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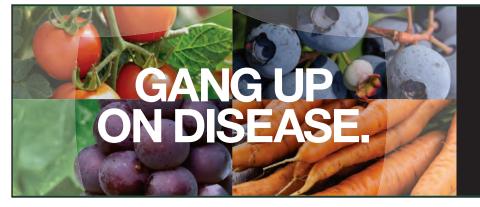
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Did you know?

That rhubarb is not actually native to Canada? It originally grew in Asia and was later exported to Europe through the Silk Road trade route, before it finally made its way to North America. **See A24 for more on rhubarb**

Did you know?

If you want your asparagus to have a better texture, you should pick ones with thicker stalks, rather than thinner stalks? That's because the vegetable's fibres are more concentrated on thinner stalks. **See A4 for more on asparagus**



Readers Write

I want to compliment you on putting out such a great issue for Winter 2022. The sexy cover model Thistle with her owner Charlotte was an eye-catching touch.

The extra length issue was every bit as good as the others I have read. It's really good to keep up with all that is happening in our wonderful Norfolk County. It is certainly one of the best places in the world to live which you keep showing us in ever publication.

Keep it up!! Rick Corewin

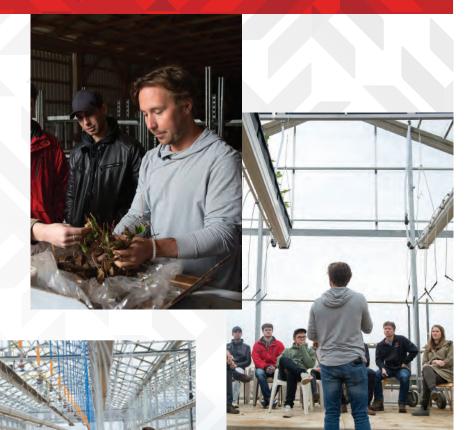
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Asparagus a tasty vegetable vanguard for fresh, local, Ontario produce



If the robin is the first visible sign of spring, Ontario asparagus provides a much-anticipated and flavourful vanguard for the province's wide variety of fresh, locally-grown vegetables.

"It's the first vegetable to come off the fields," says Joe Koteles of Koteles Farms, like his migrant workforce, 'excited to get going' after a slightly delayed start to the 2022 harvest season.

With asparagus, there is often no comfortable 'easing into things', and while Mother Nature dictated the season was a little later than typical, as of May 11th, it was a challenge to keep up.

"It's crazy right now," said Koteles at that time. "It's growing like the banshee."

Ideally farmers will enjoy nice warm temperatures, cooling off during the evening and From left, Gladstone Shakespeare, Toussaint Henry, Joe Koteles, Paul Fody, Kathryn Dzsudzsak and Ernesto Graham celebrate the bounty of the 2022 asparagus harvest.

overnight says Koteles, which leads to both higher quality and a manageable pace. But if the temperature creeps above 26 degrees Celsius, asparagus can grow as much as an inch per hour.

With cooler temperatures earlier in the season, the plant sent up tips and stopped.

"Once the sun and heat finally came, she just popped. Everything is coming all at once."

The family farming operation was founded by Joe's grandfather Julius Koteles Sr., who emigrated from Hungary in the 1940s, and continued and expanded by his father, Joe Koteles Sr. They began farming asparagus on 38 acres south of Tillsonburg in the 1980s when Joe Jr. was attending college in Ridgetown, encouraged by his son's enthusiasm for a new crop.

"My dad just needed someone to say, 'yeah, do it," Joe recalled.

That farm was eventually sold, the family concentrating on tobacco for the next decade.

In conjunction with an exit from that commodity, the family returned to the crop around the year 2000.

"He put the asparagus back in and I just kept adding to it," said Joe, who currently farms 124 acres along with his son-in-law Ernesto Graham near Five Points, north-east of Tillsonburg.

It can be a challenging crop, but Koteles enjoys being kept on his toes.

"When it flushes, you never have enough people. You are constantly trying to catch it before it stretches too high."

As well as Secretary/Office Administrator Kathryn Dzsudzsak, Koteles Farms employs several seasonal locals and 80 Jamaicans through the temporary foreign workers program, who Joe keeps in touch with throughout the year.

"They treat me like their little sister, little sister or their mom," laughed Dzsudzsak.







"I want to thank the people of Haldimand-Norfolk who went to the ballot box and stood up for democracy. I look forward to representing you all here in the riding and at Queen's Park" ~ Bobbi Ann Brady

Authorized by the CFO for the Bobbi Ann Brady Campaign

NORFOLK FARMS - SUMMER 2022 - A5



Abe Klassen begins the grading process at Koteles Farms.

"I enjoy the people who work here," Koteles added, underlining his respect for their commitment to furthering their broader financial circumstances. "They leave their families and come here and give their families a better life."

Koteles opens harvest in May, concluding July 10th in order to preserve the long-term health of his plants. The balance of the summer and fall are spent in crop maintenance, and the winter in preparation for the oncoming craziness each year seems to bring.

"At times, it's nerve-wracking, but to be honest, all-in-all, it's a good life," he summed up.

It's also handy to have an ample supply of a vegetable the entire family enjoys, with Joe's daughter Ashley regularly posting recipe options on the farm's Facebook page.

"What isn't good with asparagus?" interjected Dzsudzsak, laughing, of a range of culinary suggestions including boiled asparagus with cheese, bacon-wrapped on a barbecue, in soup, as a featured ingredient in bruschetta or salads, spears on their own with steak, or stuffed inside



Mike Sterling harvests asparagus at Koteles Farms.

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chicken and barbecued.

"Anything, anything you do with asparagus is my favourite," Koteles concluded with a smile. *A*



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New E.D. at Asparagus Farmers of Ontario

There's a new leader at the Asparagus Farmers of Ontario.

The province's oldest non-profit marketing board at 84 years, the Asparagus Farmers of Ontario represents the province's growers. About three-quarters of Canada's asparagus is grown in Ontario. The organization is still considered a marketing board under provincial legislation and anyone growing more than two acres of asparagus must be a member.

Brandon Yott took over as the new executive director earlier this spring. He comes to the position with an extensive background in agriculture. Originally from Chatham, there was a connection to agriculture on his mother's side of the family. It started an interest that resulted in Yott majoring in agriculture at the University of Guelph.

After school, he ended up working in research and development for Syngenta, working on seed treatments amongst other research. Then he worked for the Agromart Group in Belton, ON, where he was product development and marketing manager. In this role, his responsibilities included precision agriculture, marketing, rebranding and working to match farmers up with new companies.

"That was a great role to give me the bigger picture of the agriculture market," he said.

Yott was then off to A and L Laboratories, working on business development, precision agriculture and new biological crop protection formulations.

In his latest role, he will lead not only the Asparagus Farmers of Ontario but also its seed business Fox Seeds Inc..

Yott is aware asparagus is a small market and one of his main challenges will be to increase demand for asparagus. He is early in this work, but sees one potential solution in making the public more aware of asparagus, how to cook it and why it's healthy.

He knows labour is a huge problem for producers, not only the last two years during COVID, but also on an ongoing basis. One of Yott's first tasks will be to talk to individual producers about their issues they face.

"Part of it is being an ear and listening to their challenges," he said.

A new strategic plan for AFO will be another task to prepare it for the business of the future.

On that note, increasing demand will be a core task. While it is early to see what form this will take, Yott knows he needs to work with retailers, social media, celebrities and to create more recipes.

"If we can drive overall demand for asparagus, it helps the whole industry," he said.

One change that is being seen with asparagus growers, that isn't that different than farming as a whole, is the number of individual producers is going down. The acreage, presently about 4,000, is staying constant.

"Our acreage doesn't change as much as the number of producers does," he says.

Fox Seeds was created, in partnership with the University of Guelph, after development of Guelph Millennium, the main variety grown in Ontario, Quebec and northern states. One of the early program objectives was to develop varieties that did not suffer as much damage to the asparagus plants during harsh winter conditions. While the current variety addressed that,



Brandon Yott is the executive director of the Asparagus Farmers of Ontario and Fox Seeds

Yott said they are looking for improvements in other areas such as pest resistance, tip quality and stem diameter.

While Cindy Rouet is the Fox Seeds asparagus breeder, Yott's extensive experience in this area will add to the future possibilities.

"The foundation starts with seed," he said. 💋

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Florae Farms growing a Southern Ontario focus on native, ornamental species

Life was fine as a physiotherapist assistant and electrician.

But sequential growth towards concentrating on their nursery business Florae Farms has been a rewarding journey for Marinus and Lisa Huibers.

"The biggest thing is it's our passion, we are living our passion," Lisa, nee Ryksen explained. "It's very rewarding when you plant a tree and watch it grow."

The business comes naturally to both partners, she growing up on a nearby chicken and cash crop operation, subsequently working for a landscaping entity during summers to fund her college education.

> I really enjoyed the outdoors and working with plants.

"I really enjoyed the outdoors and working with plants."

Marinus was even more directly connected, coming home from school along with his three brothers

in their native Holland to work on the still-active family horticultural operation, propagating and caring for trees which are then shipped throughout Europe.



Marinus and Lisa Huibers are living their passion as co-owners/operators of Florae Farms, a growing nursery business with a focus on native and ornamental species.

grew up with it."

Marinus identified potential opportunity in this area, and in 2016 the couple purchased their explained. 385046 Oxford Road 59 (just east of Holbrook's

"He has a green thumb," credited Lisa. "He main intersection) property and began growing towards their future.

"There was not a lot of young growers," Lisa

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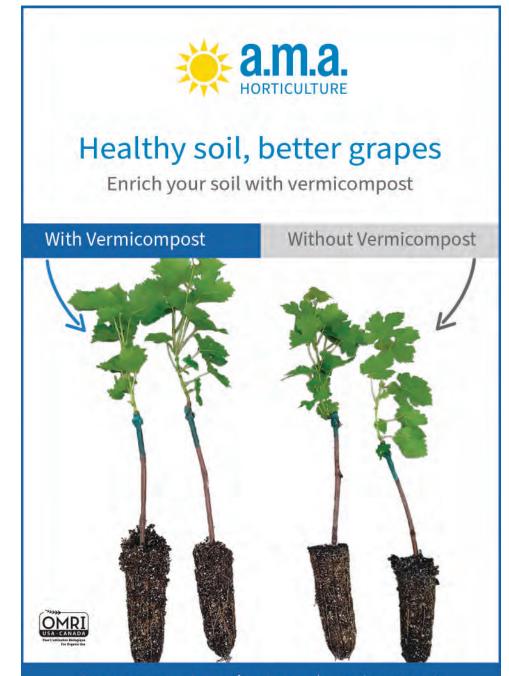
Ontario Crop Research Centre – Simcoe A HORTICULTURAL HISTORY AND PRESENT-DAY OVERVIEW

In 1960, the Ontario Government purchased the 165-acre Alway farm so as to establish a Horticultural Experimental Station (HES), just east of Simcoe.

At the time, tobacco was 'king', but there were concerns in the late 1950's as to the future of tobacco. There was also productive landloss in the greater Toronto area -and with it, fruit and vegetable production. In addition, there was interest from growers in the central Lake Erie counties to better develop the fruit and vegetable industry. The farm was selected for its sandy soil which would represent the majority of productive land in the region.

The first research trials were established in 1961. In the early days, the station only had a resident foreman, while the research and demonstrations were carried out by the staff from the parent Horticultural Research Institute of Ontario, located in Vineland, 100 km away. In 1964, Dr. George Collin was transferred from Vineland to Simcoe to be the station's resident research scientist, and to oversee the expansion of continuing research. In 1970, the research station opened a new facility on site to include more greenhouses, an auditorium, a pest-management lab, cold storages, and office space for administrative staff. The integration of research staff and agricultural advisors allowed the horticultural industry to have access to a variety of services on a basis of 'one-stop shopping'

The HES Simcoe research programs will continue to refine the production technology for the important fruit and vegetable crops of southern Ontario, and examine the feasibility of new crops. This will help achieve the goals of replacing imports and expanding exports, improving cost-competitiveness and providing the consumer with wholesome, reasonably-priced food.





Research is either 'basic' or 'applied'. Basic research, referring to investigating for 'unknowns' for the sake of science -which may or not have any immediate practical use. Applied research has practical goals from the outset. At the Ontario Crops Research Centre - Simcoe, all research is 'practical' and client-based, and undertaken to assist the grower community and its associated industry partners.

On occasion, something will be accidentally discovered as a 'by-product' while actually looking for something else ...this is called serendipity -the 'bonus round'. For example, penicillin, pulsars, and radioactivity are 'serendipitous' discoveries. And well, so is Viagara. These discoveries are often referred to as 'accidental brilliance'.

As research money is always in short supply and funding an ongoing challenge, most 'seed' money will either come from grower organizations, or industry. Once the initial funding is secured, applications will be made for matching government grants. It is all results-driven, and most of these studies are three years in length, or less.

Government research (third party research) has the benefit of being unbiased and objective, and -supposedly, without having any vested interests or hidden agendas. No 'skin in the game', as it were. The Ontario Crops Research Centre - Simcoe, has a mandate to solve grower problems, and issues important to the grower-community and industry. Technology is the study of applied research, and technology transfer, is getting this information to growers so as to adopt these new findings, for increased productivity and profitability, as may be the case.

Research into tree fruit studies, for example, can be long-



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term, and therefore expensive. Consequently, private industry is reluctant to get involved given its shorter horizon interests. Dr. John Cline of the Ontario Crops Research Centre - Simcoe is a pomologist, and is involved in root stock studies for fruit trees, which can require 10 years for results! Otherwise, he is involved with fruitload management, investigating various fruit-thinning strategies -including, mechanical, chemical,

> The Ontario Crops Research Centre - Simcoe, has a mandate to solve grower problems, and issues important to the growercommunity and industry

and bioregulators.

There is increasing interest in producing hard cider in Ontario. And the research centre is helping in evaluating apple varieties that are especially suited to this beverage. For example, 'Porter's Perfection' and 'Goldrush' have been proven to hold promise.

The Ontario Crops Research Centre - Simcoe is an amalgamation of staff belonging to the University of Guelph, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), and associated industry -such as Asparagus Growers of Ontario, and Ginseng Growers of Ontario. Specifically, there is a post-harvest specialist, apple specialist, spray technologist, specialty crops and IPM (integrated pest-management) specialist, transition crops specialist, water quality engineer, and a ginseng and herb specialist. Some of the research programs include cucumber variety trials, asparagus breeding work, hazel nut production, and a hop garden -among others. In Ontario, there are approximately 9,000 acres of ginseng grown by about 150 growers, and all are of the North American species, Panax quinquefolius (American ginseng). This represents about 80% of the world's supply outside of China. The industry once contributed \$275 million annually (2015) to Ontario's farm gate. Another species known as Asian ginseng (Panax ginseng) is native to China and Korea, for example, and probably accounts for more than 50% of all ginseng grown and consumed, world-wide.

Accordingly, this is a crop of considerable value, and merits research into problem

areas such as replant disease ...growing this crop more than once in a field can be a very risky proposition; resulting in a 'tight-supply' for suitable land, and therefore, expensive land-rent prices. Since 2013, the Ontario Ginseng Grower's Association, in conjunction with OMAFRA staff and university researchers, have identified ginseng root-crop residue to be an abiotic toxicity, in addition to fungal pathogens, as contributing to 'replant disease'.



Where the cost-of-production can be about \$19-\$20/lb for most growers (up to \$30/lb for new growers), mostly due to the shade infrastructure required, high costs of specialized machinery, labour and crop inputs, recent market prices of \$13-\$14/lb have curbed 'enthusiasm' for this crop, by some

growers. At one time, \$50-\$60 paid per pound of production, resulted in increased production and now over-supply. There is also a premium market for native ginseng found in the 'wild'. However, this 'wild-crafting' (collecting from the

Please turn to page A11 \rightarrow



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Shady Lane Hereford Farm

Karl Allen's family moved to Townsend in 1982. During his high school years, the teenager worked on some local dairy farms, became involved in 4-H where he met some wonderful friends, and discovered a love for farming. He started raising red veal with his dad while still a student.

Karl attended Bible School at Christ for the Nations in Texas, araduating in 1991. He attended Fanshawe College and received his Developmental Service Worker and Addictions certificates in

2013. He works as a counsellor and individual support worker at Norfolk Association for Community Living (NACL) and as the pastor at Word of Life Church in Simcoe since 1993.



F: 1-519-863-5784



One of the new calves at Shady Lane Hereford Farm tanking up on mom's rich warm milk.

Karl and Sandra married in 1991; she is a Personal Support Worker and also works at NACL. They are parents of two daughters, Carly and Hannah who were both active in 4-H as youngsters. The girls are now married; there are two grandchildren now and a third on the way.

Karl and his dad went together to rent a small farm and bought a few commercial cattle. Over the next vears he made friends within the purebred Hereford community, and in 1993 purchased a

few purebred Hereford cattle and continued to build his herd. He bought his current 200 acre farm in 1992. He uses 40 acres for pasture, grows hay on a further 45 acres and rents out the remainder.

Karl's current herd consists of 16 purebred Hereford cows, a few commercial cattle and a purebred Hereford herd sire. Karl shows some of his cattle at a few local fairs and at the Royal (Royal Agricultural Winter Fair) but does not consider his to be a big show herd. He did have the Reserve Champion Hereford bull at the 2004 RAWF and has done well with some of his females. He has plans to be back there this year.

Life is based on a series of choices ... all of those choices brought me to where I am today

Quality heifers from his herd are sold to other breeders while bull calves are raised for beef to local buyers or the stockyards. As far as fu-

ture plans, Karl is just enjoying

spending time with his grandkids, looking forward to seeing them participate in 4-H and hoping they might want to carry on with the herd someday.

"Life is based on a series of choices ... all of those choices brought me to where I am today," he stated. 💋



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A HORTICULTURAL HISTORY...

Continued from page A9

wild) has pretty much decimated indigenous plant populations, and is now an endangered species. All forms of production in the forest and wild-harvest are now illegal under the Endangered Species Act, 2007.

Another component of the Ontario Crops Research Centre -Simcoe, is the asparagus program. OMAFRA in conjunction with the University of Guelph, and the Asparagus Farmers of Ontario, have a very unique 3-way association. It is an exceptional working group with exceptional results, especially as it pertains to the asparagus breeding program, and the distribution of asparagus seed.

Dr. David Wolyn of the University of Guelph was instrumental in asparagus breeding, and has gone on to world-wide acclaim for the work that he has accomplished. The goals have all been met with increased yields, quality and profitability, for the asparagus growers community.

There are approximately 3,700 acres of asparagus grown in Ontario, with about 150 growers. The large majority of asparagus grown in Ontario, Quebec, Michigan and Washington states, are all from University of Guelph breeding program; which include hybrids such as Millennium, Equinox, and Eclipse. These Guelph hybrids -depending upon weather, yield in the range of 5,000-6,000 lbs/acre, consistently -and, are quite 'at home' in Ontario's climate. Moreover, these yields are sustained over a 20-plus year lifespan!

The program has been so successful that a 'private company' was formed to market the seed whereby the revenues are funneled back to the breeding program. The development of new asparagus hybrids may require 20 years of research, and since long-term commitments as these require lots and lots of funding. Enter, Fox Seeds. Mr. Brandon Yott is CEO, located at the Ontario Crops Research Centre - Simcoe. The sale and distribution of asparagus seeds is unique given the need for long-term funding for ongoing asparagus breeding program.

Research is often the unsung hero in so many areas of science. Quietly, and in the 'background', many dedicated staff devote entire careers for the betterment of crop production, grower profitability, and the improved livelihood, of producers and consumers, alike.





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Two years ago they were able to begin marketing product, and this year are fully focussed on developing their business.

ed, utilize two greenhouses (one for propagation, the other for overwintering and growing) and also have a shop which doubles as cooler space, as required. They began with an emphasis on dwarf shrubs but are evolving along with customer preferences and local market trends toward

Continued from page A7

ornamentals and native species like maple, birch to some imported options. and dogwood trees, an approach reflecting the impetus behind the company name.

Florae is the plural of flora, a word whose Latin origins reference the goddess of flowers, and

also incorporates the concept of habitat certain plants thrive within.

"It's usually the natural plants, that's what They currently have seven acres of trees plant- we're focussed on," says Lisa, alluding not only

> It just takes a lot of time. It's just a lot of care and it has to be done at the right time of year as well

to beneficial evolutionary acclimatization to the Southern Ontario area, but also the environmental benefits they can offer.

The Canadian Service Berry for example, either single or multi-stemmed, presents a living magnet for surrounding fauna, preferable

"The birds love it in the spring and the bees think it's great too," says Lisa. "That's just what they're used to."

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Currently, Florae Farms grows 70 per cent of its product, buys in the balance and can make special orders on behalf of customers, but is looking to increase their ratio of onsite production further.

"We want to be able to grow our own and sell directly to the public."

Clients can either visit personally or access virtual store through the company website: а floraefarms.com.

"Our goal is to modernize our approach," said Lisa.

Beyond foundational information and varietal descriptions and availability, the website also features detailed planting instructions. For those

who prefer an expert-driven start to their tree or shrub's life, Marinus also offers a planting service via trailer and tree spade.

"He will go offsite and plant for people."

A majority of sales are to individuals through the retail front, virtually or in person, but Florae Farms also supplies a number of landscapers and wholesale clients.

Their transition has not been without challenge, first and foremost there is the lag between significant initial investment and required time before recouping can occur. Secondly, more drastic weather events, wind, a short planting season and yet still cold winters, and storm events can cause damage to young trees.

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"You can't really control it," says Lisa. "But that's for every farmer, right?"

Finally, nursery operations are by their very nature, labour intensive.

"It just takes a lot of time. It's just a lot of care and it has to be done at the right time of year as well."

But the couple has few complaints about their own business propagation, enjoying interaction with customers while celebrating growth of an operation focused on just that. "And enjoying it while we're on this journey." 💋



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NORFOLK FARMS - SUMMER 2022 - A13

Trinidad Woman Now Calls Schuyler Farms Home

Norfolk County has long been known for its large, diverse agriculture industry, offering a variety of fresh fruits and vegetables for both local use and export. The thousands of acres of produce that are harvested locally each year require countless hours of work and a skilled and reliable work force to ensure that these crops are harvested and delivered.

While the number of local workers could not keep up with the ever-increasing demand, farmers found it necessary to bring in 'offshore' workers to fulfill the need. For many years now we have seen more and more of these workers arriving pre-planting season and remaining here until after harvests are complete. In some cases, and on some farms, there are workers who now make Norfolk County their new home.

One local operation that I recently visited, Schuyler Farms, is proud and pleased with the work force that they have "We have about 110 men working for us and 32 women with numbers increasing to about 400 when harvest is in full swing" adds CEO Brett Schuyler. I was able to sit down recently with one of those women and I was quite impressed with her story.

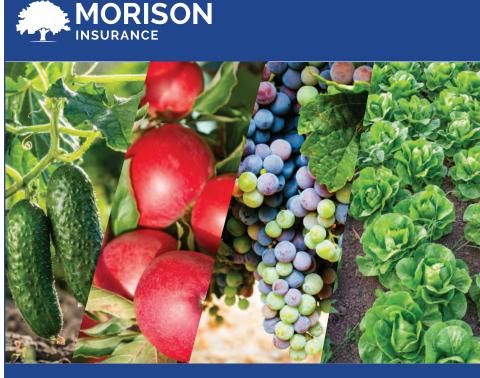
In 2013 Felena Pereira left her home and family in the small rural village of Tabaquite, Trinidad and started work at Schuyler Farms - for 2 to 3 months each year - as a seasonal worker. This meant leaving her 2 children, a daughter now 18 and her son now 14, with her Mom. "It was a big sacrifice but I have a large extended family and they help my Mom out. We're a close knit family of 11 children and every other weekend we would have everybody home, including extended family, to relax and enjoy good times."

Please turn to page A14 -



Felena at home in her 'office'





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Trinidad Woman Now...

Continued from page A13

While Pereira misses her Trinidad family, she has become an important and integral part of her 'farm' family and was offered a full-time year-round position. Schuyler was impressed with her work as a farm labourer and in Dec. of 2020 she was nominated as a Provincial Nominee for the OIN Program – Ontario Immigrant Nomination process. Almost two years later, in April. of 2022, she was granted her Permanent Residency and plans to apply for her Canadian Citizenship when she is eligible.

Pereira earned her Ontario Equipment License for her job at Schuyler's. "My job title is Equipment Operator and I have experience on several pieces of equipment and I operate different machines and equipment for them. They grow apples, cherries, corn and soybeans and they also raise geese and sheep. We're surrounded by farms and I have helped out at Cleaver Orchards planting trees and

at Townsend Fruit Growers. I go wherever the equipment is needed. ľm kind of a jack-of-alltrades...l do all the jobs I'm asked to do" adds Pereira.

> During harvest

her work day is 10 to 12 hours long, seven days a week. Post-harvest things slow down and they work 8 hours a day, Monday to Friday. "My employer is number 1 and the accommodations are great. In 2019 my family came to Canada for a two week vacation and Brett took them on some tours to visit the sheep, African Lion Safari and Canada's Wonderland as well."

During the first wave of Covid things were a little tougher for Pereira when Trinidad closed its borders and she was unable to go back home for a visit. While she knew her children were in good hands,

I can't say I have any regrets...I have accomplished so much since coming here.

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she missed seeing them so she was so happy when things changed in 2021, Trinidad borders opened up and things went back to being a little more 'normal'.

Pereira speaks highly of Schuyler Farms CEO Brett Schuyler and Chief of Operations Dave Petheram. "It's been a good experience working here. I can't say I have any regrets...I have accomplished so much since coming here. I am working to be able to bring my children here to live and hopefully, in time, they will get their Canadian Citizenship" adds Pereira. In Sept. of 2021 Pereira was featured in a Chatelaine magazine article. "I was lucky to be asked to be in the anticipating and solving solutions. magazine". Her work ethic and commitment to Schuyler Farms was, no doubt, a factor in that.

Visiting Pereira at the farm was like old home week for me, having

grown up just down the road and attending school with the 'senior' Schuyler kids. I have some good memories of picking strawberries with my Mom, often eating more than we picked. It is great to see that the family farm operation continues and that Schuyler continues to foster that 'family' feeling with their workers. A sign posted on their office wall sums it all up.

Humble - Team players who are respectful of others and the job at hand

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Pereira is a prime example of all that Schuyler Farms embodies and expects of their 'family' of workers. Congratulations Felena on your Permanent Residence status!

NORFOLK FARMS - SUMMER 2022 - A15



Apple Harvest









Stan Szatrowski: A Coming-Of-Age

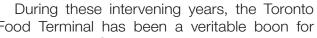
Coming-of-age, means different things to different people, but, more about that later. Like all farmers, Stan Szatrowski is no stranger to hard work!

However, he had to wait until he was 14 years of age before anyone would hire him to prime tobacco (behind a horse). So, he picked tomatoes for Scott's out of Waterford until he 'cameof-age'. Later, and during his high-school years in Simcoe, he worked part-time cutting potatoes for Culver House Fish & Chips, in Simcoe. Little did he know that he would go on to grow, that very crop.

In 1984, Stan bought a farm at Green's Corners, and in 1985 planted 20 acres of asparagus. The following year, he bought an additional farm that already had 32 acres of producing asparagus -all of which was 'Martha Washington'. At the time, he was considered to be one of the larger growers of asparagus in Ontario! Food Terminal has been a veritable boon for

Simultaneously, Stan was employed at General Instruments in Delhi, and was able to 'get leave' for 6 weeks every spring to harvest his asparagus crop. This arrangement worked very well until one year his request was denied upon which, he promptly quit. From then on, farming has been a full-time occupation as he now nears his 69th year.

countless 100's of truck loads of potatoes and pumpkins have been delivered at all hours of the day



Stan, and Norfolk farmers. It is here, that so much of the fresh-market produce grown in Norfolk and surrounding region, finds a ready-market. Stan has been marketing through the 'terminal' for the last 35 years. And countless 100's of truck loads of potatoes and pumpkins have been delivered at all hours of the day -but mostly, starting after midnight. The terminal

never sleeps. It is also a great place to network as there are many buyers from all over the province. Stan gives the Toronto Food Terminal 'two thumbs up' given the many benefits it has provided him, and for many hundreds of other growers.

In 2019, the Canadian per capita consumption of potatoes was 180 lbs (82 kg). The potato has been, and continues to be the #1 staple food item in most homes. Just as is rice in most Asian homes, and pasta in most Mediterranean homes. So, for Stan, the choice was obvious. Grow what everyone wants and wants lots of; the 'appetite' for potatoes is endless, and so are the recipes.

Stan started out growing 20 acres of potatoes, but now grows approximately 200 acres. Approximately, 60% of his production are yellow varieties, 30% white, and the remaining 10%, red. The varieties are Adora, Envol, and Norland, respectively. Depending upon the year, the 10 lb bag accounts for between 30-40% of production, the 50 lb carton another 30-40%, and the remaining in 50 lb chef bags, for the restaurant trade.

As for the cartons, about 10-20% of those are sold as 'minis' to the specialty stores and high-end restaurants. These, are sold at a premium. At one time, no one much bothered with under-sized potatoes, as they were considered a 'nuisance'. However, with a bit of marketing, they rose in stature, like creamin-bottle. And, as restaurants well-know, we eat with our eyes, and they make a lovely presentation of them, on a plate. In a similar sort of marketing know-how, bicolour sweet corn sells much more readily when called 'peaches & cream', and is also sold at a premium. Twenty years ago, as concerns potatoes, Ontario was mostly a red or white market, equally split. Today, however, yellow potato cultivars (Adora & Columbus, for example) have truly taken over. But not so in Quebec, where the reds and whites are still the mainstay. In the U.S., approximately 90% of





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potatoes grown all and sold are Russets! ...clearly a strong consumer identity and loyalty -not to mention marketing.

There is also a market for 'dirty' potatoes

(unwashed) by old-timers and new-agers, alike, and some of everyone, in between. There is a perception that the 'great unwashed' is healthier, much like that of scabby apples, and produce purchased at the farm-gate. This as opposed

to pristine produce, lightly misted, shining brightly and perfectly arranged, in aseptic supermarket counters.

Sometimes, being at the right place at the right time can have long-term advantages. And so it was with Stan, when he made the fortuitous acquaintance of Gus Longo. In 1992, Stan was providing all the pumpkins for his 6 stores (now there are about 36). However, in those years, Halloween and porch decorating were not what it is now. In 1990, Stan was producing 15 acres of pumpkins, but is now growing 150 acres including 25 different varieties of pumpkins, squash and gourds. Because Stan, and farmers like him, cannot compete with 'industrial farming' (Scotlynn Farms, for example), diversity is the key, and so are market outlets. Stan's ornamental pumpkin selection is well-received by roadside stands, garden centres, and specialty grocery stores. Oddly, when it comes to Jack-O-Lantern pumpkins, there is no legal standard regulating the marketing of size. They are sold as large, extra-large, and jumbo ...at the discretion of the retailer. Having an excess of customers not only spreads out the marketing risks, but also allows for better premiums on his

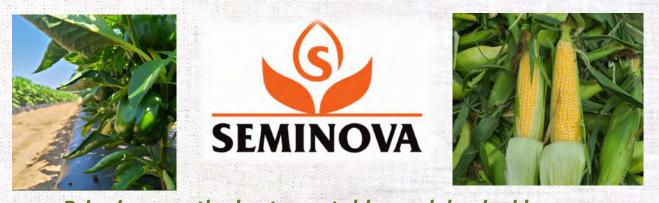
Knowing enough to see the work ahead of me, is just as important as seeing the work, behind me. 100 customers -of all sizes.

Mr. Szatrowski came from humble beginnings, and by any measure has done very well for himself. However, he will be the first to admit that he has had some lucky breaks and good

fortune over the years. That said, and in his own words, "common sense tells me when I'm doing the right things, for the right reasons", and, "knowing enough to see the work ahead of me,

product lines. He now has over is just as important as seeing the work, behind me".

> At the end of the season, Stan's road-side sales are tallied-up, and accordingly, an annual monetary donation is made to the Norfolk General Hospital. While this is truly an altruistic act, Stan says that there is some method behind his madness, as he too, 'is getting older'! His son, Zebb, age 33, is now taking over the day-today activities, while Stan remains an invaluable source of information -and wisdom. Another, coming-of-age. 💋



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CROP DUSTING — 'Dare-Devils' Of The Sky?

In the Alfred Hitchcock movie, 'North by Northwest', a Stearman crop-duster aircraft, chased Cary Grant across an open field with the intent of killing him. Thankfully, this was just a movie, and not indicative of the real purpose of crop-dusters!

United States during the 1920's, to provide year 1921 - a fighter pilot in WWI. He would have were known as 'crop-dusters', because they protection for the cotton fields against the boll been very proficient at maneuvering a planea weevil insect, where cotton was 'king'. The first very, very necessary skill.

Crop-dusting got its start in the southern crop-duster was Army Lt. John Macready in the





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to fly under hydro wires to come-in close to a field, and take-off abruptly at the edge of a wooded area. And, to help reduce pesticide drift, aircraft would often fly within 6'-8' off the ground, travelling at 100 mph!

In the early days (1920's), aerial applicators

worked primarily with dry chemicals, mostly in-

secticides. The first planes used were converted

During the 1950's, crop-dusting became

Crop-dusting is not exactly a 'dare-devil' pro-

At times, night-time applications were used as the insects would come out to feed in the protection of darkness, resulting in higher kill rates, and make the exercise more economical. It was also to help reduce insect resistance to insecticides, that often resulted from over-use and continuous spraying.

Presently, there are about 1,500 aerial application businesses in the U.S., that treat upwards of 25% of America's cropland. The low-wing Piper PA-25 Pawnee is now the favoured plane for crop-dusting.

More locally, crop-dusters can be seen applying pesticides and fertilizers on area crops. Often, this is done in the evening or early mornings, when the weather is calmer, reducing the chance of spray drift on unintended targets. During periods of wet weather, there is increased demand for spraying services, but the windows of opportunity for spraying also decreases creating a 'shortage' of planes and pilots. In the Norfolk and surrounding region, crop-dusting (spraying) is still applied on some crops, potato and pumpkin, for example, and mainly for disease control. Corn and soybeans are also sprayed for pests. When severe infestations of gypsy



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Kinze 3500 Planter, 8-Row Corn, 16-Row Bean, 1.9 Bushel Hoppers w/Ext, Unit Mtd Cltrs, KPM 2 Monitor.. \$59,900



moth invade area forests, it is crop-dusters to the rescue. Crop-dusting is not as popular as it once was when tobacco was 'king' and the mainstay of the aerial spraying business. Now tobacco growers have their own ground-rig equipment making aerial spraying almost obsolete for this crop.

Most other growers also have very effective and efficient self-propelled ground sprayers that are highly engineered to do the job at a high level of accuracy. A sprayer with a 120' boom travelling at 10 mph, can cover 300-400 acres

per day, depending upon circumstances. However, if ground conditions are too wet to travel on, and there is a critical need, crop-dusters can still be called upon to do the job. In addition, some crops such as pumpkins and squash, for example, row-in

such that land rigs cannot travel through the crop without doing considerable damage -and, therefore, aerial aircraft applications are about the only solution.

At times, both planes and helicopters, are called upon for frost control. By creating turbulence, mixing the air can raise the ambient temperature to non-freezing levels. Vine crops

and pepper blossoms are particularly sensitive to frost and cold temperature injury.

Crop-duster pilots are highly skilled at what they do; the plane, becomes an extension of themselves as much depends on the performance of the aircraft. There becomes an innate sense of 'artistic feel and finesse' with pilots and their plane, as crop-dusting is not an 'exact science'.

There is little room for error at such low altitudes and high speeds. And, it might be said, that every flight is a 'close call'. As fields can be small,

Pilots are professionals in every sense of the word, airplane maintenance is absolutely key, it is all a matter of life and death pilots often have to dive into them very aggressively, given there is insufficient space for a more gradual approach. Pilots are professionals in every sense of the word, airplane

such that land rigs cannot travel through the maintenance is absolutely key, it is all a matter of crop without doing considerable damage -and, life and death!

The Pawnee was one of the first purpose-built aircraft for crop-dusting, and has a large engine (250 hp) for such a light-weight plane. Although there is little in the way of instrumentation in the plane, oil pressure is paramount, and so is the fuel gauge! Unlike at higher altitudes, there is no place to glide to a safe landing at 100 mph and only 6' off the ground.

Plane performance changes greatly with the amount of pay-load. A Pawnee could carry 1,200 lbs of pesticide, but during the last 25% of the load the plane becomes lighter, and much more responsive to the point of almost becoming a 'hot-rod' -and, as one pilot said, "the last quarter tank is all fun".

Cool crisp days are better for plane aerodynamic performance than during hot and humid weather. Humidity displaces oxygen which is needed for fuel combustion, and engine fuel doesn't burn as fast. As air temperature and altitude increase, air density decreases and negatively affects flight performance as there is less 'lift' for the plane; this is known as the 'density altitude' factor

At high rates of application, a small crop-duster can empty its payload (of 100 gallons) in 3-4 minutes, although 15-20 minutes is more common. Therefore, much of the time is spent flying back to base for refilling and refueling.

Even today, when crop-dusters are seen in local fields, it is not uncommon to see passers-by pull over to the sides of roads to admire the aerobatics of these very skilled pilots, 'dare-devils' of the sky.





Agricultural worker training focuses on mental wellness

OFA has partnered with the University of Guelph Ridgetown Campus Business Development Centre to develop an Agricultural Worker Safety & Awareness Training Certificate. This program recently expanded to include a Mental Wellness in Agriculture module, adding to OFA's growing list of mental health resources.

This training resource provides workers new to the agriculture sector the opportunity to educate themselves on the unique challenges and stressors farmers and agri-food workers. The module also covers strategies on how to acknowledge mental health in the workplace and provides resources that are available for farmers who are struggling.

When it comes to workplace safety, mental health and wellness is just as important. Connect with your team this growing season to increase mental health awareness.

Learn more about the Agricultural Worker Safety & Awareness Training Certificate by visiting **feedingyourfuture.ca/agri-training** and checking out the course syllabus.





Black Earth or *Chernozem* Forms the Basis of Agricultural Wealth in Ukraine

Ukrainians identify so much with their reputation of being "the Breadbasket of Europe" that they coloured their national flag after it: the yellow base for endless grain fields topped with blue to represent the sky.



Much of the country's productivity centres on its unique soil – known as *Chernozem*" or "black earth." This dark earth constitutes some of the best agricultural soils in the world. It ranks high in, humus (4-16 percent), has a loose texture, and good aeration and a high water retention capacity. When properly maintained, it has a high fertility level and provides exceptional agricultural yields.

According to a 2014 World Bank report, *chernozem* covers nearly 46 per cent of the Ukraine, and consists of 68 percent of its 42 million hectares of arable land. It has one third of the world's black earth reserves, after another one that runs across the Midwestern region of North America.

Chernozem in some parts of the Ukraine has a depth up to 15 meters, providing exceptional growing conditions for grain crops and oil seeds, notably sunflower – the nation's national flower.

Supplementing this is the nation's favourable climate and location to the Black Sea harbours, providing direct access to world markets. The FAO (Food and Agriculture Organization) states in a 2017 report that Ukraine fulfills a growing global demand for grains and reducing current levels of hunger and malnutrition, particularly in nations with limited agricultural growing conditions.

Today, Ukraine is among the world's top three wheat-producing countries, with the grain sector providing employment for millions of Ukrainians in farming, milling, transport, banking and retail. Half of Ukrainian grain ex-

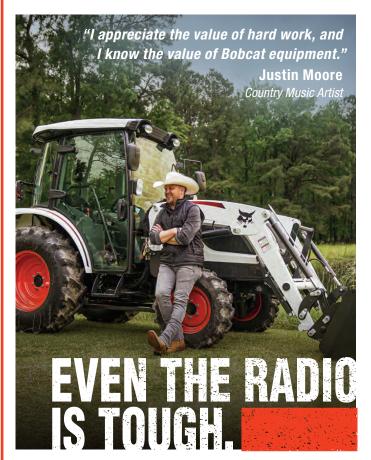
ports go to Asia and North Africa, including Egypt – the world's leading grain importer. European Economic Union nations consume another 30 percent of grain.

Moreover, Ukraine leads the world in sunflower oil production and ranks among the top five in corn, soy and barley. It also produces substantial amounts of sugar beets, potatoes and rapeseeds.

Ukrainian farmers are challenged by various conditions, notably increasing droughts caused by climate change, as well as soil loss and drops in fertility caused by poor management practices such as excessive tillage. The country had called for "climate smart agriculture and soil erosion policies" to deal with this. Chernozem exists in Canadian grassland regions, notably Interior Plains of Western Canada - home of many Ukrainian Canadians. The Soils of Canada website states that the prairie belt is an extension of the black earth belt within the mid-western US states. The greatest amount of black earth exists as a semi-circular belt across the prairie grasslands that starts in the prehistoric Lake Agassiz region of Manitoba. It moves northwest through Saskatoon and Edmonton before descending south into Montana.







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Did you know?

That there are hundreds of different varieties of pumpkins? Probably unsurprisingly, Jack o'Lantern pumpkins are the best ones for carving (they're also the easiest to grow, if you're looking for a way to get kids involved in horticulture). **See A16 for more on pumpkins**

Did you know?

That potatoes were the first vegetables to be grown in space? The project took place in 1995, and was the result of a partnership between the University of Wisconsin-Madison and NASA.

Did you know?

That strawberries are grown in every Canadian province and U.S. state? Quebec grows about 36 per cent of the strawberries in Canada, with Ontario growing about 32 per cent.

Did you know?

That mint is one of the easiest herbs to grow, because it doesn't require fertilizer, requires very little watering and doesn't need to be pruned. Keep in mind that it is highly invasive, so it's best to grow it in containers if you can, to prevent it from spreading to where you don't want it.

Did you know?

That pigs roll in the mud as a way to cool off? That's because they don't actually sweat.





According to the data presented in the 2016 Census of Agriculture from Statistics Canada, Ontario is losing an average of 175 acres of farmland to urban development every day.

It is a sobering figure, but it does lead one to wonder what does 175 acres actually mean? In was released in the spring with expectations that terms of actual area, it represents roughly the equivalent size of 32 city blocks, 135 football fields, 437 hockey rinks or 2,635 tennis courts. But it is so much more.

"175 acres is more than an area, more than a number," says Peggy Brekveld, President of the Ontario Federation of Agriculture (OFA). "This is the land where we grow the food we eat, fibres for the clothes we wear, sources for fuel to power our vehicles and flowers to enjoy and brighten our days."

So what can be grown on 175 acres?

- Grape growers typically yield about 4.2 tonnes of grapes per acre, which equates to 662,235 bottles of Ontario VQA wine.
- The average yield of winter wheat in Ontario in 2020 was 83 bushels per acre; over 175 acres, that is the equivalent of 653,625 boxes of bran cereal.
- More than 12.9 million apples can be plucked from a 175-acre orchard. That is enough for 3.2 million glasses of pure apple juice.
- It will yield enough fresh strawberries (more than 1.2 million pounds) to make 611.800 jars of strawberry jam.
- · You can grow 8.3 million pounds of carrots on 175 acres, which is enough to make 2.6 carrot cakes for every family in Ontario.
- You can have quite the game night watching your favourite team, with enough cheddar cheese for 1.3 million servings of nachos, 273,000 chicken wings and 1.1 million guarter-pound cheeseburgers.
- More than 532,400 turkey dinners enough to provide a turkey dinner to 133,000 families of four over the holidays.
- Enough eggplant to make more than 5.7 million servings of baba ganoush.
- More than 58,000 packages of bacon, the equivalent of providing 4,800 households a package of bacon every month for a year.

How did OFA calculate the 175 acres per day statistic?

Between the 2011 Census of Agriculture and its 2016 edition, Ontario lost 320,000 acres of productive farmland; average that over the number of days between those two surveys, and it works out to 175 acres per day. Go all the way back to the 1996 Census of Agriculture, and Ontario has lost 1.5 million acres of farmland - or more than 200 acres per day. "Whichever way you look at, it is an unsustainable hit to one of our most valuable, and finite, natural resources," explains Brekveld. "Domestic food production is vitally important to our communities. It ensures we can support ourselves no matter what is happening beyond our borders. Plus, it is fresh, healthy and affordable."

The 2021 edition of the Census of Agriculture the 175 acres per day number will grow. Data information, please visit homegrown.ofa.on.ca. at the time of publishing the release was not available.



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RHUBARB — A Plant & Pie For Every Season

Rhubarb (Rheum rhabarbarum), aka 'pie plant', was once a staple in Ontario homes and gardens since Colonial Times. Most everyone had a plant or two just outside the back door, or in a nearby garden. However -presently, and in Canada, there is a mere and meager per capita consumption of 0.1 lb! ...and down 88% from its 'heyday' during the 1920's, 30's, and 40's. Therefore, there is likely some opportunity for enterprising growers to take advantage of this low rate of consumer consumption, here in Canada.

Rhubarb is native to southern Siberia, and the ancient Chinese used it as a medicinal herb over 5000 years ago. For centuries, it was traded alongside tea as a cure for stomach aches and fevers. The English were the first to eat rhubarb, beginning in the late 17th century, but unfortunately chose to begin with the leaves that looked like chard. The leaves, however, contain toxic amounts of oxalic acid and are poisonous. The ensuing cramps, nausea and, sometimes death, from ingestion, 'suppressed' interest in the plant for about 200 years! But by the late 18th century, Europeans had discovered that the tart stalks were the part to eat perfect for 'tarts' ...giving rise to the nickname 'pie plant'.

Bill and Diane French, and now with son, Brian, are continuing a 120-year old tradition, of rhubarb production on the family farm (Lennox Farms) in Melancthon, Ontario (halfway between Orangeville and Collingwood). Supplying about 80% of the Ontario market with rhubarb, they are the largest grower in Canada with about 90 acres in production, and among the top producers in all of North America. Rhubarb was initially established on the French farm as a forcing crop. In earlier years, fresh produce could only be had seasonally -and, therefore, forced rhubarb was considered to be a welcome 'treat' in the dead of winter.

Although there are many rhubarb varieties to consider, the French family after many years of



trial, have selected Victoria, Sutton Seedless, and German Wine, as 'tried-and-true', to their needs. In the beginning (on the French family farm), rhubarb was mainly produced for forcing, then expanded into processing (pie-fill, jams and preserves), and then of course, for the fresh-market supplying the larger urban centres. In early years, nearly everyone had a few plants to supply their domestic needs, however, with apartment-style living, etc., where gardens are no longer possible, for most people.

Now, the bulk of rhubarb production (60-70%) on the French farm is destined for the fresh-market, and the French family have their own stall at the Toronto Food Terminal. In addition, they sell through Bayshore Shippers of Burlington, whereby many stores are supplied with a 1-pound pack, usually containing 8 stems on a tray, all wrapped in cellophane. German Wine is the main variety used for fresh-market production, as it yields well, and has both good external and internal red colour, extending half-way to two-thirds into the interior of the stem (botanically, the leaf stem is known as a petiole, just as is the celery stalk). This



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variety is somewhat less 'stringy', has good flavour and not as tart as some others. And as is usually the case, fresh-market sales have a higher profit margin than that for processing.

While harvest will begin mid to late May, the main harvest is in June and continues into the first week of July. Approximately, 80% of the stems of the crop are harvested, giving yields of 8,000-10,000 lbs/ acre. The crop will produce for a duration of about 12-15 years, but harvest is only in alternate years ...allowing for the crop to 'rest', in the 'off' years. If it is a wet year, and rainfall is regular, harvest can continue for the entire growing season, as the crop will continue to produce leaves. Rhubarb juice is a newer product line these past 3-4 years for the French family, and about 40,000 lbs is pressed every season. The juice is used in alcoholic beverages

> Approximately, 80% of the stems of the crop are harvested, giving yields of 8,000-10,000 lbs/acre

such as rhubarb-apple cider, and also sold fresh to wineries. Among other products for sale on the home farm, the French family mixes rhubarb juice with cane sugar, and makes for a very refreshing summer drink! Winter-forcing of rhubarb spreads out the production season. Crowns that are 2 years of age are lifted from the field and put into forcing sheds in the fall

of the year (older crowns are too big and heavy to move about efficiently). Each shed is designed to hold 5,000 crowns packed tightly together and can yield between 8,000-10,00 lbs. However, since rhubarb is a perennial crop, it requires a minimum of 50 days at 5°C

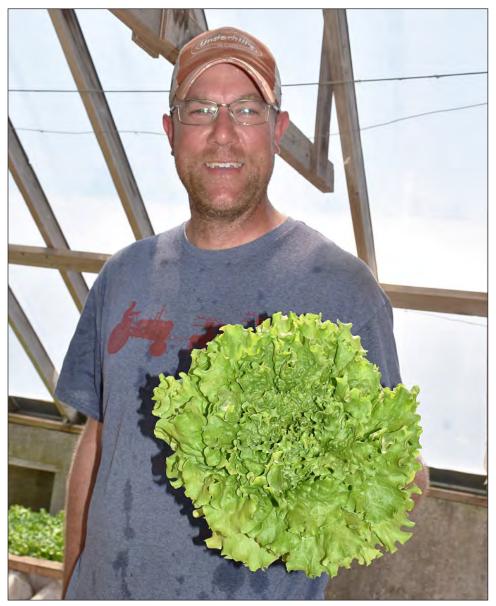
(cold temperature requirement) to break its winter dormancy. Once in the forcing shed, and to maintain the best colour, plants are kept in total darkness, and grown (forced) at 10°C. A heat exchanger is used to reduce humidity. Earlier forcings can take up to 8 weeks to get a crop, while later season forcings can be cropped in 3 weeks.

Apart from the rhubarb foliage -which is toxic, nothing is wasted. Even the pulp left-over from pressing, is dried and made into flour ...albeit, still in the experimental stages. Rhubarb flour has the advantage of being gluten free, with potentially many uses.

As a matter of interest, the village of Shedden (west of St. Thomas) has being hosting the annual Rosy Rhubarb Festival for the last 30 years -featuring rhubarb (of course), and always during the weekend of June just prior to Father's Day. While you may have missed it this year, mark your calendars, for next! Truly, rhubarb is a plant and pie, for every season -and, for every reason!



Veggies are Big at Heritage Lane Produce



Greg Boyd holds a large head of lettuce grown by aquaponics. The lettuce grows on floats with roots reaching into the fish water.

Gregory Boyd's family immigrated from Ireland in 1867, building the original homestead on the flats of Big Creek. Later the house was moved to its present location and replaced with the present house built in 1932.

Greg's grandfather worked the farm from the 1950's until his passing in 2018, growing tobacco, grain and beef cattle. Greg worked with his grandparents, starting in the early 2000's. He attended the University of Guelph, finishing in 2007 with a degree in Agricultural Science.

The tobacco crop came to a sudden end in 2008 when his

grandfather took the government buy-out. Greg had the option of growing tobacco under the new system but decided against that. Instead he moved to vegetable production; much of

the tobacco equipment was able to be used or modified for this. His first crop was in 2009. He started small, selling at only the Simcoe and Tillsonburg farmers' markets.

Community Supported Agriculture (CSA) was soon added, along with more markets. In 2019 he transitioned to online retail from CSA as customers wanted more flexibility and options; this worked very well during COVID-19. At present their retail store opens on the last week of May and is seasonal from June to October.

In 2021 Greg started selling into some wholesale markets and plans to move in this direction long term. While he enjoys the customer interaction he finds that

> the time away from the farm allows less time for training the high school and college students he relies on. The labour issue is his most challenging aspect, as he needs to be around more

and also finds that people are not always available when most needed. He still does the Simcoe and Tillsonburg markets but backed off others.

Crops grown have included: lettuce greens, living lettuce, carrots, beets, onions (Spanish and red),



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broccoli, beans, cabbage, cauliflower, squash, potatoes, sweet potatoes, cucumbers. He has one half acre of greenhouse space and six acres of field space devoted to vegetables. He estimates he needs one person for each acre of produce. He is looking for more wholesale markets and is planning to reduce the number of crops and specialize in just a few with more efficiency. He knows he is near the limit of what he can do alone; next year he is thinking of re-entering the off-shore labour program.

Growing practices are not organic but are as pesticide free as possible. Nothing is sprayed on the crops, although herbicides are used on carrots and beets prior to plant emergence as the amount of cultivation required is too hard to keep up with otherwise. Greg stated, "The food we grow is the food we eat," so it is important to him to grow healthy crops.



Greenhouse lettuce at heritage Lane Produce.

Some of the lettuce Greg grows is done with aquaponics (hydroponics + aquaculture). Tilapia fish are grown and the fish water is used to grow the lettuce. This works well. He figures he loses on the fish but the lettuce gets a

natural boost instead of chemical fertilizer.

In addition to the vegetable crops, Greg also does some cash crops of corn and soybeans alongside his father and raises a few beef cattle, which are marketed from the farm. He is still assessing the viability of this venture, as he has only had the cattle for two years.

Greg's wife Victoria works full time off the farm and helps out as she is able. The couple have three children: Connor, 11, Lauren, 9 and Roman, 4. 💋



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Provincial & Local Gains, Growth & Challenges With Local VP, Nancy Van Sas

Ontario Soil Crop Improvement Association was formed in 1939 with a local association in each county/district of Ontario. The members focussed on improving their cropping systems and sharing the information with each other.

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When OSCIA was asked to deliver the Land Stewardship Program for OMAFRA in 1987, the Program Delivery arm of the association was formed. The Environmental Farm Plan Workbook was developed by Farm organizations, provincial government specialists and farmers in 1993 to set an environmental agenda for agriculture. OSCIA delivers these workshops to producers across the province. They are now in the 4th edition and there

When OSCIA was asked to deliver the Land Stewardip Program for OMAFRA in 1987, the Program Delivery many other countries around the world.

They also deliver Growing your Farm Profits which looks at business management skills and Biosecurity workshops where we discuss keeping livestock and crops safe from disease. It is no surprise that today's OSCIA has a provincial office located in Guelph, where field and office staff work with



Please turn to page B2 \rightarrow

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Provincial & Local Gains... Continued from page B1

provincial and federal governments to deliver cost-share opportunities to Ontario producers seeking to improve water quality, soil health and crop production, assisting the overall operation in sustainability.

Locally, field trials, crop tours, demonstrations, workshops, and research are organized farmer

to farmer via the Norfolk Soil and Crop Improvement Association, of which Van Sas is Vice President. The NSCIA is composed of vegetable, fruit, and cash crop growers throughout the County. Currently, local field trials are underway for cash crop production including soybeans and corn population plots and Alpine F18 Max trials with soybeans. The NSCIA continues its

involvement plotting rainfall across the County. New members are being sought to take part in their local research trials and activities. Reports on these trials can be found at https://www.ontariosoilcrop.org/research-resources/crop-advances/.

The involvement of Van Sas within the organization has also evolved, as she entered as a learner, and now teaches others as Workshop Leader. It all started when she moved to Delhi Sandplain from Bothwell in 2014 after marrying her husband and joining Kremer Farms, her husband's family farm operation west of Scotland. In 2016, she attended all three workshops delivered by OSCIA as a producer, where she found "the courses were excellent and were delivered by very knowledgeable field staff," so it seemed only natural for her to wish to apply in 2018 to be Workshop Leader when opportunity presented itself. When asked about current agricultural challenges, Vas Sas did cite supply of goods and mental health as two stand outs. "Supply of goods and in a timely fashion have certainly been a huge challenge for completing many of these projects.

There is no better reward than hearing from a producer the huge impact the project and/or workshop has made on their operation knowing that you were part of that process

Something that previously would have taken a couple of weeks to obtain can now be on order for several months to a year or more. At the local NSCIA level, our Board of Directors is realizing the state of mental health and wellbeing of farmers has certainly been challenged on many levels in any given year, but especially so in the last couple of years. Stigma needs to be dismantled, and NSCIA is working towards providing opportunities where discussion around the effects of stress is normalized.

Covid-19 proved a challenge to workshop delivery, where some workshops had to be halted







Nancy Van Sas, VP of OSCIA

or offered online only, but Van Sas boasts in local farmers: "It is not every day you can deliver a workshop standing next to a John Deere combine, but thanks to the generous support of local producers field staff could continue to provide learning opportunities throughout the province."

In spite of challenges, positive change and growth are still happening. In 2019, OSCIA was chosen to lead the "Living Lab-Ontario" (LL-O) initiative. Under this, the "Ecological Farmers Association of Ontario, Innovative Farmers Association of Ontario. Ontario Soil Network. Upper Thames River Conversation Authority (UTRCA), Lower Thames Valley Conservation Authority (LTVCA) and Essex Region Conservation Authority (ERCA), are working together with Agriculture and Agri-Food Canada on reducing nutrient and soil runoff from agricultural lands into Lake Erie to improve water quality and soil health, as well as increasing biodiversity in Ontario's agricultural lands. OSCIA, with the assistance of OMAFRA, purchased the Mobile Soil Technology Suite, a soil diagnostic mobile lab containing a large LED screen on the trailer." OSCIA is also offering many upcoming workshops to producers across Ontario: (https://www.ontariosoilcrop. org/oscia-programs/workshops-webinars/.). In addition, OSCIA is working with Agriculture and

Agri-Food Canada to deliver Ontario's On-Farm Climate Action Fund (OFCAF), intended to support Ontario farmers in reducing greenhouse gas by providing cost-share payments for enhancing N fertilizer management, expanding cover cropping practices, and normalizing rotational grazing. "OFCAF will also leverage the value of peer-to-peer learning by coupling a cost-share opportunity with participation in a Knowledge Sharing Event (KSE). OSCIA will open a late spring intake in 2022."

Cooperation and experimentation seem to be the heart of the Ontario Soil & Crop as they continue to "Seek, Test, Adopt" as their vision for change to encourage sustainable farming. For Van Sas, she has "loved every minute" of her involvement with the organization and reports that working with various producers from across her region to make positive change is something she "greatly enjoys". Although a true farmer at heart describing her "Happy Place" as assisting on her husband's family farm, she adds that "There is no better reward than hearing from a producer the huge impact the project and/or workshop has made on their operation knowing that you were part of that process."

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CoCoRaHS network providing more detailed precipitation data

The CoCoRaHS network is a 24-year-old organization of citizen scientists contributing to a better, more detailed understanding of diverse precipitation patterns within a region.

Founded officially on June 17, 1998 with a few observers on Colorado's Front Range, the entity has since grown to include over 24,000 active observers in Canada, the United States, Puerto Rico, U.S. Virgin Islands and The Bahamas. Participants are given a complimentary training sessions to enhance their abilities as effective, accurate data collectors, contributing their own location or locations' information to the broader picture.

The organization's methodology is using lowcost measurement tools backed up by quality training and education to compile high-quality data for a variety of natural resource, education and research applications. Members are not expected to be meteorological experts, simply have a willingness and enthusiasm for watching and reporting weather conditions and committing five minutes per day to the initiative. Their efforts are valuable in promoting a better understanding of how weather impacts our lives, as well as a far more precise record of exactly how much precipitation falls in various regions of a broader community.

Fifteen members compiling data from 16 unique locations in this region underscore the diversity of weather experience within geographical proximity.

For example, while Courtland's Jeff Purdy recorded 32 millimetres of rainfall through April, 2021, James Robinson 38.5 and Court Farms 48; Tillvalley Farms from nearby Tillsonburg had 88.9.

In May of that year, Tom McDonald's Otterville-area operation had just 14.73 millimetres of rain and zero in June, but then had 160.52 in September, compared to respective totals of 36.32, 137.92 and 123.44 for the Langton-area's Mike Pasztor. Overall, April through September 2021, McDonald's total of 332.74 millimetres was roughly half of Pasztor's 662.94, illustrating just how much disparity can be experienced in what might be considered one agricultural region. Rolling through the chart also reinforces anecdotal impressions gleaned through conversations at local coffee shops or co-ops, a dry spring, May totals of 33.02 millimetres for Dan Petker near St. Williams, 25.4 for Arpad Pasztor near Port Burwell, 32.25 for Jason Persall near Villa Nova, and 30.48 for Roger Boyd near Langton; the odd anomaly including Kees Meijaard's 148.84 millimetres near Simcoe that same month, or Fred Judd's zero millimetres during a comparatively wet September; as well as overall trends: Purdy's 332.74 total for the months in question, compared to Robin Poss's more median 585.97 and Meijaard's high of 714.75.

Apart from providing interesting reading, the data is considered valuable for a variety of applications. Those seeking more information on CoCoRaHS or considering joining are invited to visit the website www.cocorahs.org.



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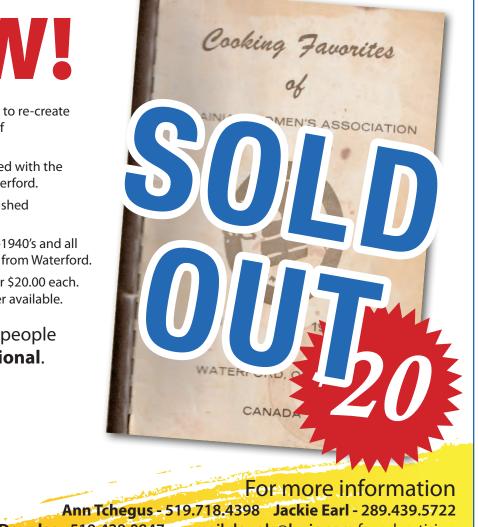
Community members are working to re-create a cook book "Cooking Favourites of UKRAINIAN Women's Association".

The Women's Association connected with the Ukrainian Orthodox Church in Waterford.

This cookbook was originally published in the late 1960's.

The receipes date back to the mid-1940's and all originated from Ukrainian Women from Waterford.

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NORFOLK FARMS - SUMMER 2022 - B5

2021 Rainfall Collection Data Program

There were 16 locations who participated in the data collection from April until Sept. 2021

2021 Norfolk County Rainfall Collection – Expanding Our Footprint

If you would like to become part of the rainfall collection network for Norfolk Soil and Crop for 2022 please contact your local Norfolk Soil and Crop Directors



MAP SHOWING RAINFALL COLLECTION LOCATIONS IN NORFOLK



2021 Rainfall Data Collection Summary

#	Location	Town	April	May	June	July	August	Sept	TOTAL
	Name		inch	inch	inch	Inch	Inch	inch	inch
			(mm)	(mm)	(mm)	(mm)	(mm)	(mm)	(mm)
1	Tillvalley	Tillsonburg	3.5	2.1	6.35	4.1	1.5	2.40	19.95
	Farms		(88.9)	(53.34)	(161.29)	(104.14)	(38.1)	(60.96)	(506.73)
2	Dan Petker	Port Rowan	2.06	1.79	3.86	7.9	2.26	5.08	22.95
			(52.32)	(45.46)	(98.04)	(200.66)	(57.40)	(129.03)	(582.93)
3	Dan Petker	St Williams	2.38	1.3	4.19	8.25	2.89	4.38	23.39
			(60.45)	(33.02)	(106.42)	(209.55)	(73.40)	(111.25)	(594.10)
4	Mike	Langton	2.34	1.43	5.43	7.8	4.24	4.86	26.1
	Pasztor		(59.43)	(36.32)	(137.92)	(198.12)	(107.69)	(123.44)	(662.94)
5	Tom	Otterville	2.33	0.58	0	0.9	2.97	6.32	13.1
	McDonald		(59.18)	(14.73)	(0)	(22.86)	(75.43)	(160.52)	(332.74)
6	Ted Smith	Hagersville	2.61	1.43	4.84	5.73	3.00	5.66	23.27
			(66.29)	(36.32)	(122.93)	(145.54)	(76.2)	(143.76)	(591.05)
7	Jeff Purdy	Courtland	1.26	0.8	3.14	5.3	0.52	2.08	13.1
			(32.00)	(20.32)	(79.75)	(134.62)	(13.20)	(52.83)	(332.74)
8	Jason	Courtland	1.51	1.46	5.44	6.06	2.06	5.52	22.05
	Robinson		(38.35)	(37.08)	(138.17)	(153.92)	(52.32)	(140.20)	(560.07)
9	Court Farms	Courtland	1.89	1.27	5.82	4.57	2.19	3.18	18.92
			(48.0)	(32.25)	(147.82)	(116.07)	(55.62)	(80.77)	(480.56)
10	Brain	Simcoe	2.44	1.33	3.97	6.97	2.59	3.73	21.03
	Woolley		(61.97)	(33.78)	(100.83)	(177.03)	(65.78)	(94.74)	(534.16)
11	Kees	Simcoe	2.8	5.86	4.69	6.65	3.58	4.56	28.14
	Meijaard		(71.12)	(148.84)	(119.12)	(168.91)	(90.93)	(115.82)	(714.75)
12	Arpad	Port	2.06	1.00	5.34	7.01	3.57	3.88	22.86
	Pasztor	Burwell	(52.32)	(25.4)	(135.63)	(178.05)	(90.67)	(98.55)	(580.64)
13	Robin Poss	Boston	2.25	1.37	3.9	5.72	3.74	6.09	23.07
			(57.15)	(34.79)	(99.06)	(145.28)	(94.99)	(154.68)	(585.97)
14	Jason	Villa Nova	2.47	1.27	3.73	5.66	2.99	5.49	21.61
	Persall		(62.73)	(32.25)	(94.74)	(143.76)	(75.94)	(139.44)	(548.89)
15	Greg Boyd	Langton	2.1	1.2	4.15	6.2	2.3	4.15	20.1
			(53.34)	(30.48)	(105.48)	(157.48)	(58.42)	(105.41)	(510.54)
16	Fred Judd	Simcoe	2.21	1.53	4.77	5.55	2.27	0	16.33
			(56.13)	(38.86)	(121.15)	(140.97)	(57.65)	(0)	(414.78)

Visit the CoCoRaHS website for more information on weather data collection: www.cocorahs.org/Canada.aspx

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Inasphere wine, patio with a roomy view

The unique view from the Inasphere Winery patio is inspiring another generation.

Before the winery's inception, customers at the Bosgoed family farm's roadside produce stand would sneak an elevated peek at the fields below, backdropped by Long Point marshland and the Inner Bay itself, in conjunction with picking up their favourite fresh vegetables.

"They'd drive all the way up there just to turn around," said Shantel Bosgoed.

The perspective was formalized with COVID-19's onset as the perfect location to create adequate required spacing between winery visitors not available in the on-farm store.

"It was one of the best decisions we've made," says Bosgoed of an immediately-popular vino-enhanced vista. Its panoramic beauty is unquestioned regardless the eye of the beholder, although those most familiar with it, may have a slightly different view.

"We see the beauty down there, but we also see the work," she laughed. "But we know how lucky we are, for sure."

Co-owner Ryan Bosgoed's grandfather's Dutch expertise with dvke construction resulted in some of the most fertile farmland in Norfolk County at their 1454 Front Street, St. Williams location. From initial crops including strawberries, Ryan's parents continued to diversify, adding cabbages, field tomatoes, onions and cucumbers. As the third generation operating the family farm, Ryan and Shantel continue to grow that range, the latter three mainly for their own and other farmgate stores.

But in order to remain sustainable through a fourth generation, they faced a growing realization they would have to add something, ideally without a required commitment to the capital costs additional acreage entailed. One Saturday evening at the supper table Ryan brought up the idea of grapes, to which his dad John responded, 'Sure, why not?'

They planted a half-acre test plot in 2005 featuring a number of varieties and Ryan headed off to Niagara College to study wine and viticulture. He added practical experience during a stint with



The perfect spot to enjoy a taste of Inasphere 2019 Cabernet Sauvignon, here shown off by Kathie Gilchrist, is the winery's elevated patio which boasts a panoramic view of Lake Erie's northern shore.

The fertility of our soil

also what makes the

and the climate is

flavours unique.

Jackson Triggs before heading home to assume responsibilities as head winemaker at Inasphere.

In a word, cold can be considered the biggest

early or late frost, and also winter damage to vines, most often in January and February. The fact Inasphere's estate grapes are grown in what amounts to a valley, adjacent to Lake Erie provides a degree of buffering from some

of Mother Nature's vagaries.

is also what makes the flavours unique."

Their initial test plot was replaced with Riesling and Pinot Noir grapes in 2008, the latter named 'the heartbreak grape' for its inherently challenging nature.

"But when you get a good crop, it makes it that much more satisfying," said Shantel.

An effort years in the making came to fruition single challenge for Norfolk winemakers, in terms in 2014 with their first commercial wine producof a shorter growing season, the potential for tion, and two years later, larger quantities of one

> white and one red wine, both of which sold out by Christmas of that year.

"That was a pleasant surprise," Shantel admitted.

Their line has evolved to feature a range of whites (Sauvignon Blanc, Off-Dry Riesling and Grey Area, a white pinot noir) reds (CabFranc, CabSauv),

sparkling options (CabFranc) and a consum-"It definitely gives us the best chance," said er-demand-driven Sangria proving so popular on Shantel. "The fertility of our soil and the climate the patio, a bottled option will be soon available.





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Shantel Bosgoed multi-tasks at the wheel of the tractor pulling the onion planter.

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Inasphere Winery features a truly unique view along with a diversity of crops.

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we also see

"People are excited about it."

Purchases of wine and other related items can be made online critical mass to encourage visitors through the Inasphere website to a 'region.'

(inaspherewines.ca), onsite in the winery store or enjoyed on the patio.

The LCBO may be a consideration 'down the road' says Shantel, enjoying the intimacy and personal connection

of the current options for the immediate future.

Inasphere Winery's own evolution has been shared by a growing range of Norfolk wineries and craft breweries and ciders, a development Shantel definitely views as

complementary rather than competitive through creation of enough

> complement "We each other more than anything."

Each seems to find its unique niche, some specializing in weddings, others concerts, dog-friendly destinations or Inasphere's own

combination of rural and coastal view-enhanced flavour.

"I'm so glad rustic is OK, or this would be even more challenging," Shantel laughed of a natural backdrop enhanced with live entertain-

Please turn to page B8 \rightarrow



Ryan Bosgoed's suggestion of diversifying through grape production led to the creation of Inasphere Winery, located at 1454 Front Street, St. Williams.



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Cliff Graham illustrates manual dexterity during onion planting.



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Inasphere wine... *Continued from page B7*

ment Sundays, accompanied by food trucks for most of those dates, options the Bosgoeds are able to appreciate, if only from a distance.

"We actually have never sat on this patio and had dinner together," she admitted, citing a single occasion she's enjoyed a quick break with family members. "It doesn't happen very often.

"Some day."

COVID-19 certainly presented its share of difficulties, ongoing through increased costs for supplies, but did encourage creation of the patio as well as the opportunity to catch up on inventory.

"We're hopefully ready for a big year this year."

Amidst the challenges, there is also great satisfaction in the realization of a plan, positive comments on both Inasphere's location and products. Her husband is modest by nature says Shantel, but occasionally patrons will approach Ryan as he's passing through the yard to tell him 'how amazing' the wine is.

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Maddy Descheemaeker (left) and Regan Mestdagh share a smile along with onion-planting duties.

"It's really nice to see him hear that."

The Bosgoeds like to include a little rural education along with their vino and vegetables, thrilled when customers 'get it.'

"They understand at least to a degree the amount of work that goes into it, that makes it worthwhile."

The couple is also extremely appreciative and thankful for those who support 'local', not just their farm and winery, but the concept in general.

"It's so important and means the world to us, lets us know we're heading in the right direction."

Well beyond the 'feel good' aspect, following a dream, taking a risk in conjunction with and beyond the existing vegetable operation has proven to be a crucial component in their goal of a fourth-generation Bosgoed family farming operation involving their two sons.

"The winery has given us a light, hope we can keep moving forward here."



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Greenhouse fruit and vegetable sales rise for the ninth consecutive year

Sales in the greenhouse fruit and vegetable plant sector increased for the ninth consecutive year, rising 9.3% to \$2.0 billion in 2021.

This increase in sales is mainly attributable to a higher production of peppers (+16.1%) and tomatoes (+8.5%). The sales of cucumbers also increased by 12.0% (to \$604.4 million) despite a decline in production, largely because of a large increase in the price of that commodity (+18.7%).

Greenhouse operations supply more than domestic markets. In 2021, total exports of greenhouse tomatoes, peppers and cucumbers reached 489.1 million kg, which represented a 12.3% increase over 2020.

Sales of greenhouse strawberries, which have only recently been introduced in North American

greenhouses, increased 19.1% to \$18.5 million in 2021 due to higher prices (+11.4%) and production (+6.9%). Saskatchewan was the fastest-growing province with an increase of 29.2% in production. However, Ontario is still the largest producer of greenhouse strawberries, with a total of 2.2 million kilograms produced in 2021.

-Stats Canada 💋





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Greener Pastures 'a bit hippy,' more about producing profitable sustainability

The name - Greener Pastures Eco Farm - and website descriptor - 'On a farming adventure committed to the health of our land. our animals and our community' - is not misleading.

But customers arriving anticipating a 'super hippy' may be surprised when meeting co-owner/ operator Carl Van Rooyen.

There is certainly no question about his commitment to regenerative farming inspired by pasture-raised guru Joel Salatin's example, or Van Rooyen's passion for leading his family into their best agricultural life.

But 'super hippy' may be a tad strong for a person who attended business school and sees his efforts as a financially viable and sustainable multi-generational operation rather than a short-term trendy fad.

"I'm not (super hippy)," he laughed at the Oxford County pasture-raised beef, poultry and pork farm. "I'm pretty hippy - but I'm also trying to make money."



Andrea and Carl Van Rooven are backed by their own interpretation of a 'chicken tractor', a mobile shelter for pastured poultry.

The Van Rooyen's family farming 'adventure' began in 2015 near Innerkip, subsequently continuing with wife Andrea and their three daughters. Although Carl may tend

towards being the spokesperson, he emphasizes the effort is very much a partnership between he and Andrea, involving the entire family.

"It would not be possible without both of us giving 100 per cent."

Currently, they are on a 75acre property south of Eastwood along Oxford Road 14, embracing the broad principles of humanely raised, heritage breeds and pasture-based. Loosely, the approach mimics animals in their natural state, says Van Rooyen.

"A cow needs to graze, a chicken needs to scratch, a pig needs to dig."

Prioritizing heritage breeds is more practical than philosophical, given the largely-Tamworth swine herd are hairy (so they don't sunburn), cold-hardy and disease-resistant.

"Heritage breeds are more efficient in our model of farming."

Twenty-five acres of the property are bush, with around 45 of the remainder dedicated to high-intensity, rotational pasture.

Van Rooyen uses the term 'layering' to describe the process of sequentially moving his 40-member mainly Belted Galloway herd through the property, conditioned to follow mobile electric fence repositioning onto fresh pasture twice daily, supplemented by hay ('winter grazing') through the winter months. His pasture-raised beef animals take a minimum of 24 months and a maximum of 30 to finish, compared to 18 for more conventional production.



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NORFOLK FARMS - SUMMER 2022 - B11

Van Rooyen emphasizes he is not a scientist, nor are the following his claims, however proponents believe the pasture-raised approach results in higher levels of vitamins A, D and E as well as a better base of Omega 3 and 6 fatty acids, comparable to fish for Omega 3.

"But again, that's not my claim, it's other people's claims."

Pasture-raised beef does command a premium over conventionally-grown product, reflected in part says Van Rooyen by the ex-

A cow needs to graze, a chicken needs to scratch, a pig needs to dig. tended growth period and additional m a n a g e m e n t requirements.

"It's a little more labour intensive." The beef herd's passage is followed five or six days later by chickens, mim-

icking the natural process of birds following herds of buffalo to capitalize on the additional insects and by-products they have left.

"The chickens go to town and eat all that extra protein."

The poultry flock is supported by a mobile chicken 'tractor', Van Rooyen's interpretation of mobile Salatin housing expanded and reduced in weight for ease of transportation in his absence by Andrea or their children (13 and under). As a converted urbanite Andrea has embraced country living - with reasonable restrictions.

"I had to make sure she wasn't going to sell the farm on me when I'm gone," Carl laughed.

The farm has ample bush, the preferred habitat for free-roaming swine.

"So we try to respect that, but they are hard on the bush."

Their tendency to root deeply into the soil can also be destructive on pasture, resulting in what Van Rooyen describes as a 'tricky' balance between feed value and damage.

"We're learning, we raise them out on pasture and keep them moving as much as possible."

Efficiently rotating beef, poultry and pork advantageously over the same piece of ground effectively expands its operational capability.

"We're layering it, so my 75 acres can do what a conventional farmer might do with 200 acres."

Van Rooyen also believes that every pass over his land is improving the soil, regenerating rather than simply sustaining, or leaving it as good as it was received.

"The farm is actually getting better all the time," he said. "And I hope to be able to take soil samples some day to prove it."

Although in favour of organics, Greener

of the farm's retail stream, either eaten by the family or shipped out.

Consumer 'self certification' refers to an open farm policy whereby the public is welcome to visit, view practices personally, ask questions and take a tour in a converted manure spreader to form their own conclusions about whether they wish to embrace how Greener Pastures meat is raised.

"We are still learning, but we are to the point where we can start educating people on where your food comes from and making educated decisions," says Van Rooyen,

Please turn to page B12 -



➡ A Greener Pastures Eco Farm Belted Galloway.



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Pastures is not fully certified organic, rather what Van Rooyen refers to as 'ecological' or customer 'self certified.' Any supplementary feed or minerals ingested by the beef or poultry is certified organic, however the swine are fed supplementary local by-products which are not. Cattle are castrated due to their contact with heifers as are pigs, but the latter's tails and teeth are left in a natural state. Van Rooyen does not have a vaccination regimen.

"Our farming allows us to not have to vaccinate."

He will however treat animals with antibiotics if they are ill, which are then taken out





Life and business partners Andrea and Carl Van Rooven have embraced regenerative farming as a shared family enterprise at Greener Pastures Eco Farm.

Greener Pastures...

Continued from page B11

who encourages a personal relationship between farmer and consumers, and is prepared to do his part in that equation. "Whether you end up buying from us or another farmer, know your farmer.

"We love what we are doing, I love sharing our story," he continued, adding with a laugh, "Andrea would agree I love hearing myself talk."

Greener Pasture's clientele is varied, diverse demographically and culturally, including a recent group of professional body builders

who power their iron pumping with a 100 per cent beef diet. Initially, demand doubled year to year, but for the past three, Van Rooven is halfway to his goal of processing 25 animals annually. Pricewise, he started out 'middle to high end', but after seven to eight years of consistent pricing, \$8.50 per pound

of lean ground beef is only a slight premium over the \$7.50 to \$8.00 he sees in grocery stores he has no intention of trying to compete with.

"I'm not interested in a race to the bottom," he explained of the theory of being a price maker, not price taker.

The couple sells Saturday mornings at the Woodstock Farmer's Market and also operates an onsite retail outlet, which features products from Blue Cow Delivery (www.bluecowdelivery.ca) and an even dozen other area producers. The dedicated website (greenerpasturesecofarm.ca) also provides access to an online store and other associated information.

Although some may consider Van Rooyen's model unorthodox and question whether it is capable of 'feeding the world', he contests more smaller farms can be both viable and efficient.

"We don't have a food production issue in our world, we have a food distribution issue."

And in conclusion, Van Rooyen also hopes and believes it's an approach his own and other subsequent generations would be more likely to embrace.

"I think if we did more farming like this, our youth would be more engaged and interested."





Premier Equipment bringing 90 years of history, expertise into expanded facility



Store Manager Henk Scholten.

A memory wall photo outside of Henk Scholten's office features an array of four-row John Deere Maxemerge 7000 corn planters and 30 series tractors.

"My father and his four brothers founded Scholten's Farm Equipment in 1974 and sold 80 tractors and 44 of these planters in 1977," smiled Norwich's Premier Equipment Store Manager, noting one was recently seen operating outside of Elmira behind a four-horse team.

A quick check with Sales Manager Mark Burden revealed a 48-row John Deere DB model is currently available, capable of covering the same number of rows as 12 of its earlier compatriots in a single pass. The disparity between the two pieces of equipment illustrates the massive transformation farmers and the farm equipment dealerships which serve them have undergone in Scholten's 39year career.

"But our customers are still the same. They want a friendly atmosphere with good service - that goes a long way."

Premier Equipment celebrated the grand opening of its brandnew Norwich location Friday, June 17th, two miles south of the village on the west side of Oxford Road 59. The location is the result of exhaustive research beginning in 2016 with the concept of combining existing facilities in Simcoe and Courtland with a 90-year-history between them into one, expanded unit. South of Norwich in order to provide better access to producers hailing from Lake Erie's northern shore, its geographical position is centrally located within the 'four corners' bordering its targeted



From left, the Norwich Premier Equipment team includes Service Manager Jeff Van Wyk, Parts Manager George Scholten, Sales Manager Mark Burden, and Store Manager Henk Scholten.

service area: Port Rowan, Simcoe, Woodstock and Brantford.

"If you look at a map, we're smack dab in the middle," says Scholten.

Construction began on the 38-acre property May 13, 2021 with pouring of the footings, and despite a three-month delay in the arrival of some steel components, was completed April 1, 2022.

Our customers are still the same. They want a friendly atmosphere with good service - that goes a long way.

"Stubbe's Property Development gave it all they had," Scholten credited.

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Ten acres of the property are dedicated to the dealership, with the balance cropped by Stubbe's and Premier and ensuing profits donated to community organizations. There are two main structures, a 17,000-square-foot storage facility featuring a 30-foot overhang for customer units and storage; and the main 62,500-square-foot dealership, the largest of eight Premier Equipment locations.

Please turn to page B14 \rightarrow



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Premier Equipment...

Continued from page B13

It features 7,000-square-feet of bright, airy showroom, three times the combined area available in former Simcoe and Courtland locations filled with everything John Deere from farm equipment through branded apparel to scale model replica toys; 15,000-square-feet for an expanded parts selection (mainly John Deere but also some short lines), 150 per cent of the previous combined total; and close to 31,000-square-feet of overhead-crane-serviced shop space, representing one-and-a-half times the amount of both previous facilities. Door construction allows Service Manager Jeff Van Wyk close to 48-feet of

opening in order to bring large, modern equipment inside to work on.

The structure is as functionally operational as it is visually impressive, offering a larger critical mass in terms of service and opportunity for both customers and its 60 employees. There are 25 techs among that total says Scholten including six mobile technicians who take the Premier Equipment show on the road.

"They are able to repair customer's equipment on the farm or at their business," said Scholten.

Employees were excited about moving into the new facility he continued, which has met near-universal approval from customers, despite the





Premier Equipment's 31,000-square-foot shop features close to a 48-foot doorway and overhead cranes throughout.

spring rush coinciding with its doors opening, and the occasional early glitch.

"Honestly, I have not heard one negative," said Scholten. "And from here on in, it's only going to get better."

His own career began at age 17, transferring from the 10 p.m. Friday night to 6 a.m. Saturday morning shift in the family bakery, to set up (assembling machinery)

> Honestly, I have not heard one negative, and from here on in, it's only going to get better.

and driving truck out of the Simcoe dealership - heavier things to work with, but better hours.

"They were a lot better," Scholten laughed.

Over the years he has done virtually everything at the business, down to cash reconciliation, spending the last 17 as store manager.

"As you go, you learn it all." Perhaps the biggest lesson Scholten has learned however, is the importance of a quality team.

"It's the people around you that make the business successful," he credited.

Scholten mentioned other long-serving members, John Byl who began his 48-year career right out of high school at the Courtland location; and Ben Vandebrink who joined in 1978. In a nutshell, Schol-



ten's approach moving forward is to combine their and other team members' years of experience, expertise and commitment to build on 90 years of shared history within a brand new, expanded facility. That building is important he concluded, however continuing to have the right people in place is also crucial to continuing to serve customers for whom he remains genuinely grateful and appreciative.

"They've fed a lot of families in this business."

Seed and Sapling Feature FREE Feature Published in October - Norfolk Farms

We're looking for new or popular seed and sapling varieties that can be grown in Norfolk County, and area.

Chosen submissions will be featured in the Norfolk Farms Seed and Sapling issue in October. This feature will appeal to suppliers of seed of commercial growers and to nurseries who provide saplings to large orchard growers.

Please include in your submission

- The seed or sapling name, plus the major benefits (If several varieties are available they will be accepted.)
- Company name that provides the seed and contact information i.e. email address or website can be included.
- Photo of final product (asparagus, peppers, tomatoes, zucchini etc.)
- Planting Date, Potential Harvest Date



VARIETY NAME

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Description, Planting Date, Potential Harvest Date, etc.

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It was travelling that caused JP Gural of Samsara Fields in Waterford to get into farming

Over the span of a year, JP visited 16 countries on a global research journey that had him return to Canada feeling strongly that a change needed to be made.

"The farm became my outlet to process my experience," explains JP.

Now twelve years later with 45 acres to cultivate, JP continues to give back.

"I believe in thinking globally and acting locally," he says.

As a passionate organic farmer, JP's farming philosophy is rooted in the importance of sustainability and the assurance of local food production.

"Genetic diversity is the most important way to survive," he tells Norfolk Farms. "Conditions change, maintaining genetic diversity is like my own insurance policy."

Relationships are key

Samsara is a Buddhist word that means the cycle of death and rebirth. For JP, calling his farm this name is significant. JP's understanding and deep appreciation of the cycle of life is foundational to his relationship with his land





and how he runs his farm. JP recognizes the sacred balance of land management and how everything is intertwined.

"It's understanding the connection-like the microbes, the insects, the soil-they are all connected," he explains.

People are equally important to JP. His relationship with his customers is key to why his operation is so successful. People matter to JP.

Also educating the public on things like fake food and how it is not nutritionally beneficial to people is also significant to JP.

Having 3 amazing off-shore workers from Mexico is also imperative to his farm's success. Everyday JP recognizes and appreciates the importance of having strong relationships with his team.



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 - matoes "It's heat, time and love," explains JP. "The

What he grows

Are you familiar with tomatoes that have the names Brandywine and Aunt Ruby? Growing heirloom tomatoes is one of Samsara Fields specialties. JP explains that often heirloom tomatoes have softer skins that can't take long distance travel. As a local producer and distributor, it is neighbouring tomato enthusiasts and appreciators that get to enjoy JP's more unique varieties.

The Brandywine variety has a large potato-leaved foliage with a large pink beefsteak-shaped fruit. They are delicious to eat, just like the Aunt Ruby variety. Aunt Ruby's are known for being the best tasting and also growing up to a pound or more in size. The taste is explained as sweet with a slight hint of spiciness.

Samsara Farms also excels at growing watermelon varieties that people don't recognize. For example the Moon and Stars variety is one you

don't see at the grocery store. This variety sports dark green skin speckled with yellow spots of varying sizes.

Peppers, eggplants, squash, zucchini, green onions, leeks, garlic, beets, corn, sweet potatoes and carrots are also grown at the farm.

A medicinal specialty that Samsara Farms proudly produces is black garlic. Black garlic is made by the fermentation process with the addition of honey. It can take up to 300 hours of fermentation for the process to be successful!

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final result is that it comes out like candysweet and caramelised."

Discovered over a 1000 years ago in Asia, black garlic is said to do wonders for the heart and spleen, and for diabetics.

"It has strong medicinal properties," says JP.

Out of its 45 acres, Samsara grows 9 acres of garlic. Using its on-site cannery, the farm cans garlic in various brines.

Where does the produce go?

Samsara Farms proudly supplies many local restaurants in Norfolk County. JP

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faithfully attends and sells at the Don Valley Brickworks, the Cabbagetown Farmers Market and the Round House Farmer's Market in Toronto. At the Good Bread Company in Vittoria, JP sells many of his canned products and his highly innovative yummy freeze-dried produce snacks.

Besides direct customer sales where JP personally delivers his produce to customers' doors under a Community Supported Agriculture program, the farm also supplies the online subscription service called Mama Earth out of Toronto that sells local organic produce and delivers it to your door.

Freeze dried products

JP loves to create. JP also loves to encourage people to eat healthy.

Teaming up these two passions, JP built an on-site processing kitchen and a certified cannery at his property on Samsara Farms.

"I believe small farms need to develop value added products," he explains.

Now with a large freeze drying machine, JP is reclaiming snack foods.

"It's something the space race gave us besides Tang," he jokes.

By taking his organic produce and freeze drying it, JP is successfully producing fun and 100% healthy snacks.

"I enjoy watching kids discover freeze-dried foods," savs JP. "Their eves light up."

When freeze-dried, produce is left 98% nutritionally intact and its storage life is long.

JP says the produce is pre-seasoned before being freeze-dried with no sugar being added. The resulting texture is like sponge toffee-light and crispy.

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JP grows open pollinated, non-GMO organic heirloom corn. He is proud that his farm is in partnership with Maizal, a Toronto based fresh corn tortilla maker. Maizal owner, Ivan Wadgymar, says he likes to use locally grown corn from heritage seeds as there's something special about understanding the work that went into growing the corn and how the seeds developed.

"The root of agriculture is cultural," says JP. "It's who we are and how we connect."

Additionally, Samsara Farm's ingredients can also be found in Toronto salsa maker Mama Macha products.

Succession Plans for Posslea Farm Holsteins

John Haviland, a United Empire Loyalist, arrived in Norfolk County in 1802 and established a farm on 600 acres near Wilsonville. Following generations split the original acreage till current descendants Doug and Roger Poss have only 100 acres of the original property.

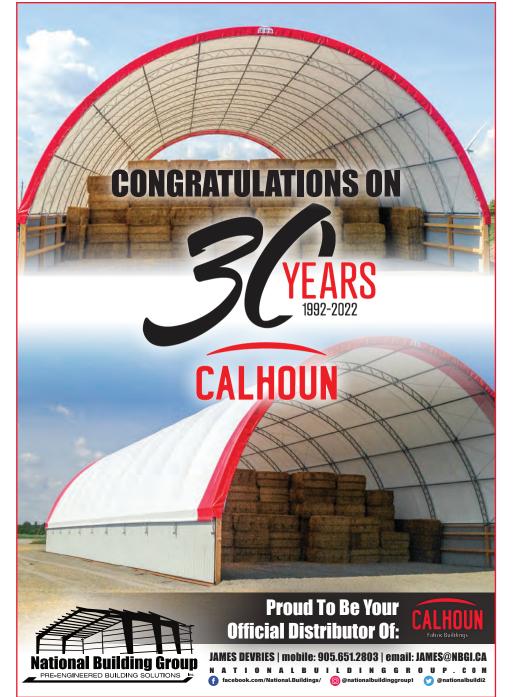
The brothers have worked this land and tended a dairy herd for decades and are now in process of working through a succession plan to Doug's son Robin and daughter-in-law Mallory and daughter Lauren and son-in-law Darryl Hazen.

Darryl worked at Titan Trailers and started farming with Doug and Roger in 2013. The young men are the 8th generation of the family to farm in this location. Robin wasn't sure if farming would be his future; he took the Environmental Management program at Ridgetown which offered more options, graduated in 2006 and worked in agricultural retail till 2018.



Darryl Hazen, Doug, Roger and Robin Poss work together to run Posslea Farm Holsteins.

The dairy herd had been housed in an old tie stall barn which was inefficient and labour intensive. After much discussion and time spent touring other dairy operations, the decision was made in 2015 to build a new barn. This was completed in 2016. The new barn made a huge difference. A modern, airy free stall barn, it is equipped with a robot milker, feed pusher, alley scrapers, fans and





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Some of the Posslea Holsteins on pasture.

curtains. All of these features allow for greater efficiency and less manual labour. The men are able to oversee all aspects of the business on their cell phones, with information transmitted from the computerized equipment. As Doug said, "This knows if a cow is sick before she does."

The dairy herd numbers about 135 head of Holstein cattle with about 55 milking at any time. The remainder are calves, young replacement

stock and dry cows. The herd is registered with DHI (Dairy Herd Improvement) and type classified.

The two young men are now working 800 acres, growing wheat, soybeans and corn in a three crop rotation as cash crops. They also grow some corn for silage for the dairy herd and harvest 100 acres of hay for feed.

Doug and Roger are now semi-retired, as the young men are now responsible for most of the day-to-day work. Roger still takes care of the book keeping while Doug describes himself as the, "go-fer." Both pitch in to help in barn or field as needed.







Covid caused some challenges in the winter as some family members caught the virus. They worked diligently and carefully to protect other family members, particularly Doug and Roger's 101-year-old mom, as well as workers such as the milk trucker who visited the farm regularly.

As to the future, Robin and Darryl hope to see slow and steady growth. Darryl stated that they hope to become big enough to allow the next generation to remain on the farm if they want to do that. Robin added, "Quota is not readily available, and land is unaffordable." It is a challenge these young men will rise to meet. 💋





From left to right: Gary Wall, Scott Bossuyt, Will Thiessen



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- Crop advising/consulting
- Professional Conventional or Variable Rate Fertilizer application • (Field/Row Crop)
- Professional Conventional or Variable Rate Agricultural Lime application
- Professional Manure/Compost Application
- Professional Fumigation application
- (Certified Crop Advisors [C.C.A.'s] on staff) Professional Custom Spraying (field/row crop)
 - Equipment Rentals (gravity wagons, tenders, 28% applicators and nurse tanks/ trailers, fertilizer/lime spreaders)
 - Crop Scouting, tissue sampling
 - Structural Fumigations



Back Row (Left to Right): Jonathan Sebok, John Csomos, David Janssens, John Hodson, Ethan Froese, Jim Boughner, Bryce Gregson, Aaron Dyck.

Middle Row (Left to Right): Manny Serrano, Rick Hornauer, Remi Dejaegher, Terry Wingrove, Andrew Sebok, Dave Henry, Al Rokeby, Kris Sebok, Troy Sebok, Chad Ingalls.

Front Row (Left to Right): Steve Stefan, Rebecca Merritt, Joe Pihokker, Meg Ingalls, Meghan Wells, Missy Walcarius, Dave Racz, Erich Remler, Whitney Small, Ben Vanzon.

Missing: Doug Pettman, Laurie Sebok, Lisa Sebok.

RODUC

- Complete line of Dekalb, Syngenta and Brevant seed
- Agricultural Field Lime
- Soil Amendments (N-Rich, ٠ Ka-Lime, Manure, Mushroom Compost, *Gypsum, Spanish River Carbonatite)*
- Bulk or Bagged Blended Dry Fertilizer (Ability to effectively impregnate liquid micronutrients/ fertilizer additives)
- Liquid fertilizer (28%, 32%, ATS, liquid starters, liquid calcium nitrate)

- Water Soluble Fertilizers
- Organic Seed and Crop Inputs
- Comprehensive Line of Crop Protection Products (Field and Greenhouse)
- Soil Fumigants
- Complete Line of Crop • **Production Products for** all Row, Horticultural and **Greenhouse Crops**

Please be sure to check out our website www.underhillsfarmsupply.ca

We have two locations to serve you better!



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