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# Pleasure doing business with you

*“An economy genuinely local and neighborly offers to localities a measure of security that they cannot derive from a national or a global economy controlled by people who, by principle, have no local commitment.” Wendell Berry*

Welcome to the 2016 edition of the Buy Local Atlantic guide from DvL Publishing. We are a small company based in Nova Scotia, and we take pride in what we do. That pride is primarily derived from having a large and wide and devoted readership. But it also comes from being associated with other agriculture-related companies across the region. Together we make up a vibrant and diverse business community, held together by a great many relationships and everyday transactions and friendly exchanges.

The “buy local movement,” as it is now called, has clearly taken root here, as it has in many other regions, and this is a good thing for all of us. As any downtown shopkeeper will tell you, prosperity begets prosperity. It’s the same for rural-based businesses. But buying local is not just good for the economy, it is fundamentally a good idea. We know that local businesses deserve our support, and we know that it’s in our own best interest to support them, so they will be there when we need them.

This is what people mean when they talk about “food security” in a certain jurisdiction. By supporting local farmers, we help to ensure that arable land is maintained and well cared for, and we foster the human capacity for food production – the muscle and the skill and the knowledge that gets built

up in functioning agricultural communities.

Some of the arguments for food security have a certain doomsday flavor, based on the prospect of a political upheaval, energy crisis, or environmental disaster. These things warrant serious consideration, but you don’t need to imagine a zombie blockade of the Tantramar Marsh to understand the value of local capacity. Having a decent hardware store in your community can save you a lot of grief. Similarly, it’s great to know the name of a local mechanic, tow truck driver, plumber, and lawyer. That’s everyday peace of mind.

You could say that buying local is a form of enlightened self-interest – although that kind of sucks the joy out of it. The fact is, what we notice most about shopping locally, on a day-to-day basis, is how it enriches our lives. When the anonymous clerk at a supermarket or a big-box store instructs us to “have a nice day,” we don’t take it to heart. We may or may not proceed to have a nice day, and we probably will not think back fondly on this personal exchange.

But when you purchase goods and services in your community, you develop relationships. People call you by name, maybe ask about your family, maybe tell you how business is going. Quite often you learn something. Not gossip – although you might get some of that too – but a bit of information that helps you understand the world around you. You get a feeling of belonging, a little jolt of the energy that keeps communities alive. Whatever it is you have bought, it has a history – a human connection – and that makes it a source of pleasure. ●



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# Buy Local tour



New Brunswick's Agriculture, Aquaculture, and Fisheries Minister, Rick Doucet, officially launched the province's 2016 Buy Local campaign on May 31, in St. George. The program involves a tour across the province, with stops at various festivals and fairs throughout the summer and fall, to promote homegrown food and beverages – everything from traditional crops to specialty produce, as well as fish, seafood, meat, and wines. The Buy Local team's itinerary includes stops at the New Brunswick Fall Fair in Sackville on Sept. 17, and the Indulge Food and Wine Festival in Saint Andrews on Oct. 14. (N.B. Department of Agriculture, Aquaculture, and Fisheries photo)

## Why buy local?

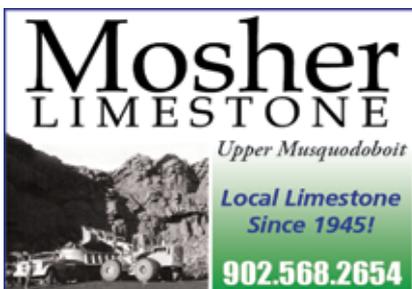
It's grown in a way that protects nature, the atmosphere, and wee critters.

Local food preserves genetic diversity. Large commercial farms grow a relatively small number of hybrid fruits and vegetables because they can tolerate the stress of intensive harvesting, packing, shipping, and storage. This leaves little genetic diversity in the food supply. Small family farms, on the other hand, tend to grow a large number of varieties to extend their growing season, provide eye-catching colors and great flavor. Some varieties are "heirlooms" passed down through the generations because of their excellent flavor. Older varieties contain the genetic structure of hundreds or thousands of years of human selection, and may provide the diversity needed to thrive in a changing climate.

Local food promotes energy conservation. Most of our food travels very long distances by air and truck, increasing our dependence on oil. By buying locally, you conserve the energy that's used for transport, as well as the energy used in factories to package and process food to extend shelf life. And when that happens, you reduce greenhouse gases and air pollutants, the primary culprits behind smog and climate change. Local food also uses less packaging. Buying produce from a farmers' market or from the farm gate is a no-frills process.

Local food preserves open space. Do you enjoy visiting the countryside where you see lush fields of crops, meadows of wildflowers, picturesque barns and rolling pastures? Well, this should serve as a reminder that our treasured agricultural landscape survives only when farms are financially viable. By spending your money on locally grown food, you're increasing the value of the land to the farmer, while preserving the aesthetics of rural areas. Local food supports the environment and benefits wildlife. Private woodlot owners and family farmers tend to be good stewards of the land; they respect and value fertile soil and clean water. And their farms provide the fields, meadows, forests, ponds and buildings that are the habitat for many beloved and important species of wildlife and plants.

– Lois Corbett



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# Fixing food

by Linda Best

What are we eating? For too many of us, it isn't Michael Pollan's prescription: "Eat food, not too much, mostly plants." We're eating lots of processed foods – highly processed foods – with additives including preservatives, lots of sugar and salt, and taste enhancements. These foods are easy to buy and prepare quickly. Taste buds may accept these foods, but our health doesn't. What we eat can cause obesity and diabetes and heart disease and cancer and overall poor health. And that affects the way we live, work, play, and earn. It affects our future. But there's good

news. When we eat better, we live better.

When we were eating food that was grown, not built to withstand the rigors of a worldwide supply chain – when a tomato was a seasonal delicacy and a potato was stored locally for year-round consumption – rates of food-related illness were much lower. It's notable that as other countries adopt processed food, their illnesses come to mirror those of fast-food nations.

We can choose, and eat, and cook our way to better health and a more equitable, sustainable food system. We can find the balance between processed and unprocessed, and between locally grown and imported.

Food businesses exist to sell food, which means they follow the trends determined by consumers. If we demand more local vegetables, stores will stock them. If we decrease our consumption of commodity food and buy foods that are grown by people who care about customers and the planet, and if we promote policies that encourage local production that supports local economies, changes will follow.

Many local farmers and food producers are

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swimming upstream in the global marketplace, not because their food is too expensive, but because many imported foods do not reflect the true cost of production in countries where there are subsidies or where workers are poorly paid. Loss of income in our food production sector is costing us more than we're gaining by choosing less expensive food. It's costing us money that leaves the province to pay for imported food that could be grown here. It's costing us employment of rural residents, including the loss of jobs at processing plants that have closed. It's diminishing the tax base, the amenities of the countryside, and, importantly, the entrepreneurial mindset

that typifies small and medium size business people who can grow the economy.

Growing our agricultural and food production sector (farming, transportation, wholesale/retail, processing, preparation) will provide good local food and keep money in the province, thus increasing employment, building social connections and communities, and improving the determinants of health.

(Linda Best, co-founder and Treasurer of Farmworks Investment Co-operative Limited, is also a founder and Chair of Friends of Agriculture in Nova Scotia.)

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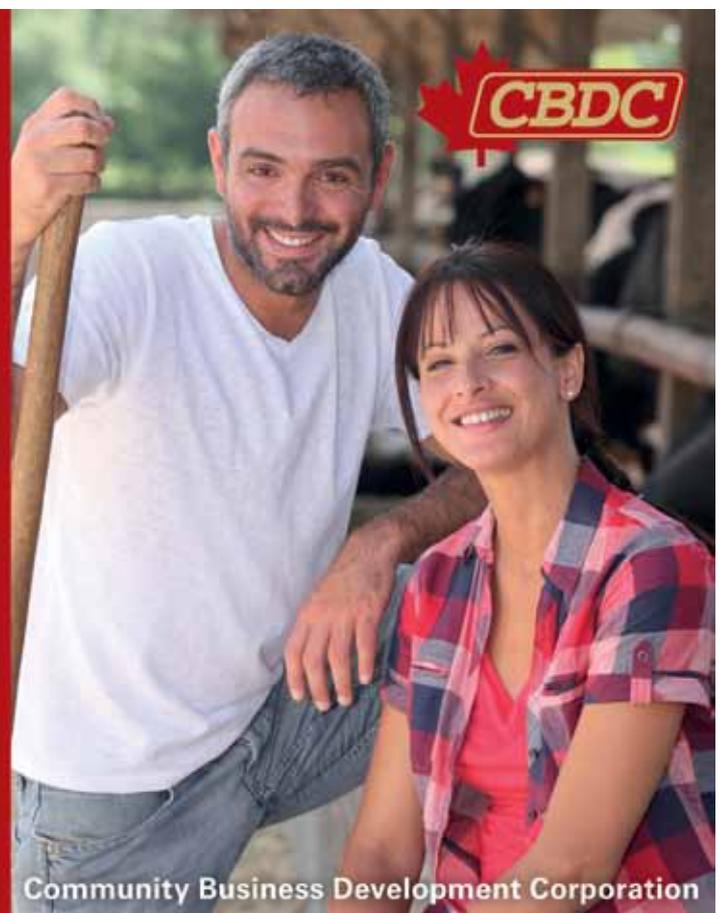
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### Why buy local?

It's good for your 'hood, good for the future, and just good business.

Buying local food and other locally produced goods helps to build thriving communities. By getting to know the farmers who grow your food, you build understanding, trust, and a connection to your neighbors and your environment. The weather, the seasons, and the science of growing food offer great lessons in nature and agriculture. Visiting local farms with your friends and family brings that education and appreciation to the next generation.

Local food is about the future. Supporting local farms and forests today helps keep those farms in your community, ensuring that your children and grandchildren have access to nourishing, flavorful, abundant food. When you choose to buy locally, and make your choices known, you raise awareness among your family, friends, and neighbors. – Lois Corbett



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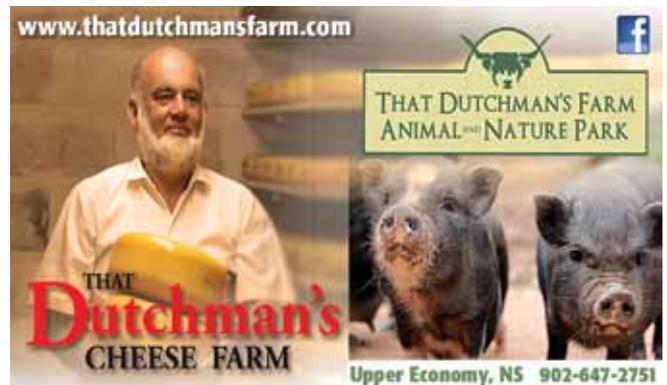
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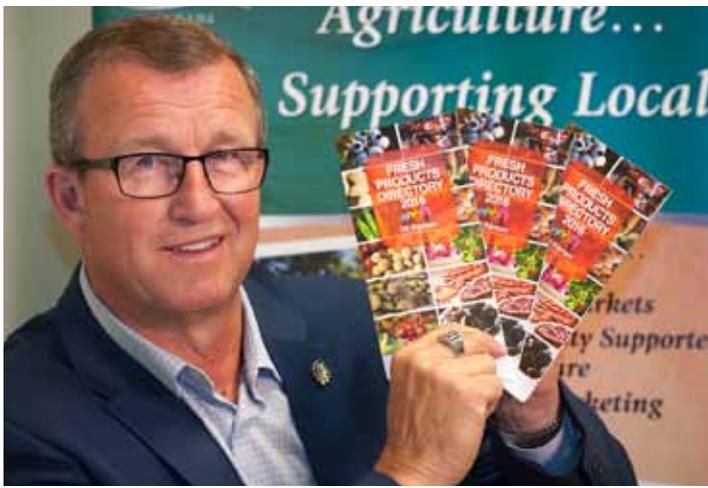
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# Fresh Products

Prince Edward Island Minister of Agriculture and Fisheries, Alan McIsaac, released the province's 2016 Fresh Food Directory on July 8. Promoting buying local and supporting primary industries, the guide features 74 locations around the Island where fresh food products can be purchased. It includes contact information for each business, product lists, a map for easy navigation, and a "What's in Season" chart of product availability. (Brian Simpson photo)

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### Why buy local?

It tastes good, it's nutritious, and it's from your neighbor's farm

Local food tastes better. By buying local, you are receiving the freshest possible produce, often picked just hours before delivery to your local store, to your home, or to the farmers' market. Produce that travels long distances is days older. Sugars turn to starches, plant cells shrink, and produce loses its vitality and flavor.

Local food is more nutritious. It's just a fact of nature; once harvested, produce quickly loses nutrients. Since local produce is sold right after it's picked, it retains more nutrients. That means we can eat good food that is better for us if we choose local.

Local food supports local farmers and local job creation. It's hard to make a living when you get less than 10 cents of every retail food dollar. By buying direct from your local farmers, the middleman disappears and the farmer gets full retail price, in turn helping farmers continue to farm.

Our forests contain some nutritious and delicious local products too. Think blueberries, cranberries, and fiddleheads in season. And of course, maple syrup.

- Lois Corbett (Executive Director of the Conservation Council of New Brunswick.)



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# Sackville, New Brunswick Company Discovers Ocean Plant That Delivers Unprecedented Reviews

Small town Sackville, New Brunswick company Blugenics Innovations might have uncovered a form of nutrition that is going to completely re-write human nutrition.

Many people have heard of Marine Phytoplankton but are not really 100% sure what it is. Marine Phytoplankton are the invisible garden of vegetables that float on our ocean's surface. They are plants that are the first form of life, food and nutrition. They produce more oxygen than the trees and their nutritional profile sustains the nutritional needs of the entire ocean.

While working in B.C. at a Shellfish farm in 2005, it was discovered accidentally that Marine Phytoplankton might be more than just fish food. "The day I ate Marine Phytoplankton is the day my life changed



*I notice a lot more energy and I'm sleeping better at night. I've lost 12 pounds, probably just from having more energy and the improved sleep. I have a great "feel-good" feeling from it. It makes me feel more calm.*  
- Dorothy Parker, Athol, NS

forever" reports Blugenics' founder and product developer David Hunter. "I struggled with Migraine Headaches, Chronic Fatigue, always being hungry, Allergies, Nasal Drip, and Brain Fog.

After eating the Marine Phytoplankton for a few days, I had the same energy I had as a child, not only was I full but I lost my appetite for sugar, the clouds parted from my brain and I was mentally sharper than I ever was. In 11 years I have not had a migraine headache. My nose stopped continuously running, I could be outside in the fields without having to have a handkerchief in each pocket. It was like being released from prison. I guess my body found something that was missing.

From this experience I went on a journey to find a partner who could grow a pure source of Phytoplankton in a way that could be commercialized sustainably and consistently. My journey ended when I met Fitoplancton Marino from Cadiz, Spain.



*Isaac Robertson, before and after. Ridgecrest, California*

I brought in some of their Phytoplankton to give to others to see if this was a one-off fluke. I gave it to hundreds of people to see if this was something following through. The reports that came back blew me away; people reported freedom from digestive issues such as Colitis, IBS, Acid Reflux. I saw childhood eczema disappear, people with high blood pressure told me it was normal after decades of struggle, pain caused by inflammation decrease or vanish...it was nothing short of a series of miracles.

'Karen' which is named after my mom who was the head nurse of Maple Ridge Hospital was launched May 8th, 2014 after years of product development and putting regulatory procedures in place. There is a reason it has grown from two stores to over 600 since then. Pharmacists and Health Food Store owners are



*"I had eczema for about 3 or 4 years. I finished one bottle of Karen, and since then, my eczema has not broken out. I'm now on my second bottle. I'm thrilled. I don't even take it every day... once every second day or so, and it works!"*  
- Sharon Potter, Annapolis Royal, NS

in awe of the customer reviews. The feedback we have posted on our Facebook page (Karen Marine Phytoplankton) is one for the record books, these are unbiased reviews people post themselves and our customer testimonials on the website are from people who reached out to us that want to share their experiences.

Our theory as to why it is working so well is simple; if you have an ailment and feeling like you are in a vacuum, it may be rooted in missing certain nutritional components you need to function properly. What if your headaches, inflammation, fatigue or other conditions are just the result of missing vitamins and minerals that you do not find in the grocery store? Is it plausible that if you



*I was sick for so long, I was desperate. For anyone with Chron's and Colitis I strongly recommend Karen Marine Phytoplankton. I haven't felt so good in years.*  
- Barb Craig, Hunter River, PEI

body receives them it has the ability to heal itself and turn on the power switch? Karen is the foundation and origin of nutrition in its natural state. What if the root of a lot of suffering is that simple?

We have gotten the price down to \$1.19-\$1.66/day with a 100% money back guarantee. Karen is a powder and can be mixed with water, apple sauce, yogurt, or a smoothie. Does everyone get these results?

The answer is no, at least not in the short term, but it is the majority (over 75%) that do. We have done our best to make it risk free so I encourage you to at least give it a try once. If your body responds to the nutrition in Karen you will have been given an amazing gift. Please let us know if you want to share your story."



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