

# Ontario Processing Vegetable Growers

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## NEWSLETTER

Nº 11 - 2005

November 17, 2005

### DISTRICT ANNUAL MEETINGS - PLEASE MARK YOUR CALENDAR

DISTRICT	DATE	TIME	LOCATION
DISTRICT 1 (Essex, Kent)	<u>MON., DECEMBER 5<sup>TH</sup></u>	1:30 pm	Wheels Inn Chatham, ON
DISTRICT 2 (Bruce, Huron, Lambton, Middlesex, Oxford, Perth, Hastings, Northumberland, Prince Edward and the Regional Municipality of Durham)	<u>TUES., NOVEMBER 29<sup>TH</sup></u>	12 Noon (Lunch will be provided)	Four Points Sheraton 1150 Wellington Rd. S. London, ON
DISTRICT 3 (Brant, Elgin and the Regional Municipalities of Haldimand-Norfolk and Niagara)	<u>MON., NOVEMBER 28<sup>TH</sup></u>	6:00 pm Supper 7:00 pm Meeting	Simcoe Research Stn. Simcoe, ON

### ONTARIO PROCESSING VEGETABLE INDUSTRY CONFERENCE

#### - 2005 BURSARY AWARDS

This past year due to the generous participation of industry members at the Ontario Processing Vegetable Industry Conference Auction six \$2000 bursaries have been awarded to the following students:

- **Adam Pogorzelski** - grew up on a farm in Simcoe, Ontario and currently attends Niagara College in the Environmental Technician program. Adam has worked for the Norfolk Fruit Growers Association as an integrated pest management scout as well as the Montrose International Group during cucumber season. When Adam graduates he hopes to work in the field of Quality Assurance.
- **Matthew Pinsonneault** - attends University of Guelph in the Bachelor of Science program. In Matthew's own words he has "a passion for farming" and has been involved in all aspects the family farm including tillage, planting, spraying and harvesting. Currently majoring in agricultural economics he hopes to bring his knowledge back to the family farm operation.
- **Laura Jones** - resides in Dutton, Ontario and currently attends the University of Guelph in the Honours Bachelor of Science in Agriculture Programs. For the past two summers Laura has worked with the Ontario Ministry of Agriculture and Food on a variety of processing vegetable crops including peas, corn, snap beans, squash and pumpkins, acted as a liaison between farmers and OMAF, and also work in Nitrogen fertigation and irrigation projects.
- **Joe Vink** - attends Ridgetown College and has been involved in the planting, growing and harvesting of tomatoes on the family farm for the past five years. Upon graduation, Joe has goals to enroll in the Bachelor of Science of Agriculture at the University of Guelph with a major in agronomy. In the future Joe has a view to share his knowledge of plants, soils and their environment with other vegetable growers.

- **Tory Marr** - resides in Belmont, Ontario and is this year's recipient of the Jim Whitson Memorial award. Tory attends Ridgetown College and is a senior in the Agriculture program. He has worked for several operations that have encompassed livestock, cash crop, tobacco and vegetable processing. Tory's dream is to be able to farm.
- **Michael Holzworth** - Michael is a student at Ridgetown College having just completed the two year horticulture program and is currently in a third year option for agriculture. This past summer he also worked at Ridgetown College doing herbicide trials on various horticulture crops. Michael hopes to work in some aspect of the vegetable industry when he graduates.

## *Ontario Processing Vegetable Industry Conference*

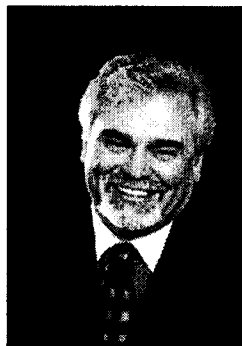
*January 24<sup>th</sup> - 26<sup>th</sup>, 2006*

*Hilton Hotel and London Convention Centre, London, ON*

Following are highlights of just a few of the speakers at this years Conference.

Tuesday, January 24<sup>th</sup> - 1:15 P.M.

**Larry Martin, CEO, George Morris Centre**



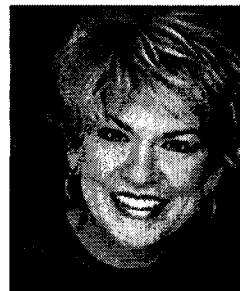
Larry was born in Missouri and raised on a dairy farm in Ohio. He was educated at Ohio State University and the University of Illinois. At the U of I, he was sponsored by the Ford Foundation to conduct his dissertation research in India. Larry joined the faculty of the Department of Agricultural Economics and Business,

University of Guelph in 1972, teaching marketing and risk management until 1986 when he was appointed Chair of the Department.

Upon completing his term as Chair, the George Morris Centre had been conceptualized and someone was needed to turn a dream into reality. Larry was appointed the first Director of Canada's only independent agri-food think-tank in 1990, and CEO when the Centre became a not-for-profit corporation in 1998. He is involved in the Centre's work on strategy, strategic analysis, trade and domestic policy analysis, and risk management.

Wednesday, January 25<sup>th</sup> - A.M. Sessions

**Lois Ferguson, RD**



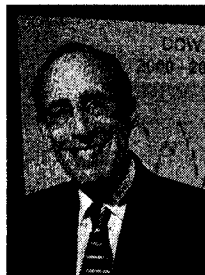
Lois Ferguson, is a Registered Dietitian and a graduate of the University of Guelph specializing in foods and nutrition. She has held positions as Director of Communications for the Grocery Products Manufacturers of Canada, Director of Consumer Services

at Best Food Canada Inc., and Nutrition Specialist at the Ontario Ministry of Agriculture and Food.

Lois is the best selling author of "Eating for Energy and Ecstasy" which encourages people to lead a healthier, deeper, richer life by taking the time to sensitize your senses and savour food. She has written numerous articles and has appeared on a number of television and radio shows talking about nutrition and food issues.

**Wednesday, January 25<sup>th</sup> - 8:00 A.M. - Industry Breakfast**

**Michael L. Levy, Executive Vice President and Financial Analyst, Custom House Global Foreign Exchange**



Michael is joining us again this year to discuss today's fluctuating foreign currency environment with a focus on the following:

- *What is the impact of the changing Canadian dollar on the tech sector and the business climate in Canada?*
- *How do Canadian companies*

*respond to changes in the volatile currency and interest rate markets?*

- *How do the European and Asian markets impact Canada in today's changing economic environment?\_*

**Wednesday, January 25<sup>th</sup> - A.M. Sessions**

**Sheela V. Basrur**

**Chief Medical Officer of Health, Assistant Deputy Minister, Public Health Division**



Dr. Sheela Basrur was appointed the province's Chief Medical Officer of Health and Assistant Deputy Minister of Public Health, effective February 16, 2004. In her new role, Dr. Basrur will be developing more effective health promotion strategies and programs, to deliver measurable

results. Prior to joining the government at the provincial level, Dr. Basrur served as the Medical Officer of Health for the City of Toronto, one of the largest public health bodies in North America. Dr. Basrur was the first Medical Officer of Health in the amalgamated City of Toronto and led an organization of 1,800 staff committed to disease prevention and health promotion.

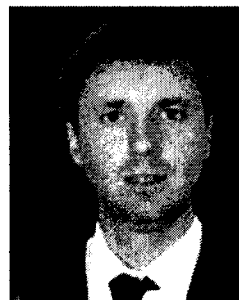
Her leadership and expertise on behalf of the City of Toronto during last year's SARS crisis is well known. Dr. Basrur's skilled handling of this infectious disease earned her the respect of not only her public health colleagues here in Ontario, but also across North America and around the world.

Dr. Basrur practised medicine as a general practitioner in Guelph, Ontario before entering public health. She holds a Masters of Health Science degree from the University of Toronto and is a specialist in Community Medicine. She is an Assistant Professor in the Department of Public Health Sciences, University of Toronto.

**Thursday, January 26<sup>th</sup> - 10:45 A.M.**

**Dr. Marcos Fava Neves**

**Professor de Marketing & Estrategia University of Sao Paulo (USP), Brazil & Vice-Coordenador Pensa - Programa de Agronegocios (Agribusiness Program)**



Prof Dr. Marcos Fava Neves focuses on Strategy & Marketing in the Agri-Food Business. Marcos has extensive experience in the Private sector and the Public Sector including serving as Dean of the Business Department of FEA/University of Sao Paulo at Ribeirao Preto

(2001-2002). During his tenure, the Business Course was elected the best in Brazil. Marcos also started the Masters and PHD program in Management extension at Ribeirao Preto. He was the Coordinator of the MBA in Marketing of Fundace (Foundation that supports FEA/USP) and the MBA in Agribusiness in Company at 4 large agrifood companies in Brazil. His key research areas include Strategy and Marketing in Agribusiness, with an emphasis on Marketing Channels, Marketing Planning and Control with a Network Approach in International Markets.

- **For a complete program and registration form, contact (519) 681-1875 or check the website at [www.opvg.org](http://www.opvg.org).**
- **All registrations must be received no later than January 15<sup>th</sup>, 2006.**

## **FDA APPROVES HEALTH CLAIM FOR TOMATOES AND TOMATO SAUCES !**

**The request for a Qualified Health Claim was submitted because of the growing body of scientific evidence that the consumption of tomato products may reduce the risk of prostate cancer, the second-leading cause of cancer-related deaths for adult males in the United States.**

The petition was submitted by an H.J. Heinz Company-led consortium of the principal processed tomato organizations and a major health advocacy foundation.

*"We're delighted with the FDA's announcement, reinforcing what Heinz has long believed about the health benefits of tomatoes," said F. Kerr Dow, Ph.D., vice president and chief technical officer for Heinz. "It validates Heinz's long-term support of tomato research and our ongoing education program. As the FDA confirmed, research findings are still limited and scientific studies must continue on tomatoes and their link to preventing disease and enhancing well-being."*

Dr. Dow noted: *"Based on health claim guidance provided by the FDA, the risk of prostate cancer may be reduced by eating just 1/2 to 1 cup of tomatoes and /or tomato sauce - such as a single serving of Classico(R) pasta sauce - per week."*

Members of the consortium are:

- H. J. Heinz Company, Pittsburgh, producer of processed tomato products, including Classico(R) Pasta Sauce, Heinz(R) Ketchup and other tomato-based soups, juices and sauces;
- Heinz Seed Company, Stockton, Calif., producer of tomato seeds for the processing industry;
- Lyco Red Natural Products Industries, Ltd., Beer Sheva, Israel, research and development company marketing natural products based on the phytonutrients in tomatoes;
- The Morning Star Company, Los Banos, Calif., packer of bulk processed tomatoes;
- and Prostate Cancer Foundation, Santa Monica, Calif., philanthropic source of support for prostate cancer research.

The nearly 1,700-page proposal was developed in collaboration with the Center for Food, Nutrition and Agriculture Policy (CFNAP) at University of Maryland - College Park (formerly known as the Center for Food and Nutrition Policy at Virginia Tech). CFNAP created an extensive, third-party review panel to evaluate the large volume of scientific literature, including more than 42 core studies. CFNAP evaluated the strength of numerous research findings related to the health benefits of tomato products.

*"The new 2005 Dietary Guidelines encourage Americans to eat five to nine servings of fruits and vegetables a day. Approval of this Qualified Health Claim allows Heinz and others to further educate consumers about the health benefits of eating tomatoes and tomato products," said Maureen Storey, Ph.D., director of CFNAP. "The Qualified Health Claim gives consumers another important piece of information when they are trying to include more fruits and vegetables in their diets."*

Participating in the petition also provided a significant opportunity to further the Prostate Cancer Foundation's mission to promote research, better treatments and dietary approaches for preventing and treating prostate cancer. *"Prostate cancer attacks more than 230,000 men each year in the U.S., and claims more than 30,000 lives. This FDA decision will help educate the general public about the potential health benefits of tomatoes,"* said Leslie D. Michelson, CEO of the Prostate Cancer Foundation.

*"Both fresh and processed tomatoes are treasures of nutrients, with processed tomatoes having higher levels of nutrients simply because the vegetable is concentrated," explained Ida Laquatra, Ph.D., R.D., director of nutrition for Heinz. "In the American diet, tomatoes and tomato products are among the top food sources of Vitamins C, A and E; potassium; and fiber. Plus, tomatoes are an excellent source of other phytochemicals, including the powerful antioxidant lycopene. These nutrients work in combination to offer health benefits which we are just now beginning to understand."*

Source: H.J. Heinz Company News



## AGRICULTURAL DRIP/TRICKLE IRRIGATION WORKSHOP

**"Making Good Choices to Save Money & Optimize System Performance"**

**Presented by the Ontario Ministry of Agriculture, Food & Rural Affairs and the University of Guelph.**

**Topics covered:**

Selecting the right system to match your farm conditions

Farm water requirements

Plant water requirements

Water Quality

Filtration selection, monitoring system performance

Fertigation

Irrigation scheduling tools and techniques

**Four locations to choose from:**

Monday, January 30 - 10 a.m. to 4 p.m. @ Guelph - Italian - Canadian Club

Tuesday, January 31 - 10 a.m. to 4 p.m. @ Vineland - OMAFRA Resource Centre

Wednesday, February 1 - 10 a.m. to 4 p.m. @ Ruthven - Colasanti's Tropical Garden

Thursday, February 2 - 10 a.m. to 4 p.m. @ Kemptville - Parrish Hall, College of Agricultural Technology

**Cost is \$ 80.00 (\$74.77 + \$5.23 GST) - includes manual and lunch.**

**For more information or to register contact: Agricultural Information Contact Centre 1-877-424-1300**

## PAUL LOGAN BENEFIT HOCKEY GAME

As many of you are already aware, Paul Logan, a fieldman for Carriere Foods (Strathroy) has faced a number of significant health challenges over the past several years. The latest challenge results from the cost of necessary medication.

A benefit hockey game between the OHL's London Knights and Logan's Heroes will take place at the **Gemini Arena in Strathroy on Sunday, November 27<sup>th</sup> at 4:00 p.m.** Tickets are \$10. Knights autograph session 2:30 - 3:30 for ticket holders only. In addition, there will be a Silent Auction during the game and London Knights game sweaters will be auctioned. All proceeds from this event help cover medical costs for Paul.

We are advised that a limited number of tickets are available at the following locations:

Derby Inn

Country Depot

Quinlan & Somerville

Marshalls Country Store

Strathroy Sports Excellence

Doug & Marion's Bicycle Sales & Repairs

M.E. Donohue Financial Insurance Agency Inc.