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SECTION A / ISSUE 28 / WINTER 2024















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Editorial

THE LAND-OF-PLENTY 'POTATO-PLENTY'

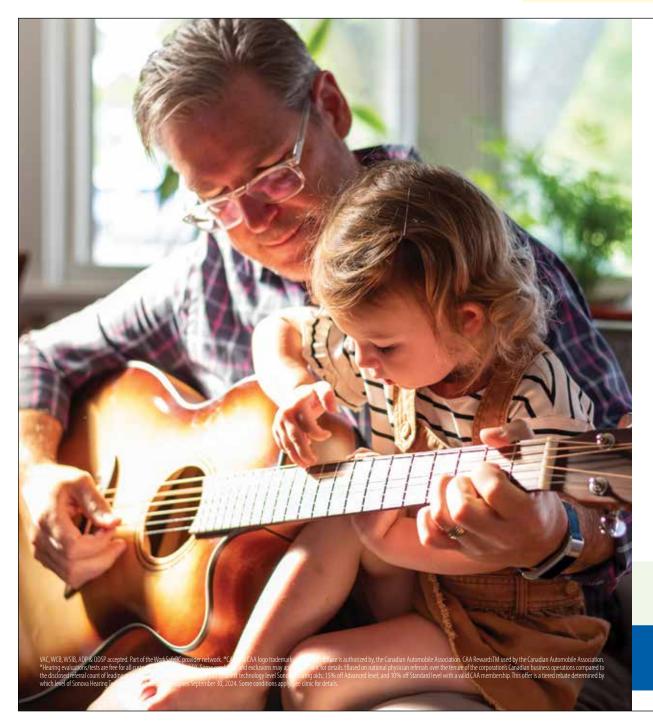
There is not a vegetable so widely used in North America, as is the potato. The potato just never seems to go out of style - and certainly never goes 'stale'. There is a ready and enthusiastic demand for potatoes, no matter what the time of day, no matter what the day of year.

Since 1960, the Canadian per capita consumption came in at about 180 lbs (82 kg) with very little fluctuation to present day. However, what has changed is Canada's population. In 1960, Canada had a population of about 18 million, and now sits at 40 million! That is a lot of people to feed, and accordingly, production had to increase. And it did, both in yields and land put-to-production.

While still in its infancy, even the Yukon and North West Territories are finding success in commercial potato production. This is of particular interest and importance, since Canada's far north has a high rate of food insecurity, which is defined as: where situations exist when people lack secure access to sufficient amounts of safe and nutritious food. Due to near 24-hour sunlight days in midsummer, is the equivalent of extending an already-short growing season by about 30 days.

Potato production has come to depend upon a great many factors including input costs, weather conditions, varieties, and a host of other factors. And while the research community is contributing to the overall success of the potato industry, theory is not fact. While theory helps the scientists work out many problems, it will not feed the nation; that is done by you! ... the hard-working farmers of this broad and fertile land! And, as long as the potato is being produced, there ought to be lots to eat ... in this Land-Of-Plenty.

Welcome to Norfolk Farms, Issue #28.



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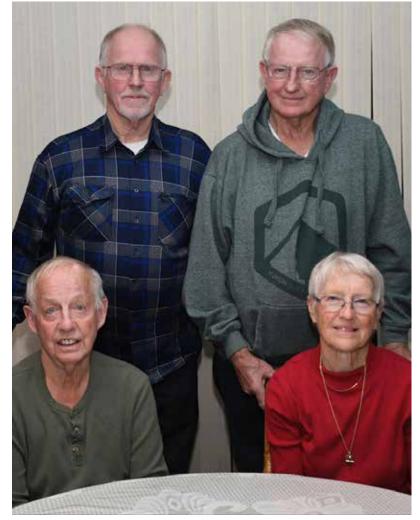


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DeCloet family one of builders of Norfolk County







The DeCloet family was a large group when they arrived in Canada in 1953. Front row, left to right are Rita and Mary. Second row: Ben, Alphonse and Luke. Third row: Paul, Gabe, John and Dan. Back row: Parents Omer and Maria.

In the last century, several farm families have stood out as leaders and innovators in Norfolk County. Many farm businesses have diversified into related businesses that have helped define the county.

The DeCloets are one such family.

Although most people today know of one member of the family or their tobacco equipment, they have only been here since 1953. Father Omer and two oldest brothers Dan and Gabe arrived in the spring. They worked in sugar beets and tobacco to raise enough money for the remainder of the children and mother Maria to come that fall from Belgium.

The Langton Lions helped the new immigrants make it through the first winter, something they have never forgotten.

The family consisted of seven boys and two girls. Interestingly, if seven boys are born in a row, the seventh has the king for his godfather. Boudewijn, or Ben, was the seventh and was named after the king. If the family has stayed in Belgium, Ben would have been exempt from the mandatory stint in the army, and would have received free education. If a family has seven girls in a row, the same tradition applies with the queen being the godparent.

Outside of the previously mentioned Dan, Gabe, and Ben, the other siblings were John, Paul, Alphonse, Luke, Mary and Rita.

But the family left Belgium and started to forge a new life in Norfolk County.

"None of us spoke a word of English when we came here," Paul said.

The family were initially share growers on a farm, and after a few years the family purchased a farm near Langton. The older boys didn't go to high school, so they could work on the family farm. Alphonse was the first to attend high school, and Luke the first to graduate. Luke's son Brad still lived on the family farm on Mc-

Dowell Road.

John, Paul, and Luke purchased their own farms.

Dan started working with Volta tying machines, and Alphonse recalls his brother was a handy engineer.

"He wanted to change things and they (Volta) didn't, so he started on his own," Alphonse said.

DeCloet Ltd. was started as a tying machine manufacturer in the mid-1960s.

Ben studied physics at McMaster University and joined the company after graduating.

From tying machines, DeCloet Ltd. bought out Kelsey, the manufacturer of low-pressure steamers for greenhouses and kilns.

"That gave us the funds to go further and that's when we started building bulk kilns," Ben recalled.

DeCloet bought Unimatic, which was manufacturing bulk kilns in Delhi, and changed the name. In the late 1970s. Powell was the next acquisition, and Balthes followed, leaving DeCloet as the only bulk kiln manufacturer in the province.

In 1986 as the tobacco business started to decline, Ben sold his shares in DeCloet Ltd. and started DeCloet Greenhouses south of



"None of us spoke a word of English when we came here."

- Paul DeCloet

Delhi. After successfully operating the business for 35 years, he sold DeCloet Greenhouses in 2021 and retired.

Paul slowly transitioned into Christmas trees and woodlot management.

Mary, who became a nurse, married a tobacco farmer and kept that connection to farming. She finished her career as a missionary in Papua, Indonesia.

"We're all really happy to be here in Canada," Mary said as they gathered for the 70th anniversary of when the family came to Canada. "We're grateful for Canada. It's been a land of prosperity for us."

The youngest sister Rita pursued a career in education, until her retirement.

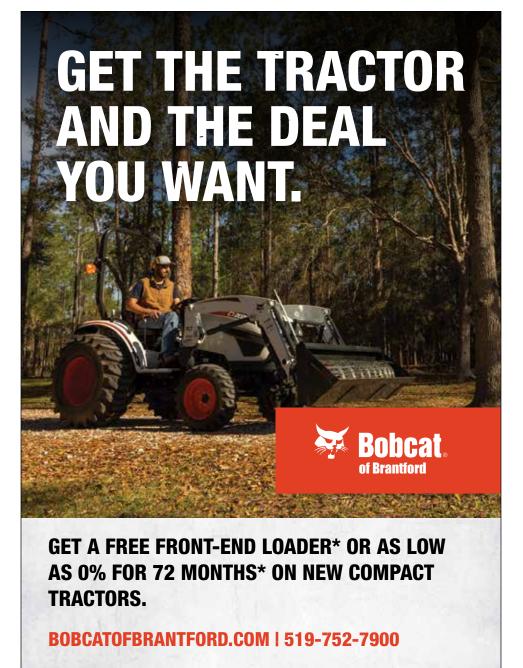
Alphonse was the only family member who did not get into

farming. He started working for the Municipal Property Assessment Corporation, and completed his career there.

"In actuality, we started a new life here," Paul said. "I remember being overjoyed here the first day we arrived."

Several of the family members have passed on, but Paul, Alphonse, Ben and Mary still gathered for the anniversary of when the family came to Canada. This is a tradition that is carried on every five years.

Outside of farming, Paul never forgot the support the family received from the Langton Lions Club. He became a member of Lions International, and still is a member of the Tillsonburg club.





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Norfolk remembers the Women of WWII

When a dedicated group of women get together, they can accomplish anything when they put their minds and talents to work. The Twilight Quilter's Guild of Norfolk County has a membership of over 100 and they have been responsible for many beautiful works of 'art'. I recently met with four members of the local Guild at the Waterford Heritage Agricultural Museum (WHAM) to view their latest display and admire their beautiful work.

In 2017 the Guild was approached by Heather King, Chair of the Norfolk Remembers Committee (NRC) - and Guild member as well - to do a 100 year quilt commemorating Norfolk County's contribution to WWI. The finished quilt is truly a work of art and hangs at WHAM for visitors to the Museum to view. In 2019, King once again approached the local guild to put their skills to work, with the Committee funding the project. The Norfolk Remembers Committee requested two quilts to commemorate the Second World War,

1939-1945 and in particular, the contributions of Norfolk women here on the home front and the names and signatures of Norfolk soldiers who didn't return home to their families. While the project was delayed for a time after COVID hit in 2020 and the world shut down, it would get back on track when things would once again open up and get back to normal.

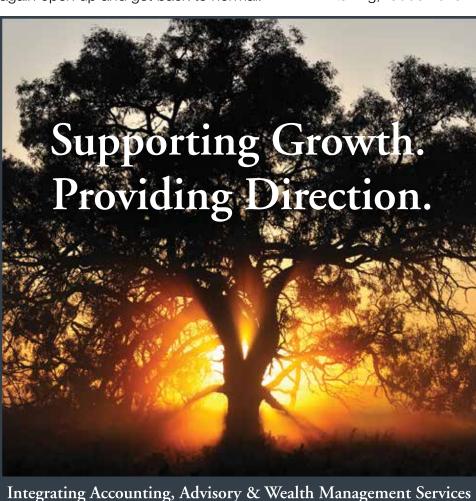


Guild members, from left to right, Brenda Bradshaw, Sarah Yetman (rear), Diane Luke (front), and Nancy Racz.

Diane Luke is a member of the Twilight Guild that would create these works of art as part of the NRC memorial series. "The first quilt is a true testimonial to all that the women did during WWII. We had done one for WWI so we decided we would like to do one for the Second World War... It was such an emotional undertaking," adds Luke. "Ten members worked on

the Art Quilt while 14 members worked on the V" for Victory Quilt.

Fellow guild member Brenda Bradshaw explained, "The Art Quilt was a collaborative effort. First, we had to educate ourselves about the War. We were given a copy of 'Norfolk





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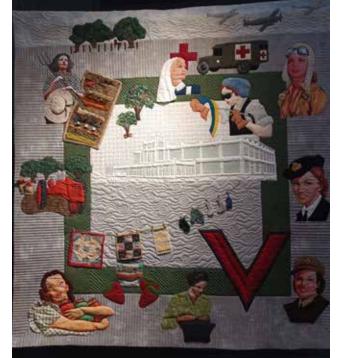
Remembers the Second World War 1939-1945'...it's an amazing book. It is also for sale at the Norfolk County museums and libraries for anyone interested. We also did a lot of Google searches...we wanted it to be as authentic as possible and to show what the women of Norfolk County did while the men were gone. We were able to use some original materials as

Some of the jobs held by the women here at home included farmerettes, working in the hospitals, learning to fly planes, working at the American Can, making munitions...doing whatever they could. The IODE and Women's Institute were very instrumental during the war as well making and sending care packages from home. The "V" for Victory quilt features the individual signatures of the 159 Norfolk heroes killed in WWII.

Luke explained that "The two quilts were very different skill sets. We did a lot of brainstorming and it seems like every session something changed. Local artist Robert Judd, a Committee Member as well, was very instrumental in the process also."

"The whole process was very emotional for all of us. We would gather at the home of member Gertrude Nicks to work on the quilts and for an 'old fashioned quilting bee'. We had such a great time there." For the finishing touches their quilts were then given over to Sarah Yetman, Guild member and owner of Spooled Rotten Quilts in Brantford.

Yetman explains, "I knew the WWI quilt, so I was excited to work on this new project. Everybody was in on the planning stages... we wanted to accentuate but not take over the quilt. There were lots of layers and it was a bit daunting but the end product is amazing. The



The Art Quilt

machine quilts and I'm just driving it with the handles...so to speak. All in all, it took about 20 hours to quilt."

Many of the materials used in the making of the Art Quilt came from actual artifacts, making the story it tells even more colorful and meaningful. To get the full effect of the quilt and the story it tells, one must carefully peruse the work of art.

These quilts not only touch on the effects of the War on our community and its population... They tell an important story of those waiting at home that will live on for future generations. If you want to learn more on the Second World War and the part it played in our own local history then you should most definitely check out a



The Victory Quilt

copy of Norfolk Remembers The Second World War 1939-1945.

Be sure to make the Waterford Heritage Agricultural Museum a stop on your list of things to do. The Norfolk Quilter's Guild are proud of the work they did - and rightly so - and their display is sure to show you a part of history that so many of us never knew. The heart, soul and love of every Guild member that worked on those quilts went into each one of them and for that, we thank them.

WHAM is open Tuesday through Saturday. 10 a.m. to 4 p.m. Curator James Christison will be happy to guide you through the many 'pages of history' proudly on display at WHAM.



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Den Besten goes from fish out of the water

Henk Den Besten transitioned from hogs through a virtual fish out of the water in the trout farming business, to a rising tide of farmers' market popularity for his smoked fillet recipes.

"Ninety per cent (of customers) are the same people who come every week or two weeks,"



Henk Den Besten, pictured here adjacent to his indoor raceway where rainbow trout fingerlings are housed, shows off the feeders which fish are trained to operate.

he smiled recently at his Langton-area (244 11th Concession Road) property.

Farming or smoking fish were not on Van Besten or his wife Wilhemina's minds when they emigrated from Holland to a hog farm near Brownsville in 1998. However, depressed industry prices through the final five of 13 years in that endeavour encouraged consideration of other options. In 2011 they plunged into trout farming, purchasing their current 25-acre farm from its previous owner, who Den Besten says was looking to retire.

Its attributes include a fast-running stream, whose water was sourced for fingerling to fillet rainbow trout production. In basic terms, water is pumped into a tank to allow sediment to settle before being re-routed through an indoor raceway or onward to an outdoor pond.

The sequential progression of successive crops of three-to-five-centimetre-long ten to 12-gram rainbow trout fingerlings to two-point-five to three-pound market-ready fish takes around 15 months. They are started inside in part for protection against natural predators including birds, before graduating to an estimated point-four of an acre pond, protected by a mink-proof fence

They are fed pellets, most recently sourced from Nature Feeds in Burgessville, trained to swim past and interact with a ball submerged below feeders mounted on a bridge over the pond. The feeders are carefully calibrated to release enough to satisfy fish's appetites, without excessive waste. Fish manure sinks to the bottom, with their habitat drained, cleaned and washed out on a regular schedule.



Hank Den Besten stands in front of the finishing pond at his family's 25-acre trout farm. In between Den Besten and the pond is a smaller area where fish are captured prior to processing.

Although generally healthy, fish must be constantly monitored, says Den Besten.

antly monitored, says Den Besten.
"You are looking and looking."

Keeping water moving and at the right temperature - cool enough - is key to fish well-being, farmed rainbow trout preferring a water temp of between 15 and 16 degrees Celsius, said Den Besten. When it's too cold, fish will head to the bottom and not eat, resultantly not putting on production weight. However, if their water is too

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to rising tide of smoked rainbow popularity

warm, fish need more space, and ultimately, too much heat or little space can prove fatal.

If problems do arise, fish veterinarians can be sourced from the University of Guelph.

"It's very expensive," says Den Besten, who administers any necessary medication within a combination of feed and vegetable oil. He has however, been fortunate to keep issues to a minimum.

> Although generally healthy, fish must be constantly monitored, says Den Besten.

March and April are ideal months to ship finished fish, given their air and water temperatures, however working within a water-based farming environment through the winter can be less than pleasant.

"Every farm has problems," Den Besten shrugged.

Den Besten uses a fish processing plant in St. Thomas, which alerts him to openings in their schedule. Fish are encouraged into a smaller area through strategic feeding, corralled and herded

into a smaller zone yet, with final capture of around 300 pounds via

For their first couple of years, the Den Bestens sold their fish to the plant, before an experiment smoking fish for their family and friends opened a new avenue.

"They loved it," said Henk, whose initial foray into the Woodstock Farmers' Market expanded through a second event in St. Ja-

cobs to seven or eight locations in total from May through October or November. They attend three in the winter months and feed a number of retail locations happy to sell smoked Den Besten product.

"It's growing and growing."

Smoked fish is considered a delicacy by many. By rough calculation, a market-sized three-pound will yield one-half that weight in fillets, one-third of its live weight, or one pound when smoked.

"That's the reason it costs what it costs," said Den Besten.

In the summer, he smokes 90 to 100 pounds of fillets three times a day, taking two to three hours each time, twice a week. He has the capability of smoking with gas



Henk Den Besten produces between 90 and 100 pounds of smoked trout fillets three times daily, twice a week in his on-farm smoker.

and wood pellets, "but I like it better with wood."

He prefers apple or birch, cut either from his own extensive bush or the orchard of a friend, but also finds cherry and oak appropriate smoke source material. Den Besten smoked trout comes in natural, maple, lemon pepper, garlic pepper, cajun and a Dutch spice flavour, the latter combining dill, parsley, mustard seed and onion.

The 68-year-old Den Besten's fish farming experience has come full circle. Having taken over the operation from a retiring producer, wear and tear on knees and hips

have taken their toll. He has slowed down on the fish farming side of the business, although smoking and tending to a 35-head flock of breeding ewes and five milking goats for his family's use, keep him busy.

Not too busy however, that he can't enjoy looking back on a positive life change initiated by low hog prices, including not only satisfaction in its own right, but direct access to delicious smoked fish.

Natural and maple are his top two sellers, however Den Besten admits to a prefernce for his garlic pepper option.

"That's the best for me."



Approximately 6,000 international agricultural workers in Brant-Haldimand-Norfolk that support local agricultural production can count on continued access to medical care this year

The Grand River Community Health Centre (GRCHC) and its partners, the Norfolk Family Health Team and the Haldimand Family Health Team, will be offering community clinics, onfarm visits and virtual consultations and access to year-round care for Agricultural Workers.

The majority of these workers are in Norfolk, with work arrangements varying from seasonal

to year-round employment. Many of these workers speak Spanish. Clinics are offered to reach workers with weekly in-person clinics, day and evening hours, and on-farm clinics using the medical van and virtual care. Translation is available at all clinics.

The Norfolk in-person clinics are held at the Norfolk Family Health Team in Delhi and at the Superstore in Simcoe. The Haldimand in person clinics are held at the Haldimand Family Health team in Dunnville.

The GRCHC is adding a second, full-service medical van as part of the expanded services. The team of health providers at each clinic includes medical doctors, nurse practitioners, health promoters, community health workers, medical secretaries and translators.

Medical work includes diagnosis, injury assessment and wound care, said Lynda Kohler, Executive Director of GRCHC. Team members assist patients, obtain follow-up diagnostics, including directions on medical laboratory testing.

Health Promoters can assist with developing personal skills, healthy eating, physical

viewing to relieve symptoms and assist with remaining focused while on the job.

Top reasons for visits to the International Agricultural Worker (IAW) clinics include: muscular-skeletal issues, chronic disease management such as hypertension or diabetes, acute illnesses and sexual health concerns. The onsite translation for clients who have language

barriers is done in a culturally-safe environment.

"It's better for people to get care when they need it, rather than go to Emergency in the future," said Kohler. "It's better for the (farm) business and for the worker."

An additional outreach planned for this summer is an IAW Health Fair hosted by the GRCHC and many partner agencies. It takes place at the Simcoe Legion on Friday, June 28th from 5 to 9 p.m., she added.

The GRCHC began the International Agricultural Workers Program in 2017. Workers and farmers have responded positively to this program. A client expressed his feelings: "Thank you for how you take enough time to understand the patient and look for whatever has caused their illness...I am really impressed as I haven't seen it wherever I have gone before...keep this best practice."



activity and injury, chronic disease prevention and establishing connections to services in the community.

Newly added this year is a Community Health Worker. It can be difficult to cope while away from family and loved ones. The Community Health Worker can provide coping strategies, supportive counselling and motivational inter-



The life of Mickey Hare

We are gathered here today to commemorate the life of Michael Wayne Hare, who took on many different roles for many different people, including cherished son, faithful husband, loving father, nurturing grandfather, dear brother, much loved uncle, and loyal friend.

Mickey was born on December 10, 1939 to Eugene and Helen Hare, who resided on a tobacco farm in Simcoe, Ontario. Being raised on a tobacco farm in Norfolk County marked the beginnings of his lifelong goal of one day owning his own farm. Mickey was the oldest of four children and being the only boy in the family brought on extra responsibilities when it came to helping his parents on the farm.

If you knew Mickey, especially during his teen years, you knew he was a handsome young man, and whether he liked it or not he looked stunningly similar to Elvis Presley. During his teenage years, his mother, Helen, would often tell the story of their trip to Memphis, Tennessee, where some of the people in a restaurant thought he was either Elvis or someone trying to imitate him. Not such a bad thing to be burdened with, as much as he didn't like it when people told him he looked like Elvis.

In the early 1960's Mickey met a beautiful young girl named Virginia from the tiny village of Bloomsburg. Virginia, or Ginny, would soon become the love of Mickey's life and a whimsical romance soon turned into matrimony when they were married on April 18, 1964. They would remain husband and wife just shy of 60 years. While Mickey stuck to the dream of owning his own farm, Ginny took on a job at the bank.

In 1969, Mickey was one of the first farmers in Ontario to grow ginseng, and that would become his legacy, as he would not only end up growing ginseng, but also doing custom work for many years to come, including planting, digging, drying and even selling ginseng root for anyone that needed his services. Eventually the dream of owning his own farm was realized when he and Ginny purchased property on Church Street in Waterford, where he grew some of his first ginseng crops. Eventually the young couple of two blossomed into a family of four when Shawn and Shannon arrived on the scene. In the late 1970's, Mickey purchased a beautiful farm on the Cockshutt Road in Waterford, where he proudly displayed words on the barn that read M. Hare & Son Farms. I would be remiss if I didn't mention that prior to becoming an independent owner/operator, Mickey's dear friend and first business partner was Bill Atkins, and the original partnership was called Atkins & Hare. On the Cockshutt farm ginseng was not the only thing being grown, as throughout the years there were ducks, geese, chickens and even a few cows, not to mention the family dogs and cats.

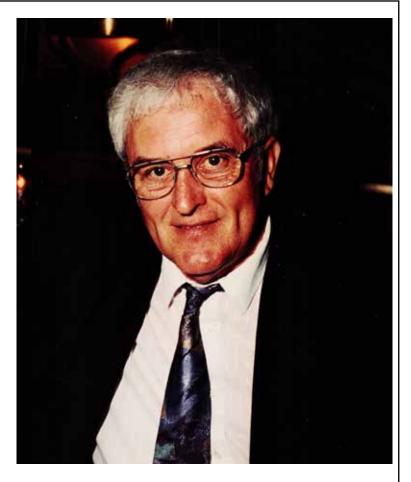
One other salient point about Mickey that cannot go without mention is the fact that he loved wheeling and dealing for anything he could buy, sell or trade. He was known for visiting auctions anywhere he could find one, and would often return with a tractor, plow, filing cabinets or even the kitchen sink. One time he even filled the barn up with skids of items he purchased at a warehouse sale in Toronto, and he turned the place into a modern-day Sanford & Son lot. All were welcome to enter just as long as you brought cash and a carry bag with you.

With all the hard work on the farm, Ginny took care of the essentials when it came to cooking, cleaning and the kids. If you knew Mickey, then you would know he didn't change diapers. One day when Ginny left Mickey for an afternoon to take care of Shawn

when he was a baby, he noticed that a diaper change was needed. Mickey, being the quick problem solver that he was, drove into town, baby in tow, and had Margaret Wilson change Shawn's diaper. Now that's creative problem solving at its best. No need for a diaper genie when there was a genie named Marg close by!

When Mickey wasn't working, he enjoyed spending time with his friends, often at the Waterford Legion, and in the later years you could often find him at Tony Yin's infamous Chinese Legion on a Friday night. Spending time with friends also included an annual fishing trip in Huntsville at Nick Shira's cottage. Mickey loved to fish, and although no one ever saw a picture of Mickey with a fish in hand, it was rumoured that he caught some of the most illusive fish ever caught up in Muskoka. Some of these fish were rumoured to include the rare northern Labbatt Blue stubby, and the Large Mouth Bud Light tall boy. One could say he always made a splash on those trips, but more so in the cooler, as opposed to the lake.

Family was always very important to Mickey, and he loved getting together on special occasions. For years he held family Christmas at the barn on the Cockshutt, and he rarely missed a family event, whether it was a Baptism, Easter celebration or a beach party at Carma and Scott's in Port Dover. He loved chin wagging with his sisters, nephews, nieces and cousins. Mickey was quick-witted and had a great sense of humour, and you always knew something was coming when you saw that famous grin of his start to form when he was going to



say something sure to get everyone laughing. He was never so proud when each of his four grandchildren (Larissa, Lucas, Nichole and Casey) were born, and he loved spending time watching them develop and grow, whether it was watching a hockey game at the arena or just spending time with them on the farm. He was a devoted and ever-faithful husband, never missing visiting Ginny at the Cedarwood, outside of COVID, week in and week out during the past six years. He loved her with all his heart and will wait patiently for her to join him again one day under our Lord God in Heaven, where I am certain a special place has been made.

Mickey was a truly remarkable person, leaving a lasting impact on all those who knew him. Generosity, humility, and compassion are qualities he possessed that will forever resonate with those close to him. His kind, gentle nature, coupled with his sense of humor, brought people closer to him. While his physical presence may be missed, the memories and the impact he had on people's lives will endure, ensuring that he is never forgotten.

In honour of Mickey and his Irish roots it would appropriate to end with an Irish Blessing:

May the road rise up to meet you, May the wind be always at your back.

May the sun shine warm upon your face,

The rains fall soft upon your fields,

And until we meet again,

May God hold you in the palm of His hand. Written and presented by Todd Goodwin

OBITUARY: HARE, Michael "Mickey" Wayne - 1939-2024

It is with heavy hearts that the family announces the passing of Mickey, surrounded by family, at Norfolk General Hospital on January 12, 2024, in his 85th year. Beloved husband of Virginia "Ginny" Hare. Proud father of Shawn Hare (Carol). Loving grandfather of Nichole Davey, Casey Craddock, Larissa Hare, and Lucas Hare. Dearly loved brother of Annette Schira (late Pete), Barbara Thwaites (Pat), Colleen Goodwin (late Doug). Cherished friend and in-law of Don Moon (Val), Larry Moon and Valerie Harrop (Glen). Mickey will be missed by several nieces, nephews, and friends. Mickey was an established ginseng farmer in Norfolk County since 1969, carrying on business as Hare Farms Inc. with his son, Shawn. Mickey was an avid collector of vintage tractors, classic cars and die-cast tractors and cars. A funeral mass will be held at St. Bernard of Clairvaux Catholic Church in Waterford on Wednesday, January 17, 2024, at 11:00 a.m. A private interment will take place after mass at Greenwood Cemetery. Directly following the mass and interment, friends and family are invited to celebrate the life of Mickey at the Waterford Legion from 1:00 pm to 4:00 pm. In lieu of flowers, donations to the Alzheimer's Society or charity of your choice, would be greatly appreciated. The family would like to thank the fourth-floor nurses at Norfolk General Hospital, as well as the staff members on the second floor at Cedarwood Villa for their kindness and exemplary care of Mickey. Funeral arrangements are entrusted with Thompson-Mott Funeral Home, Waterford, 519-443-5332. www.thompsonmottfuneralhome.com

It's always a beautiful day in Mr. Kuivenhoven's neighbourhood

There's a sense of visceral peace which descends in the midst of 120,000, maybe 150,000 multi-coloured Gerbera Daisies.

Factor in light gently filtered through a hectare's worth of greenhouse glass and add a mildly tropical, carefully controlled climate well into the comfort range, and it's hard to not consider oneself inside a uniquely beautiful, calm and happy place.

"A lady came in (during an open house event) and said 'Just give me a lawn chair and a glass of wine,'" smiled PH Kuivenhoven Greenhouses Inc. president Gilbert Kuivenhoven. "It gives you a whole ambiance there, makes you think you are in Mexico or some southern resort."

PH Kuivenhoven Greenhouses' aesthetic productivity did not come about without years of hard work. When Gilbert's father Pieter purchased

the 92-acre former tobacco farm along Otterville Road on the east side of Oxford Road 59 from that community, it was a run-down shell of its former self.

"A disaster," Gilbert confirmed.

The house was fixed up enough to be habitable and Gilbert and his brother Peter took a year off school to help their father install



Katie Paget smiles as brightly as the bouquet of Gerbera daisies she's preparing for shipping.

their original 34,000-square-foot greenhouse shipped from Holland on bare land. The foundational crop was roses, planted directly into the ground beginning in 1991 says Gilbert, until an economically-driven transition to Gerbera daisies in 2005.

"Roses could be imported cheaper than we could grow them ourselves," Gilbert explained

of competition from countries including Ecuador, where the flowers could be grown outside, eliminating capital and operational costs associated with greenhouses. "Basically no energy cost and labour was very cheap."

Pieter Kuivenhoven chose Gerbera daisies not only because they were bright and colour-



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Gilbert Kuivenhoven has seen the full journey of PH Kuivenhoven Greenhouses Inc. from 34,000 square feet to its current five acres, with a further two-anda-half acre expansion planned. The facility producers over 6,000,000 Gerbera daisies which are shipped from Newfoundland to Alberta and south of the American border.

ful, but also difficult to import. The head of the flower is on a disc at a different angle from the stem Gilbert explains, meaning they don't lay flat. If they are packed for shipping they typically are dry, which does not improve their condition.

"That's kind of detrimental to the flowers. Our strength is we ship them on water."

PH Kuivenhoven grows 80 different varieties of Gerbera daisies, one and multi-coloured, two-toned options including contrasting lighter and darker petals, centres ranging from green to dark or a combination of light and dark. They are shipped across Canada from Newfoundland to Alberta to wholesalers, and thence onward for end uses including day-to-day enjoyment, weddings, funerals or as a floral 'pick-me-up.'

"They're really a cheerful flower," says Gilbert. Some of their product ends up in the United States, not directly at the moment.

"But that will soon happen, we hope," said Kuivenhoven, waiting on a supply-chain-challenged truck delivery.

In very broad terms, designers seem to choose monochromatic flowers which work better with their palates, while members of the public prefer two-tone alternatives. The greenhouse selects bright, vibrant colours says Gilbert, particularly two-tone varieties which seem to sell well. Beauty is however in the eye of the beholder, with a wide variety the end goal.

"We just offer it all so we can supply and keep everyone happy."

Plants produce for three years, after which they are replaced, maturing to production at around eight weeks of age.

"And then barring any setbacks, you pick for three years straight."

Flowers are grown at a density of 6.5 per metre, with that space

original 34,000-square-foot greenhouse was incrementally expanded over time to a cumulative 110,000 square feet in 2017. Another 113,000 square feet of covered space was added that year in conjunction with Gilbert's sale of his Dunnville-area Gerbera daisy operation, part of plans to join his brother Peter in an expanded effort, allowing their father Pieter to officially retire. Pieter does however drive truck for a couple of loads of flowers weekly and enjoys growing a garden on-site.

between 250 and 400 blooms annually. The

PH Kuivenhoven employs 30, eight migrants with the balance including full, part-time and student workers.

"With that comes responsibility," says Gilbert. "You want to make good decisions because you've got 30 people on the line.

Please turn to page A14 -





"It's not just me and my family."

Gilbert currently operates PH Kuivenhoven Greenhouses in partnership with wife, co-owner and co-operator Wilma, who also does the books.

"We do this together," Gilbert emphasized. "Without Wilma, this place would not be."

The couple has six children, one of whom works in the business, two others work elsewhere and three are in school.

There is potential for another generation to continue, says Gilbert.

"There is always hope for that, but they have to want it themselves," he emphasized. "It's a lifestyle, not a job."

Similarly to the dairy industry, it is a 365 dayper-year commitment says Gilbert, requiring a heightened level of personal hands and eyes-on commitment.

"I always say 'Cows can at least walk to water, but plants can't," he laughed. "You've got to know the health of your crop, what's going on.

"You have to be in tune with your crop, know if it's out, why it's out and determine how to correct it again."

There is a fine balance between generative growth which produces flowers, and vegetative growth which results in larger, leafier plants.

"You can't sell leaves," Kuivenhoven smiled.

Gerbera daisies can also be challenged by both pests and disease, both of which can hurt production compared to thriving growth.

"I like to have it at 100 per cent or even 110 per cent," said Gilbert. "When it's going well and producing well that just gives you satisfaction because the other things flow out of that."

The operation has been 'greened' as much as possible, recognizing both an economic and regulatory perspective. Natural gas co-gen capability produces hydro and heat while CO2 recaptured from the boiler is pumped back into the greenhouses as a form of natural fertilizer, extending operations into 'tri-gen' territory. Water and nutrients are also recycled.

"If you save 40 per cent of your nutrients, it's good business," says Gilbert, although associ-

ated infrastructure costs affect the profitability percentage of the equation.

Expansion plans are in the works to grow from the current roughly five acres or two hectares under glass, with another hectare or 2.5 acres. Data analysis following the 2017 expansion indicates that plastic-based covering outperforms the original glassed-in area by roughly 20 per cent, and the expansion will also feature poly materials.

"Growth is much better," Gilbert explained, attributing the benefits to being able to better maintain a Gerbera-friendly higher humidity and better light conditions. His plan is to maintain the current level of over 6,000,000 daisies annually in the two poly-based facilities, replacing daisies in the glassed space with hydrangeas. As well being better suited to that particular environment, their addition will provide operational diversification. On occasion, a new client's reaction to their focus on Gerbera daisies has been along the lines of, 'Is that all?'

"You make yourself more attractive if you're able to offer something else," Gilbert explained.

In conclusion, what began for Gilbert as a 16-year-old's adventure has grown from a business defined by square feet under glass, to hectares. The company's mission statement defines the journey as a tribute to God's honour and glory, crediting His blessings. In addition, Kuivenhoven has enjoyed being part of a family business whose progress has included an enjoyable and productive journey.

"It was a dream of dad's. We did all we could to help him fulfil it and it's grown to this point we have today."



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Gerbera daisies come in many colours from mono to mixed. PH Kuivenhoven Greenhouses Inc. grows 80 different varieties.



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Stewart Grant joins David Douglas at Norfolk Farms

Farms is much like previous editions of the publication. That's by design.

"If it ain't broke, don't fix it," says Stewart Grant, new owner and publisher of Norfolk Farms newspaper.

Grant bought Norfolk Farms on January 2 from David Douglas, who founded the publication in the spring of 2017. Douglas had noted that, particularly as row crop fruit and vegetables became more active within the area, Norfolk County lacked its own agricultural journal, and thus he created Norfolk Farms to fill that void.

As Douglas eyed eventual retirement from the publishing industry that he has enjoyed for decades, he had put his farm newspaper business up for sale in late 2023 in the hopes of finding someone to carry on the enterprise.

Fortunately, in an industry that doesn't have many current buyers, he was able to find someone in Stewart who is enthusiastic about continuing what David had started.

"What David has built over the past seven years with Norfolk Farms is very impressive," said Stewart. "He shares the same philosophy that I do - that good readership is the success of a newspaper. And good readership comes from good content - focusing on truly local community stories that people can't get anywhere else, combined with useful information that is specific to the areas that you serve."

Over the past few years, Grant has been growing his newspaper business at a time when the industry itself has been shrinking. Although he began his career as a Chartered Accountant, he branched out into publishing in 2014 when he bought a small newspaper in his hometown of St. Marys. Since then, he purchased the Tavistock Gazette in 2020 and then started community newspapers in New Hamburg, Stratford, Woodstock, and Goderich.

"The circumstances that led me to buying the Norfolk Farms newspaper are similar to when I purchased the Tavistock Gazette in 2020. Both are truly special local papers that would be dearly missed by their communities if they didn't find a new owner to carry on the tradition. In the case of Tavistock, their newspaper had been around since 1895 and in the same family for 51 years. While Norfolk Farms has a much shorter history, David has similarly been able to establish a strong reputation for quality local news features."

"Having grown up on a farm, it's very exciting for me to step into publishing a farm newspaper, though I'll lean a lot on David's experience and the excellent reporting of his team of local writers. I'm glad that David has agreed to stay on because he's someone that I know I can learn a great deal from," Grant added.

Something that Stewart says he enjoys about the newspaper business is that each

GRANT HAVEN MEDIA

The look and feel of this issue of Norfolk week is different and there's always something new to learn. Recently, he's been diving into industry events by attending the Ontario Fruit and Vegetable Convention, the National Poultry Show, and the Canadian Potato Summit.

> "Stewart just loved sharing random fun facts with the kids and I about things he learned from the Potato Summit," says his wife, Laurie. They began dating back in high school and this year, they'll be celebrating 25 years of marriage. "I know he really enjoys what he does and that's what matters."

> Stewart says he's looking forward to meeting people in Norfolk County and continuing to tell the stories of local farm families and cover industry news and innovations through the pages of Norfolk Farms. If you have ideas for future articles or simply wish to get in touch, he can be reached at stew@granthaven.com or at 519-868-1290.



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New resource centre in Simcoe helps temporary foreign workers, employers

Magazine, podcast will take a look On the Farm



Leanne Arnal Bennett's organization, Norfolk Community in Action, has partnered with Catholic Community Services of York Region to open a centre in Simcoe to offer a wide variety of supports to temporary foreign workers and their employers alike.

Almost two decades ago, Leanne Arnal Bennett had a business centred around selling clothes to temporary foreign workers in Norfolk, who would then ship the items home for their loved ones.

In some cases, she sourced clothing for people's children from when they were babies until they were entering their teens.

"People started to become like family to me," Arnal Bennett said.

Being in such close proximity to her customers, she saw some of the challenges they faced in their role as temporary foreign workers.

"There were some farms that really didn't treat their workers well ... and it just didn't feel good to see people being treated in such a way. So, for a couple of years, I was very strongly advocating (for the workers)," she said.

Arnal Bennett said her approach became focused on "positive, solution-based mediation between farmers and workers," because that's what brought about the best results for everyone.

Through that, she also learned a lot about where the farmers were coming from.

"I really started to transition away from assuming that the farming industry was negative, and realizing what a positive impact it has on people's lives and how important it is to our community. And knowing that, we need to celebrate the amazing farmers in our community as much as we need to celebrate the hard work that goes into the labor force," Arnal Bennett said.

"Now, it's easy to see what the challenges are from a farmer's perspective and also be able to support the worker. It's a really

important relationship, I think, because there cannot be any solutions without there being conversation between two parties."

Finding solutions to problems also requires gathering good sources of information.

Over the years, Arnal Bennett has been hired multiple times by employers to help liaise with their workers, and through that, she's made a lot of connections with service organizations and professionals who support temporary foreign workers, people seeking permanent

resident status and people who have immigrated to Canada with needs such as legal advice, developing language skills, support in finding housing and building community connections, etc.

For some workers, their needs are great, but the resources available are few.

"There seems to be a gap for services, where it's like, if you don't have permanent resident

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status, then you fall into a non-existing kind of state," Arnal Bennett said.

This is frustrating for many workers and the people trying to support them, like Arnal Bennett, because "If you're a temporary worker, you spend more time here than you do in your

own country," she said, noting that workers are generally contracted for at least eight months and come back every year, and some workers will even get one or two year contracts.

"They contribute to our economy on such a massive level," Arnal Bennett said. "They pay taxes. They're working here and so they should have access to the same kinds of services."

When the workers need supports. they often have to turn to not-for-profits and people like Arnal Bennett for help.

She recently secured a connection that will do a lot to help the workers in Norfolk County -with Catholic Community Services of York Region

"They're probably one of the biggest immigration settlement centers and welcome centers in Canada," she said.

With financial support from CCSYR, Arnal Bennett's organization, Norfolk Community in Action, now has an office in Simcoe. The centre is an information connection point for workers and their employers alike, offering supports such as language classes, seminars, information resources on a wide variety of topics (including mental health, workplace safety, the Seasonal Agricultural Worker Program (SAWP), etc.).

"Pretty much anything in all things immigration-related," Arnal Bennett said.

Workers can also come to the centre to get connected with experts if they need more specialized support. These have been vetted to ensure - as much as is possible that they're a legitimate information source or service provider.

"I'm not a consultant and I'm not a lawyer, but I like to make sure that (the workers) go into the right hands," Arnal Bennett said.

The centre is also a resource to help people with things like finding housing and enrolling their kids in school once they become permanent residents. Arnal Bennett has even helped some people fit in socially.

"There's a lot of faith-based people from the Caribbean, and so they're looking for a church ... Some people are just looking for friendships too, just to make connections," she said.

Besides workers coming to the centre to get information, the information will also go out to them directly from the centre, with the launch of a magazine and podcast, both called On the Farm.

The magazine will come out twice a year, in spring and at harvest, so the workers can get a copy as they start on the farm, and take one home with them.

"Ultimately, the magazine is going to be geared to the workers; the men and women who come here and work on the field," Arnal Bennett said.

It will include information articles from local experts (for instance, the first edition will include a piece from the OPP focused on road safety for bicycles and pedestrians), as well as a regular 'Bunkstyles of the Rich and Famous' feature, which will have tips and tricks for community living.

"It'll be a resource piece for them, but we're also going to feature farm workers,"

Arnal Bennett said. "There's so much talent on our fields. Like, we have people who are singers and dancers and DJs and artists ... It's a great place to feature veteran workers, who have been coming here for years."

She explained that the features will have the

"For some workers, their needs are great, but the resources available are few."

respective work programs, and celebrating how it's benefitted them. The workers may also be able to offer some advice for other farm workers who are new.

The podcast will start in March, and will run every other week. It, too, will be a place for workers to find information and inspiration.

Both the magazine and the podcast will be presented in English and Spanish.

Arnal Bennett hopes that as time goes on,

the centre will not only prove to be a valuable resource for workers and their employers, but that it will have a greater impact beyond.

"We live in the garden of Ontario, and I believe we have a responsibility to set certain standards, and really set that bar for how we treat our farm workers and how we respect our farmers," she said. "The workers need a voice, and sometimes farmers need support."

For more information about the workers sharing a bit of their experiences in their magazine or the centre, email Arnal Bennett at Norfolkcommunityinaction123@gmail.com



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Healthy Cloves and Lucky Lee's: "venture capitalist" and fifth generation farming cousins create a new enterprise

Seeing that there is a good return with garlic, three men collaborated to create a new garlic enterprise, and then opened an on-farm market to retail that and other produce.

Stephan Yaworski, a self-described "venture capitalist", along with Simcoe-area Chad Lee and his cousin, Jason Lee, founded the Healthy Cloves Garlic Company last year. "Our farm is dedicated solely to the cultivation of premium garlic varieties," the company's webpage states. "Our passion for garlic inspired us to create a farm that is dedicated to producing the finest quality garlic while using sustainable farming practices."

They harvested their first garlic crop this summer –12 acres of Music and Duganski -- in time to sell at the Perth Lion's Garlic Festival. They previously sold their garlic scapes, pulled at second curl, to markets in Toronto.

"Garlic gives the best returns compared with other produce," said Yaworski.

But they grow and sell more than garlic.

In August, the trio opened a farm market called Lucky Lee's Farm Market. It's located in an old tobacco pack barn on the former Kent Creek Apple farm on McDowell Road west of Simcoe. The store retails garlic, squash, late-season corn, cabbage, as well as produce from other local farms.

"We intend to sell more of our own produce next year," said Yaworski, while sitting in the store with Chad shortly after its grand opening.



Chad Lee with four-year-old daughter Georgia and Stephan Yaworski by the garlic drying racks.

Yaworski explained that Lucky Lee's and Healthy Cloves forms part of a larger compilation of five farms which are known as R Stephan Farms. It is currently being rebranded as RLY Farms Inc. to be inclusive of the Lees as partners

The entire enterprise totals 350 acres, including the former Kent Creek Farm location,

which they took over in April this year. This last acquisition not only had bountiful storage facilities, but also 35 acres of apples consisting of 13 varieties, Red Haven peaches and an asparagus field.

The farm store was a natural fit: "It gives better returns than wholesale," said Yaworski.





Maria Kinkel, Partner 39 Colborne Street North, Simcoe, Ontario

"Although we do sell off farm." Lee added that they are also members of Norfolk Fruit Growers.

The Lee cousins handle the bulk of the crop production. Chad is the fifth generation of Lee to farm near Simcoe. Their family's home farm near Colborne Village is still farmed by his father, Robert, and has been long reputed for their heavy

draft horses. Chad does some local livestock trucking, and is married to Crystal, with two children: Carter, aged two and Georgia, four.

Sharing the same Lee roots, Jason already had his own produce enterprise. Lee said Jason is the partnership's "chief orchardist" and does much of the fieldwork.

Yaworski labeled himself as "a venture capitalist" with much of his investments going into Crescent Homes of Waterloo, which does builds and renovations throughout the region, including Simcoe. "But I love farming," he stressed.

The businessman cited his Irish and Polish roots as his source for his agri-philia: "There's nothing better than fried cabbage and potatoes!" Both sides of Yaworski's family farmed near Stoney Creek, meaning that in his youth, he spent his summers and spare time on those farms.

Yaworski said that his maternal ancestors - the Colemans - have one of Canada's Iongest-running farm markets, beginning in the

Stephan Yaworski (left) and Chad Lee grew cabbage for Lucky Lee's Farm Market



Stephan Yaworski (foreground) and Chad Lee inside their newly-opened farm market

1800s; now known as Dilly's Farmacy on York Boulevard in Hamilton. It is owned by his cousin.

So while Yaworski previously lived in Cambridge and then Scotland, he eventually bought his own farm near Waterford -- and expanded. His daughter, Keaira, 18, worked at the McDowell Road farm this year.

"Garlic gives the best returns compared with other produce."

The Healthy Cloves team chose the Duganski variety of garlic to grow along with the popularly-grown Music because there is "more bite to it," said Yaworski. This hard-neck variety with purple wrappers grows taller than most, have wider leaves and larger scapes, matures mid-season

and stores for up to nine months. Grown on heavier soil at another farm, the garlic slowly airdries with fans on racks at the McDowell Road

Lee said that garlic enhances the crop rotation plan; the partners are thinking of a three-year rotation with produce, then garlic, with root veg-

> etables in the third year. They overwinter with oats, disking it down in the spring to increase soil matter.

> The Lees planted 50 acres of pumpkins this year, including Gladiator, which can weigh up to 11 kilograms and has strong handles; the white-coloured Flat White Boer and Crystal Star, and blue and pink varietals.

Said Yaworski, "Every family and every home in North America wants a pumpkin in their yard."

"There are endless possibilities about what we can grow here," said Yaworski. But his love is the garlic. "I'm a businessman first, but farming is enjoyable."



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Justphoria Soaps Plus! founder Linda Phillips and her Jewel of Clear Creek soap which is infused with jewelweed, reputed to counteract the negative effects of poison ivy.



Justphoria Soaps Plus! soaps come in a wide variety, many infused with plants grown on founder Linda Phillips' Clear Creekarea property, or sourced from around the area.

Linda Phillips' homemade soaps and personal care products do have additives.

But rather than some polysyllabic mystery compound created in a laboratory, they're easily recognizable, many of them plants grown on her and husband George's Clear Creek-area property.

"I can honestly say the lavender is from my yard and I personally infused it," smiled the founder of Justphoria Soaps Plus!, the name representing a combination of 'just for you' and 'euphoria.'

The Phillips moved off their Port Colborne-area hobby farm and to Clear Creek eight years ago. Used to caring for a varied menagerie including cattle, horses, goats,

chicken, turkeys and pot-bellied pigs, Linda 'had to find something to do.'

Extensive research and reading led her toward hand-crafted soap and related items in natural combinations.

"It's an educated choice people make to choose natural."

Developing her craft took a year of practice, ongoing research and many different combinations.

"A lot," she smiled, "I like to experiment." Phillips 'lab' is in her basement, site of mostly successful trial and error.

"I had a few that didn't quite turn out the way they should," she confessed with a smile. Phillips does have a willing test market in friends and family. Smiling, she jokes none of her products use animal testing in their development, she instead tries them out on her husband.

"George is my tester most of the time," Linda laughed.

In very basic terms, soap is created by mixing animal, vegetable or mineral fats or oils and an alkali such as Iye. Historically, lard (Phillips has rendered some sourced from Bird House Farms) or tallow was used, however she says newer generations are trending toward a vegan base. Phillips does stick to a natural approach when sourcing external ingredients, ensuring





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for example, should she use coconut oil - 'great for suds' - it comes from sustainable sources.

What makes Justphoria's product unique from a basic or mass-produced version is that it is hand-made, typically visually distinctive, and thirdly, infused with items adding either fragrance or beneficial properties or both.

Lavender is a familiar example, its distinctive fragrance purported to have a calming or relaxing effect. Phillips picks hers from

"Developing her craft took a year of practice, ongoing research and many different combinations."

her front yard when ready, dries it and strips the flowers for storage. Beyond its essential oil, she may put buds into the body of the soap, sprinkling a few more on top for visual effect. She also makes a pumpkin spice soap in the fall from surplus squash, enhanced with aromatic ingredients including cinnamon, and also has an apple cider and sage version.

Calendula flowers take her soap in another direction, backyard annuals in the marigold family, pushing out a single row of petals in colours including creamy yellow or bright orange.

"You'll get different shades like that."

Harvested and dehydrated, Phillips puts the petals into oil in a specific ratio for a specific period, heats them in a double boiler or uses an oil infuser, the latter an accelerated 90-minute process. The resultant infusion is good for troubled skin says Phillips, "for different skin ailments."

Her rosemary is used in hair products, targetting growth and overall health.

"You don't really get the scent, it's just the beneficial ingredients in the herbs are infused into the oil."

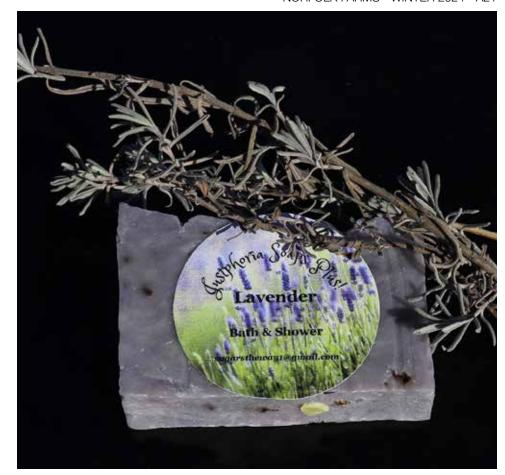
Justphoria plantain salve harkens to Linda's father's advice to put a bit of plantain on a cut or sting.

"It's excellent for bee stings or mosquito bites," says Phillips. "It takes that sting away."

Lemongrass is seen as a natural repellent, its infusion designed to keep mosquitoes away before they get close enough to sting. Phillips also collects jewelweed from the Clear Creek area, its infusion used to counteract poison ivy's negative effects.

"I gather it first thing in the spring before there's any spray or anything on it."

Phillips has offered her soaps, moisturizers, face masks, make-up removers, bath bombs and shower steams at the Port Rowan Farmer's Market for the past three years. The first year was a form of introduction, people interested but looking more than buying. But in year two and beyond, repeat customers, word-of-mouth and



Justphoria Soaps Plus! Lavender Bath & Shower bar, along with some of founder Linda Phillips' homegrown lavender which it is infused with.

she believes, continuity, has seen her 'little business' develop.

"People know I wasn't going to be there one year and disappear."

Her processes are labour-intensive and time-consuming, roughly an hour-and-a-half for example from mixing soap ingredients to putting them into a mold, where they must develop

for four to six weeks. But it's also rewarding admits Phillips, who as a child, wanted to be a doctor or a vet, and is pleased to be creating items which can help people.

"You're proud of the finished product," she summed up, happy with her decision on 'finding something to do.' "I know it was a good choice."

Norfolk 4-H Cloverbuds Christmas Party



Ranging in age from six to eight, these Norfolk Cloverbuds spent last year exploring the hands-on fun and learning that 4-H has to offer. Celebrating their experience at their Christmas party are: (back row, left to right): Vivian Adam-DeVoogdt, Josie Knorr, Averie Nadeau, Roxy McLarty, Tobias Lediard, Josh Krawchuk, Joey Letendne-Bradford, Stella McLarty, Christine Docker; (Middle row, left to right): Koltyn Townsend, Raven Jonckheere, Sam Vince, Oliver Vince, Katie Wiedrick, Chelsea Balsor (front row, left to right): Elliot Knorr, Kendra Whitehead, Hosanna Sinke, Madeline Battersby, Avery Pizzey



Norfolk Soil and Crop Improvement Association

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Laundry facilities, \$16.71 minimum wage among 2024 migrant worker considerations

There may be no such thing as 'business as usual' in the ever-complicated business of facilitating temporary foreign workers' entrance to and employment within Canada.

"It sounds easy, but it's not," said Foreign Agricultural Resource Management Service (F.A.R.M.S) President Ken Forth. "There is a lot of complexity around what we

And while producers can and do bring in workers themselves, Forth is proud of the role the organization plays for many.

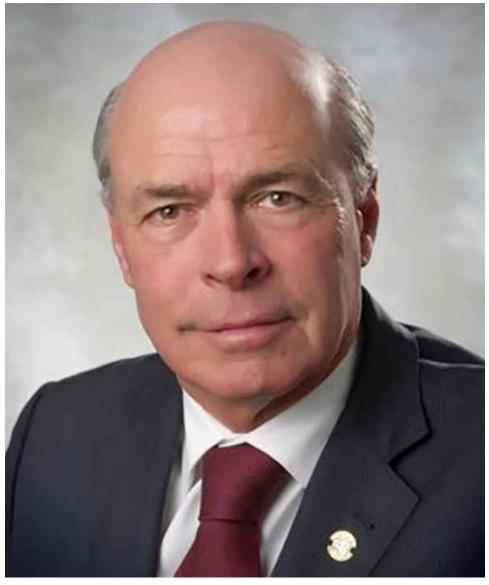
"Our people are very good at supporting the farmer as far as getting people here."

Forth is pleased to anticipate no red-flagged issues for bringing in the just under 19,000 workers vital to food production in Ontario for 2024's varied growing seasons.

"We're going to be able to get the labour we require - and that's what we need."

One new item Forth mentioned is the fact workers must have access to laundry facilities, either washers and dryers on-site, or financial compensation and access to a laundromat, an initiative which has been in the works for around 15 years.

"It got put in it had to be done." Also of note is the fact as of October 1, 2023, the current minimum wage which must be paid to workers for most commodities was set at \$16.71 per hour. This falls within the requirement for workers to receive an average of



Ken Forth



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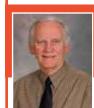
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40 hours per week of employment across the duration of their stav.

At Forthdale Farms, workers typically put in an average of 50 hours a week across the season, more in some weeks, less in others.

The amount of hours temporary foreign migrant workers put in can be controversial in some circles says Forth, however are reflective both of a desire to capitalize time away from home, and the requirements of what often are tight windows of opportunity in an outdoor growing season. It is not possible to pick field tomatoes even in Norfolk County's comparatively balmy climes at Christmas for example, nor plant them in February.

"It's just what it is."

There is a six-week minimum stay under the Seasonal Agricultural Workers Program (SAWP), which, given the expenses associated with bringing workers in, doesn't typically pencil out. The average is around 24 weeks says Forth, made up of components including a ten to 12-week 'tobacco-apples' combination, six to eight months for outside vegetables and up to the maximum allowed eight months for greenhouse workers.

"It depends on the crops you grow and we grow 125 different crops."

Diversification in crops and associated requirements have extended the F.A.R.M.S. active 'season'. There is still a worker influx near the end of February for pruning apples and grapes, in April as asparagus launches the fresh outdoor produce season, and again in July. However, people are increasingly arriving at the first of January for either greenhouse work or for other jobs, packing items out of storage for example.

"There are people coming all the time."

That trend aligns with the rise of greenhouse production, which has always provided a destination for foreign workers, but is a much larger factor than when the SAWP program was founded. There are many reasons for farmers to 'take it indoors' says Forth, including the growing climactic instability of outdoor conditions.

"It kind of guarantees you are going to be able to harvest something."

Rising interest in and demand for workers through the Agricultural Stream Program, which allows a work term of up to two years, reflects in part the year-round greenhouse growing season along with a general Canadian labour shortage, Forth believes.

He points to farmers striving to extend what they do on farms dovetailing with a longer employment period, as well as a lack of local workers, either attracted by high wages in other industries, or people aging out of their traditional occupations and not being replaced.



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"We are losing especially the longer-term people to work on farms."

The ag-stream program features a lot of the same rules as SAWP says Forth, with provisions for workers to return home on vacation. It also

> "It depends on the crops you grow and we grow 125 different crops."

extends beyond traditional SAWP source coun- for foreign countries," he noted. "It's pretty tries to include Guatemala, El Salvador, Peru and Paraguay, although in practical terms, few employees come from the latter three nations.

Cucumbers, tomatoes and peppers are among the greenhouse crop leaders, but Forth is pleased to see farmers growing other things, including for example, strawberries.

"Because one of these days there won't be a surplus in the U.S. to feed us."

> And in conclusion, aside from looking forward to a season not expected to contain the 'chaos' of COVID-challenged Forth's thoughts remain on the vital importance agriculture has for Ontario, and the weight he believes that importance should carry in the political sphere.

> "They're more focussed on building battery plants

sad, because the last time I looked, almost all of agriculture in Ontario is owned here - other companies, not so much."



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Little Otter Tree Farm focuses on Carolinian tree and shrub species

For more than 35 years, an unassuming farm with five hoop greenhouses on the Keswick Road near Tillsonburg has played a vital role in establishing Carolinian trees throughout Southwestern Ontario.

The Little Otter Tree Farm specializes in Carolinian tree and shrub species which numerous conservation authorities, municipalities, including ReForest London, schools, Boy Scout troops and others have used for restoration programs and biodiversity initiatives.

Founder Jeff Scott, and his brother Brent cultivate potted Carolinian species that customers use for rehabilitating ravines, quarries, gravel pits, tree-lined streets in new subdivisions as well as for landscaping local residences. They sell both retail and wholesale.

The Carolinian life zone in Ontario occurs in "Canada's Banana Belt", from Lake Erie north towards an imaginary line from Grand Bend to Toronto. It's the northernmost extension of the deciduous forest region of eastern North America, and is named after the two Carolina states.

This bioregion boasts the most frost free days and mildest winters in Canada, giving plant species that are commonly found south of the Great Lakes a foothold in Ontario. The Carolinian Canada website states that the Carolinian region boasts 70 unique species of trees alone.

Little Otter Tree Farm grows many of these trees and bush species: Sassafras, Ohio Buckeye, Ironwood, American Sycamore, Hickory, Witch Hazel, Pawpaw, Kentucky Coffee Tree, Chinquapin Oak and its relative, Dwarf Chinquapin Oak, Northern Hackberry, Dwarf Hackberry, Sweet Birch and Black Gum.

The Scotts grow approximately 40 species, including a few non-Carolinian ones. Most of the trees are deciduous, with some evergreens, such as White Pine, White Spruce, Hemlock and Tamarack and firs.

The Scott brothers' personal favourites include the blue ash which has square twigs; while they consider the Black Gum as "phenomenal for landscaping".

Why specialize in Carolinian zone species?



Jeff (left) and Brent Scott with young blue ash stock.

"We live in it and I always liked trees," said Jeff.

The Little Otter story begins in the 1980s, when Jeff studied forestry at Sault Ste Marie College for two years. Upon graduation, he returned home to work at the former Delhi Research Station; first as a summer student; then on contract, working in (a new alternative crop?) program.

In 1990, Jeff left to work for local arborist and nursery owner Keith Somers. About this time, Scott launched his own nursery near the Little Otter Creek, starting with a few seeds he collected. Eventually, he moved the expanding business to its current locations in Norfolk and Southwest Oxford Townships.

After the local factory that he worked at closed in 2008, Brent arrived to assist in the nursery's management and with the planting. Also helping out is Brent's father-in-law, Bev Leadsom. Brent's wife, Laura, handles the bookkeeping and Facebook page; the children and grandchildren help out periodically.

"But we three (Jeff, Brent and Bev) are it; you're looking at the crew now," said Scott. "We're a low-key operation."

The Scotts obtain seeds from various collection sites across Southern Ontario – their only on-farm source is a chinquapin oak. Germination is complex and varies between species. Jeff keeps his notes and technical manuals handy. He previously took a germination course from the late Guelph arborist, Henry Koch, a pioneer spokesperson in the urban natural habitat movement.

Each seed needs to be "stratified" to sprout. This process artificially conditions the embryo's temperature-based internal clock. It stimulates the seed's germination process by mimicking its seasonal sprouting conditions that occur in nature.

Some species only require a cold stratification in the Scott's refrigerator. Others, such as the Ironwood, require two stratifications – two winters with a 'warm stratification" season in between. Black elderberry demands a 60-day warm stratification, then a cold stratification for 150 days. Meanwhile, the hobblebush – a viburnum -- needs almost three summers to sprout, said Scott.

"It's an art and a science and it's not always successful," said Scott.

Germinated seeds are transferred to trays or jiffy packs and monitored in the green-houses prior to potting. Although some stock exists at Jeff's home farm over in Norfolk County, the majority remain at the Keswick Road production facilities, where they sell both retail and wholesale.

A small percentage of stock sells as table centre pieces or as wedding favours that come "potted and ready to plant". Scott said that in the past, a Markham politician gave out 4,000 seedlings on Earth Day, while former Premier Dalton McGuinty used hemlock centerpieces at a Toronto convention centre.

"This trend comes and goes in waves," explained Brent.

Tree stock won't. Not with the growing awareness of using native plants in land-scaping and land rehabilitation, resulting in more nurseries and even local horticultural societies selling them.

"When Little Otter was founded in 1988 not too many people doing it', said Scott. "But we sell some of the some hard to find ones, such as Blue Ash and Sassafras."



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Introducing ... Torin Boyle

The new manager of the Ontario Crops Research Centre – Simcoe (known locally as the Simcoe Research Station) grew up on a small farm in the Caistor Centre area where his grand-parents grew sweet corn and peas. His parents took over but when Torin was still young, they ceased farming and rented out the land, with mom taking a job with CFIA and dad working in horticultural sales.

Young Torin was already interested in farming, and pursued education at the University of Guelph, earning his Bachelor of Science in Agriculture in 2013 and his Master of Science in Plant Agriculture in 2016. During this time he and his two brothers also operated a small farm operation from the home farm, focusing on leafy greens and selling at farmer's markets.

Following graduation, Torin took a job with the University of Kwantlen Polytechnic University in British Columbia, with a title of Research Farm Co-ordinator, aimed at developing research for farm sustainability.

He stayed at this position for two years before returning to Ontario where he worked in the cannabis industry at a 20-acre facility in the Fonthill area. Here he attained the rank of head grower, responsible for all aspects of plant quality and regulatory compliance. He described that job, "That was a roller coaster." The company shut down in spring of 2023.

For four months Torin worked at a vegetable greenhouse before applying for and achieving the job at the Simcoe research center.

Torin is, "Excited to work here ... lots of change coming ... lots of projects." One such project is to update the greenhouse facilities. At this time Torin is more involved in operating



Torin Boyle

the station than in research but is able to spend some time with researchers. His job gives some space for growth and he is looking forward to the opportunity to be involved in more research in the future. He sees possible expansion opportunities in future demonstrations, practical research trials and possibly tours of the facility. He said he was, "Impressed with the (agricultural) diversity in Norfolk County and industries growing around that diversity. It is a great example of an economic success story." He looks forward to meeting and hearing from the local agricultural community, including their

problems and interests, and to working with different groups.

In his spare time Torin enjoys cycling, hiking, foraging, and gardening, but mostly spending time with family and friends. He says he is, "Always open to a conversation about food and farming."

The Ontario Crops Research Centre – Simcoe is owned by the Government of Ontario through its agency, the Agricultural Research Institute of Ontario, and managed by the University of Guelph through the Ontario Agri-Food Innovation Alliance.

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Moore Farms produces more than their landmark strawberry patch

For decades, locals around Ayr and Paris associated Moore Farms with strawberries. Their roadside strawberry field, located just off Pinehurst Road near the Pinehurst Conservation Area, became the go-to place for picked and pick-your-own (PYO) strawberries.

This seasonal crop remains a strong feature of the farm. But these berries only constitute a fraction of the farm's total produc-

The current fourth and fifth generations of Moore – consisting of Nancy, husband Alan and son Ethan -- grow feed grain, hay and cash crop soybeans on 1000 acres of owned and rented land. They raise a small herd of Texas Longhorns and finish off locally-purchased Black Angus stock.

Then, during the pandemic, Moore Farms opened a yearround farm store that is registered with Foodland Ontario.

Their annual crop list expanded to include sweet corn, shelling peas, beans, garlic, radish, zucchini squash and PYO pumpkins.

The family sources other, in-season vegetables from area farms, mainly from Norfolk County, as well as regional products such as meats, milk, eggs, milled flour, blueberries, baking, coffee, hazel nuts and gluten-free prod-

The Moores divide the work load. Alan and Ethan handle the crops and livestock; Nancy, with a Scotland-area farm upbringing and 20 years of retail and management experience at Staples, tackles the marketing.



Nancy Moore with top farm store employee, Daisy

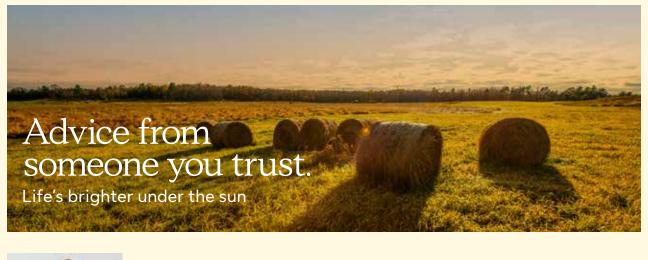
Their webpage states that Moore Farms - a Century Farm has grown hay and feed grain since 1916. "We use the no-till farming method which we have adapted to our produce crops to help suppress weeds and keep our soil healthy," it states.

This no-till adaption includes strip tillage between the vegetable rows, only tilling within a six to eight inch strip of soil between the seedbeds, said Ethan. "Vegetable seeds are not as vigorous as grain seeds. They require more optimal seed beds than grain crops."

The retail expansion morphed from a "pandemic contact list" which Nancy created in order to sell food boxes online when the pandemic froze on-farm sales. Demand increased by word of mouth, social media, and Moore's location on Pinehurst Road, which is a primary Brantford-to-Kitchener commuter route.

The family poured a cement floor in 2020 to create an open-air sales shed, enclosing it in 2022. They continue to add product,







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including meal bundles that can be ordered online. And family members deliver to customers within a 30-kilometre radius.

Nancy rents a certified kitchen at a Paris church to create value-added products such as relishes, soups and prepared meals. Some recipes hail from Alan's great-grandmother's recipe box, such as "Marcella Moore's Baked Beans."

"People see the value," said Nancy. "People" are busy and these are prepared meals. They know that the ingredients come from here as much as possible, or else we use regional items, such as artisanal parmesan cheese. It's not packaged foods that sat in a grocery chain warehouse."

They have some staff, including a trained chef who assists in preparing the frozen meals, and use a social media professional in Ayr to handle publicity. While the family traditionally hires local, seasonal labour to weed and pick crops, they have begun to bring in two overseas workers to help out.

There is also a close retailer-customer relationship: Nancy broke off the conversation with Norfolk Farms several times to assist customers, all of whom she addressed by name. They are often greeted by the farm dog, Daisy, who she called "our most valued employee!"

James Robert Moore founded Moore Farms, immigrating by train from Michigan in 1916. (The family still has Moore's original Detroit-Ayr trunk tag.) His son, Murray, married Marcella, whose recipe box remains in use.

Murray and Marcella's son, Lloyd, began the strawberry production approximately 35 years ago; first by renting out the acreage to another grower, then taking over the roadside attraction two years later. Alan and then Ethan subsequently nurture this crop, which occupies six acres in rotation.

"That was 35 years ago," said Ethan, 33. "The strawberries were always there for me."

Ethan likes the convenience of their beef arrangement. By restricting the Black Angus herd to only finishing stock, Ethan finds it easier to manage the two herds' ration requirements, due to the more specific feed requirements of bred cows, who calve in the spring.

"Black Angus is a good quality meat that everybody eats," said Ethan. But he appreciates the Texas Longhorns which he began with six head, including a bred cow, in 2020.

"It's super easy for a Longhorn cow to drop a calf. In the past, our family had 300 stocker calves but no calving experience. Texas Longhorns are easy calvers - they have a low birth weight and maintain good body health."

Moore said that Longhorns evolved as a scrubland species that originated in Spain. They produce leaner meat whose lower saturated fat and calories are akin to those in bison. "It was something different to bring in."

The Longhorns stay at the home farm, while the Black Angus herd resides in another barn. "Customers love to see the Longhorns," said Nancy, grinning.



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The Moores keep their Texas Longhorns herd near the farm store as an attraction



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Norfolk 4H Dairy Show



Two of the most popular Thanksgiving weekend shows at the Norfolk County Fair and Horse Show continue to be the youth dairy competitions. Youth aged between 11 and the early 20s exhibited in both the Norfolk Dairy 4-H Achievement Show and in the Norfolk County Youth Show. Pictured above from the 4-H Achievement show are (left to right) Drew Gibbons, Connor Boyd, Holly Carpenter, Emily O'Neil, Amelia McHaud, Johna McHaud, Stein Baxk, Hannah Simpson, Lauren Moore, Kailyn Ansley, Liz Sullivan, Bronia Helder.



Featured in the second competition are (left to right): Alexandra Huth, Addison Caskenette, Avery Lesage, Hannah Bishop (behind), Stella Boterberg, Demi Yetman (front leaning over), Shelby Yetman, Logan Milmine (front), Garrin Springham, Mvita Oud, Christine Gowans, Holly Carpenter, Nya Oulette (on Holly's back), Sydni Annon, Lily Davis-Hales, Nico Oud, Jordan Parsons, Kailynn Parsons, Monica Velt.



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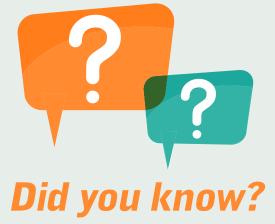
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2023 Year In Review



To further support our rural areas and local farm communities, OFA developed the Revive Fund. This program offers our 51 county and regional federations the opportunity to apply for additional funding to plan, develop and launch new projects and initiatives in their local communities. The Revive Fund aims to help our farming and rural communities enhance the profile of the agriculture industry in Ontario.

The intention is to support our grassroots members and agricultural communities by giving back in a way that can make a positive impact through the implementation of tangible activities. These initiatives focus on health and wellness, agriculture education, local food promotion, environmental stewardship, leadership development and farm safety.

We are proud of our local Federations, who have stepped up with initiatives to create something better for their communities.

Bill 23 Lot Severances

OFA applauded the Ontario government for proposing to override existing municipal Official Plans and Zoning By-laws to intensify housing development within existing urban boundaries by permitting up to three additional residential units per lot.

Vet Act

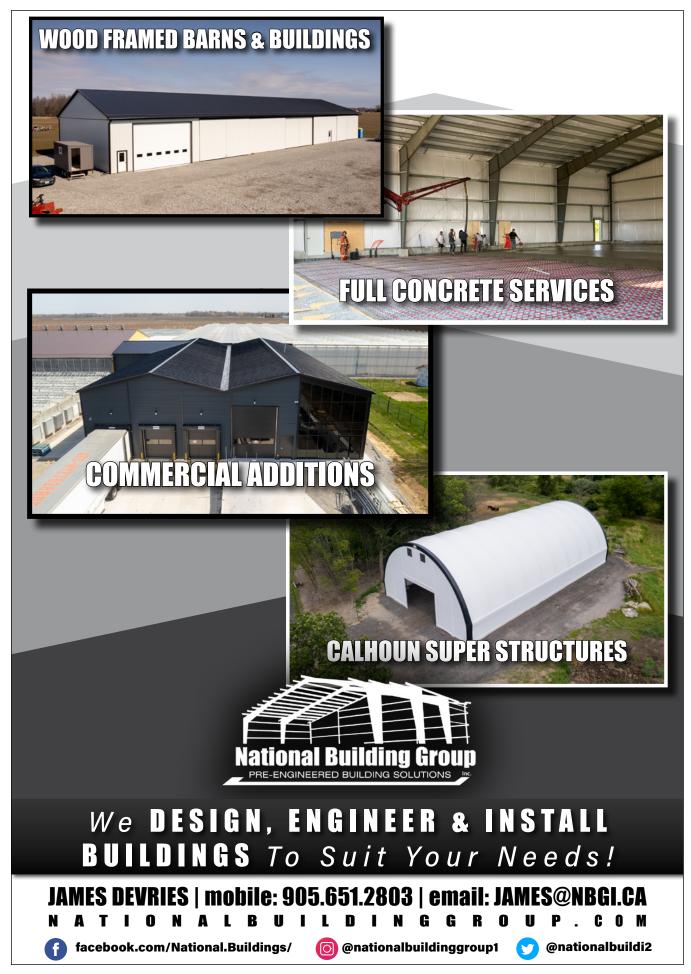
OFA supported the government's efforts to modernize the Veterinarians Act by addressing key areas including the scope of practice, oversight and authority, and the complaints and resolutions process.

Fertilizer Tariff

OFA welcomed the opportunity to work with the federal government on a resolution to fertilizer tariffs.

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Norfolk 4H Poultry Club at Norfolk Fair



The Norfolk 4-H Poultry Club and their chickens came out in good numbers at last October's Norfolk County Fair and Horse Show. Participants were (left to right, back row): Rebeka Martin, Nya Ouellette, Christine Gowan, Olivia Armstrong, Bronia Helder, Cyril Sanderson, Jordan Parson; (Front Row left to right): Elwxys Nobes, Jordyn Ramphal, Madelynn Lentendre-Bradford, Betty Webb, Owen Hoo, Dakota Mark, Alexandria Huth, Greyson Knorr, Vivian Adam-DeVoogdt



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Norfolk 4-H Llama Club



These four exhibitors lacked stage fright as they waited for the 4-H Llama Club competition at the Norfolk County Fair and Horse Show in October: (left to right): Jordan Parson, Sydni Annon, Holly Carpenter, Christine Gowans.



Visit the website

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NORFOLK

CANADIAN POTATO SUMMIT B

B4

GREENING OF POTATOES

B16

FARMS

NORFOLK COUNTY - ONTARIO'S GARDEN

The life of Hugh Burtch

Hugh Burtch wasn't a man who sought the spotlight, but was still a bright beacon for those who knew and loved him.

Hugh was born in 1935 and raised on the family farm in Boston, Norfolk County. Working on the farm at his dad Howard's side, Hugh learned about agriculture firsthand, and would make it his lifelong career.

While he was a hard worker, Hugh made time for the people in his life. As a young man, he had his tight-knit gang of friends that everyone called the Boston Boys.

One day, the Boston Boys went to a new roller-skating arena in Simcoe. Little did Hugh know, he was on his way to meet his soul mate.

Joy was "a town girl" raised in Waterford when she went with a group of girlfriends to the arena.

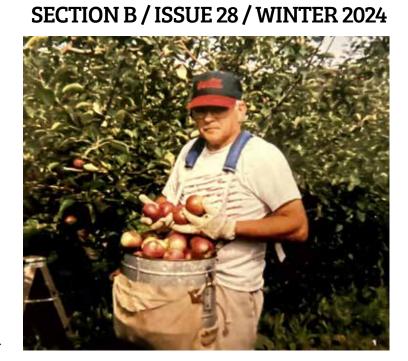
Their romance started off simple and sweet.

"(Hugh had) come over and asked me to roller skate, and Jack's your uncle," Joy said with a smile.

The two got married when she was 19 and he was 20.

After high school, Hugh entered a business partnership with his dad on the farm, and in 1957, the couple became the owners of the operation.

Please turn to page B3







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The life of Hugh Burtch

"When we bought the farm, it was a dairy farm." Joy said.

Things went well for a few years before disaster struck in November 1959 in the form of a barn fire.

"We lost everything. The barn, the cattle, the implements, everything. Didn't have a hammer, even, to clean up the mess," Joy said.

That didn't slow Hugh down for long, though.

In her eulogy at Hugh's funeral, daughter Jill said that just days after the fire, "My dad had a big hole dug and all the remnants were bulldozed into the hole, and that winter, my dad started building a new barn."

Hugh and Joy decided that rather than resuming dairy farming, they would go back to the farm's roots.

"His dad always had a peach orchard on the farm, and at that point, Hugh and I decided to go back into peaches," Joy said. Eventually, they would also grow apples and plums.

"Until the trees started to produce, we started vegetable growing and Hugh would truck vegetables into the Toronto market, to the commission market," Joy said.

Even that wasn't a smooth transition, though.

Jill shared the story of how one night in February, Hugh was late coming in for dinner when they heard a knock at the back door.

"There was my dad on his hands and knees. He had fallen from the roof of the new barn onto the frozen ground, and couldn't stand up, so he crawled ... through the snow to the house."

While doctors determined he'd cracked a couple of vertebrae in his back, Hugh was determined to keep on going; he was back to working in the fields that spring.

Joy recalled, "One thing I admired about Hugh, whenever we had help on the farm, he would never ask anyone to do a job that he would not do himself, and most of the time, he was working along-side them."

Jill said when they harvested crops, they'd load them into the truck and at the end of the day, Hugh would drive the load into Toronto to sell. He'd get back home around midnight, sleep for a few hours and get up at 6 a.m. to do it all again.

"What I learned from this is, life isn't fair and it's not always easy, but when you are dealt a difficult situation, you don't sit down and cry and feel sorry for yourself; you don't blame someone or something – you keep moving forwards, one step at a time, one day at a time and eventually you turn a corner and life is good again."

That was certainly the case for Hugh, because while he had his share of challenges, he also had many happy times, particularly with his family – Joy and their daughters, Judi and Jill – at his side.

"He would deny me and those two girls nothing if it was within reason – and sometimes when it wasn't," Joy said with a laugh.

Over the years, the family grew.

Judi and her husband, Joel, had two daughters, Brittany and Hailey, who in turn have their own families (Brittany and her fiancé, Nelius, have sons Hendrix and Halen and Hailey and her husband, Drew, have sons Fyfe and Tait).

Jill and her husband, Gary, had three children: Carly, Brooklyn (who with her husband, Rob, have twins, Hugh and Madilyn) and Davis (whose fiancée is Nicole).

Joy said Hugh loved to spend time with his family, and especially enjoyed playing with his grandkids and great grandkids.

"They would often use his golf cart ... He'd be in it, and would they take him on a tour; they pretended they were tour guides, and they'd take him on tours around his own farm," she said.

Travel was a big part of Hugh and Joy's life. They went on a number of cruises together, and visited some tropical islands.

Probably the most memorable trip, though, was "the big trip with the whole family to Australia when Brittany was married," Joy said.

Their travel wasn't just about globetrotting; there were plenty of days when "We just did the countryside drives," and would explore their own community, Joy said.

Regardless of what he was putting his efforts towards, Hugh would do it to the best of his abilities, bringing a practical and resourceful approach, Judi said in her eulogy.

She also noted that he was effective when imparting his wisdom to others.

"Dad was a man of few words, but when he spoke, you listened."

Not only that, but he had a knack for enabling others to act, Judi said.

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"He gave clear instructions, then let you take the wheel, so to speak."

Hugh brought this straightforward, sensible approach to his volunteer work, too.

He was a member of a number of agricultural and community organizations, including the Milk Marketing Board, the Committee of Adjustment for the township, Canadian Order of Foresters and Oakland United Church. Joy said that while he wasn't in leadership positions with these groups, he was a valued member, who worked steadily in the background.

As much as Hugh was a hard and dedicated worker, he also enjoyed the pleasures of life.

One of his hobbies was watching sports. His favourite teams were the Toronto Maple Leafs, the Pittsburgh Steelers, the Buffalo Bills and the Toronto Blue Jays.

He also loved Mustang cars, and his John Deere and Massey Ferguson tractors.

"But what he loved most in life was his family," Jill said.

Reflecting on the man her husband was, Joy said, "Well, no one is perfect, but using numbers 1 to 10, I would say that I was lucky to live 68 years with a 9, and I know that Judi and Jill, and the rest of the family, would give him a 9 as well!"

OBITUARY: BURTCH, H. Hugh 1935-2024

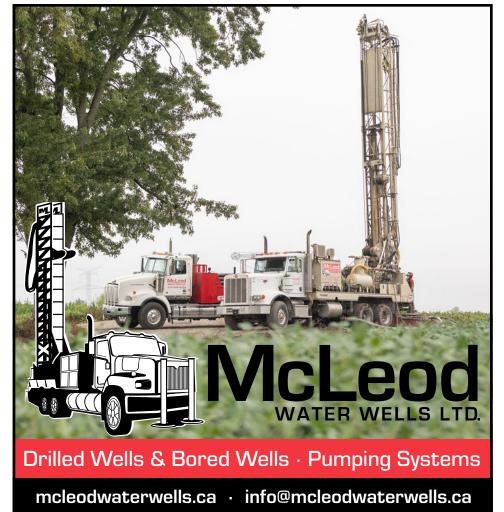


Peacefully at Parkview Meadows, Townsend on Friday, February 2, 2024, at the age of 88. Beloved husband of Joy (Wilson) Burtch. Loving father of Judi (Joel) Barr and Jill (Gary) Winch. Cherished grandfather of Brittany (Nelius), Hailey (Drew), Carly, Brooklynn (Rob) and Davis (Nicole), and great grandchildren Fyfe, Hendrix, Tait, Halen and twins Madilyn and Hugh. Predeceased by his parents Howard and Melba (Westbrook) Burtch and brother Norman (Marion). Hugh will be fondly remembered by his sisters-in-law Marilyn (Laurie) Branch and

Linda (Alf) Mitchell and brother-in-law Ted (Diane) Wilson, as well as several nieces and nephews.

Hugh was born and raised in Boston and farmed there for over 55 years. His farming career encompassed many areas of the industry, from dairy to market garden crops to cash crops, as well as his renowned peach and apple orchards. He was a steady presence in the community, a ready friend to anyone who needed him and the quiet guiding force of his family.

Family and friends will be received on Tuesday, February 6, 2024, at the Thompson-Mott Funeral Home, Waterford from 2 to 4 p.m. and 6 to 8 p.m., and on Wednesday, February 7, 2024, from noon until service time in the Chapel at 1:00 p.m. A private family interment to follow at a later date. Rev. Allan Burr officiating. Special thanks to Dr. Paul Medve and the Birch Trail Staff of Parkview Meadows. Memorial donations to the Oakland-Scotland Community Church, the Alzheimer's Society of Haldimand-Norfolk or a charity of your choice would be appreciated by the family.



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Highlights from the Canadian Potato Summit 2024

'We have a great product, but we can do even better with proper marketing'



When it comes to demand for potatoes, the fries have it – or at least, they make up a significant portion of where Canadian-grown spuds are ending up.

That was one of the bits of information shared at the Canadian Potato Summit 2024, which took place online in mid-January.

WHERE IS THE MARKET GOING?

Mark Phillips, marketing specialist with the Prince Edward Island Potato Board, shared that 65 per cent of all the potatoes grown in Canada are slated for processing, meaning



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22499 Jefferies Road, Kilworth, ON, NOL 1R0 519-264-2298 that they'll end up as or in products like chips, French fries, canned soup, etc. The fresh market makes up 22 per cent of the potatoes grown, and the remaining 13 per cent is for seed.

While Statistics Canada hasn't been collecting consumption data for potatoes since 2011, the figures that are available seem to indicate only about half of 20- to 34-year-olds eat potatoes, whereas over 75 per cent of those aged 65 and older do.

Also, the majority of potatoes are being consumed more as a snack (again, chips and fries) than as part of a meal.

Phillips said these are two indicators that more should be done in the coming years to highlight potatoes as a healthy, versatile food – particularly with younger consumers.

So why aren't younger people eating as many potatoes as their older counterparts?

Phillips said there are a number of possible reasons, including: there's a lack of convenience when it comes to preparing fresh potatoes; the public has misconceptions about the nutritional value of potatoes; and people's diets are shifting to more adventurous, culturally diverse meals.

On top of that, Phillips noted that Gen Z (those born between 1997 and 2012) "Really seem to be more interested about their food and where it comes from, how it will impact their health and the planet, and how it aligns with their values."

This matters because "They have growing purchasing power, and as that older generation ages out of the marketplace, (Gen Z are) going to take their place, and we need to be ready to meet them in the marketplace."

Phillips said some producers have already been using social media as a way to connect with, entertain and educate consumers.

"People don't want to just be told what they should know; they want to engage with stuff and have a reason to tune in."

This is particularly important when it comes to questions around sustainability and ethical farming.

"(Gen Z are) also very cause-oriented; they're more likely to choose a brand over another based on ethics and values," Phillips said.

He said it's vital to listen to what the younger consumers are saying is important to them to stay relevant in the marketplace. For example, the younger generation puts a high value on their time. So, there might be more demand for things like pre-washed and pre-peeled potatoes in the future.

Ultimately, "In order to best to serve the customer, we need to think like the consumer and see what they want, and how we can serve them. We have a great product, but we can do even better with proper marketing."

DEVELOPING BETTER SEEDS

David De Koeyer, potato breeder and geneticist with Agriculture and Agri-Food Canada's (AAFC) national potato breeding program, shared a bit about what goes into developing the best potato plants.

He explained that the breeding continuum has many steps; it's a long and careful process. Generally speaking, it takes five or six years to go from a botanical seed to national trials on a new variety.

"We work with germplasm collections, (then) we develop new knowledge and enabling tools for crop development, which includes molecular genetic research, breeding research, new breeding techniques. This continuum advances to the germplasm development, where we characterize different traits

"The majority of potatoes are being consumed more as a snack (again, chips and fries) than as part of a meal."

and develop new strategies for breeding," De Koeyer said.

"Finally, through the incorporation of new traits, we enter into cultivar development and

collaboration with industry. AAFC is involved in different levels of these activities, and is supported by many other disciplines."

He noted that in 2022, AAFC developed a strategic plan for science. This involved three pillars: mission-driven science, people first strategy, and organizational excellence.

The organization's work is divided into four mission areas: mitigating and adapting to climate change, increasing the resiliency of agro-ecosystems, advancing the circular economy by developing value-added opportunities and accelerating the digital transformation of the agriculture and agri-food sector.

At the heart of it, the AAFC's work is focused on trying to enhance biodiversity to stimulate productivity and resilience with the crops, as well as reducing the

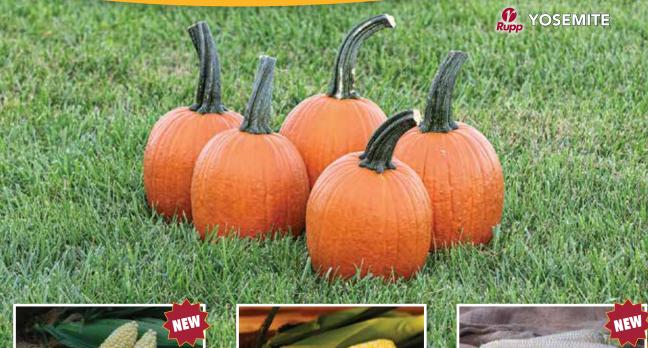
number of pests and diseases that the plants are vulnerable to through a biovigilance approach.

Please turn to page B6



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trials to be conducted.

De Koeyer explained that this is how researchers get a robust comparison of how the varieties will do when faced with different conditions, such as soil types, availability of water, temperature, length of growing season, etc.

"As we get data from across the country, we get far greater confidence in the data that will be used to support the release of a variety," he

Participating in the trials means that industry members will have the opportunity to provide direct feedback, and make sure that the varieties of crops being worked on are relevant and meet their product profiles.

For example, the AAFC's work to combat potato wart by exploring how resistant different varieties are is essential to Canadian agriculture, but particularly potato producers in Newfoundland, where the disease is endemic.

It's not just about finding plants that will do well when growing, but also determining which

The work the AAFC does requires national varieties of potatoes have a longer shelf life, as can run off, it can be broken down by sunlight, that will ultimately reduce food loss.

> De Koeyer said it benefits producers when the AAFC is able to get good amounts of relevant data, and analyze it effectively.

> While he cautioned data "is not a silver bullet," it's still hugely helpful, as "It gives us an overall perspective of what genetically is needed for a variety to have a very high yield."

HERBICIDE INJURIES

Herbicide injury can cause a host of problems for potato producers, said Andy Robinson, extension potato agronomist with North Dakota State University and the University of Minnesota.

It can cause reduced stand, slow canopy closure, damaged leaves, malformed tubers, reduced yield and quantity and unacceptable compounds.

"When you have herbicides applied to a field ... ideally, you want to hit the weeds you're trying to control. But it can drift, it can volatilize, it etc.," he said.

Robinson noted that herbicides can linger a long time after application, so it's important to keep track of what's been put on the fields including before you got there.

"When you're renting land, it's important to know what the previous probably two cropping systems herbicides were applied, because some can last for up to two, maybe even three years on potatoes," he said.

Vigilance is also required when it comes to equipment, Robinson said. A simple mistake like not cleaning a tank properly between applications can have a large impact.

"I've done the math calculations, and just a couple tablespoons of glyphosate can cause injury in a field," Robinson said.

That's why "We highly encourage seed growers to have their own sprayer just for their potatoes, and have a different sprayer for the rest of their crops. It's a really easy way to potentially prevent issues; it's a good insurance package."

> Despite your best efforts, herbicide injuries might still happen, Robinson said. The important thing is to document it early and well.

> "Document the patterns. Document where it's at in the field. Take pictures of it; fly a drone over it. Do that kind of work, because those symptoms might appear, they might be strong for one, two, maybe three weeks, and then oftentimes they slowly go away, and you might forget about it because you don't see the leaves anymore. But then, you dig those tubers, and you realize, 'Oh, shoot those tubers don't look very good; they may not be very sellable.' So, it's really important to document that injury as soon as you can," Robinson said. A big part of good documenting is taking good samples. Robinson reminded producers that when it comes to herbicide residue, "You're looking for parts per million, or even parts per billion," so it's vital to store samples separately, and to make sure you wear a new pair of gloves between each sample you're collecting, to avoid cross-contamination.

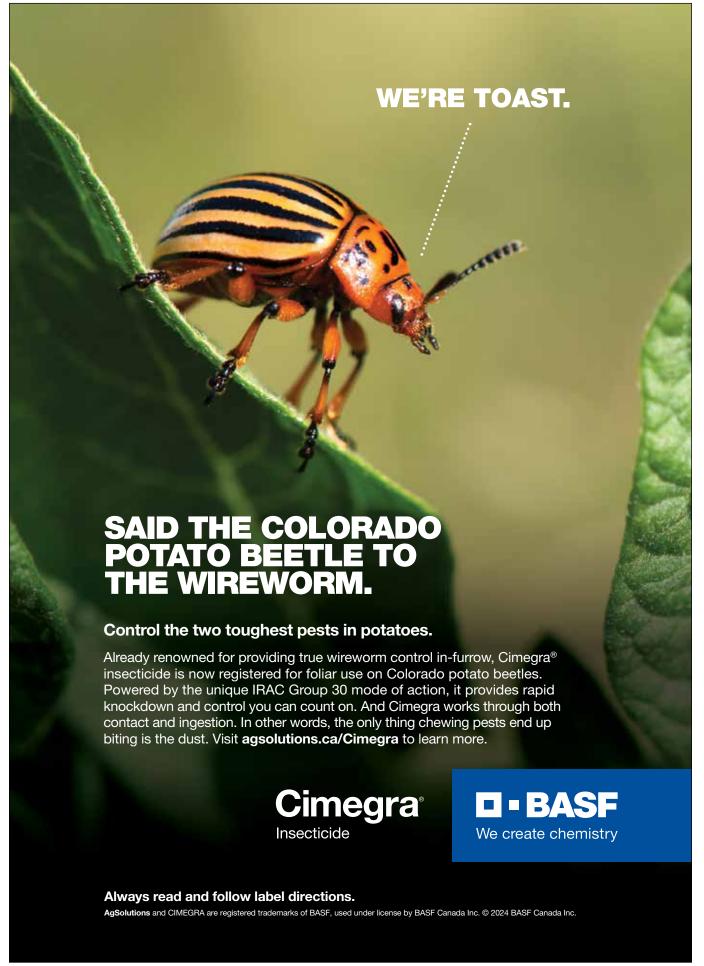
> "If you think this might be a really big problem for you because (of) significant financial losses, or there may be litigation involved, it's really important to have a chain of custody of that sample from the time it was pulled in the field to when it gets to the laboratory," he said, adding that most labs can provide chain of custody forms.

> For more information, North Dakota State University has an article by Robinson online at z.umn.edu/injury outlining how to sample for herbicide injury in potatoes.

> Robinson also reminded his audience that while damage or injury can be caused by herbicides, they're not only caused by herbicides; pretty much any kind of stress, including environmental, nutritional, disease, and even genetics, can cause cracking and other issues.

Sometimes, it's even as fundamental as the seed you start with.

"You have to have good seed to have a good crop, ultimately," Robinson said. "You're going to put the same money into bad seed as you're going to put into good seed – maybe more money into bad seed. So, you might as well start with good seed."





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Crop Update January 2024

After a tumultuous growing season for many regions due to weather, from drought-like conditions in the west to seemingly never-ending rain in the east, the potato crop was harvested well, with record production for the country of over 128 million.

The total Canadian potato storage holdings on Jan. 1, 2024 were up 7.2 per cent compared to January 2023, and are well above the five-year average. Quebec, Prince Edward Island and New Brunswick are all showing lower stocks compared to January of last year, which may be a combination of good movement in December but also higher cull rates in certain varieties.

We can see the impact of a very good crop in the west, with Ontario to British Columbia showing much higher January stocks when compared to last year and their five-year average. Slightly higher disappearance in Ontario and BC could not counter lower disappearance levels in the rest of the provinces. It is, however, important to remember that although disappearance may be lower in some areas, we are still setting records for total disappearance when we look back several years. With higher planted acres - particularly in the west - coupled with better

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Potatoes in Canada



Number of potato farms in Canada: 951 (2021-22)



Production ('000 CWt) 2023 : 128,114



Total sales value: over \$1.5 billion CAD in



Average potato yield in Canada (cwt per harvested acre) 2023: 332



Major potatogrowing provinces (in acres):

PEI: 83,500

MB: **81,000**



Seed acres certified in Canada: 56,272 in 2023

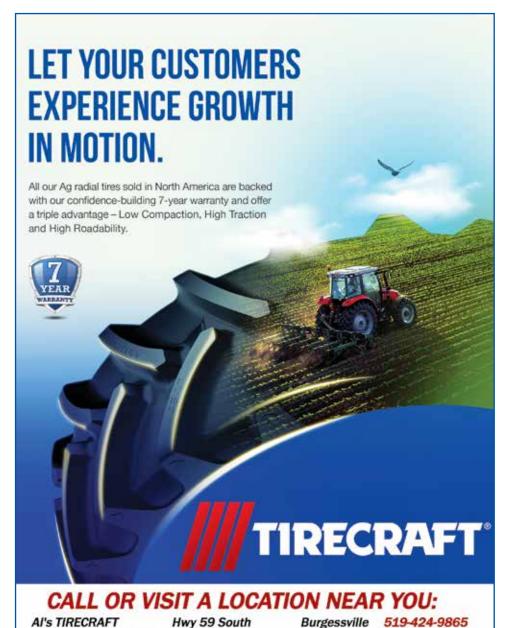


yields, we see the impact of the increased production and storages seem to be holding well to date, despite concerns of the wet conditions in the east and higher than normal storage levels in the west.

Although storages are at record levels, if we continue the current pace of movement in the table sector, we could have stocks cleaned up in just shy of six months' time. There is still concern about the high levels of processing potatoes, which may get reflected in planting intentions for 2024, as processors will be hesitant to take early harvest if stock levels remain high. It is important to note that experience shows quality in storages changes from now on with the onset of the frigid cold weather. With storages remaining closed for several days, CO2 levels can build up. It is advisable for growers to keep a close eye on their piles.

Fresh Sector

In total, based on Agriculture and Agri-Food Canada (AAFC) holding reports, Canada has 16.5 million hundredweight (cwt) of potatoes for the table sector in storage as of Jan. 1, which is 4.2 per cent below the amount in storage at the same time a year previous, but still higher than the five-year average. The majority of the fresh potatoes are grown in the eastern provinces where stocks fell by 811,000 sacks compared to last year. As was noted at the Canadian Potato Summit 2024 in January, even if we add in the table stocks of Manitoba and BC, two other strong fresh markets, overall stocks are still down slightly year over year. Despite an oversupply of potatoes in the



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Victoria Stamper

Pacific Northwest, we can still see movement was good in the fresh sector for December; in fact, disappearance for fresh potatoes was up 27.8 per cent from a year ago. Table potatoes continue to be a good source of nutrition and value per dollar for consumers during continued food inflation.

Processing Sector

With excellent crops in the major processing sector markets of Alberta and Manitoba, coupled with oversupply south of the border, it is not a surprise that holding of potatoes destined for processing are up by 13.2 per cent, a 6.8 million cwt increase over last year and a record for Canada in this sector. Although the potatoes for frozen stock may be much higher, in areas like Ontario, the pace of movement for chip stock has actually increased. We continue to keep an eye on opportunities for export of frozen product to Europe, where it is estimated that just over a million cwt of potatoes were left in the ground due to dismal weather during harvest. There may also be some movement of potatoes from the west, as supply in the Atlantic Northeast is tight, due to losses at harvest and potential storage issues moving forward. With potential contract reductions in the spring, growers should have time to react and adjust planting intentions for this coming crop.

Seed Sector

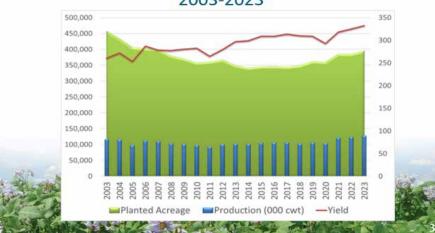
Seed inventory on Jan. 1, 2024 was 10.1 million cwt, which is 3.8 per cent below 2022, and just slightly above the five-year average; this is perhaps not surprising if we look at certified acres planted in 2023. We can see that more than half of the major seed producing areas reported decreases in planted acreage in 2023, compared to the year prior; in fact, certified acres in Canada are at their lowest level since 2018. With stocks down in all provinces except Ontario and PEI, there may be regional and/or varietal shortages in seed that were seen last year. In PEI, where seed is currently grown for domestic use, it is interesting to note that since 2020, acreage for Mountain Gem has almost tripled and acreage for Burbanks has reduced by almost half.

In the next largest seed area of Alberta, the top three varieties based on accepted acres are dominated by the russet varieties of Burbank, Ranger and Norkatoh, consistent with the overwhelming focus on processing potatoes in the province.

Victoria Stamper is the general manager of United Potato Growers of Canada.



Planted acreage, Yield and Production in Canada 2003-2023







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McCain Foods Ltd.'The Big Potato'

New York city may be the 'Big Apple', but McCain Foods Ltd., is the 'Big Potato'. McCain Foods Ltd., has recently spent \$600 million so as to double the size of its processing facility in southern Alberta. That's a lot of money - and, as the saying goes, 'no small potatoes'. The Toronto-based food company, which boasts that it makes one in

every four french fries produced world-wide, is making the largest-ever investment in its corporate history! And, this is to double the output in its processing facility, just east of Lethbridge, Alberta.

Demand for french fries and other frozen potato products collapsed in 2020 due to the COVID-19 pandemic, and corresponding restrictions on in-person dining. However, there is expected to be strong and continued growth over the next several

years, as the restaurant and hospitality sectors recover.

The new Alberta facility will use wind turbines and solar panels to provide 100% renewable energy. And, in 2021, McCain made a commitment to 'regenerative agriculture', pledging that by 2030, it will only source potatoes from farms employing practices that ac-

tively seek to improve and revitalize soil health and quality.

Federal government statistics indicated that potatoes are the fifth largest primary agricultural crop in Canada, after wheat, canola, soybeans and corn. And in 2021, potato growers across Canada produced approximately 5.7 million tonnes of potatoes, with P.E.I.

frozen-food products, starting in the 1950's. McDonalds uses 7% of all potatoes produced in the U.S. on an annual basis, and accounts for about one third of all french fries sold in the restaurant trade. About one quarter of all potato production in the U.S. is used for french fries, and the average adult consumes about 30 lbs of fries

And why are french fries so popular? French fries are more than just food, there are very often the go-to 'fix' for a quick snack or meal -and, are an all-round comfort food. And, of course, have become the natural complement of fish. Poutine and pickle fries, for example, are all part of product proliferation, and increased consumption.

Foods like french fries fall under the category of 'hyperpalitive foods', foods that stimulate the reward centre of the brain, triggering the release of 'feel-good chemicals' such as dopamine, that can keep people in a constant state of craving - almost to a point of addiction. As human beings, the need for salt, fat and sugar, is primal, and are hard-wired to 'feed this habit'.

At the onset in 1953, the McCain brothers, Harrison and Wallace, had a choice. Sardines or French fries. Good choice, guys! While McCain Foods may not have a monopoly in the frozen french fry business, they have a tremendous 'following'. And, one might say, the 'Taylor Swift' of the frozen food industry. And if not quite 'album of the year', they 'went platinum' a long time ago!

Federal government statistics indicated that potatoes are the fifth largest primary agricultural crop in Canada, after wheat, canola, soybeans and corn.

being the top potato-producing province, followed closely by Manitoba and Alberta.

Concerning potato production, approximately 35% of all potatoes grown are either for french fries (28%) or potato chips (7%). The popularity and consumption of french fries has increased over many decades, especially given the onset of fast-food chains and

every year -just salt and malt.

McCain Foods began operations in 1953, in Florenceville, New Brunswick. And french fries was their main focus right from the beginning. They never let-up. They now produce about one third of the world's supply! And, it was said that a contract with McCain Foods, was a pretty good 'pension plan'.

The 'The AQUA Wetland System'

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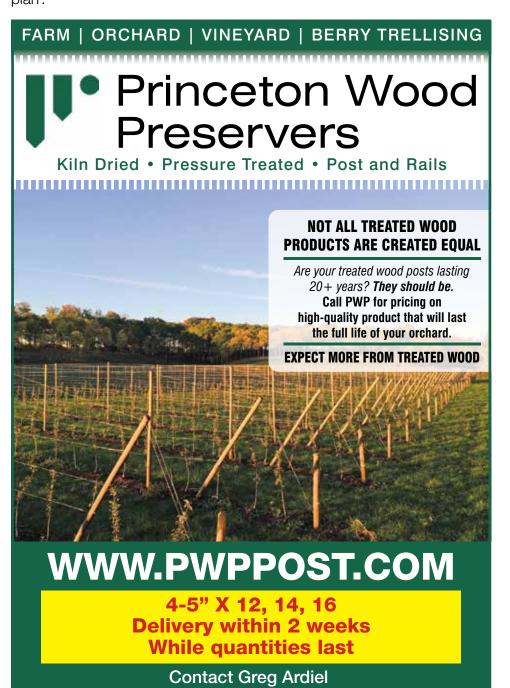
Recent projects include:

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- 2) Treatment of nutrient laden stormwater run off at the Agromart fertilizer terminals, Belton, ON (ECA permit)
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Enjoy potatoes all day

Spuds offer vitamins, nutrients and versatility

Potatoes are perhaps one of the most ubiquitous vegetables out there. While their status as a starchy vegetable (like corn, green peas and winter squash) may make some folks hesitant to eat them, potatoes do offer some great health benefits. For instance, potatoes, like citrus fruits, are rich in vitamin C, which is an antioxidant and has anti-inflammatory properties. And similar to bananas, potatoes contain a lot of potassium, which among other things, reduces the effect of sodium on blood pressure – which is good news for your heart. Another great benefit of potatoes is that their skin contains dietary fiber, which helps maintain your digestive health.

Besides the health benefits, potatoes are also an inexpensive and versatile ingredient that can go a long way when you're preparing a meal. Whether as a side dish or the main attraction, there are plenty of ways to bring potatoes to the table for every meal of the day. Here are a few suggestions.

BREAKFAST: POTATO QUICHE

This dish is sure to be a hit; serve it on its own, or pair it with a salad for a winning combination.

Ingredients

- 1 pound russet potatoes
- 3 tablespoons olive oil
- 2 teaspoons salt, divided
- 1/2 teaspoon pepper, divided
- 1 tablespoon grated parmesan cheese
- 5 large eggs
- 1 cup milk
- 1/2 cup tomato, diced
- 1/4 cup sliced green onions
- 1/2 cup bacon, cooked and chopped
- 1/2 cup shredded cheddar cheese

1 teaspoon garlic powder Make it

Preheat your oven to 400 F (200 C).

Wash potatoes (peel if preferred) and thinly slice. Put the slices in a large bowl and drizzle with olive oil, 1 tsp of salt, 1/4 tsp of pepper, and Parmesan cheese; toss to coat. Lay the slices in a pie dish, starting from the centre and working out to the edges, making sure to overlap the slices so there aren't any gaps. Bake for 15 minutes, or until the potatoes are just cooked (not browned).

Reduce the oven temperature to 350 F (180 C). In a medium bowl, mix the remaining ingredients. Slowly add the mixture to the crust – if the potatoes start to lift, press them down with a spoon. Bake for 30 minutes, or until the eggs are set and the potatoes are golden brown.

LUNCH: LOADED BAKED POTATO SALAD

Potato salad is a staple at gatherings, and loaded baked potatoes can be a meal unto themselves. This dish brings the two together.

<u>Ingredients</u>

- 2 pounds potatoes (russet, red or Yukon gold all work well)
 - 1 cup sour cream
 - 1 cup mayo
 - 8 slices of bacon, cooked and chopped
 - 5 green onions, chopped
 - 1 cup shredded cheddar cheese

Salt, pepper, garlic and paprika to taste Make it

Preheat your oven to 400 F (200 C). Wash the potatoes and poke them all over with a fork or knife. Bake for 50 minutes to one hour until fork tender. Remove from the oven and cool completely. Cut the potatoes into bite-sized pieces, put them in a bowl and season them with the spices.

Mix the sour cream and mayo in a bowl. Gradually add this to the potatoes, just enough to lightly coat them (you might not need all the mixture). Add most of the bacon, onion and cheese (save some to garnish the top), and stir. Garnish as desired.

DINNER: CAMPFIRE MEAL

This meal can be cooked on the barbeque or in the oven. It's a low effort, low stress meal that's still very hearty. The recipe as outlined is for one meal, but it can easily be multiplied to feed a crowd.

- 1 medium sized potato
- 1 thick slice of white onion
- 1 frozen hamburger patty
- 1 medium sized carrot 2 teaspoons olive oil
- Salt and pepper to taste

Make it

Preheat your oven to 350 F (or 175 C), or your barbeque. Wash your potato and carrot (peel if desired). Cut the carrot in half; the potato can stay whole (but be sure to pierce it all over with a knife or fork). Get a large piece of heavy-duty tinfoil. Put the olive oil in the centre, and then stack in order the onion, hamburger, carrot and potato on top. Season with salt and pepper. Wrap the tinfoil around everything, and place in the oven/ barbeque for 45 minutes to an hour, until the potato and carrot are fork-tender.



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DESSERT: POTATO CANDY

No, really. You can use potato as a base for a dough to make a sweet treat.

- 1 large russet potato
- 1/2 cup salted butter, softened
- 8 to 10 cups of powdered sugar, plus more for dusting
 - 2 teaspoons vanilla extract
 - 1 jar peanut butter

Make it

Peel and chop the potato; boil it until it's fork tender. Drain and let it cool completely (this is a very important step). Stir together the potatoes, butter and one cup of sugar until combined. Add the rest of the sugar one cup at a time. After each cup of sugar is added, check the consistency. Ultimately, the dough needs to be moldable - you should be able to roll it into a ball in your hands. Once it's firm enough, mix in the vanilla. Refrigerate the dough for 30 to 60 minutes, so it's chilled but still pliable.

Half the dough, and dust a clean, flat surface and your rolling pin. Roll the dough out into a flat rectangle, about 1/4 inch thick. (If the dough is sticky or falling apart, you might need to add more sugar). Once the dough is rolled out, spread a thin layer of peanut butter on top, leaving a thin border around the perimeter of the dough. Starting on one of the longer ends, tightly roll the dough into a log. With a sharp knife, slice the log into pieces about 1/4 to 1/2 inches thick. Repeat the process with the other half of the dough.

Enjoy!



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Potatoes in the Norfolk area

-Approximately 20 producers in the area grow around 3600 acres of potatoes.

-The sandy soils in the area contribute to these growers producing some of the highest quality potatoes in the Province.

-Mostly round white, yellow and red varieties for the fresh market although some produce potatoes for the process market.

-These growers are integral to ensuring consumers have steady access to quality potatoes year round as they are some of the earliest potatoes to go to market each growing season.

-Without the growers in this area, supply of Ontario fresh market potatoes throughout July and August would be limited.

-Typically begin harvest mid-late July and market crop through to the end of October. Mostly early crop suppliers as the vast majority to do store potatoes throughout the winter months.

-Most of the product is for retail sales within Ontario however some growers ship some product to the United States.







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Left: Stephen Lavigne, Dealer Right: James Bradshaw, CEO,





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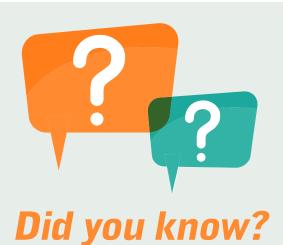
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SCAN ME



- Potatoes are actually only about 20 per cent solid matter; the other 80 per cent is made up of water.
- The humble potato is actually a pretty impressive food source. A medium-sized potato only has about 110 calories, but is 99.9 per cent fat free. Potatoes also contain vitamins B6, C, E, K, and minerals including potassium, magnesium and phosphorous.
- Potatoes are a very versatile vegetable and can be cooked in a wide variety of ways: boiled, mashed, baked, roasted, fried, made into chips, added to soups and stews and more.
- There are around 100 varieties of edible potatoes worldwide, and they come in a range of colours, including white, yellow, brown, red and purple.
- Potatoes are the largest vegetable crop grown in Canada; they account for just over a quarter of all the vegetables grown here.
- In October 1995, potatoes became the first vegetable to ever be grown in space.
- If a potato is damaged or exposed to sunlight, that can cause it to produce toxins that can be harmful if eaten in large quantities (it also may taste bitter). So, if you see a green spot on a spud, cut if off.
- If you want to make homemade potato chips, use a starchy variety, like Russets or Idahos, for the best results.

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Solanine: The Greening Of Potatoes

It is a familiar sight, that when potatoes exposed to light, turn green. The potato is a 'growing-machine' - and, with or without the presence of light, it will grow. It is, however, perhaps the only species of tuber that has the ability to form chlorophyll (green pigmentation) when exposed to light, and actually begin the process of photosynthesis! Tubers are specialized stems, and are quick to do, what they do best -grow! In fact, when in storage, they are often very 'eager' to get the season going!

In association with this green pigmentation (chlorophyll) on the tuber, is a compound known as solanine (the name derived from the solanaceous family, of which the potato belongs). Solanine is considered to be a neurotoxin. It will definitely make you sick if ingested. Another plant, commonly known as 'deadly nightshade' also belongs to this family of plants. It is a slender vine and all parts of the plant are toxic when eaten - especially the green fruit before they ripen to a red colour.

Dr. Ambrose Zitnak, formerly a research chemist in the horticultural sciences department, University of Guelph, could attest to the deleterious effects of solanine, first-hand. He was alerted to the possible adverse effects of

solanine, and with both courage and curiosity (all in the name of science), he experimented on himself by ingesting different quantities of the green potato tissue. He lived. But later gave-up on further self-imposed 'human guinea pig' experimentation. We are all grateful!

The potatoes that grow at the top of a potato hill can be especially affected by chlorophyll, which develops the green tissue of the tuber. The more light, the greener the potato. Potatoes grown and hilled on sandy soils, are more subject to being exposed to light, especially after a heavy rain and the accompanying erosion of soil. The greening of potatoes protects the potato from herbivory (plant-eating animals) as it is objectional to them. This herbivory 'distaste' in other solanaceous crops include peppers, tomatoes, and eggplants, for example.

The green part of any potato should be discarded. It is bitter, and contains solanine (an alkaloid), and when eaten in 'excess' can cause severe illness. Symptoms of solanine poisoning include: diarrhea, fever, abdominal pain, and vomiting. These same symptoms will often occur within a few hours, but may 'wait' for a full day or two, after eating. A 16-ounce (450 g) fully green potato is enough to make an

adult very ill, and even more so - if a small child. While the chlorophyll is harmless, the associated presence of solanine is not. And cooking will not destroy the green potato toxin.

Potatoes are generally stored in the dark to prevent sprouting and greening of the tissue. Supermarkets usually sell potatoes in opaque paper bags to keep the light out, but where there are 'windows' in the packaging, greening can sometimes occur, and these purchases should be avoided.

Thankfully, the greening of potatoes can be mostly avoided, however, growers do need to take meticulous care on the sorting line. It is one of the few cases, in this world, where 'green' is not good, and no amount of 'green-washing' will help!







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HOLDINGS REPORT

January 2024

TOTAL HOLDINGS CANADA

(*000 cwt) 5 year					
Province	January 2024	January 2023	% Change	average	
PEI	18,654	20,993	-11.1%	18,982	
NB	8,533	10,437	-18.2%	9,538	
Quebec	8,151	8,648	-5.7%	8,387	
Ontario	5,398	4,923	9.6%	4,842	
Manitoba	19,097	15,505	23.2%	15,251	
Saskatchewan	Data not available				
Alberta	24,327	18,310	32.9%	17,733	
BC	846	512	65.2%	703	
TOTAL	85,007	79,328	7.2%	75,437	

Total Canadian Potato Storage Holdings on January 1, 2024 are up 7.2% compared to January 2023 and are well above the five year average. Quebec, PEI and New Brunswick are all showing lower stocks compared to January of last year, which may be a combination of good movement in December but also higher cull rates in certain varieties. We can see the impact of a very good crop in the west, with the provinces of Ontario to BC showing much higher January stocks when compared to last year and their 5 year average. Slightly higher disappearance in Ontario and BC could not counter lower disappearance levels in the rest of the provinces. It is however important to remember that although disappearance may be lower in some areas, we are still setting records for total disappearance when we look back several years. With higher planted acres, particularly in the west, coupled with better yields, we see the impact of the increased production and storages seem to be holding well to date despite concerns of the wet conditions in the east and higher than normal storage levels in the west.

And although storages are at record levels, if we continue the current pace of movement in the table sector we could have stocks cleaned up in just shy of 6 months time. There is still concern about the high levels of processing potatoes, which may get reflected in planting intentions for 2024 as processors will be hesitant to take early harvest if stock levels remain high. It is important to note that experience shows quality in storages changes from now on with the onset of the frigid cold weather. With storages remaining closed for several days CO2 levels can build up, it is advisable for growers to keep a close eye on their piles!



DISAPPEARANCE REPORT

	2020	2021	2022	2023	Change 2023 vs 2022
PEI	1,544	1,756	2,408	2,266	-5.9%
NB	1,027	1,263	1,150	1,072	-6.8%
Quebec	1,049	1,184	1,238	1,134	-8.4%
Ontario	508	820	759	992	30.7%
Manitoba	1,427	2,068	2,036	1,953	-4.1%
Alberta	1,854	1,760	1,938	1,564	-19.3%
BC	167	171	213	235	10.3%
TOTAL	7,576	9,022	9,742	9,216	-5.4%

DISAPPEARANCE FOR DECEMBER 2023

The total disappearance for Canada for December was 9.2 million cwt, approximately 526,000 cwt less than in 2022. With just over 5.6 million cwt more in stock in January compared to last year, most are keeping an eye on the pace of movement in the processing sector and potential movement from the west to the Atlantic northeast where supplies are tighter. We have seen the greatest decrease in December movement by percentage in the seed sector, almost half of what it was in December of 2023. With concerns of tighter contracts in frozen processing, and perhaps fewer acres of early-season varieties, possibly growers are taking more time to decide planting

Although the lower total disappearance this year may be concerning with production levels at an all time high, we can see that this year's level is in line with, and actually higher than, previous years other than 2022. Last year there was a significant shortage of potatoes in the US that caused a great deal of movement early in the marketing year, particularly in the processing sector. This year, with oversupply in the US, particularly in the Pacific Northwest, our exports are not as significant as last year.

Fresh Sector				
Shire .	2024	2023		
PEI	942	1,111		
NB	173	176		
Quebec	809	644		
Ontario	438	341		
Manitoba	164	253		
Alberta	164	180		
BC	183	193		
	0.000			

Processing Sector				
1111	2024	2023		
PEI	1,324	1,293		
NB	836	910		
Quebec	285	393		
Ontario	553	417		
Manitoba	1,790	1,783		
Alberta	1,390	1,663		
BC		-		
TOTAL	0.470	C 450		



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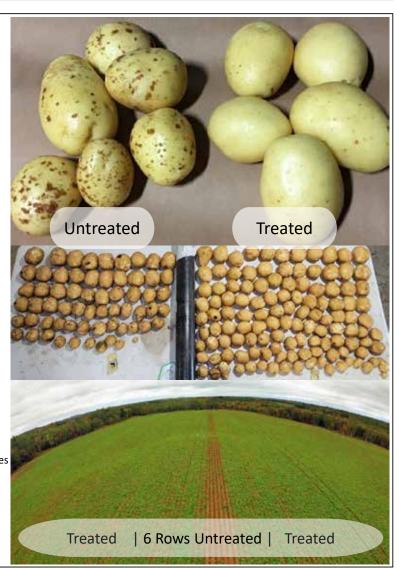
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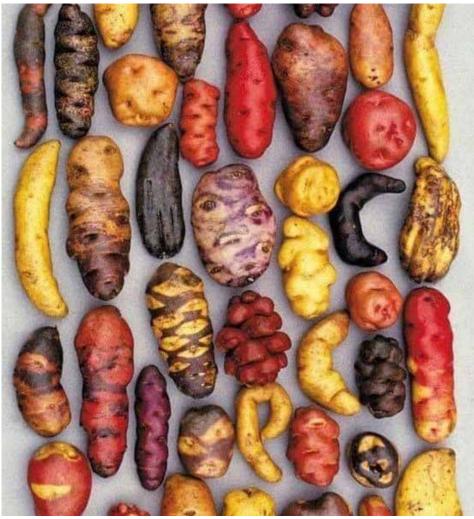




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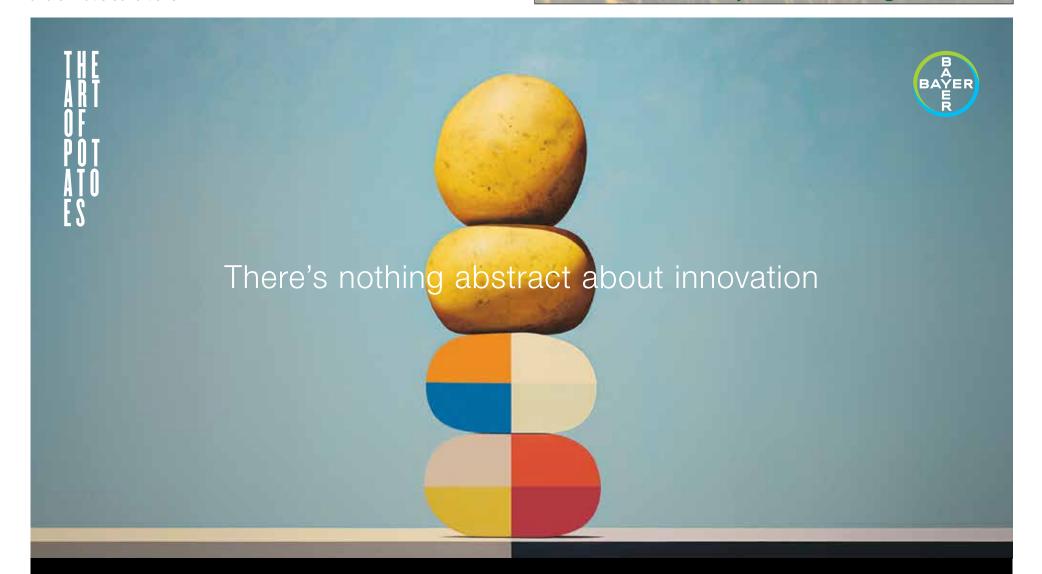
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CROP INPUTS

- Seed
- Fertilizer
- Crop Protection
- Lawn & Turf

HORTICULTURE

- Specialty Crops
- Vegetables



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