or the soil. We are blessed with tremendous natural capacity to produce food. We don't do it. Why? Because people don't know how to do it and they don't know how to do it because they have not been taught to do it. It is just that simple.

Parents must carry this message to their PACs and school boards to make a change.



## Rooster Logo Stickers and Farmgate Signs

By becoming a member of the Island Farmers' Alliance, you earn the right to proudly display the rooster logo on your products or at your farmgate.

**Here's how to get yours:**

Labels~ Barbara Grimmer: 250 629-3819 Signs (\$50)~ David Pollock: 250-743-4859

## IFA Board of Directors 2009

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Nicolette Genier  
Email: ngenier@telus.net

Contact Bob Mitchell if you would like to attend a Board Meeting and possibly join our group.

All interested parties are welcome.

## A positive change in Egg Regulations

Bob Mitchell, President, IFA

On January 27th, Bob Mitchell and other IFA board members attended a meeting on meat marketing regulations in Sooke. Policy wonks from the government informed us that they had decided to drop the distinction between graded and non-graded eggs in the health regulations. What that means is that small farmers will be able to sell non-graded eggs to restaurants and retail outlets.

The person who made the announcement was Alan Kerr, Regional Environmental Health Consultant for the Vancouver Island Health Authority. This fellow is responsible for writing up the local health regulations that guide the inspectors.

Also at the meeting was Tim Lambert, Executive Director, Health Protection, Ministry of Healthy Living and Sport, who endorsed Alan's announcement. No date was given as to exactly when the announcement would be made official and the regulatory documents amended. From what they said, however, it sounded as though no one is going to be prosecuted for doing it from now on.

People selling non-graded eggs will still have to abide by the existing egg marketing regulations. They will have to be clean, not cracked, refrigerated, and not sold in re-used containers. There may be other rules as well, so anyone thinking of doing so needs to do their research. So far as we know, the stricture against having more than 99 chickens will still apply. If I am wrong on that, someone better put me right.

The reason given for dropping the stricture against non-graded eggs was that the health authority could not find any indication that ungraded eggs were less healthy than graded ones. I would suggest, however, that anyone who is thinking of doing it and who has roosters in with their layers candle their eggs. Customers will not appreciate eating fetuses. No doubt, a great deal more is to be said on this subject.

It is important for small farmers since egg sales generate a ready, steady profit. Fresh eggs are just so much tastier than those raised in large batteries even if they are organic.



### IN THIS ISSUE:

- President's Message
- Egg Regulations
- Talking with farmers
- BCFMA Market Manual Project
- Complete Listing of Farmers' Markets and contact info for Vancouver Island and surrounding Islands and much more!



Bumper crop of Yellowpoint Cranberries



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FROM THE ISLAND

You can register your opinions by emailing the panel at farmassessmentreview@gov.bc.ca or by visiting the Provincial website at www.sbr.gov.bc.ca and clicking on Farm Assessment Review.

# ISLAND FARMERS' ALLIANCE

## CLOSER IS BETTER ~ The Best on the Market is Locally Grown!

FRESH



FROM THE ISLAND

### WHAT FARMERS ARE SAYING ABOUT INCREASED FOOD PRODUCTION THIS SPRING

Dr. Bill Code

On behalf of the Vancouver Island Heritage Food Service Co-op and my own personal discussions with farmers I have learned a great deal from them.

This is a brief summary of their impressions, needs & challenges.

Firstly: All are hopeful of farming recovery on Vancouver Island. This was an overwhelming choice & probably includes discussions with over 40 different farmers. I believe what this means is that spring is here and hope is what keeps us growing & going as farmers.

Secondly: Most farmers believe that sustainable methods are best for healthy food, land & our children & grand children. Most are following an organic path but not necessarily becoming certified organic.

Challenges limiting increased production varied but some issues stand out. Access to labor is perhaps one of the biggest problems, and this dovetails well with the concept of having a workers division within the co-op discussed above. A close second is access to equipment which includes tractors, planters, wheel hoes & root crop harvesters. Almost all farmers are willing to co operate with one another in doing work for each other. Transport of equipment is one of the hardest issues to solve in this regard. Another key want is more



knowledge-especially what to plant & produce, but also knowledge on how to produce both vegetables & fruit. Virtually all farmers are willing to participate in field days with one another to learn from each others skills. Already 2 days were held on equipment hosted at Nanoose Edibles and these were well attended and a great deal of knowledge was exchanged, particularly from Lorne Ebell.

Another major consideration is 'information sharing hunger', which is a very major desire among farmers both regular, new & backyard farmers/gardeners. There needs to be a group of seminars or field days on each others' farms to address seven different topic areas.

1. Equipment, both hand held & machinery.
2. Types of seed which are optimal for each region.
3. How to get starts going, particularly organic starts, especially for challenging items such as onions.
4. Irrigation methods.
5. Water storage-whether this is cisterns on the farm or ponds.
6. Water treatment because potable water is required for vegetables in organic farming.
7. Crops, particularly what crops to plant as cover crops. As



sources of green manure for both winter and/or summer.

8. Integrated pest management.
9. Soil food web issues.

A number of these have started to be addressed by courses on the Island. This included one on soil food web as hosted by the Cowichan Ag Society in Duncan and extremely well attended with nearly 100 people. The second course is Dr. Linda Gillixens course which is on winter vegetables and starting preservation for the same. A year ago I was unable to attend these courses because they were under subscribed and this year they are over subscribed with 40 or more people attending them. This is a very good sign. Another excellent course was provided by Ellen Rainwalker in Qualicum Beach some weeks ago.

In summary we have many of the makings of a very successful season but we need to continue to interact with other farmers and with new gardeners and people available and start to make more available with regards to agriculture education, extension and trust.

Happy farming.



### British Columbia Association of Farmers' Markets (BCFMA) Market Manual Projects

Farmers' Markets across the province will get a boost from a project that will provide professional development to Market managers and Market Boards of Governance.

The British Columbia Association of Farmers' Markets (BCFMA) has contracted with Vancouver Island University (VIU), Centre for Continuing Studies, to produce the two manuals and accompanying instructors' guides.

Initial activity will involve the development of manuals and teaching guides in the Spring of 2009, which will then be used to conduct one-day workshops on each manual in the Fall of 2009 (in each of the five provincial Health Regions). Once the manuals and guides are evaluated and adjusted accordingly, single copies of both manuals will be available for purchase through the BCFMA in the Spring of 2010.

The key intent behind the governance training is to provide board members with information on the different types of boards, their roles, duties and responsibilities. The organization may be non-profit,

for-profit or a co-operative. The materials will assist market groups to determine the best governance structure to meet the needs of their stakeholders.

The market manager training will be highly relevant to volunteers or paid employees and will include vendor selection and support, record keeping, adhering to policies and by-laws, site preparation, and special event or fundraising activities.

Funded in part by the Investment Agriculture Foundation of B.C. through the Agri-Food Futures Fund, Islands Agri-Food Initiative, a joint venture between Agriculture and Agri-Food Canada and the B.C. Ministry of Agriculture and Lands.

If you would like more information on this project, or want to share ideas and resources relevant to Farmers' Market development, please contact VIU researchers at:

Vancouver Island University, Cowichan Campus Centre for Continuing Studies  
222 Cowichan Way,  
Duncan, BC V9L 6P4  
Phone: 250-746-3519 . Fax: 250-746-3581

Sara-Jane Brocklehurst [Sara-Jane.Brocklehurst@viu.ca](mailto:Sara-Jane.Brocklehurst@viu.ca)  
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Administrative Coordinator, Researcher, Centre for Continuing Studies



David Pollock at U Vic with one of Mike Finnerty's apple trees. John Finnerty (his greatgrandfather) and brother Michael cleared and farmed what is now the campus of U Vic.



Our children trying to bond with new calves.

For more information on any aspect of the Islands Good Food Initiative, please call Sandra Mark, Project Manager, 250-335-3001 or email: [sandra@ediblestrategies.com](mailto:sandra@ediblestrategies.com).

### It comes down to the money

Sandra Mark

So much talk about the 'Island Diet'/Local Food—why is so little food grown on the island and available for our healthy eating? The answer is complicated. But the simple answer is money. If farmers can't make much money then they won't grow much more than they can sell themselves—if there isn't the warehousing and distribution system that they need and if there isn't the processing facilities that would help them add and capture more of the food dollar, then they can't really be expected to feed us. Those things are called 'food system infrastructure'. But with more of the consumers on the island realizing the importance of eating 'closer to home', farmers would like to meet that demand—but guess what? To do so means a lot of investment is needed. It turns out that the farmers are expected to come up with the 'first money in' to rebuild the food system. Somehow this doesn't seem fair.

To try and do something about it, the Island Good Food Initiative is getting 'friendly' funders and financiers together to see if they would be willing to take a bit of leadership in BC to help fund and refinance a regrowth of a sustainable BC food system. There are lots of examples in the USA and Europe of new approaches to funding and financing

—it would be great if our own funders and financiers decided not only to consider some of the programs from other places but also to develop some partnerships and strategies that would be made in BC. Not to say they aren't doing anything at all—in fact, there are more funding programs out there that will help get sustainable food projects going—but there are noticeable gaps—the biggest gap is in helping finance the above mentioned 'infrastructure'.

The other partners that need to get involved in helping to finance the food system on Vancouver Island are the consumers. The Island Farmers Alliance is planning to build an 'Island Food System Investment Fund'. The IFA will be finding ways to launch a program that will create programs that encourage consumers to help invest a little or a lot in helping with the financing work that is the next needed step if we are to reach food security on the island.

For further information or to get involved in developing the program, be in touch with Sandra Mark, Project Manager, Island Good Food Initiative [sandmark@ediblestrategies.com](mailto:sandmark@ediblestrategies.com)



## ISLAND FARMERS' ALLIANCE

### "Supporting Vancouver Island Agriculture since 2000"

Founded by island farmers, the IFA mission is to ensure the sustainability and growth of Island agriculture. They represent and provide a voice for farmers on Vancouver Island, the Gulf Islands and Powell River.

Your support as a consumer (*Rooster Booster*), a business or organization (*Associate Member*) or as a farmer (*Farm Member*) ensures that their voice can be heard.

IFA~ 'Growing' a Future for Vancouver Islanders

For more information on becoming a member email: Evelyn Pereira – [Pereira.bc@hotmail.ca](mailto:Pereira.bc@hotmail.ca)



Look for the IFA news in the *Buy Sell & Trade* or at [buyselltrade.ca](http://buyselltrade.ca)  
Extra copies can be obtained at our office: 41 Nicol St, Nanaimo

[www.islandfarmersalliance.org](http://www.islandfarmersalliance.org)

# The Islands' Farmers' Markets

Covering Vancouver Island, the Gulf Islands & the Sunshine Coast

FRESH



FROM THE ISLAND

## COMOX VALLEY FARMERS' MARKET Courtenay

April to December  
Saturday 9:00 am to noon  
June to September  
Wednesdays 9 to noon,  
Saturdays: April to Thanksgiving,  
Exhibition Grounds, Headquarters  
Road then, until Christmas at Native  
Sons' Hall, 360 Cliffe Ave.  
Wednesdays: Simms Millennium  
Park Ph: 250-218-0321



## SALT SPRING ISLAND SATURDAY MARKET Ganges, Salt Spring Isl

April to October  
Saturdays 8:00 a.m. to 4:00 p.m.  
At Centennial Park in Ganges  
Ph: (250) 537-4448  
www.saltspringmarket.com



Eat Fresh...  
Buy Local!

## PENINSULA COUNTRY MARKET Brentwood Bay

June to October  
Saturdays 9:00 a.m. to 1:00 p.m.  
At the Saanich Fairground (1528 Stelly's  
Crossroad), across from Stelly's  
Secondary School, near Brentwood Bay  
Ph: (250) 216-0521



## SOOKE COUNTRY MARKET Sooke

May to September  
Saturdays 10:00 a.m. to 2:00 p.m.  
At 2047 Otter Point Road (turn right at  
the lights in downtown Sooke)  
Ph: (250) 642-7528

## DOWNTOWN DUNCAN FARMERS' MARKET Duncan

Open Year round  
Saturdays 10:00 a.m. to 4:00 p.m.  
Downtown Duncan City Square  
Ph: (250) 746-7396  
www.marketinthesquare.net

## CEDAR FARMERS' MARKET Cedar

May to October  
Sundays 10:00 a.m. to 2:00 p.m.  
In front of the Crow & Gate Pub on  
Yellow Point Road in Cedar  
(2313 Yellow Point Road)  
Ph: (250) 722-3526



## NANAIMO DOWNTOWN FARMERS' MARKET Nanaimo

April to October  
Fridays 10:00 a.m. to 2:00 p.m.  
At the Pioneer Waterfront Plaza, by the  
historic bastion (Front Street)  
Ph: (250) 754-1998  
www.nanaimofarmersmarket.com

## NANAIMO NORTH FARMERS' MARKET Nanaimo

May to October  
Saturday 10am to 12 pm  
Located inside the former Rutherford Mall.  
Will move into the parking lot in June.  
4750 Rutherford Road, Nanaimo  
Carlene Patenaude 758-8111 ext 122  
marketfresh@nanaimonorth.com

## ERRINGTON FARMERS' MARKET Errington

May to September  
Saturdays 10:00 a.m. to 1:00 p.m.  
At Errington Community Park  
on Errington Road  
Ph: (250) 951-0558

## QUALICUM BEACH FARMERS' MARKET Qualicum Beach

May to October  
Saturdays 8:30 a.m. to 12:00 p.m.  
At Memorial and First Streets in down-  
town Qualicum Beach  
(north of the railroad tracks)  
Ph: (250) 752-3087

## GABRIOLA ISLAND FARMERS' MARKET Gabriola Island

May to October  
Saturday 10 am to noon  
Agricultural Association Hall, 465 South  
Road, Gabriola Island  
Ph: 250-247-8216

## HORNBY ISLAND FARMERS' MARKET Hornby Island

July and August  
Wednesday and Saturday 11 am to 2 pm  
3500 Shingle Spit, Hornby Island  
Ph: 250-335-0987

## PORT ALBERNIE FARMERS' MARKET

9am - 12 Noon Every Saturday  
Year Round in the Market Square at  
Harbour Quay Ph: 723-8351

## Mayne Island MAYNE ISLAND FARMERS' MARKET Mayne Island

July to October  
Saturday 10 am to 1 pm  
Fernhill Road, Agricultural Hall,  
Mayne Island 250-539-9925

## POWELL RIVER OPEN AIR MARKET Powell River

April to September  
Saturday 10:30 to 12:30  
Sunday 12:30 to 2:30  
McLeod road, Paradise Valley Exhibition  
Park, Powell River Ph: 604-483-4923

## QUADRA ISLAND FARMERS' MARKET & BAZAAR AND THE VILLAGE SQUARE MARKET Quadra Island

May to end of September  
Saturdays 10 am to 2 pm  
Quathiaski Cover, West Road, Quadra Isl

## TEXADA ISLAND FARMERS' MARKET Texada Island

Mid June to mid September  
Sunday Gillies Bay

## PENDER ISLAND COMMUNITY HALL MARKET Pender Island

Easter Weekend to November's  
Christmas Craft Fair  
Saturday 9:30 am to 1 pm  
Ph: (250) 629-6700

## MACDONALD FARM MARKET AND FARM HERITAGE MUSEUM Pender Island

Farm Store & Museum open year round  
Saturdays 10 am- 2pm  
Ph: (250) 629-3817  
**Farmer's Market Co-Op**  
May long weekend to Thanksgiving  
Tues, Fri, Sat 10 am to 2 pm  
Located at 4415 Bedwell Harbour Rd.  
A stone's throw from the Community Hall,  
right next to the Nu-To-You Thrift Store.  
Contact (250) 629-3817

## SIDNEY SUMMER MARKET Sidney

June to August  
Thursdays 5:30 pm-8:30 pm  
On Beacon Avenue  
(closed to traffic)  
Ph: (250) 655-6433



## ESQUIMALT COMMUNITY MARKET Esquimalt

May to September  
Wednesdays 5:00 p.m. to 8:00 p.m.  
Esquimalt Town Square  
behind the Municipal Hall/Library  
Ph: (250) 385-7658  
esquimaltcommunitymarket@hotmail.com

## MOSS STREET COMMUNITY MARKET Victoria

May to October  
Saturdays 10:00 a.m. to 2:00 p.m.  
At Sir James Douglas Elementary  
School, at the corner of Moss Street and  
Fairfield Road  
Ph: (250) 361-1747  
www.mossstreetmarket.com  
See website for winter & holiday markets

## JAMES BAY COMMUNITY MARKET Victoria

May to October  
Saturdays 9:00 a.m. to 3:00 p.m.  
At the corner of Menzies and Superior  
Streets in James Bay  
Ph: (250) 381-5323  
www.jamesbaymarket.com

## VIC WEST FARMERS' POCKET MARKET Victoria

April to October (outdoors)  
Nov 1 to Apr 24 (indoors for winter)  
Wednesdays 2:00 p.m. to 6:00 p.m.  
winter hours 3:00 to 7:00 p.m.  
Outdoors: Corner of Craigflower Road  
and Raynor Avenue by the community  
garden Winter: at the Vic West Y  
Ph: (250) 385-7974 www.foodroots.ca

## GOVERNMENT STREET MARKET Victoria

Mid June to mid September  
Sunday 11 am to 4:30 pm  
Located between Pandora and Fisgard  
on Government Street, downtown



I.F.A. ~  
we're growing  
for you!



Did we miss your market?  
Please let us know by emailing  
shelley.solyon@buyselltrade.ca



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