



Veggies on Wheels



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"Veggies on Wheels" (edited by Wolfgang W.) generally appears around the beginning of every month.

Dear Pfenning's Food Box Community,

Get Planting!

We have dated our April Newsletter just one day shy of that month's noted Fool's Day.

Although spring is coming in hesitatingly (nothing new here for us), other than spring cleaning, now is the time to **start your seeds indoors**, if you have a garden or any kind of growing operation, to get ready for the coming planting and growing season. You may therefore want to sow your choice of seeds for the garden you have planned. Taking a quick look at Almut's seedling starter trays (looks like the one above), I can see the tender beginnings of [Leaf Lettuce](#), Brussels Sprouts, [Fennel](#), [Tomatoes](#) and [Peppers](#) – and she has lots more going in her big greenhouse (for example [Kale](#), [Parsley](#), [Salad Mix](#)). For your own seedling starters, we can offer you not only our traditional [Aimers Seeds](#), but now also seeds from [Tourne-Sol](#), a Canadian company in Quebec that produces certified organic, non-GMO, seeds that are open-pollinated, will breed true to type, can be saved and are adapted to our climate and our weather. You will find both in our [Garden Seeds](#) department – and in our Store, as you can see Aurélie joyfully displaying the new Tourne-Sol Seeds recently on a sunny day.



Hot Cross Buns for Easter!

Just in time for **Easter**, we received [Hot Cross Buns](#) from [Stickling's](#) and [gluten-free Hot Cross Buns](#) from [Gemaro](#) – both Canadian companies!



Made in Canada and Product of Canada?

Talking of buns, seeds and what's Canadian, while both Tourne-Sol and Aimers Seeds are produced in Canada, Aimers organic seeds are imported from the United States and packaged in Canada, so can be considered "Made in Canada," while Tourne-Sol seeds are a predominantly a "Product of Canada."

So, what precisely is the difference between "Made in Canada" and "Product of Canada?"

We hope to help clear up some of the rampant confusion by sharing what we found:

The terms "**Made in Canada**" and "**Product of Canada**" both refer to the origin of a product, but they have distinct meanings, especially when it comes to labelling and regulations.

1. **Made in Canada:** This term generally indicates that the product was manufactured or assembled in Canada. However, it doesn't necessarily mean that all the components are sourced from Canada. Some or all the raw materials could come from outside the country, but the final product was made or processed in Canada.
2. **Product of Canada:** This term is more restrictive and refers to products that are entirely sourced, produced, or manufactured in Canada. Essentially, it means that the product's ingredients, materials, and labour all come from Canada. For food products, the "Product of Canada" label typically means that at least 98% of the raw materials used are Canadian.

In a nutshell:

- **Made in Canada:** Assembled or manufactured in Canada, but not necessarily all ingredients/materials are from Canada.
- **Product of Canada:** Entirely produced or sourced in Canada.



Buy Canadian?

After recent events having to do with trade and overall neighbourly relationships between Canada and the U.S., customers have been asking us how we are dealing with the situation. We clarified and confirmed our stance in a recent [Blog post](#). Here's what we said:

Regarding sourcing products, notably fresh fruits and veggies from countries other than the U.S., we have always been giving preference to Canadian-made products and produce that is grown as close to home as possible, favouring especially local and regional products. Of course, we are doing this more intently now, although getting products from outside the U.S., especially at this time of the year, can be very challenging. Essentially, the market and customer demand will tell us which way to go, as we feel we should nonetheless honour our customers' free choice and free will.

Looking closer, the challenge is that many products are made from a combination of materials sourced from both inside and outside Canada. An example would be furniture that might be assembled in Canada, but the wood or metal used could have been imported. Determining whether the product is truly "of Canada" requires a closer inspection of the sourcing of all its materials, which can be difficult to track.

There may also be labelling inconsistencies with the "Product of Canada" label which is not as standardized as the "Made in Canada" label, making it challenging to determine exactly what one is purchasing.

Also, sourcing only Canadian products may be more costly and challenging as they are not continually and readily available, thus limiting the options available to consumers committed to buying only Canadian-sourced products.

To make an informed decision about purchasing products that are truly "of Canada", consumers must understand where every part of the product comes from. This requires research and an awareness of sourcing practices, which many buyers may not have access to or the time to investigate.

In today's interconnected global market, foreign-made components are hard to avoid, even if the final product is assembled in Canada. The complex reality of global supply chains means that truly Canadian-sourced products can be rare, forcing consumers to make trade-offs in their purchasing decisions.

In summary, the main challenges include navigating vague labelling practices, dealing with higher costs, understanding the complexity of supply chains, and limited availability of products entirely made or sourced from within Canada. Commitment to buying only products truly made and sourced in Canada requires a substantial effort which is much more than one might expect.

Fresh Maple Syrup!

We just picked up fresh Maple Syrup from [Sand Hills](#), west of Wellesley – a truly **Canadian product!** Find it in our Catalogue [here](#).

Popular Chocosol Easter Bunnies Are Here!

Our much-loved [Chocosol Easter Bunnies](#) have been hopping in – just in time for Easter. You can find them [here](#) in our [Chocolate department](#).

Happy Easter upcoming, and a pleasant month of April (and don't get fooled),

Wolfgang, Almut and all of us at Pfenning's Organic & More

