



Presents

The Premier Organic Event in Atlantic Canada

# Growing Organic Opportunities

2004 Organic Agri-Food Conference  
and Trade Show

March 25th - 28th

The Howard Johnson Dutch Inn  
Cornwall, PEI

*With assistance from*

*NB Dept. of Agriculture, Fisheries and Aquaculture,*

*NS Dept. of Agriculture and Fisheries,*

*PEI Dept. of Agriculture, Fisheries, Aquaculture and Forestry,*

*PEI ADAPT Council, Canadian Farm Business Management Council, and Community Animation Program*

## Welcome



### Message from Conference Chairperson

These are interesting times for the organic industry of Atlantic Canada. Traditional organic philosophies are often in juxtaposition with global markets, centralized marketing, and farm specialization. The annual ACORN conference and Trade Show is a venue to inform and educate members of the organic community about such issues, while offering opportunity for dialogue and cooperation. This year our theme is "Growing Organic Opportunities," and we are defining growth in our industry in terms of both agricultural production and emerging market potentials.

Internationally renowned scientists, Dr. Elaine Ingham and Dr. Carlo Leifert highlight a long list of knowledgeable and talented speakers, including Tom Manley, Les Halliday, Hans Nass, and Janine Gibson, who will share their expertise and vision for organic crop and livestock production. Charlie Touchette and Brent Warner will present alternative direct marketing options, while Debbie Field will emphasize the link between social justice and food production. Gary Morton and Bev Connell will provide a synthesis of organic marketing opportunities for our region.

Organic meals, thirty-five-plus exhibits in the tradeshow, plenty of organic farmers, and the rural PEI landscape provide the final touches for a must-attend conference. I'm grateful for being part of the organizing team for this event and welcome all to enjoy, share, and learn together.

Respectfully, Av Singh



### Our Keynote Speakers

**Dr. Elaine Ingham** is an energetic, easy-to-understand speaker who explains what life in the soil is all about. Behind this 'user-friendly' approach lies a wealth of knowledge gained from years of intensive research into the organisms, which make up the soil food web. Elaine not only understands the soil food web, she has knowledge on how to ensure a healthy food web to promote plant growth and reduce reliance on inorganic chemicals. While truly an academic, Elaine is also passionate about sharing her knowledge and research findings with those at the grass roots level of working with soils. Elaine offers a way forward for sustainable farming. A way of improving the soils we work with now and a way to keep soils in this healthier state without damaging any other eco-system.

**Debbie Field**- For the past eleven years Debbie Field has been the Executive Director of FoodShare Toronto. FoodShare Toronto works with diverse communities to improve access to affordable healthy food – from field to table. It is the largest food security organization in Canada, with a \$3million annual budget and a staff of 22.



### Highlights at a Glance

- ❖ Organic Appetizer demonstration with the PEI Culinary Institute
- ❖ Screening of the film "Animals", by Jason Young, best documentary at Atlantic Film Festival 2003
- ❖ Organic Marketplace Trade Show with over 35 booths



### Conference Theme

The title of the conference is "*Growing Organic Opportunities*" and it has three central themes:

- A- ANIMAL- Livestock production and processing with emphasis on pasture-based livestock
- B- BUSINESS- Business development with emphasis on alternative marketing and distribution systems
- C- CROP- crop production and processing with a focus on grain and oilseeds

Workshops are listed in the conference program by themes (A, B & C)

The Conference Committee is pleased to provide a scent-free, smoke-free environment for all sessions.

Thank you for co-operating.

Thursday March 25<sup>th</sup>



### Organic Potato Symposium



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This symposium geared to researchers, extension workers, and farmers, will allow industry stakeholders to network, learn about the latest research in the field, and identify research gaps.

- 8:00-8:30 Registration
- 8:30-10:15 Dr. Carlo Leifert, Professor of Ecological Agriculture, Tesco Centre for Organic Agriculture, UK. - *Novel strategies for the control of fungal crop diseases.*
- 10:15-10:40 Break and Poster viewing
- 10:40 - 12:20 **Invited Speakers - Insect, Weed and Disease Management**
- Gilles Boiteau, AAFC- *Physical barriers against insect potato pests: Locking the door to insects.*
  - Guy Bernard, NBDFAFA- *Use of the propane flamer to control insect pests of potatoes*
  - Christine Noronha, AAFC- *Biological control agents of insect pests on potatoes*
  - Jerry Ivany, AAFC- *Physical weed control in potatoes*
  - Rick Peters, AAFC- *Seafood processing waste for nutrition and disease control in organically-grown potatoes*
- 12:20 - 1:20 Lunch and Poster viewing
- 1:20 -3:00 **Invited Speakers - Nitrogen Management and Organic Potato Production Systems**
- Bernie Zearth, AAFC- *Nitrogen management in organic potato production: Challenges and opportunities*
  - Yves LeClerc, McCain Foods- *Potato varieties suitable for organic production*
  - Robert Coffin, Cavendish Farms- *Potato variety trials, nutrient management and pest control: Bridging the gap between organic and conventional agriculture*
  - Agnes Murphy, AAFC- *Building disease and pest resistance through breeding*
  - Derek Lynch, OACC- *Current approaches to organic potato production*
- 3:00 - 3:30 Break and Poster viewing
- 3:30 - 4:00 Panel of 5 potato growers
- 4:00 - 5:00 Open Discussion of Research Needs and Strategies
- 5:00 - 6:00 Poster viewing and informal discussions
- 7: 00 - 9:30 Dr. Elaine Ingham, Soil Foodweb Inc.- *Compost Tea for Disease Suppression and Soil Stimulation- Methodology to Support Success of Procedure*

\*\*If you are not registered for the potato symposium, you can attend Dr. Elaine Ingham's Thursday night keynote address for just \$10- see registration form\*\*

## Friday, March 26<sup>th</sup>

- 9-10:00 *Opening and Plenary Session-* Kevin MacAdam, PEI Minister of Agriculture & Forestry; Bill Breckman, AAFC- National standards; Paddy Doherty, Canadian Organic Initiative- Organic regulatory framework; Gary



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- Morton, Morton Horticultural Associates**-Marketing opportunities; **Carlo Leifert, Tesco Centre for Organic Agriculture**- Recent developments in EU Organic Food Market
- 10-10:30 Coffee Break and Trade Show
- 10:30-noon **A) *Introduction to the Soil Food Web*- Dr. Elaine Ingham, Soil Foodweb Inc.**  
This session will explore what a soil foodweb is; what foodweb your plants require; the cast of characters in foodwebs; foodweb functions; and management practices which help/hinder the soil foodweb.
- B) *Community based partnerships - Building non-profit mechanisms for distributing healthy food.***  
**Debbie Field, Food share Toronto**  
This workshop will explore the variety of ways that farmers and consumers can more directly work together. The Good Food Box, invented by FoodShare Toronto will be profiled, as well other box programs, Community Supported Agriculture, Farmer's Markets and Buy Local Campaigns. By building local partnerships, food producers and consumers across North American are finding they are able to achieve many of their separate goals through a unified approach that prioritizes local food production and healthy food.
- Noon-1:15 Lunch and Trade Show
- 1:15-2:30 **A) *Primer on Livestock Nutrition*- Tom Manley, Homestead Organics**  
Organic farmers need to understand the nutritional needs of livestock in order to produce tasty and nutritious organic animal products. The animal's behaviour, growth pattern, reproductive capacity and food production are intimately linked to the feed it consumes. This presentation will provide farmers with the basic understanding of protein, energy, feedstuff selection and feed management in order to make informed management and purchase decisions.
- B) *Organic Regulatory System Panel*- Paddy Doherty, Coordinator of the Canadian Organic Initiative Project, Bill Breckman, AAFC, and Janine Gibson, COG**  
The Organic Regulatory System/National Standard Panel will provide participants with current information about the proposed Canada organic regulation and the national Organic Standard. Organic operators will learn how a Canada organic regulation will affect their business - advantages and disadvantages.
- C) *Demonstrating and improving the "added value" of organic food for consumers; the link between agronomic practices and food quality characteristics*- Dr. Carlo Leifert, Tesco Centre for Organic Agriculture**  
Recent Developments in the EU Organic Food Market will be presented together with a description of the main drivers of consumer demand. Existing data on the links between agronomic practices (fertility management and crop protection practices) and food quality characteristics will be reviewed. This will include a description of the work plan of the EU Integrated project "QualityLowInputFood" which focuses on "*Improving the quality and safety and reduction of cost in the EU Organic and "Low Input" Food Supply Chains*"
- 2:30-3:00 Coffee Break and Trade Show
- 3:00-4:00 **A) *Pasture management and parasite control*- Dr. Av Singh, AgraPoint Intl. Inc. and John Duynisveld, Beef Producer/AAFC Biologist**  
Intestinal parasites are a major deterrent in the widespread adoption of organic beef and lamb production. Av Singh will highlight leading efforts in the US, the EU, and in Canada for alternative parasite control, with a significant emphasis on sound grazing principles. John Duynisveld will introduce multi-species grazing and leader-follower systems as practical solutions for parasite management.
- B) *Retail Opportunities***  
A frank discussion of retailers' concerns; addressing issues of distribution, supply, and refrigeration. This session offers a unique environment for retailers to form collective strategies for the future of their industry.
- C) *Compost Tea: Brewers; principles and practices; applications*- Dr. Elaine Ingham, Soil Foodweb Inc.**  
How to make quality active aerobic compost tea, including the principles, practices and applications.
- 4-5:15 **A) *Managing nutrients on farm*- Derek Lynch, OACC and Shauna Mellish, PEIDAFAP**



Using data from research trials, long-term cropping studies and modeling of whole-farm nutrient flows. Derek will lead a discussion on the challenges of managing nitrogen and phosphorus in organic production systems. Shauna will explore how conventional nutrient management plans can be used on an organic operation.

**B) Strategy workshop for community projects focused on food- Getting Your Message Out: Communications, Branding and Marketing your farm, business or non-profit food organization- David Kraft, Strategic Communications Inc.**

This presentation will touch on some of the benefits of research, principles of campaigning and communication tools which can be accessed by non-profit organizations working within relatively limited budgets. He will also outline basic principles of branding and strategic planning as they can be used by small businesses and farmers in order to expand market share.

**C) Organic Cereal Production and Research- Loic Dewavrin, Longpres Farm and Dr. Hans Nass, AAFC**  
Loic will describe the transition process (both challenges and opportunities) to organic farming on the Dewavrin 1500 acres grain farm. Technical and financial aspects of the transition will be detailed, as well as various farm experiments made by the Dewavrin brothers. Hans Nass will discuss cereal and weed trials.

5:15-6:00 **Organic Appetizer Chef's Demo-** featuring students from the Culinary Institute of PEI & the First Annual ACORN Silent Auction

6-6:30 **OACC Advisory Forum** OACC Advisory Forum, moderated by **Dr. Ralph Martin and OACC staff.**  
The OACC Advisory Forum is an opportunity for farmers, students and others involved in organic agriculture to provide feedback to OACC staff about what OACC should change or do better.

6- 7:00 Trade Show reception

7-9:00 **Organic Buffet Dinner and Keynote- Dr. Elaine Ingham, Soil Foodweb Inc.**  
Biological successes in Non-Toxic Agriculture- Before & after examples of agriculture, orchards, vineyards and landscape transitions from toxic chemicals to 100% biological.

9-12:00 **ACORN Social featuring Celtic Knot**  
This music group specializes in traditional and other styles features Amanda Mark (flute, tin whistle, bass guitar, vocals), Kevin Jeffrey (guitar, percussion, vocals), Laurie Murphy (percussion, vocals), and Emily Ledwell (keyboard, bass, vocals).

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## Saturday, March 27<sup>th</sup>

7:30-9:30 **Organic buffet breakfast and ACORN AGM**  
Screening of NFB film, "Animals" by Jason Young. "Animals", winner of three awards at the 2003 Atlantic Film Festival, takes us deep into the heart of the animal-human relationship, with all its contradictions.

9:30-9:45 Trade Show

9:45-11:00 **A) Down and Dirty: Organic Research from the OACC Field Plots to You- OACC Staff**  
This session will cover examples of OACC research in the Atlantic region in 2003. The main categories are potato varieties and fertility, cereal varieties in intercrops and monocrops, crop rotation, nutrient supply rates of organic amendments, wheat seeding rates and fertility, and vermi-composting.

**B) Agritourism Ventures that Increase Family Farm Profitability- Charlie Touchette and Brent Warner, North American Farmers Direct Marketing Association (NAFDMA)**  
Agritourism is a general term often used to describe non-traditional income streams on farms. In this presentation we will detail over 40 different activities employed by conventional farmers that have diversified their farm businesses in ways that effectively increased profitability. Many of the ventures can be adapted from no till pumpkin farms to dwarf tree apple orchards to organic grain farms to conventional cattle ranches.

**C) Organic Cereal Production, Quality and Markets - Loic Dewavrin - Longpres Farm, QC; Tom Manley, Homestead Organics; Gary Morton, Morton Horticultural Associates**  
Description of Quebec Organic Grain Growers Union, its origins, accomplishments, and current projects will be highlighted. Loic will also discuss the financing, industry representation issues and needs for more member involvement in the union. Tom



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Manley will review the many quality issues in grain marketing and suggest on-farm practices and decisions that will manage quality, improve sales, and increase profits. Gary will highlight organic crop marketing opportunities.

11-11:15 Coffee Break and Trade Show

11:15-12:30 **A) *Turning Potential into Reality- Marketing opportunities for livestock*- Bev Connell, ProAgri Consulting**

Bev will highlight organic livestock marketing opportunities.

**B) Leadership and *Management Development in the Organic Sector*- Phil Ferraro, Institute for Bioregional Studies**

This workshop will discuss the future of organics from social, economic and environmental perspectives and will introduce participants to the skills, networks, broad perspectives, and positive attitudes they will need to become effective, progressive leaders for the organic industry.

**C) *Heritage Wheat Panel*- Jen Scott, researcher; Stu Fleischhaker, Speerville Mill; Nick Stam, baker**

The Heritage wheat project was started as a partnership between Speerville Mill, the Maritime Organic Growers' Co-op, and the NBDFA in 1998. Since then, a number of farmers in the Maritimes have grown and evaluated heritage wheats in an organic production system. This presentation will highlight preliminary data from the field and the bake tests, as well as a proposal for exciting future work.

12:30-2:00 ***Organic Lunch with Debbie Field, Foodshare Toronto- Eat it, Grow it, Share it Campaign***

We often think that hunger, lack of sustainability in agriculture and diet related illnesses are disconnected problems. Debbie will argue that they are connected to our current food system and could be eliminated if we built a more local food system that cared about the needs of farmers and consumers. She will also provide ten simple suggestions for individual, community and social policy action that could transform our current food system.

2-3:15 **A) *Forages for a Healthy Rumen and Heritage Breeds*- Dr. Les Halliday, PEIDAFAP; Jann Chute, Stepping Stone Heritage Farm**

Dr. Les Halliday addresses how good quality forages can influence animal health, growth rates and natural behavior. This workshop will provide farmers with an understanding of how forage management techniques effect the quality of nutrients in livestock feeds. Jane Chute offers an introduction to Rare Breeds and the agencies dedicated to their preservation.

**B) *Farmers' Markets and CSA's: Tightening the Nuts and Bolts*- Charlie Touchette and Brent Warner, NAFDMA**

Meeting up with consumers nearer their urban settings is one strategy to increase sales without committing to increase capital investment or unknown liabilities on the farm. Farmers' Market and Consumer Supported Agriculture strategies are the ideal way to accomplish these goals. This presentation is provided for groups who have an understanding of, or already participate in farmers' markets and CSA's, and would like to expand on their development and efficiency.

**C) *Cover cropping and Intercropping for nutrient cycling* - Claude Bertheleme, NBDFA and Janine Gibson, organic inspector**

Using a combination of research and anecdotal experience from the fields, this session addresses why cover crops are so important to growers; a description of the various cover crops; practical information to help growers select the most appropriate cover crop; and the benefits of intercropping.

3:15-4:30 ***Wrap-up and Conference Summary*- Phil Ferraro- ADAPT; Rob Assels- ACORN Input Project; Charlie Touchette, NAFDMA**

4-6:00 Canadian Organic Growers (COG) AGM

6-7:00 COG and ACORN Reception- Open to Everyone

**Sunday, March 28<sup>th</sup>**



## ACORN Organic Tour (Sunday, March 28<sup>th</sup>)

Visit three successful and innovative organic and transitional operations close to Charlottetown. Tour includes greenhouse, dairy and potato farms.

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## The Market Place Trade Show

Promote your business, agency or not for profit organization at the largest gathering of the organic farming community in Atlantic Canada. Contact the ACORN office or visit our website for a trade show reservation form.

HST included-

Table Display - \$115

Literature Distribution - \$86.25

## Sponsorship Opportunities

Show your support for ACORN and the Conference and highlight your business through joining the Conference as a sponsor. We offer a variety of options to suit any business or organization, including sponsoring the keynote address, nutrition breaks, meals. Contact the ACORN office for more details.

## Volunteers Needed

Willing to share a few hours of your time while at the Conference? Volunteers are needed before and throughout the Conference. Volunteer for four hours, and attend educational sessions free that day. Contact Laura MacKay at 902-425-1797 or [info@acornorganic.org](mailto:info@acornorganic.org) for more information.

## ACORN Organic Calendar

ACORN invites you to submit your photos of Atlantic Organic Farms, Processing Operations and Retail Venues for publication in a New 2005 Atlantic Organic Calendar. This full-colour calendar will include photos, recipes, important organic events, quotes, organic research tidbits and tips on food preparation. Promote your operation to organic consumers! Include photos of farm landscapes, farm processes, heritage plants and vegetables, people at work, people enjoying food, farmers' markets, etc. If you are interested in submitting photos, please contact Laura MacKay- 902-425-1797/ [info@acornorganic.org](mailto:info@acornorganic.org). All submitted photos will be displayed at the conference, and conference participants will be invited to vote on the best photos. The 12 most popular photos will be announced at the Conference, and winners get their photos published.

## Conference Location

This year's conference site is the **Howard Johnson Dutch Inn**. Book your room by **February 21<sup>st</sup>, 2004** to ensure that you receive our conference group room rate of \$69.00, single or double. Parking is free. Reservations requested after February 21<sup>st</sup>, 2004 will be accepted at the best available Howard Johnson Dutch Inn rate of the day, provided guestrooms are available.

### TO BOOK A ROOM CONTACT:

The Howard Johnson Dutch Inn-

Tel: 902-566-2211

Fax: 902-566-2214

## The Fine Print

In order to confirm food and accommodation details with the hotel, we need to know ahead of time exactly how many people are participating in the conference. Please comply with the following deadlines - it makes planning smoother and easier, and guarantees you'll be fed and sheltered!

- ◆ **Book with the Dutch Inn by February 21<sup>st</sup>** - you will receive the conference room rate. After this date, the room rate could be higher and accommodation cannot be guaranteed.
- ◆ **Register for the Conference by February 21<sup>st</sup>** - We can guarantee your place at the conference, and you'll receive a free organic buffet breakfast.
- ◆ **We must confirm final numbers with the Howard Johnson Dutch Inn on March 19<sup>th</sup>. After this date, we cannot guarantee that meals will be available.**

**Cancellation Policy** - The ACORN office must receive cancellation of registration by March 19<sup>th</sup>. A 15% administration fee will be retained. Cancellations after this date will not be refunded, except in the case of medical or family emergency.

## Conference Registration

Save 25% on conference registration by becoming a full member of ACORN!

Check out [www.acornorganic.org](http://www.acornorganic.org) for updated conference information.



Delegate information

<b>Name 1:</b>		<b>Name 2:</b>	
<b>Farm/Business/Organization:</b>			
<b>Mailing Address:</b>			
<b>Province:</b>		<b>Postal Code:</b>	
<b>Phone:</b>		<b>Fax:</b>	
<b>Email:</b>		<b>URL:</b>	
<input type="checkbox"/> <b>ACORN Member</b>		<input type="checkbox"/> <b>Non-Member</b>	
<b>Please send me information</b>		<b>about the:</b>	
<input type="checkbox"/> <b>Trade Show</b>		<input type="checkbox"/> <b>Conference Sponsorship Opportunities</b>	
<b>Please indicate what best describes your involvement in the organic industry:</b>			
<b>Consumer</b> <input type="checkbox"/>	<b>Home Gardener</b> <input type="checkbox"/>	<b>Farmer</b> <input type="checkbox"/>	<b>Processor</b> <input type="checkbox"/>
<b>Retailer</b> <input type="checkbox"/>	<b>Food Service</b> <input type="checkbox"/>	<b>Distributor</b> <input type="checkbox"/>	<b>Product Supplier</b> <input type="checkbox"/>
<b>Industry Professional</b> <input type="checkbox"/>	<b>Government/NGO</b> <input type="checkbox"/>	<b>Media</b> <input type="checkbox"/>	<b>Other</b> _____

Child's Name	Age	Children's Program (6-15)	Child Care (under 6)	Considerations (allergy, disability, etc.)

**Early Registration Deadline - February 21st, 2004**  
Send registration form & cheque payable to:

**A C O R N**  
**RR#1 Kennetcook, NS, B0N 1P0**  
**Phone: 902-632-2523/ Fax: 902-632-2837**  
**admin@acornorganic.org**

Select your conference package and meals	Fees for full members *	Fees for non-members	Totals
Organic Potato Symposium- includes workshops, lunch, evening keynote with Elaine Ingham, and proceedings	1 Adult- \$51.75 2 Adults- \$92	same	
<b>2 Day Conference Pkg.</b> – includes workshops, Trade Show, & Friday and Saturday Lunches	1 Adult @ \$70.25 2 Adults @ \$132.25	1 Adult @ \$86.25 2 Adults @ \$161	
<b>Friday Conference Pass</b> – includes workshops & Trade Show, and Friday lunch	___ # @ \$40.25	___ # @ \$51.75	
<b>Saturday Conference Pass</b> – includes workshops, Trade Show & Saturday Lunch	___ # @ \$40.25	___ # @ \$51.75	
Half Day Conference Pass (no lunch) Day: _____	___ # @ \$14.95	___ # @ \$17.25	
<b>Children's Program</b>	___ # @ \$20.70/day		
<b>Child Care</b>	___ # @ \$20.70/day		
<b>Friday Keynote Buffet Dinner &amp; Social</b> Keynote with Elaine Ingham, SoilFoodWeb	___ # Adult @ \$30 ___ # Children 5 – 12 @ \$15 Children 5 & Under Free		
<b>Thursday Keynote only</b>	___ # @ \$10.00		
<b>Friday Keynote only</b>	___ # @ \$10.00		
<b>Saturday Breakfast</b> - Register before February 21 <sup>st</sup> and breakfast is included in the conference fee	___ # Adult @ \$12.65 ___ # Children 5 – 12 @ \$5.75 Children 5 & Under – Free		
<b>Chef's Appetizer Extravaganza</b> - included with Friday dinner buffet ticket	___ # Adult @ \$5 ___ # Children @ \$2		
<b>Organic Tour</b> - Includes transportation, lunch, and tour	___ # @ \$28.75		
<b>ACORN Membership Fee</b>	___ # @ \$30		
<b>Donation to ACORN</b>			
<b>Total Payable to ACORN</b>			

**HST has been included in all prices shown.**  
**Business # 88144 0317**

\* you are a full member of ACORN if you have paid your \$30 annual membership fee.