

Grow Organic and Eat Local



The eating patterns of Canadians have slowly changed over the years, with people paying more attention to different types of foods and drinks that are available to them.

In the last decade, the Canadian diet includes more fresh fruits, yogurts, cheeses, creams, juices, red meats, and low-fat milk. Some people have also looked at changes to their diet and try to include less cereal, sugar, oils, and fats. When it comes to dairy products, Canadians are drinking more 1% and skim milk, but also eating more cheese and using more cream products.

Canadians are also becoming more interested in where a food product comes from. Canadian food and drink producers are starting to identify their products as coming from a specific location, whether it is a town, region, or province. Many people want to know not only where their food and drinks come from, but how they are grown and raised.

Food producers use the following labels to tell people that their products are made or produced in Canada:

- “Product of Canada” means that all or nearly all of the major ingredients, processing, and labour used to make the product are Canadian.
- “Made in Canada from domestic and imported ingredients” and “Made in Canada from imported ingredients” mean just what they say. A **domestic** ingredient is one made in Canada. An **imported** ingredient is one that comes from a country other than Canada.
- “Processed in Canada,” “Prepared in Canada” or similar statements tell you the product was made in Canada by Canadian workers to meet Canada’s strict regulations. It may contain imported ingredients or a blend of Canadian and imported ingredients.
- Other statements, such as “Made with 100% Canadian strawberries,” tell you exactly which ingredients in the product are Canadian.

From Agriculture and Agri-Food Canada: *Eat Canadian*.
www.eatcanadian.ca/id-eng.htm

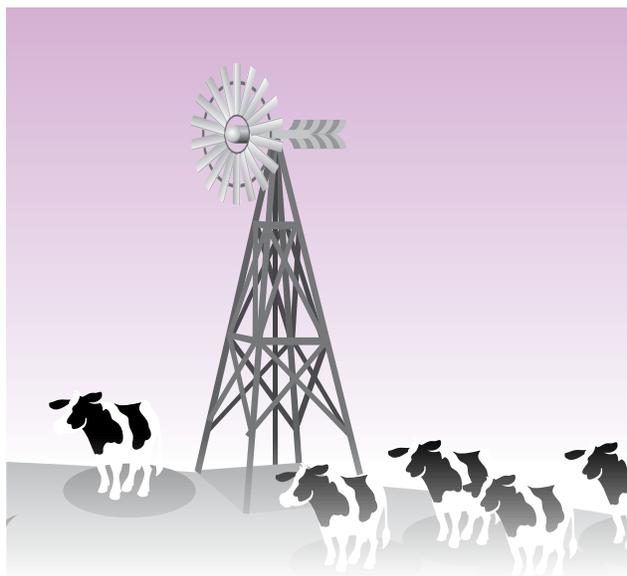
Canadians' increasing interest in healthy, natural foods has led to more demand for organic or local foods. **Organic** food production is based on farming practices that protect the environment and do not use any chemicals.

There were nine certified organic dairy producers in Alberta in 2010. A producer is certified when he or she meets requirements, which are sets of rules. When a product is certified organic, it means that it has been grown or made according to strict rules.

It takes three years of testing land and soil to be certified as organic. Cows are fed and looked after organically for at least one year before they can be certified organic. There is no difference in the nutrient value of organic and regular milk. The difference occurs in the ways that cows are raised and managed on the farm.

In Canada, the number of farms that produce organic milk increased from 65 in 2000-2001 to 206 in 2009-2010. The most popular organic dairy products remain yogurt, ice-cream, and cheese.

From Agriculture and Agri-Food Canada: *The Canadian Consumer: Behaviour, Attitudes and Perceptions Toward Food Products*.
www.gov.mb.ca/agriculture/statistics/food/canada_consumer_report_en.pdf



Did You Know?



Before 1996



2008



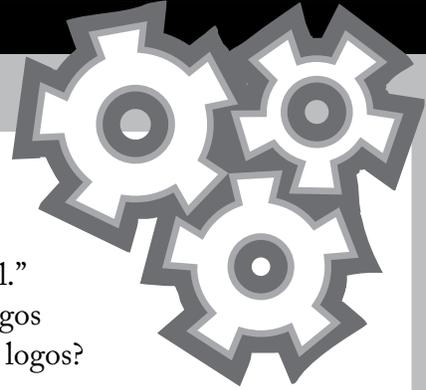
2009

The blue cow logo has been used on Canadian dairy products for many years. The cow is used as a logo to promote dairy products made from milk that is produced in Canada. When a milk product shows this logo, it means that the milk has been produced with quality and careful controls on a Canadian farm.

All the milk or milk ingredients used in producing a dairy product bearing the 100% Canadian Milk symbol must be made entirely from Canadian milk produced by Canadian dairy farmers. These products include milk, as well as butter, cheese, yogurt, and ice cream. Although fluid milk does not carry the symbol, it is usually produced, processed, and sold in the same province.

How many products can you find at home with the blue cow label? Describe or sketch some examples in the box below.

Identities



Like the Canadian blue cow, many producers use logos to identify their products as Canadian.

1. Do an Internet image search using the search term “buy local.” What are three examples of the messages on food product logos or symbols you find? What types of visuals are used on these logos?

2. Find out more about farmers, producers, and markets that promote and sell local foods.

Go to **Weblinks** on www.moo2you.ca to select and explore *Where to Find Canadian Foods* on the eatCanadian.ca website at www.eatcanadian.ca/wh-ou-eng.htm. Use the map of Canada to find out which foods are grown or produced locally. How does another province or territory compare to what Alberta offers? Use the **T-Chart** below, or make one of your own, to compare.

Alberta

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Extend your creativity! Create a logo that could be used for organic dairy products in Canada. Or, create a food item for a restaurant menu that uses local or organic foods. Name the food!

Organic and local farming and food production is a growing trend in Canada.



Go to the *Dairy Drive Interactive App* in the **Dairy Drive** inquiry page or the **Game Corner** on the *Moo2You* website at www.moo2you.ca. Play the *Dairy Drive* game. How far were you able to travel?

What is one important idea you learned about a trend or pattern in dairy farming?
