



# HMGA News

The newsletter of the Holland Marsh Growers' Association - Volume 3 - Nov./December 2009



***2nd Annual General Meeting  
December 3, 2009  
1:00 p.m. – 3:30 p.m.  
Bondhead, Ontario***

This year, the Holland Marsh Growers' Association will be meeting at the Bondhead Community Hall, on Highway 27 just south of the lights in Bondhead. Refreshments and snacks will, again, be provided.



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## Royal Success . . .

On behalf of the Holland Marsh Growers' Association, we would like to thank all of the volunteers who took the time to help out at the booth this year at the Royal Agricultural Winter Fair. This year, we again gave out carrots – with our own logo design on it – and the success was such that we, again, ran out of carrots far earlier than expected. And, the association had more down this year. All those who helped bag for the HMGA this year are to be thanked.

And the HMGA had a very busy schedule outside of the booth participation. We had several speaking engagements, and one of our board members, Avia Eek, participated in a cooking demonstration. In addition, the media coverage was again outstanding – with several stories in the national mainstream publications (The Star, The Globe), and six days of straight, Toronto-centric television coverage of horse, cows, and people eating carrots.

In addition, it should be noted that the HMGA was to be an original destination point for the Duchess, who opened the Royal with her husband, Prince Charles. Security fears kept her from visiting the booth (she walked beside it within 8 feet) but following the couple's appearance, several things happened. First, a man came over to the booth to thank Paul Smith, a HMGA board member, for the carrots because it provided him with an opportunity to meet Prince Charles, who wondered where he could find these "fresh" carrots. He found them from security staff (who had been given several bags) and at the University of Guelph booth. The Prince and Camilla ate them on the way to the airport.

Maybe he thought they were being imported from the Holland Marsh in The Netherlands, like several Toronto-area residents commented on. If anything, that is the reason for the HMGA.

## Its AGM time again . . .

The Holland Marsh Growers' Association is holding its SECOND AGM, this time in Bondhead (as indicated on the first page of this newsletter). This year, we are hoping to provide not just updates on what has taken place over the past year, but get some guidance and direction from the membership. We were unable to get the same location (an error made by Jamie Reaume, with apologies.)

There is voting privileges for those members who have paid into the association – and there will be a chance to become a member prior to the meeting. There has been a great amount of activity done in the past year – and much of it will be highlighted, including the unique partnerships developed by the HMGA.

We encourage ALL to attend and help guide the HMGA into its second full year.

## Reminder to Agri-Invest participants – the deadline is approaching . . .

Farmers, by now, should have received a 2008 AgriInvest Deposit Notice with information on:

- The maximum matchable deposit
- How to make a deposit in order to have the government contribution deposited to a participant's account
- The AgriInvest account balance
- How to access funds from the AgriInvest account

**Refer to the Deposit Notice** - Farmers must make a deposit to receive the matching government contribution and **have 90 days from the date of their 2008 Agric-Invest Deposit Notice to make a deposit.** The deposit deadline is located in the top right hand corner of the Deposit Notice and on the



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tear off portion of the form. To make a deposit, producers must send their 2008 Agric-Invest Deposit

Form along with a cheque made payable to the Receiver General for Canada using the return envelope included with the notice. The 2008 Agric-Invest Deposit Form and cheque must be received in Matane, Quebec no later than the deadline indicated on the 2008 AgriInvest Notice; please allow for mailing time. Mail the 2008 Agri-Invest Deposit Form and cheque to:

AGRIINVEST, AAFC-AAC  
PO BOX 2500  
MATANE, QC G4W 0C5

Agri-Invest funds are currently being held by the government. Bureaucrats continue to work with financial institutions toward having them hold Agri-Invest accounts in the future.

For more information, please visit the AgriInvest website at [www.agr.gc.ca/agriinvest](http://www.agr.gc.ca/agriinvest) or call AAFC toll free at 1-866-367-8506.

## Something to consider . . .

Here is something interesting from overseas – the United Kingdom to be honest. Farmers have grown a novel form of carrots that are 40 per cent richer in antioxidants and can boost vision compared to normal varieties. This new variety of carrot just hit the marketplace has 40 per cent more beta-carotene, an antioxidant the body converts into vitamin A and boosts health, and has been found to improve vision in dim light, helps fight winter colds and flu, and for those concerned, leads to healthy skin. This sweet tasting carrot is said to be intensely orange, was developed by farmers in Shropshire.

Just a bit of information to pass on to those in the field for those interested in where the next “big” thing comes from that consumers pick up.

## Signs are up . . .

The Holland Marsh Growers' Association, in partnership with the Ministry of Transportation and the Friends of the Greenbelt Foundation, can finally bring farmers in the area news – the road signs are up, and before the frost hit. The signs are just another promotional effort by the HMGA to bring awareness to the Holland Marsh and area. As many of you know, the Holland Marsh exists on no Ontario maps, so reminding our fellow citizens of where they are driving through is vital to future success. The development and installation of the signs, along with their size on Highway 400, is also an understanding by our partners of the importance of the Holland Marsh and area. Expect more signs to be posted in other marsh areas over the next couple of years.

## Television update . . .

If you read the last newsletter, you know that there is a television show coming out called the Fresh Life. They are in the editing phase with a launch on SunTV to take place in January or February. As noted last newsletter, the HMGA owns all the rights to the spots involving our farmers will be posting them as they come forward.

As noted by many of our members, partners, and stakeholders, the HMGA has been exceptionally active in the media in the past few months – with television just playing a small role in this coverage. For a sampling of what has been done, check out the website: [www.hollandmarshgold.com](http://www.hollandmarshgold.com).

One thing that is being told to virtually every consumer and through every message is this: Consumers have the ability to make a difference. If they want Holland Marsh products (or locally-grown), it must come from them. That message is working – and HMGA will have news of that later on.



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## You are invited to an evening with Julia Munro . . .

Local MPP Julia Munro is having a Christmas Party on December 1 – and all from within the Holland Marsh and area are encouraged to attend. Mrs. Munro has been at a number of events with the HMGA, showing her support for the area and its farming community. This is an ideal opportunity to meet and talk with her about marsh-related issues.

The information is found below:

Tuesday, December 1, 2008  
7:00 – 9:00 p.m.

Cardinal Golf Club  
Red Crest Clubhouse  
17700 Keele Street  
Kettleby, ON

\$ 100.00 – Payment can be made by credit card or cheque Payable to the York-Simcoe Provincial P.C. Association. For more information, e-mail:

[yorksimcoepc@gmail.com](mailto:yorksimcoepc@gmail.com) or contact  
**Jack Rupke at 416-678-9119**

## CPMA webinar . . .

The Canadian Produce Marketing Association (CPMA) is holding a webinar about its Produce Traceability Initiative (PTI) on December 4, 2009 from 2 – 4 p.m. The session will help those interested in packaging and shipping to the United States. The Holland Marsh Growers' Association is a member through its affiliation with the Ontario Fruit and Vegetable Growers' Association. CHC members will receive a discounted registration rate of \$25. To register, please follow the link:  
[http://www.cpma.ca/Bulletins/Education/04Dec2009\\_Webinar.asp](http://www.cpma.ca/Bulletins/Education/04Dec2009_Webinar.asp)

## And finally . . .

HMGA Board of Director Status:

The Holland Marsh Growers' Association established set timelines for its board of directors in its constitution. Following a board meeting on November 20, 2008, (and confirmed at the first AGM of the HMGA) these board members, and their duration periods, were set:

### ***Two Year Mandate (to end on December 3, 2009 – the second scheduled AGM):***

Paul Smith  
Joe Srebot  
Avia Eek (replacing Roman Dyriw)

### ***Three Year Mandate (ending December 2, 2010)***

Doug Van Luyk  
Doug Weening  
Dan Sopuch

### ***Four Year Mandate (ending December 1, 2011)***

Herman Gasko  
Bill Scotch  
Alex Makarenko

The Holland Marsh Growers' Association is YOUR association to deal with issues you want to see worked on. Every week, farmers are beginning to realize this – and we want you, as farmers within the Holland Marsh and area – to know that we are there for you.

Contact information is on our website for our board members, and Jamie Reaume can be found by calling 905-251-6786.

Membership has its privileges – just ask what we can do for you.