



# Chefs Speak Out Against Serving Genetically Engineered Foods

by Alison Johns, Organic Advocates - Knives & Forks board of director

Given that Canadians spend more than one-third of their food dollar eating out, who better than prominent chefs to act as spokespeople on the issue of serving genetically engineered (GE) foods? On December 13<sup>th</sup> at news conferences in major cities across the country, top Canadian chefs went public about not wanting to serve GE foods in their restaurants. In the interest of their customers and themselves, the chefs explained that they want a choice in what's in the foods they cook and until the health and environmental risks are better understood through long-term research, they want mandatory labeling so they can avoid genetically modified products.

In Toronto, participating chefs and restaurant owners included Jamie Kennedy of J.K. ROM, Gary Hoyer of Millie's Bistro, Michael Sullivan of Pronto Ristorante, Ned Bell of Sen5es Restaurant and Brad Long of the Air Canada Centre. These chefs were speaking in alliance

with the Canadian Organic Growers (COG), a national association that represents about 1,500 organic producers, processors and consumers. Contributing COG members at the news conference included David Cohlmeier of Cookstown Greens, Bernie Fox of Foxcroft Organic Farm, Ineke Booy of Mapleton Organic



Consumers can only be sure that they're eating GE-free foods when they buy certified-organic products.

Dairy and Kurt Stauffert, president of the COG Toronto chapter. Other groups lending their support included Organic Advocates - Knives & Forks, Greenpeace, FoodShare, Council of Canadians and Toronto Environmental Alliance.

Across Canada these events attracted considerable media attention, particularly in Toronto where more than 20 media representatives from

*continued on page 6*

# New direction for Organic Advocates - Knives & Forks

by Alison Johns, Organic Advocates - Knives & Forks board of director

As we re-focus for the new millennium, our enthusiastic board (see page 2) is already taking important steps in response to the many changes that are occurring within the organic community. While still intending to serve the interests of our traditional membership of Southern Ontario organic farmers, environmentally concerned chefs and enlightened consumers, we are broadening our focus to a much wider consumer audience, which is quickly becoming more aware of the uncertainties surrounding our food system. Recognizing that consumers are the major driving force of the organic marketplace, we have responded by changing our official name to Organic Advocates - Knives & Forks to better reflect this group.

Organic Advocates - Knives & Forks has made considerable strides in the organic movement since our roots were established over a decade ago by chefs Jamie Kennedy and Michael Stadtländer. We have evolved into a non-profit organization that is committed to raising awareness and support for organic agriculture, environmental responsibility and healthy living through our promotion of educational, research and advocacy programs.

Initially, we were recognized largely as a farmer/chef group with

*continued on back page*

# Meet the Organic Advocates - Knives & Forks Board

**Lauren Boyington** has been involved in Organic Advocates - Knives & Forks since its creation more than a decade ago, participating in many of its events, serving as editor for both the newsletter and the Feast of Fields annual cookbook and leading the Organic Advocates board as president. From whipping up mouthwatering dinners at Palmerston Restaurant to catering multi-course vegetarian meals to 130 campers for five days on an island without electricity, Boyington can take on any kitchen. Currently cooking at the University of Toronto, Boyington's commitment to the use of seasonal, regional and organic foods continues.

**Zalia Conde** is a chef and farmer who has cooked in Toronto, Europe and South America and currently owns and operates a 100-acre organic farm and sugarbush in Sunderland, Ont. with partner Robert Ripley. Sugarbush tours run in October and March where organic maple syrup is made and the process is taught to student groups. Conde processes organic preserves, sauces, herb mixes, maple products and caters under the "Maple Manor Organic Kitchen" label. As a member of Women and Rural Economic Development, Ontario Maple Seal of Quality Program, Seeds of Diversity, Canadian Organic Growers and Organic Advocates - Knives & Forks, she supports organic agriculture in every form.

**Daniel Gilbert** opened Daniel's of Nobleton 20 years ago and quickly established a reputation for fine, creative cuisine that features local, seasonal and organic food. Because fresh ingredients are the backbone of his cooking philosophy, Gilbert changes his menu often and offers special evenings that make a visit to his restaurant memorable. As chairperson of Organic Advocates - Knives & Forks and the chair of the past few Feast of Fields, Gilbert has been a vocal and strong advocate of organic agriculture for many years.

"Season with Love" echoes in the kitchens that **Steffan Howard** has worked in. His passion for cooking and the culinary arts has led to experiences in Montreal, Paris and Toronto where he has enjoyed learning under Michael Sullivan, Xavier Deshayes, Anne Yarymovich and currently cooks as organically as possible at JOV Bistro with Owen Steinberg. As the most recent member of the Organic Advocates - Knives & Forks board, Howard has enjoyed watching organics gain in popularity and availability and inspires for the controlled growth of this sector of the food product industry. "Organic food is real food from the earth; fruits and vegetables visit us seasonally; organic farmers provide chefs with a menu base that promotes community, locality and seasonality. With organic food becoming more and more available, consumers and chefs alike have a responsibility to promote the proper use, sale and cooking of this great food."



**Romano Roman** (shown with his family above) operates Romanwood Farms near Nobleton, Ont. As an OCIA-certified organic grower, Roman strives to produce vegetables that are a feast for the eyes plus a delight for the palate.

**Alison Johns** brings more than 12 years of marketing and communications experience to Organic Advocates - Knives and Forks. She applies her expertise in media relations, advertising, special events, trade shows as well as the production of image brochures, newsletters, websites and direct mail. Her skills include project management, print production management, desktop publishing, computer graphic design, copywriting, editing, photography plus budget setting and control. Johns has been an advocate for organic agriculture for many years particularly from a consumer perspective. She currently holds positions on the board of Organic Advocates - Knives & Forks as well as on the Canadian Organic Growers Toronto chapter.

A vital pulse in the Toronto restaurant scene for more than 16 years, **Lili Sullivan**, former Auberge du Pommier sous chef and Chapeau chef, is a strong supporter of organic farming and regional and seasonal cuisine. For several years Sullivan has been the chef at The Rebel House, a consultant specializing in menu and recipe development, an executive member of the Women's Culinary Network and a board member of Organic Advocates - Knives & Forks. She has also published a CD-ROM on baking, appeared on radio and television and has given cooking classes and food demonstrations around town. \*

## How to contact Organic Advocates - Knives & Forks:

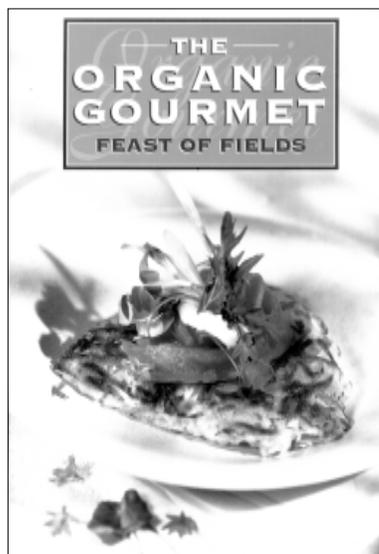
1 Cadorna Ave., Toronto, Ont., M4J 3W7; (416) 422-1944 in Toronto or 1-800-719-9108

# Consumer's Guide: Real and Virtual

One of the most often asked questions we hear is "Where can I buy organic food?" To address that question, in 1996 Organic Advocates - Knives & Forks published the *Consumer's Guide to Eating Organics*, a directory that gave a comprehensive listing of stores that sell organic food, restaurants that serve it and Ontario certified-organic farmers who grow it. Due to popular demand, we updated and reprinted a second edition, which was eagerly snapped up by interested consumers.

This year, Organic Advocates - Knives & Forks will be updating this information again, for both publication and for our new website. While the website is still in the development stage, eventually there will be a search engine that Ontario consumers can tap into to find local stores or farms that sell organic food. This on-line database will not only provide valuable sourcing information for consumers and chefs, but farmers will also be able to use it to find potential markets for their organic food.

Both the printed and virtual guide will also cover organic agriculture, organic certification, genetically modified foods plus more! \*



## Is *The Organic Gourmet* on your cookbook shelf?

To commemorate the 10<sup>th</sup> anniversary of Feast of Fields in 1998, Organic Advocates - Knives & Forks produced *The Organic Gourmet*. Written and compiled by Tracy Kett, this cookbook features some of the exquisite dishes served at past Feast of Fields plus recipes from other top Canadian chefs and restaurateurs who support organic agriculture including Normand Laprise of Restaurant Toqué!, Werner Bassen of Acton's Grill & Café, Sinclair Philip of Sooke Harbour House and Alain Labrie of Auberge Hatley.

Some of the mouthwatering fare in the cookbook includes smoky tomato soup, maki roll of grilled quail, herbed steamed buns with seafood filling, corncakes with smoked whitefish and blueberry-maple sauce, grilled pizza with caramelized corn salsa and sweetened greens, blackened leg of lamb with apricot-ginger mint sauce, green apple and raspberry semi-freddo in a corn flour tart and cranberry toffee tart.

*The Organic Gourmet* also discusses organic food and agriculture and lists North American sources for more information about organics. Published by Robert Rose Inc., this 192-page, cookbook is distributed across North America (\$19.95 Canadian). Organic Advocates - Knives & Forks, however, is offering this cookbook to our membership for only \$16, which includes GST.

To order your copy, please send a cheque with your name and address to Organic Advocates - Knives & Forks, 1 Cadorna Ave., Toronto, Ont., M4J 3W7. Please allow several weeks for processing. \*

# Sept. 10, 2000

Mark this year's Feast of Fields in your calendar now — Sunday, September 10. While we're still confirming a location, you can be assured that it will offer magnificent natural surroundings just a short drive from Toronto.

If you'd like to volunteer at Feast of Fields 2000, please let us know. We're looking for committed individuals who are willing to field questions from guests and participants, hand out glasses, clean up, run from one end of the site to the other and much more! An introduction and orientation to the site, the event and the organization will be provided so all volunteers will be able to answer general questions and be prepared to handle any job assigned to them.

For more information about Feast of Fields or volunteering, please call Tomás Nimmo at (705) 444-0923 or e-mail him at [organix@georgian.net](mailto:organix@georgian.net)



## Thanks!

A special thanks to Alison Johns, an energetic board member of Organic Advocates - Knives & Forks, for coordinating the production of this newsletter and writing some of the articles. Also thanks to Sharon Zehr, whose illustrations grace these pages. And finally, thanks go to all the other Organic Advocates members who contributed to this newsletter, providing interviews, information, photographs, etc.

The presentation of food is an integral component of how it tastes, and at Feast of Fields, it is also an important part of how it is eaten. Because of the nature of this strolling picnic, participants are encouraged to prepare foods that can be easily eaten by hand without the use of disposable utensils or plates. Feast of Fields calls for the ultimate in low-impact dining and over the years chefs have met this objective with some of the most ingenious finger food in the country!

In September, participants and guests were abuzz with one presentation in particular: Roast Maple Organic Acorn Squash Ravioli with Shiitake Mushroom and Swiss Chard neatly packaged in hollowed-out squash halves.

Neil Jones (in the foreground of the photo), executive sous chef at 360, the restaurant at the CN Tower, explains how he came up with the creation. "I always try to think as much as possible about the dish and the event. I was thinking 'organic' and that it was going to be served outside without plates. So then I was thinking it should be biodegradable, edible, compostable or reusable. I ended up using chopsticks too because I thought they were interesting enough that people would take them away." (He appeared to be right. Chopsticks were seen poking out of pockets throughout the afternoon.)

## Feast of Fields 1999



## Squashing out Disposables

Of course, before even determining the presentation of the dish, Jones had to decide what to make.

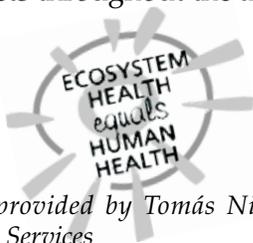
"I called my organic suppliers and asked what's available the second week of September, what they have enough of and what's interesting." The result was a cornucopia of organic ingredients: eggs, maple syrup, shiitake mushrooms, Swiss chard, acorn squash and other vegetables.

Jones says that because of the size of his restaurant, there is often a problem with the supply and demand of organic produce, which is one of the reasons why he participates in Feast of Fields. "I support organic agriculture and Knives & Forks and I agree with its philosophy of using organic and local ingredients. Plus I can meet more farmers and stay in contact with them at the event."

While Jones takes great care in planning his Feast of Fields fare, he emphasizes that his restaurant always strives to have as little impact on the environment as it can. "Every day, we do our dishes with as little waste as possible. In the kitchen, we

have 'slop' buckets for the leftover food and it goes to feed pigs."

One of the underlying themes of Feast of Fields is that nature is cyclical: What we get from the land we can give back to the land. It is Organic Advocates' hope that more Feast of Fields participants will take this concept back into their workplaces throughout the year. \*



information provided by Tomás Nimmo, Organic Farm Services

The theme of 1999's Feast of Fields was Ecosystem Health = Human Health and the recipients of our fundraising event continue to emphasize this theme.

**Canadian Organic Growers' Organic Field Crop Handbook**, P.O. Box 6408, Station J, Ottawa, Ont., K2A 3YG; (613) 256-1848; fax (613) 256-4453; www.gks.com/cog/ COG is a national non-profit organization with chapters across the country. The group maintains an extensive website as well as publishes a quarterly newsletter, a national directory plus the *Organic Field Crop Handbook*. Originally published in 1992, this book is used around the world by farmers, professors, students, organic

inspectors, etc. Feast of Fields funds will help reprint and update this invaluable handbook.

**Cardinal Imports/El Volcan Organic Coffee**, Caroline Lentz, 172 Arthur St. N., Guelph, Ont., N1E 4V5; (519) 822-3254 This certified-organic coffee plantation in Guatemala has been farmed by three generations without the use of chemicals. Giant avocado trees mix with native shade trees to form a variegated canopy over the coffee bushes, which produces better tasting coffee and important habitat for migrating songbirds.

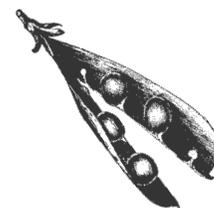
**Citizens for Renewable Energy**, Ziggy Kleinau, R.R. 4, Lion's Head, Ont., N0H 1W0; (519) 795-7725 CFRE promotes solar- and wind-energy technology and strives to inform the pro-

vincial and federal governments of the benefits of this alternative industry. CFRE's goal is to accelerate the introduction and use of clean renewable energy, which will speed up the phase-out of fossil fuels and nuclear energy production. Members can learn how they can use these new technologies in their homes or on their farms and receive information on start-up costs and strategies for implementation.

**Ecological Farmers Association of Ontario**, Box 127, Wroxeter, Ont., N0G 2X0; www.gks.com/efao/ EFAO is one of the principal groups that leads the majority of the behind-the-scenes organic farmer education (such as courses and farm tours). The group encourages many farmers to pursue organic agriculture and production. ➤

# Mouthwatering morsels

## — and *not* from a chef!



Why does Switch Farm, which is located in Campbellville along the Guelph Line, participate in Feast of Fields every year? “Well, we’re not looking for business,” **Lorenz Eppinger** answers surprisingly, “and we don’t want to deliver to Toronto. It’s a great social outing. We see fellow growers — some of whom we haven’t seen in a long time — and we meet new ones. And we like to show our stuff and set up a nice display.”

In fact, the farm’s display is so attractive that Eppinger says the produce is often sold out by the end of the day to chefs and guests. “We look for colour mostly and variety.” Bushels of beans, melons, flowers, squash and tomatoes entice passers-by to stop and, better yet, sample what’s fresh from their field. With his wife **Leanne**, Eppinger encourages people to experience the farm’s produce with their eyes and tastebuds.

“We want people to bite into it and see how it tastes,” he explains. At Feast of Fields “we think, ‘Who’s going to sample this with all the chefs around with their great food?’, but we went through bushels of sweet water-melons and people were saying ‘wow!’”

The Eppingers moved onto the farm in 1989 and for the past four years or so, a portion of it has been certified organic. Ten acres of the land is dedicated to growing organic vegetables and the remainder is hay, pasture and bush, which primarily goes to the horse boarding school and stable that Leanne runs on the farm.

“We grow everything we can,” Eppinger notes. “We

offer a wide range of produce but we do grow a lot of leafy vegetables as we have a direct market.” Switch Farm sells to about 100 households in the area through its CSA (community shared agriculture) program and to Guelph restaurants and stores, plus at the Guelph farmers’ market.



Generally, CSA programs run from June to October, and in the spring “investors” buy a share of a small organic farm, which helps the farm with the initial costs of the growing season (seed, tools, etc.). These shares ensure that the farm has a market for the produce plus a steady and equitable income. In return, the investors receive a weekly box of freshly picked, seasonal produce. There is, however, some risk involved: If the potato beetle infests a crop or there is a lengthy drought, there may be fewer potatoes or lettuces in the box. On the other hand, if there is an early heat wave, strawberries may make more appearances in the

box than originally planned.

When Switch Farm started its CSA program, “we didn’t want to market to the converted,” Eppinger says, so they used a postal delivery route for their flyers. Initially, “The organic aspect didn’t really mean anything,” he remembers, “people just wanted fresh, high-quality

*continued on page 7*



**Independent Organic Inspectors Association**, Margaret Scoles, Box 6, Broadus, MT, 59317-0006; (406) 436-2031; ioia@mcn.net

IOIA is a North American association for organic farm/process inspectors. The group supervises organic inspectors in Canada and the United States, publishes a newsletter and organizes training courses around the world.

**Organic Landscape Alliance**, Janet May, 30 Duncan St., #201, Toronto, Ont., M5V 2C3; (416) 596-7989; fax (416) 596-0345  
This is a chapter within the Toronto Environmental Alliance that is still in its

founding stages of encouraging environmentally conscious landscaping.

**Rare Breeds Canada**, Dan Price-Jones, Trent University, Environmental & Resource Study Program, Peterborough, Ont., K9J 7B8; (613) 473-1395; fax (613) 473-1396

Rare Breeds promotes and preserves rare farm livestock and poultry.

**Seeds of Diversity Canada**, Garrett Pittenger, 16812 Humber Station Rd., R.R. #3, Caledon, Ont., L0N 1E0; (905) 880-4848; fax (905) 880-0123; www.interlog.com/~sodc

This organization promotes conservation, preservation and enhancement of endangered seeds and plants and runs a seed exchange for members. Annual funds from Feast of Fields support a garlic program, which researches and maintains heirloom varieties.

**Woodwinds Nursery**, Shelley Paulocik, Box 21-13, Bluevale, Ont., N0G 1G0; (519) 335-3749; woodwind@bmts.com  
Woodwinds is a small family-run tree nursery that preserves native and rare fruit varieties. It offers organically grown apple and pear trees that are disease-resistant, old-fashioned and hardy. ✨

## Chefs Speak Out

*continued from page 1*



broadcast and print were in attendance.

Chefs Michael Sullivan and Jamie Kennedy made headlines on the front pages

of the business sections of *The*

*Globe and Mail* and *The Toronto Star*. They were quoted as saying that “without proper labelling, they can’t tell whether the food they serve in their restaurants has been altered and consumers can’t make informed choices about their meals.”

Having already fed more than one million people at the Air Canada Centre and previously at the CN Tower, Brad Long commented “if I’m going to be responsible for the foods that these people eat, I really need to know just exactly what’s in it.” Extensive radio and television coverage was also aired, with CBC television highlighting the fact that Gary Hoyer, on his own initiative, successfully pursued a processor to make a GE-free canola oil for the production of his specialty vegetable chips.

Genetically engineered foods include those which have genes from one species spliced into another to achieve traits such as making them resistant to weed killers and bugs. A variety of concerns have been publicized including the possibility of pesticide-dependent crops reducing native populations of beneficial insects and plants; insect- or herbicide-resistant traits spreading to heritage plants; and modified viruses and bacteria, which can cause new diseases foreign to the immune systems of plants, animals and humans. As well, the transference of food species, such as injecting a fish gene into a tomato, is a concern for people with allergies as they are not alerted to the possibility of an allergen without the labelling of GE products.

Organic producers like David Cohlmeier also point out that there are concerns over the consolidation of control over the patenting and sale of biotech seeds by a relatively small number of “Gene Giants” and how it will affect consumers and small-scale agricultural producers. One estimate says that 10 companies control about 80% of the food processed in Canada and that up to 75% of the processed food Canadians are eating contains genetically modified ingredients. The three biggest modified crops are canola, corn and soybeans; others include cottonseed, potatoes, tomatoes, squash and flax.



*Corn is high on the list of genetically modified foods and is processed into everything from corn oil, corn flour and corn syrup to cornstarch and cornmeal.*

Interestingly, due to the consumer backlash, the European Union has banned the import of genetically modified produce from Canadian farmers while only a handful of food producers in Canada have banned genetically altered produce. However, organic producer Ineke Booy said that she believes that “increased awareness at the consumer level may drive non-GE food demand towards more calls for organic food as it did in Great Britain.”

Until now chefs have largely stayed out of the growing public debate over such foods, having preferred to make their point more quietly through their own buying habits and supporting professional organizations such as Organic Advocates - Knives & Forks. According to Organic Advocates chair Daniel Gilbert, “one obvious way that chefs can immediately respond to concerns about GE foods is by serving organic food. Ten years ago,” he continued, “there were no wholesalers of organic foods

in Toronto. Now there are three and they can’t keep up with the demand.” This seems to support estimates that organic food consumption will increase in Canada by more than 20% a year.

Organic practices respect the complex web of plant and animal relationships on which we depend. These webs of life naturally build resistance and security into the ecosystem and consequently into our food system. Organic agriculture conserves genetic diversity, encourages regional self-reliance in the production of high quality food, supports the livelihood of farmers and ensures food

security for us all.

Chefs will continue speaking out on this issue and Organic Advocates - Knives & Forks plans to help in these efforts. We are currently developing a website to help people find where they can buy food free of genetic modification as well as provide general information about genetic engineering. (See page 3 for more details.) Gilbert also announces that Organic Advocates may launch a labelling initiative, which would include printing stickers for restaurant windows to inform people that the chef is committed to using foods free of genetic modification.

These chefs and organic producers should be supported for taking a courageous stand against the use of GE foods. Keep an eye out for continued and regular coverage of this important issue. \*

*To learn more about GE foods and our food system, you can visit COG’s website at [www.gks.com/cog/](http://www.gks.com/cog/) or Greenpeace’s website at [www.greenpeacecanada.org](http://www.greenpeacecanada.org)*

# THIS PAGE COULD BE YOURS!

If your organization is interested in sponsoring the next Organic Advocates - Knives & Forks newsletter, we're offering an exclusive full-page ad for only \$500. We will not run any other ad in the issue – only yours. For more information, please contact (416) 422-1944 in Toronto or 1-800-719-9108.

## Switch Farm *continued from page 5*

produce." Over the years, however, their customers have become more educated about organic agriculture and many appreciate the fact that they are getting unmodified chemical-free produce.

At the year-round Guelph farmers' market, Switch Farm strictly sells certified-organic produce. While Eppinger tries to stay local if possible, he will bring in certified-organic citrus and lettuces during the winter because there is always a market demand.

To meet this demand and to keep their food fresh, the Eppingers installed a walk-in produce cooler and this year they have plans to hire three apprentices who will live on the farm. In previous years they have hired students as well as participated in the WWOOF system (Willing Workers on Organic Farms, a program in which volunteers help organic farmers in exchange for room and board). However, Eppinger finds the system difficult to plan around. "We don't want to be slave drivers," he says, "but they still have to work hard." And, he admits, "we're quite picky on how things are done."

And it shows. Just bite into one of Switch Farm's sweet snap peas or juicy pear tomatoes and you'll be saying "wow" too. \*



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## Real Food for a Change

by Wayne Roberts, Rod MacRae and Lori Stahlbrand, 1999, Random House of Canada, \$21.95

**R**eal Food, the authors say, is about "health that comes from simpler lifestyles and richer relationships that let food keep body and soul together. It's an innovative approach to buying, cooking and savouring food, an approach that can be the basis for a new life ethic.

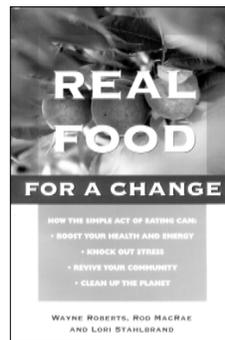
"The concept of Real Food also involves an awareness of the personal, social and economic consequences of food choices. The link between what you eat and your personal health is pretty straightforward; but what you buy and eat has just as much impact on the health of your community, and even of the planet."

*Real Food for a Change* is about food choices, consumer action, a sense of community and people. While jam-packed with information, solutions, tips, profiles and some alarming statistics, the book is written with humour (sometimes to the point of being trite) and in simple language so reading it does not weigh the reader down.

What makes this book so interesting are the many interviews and profiles on people across Canada who are doing extraordinary things. But not really. Some of these people are actually doing some pretty simple things, things that our ancestors may have done, but they're things that sound out of the ordinary because of the high-tech, fast-paced

world we now live in. *Real Food* makes readers pause and think about how simple it would be to incorporate a few of the book's ideas into their own lives.

The first chapter focuses on organic food and agriculture (including Ten Reasons to Eat Organic) and features several Canadian organic growers and processors. This section reiterates what Organic Advo-



catates - Knives & Forks has been promoting for years: a better understanding of organics and how it affects consumers, farmers, society and the environment.

Other sections are equally engrossing and easy to absorb.

From Thirteen Ways to Eat Smarter and How a Mom on Social Assistance Buys Organic to Boycott Genetically Engineered Food, the book offers facts, true accounts and resources that will guide readers in choosing what to eat and explain how it will change their future.

In short, the authors say they will, "show you how to use the power of positive eating to create a Real Food Revolution. . . . We have the power of food at our fingertips. The power to make a difference is no further away than that. When we grasp it, we will have Real Food for a change." \*

For more information please e-mail [getalife@web.net](mailto:getalife@web.net) or visit the website at [www.realfoodhome.net](http://www.realfoodhome.net)

You can get a free copy of *Real Food for a Change* by being one of the first 10 people to become a new Organic Advocates member or by renewing your membership!

See the back page for membership details.



## Join Organic Advocates - Knives & Forks today!

By joining Organic Advocates - Knives & Forks, members support organic agriculture and the promotion and understanding of growing, cooking and eating organics. They also support a healthy environment and show respect for the earth.

Organic Advocates - Knives & Forks gives chefs, farmers and the public the perfect opportunity to deal directly with each other instead of dealing with a distributor. Our membership includes some of Canada's finest chefs, premier organic producers and dedicated consumers — people who want to make a difference in the way we eat and grow food.

Join Organic Advocates and become a supporter of sustainable organic farming, a healthier diet and environment and a healthy future for generations to come.

For more information or to become a member (\$25), please contact Organic Advocates - Knives & Forks at 1 Cadorna Ave., Toronto, Ont., M4J 3W7; (416) 422-1944 in the Toronto area or 1-800-719-9108. \*

**The first 10 people to become new members or to renew their membership will receive a free copy of *Real Food for a Change* (see book review on page 7).**



**Organic  
Advocates**  
KNIVES & FORKS

1 Cadorna Ave.  
Toronto, Ont.  
M4J 3W7

### New Direction *continued from front page*

connections to the Knives & Forks organic market, however gradually our name has become more strongly associated with, and often overshadowed by, the name of our signature fundraising event: "Feast of Fields".

With the recent launch of our newly designed logo and stationery, we envision "Organic Advocates - Knives & Forks" to become a name more widely recognized.

We are committed to meeting our goal of having much greater public presence, which will include better communications through participation at trade shows (with a newly constructed display), information seminars, symposiums, this biannual newsletter, a revised consumer guide (see page 3), advertising, public speaking engagements and the development of a new website.



*Organic Advocates - Knives & Forks co-founder Michael Stadtländer and his wife Nobuyo have been serving and growing organic food for years at Eigensinn Farm.*

To better meet the needs of our organic producer membership, Organic Advocates - Knives & Forks will be investing in an on-line search engine to be incorporated as part of our website, which will provide instantaneous access to information. We believe this service will increase both cooperation and market relationships between organic producers, food professionals and consumers.

Let us know what you think. Contact information for Organic Advocates - Knives & Forks is on the left. \*

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