



# Veggies on Wheels



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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,

**When I mentioned those April showers in our last Newsletter**, I probably did not realize that we would be getting more of those than we bargained for. It may not have been the wettest April on record, but it's definitely up there in the ranks. Farmers all around have been struggling to get their sowing and planting in, literally working between drops of rain. So too on the **Pfenning's Farm** where the first transplanting activities began past Monday, on April 29<sup>th</sup>. Alas, it was a cold and windy day and we would have hoped for more pleasant weather to offer our mostly Jamaican planting crew. Transplanting activities continued the next day until well into the late evening hours, as long as the waning daylight would permit – and just in time for the next bout of rain the next day. And it's been off and on with the precipitation since, with no signs of it letting up and warming up more definitely. Still, it was a thrill to get field activities going. If you want to get a **bird's eye impression of transplanting on the Pfenning's Farm**, take a look at this short drone clip – <https://tinyurl.com/y4pdz8ev> – which we already posted in our weekly **Store News and Specials Newsletter** (which you can sign up for here if you like: <https://www.pfenningsorganic.ca/newsletters/subscribe.cfm>).

If you're wondering what it is that they planted, it was Dandelion, Spinach and Lettuces, with Chard and other greens planned for this week.

## Plastic and Carebag Update

A very profound **"Thank-You"** to all you Food Box customers out there who got Carebags or sent us their own. We have been putting your names on them when necessary and will be putting your veggies in them as needed. We have also been extending the optional customer's request of using NO PLASTIC or as little as possible in Baskets to ALL Food Boxes now. Eventually, we will discontinue the possibility to request this when ordering Baskets, as we are doing it for all Boxes now anyway.

And – yes – customers in the **Store** will now have to pay **5¢ for plastic bags** they use for bulk items or produce. We are encouraging them to bring along their own cloth bags or containers – as people have already been doing in Europe for decades. Looks like most of our customers have already been embracing this new procedure. Oh, they're so good!

*At the right you see our daughter Aurélie recently helping pre-pack Potatoes for Food Boxes in the new carebags at the Store. She likes them a lot!*



## The Truth on Recycling

We have come to be very self-conscious when it comes to the subject of **recycling**. After all, most of us now go to great measures to separate recyclables such as plastic and glass in the blue box, organic waste in the green box and painfully bundle paper and cardboard according to the specs of our region. So it may come as a surprise to learn that our recycling halo may not be as bright as we thought. Once again, a CBC radio interview (the Sunday Edition, April 18, 2019) I was casually listening to while on delivery ended up opening my eyes.

Turns out that while each of us in our country produces a **tonne of waste every year**, only about **nine per cent of plastic waste is recycled**. Most of it appears to be unrecyclable or not easily recyclable because of increasingly complex mixes of material in plastic packaging. A lot of waste also ends up in blue boxes that belongs either in the green box or in the garbage. Then there is the problem (*and I have been guilty of that too*) of recycling contaminated waste; for example simply tossing that empty PLASTIC yogurt container in the blue box UNWASHED. Even paper that's covered in food residue or that has shards of glass embedded in it cannot be recycled. Finally, much of what is put into single-stream recycling – everything in one bin – could be further sorted, putting the ball in our court again: we the consumers. It doesn't help that business and industry continue to offer us products that is geared to producing packaging waste, not at all taking responsibility for the waste it produces and instead shifting the costs to municipalities... and us.

So mountains of material collected in blue bins is continually dumped in landfills, being incinerated or somehow ends up convening in our oceans in ever-growing islands of rubbish which is killing marine life and may end up doing the same with us.

How do we undo this **Gordian Knot**? In the radio interview it was suggested that a **cultural shift is needed** to curtail consumption and reject unnecessary packaging in the first place – and to stop seeing recycling as an environmental silver bullet. Instead of buying water in a plastic bottle, just buy a permanent bottle and fill it up at the tap, which is cheaper and probably better (*but that is a topic for another day*). It's not enough to just throw something in the blue box. We also have to look at the bigger picture and reexamine things like driving, flying, eating meat and the way we heat – and reconsider our bad habit of buying things, using them for a little while and then throwing them out. A tall order, yet simple enough... if there is a will.

## Thoughts on Beyond Meat Burgers

Some of our customers have been taken in by the **Beyond Meat Burgers** that suddenly appeared on the market out of nowhere, yet with a budget of billions of dollars and stock shares that are instantly skyrocketing – telltale signs of another corporate venture destined to co-opt the already tight vegetarian and vegan market. Despite this very obvious and aggressive marketing push geared to shove the new burgers down our throats, we felt that there are enough options already available (find them in our Meat Alternatives section: <https://tinyurl.com/y2ok28k5>) that are actually certified organic and also quite



tasty. Reviews give the Beyond Burger great marks for taste, juiciness and the overall feel and closeness to simulating real meat. It even simulates real blood by using beet juice – something true vegans may have strong feelings about. What essentially will keep us from adopting this product is not only the aggressive corporate marketing and it not being certified organic, but its very high price – 2 patties for about \$9.00. We would likely not be able to compete with the great prices big box stores will be offering, but instead refer you to our already good, certified organic selection. Finally, why would one, being vegan or vegetarian, take pleasure in seeing what appears to be real blood in a veggie burger?

## Food Box Price Adjustment

To give our customers a more plentiful Food Box experience and to account for produce prices that have been increasing in the past years, we are considering adjusting the Food Boxes to \$30.00 for the Small and \$40.00 for the Large Baskets. Please, let us know your thoughts!!!

**Have an excruciatingly happy month of May,**

**Wolfgang**