



# 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,

**The other day**, we were in the "greenhouse" – our packing and bunching facility for produce such as Kale, Spinach, Red Beets, Green Onions – when Ruby, the team leader from Punjab, who looks after the predominantly Punjabi packing and bunching team (usually around 8-10 people), began pondering. She was somewhat bewildered by the difficulty many customers seemed to have in accepting the **value of food**. As we all have been observing, food prices have been steadily rising. This is not only due to the increase in minimum wages and greater deductions for workers' pension, insurance and income tax, but also greater production costs and increasing competition. Notably in organic farming, many do not seem to be aware of the enormous effort and manpower needed to produce good food. Ruby maintained that she and her Punjabi compatriots were farmers back in India and did, indeed, understand the effort involved in producing food. That day, we spent the whole day washing, cleaning, sorting, bunching and packing all kinds of greens coming in from the fields where our mostly Jamaican migrant workers were busy harvesting all the crops to keep the bunching and packing team occupied.

She had a point, which was made clearer last Market Day. As you may know, Almut has a market stand at the **Wilmot Summer Market** (<http://wilmotsummermarket.wixsite.com/market>) where she represents the **Pfenning's Store and Farm**. Many locals come to shop at the market which is open every Thursday, 4-7 pm, throughout the summer until October 4th. Recently, Almut saw herself put into her place by a customer who flatly refrained from buying a beautiful and big bunch of **Green Onions** from Pfenning's Farm maintaining that it was "too expensive." At that time, the bunch of Green Onions was \$2.00 (now actually \$1.75). At the same time, one can observe that people do not hesitate to pay exorbitant prices for electronics or other gadgets without complaining. Yes, Ruby. You do have reason to ponder.



## August Holidays

So please do not forget for coming week: **No Deliveries on August 14/15.**

Our niece, **Heide**, from the Hack Family (*we sell their much-coveted Beef and Bread*), is getting married and we will happily be attending the wedding – with some R&R on beautiful Lake Huron. It will be taking place right on the Hack's Farm north of **Kincardine** – a regular **Farm Wedding!**

**Back again for regular deliveries on August 21/22.**

Looking forward to seeing you all again then.



## Canada vs. the U.S.?

There has been a discussion going on about what we as Canadians should do in view of the arbitrary and questionable trade tariffs that have been imposed on us from our southerly neighbour. It looks like there are quite a few of you out there who would support the idea of downright boycotting produce coming up to us from the U.S. But is that the Canadian way? In fact, does it make sense? Here's a perspective that might help you work with this dilemma.

Not too long ago, the whole matter was very adequately commented on in an opinion column by **Tim Harper** – you can read the very commendable article here: <https://tinyurl.com/ya8jbd2>. Tim suggests that a boycott “would be futile, foolish and ultimately counterproductive.” He's probably right, considering that the U.S. has ten times our population and is by far our most important and most intimate trading partner. Yes, and there are things coming to us from there that we would be hard pressed to do without, especially in the winter. No citrus or greens from California in January? Well, we could focus more on getting them from farther down south, like Mexico or South America, couldn't we? That's where Tim is going in his article. He – and we – have been noticing that Canadians seem to be reacting to this challenge in a very typical oh so Canadian way. After all, the U.S. is our closest and dearest neighbour and we have more than just economic ties. Despite our obvious differences, we probably have more in common with them than what might separate us. So what is going on? From what we have been observing, Canadians are now more prone to taking their holidays at home, in our country, rather than heading south. When deciding what to buy, they quietly consider choosing a domestic brand – Tim mentions Ketchup or wine made in Ontario – rather than American. So is this a boycott? No, it is simply the discreet way of making a statement, quietly and unobtrusively, that we stand behind our country and are putting some thought into how we can bring that to expression – without putting us at odds with the U.S. How uniquely Canadian is that?

So **buying local** is making more sense than ever. Granted, you will have trouble finding local oranges or lettuce in January, but knowing Canadians, we're working on that too.

**Have a fantastic month of August,**

**Wolfgang**

