

ORGANIC WEEK

SEPTEMBER 16-24, 2017



THE GLOBE AND MAIL

FRIDAY, SEPTEMBER 15, 2017

SECTION COTA

CANADIANS ASSOCIATE THE CANADA ORGANIC LOGO WITH A VARIETY OF CLAIMS, INCLUDING:



Source: 2017 COTA/Ipsos consumer survey

Gaining recognition, inspiring trust

As Canada's organic sector marks this year's Organic Week, Canada's largest annual celebration of organic food, farming and products, it sees many reasons for optimism.

The Canada Organic logo, introduced and regulated by the Canadian Food Inspection Agency, has been in place for just eight years, and Canadian consumers are steadily becoming more familiar with it and what it stands for.

A national survey conducted this year for the Canada Organic Trade Association (COTA) shows that seven in 10 Canadians have some familiarity with the logo, up from six in 10 in a comparable survey in 2016.

Consumers also understand more about what the logo signifies. Compared to a comparable survey last year, higher percentages of Canadians associate the logo with several key aspects of organic certification, including being pesticide-free, good for the environment, non-GMO and having strong standards.

The sector is also encouraged to see that as consumers learn more about Canadian organic certification, their trust in the logo rises, says Tia Loftsgard, executive director of COTA.

"More consumers today are asking, 'Should I trust this ingredient list or the standards under which this food was produced?'" The percentage of



"More than half of Canadians, 55 per cent, now say their choices of organic products and brands are influenced by recommendations from a health professional."

Tia Loftsgard
is executive director of the Canada Organic Trade Association



Canadians who trust the logo is five points higher than in 2016.

"We are seeing that Canada Organic is certainly one of the trusted logos in the marketplace, and the level of trust is continuing to grow year after year."

Along with trust, organic purchases are growing. Two in three Canadians (66 per cent) are spending at least some of their weekly grocery budget on organic items – up 10 percentage points from 2016.

"Another notable finding is the growing influence of health professionals on consumers' decisions to buy organic products," says Ms. Loftsgard. "More than half of Canadians, 55 per cent, now say their choices of organic products and brands are influenced by recommendations from a health professional – an 11-point increase over the past year."

People have various health-related reasons for choosing organic products, she says, including food allergies or sensitivities that draw them to products with no artificial colours, flavours, sweeteners or preservatives – part of the organic standard.

Retailers are encouraged to see that organic products are moving beyond their early "niche" status and taking their place in the mainstream.

"Choosing organic is shifting away from being considered a trend – something that comes and goes

after a season of being popular – and instead is becoming a long-lasting lifestyle change for those who want to take the next step in holistic health for themselves and their families," says Helen Long, president of the Canadian Health Food Association.

As consumer demand for organic increases, Canada's food producers, manufacturers and retailers are responding with more products and a greater variety of options, says Ms. Long.

"Only a few years ago, you probably wouldn't have seen many food items labelled as organic at your neighbourhood store. Today though, you won't know where to begin," she says. "We can not only shop entire aisles of organic food, but entire stores, too. And this will only continue to grow thanks to the innovations of the Canadian market."

Loblaw Companies Ltd. continues to see surging demand for organic products in a number of categories, and is steadily broadening options beyond

fruits and vegetables, dairy and meat to include breads, plant proteins, pantry staples and frozen meals.

"Millennials (aged 18 to 34) continue to lead the way in organic purchasing, and as they now start families, they want to give their children organic, wholesome food. We have seen tremendous growth, for example, in our PC Organics baby food line," says Kathlyne Ross, vice-president, product development and innovation for the company.

Loblaw plans to add 50 new organic products to its existing 250 in the next year, says Ms. Ross. "We will continue to look at where the opportunity is – how we can give our growing base of organic consumers the newest and best products to meet their needs."

This content was produced by Randall Anthony Communications, in partnership with The Globe and Mail's advertising department. The Globe's editorial department was not involved in its creation.

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Online? Visit globeandmail.com/adv/organicweek for more information.

Organic food is great tasting and nutritious; it reduces our exposure to pesticides and GMOs; it's produced and certified to meet national organic standards; it's healthy for soil, plants and animals and reduces our carbon footprint.

Canada Organic trade association
Association pour le commerce des produits biologiques



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For more information on The Canada Organic Trade Association (COTA) visit ota.com/canada-ota

The Canada Organic Trade Association would like to extend a special thanks to our advertisers for making this Special Report possible:



ORGANIC WEEK

66%

OF CANADIAN CONSUMERS SPEND AT LEAST SOME OF THEIR WEEKLY GROCERY BUDGET ON ORGANIC ITEMS (2016: 56%)

39%

OF ORGANIC BUYERS ASSOCIATE THE LOGO WITH BEING GOOD FOR THE ENVIRONMENT



PROFILES

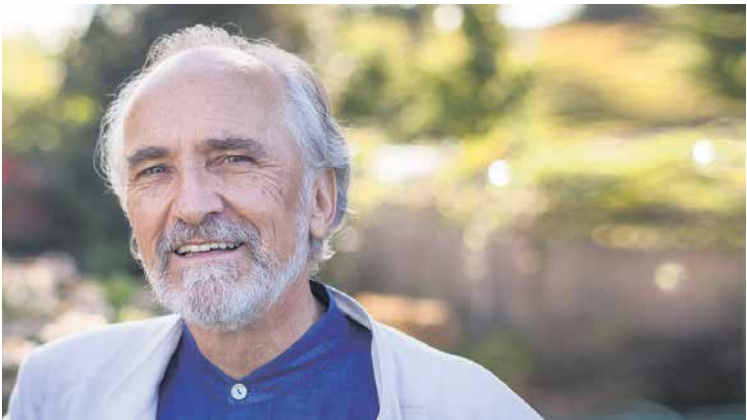
Fifty years pioneering the organic food industry

When Arran Stephens was 23, he started Canada's first whole foods plant-based restaurant, introducing people to a new way of thinking about both food and business – one that values environmentally sound practices, community and sustainability. Over the past 50 years, the organic food pioneer has continued to live by these values as he launched the country's first large natural foods supermarket and founded Nature's Path Foods, North America's first certified organic breakfast cereal company.

Mr. Stephens credits his father with introducing him to organic farming and inspiring him to "leave the earth better than he found it." In the early 1950s, after noticing that the nitrogen-based fertilizers he was using on his farm north of Victoria, B.C., were having adverse effects on topsoil quality, Mr. Stephens's father stopped using chemicals and put up a sign stating "No sprays or poisons used."

"When I started out, I knew that organic foods would become mainstream. I wanted to thrive and withstand the massive competition that would emerge once that happened."

Arran Stephens
is founder of Nature's Path Foods



Over the past 50 years, Arran Stephens has remained committed to the values of community and sustainability, which are reflected in his work as founder of Nature's Path Foods. SUPPLIED

This simple and straightforward approach has guided Arran Stephens throughout his career and proved instrumental to his business success. Nature's Path Foods originally made

bread and other products, but Mr. Stephens soon identified a gap in the market: organic breakfast cereal. He also recognized the importance of having control over the manufacturing

process to ensure his new company's ongoing independence.

Indeed, even before he and his wife Ratana started Nature's Path Foods in 1985, Mr. Stephens could see industry consolidation on the horizon. "When I started out, I knew that organic foods would become mainstream," he says. "I wanted to thrive and withstand the massive competition that would emerge once that happened."

The company has certainly thrived. Nature's Path Foods now has three Zero Waste Certified manufacturing facilities (one in Canada and two in the U.S.), directly employs 700 people and supports over 125,000 acres of organic farmland and the farmers who grow the organic, non-GMO crops used in the company's many products.

The company has also maintained its independence, even as large multinational competitors continue buying up smaller firms to increase their share of the growing market for organic food.

Mr. Stephens says he receives dozens of offers each year from investors and multinational conglomerates wanting to buy the company. "Nature's Path is not for sale," he says. "We are a family legacy, and with our independence we can speak our minds, champion causes close to our hearts and make decisions that we believe contribute to positive change."

One of those causes is advocating for GMO labelling. Nature's Path Foods was a founding member of the Non-GMO Project, a non-profit organization that provides third-party verification to ensure that food is non-GMO and all of its products have been tested to ensure they are GMO free.

"It's been a marvelous journey and I am grateful for all of it," he says. "With my wife of 48 years, Ratana, our children and our 700 staff, I think we have done our little part to make our world better. We have a saying here at Nature's Path: 'Get up, go to work and save the world.' We are doing our bit, just as everyone has to do their part to make a difference."

PROFILE

Peace of mind for health-conscious consumers

When Francois Leclerc started his business in 1905 in Quebec City, his skills and determination – paired with his wife Zelia's family recipe for jelly cookies – won the approval of his first loyal customers. Through the years, the family business has stayed true to the vision of offering delectable, high-quality treats. It also invests in research and innovation to ensure customers have access to healthy and organic options, says Marie-Josée Massicotte, director of communication at Leclerc.

"We realized that consumers who choose to eat organic sometimes make compromises when they buy manufactured goods, especially when it comes to taste," she explains. "That's why we created GoPure, delicious snacks that happen to be organic."

"More than ever, consumers want to know what they are eating. Certified organic products bring an extra layer of peace of mind for them."

Marie-Josée Massicotte
is director of communication at Leclerc

Leclerc's organic products were a logical next step for the company's product development, which takes place in the Leclerc Laboratory of Health and Wellness, says Ms. Massicotte. "All innovation starts in our research and development lab, where everything is researched and tested, based on the latest nutritional findings. It is there that we successfully created trans-fat-free products long before they became popular."

When studies showed clear links between consuming certain types of fats and heart disease in the 2000s, Leclerc supported the development of products with the well-being of the customer in mind. Expanding its offerings with an organic product line made sense because of the tremendous growth of interest in organic products

over the past years, says Ms. Massicotte. "More than ever, consumers want to know what they are eating. Certified organic products bring an extra layer of peace of mind for them."

People who are looking for real, unaltered ingredients and are concerned about the environmental impact of food production can find an answer in organic products, she says. "Organic is definitely not a fad. It is here to stay and will strongly influence the future of our food industry, from the field to the shelf to the plate."

Since organic food producers have to comply with the strictest rules and regulations – and are subject to unscheduled third-party inspections – customers can really trust products bearing the Canada Organic logo, says Ms. Massicotte.

LIKE ANY HEALTHY RELATIONSHIP

ORGANIC GETS BETTER

THE MORE YOU GET TO KNOW IT

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Organic Week

September 16-24

2017



Organic food is good for people, animals and the planet! It reduces our exposure to pesticides and GMOs, is friendly to the environment, promotes animal welfare, and creates thriving farms and communities!

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AMONG THOSE WHO BUY AT LEAST SOME ORGANIC ITEMS,

21%

OF THE WEEKLY GROCERY BUDGET IS SPENT ON ORGANIC PRODUCTS

ORGANIC FOOD PURCHASES AMOUNT TO

\$27.45

OF THE AVERAGE WEEKLY GROCERY BILL

Source: 2017 COTA/Ipsos consumer survey

ORGANIC PRINCIPLES

Recognizing of the value of organic livestock production

Canadians love their organics, with more than one in two consumers each week choosing to put organic products in their shopping cart.

While fruits and vegetables continue to be the most popular organic items on Canadians' grocery lists, these days, more and more shoppers are also making healthier choices when it comes to their meat and poultry.

"For most people, the entry point to organics is fruit and vegetables, followed by organic dairy," says Maureen Kirkpatrick, standards coordinator at The Big Carrot Natural Food Market, a worker-owned grocery retailer in Toronto. "As shoppers continue to integrate more organic choices into their lives, buying organic meat and poultry is a natural next step. This is a trend that continues to grow."

What's behind Canadians' growing interest in organic meat and poultry? Ms. Kirkpatrick points to a greater awareness of the health and social benefits of buying products from organic livestock.

"I think the main reasons people buy organic meat and poultry relate to the perceived health benefits as well as improved animal welfare," she says. "There have been numerous international studies in recent years confirming the benefits of organic meat and dairy, including a higher percentage of omega-3 fatty acids, which have been shown to help maintain and improve your health."

James Sculthorpe, president of Yorkshire Valley Farms, which produces organic poultry and eggs, highlights the general principles that govern organic agriculture in Canada: sustained and enhanced health of soil, plants, animals, humans and the planet; respect and support for living ecological systems and cycles; relationships that ensure fairness with regard to the environment and life opportunities; and responsible care that protects the health and well-being of current and future generations and the environment.



At Yorkshire Valley Farms, organic protocols translate to chicken feed that's all organic and free of antibiotics, genetically modified organisms, pesticides and herbicides, as well as birds that are raised in barns with significantly more living space than conventional farms. JOHNNY C. Y. LAM FOR YORKSHIRE VALLEY FARMS

"I think the main reasons people buy organic meat and poultry relate to the perceived health benefits as well as improved animal welfare."

Maureen Kirkpatrick is standards coordinator at The Big Carrot Natural Food Market

To be certified organic, meat and poultry producers must follow these principles, which are set out clearly and enforced by the Canadian government, adds Mr. Sculthorpe.

"Organic agriculture is regulated by the Canadian Food Inspection Agency," he says. "The protocols are very clear and definite, and they are audited by a third party."

At Yorkshire Valley, these protocols translate to chicken feed that's all organic and free of antibiotics, genetically modified organisms, pesticides

and herbicides, as well as birds that are raised in barns with significantly more living space than conventional farms and natural lighting that allows the birds more time to rest.

"A lot of poultry farms alter lighting in their barn because longer hours of light encourage birds to consume more feed so they get to market sooner," explains Mr. Sculthorpe. "Canada's organic standards require at least eight hours of rest every 24 hours."

Another compelling reason why

Canadians are increasingly buying organic meat and poultry: these products simply taste better than their conventional counterparts, says Mr. Sculthorpe.

Ms. Kirkpatrick agrees.

"Our shoppers often comment about the difference in taste between organic and conventionally produced meat and poultry," she says. "And when you take into account all of the other benefits of organic agriculture, it's really easy to see why more Canadians are choosing organic products."

PROVINCIAL LEGISLATION

Canadian organic products sold internationally or interprovincially are subject to federal organic products regulations, which make certification by the Canada Organic Standard mandatory since 2009. While these regulations don't apply to products that stay within a province, provincial governments are increasingly recognizing that clear provincial programs that support the federal law are benefiting consumers as well as organic farmers and producers.

Provinces that require in-province certification are Manitoba, Quebec, New Brunswick and Nova Scotia. The British Columbia government will require all food and agricultural products marketed as organic in B.C. to be certified

under either a provincial or national certification program beginning in 2018. The regulations in these provinces replicate the federal organic standards.

A 2017 report titled The State of Organics, released by the Canada Organic Trade Association, makes a compelling case for the benefit of provincial regulation across the country, and especially in Ontario, the largest market for organics and home to the highest number of organic food processors. The Organic Council of Ontario is currently rallying to gather public support for provincial organic legislation.

Please see organiccouncil.ca for more information on how to add your voice.



Go organic.

Live life to the fullest. The Canadian Health Food Association (CHFA) is a proud partner of Organic Week, helping to raise awareness and educate Canadians on the benefits of organics and the *Organic Products Regulations*.

Celebrate Organic Week
September 16 to 24



Visit chfa.ca to learn more.



ORGANIC WEEK

HOUSEHOLDS THAT BUY ORGANIC AND HAVE CHILDREN ON AVERAGE SPEND

\$193.6

PER WEEK ON GROCERIES

19%

OF THE WEEKLY GROCERY BILL FOR FAMILIES WITH KIDS GOES TOWARD ORGANIC ITEMS (12% FOR THOSE WITHOUT KIDS)

ANIMAL WELFARE

Investments boosting organic and Certified Humane pork production

Consumer demand for organic pork is growing at a rapid pace, but the switch to organic production takes time and effort – it is a trend worth supporting, believes Vincent Breton, president of duBreton, North America’s leading producer of organic and Certified Humane pork. “We’re very pleased that consumers increasingly select products that are aligned with their values,” he says. “And we think combining organic farming with animal welfare practices can save small family farms.”

Coming from a family where his grandfather, a farmer, started the busi-

ness in 1944, and his father expanded it in the ‘60s, Mr. Breton is familiar with the plight of Canadian family farms, which have to compete with factory farms that achieve efficiencies through large-scale operations.

To support organic farming as a sustainable alternative, duBreton recently embarked on an initiative that represents an investment of \$30-million and aims to raise 300,000 more crate-free pigs by the end of 2018, says Mr. Breton. “We invest in converting farms and building a grain centre. We have a small feed mill, but are also planning a new organic feed mill to meet

increasing demand. We also minimize the risk for farmers by guaranteeing to cover production costs.”

DuBreton partners with farmers in Ontario and Quebec to help them maintain autonomy, increase profitability and secure their future success, he adds. “We are basically betting the farm and hoping it’s going to pay off down the road.”

Strict organic and Certified Humane regulations affect every aspect of producing organic pork, from the farm to the processing facility, and building the infrastructure takes time and isn’t cheap, says Mr. Breton. Pigs

need to be fed high-quality, organic, GMO-free, vegetarian feed. They are raised without antibiotics in a crate-free environment where they have free access to shelter, hay or straw bedded resting areas and the space and ability to engage in natural behaviour, he explains. In contrast, in commodity farming, sows are typically confined to crates that measure approximately two by 0.6 metres, and are surrounded by bars on all sides.

Organic and Certified Humane farming methods are not only welcomed

by many consumers, they also attract next-generation farmers, says Mr. Breton. “In our experience, young farmers are more interested in organic production than in commodity farming.”

Mr. Breton believes this interest bodes well for the future of organic food production. “We really believe in the [organic and Certified Humane] model,” he says. “It reflects the values of our family business, which is run by the third generation and already has fourth-generation family members involved.”



Vincent Breton, president of duBreton, is dedicated to building an infrastructure that supports farmers who combine organic farming with animal welfare practices. SUPPLIED



INGREDIENTS

Supporting sustainable and fair farming practices

When Canadians go shopping, they increasingly bring their personal values to bear on purchasing decisions, and a growing interest in organic products is felt beyond the produce aisle. Consumers are paying careful attention to all ingredients, says Jinny Lok, director of marketing at Lantic Inc., a manufacturer and supplier of sugars, including organic and Fairtrade certified sugar and sweeteners.

“With an expanding range of organic products available in the Canadian marketplace, there is also a growing demand for organic sugar and coconut sugars,” says Ms. Lok. She explains that this trend is, in part, driven by the number of millennials who are entering the workforce, starting a family and choosing to frequently cook at home. They represent a demographic group that often researches factors like socio-economic and environmental factors prior to making purchases.

Beyond the desire to support fairly produced goods with low environmental impact, more and more Canadians opt for “back-to-basics and natural sweeteners,” says Ms. Lok. “They know that organic products meet strict national standards. The Canada

Organic logo is the public’s assurance that products have been grown and handled according to strict procedures and rules.”

Ms. Lok explains that all Lantic & Rogers organic products can be traced back to their agricultural roots. “We believe in the principles of health, ecology, fairness and care that go into organic foods production and certify our facilities to the highest standards.”

In the example of organic coconut sugar, Lantic & Rogers and its supply chain partner with farms in Indonesia to ensure sustainable farming practices, says Ms. Lok. “We use the simplest process of tapping coconut flowers for sap. Once sap is collected and filtered, we evaporate the moisture to form crystals. That’s it.”

For organic fair-trade sugar envelopes, Lantic partners with Fairtrade Canada, says Ms. Lok. “For every ounce of sugar purchased [for this product], a Fairtrade premium goes towards agricultural inputs, credit services, in-kind support and cash payments to help farmers with living costs and needs. It allows them to operate their business with dignity.”

Ms. Lok adds, “We’re proud to bring high-quality products and more choices of sweeteners to Canadians.”

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It’s the perfect take-along snack for your little ones.

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BY THE NUMBERS

2 in 3

Canadians are spending at least some of their weekly grocery budget on organic items

Average weekly household spending on groceries is

\$130.70

(Fruits and vegetables remain the most commonly bought organic food)

More Canadians now buy organic fruits and veggies (41%) and organic dairy products (24%) on a frequent basis

Source: 2017 COTA/Ipsos consumer survey

Canadian consumers increasingly look beyond the grocery aisle for organic products, and there is a growing demand for organic sugar and coconut sugars. ISTOCKPHOTO.COM

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Learn more at

gopureorganicfood.com

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54%

OF BABY BOOMERS ASSOCIATE THE LOGO WITH PESTICIDE FREE



ORGANIC BUYERS ARE MORE LIKELY TO SPEND MORE ON THEIR WEEKLY GROCERY THAN THOSE WHO DO NOT BUY ORGANIC: \$138.10 COMPARED TO \$116.50

Source: 2017 COTA/lpsos consumer survey

INTERVIEW

Canada Organic – the nation’s most heavily regulated food system



Q&A with Helen Long, president of the Canadian Health Food Association (CHFA)

What do you see as the main reasons why organic products are gaining popularity?
There are many reasons Canadians choose to buy organic, but two of them stand out. Firstly, there is growing consumer awareness and concern for the use of synthetic herbicides and insecticides used in conventional farming. Shopping for foods that have been produced while following Canada’s strict organic standards can significantly reduce our exposure to these materials. Secondly, Canadians are keeping in mind how their decisions impact the environment and the community around us – and by buying organic food, they are saying no to putting more of these residues into our soil, air and water.

How does the Canada Organic logo inspire consumer confidence?
Products labelled with the Canada Organic logo must be made up of at least 95 per cent organic ingredients, and have to be certified. This gives shoppers the confidence in knowing that the products they buy have maintained and protected their organic integrity through the supply chain from farm to fork. The logo also symbolizes that the product has been produced following Canada’s world-recognized organic standards. Strict limits and prohibitions are in place on the use of pesticides, synthetic fertilizers, the routine use of drugs, antibiotics or

synthetic hormones, animal cloning, GMOs and more. Our national standards also forbid the use of artificial food colours, flavours, sweeteners, preservatives, and other processing aids and ingredients commonly found in processed foods, making the Canada Organic certification the most heavily regulated food system in Canada.

Non-organic food and product prices often overlook environmental, social and nutritional impacts of low-cost options. What is the value of organic in that regard?

Organic farmers are required to manage the land and life around water systems very carefully, and are inspected annually. By not using synthetic fertilizers and pesticides, organic farming is also less harmful on our precious water reserves. More energy is used to produce synthetic, fossil-fuel-based fertilizers than to cultivate and harvest crops or to transport food. Canadian studies have shown that organic farming practices can use as little as half the energy of other farming methods, while also helping to improve the nutrient density of the soil. In addition,

the Census of Agriculture has shown that organic farming families earn, on average, more from their farms than the conventional Canadian farm does – and they employ more people per farm, too.

How does Canada’s organic community embrace Organic Week?
Organic Week is a celebration across Canada, and many retailers, farmers and more are excited to participate every year. This community embraces Organic Week by inviting everyone to join in on the celebrations, whether

they shop organic regularly or are still new to the wide array of options available. If you’re looking to join in on the celebrations, it’s as easy as talking to the staff at your local CHFA member health food store about the certified organic options they have available. Often times when we think about going organic, we think about fresh fruits and vegetables, but Organic Week is also a time to look beyond the produce aisle. Consider stocking up on organic pantry staples such as sauces, canned goods, cereals and even spices.

PROFILE

Family values aligned with sustainability goals

Marie-Michèle Le Moine worries that her friends may find her tendency to lecture them on food and ingredients annoying. “I remember my dad making comments about the labels on food products and telling me over and over again to make healthy food choices. Now I find myself doing the same,” says the now 28-year old director of Fruit d’Or’s retail division. “It’s funny how we sometimes follow our parents’ footsteps without really realizing it.”

As a second-generation member of the family business, Ms. Le Moine remembers when her parents decided to switch to organic production over two decades ago. “It was a very idealistic decision and it wasn’t easy, but it was in line with our values as a family,” she says.

The first grower of organic cranberries in Canada, Fruit d’Or forged a path for organic production in Quebec, where now over 90 per cent of organic cranberries worldwide are grown. “There is more and more interest in organic farming. And studies are confirm-



Marie-Michèle Le Moine, director of Fruit d’Or’s retail division, believes the organic supply chain – from producers and retailers to consumers – needs to grow together. SUPPLIED

ing that environmental benefits, for example the impact on soil integrity, are considerable. In organic farming, the soil is typically not as depleted as in conventional farming,” says Ms. Le Moine. “To me, this is important. If we want to leave the earth to the next generation, let’s make an effort not to diminish it.”


Along with fruit production, organic processing capabilities have also expanded, says Ms. Le Moine, and Fruit d’Or recently launched Patience Fruit & Co., a 100 per cent organic product line. “We’ve created a brand where we can guarantee organic integrity along the entire supply chain from the farms to the shelf,” she explains. “It


was another big step for us, especially since we are aiming for the Canadian, U.S. and other export markets.”

Response to the products has been enthusiastic, says Ms. Le Moine, who acts as Patience Fruit & Co.’s brand ambassador. “People are very interested in the story behind the brand, because it is authentic as well as organic.”

The organic supply chain – from producers and retailers to consumers – needs to grow together, says Ms. Le Moine, who is encouraged by a growing choice of organic products. “There is a lot of innovation coming out of the organic industry,” she says. “I feel that many brands that decide to be organic extend special care to all aspects of the business. They make a very holistic promise to their customers.”

“I’m keen on following all the great organic brands we have in Canada and telling my friends about new cool products,” says Ms. Le Moine. Patience Fruit & Co. fits well into this scene and is an important part of the family’s legacy, she adds.





ORGANICALLY GROWN,
CLOSE TO HOME

Taste the organic difference.

At Yorkshire Valley Farms, we are committed to bringing you organic poultry products that are both good for you and kind to the environment. While we do a lot of things that we are proud of, sometimes what matters more are all the things we don’t do.

No GMO grains in our feed

No herbicides

No pesticides

No neonicotinoids

No animal by-products

Never treated with antibiotics

Never treated with medication

Never treated with hormones*


No over-stimulation with artificial light

No artificial colours

No artificial flavours

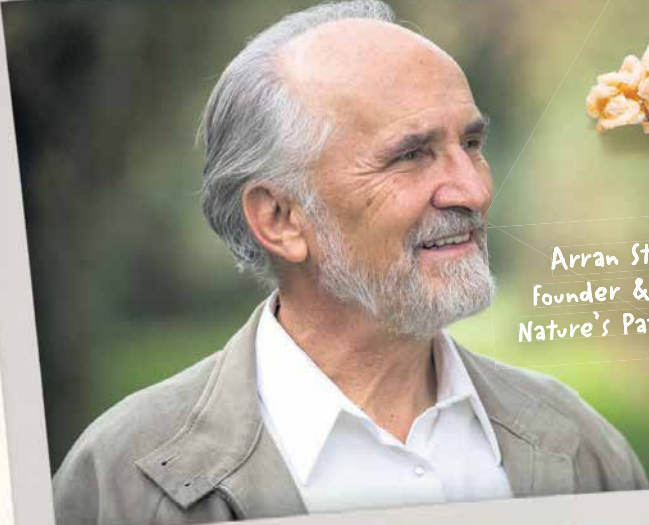
No preservatives

No cages



* Like all poultry in Canada


CELEBRATING 50 years of ORGANIC LEADERSHIP





Arran Stephens,
Founder & Co-CEO
Nature's Path Foods

For 50 years, Arran Stephens has passionately and humbly championed the organic movement. Together with his wife Ratana, he has worked tirelessly to make organic food accessible to families throughout North America. Through Nature's Path Foods, Arran has created delicious and healthy products that nourish both people and the planet. Through it all, he has never swayed from his mission and vision to “leave the earth better than he found it.”

The Nature's Path family wishes to congratulate Arran on this incredible achievement!



www.naturespath.com

Eat well. Do good.

ORGANIC WEEK

22%

OF MILLENNIALS' WEEKLY GROCERY BUDGET IS TYPICALLY SPENT ON ORGANIC ITEMS



17%

OF MILLENNIALS ASSOCIATE THE LOGO WITH GOOD LABOUR PRACTICES

Source: 2017 COTA/Ipsos consumer survey

RESEARCH

Science helping to achieve balance between profitability, sustainability and animal welfare

With the organic food market growing by leaps and bounds, the support of the scientific community is key to finding innovative approaches to addressing challenges and capturing opportunities. Through its principles and standards, organic agriculture requires producers to find a balance between profitability, sustainability and animal welfare. Among the wide range of scientific investigation going on across the country is new research in organic chicken production, which looks at finding such a balance.

Consumers buying organic are interested in chicken produced with organic grains, without antibiotics and with high animal welfare standards. While chickens raised in a low stress environment tend to be in healthier in general, they are not immune to disease transmission. How can their health be further improved? This question is under investigation by Dr. Moussa Diarra of Agriculture and Agri-Food Canada, who is leading one of the 37 projects currently under way in the Organic Science Cluster II (OSCI),

an industry-supported science program designed to address challenges or capture opportunities in the organic sector.

Dr. Andy Hammermeister, director of the Organic Agriculture Centre of Canada at Dalhousie University, says the tremendous growth of the organic sector over the last 15 years has also impacted the organic science community, which, in turn, supports this growth and development. "There is a growing acceptance that organic agriculture is a science-based sustainable production system," he says. "And through our research, we are supporting a model that is a globally recognized high-value food system."

By helping Canada's organic producers become more successful, researchers not only play a part in addressing environmental and ecological issues – they are also generating an economic advantage, says Dr. Hammermeister. Ongoing organic agriculture research covers the full spectrum of agriculture plus aspects of food processing and value adding, he says. "We aim to increase the productivity and com-



Organic chickens are raised with organic grains, without antibiotics and with high animal welfare standards. Current research is looking at how their health can further be improved in accordance with organic principles. ISTOCKPHOTO.COM

petitiveness of the organic system within the framework of the Organic Standard and the organic principles.

"We all want a healthy, safe and sufficient supply of food, but in organic agriculture, we are guided by the principles of ecology and health, care and fairness," says Dr. Hammermeister. "We have to be aware of the limits

of the ecosystem and find solutions without relying on a silver bullet. We can't use chemical pesticides, chemical fertilizers or antibiotics, for example."

To sustain the natural ecosystem, a clear understanding of the processes within that system – and how they are connected – is essential, he explains. "We are constrained in terms

of what resources we can use to solve problems, since all our practices are intended to be ecologically sound."

And how to improve the health of chickens in accordance with the organic principles? "Dr. Diarra is starting to find that he can make the birds' immune system more resilient and, for example, better able to fight off salmonella by adding organic fruit byproducts to their diet," says Dr. Hammermeister.

Fruit pomaces left behind after juicing organic cranberries, for example, are proving to be highly nutritious and full of antioxidants, and potentially yield nutraceutical benefits for organic broiler chickens. "[The research] is looking at utilizing waste byproducts while, at the same time, examining public and animal health benefits," says Dr. Hammermeister, adding that this is an example of the system's approach that is integral to research in the OSCII, which is supported by the AgriInnovation Program of Agriculture and Agri-Food Canada's Growing Forward 2 Policy Framework and over 65 organic sector partners.

CONSUMER CONFIDENCE

The difference between organic and non-organic dairy

From butter and cheese to milk and yogurt, organic dairy products have increasingly become a kitchen staple in homes across the country. Agriculture and Agri-Food Canada estimates that dairy accounts for more than 10 per cent of all organic food sales in Canada, and over the last decade, production of organic milk has more than doubled to meet growing consumer demand.

"Canadians have become more informed about the differences between organic and non-organic dairy," says

"What's nice about the Canadian Organic Standards is that they're very clear about the minimum thresholds for the different facets of production."

Michelle Schmidt is marketing manager at Organic Meadow Inc.

Michelle Schmidt, marketing manager at Organic Meadow Inc., a Guelph, Ont., producer of organic dairy products that include milk, yogurt, cheese, butter, ice cream and eggnog. "They're making choices based on this knowledge."

While organic dairy products continue to become more visible on grocery shelves in Canada, the vast selection of dairy products overall and the different product labels can be overwhelming to consumers.

Ms. Schmidt cites labels that use terms such as natural, non-GMO and grass-

fed, which some consumers confuse with organics.

"The challenge is that, while a product with these labels may in fact be natural or free of genetically modified organisms, there may be other facets that do not meet the organic standards," says Ms. Schmidt. "In the absence of any universal definition with many of these terms, it creates confusion."

Consumers should always look for the Canada Organic logo, which is affixed only to products that meet the Canadian Organic Standards, says Ms. Schmidt.

These standards, which are enforced by the Canadian Food Inspection Agency, set out stringent rules in the various areas that affect organic dairy agriculture and production – from farm to table.

"What's nice about the Canadian Organic Standards is that they're very clear about the minimum thresholds for the different facets of production," says Ms. Schmidt. "This minimizes variances from farm to farm and gives consumers confidence in knowing that they're buying products of consistent high quality."



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