



Veggies on Wheels



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NEWSLETTER OF PFENNING'S ORGANIC FOOD BOX

December 19, 2017

1760 Erb's Rd. W., St Agatha – (519) 725-4282 – Fax (519) 725-9968 – E-mail: store@pfenningsorganic.ca – <http://pfenningsorganic.ca/>
"Veggies on Wheels" (edited by Wolfgang W.) appears about once/month. Biweekly or irregular customers may receive the latest issue at a later date.

Dear Pfenning's Food Box Community,

We have reached the final week of deliveries for this year. You will have noticed that local produce is becoming very root vegetable-oriented. Many of you have understandably switched from the Local to the Wild or Blender Basket – or are alternating between these and the Local Basket to get the best of the local and the imported world. Let us know if we can help you to accommodate your Basket schedule so you get the best of all worlds.

Delivery Note: Please, also help us get your goodies to you without freezing (if you will not be bringing in your Box right away after our early delivery times) by leaving out a blanket or sleeping bag. That will go a long way in protecting your order from extreme cold.

Christmas & New Year's Delivery Break

Please remember: **NO DELIVERIES on December 26/27** and **NO DELIVERIES on January 2/3**. We are back for **regular deliveries on January 9/10, 2018**.

Biweekly customers receiving a delivery this week, December 19/20 will miss out on January 2/3 and will get their next delivery on January 16/17. Would you like to start up again on January 9/10 right after our break? Let us know! Any questions? Please, get in touch with me (Wolfgang, to be reached at store@pfenningsorganic.ca).

Pastry Peculiarity

As good Canadians, we have all heard of the famous (*perhaps infamous to some*) **BeaverTails**, sold mostly in the winter months in our country in the proximity of ski and winter sports resorts. Well, if you really haven't heard of them before, they are an oval slab of deep-fried dough, often sprinkled with cinnamon sugar or slathered in chocolate hazelnut spread – not necessarily organic.

BeaverTails have been a trademark since their founding in Ottawa back in 1978.

Recently, a food blogger from Calgary learned that you don't just use the term "BeaverTails" when referring to your own homemade doughnut pastry resembling it by the same name – even when you specifically name the company and include a link in your post. The online writer, Julie Van Rosendaal, was contacted by lawyers for BeaverTails complaining about the use of the name. So she changed it to **Beaver Doughnuts**. Not enough. She was contacted shortly after with the lawyers saying that having the word "beaver" in the name for her doughy recipe was still confusing to consumers. She needed to change the name to something more generic. Although taken aback, she good-naturedly came up with a more generic name, as requested, and is now naming her recipe "**Canadian Semiaquatic Rodent Posterior Doughnuts**." Well, we might all be hard-pressed to come up with a better representation for the trademarked name.

After a vehement public outlash of Julie's followers, **BeaverTails Pastry** has since apologized and gone into damage control mode – read about it here:

<https://tinyurl.com/ybh4a8ba>. As they now maintain: "BeaverTails is all about spreading the love and sharing in the good times with the special people in your life and, to us, that's you guys." Just in time for the happy season. We're with you, let's spread the love!

Need some more light relief? Here's a cute one, especially for feline friends: **Spot the cat in the Christmas tree!**

Wishing all our customers a peaceful, happy and healthy Christmas season – and thank you for your support,

Wolfgang, Almut, Kacy and Andrea

