



Veggies on Wheels



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NEWSLETTER OF PFENNING'S ORGANIC FOOD BOX

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"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,

Just a couple more weeks and we will be into fall. We have already been feeling it from the cooler nights. Of course, with corn, carrot, squash and imminently potato season being upon us, we know that it's late in the summer with harvest time being in full swing. The prime giveaway is certainly the return to school. We can hear some of you parents heaving sighs of relief as the dear little ones are again entrusted to the care of our heroic teachers. There are surely also homeschoolers among you for whom "back to school" is not an issue. What IS an issue for all parents is to make sure our children get their **proper nutrition** when they are in school, which nowadays appears to be not as easy to get a grip on as one might think.

What makes it so hard to send along healthy lunches for our children when they are off to school? As seasoned parents, we know that the ubiquitous peer pressure can play an enormous role. "If my friend eats that, I have to have it too." As we know, this innocent little phrase can be applied to all wakes of especially teenie life. "If my friend wears that, I want to wear it too. If my friend listens to this, I want to listen to it too. If my friend goes there, I want to go there too...." You get the picture. So getting our kids to not only take along healthy school meals but to also eat them seems to be the big challenge. You may have an idea of what constitutes a healthy lunch, but do you really? There are now so many new streams in the world of nutrition that one may understandably end up being a bit confused. Vegetarian, vegan, fruitarian, paleo, gluten-free, raw, blood type, food-combining, locavore, Mediterranean, pescatarian, omnivore, flexitarian.... That's not even a complete list, only some examples of what's out there.

So it simply is not possible to offer one comprehensive idea suitable for all.

Depending on where you are coming from, you will have to figure out what works best for your children – all in line with your nutritional philosophy if we can call it that. There are, however, a few pointers we came across that are applicable to all school lunches, whatever school of ingestion they may be based on. Here we go – and don't forget to make it fun:

- All in line with the peer pressure mentioned earlier, it will make things easier if your children's healthy school lunch resembles their friends' take-along meals, at least in appearance. That's very admittedly a tough one, but depends wholly on your imagination and creativity.
- More important, help your children understand the value of healthy, nutritious food. Even if it doesn't look much like your children's friends' meals, teach your children to stand behind what they are eating and to stand up for it. **Even if the lunch includes leftovers from last night's healthy family meal, it will always beat some trendy favourites, such as rice crispy squares, goldfish and Wonder Bread sandwiches.** The value of healthy food is beginning to seep in, and your children standing behind that may help to give this tendency more momentum.
- As for containers, avoid the plastic kind if possible. We all know about plastic leeching into food, something we want to avoid if at all possible, especially with children. Have you tried stainless steel?
- Make it tasty, while keeping it healthy and include as much variety as possible. Nothing as conducive to your kids bringing their lunch back home half-eaten as blandness in taste and choice.
- Speaking of healthy, it has been demonstrated that freshly prepared meals are way ahead of pre-packaged or even ready-to-eat lunches. Not that we really needed a study to teach us that.
- Oh yes, and since the food is supposed to be for the little ones, get the kids involved with planning the menu, writing the grocery list, shopping for food and making the lunches. Kids who help make and pack their lunch are more likely to eat it too. It's also easier to stand up for what you yourself have prepared.



Mat's Fine Oils – Local, Organic, Freshly-Pressed

Did you know that we offer fine **LOCAL Organic Oils**? Mat from Burwell presses his oils – Sunflower, Flax and Camelina – fresh every month and brings them to the Store. Some time around the second half of every month Mat rolls in with his vehicle that runs on sunflower oil produced on his own farm. If you visit his site – <http://matsfineoils.com> – you will learn that he has all kinds of experiments in sustainability on the go. You can sign up with us to get the freshest pressing, dated and certified. Why not take advantage of **LOCAL FRESHLY-PRESSED ORGANIC OILS!** You can go to our Catalogue – <http://tinyurl.com/z4xjtra> – to see Mat's Sunflower Oil.



Jesse's *NEW* Ground Beef

Sticking with the local tradition, we have mentioned him in our Newsletter several times: Jesse Gerber of Wellesley. His bacon, chops, sausage, hams and roasts have become much-liked by our customers. Jesse recently expanded his pallet of excellent meats to now include **Black Angus Ground Beef**. See it here in our Catalogue: <http://tinyurl.com/j6383lf>. It's currently on sale for \$8.50/lb (reg. \$9.95/lb). Local, sustainably-grown and much-praised by all our customers – including ourselves!

One More Special

Destined more for our feminine customers, Almut has asked me to let you know that **ALL Natracare Feminine Care Products** are currently on sale – the whole line. All products are 20% off until September 24th. If you would like to check them out, here is the page: <http://tinyurl.com/zhsqhc1>.

Thanksgiving already?

Yes, only about one month to go before **Thanksgiving!** Time to think about your Turkey. We will be having about 16 fresh organic Turkeys arriving around the 7th of October. Contact us at the Store – 519-725-4282 – if you would like to be marked down for one.

With a little room to spare, here in a nutshell is all you need to know (well, the most important points anyway) about our Food Baskets:

GENERAL ORDER INFORMATION

Basket Contents

To see what is in each week's Baskets, go to our website – www.pfnenningsorganic.ca – and click on **Basket Contents**. Basket contents changes weekly and is uploaded new by Sunday night. To order, go to the online **Catalogue**. You can also call the Store for help.

Substitutions

We allow for up to two substitutions per Basket. You can change them each week or ask us to keep them on file for you indefinitely. You can also ask for subs of your choice, which we will try to honour, and you can let us know if you are willing to pay more if the subs cost more than the original item.

Order Deadlines & Deliveries

Our order deadline for Food Box orders, Add-Ons and Substitutions is Friday night at 8 p.m. (grace period till Saturday noon).

Deliveries are:

Tuesday for New Dundee, Cambridge, Ayr, Paris, Brantford, Guelph, Elmira, Heidelberg, St. Clements, Baden, New Hamburg, Stratford and areas;
Wednesday for Kitchener and Waterloo.

Box Types & Prices

We have 5 types of pre-packed Baskets:

Local Basket – only local produce

Wild Basket – only veggies

Fruit Basket – only fruit

Blender Basket – a mix of fruits & veggies

Smoothie Basket – fruits & greens ideal for Green Smoothies

All Baskets (not Smoothie) come in small (\$25.00) and large (\$38.00) sizes.

You can make Add-Ons of your choice to the pre-packed Baskets. Or you can order your own personalized **Custom Box**.

Milk Orders

Please, take note that milk needs to be pre-ordered by Wednesday night to make sure we have it to include with your full order. Please, return milk bottles, yogurt and Kefir jars **clean!**

General Delivery Information

Please, wipe out your Plastic Bin after unpacking it to keep it clean, and leave it outside for us, with payment if necessary (cheque or cash if credit card payment is not set up), on the morning of your delivery day. Contact us for any clarification.

**A pleasant transition to fall,
Wolfgang**