



Veggies on Wheels



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

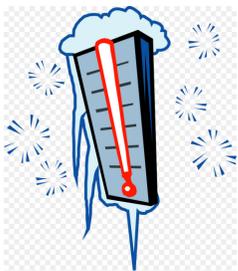
Dear Pfenning's Food Box Community,

November already?

Yes, we have arrived in November and gradually the year is drawing to a close – and what a year it was. Each and every one of us knows all about the past year, no need to add to the cocktail of emotions, experiences and opinions. Any one of you who are coming to the Store or are in close contact with us via your Food Box deliveries will be aware of where we stand. Do not hesitate to get in touch with us directly for any questions you may have.

We hope you all enjoyed Halloween this year, regardless of how specifically you may have celebrated it. Once "All Hallows' Eve" on October 31st has passed, the course is set for the end-of-year Holidays. Since we are in November, the eleventh month of the year, you might be intrigued to learn that the name actually comes from Roman times and derives from the Latin *novem*, meaning nine. The Roman calendar only had 10 months, and November was the ninth month (and yes, December was the tenth month back then, stemming from the Latin *decem*, meaning ten). While November 1st is widely celebrated in Christian circles as "All Saints' Day," commemorating bygone saints and martyrs, we here in Canada are more intent on observing the 11th as **Remembrance Day**, which was called Armistice Day until 1931, and is a federal statutory holiday. Remembrance Day is observed throughout the British Commonwealth and other countries such as France, Belgium and Poland. The Americans have the same holiday, only they have been calling it Veterans Day since 1954. For the Americans notably this will be a month to remember, as **Election Day** traditionally comes on the first Tuesday after the first Monday in November – so right on the 3rd of November. Come to think of it, many a Canadian likewise will be intently following the electoral theatre down south. Another event near the end of this month, on the Friday following the American Thanksgiving, is **Black Friday**, with longer store hours and bargains beckoning enterprising consumers to get an early start on their holiday shopping sprees. Supposedly, Black Friday has surpassed Boxing Day as the prime Canadian bargain hunting event. Interestingly, a more critical approach to what is perceived as an exaggerated feast of consumerism has since surfaced and – founded in 1992 by Vancouver artist Ted Dave – is called **Buy Nothing Day**, which is supposedly embraced by more than 65 countries, as you can read on their website: <http://buynothingday.org>.

This year, of course, no one knows for sure how all this will play out.



Cold Delivery Advisory

The **COLD season** is rapidly approaching, meaning we must now send out our annual Cold Delivery Advisory. As you know, we deliver our Food Baskets to you on Monday, Tuesday and Wednesday. **Monday deliveries** can be expected as of the **late morning into the early afternoon**. **Tuesday and Wednesday deliveries** however can be as **early as 4-5 a.m. in the morning**. Early delivery has been well-received and most of you are happy to get your goodies even before you head out for the day. Thank you again to all of you who have given us access to a protected drop-off location, such as a **garage, enclosed porch or shed**. Your orders will be protected from heavy frost. If not, we need your help to provide drop-off conditions that will keep cold-sensitive items from freezing. You can find some helpful **Storage Suggestions** for extremely cold weather on our **Delivery Arrangements** page: <https://tinyurl.com/ybob9s3h>. Leaving out a cooler or some heavy blankets (even a sleeping bag) for us to put your orders in is another helpful possibility. Get in touch with us for more ideas or to help you work out your individual delivery arrangement.



Gift Cards

All right, you just read about holiday shopping and the counter-movement aiming at raising consumer awareness by not indulging in the annual Black Friday shopping hype. But you do want to offer a gift to a friend or loved one? While we did have them available all along, you can now order **Gift Cards** right from our online Catalogue. You can find them in the Home department – <https://tinyurl.com/y6x6e3ud> – way at the bottom. You can offer someone a Food Basket of your choice, or a designated amount with which to shop. In any case, you will be presenting a gift that certainly qualifies as sustainable, useful, healthy and nourishing – and are giving your support to local growers, producers and your favourite long-standing local independent Health Food Store.

New Store Sign

If you are not close enough to our Store to casually drop by for a visit, may you at least avail yourself of a front view picture featuring our **new Store sign** – with the old sign to the right in comparison. After 22 years, the old sign was showing definite proof of aging, and we decided it was time for a new one. Yup, it was back in 1998 when we moved from Baden to St. Agatha, and have been there since. As you can read on our **About Us** page (<https://www.pfenningsorganic.ca/About-Us.htm>), Almut took over the Farm Store back in 1993 and we named it **Pfennig's Organic & More**. We moved to Baden in 1996 and then to our present **location in St. Agatha two years** later. It was also in 1998 that we started our **Food Basket Home Delivery Service** – actually as a response to people living farther away requesting that we deliver to them. Over the years, other than Waterloo Region and Stratford, we have come to include more



communities in our delivery area, such as Brantford and Guelph. For a reasonable delivery fee, we will also bring you organic goodness to some of the outlying areas, such as Elora and Fergus. We do our best to cater to in-between areas as much as possible. Over the years, we have evolved from introducing many customers to the merits of organic and unadulterated food to now offering the convenience of having this organic abundance, from local sources as much as possible, delivered right to your door the whole year round.



FRESH CHRISTMAS TURKEY? BOOK NOW!!!! Call the Store at 519-725-4282

Have a happy month of November,
Wolfgang

