



Veggies on Wheels



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NEWSLETTER OF PFENNING'S ORGANIC FOOD BOX April 1, 2014

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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.

Wolfgang Spring-Cleans Newsletter!

Dear Pfenning's Food Box Community,

Very recently, I was on the job again, doing what I love to do: **delivering Food Boxes**. As you know, Tuesday and Wednesday are the big delivery days, with Tuesday being designated to the more outlying areas. Tuesday afternoons always take me to Stratford where I now usually roll up the town coming from the south and heading north. One of my first stops is a bit outside of Stratford delivering to a lovely family living in a quaint little farmhouse surrounded by fields and bush. I strongly believe that this family has fully embraced the range and benefits our delivery service has to offer, namely **bringing to your door the best that local organic production (and more) has to offer for affordable prices and with unequalled friendliness and devotion**.

Job Hazards

Why do I believe this? Well, I have been bringing all that **Pfenning's Organic & More** has to offer to John and his family for about 6 years now. Every week. Most of the time, it takes me two trips to carry their weighty goodies from the van to their house, all the way up some nice and steep stairs. But I love what I do: bringing healthy food to our customers, especially people like John and his family, who do not own a car and really rely on our service.

So recently, I was just about to bring up the second load when John and his little son, Jonah (picture of him on the right in his custom-built snow cave), came home from a little nature walk. While John and I got to talking on the way up, inquisitive little Jonah proceeded to explore the insides of the delivery van. When I was about to leave, it turned out that Jonah, fascinated with locks, had locked the van and slammed the door shut. No problem, as long as you have the key with you. I didn't. In expectation of only a short stop, I had left the keys in the ignition.



Plainly, this turns out to be one of the hazards of my job: anticipating the lengths to which curious kids may go and the effect this may have on the delivery process.

In truth, this is actually one of the lesser job hazards of my profession. Getting stuck in a snow storm or accident (heaven forbid) would be much worse. So far, we have never had to cancel any deliveries due to any of these reasons. We may have needed to postpone or even pull a delivery ahead due to severe circumstances, but never had to cancel it. Even in this case, Jonah's curiosity did impose a bit of an unexpected wait on me – which was sweetened by chatting and playing a game of chess with John and Jonah – while Almut came to the rescue from St. Agatha with a spare key. But once back on the road, I was able to complete my delivery run in Stratford in due time, leaving back only happy customers and a little boy a bit more enlightened as to the effects his actions may have on the course of the world (*which did not actually end as a result of his actions, as we philosophically corroborated in the end*).

Spring-Cleaning the Newsletter

So what about spring-cleaning the Newsletter? Turns out that John, among other things, is a business consultant who seems to have the well-being of our business in his sights. To make up for my unsolicited wait that Tuesday afternoon, John not only urged his son Jonah to write us a letter of apology, but subsequently offered a whole list of suggestions of how we could do even better what we already do well. Re-thinking our Newsletter was one of them. Hence, you hold in hands the first of a new generation of **Pfenning's Organic Newsletters**, boldly spring-cleaned, with a new look and more changes (not necessarily confined only to the Newsletter) possibly to follow.

Wi-Fi Worries Unfounded

One of the many tenets John offered was to incorporate anything that may be of interest to our customers right in the Newsletter. So here we go.

On my delivery runs, I do listen a lot to the radio, mostly CBC which is entertaining and informative. Last week, I overheard in the news that the recommendations from parents concerned with the health effects of Wi-Fi signals in schools (every elementary school in the WRDSB uses Wi-Fi technology) to have the Waterloo Region District School Board form a committee looking into this matter were turned down. The school board trustees opted instead to follow **guidelines from public health authorities**. They maintained basically that if Health Canada should say Wi-Fi in schools should be re-examined for health reasons, they would certainly do so. But without the okay from the authorities, they felt that nothing further needed to be done. Very comforting position for them.

You may have read our last Newsletter dealing with the health hazards of Wi-Fi. It sure looks like all that worry is unfounded. **Health Canada says it's okay** ("there is no evidence that Wi-Fi signals are dangerous to the health of Canadians in general or young children in particular"), so why worry? I guess we should just retract our article and urge all of you to put your trust in the omniscient public health authorities. Unless, of course, you do prefer to rely on your own queries or experiences in this matter.

Sticky News

Quite a sticky topic, that last one. Which brings us to Maple Syrup! There has been a lot of guessing going on whether the sap is running or if there will be enough syrup for the **Elmira Maple Syrup Festival** coming up this week on April 5th. By the way, Elmira will be celebrating the 50th Anniversary of the Elmira Maple Syrup Festival which began in 1965. After consulting with a few producers and still getting mixed messages, we can happily announce that we do have **Fresh Local Maple Syrup** available at the Store now. If you are interested, here are the sizes and prices: **1 litre bottle for \$23.00 – 500 ml bottle for \$13.00.**

More Sticky News – Hot Cross Buns

With Easter coming up rapidly, another seasonal item we are eagerly looking forward to is **Hot Cross Buns** from Stickling's Bakery in Peterborough. They are available at the Store – **6 for \$4.50**. Just so you know what you are getting yourself into, here is the list of ingredients: organic wheat and spelt flour, spring water, organic raisins and sunflower oil, sea salt, cinnamon, cloves, nutmeg, yeast and sourdough. Hot Cross Buns are traditionally eaten in many historically Christian countries, including many belonging to the Commonwealth, during the Lent season and up to Easter. Regardless of any religious affiliation, they are just plain delicious!



Coffee to go with your Hot Cross Buns

Despite the ongoing discussion on whether coffee is good for you or not, there still may be some traditionalists among you who cherish a cup of good coffee with your hot cross buns or whatever may touch your fancy – me being one of them. Since this is the 1st week of the month, we should mention the current **Coffee Special: Mountain Gems Hummingbird (med. roast) and Peruvian Coffee (med.-dark roast)**, regular 15.00, **sale price is \$12.00**. You will be happy to hear that, as always, we can add the Mountain Gems Coffee – **fair trade certified organic** – to your next order for the special price if you let us know by the end of this week.

mountaingems®
organic coffee - café biologique

Pasta Lovers Rejoice

Just when I was about to wrap up this wonderfully spring-cleaned Newsletter, Almut thought our customers would be interested to learn that all our **Prairie Harvest certified organic pastas**, both white and whole wheat, are on special now: **2 for \$6.00** – regular \$3.70 for 454g. Pasta lovers will surely rejoice at this pastific news!

Which finally brings us simultaneously to the end of the page and of our Newsletter. I sure hope you like our new Newsletter format and presentation and am looking forward to hearing from you if you would like to give me your honest and helpful feedback.

Looking forward to seeing you on delivery - in abundant health,

Wolfgang

