Raymond A. Loo
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Raymond Loo and his daughter Bridget gather some eggs from their free-range birds on the Springwillow Farm in Springfield

(Excerpted from the Guardian, September 13, 2013)

Raymond was the fifth generation to farm the Haslam lands.

Loo took leading roles in organic agriculture and marketing. In 2007 he developed an export market to Japan using what was known as the value-chain business model, joining organic farmers with a processor and a buyer in Japan in a business called Anne's PEI Farm.

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"A simple farmer is what he always called himself," said Karen. "He wanted to show that you could be a simple farmer and still do business in other countries, just to show that you are only limited by how far you can dream.

"He liked new ideas. He liked challenges."

Raymond was a founder and president of the P.E.I. Organic Producers Co-Operative, a member of the Atlantic Canadian Organic Regional Network, known as ACORN, and the Island representative on the Canadian Organic Regulatory Committee.

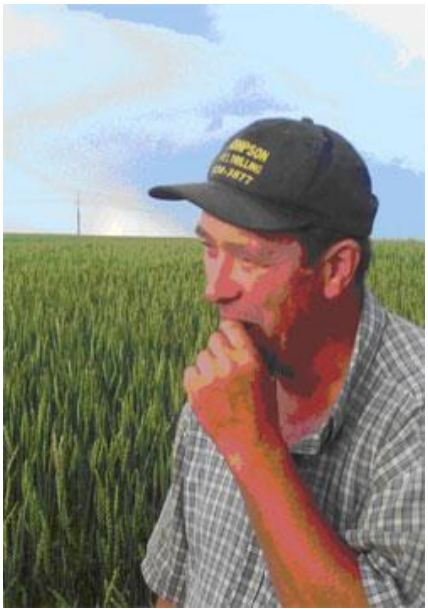
He also worked with the P.E.I. Environmental Network

In 2011 he was awarded a Nuffield Scholarship.

Springwillow is a family business that sells its produce at the Summerside, Kensington and Charlottetown farmers markets where Loo developed a devoted customer base.

In 2012 Loo used the Internet-based crowd funding site Indiegogo to successfully expand the farm's herd of grass-fed beef. He aimed to obtain a certification for box sale of the organic beef.

He is survived by his wife Karen, and children Blake, Adam, and Bridget.Springwillow is a family business that sells its produce at the Summerside, Kensington and Charlottetown farmers markets where Loo developed a devoted customer base.



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About Organic Farming

(Excerpted From Doucette Organics)

How long has organic farming been around on Prince Edward Island?

Organic agriculture has been around for a long time. In fact before the 1950's, when pesticides and chemical fertilizers were introduced, every Island farmer was an organic producer, yet today many people and even some conventional farmers have misconceptions about organic agriculture.

1. **What does "organic" mean?**

Organic food is food that is grown and processed without the use of synthetic chemicals, fertilizers or pesticides. In organic agriculture the soil is maintained through the use of natural fertilizers compost, and cover crops. In order to maintain your certification you are required to maintain soil fertility. With regard to pest maintenance biological control and natural pesticides are

used. Organic livestock production restricts the use of antibiotics and requires that animals are fed organic feed and have access to pasture or an outside area.

2. **What is "organic agriculture"?**

   Organic agriculture relies on natural products and processes to grow crops, improve soil quality, control pests and promote bio-diversity. The emphasis in organic agriculture is on prevention of problems rather than relying only on curative intervention. A principle of organic agriculture is the concept that productivity of organic farming starts at the soil. A well-balanced and biologically active soil will provide the crop with sufficient nutrients for optimum growth and yields with a minimum of pest and disease problems.

   Organic agriculture is an alternative to conventional agriculture that has a holistic and ecological approach. The guiding principle of organic production is the maintenance of sustainable ecosystems for people, animals, crops and soil. Although the term organic has been widely used since the 1940's, it was not until the late 1970's that certification programs began to

   Develop to protect the original meaning of organic from being diluted and misused in the marketplace.

   Organic farmers use many traditional techniques but they also access and use new technologies and information in their farming operations. Organic Agriculture promotes practices that strive to maintain balance in the natural systems.

3. **What are the general principles of organic production?**

- Protect the environment, minimize soil degradation and erosion, decrease pollution, optimize biological productivity, and promote a sound state of health;
- Replenish and maintain long-term soil fertility by optimizing conditions for biological activity within the soil;
- Maintain diversity within and surrounding the enterprise and protect and enhance the biological diversity of native plants and wildlife;
- Recycle materials and resources to the greatest extent possible within the enterprise;
- Provide attentive care that promotes the health and behavioral needs of livestock; and
- Maintain the integrity of organic food and processed products from initial handling to point of sale.

4. **What does it mean to be certified organic?**

   Certified organic means that an independent certifying authority has verified that the organic standards are being followed. Your farm must be certified organic in order to use the term organic. When the term "organic" is applied to a product it means it has been produced and handled according the certification requirements of an independent organic certification body. If the term "organic" is applied to food that is not certified it has the potential to be considered misleading and deceptive under a section of the Food and Drugs Act. Canadian Food Inspection Agency officers are responsible for enforcement of labeling regulations.

5. **What kind of fertilizer is used in organic farming?**

   Organic farmers can use approved fertilizers. In fact organic farmers can use a wide range of approved soil fertility products that replace many of the chemical fertilizers used on non-organic farms. Organic farmers are allowed

to use sulfated potash, soft rock phosphate, approved fish fertilizers and plowdowns to maintain soil fertility.

6. **What form of pest control is used in organic farming?**

   Organic farmers are allowed to use natural pest control products. Organic farmers are not allowed to use any systemic pesticides (enters the plant systems) but are allowed to use approved natural pest control products such as some Bts, beneficial insects, some compost teas, some copper based products for blight control and other products that have been approved by Organic Materials Review Institute and are registered by the Pest Management Regulatory Agency for pest and disease control.

7. **Where can organic farmers sell their products?**

   Organic farmers are not limited to farm gates and farmers markets to sell their products. Several Island producers are selling to brokers and to large food retails. The market place is changing very rapidly and large retailers are playing a larger and larger role in marketing organic products. The large retailers are raising the profile of organic food but it must be kept in mind it costs money to sell into the large markets. In these markets unit prices tend to be lower but the volumes are higher. Non direct or wholesale marketing tends to be more attractive to the larger growers.

8. **What crops are grown and what are their harvest seasons?**
   - Garlic (HARVEST: Scapes, July 4 to 15; Mature Garlic, September)
   - Onions (HARVEST: early September)
   - Shallots (HARVEST: early September)
   - Butternut squash (HARVEST: early September)
   - Rhubarb (HARVEST: May 10 – June 30)
   - Black currents (HARVEST: Late July)

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- Carrots
- Strawberries
- Raspberries

Why Canadians Are Going Organic!

(Excerpted from Heart Beet Organics)

1. **Keep chemicals off your plate** — Most herbicides and many insecticides have been found to be carcinogenic or hormone replicators. Organic certification is the public's assurance that products have been grown and handled according to strict procedures and without persistent toxic chemical inputs.

2. **Organic food tastes great!** — It's common sense - well-balanced soils produce strong, healthy plants that become nourishing food for people and animals. Many chefs choose organic foods because of superior quality and flavour.

3. **Organic farms respect our water resources** — The elimination of polluting chemicals and nitrogen leaching, done in combination with soil building, protects and conserves water resources.

4. **Organic farmers build healthy soil** — Soil is the foundation of the food chain. The primary focus of organic farming is to use **sustainable** practices that build healthy soil microbiology and prevent erosion, creating a legacy of safe, fertile land that can provide for future generations.

5. **Organic farmers work in harmony with nature** —Organic agricultural respects the balance demanded of a healthy ecosystem, studies have shown there is more bio-diversity around organic farms. The number of species increased about 30% in organic systems and the number of individual plants and animals was 50% greater on organic farms. Diverse wildlife is encouraged by including forage crops in rotation and by retaining hedgerows, wetlands, and other natural areas.

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6. **Organic methods reduce pollution and wasted energy** — More energy is used to produce synthetic fertilizers than to cultivate and harvest crops. Organic farmers have led the way, largely at their own expense, with innovative on-farm research aimed at minimizing agriculture's impact on the environment. Canadian studies have shown that organic farming practices can use as little as half the energy of other farming methods, and are not dependent on fossil-fuel fertilizers.

7. **Protect the health of farmers and children** — Farmers exposed to herbicides have six more times the risk of contracting cancer compared to non-farmers. The average child receives four times more exposure than an adult to pesticides in food.

8. **Organic producers strive to preserve diversity** — The loss of a large variety of species (biodiversity) is one of the most pressing environmental concerns. The good news is that many organic farmers and gardeners have been collecting and preserving seeds, and growing unusual varieties for decades.

9. **Support a true economy** — Conventional food pricing encourages chemical farming, but hidden costs include subsidies and environmental damage. Most organic farms are small, independent family operations of less than 100 acres. Keep rural communities healthy, help small and local organic farmers.

10. **Because you can!** — Organic products are finally abundant - every food category has an organic alternative, and there are more and more organic textiles, personal care products and non-food items available every day. Let's keep this growing, because it's good for all of us!

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CSA (Community Supported Agriculture)

Community-supported agriculture farms, or CSAs, are similar to your local farmers' market in that they get you one step closer to the farmer who grows your food. What's different is that you also get closer to the risk involved in growing food. You too will be watching the weather, monitoring the rain gauge and hoping for bumper crops!

Not to be confused with many local and organic buying clubs or home delivery services, a CSA allows you to buy in (with shares) at the start of the growing season. In turn, you receive your dividends in the form of onions, zucchini, strawberries and more!

As the consumer, you pay a CSA farmer a set fee that allows you to enjoy the farm's bounty with the inherent risk of farming spread across a larger group of people. Although each CSA is unique, you'll likely get a wide variety of fresh, delicious, and often certified organic produce. What you won't get is a guaranteed specific amount and list of produce each week.
It's best to contact a CSA in your area to find out how it operates. Sometime shares are work-free; others require you to help sow seeds, weed and harvest. Some farms also offer eggs and meat either as part of the share or to be purchased separately.

What is Community Supported Agriculture?

Community Supported Agriculture (CSA) programs directly link local residents and nearby farmers, eliminating "the middleman" and increasing the benefits to both the farmer and the consumer. In a CSA program, a farmer grows food for a group of local residents (called "shareholders" or "subscribers") who commit at the beginning of each year to purchase part of that farm's crop. The shareholders thus directly support a local

farm and receive a low-cost weekly or monthly supply of fresh, high-quality produce. The farmers receive an initial cash investment to finance their operation and a higher percentage of each crop dollar because of direct delivery. Both parties jointly share the benefits and risks.

The CSA model was first developed in Japan in 1965 and called teikei, which translates broadly as "food with the farmer's face on it." European farmers adapted the teikei concept during the 1970s. The first U.S. CSA program was at Indian Line Farm, Massachusetts, in 1985. More than 1,000 CSA programs are operating in the United States today.

Types of CSA Programs

Farmer Managed: The farmer organizes and markets a CSA program, recruiting Subscribers and determining all management decisions, e.g., which crops will be grown and the frequency of deliveries.

Shareholder/Subscriber: Local residents organize a CSA program and hire a farmer to grow specific crops or other products. The subscribers make most management decisions.

Farmer Cooperative: Multiple farmers organize and market a CSA program. This arrangement may permit the farmers to offer a wider variety of products (e.g., fruit, eggs, meat, or milk) to their subscribers.

Farmer-Shareholder Cooperative: Local residents and nearby farmers jointly own the CSA program's resources and together manage all aspects of the program.

Benefits of CSA Programs

CSA helps support and protect a regional food supply and the local economy by Improving consumer access to fresh, healthy agricultural products;
Eliminating the middleman, creating opportunity for dialogue, increasing and Stabilizing profits to farmers, and often reducing the costs to consumers;
s Emphasizing biodiversity and good stewardship practices by sustaining farms that produce a wide range of crops.

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Does your community have a strong agricultural heritage
Are the farms in your community threatened by encroaching development and/or fluctuating market prices? s Would you like to help support local farms and also benefit the larger community?

Community Supported Agriculture

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Talk to your neighbors! Are local farmers struggling? Is there an interest in increasing the quality, variety, and value in locally available food products? Talk to local residents and farmers about establishing a CSA program. Surveys and interviews are used to gather information about the produce preferred by potential shareholders and the restrictions of soil and climate variations. CSA can easily adapt and expand to target local issues and address area needs. Grower experience should be considered, because CSA
Programs can require knowledge sufficient to grow 40 or more crops in succession, daily yielding seven or More different items over the course of a growing season.

Determine the initial focus for the CSA program and its short- and long-term goals.

What products are local residents and farmers interested in purchasing and producing in the CSA? Is the community focus more on preservation of agricultural land or on the development of a commercially competitive agricultural base? The scale of production, the potential number of shareholders, and the number of farmers involved are important considerations.

Build partnerships and design the program.

With extensive community discussion and the involvement of interested parties, the CSA program can develop a "core group" of members to establish the program's formal parameters. Once the program framework and its core membership are developed,

program needs should be reviewed, including capital outlays, delivery networks, communication methods, and publicity.

Get the word out! Marketing is key to a successful CSA program. Fairs, association gatherings, notices in local retail stores, public meetings, and livestock auctions are all excellent methods of establishing the CSA program's visibility within the community. Local newspapers can also provide publicity (in addition to paid advertising) with occasional program coverage. Finally, program members and local farmers may also provide invaluable "word-of-mouth" publicity as well as access to nearby resources.

Encourage ongoing discussion and adapt accordingly over time.
Determining what does and doesn't work is partly a matter of planning and experience. Starting small and expanding slowly is one way to reduce program risks while continuing to raise the program's visibility in the community. Shareholder numbers may increase or decrease, product availability may change, or delivery schedules may need updating. The program design should enable both shareholders and farmers to adapt to the changing needs and challenges they face.

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Crop Availability Chart:

General Reference Guide

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Crop Availability Chart This is a general reference guide	25-Jun	2-Jul	9-Jul	16-Jul	23-Jul	30-Jul	6-Aug	13-Aug	20-Aug	27-Aug	3-Sep	10-Sep	17-Sep	24-Sep	1-Oct	8-Oct	15-Oct	22-Oct
Beans						■	■	■	■	■	■	■						
Beets			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Beet, greens	■	■	■															
Broccoli		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Brussel Sprouts																■	■	
Cabbage, Chinese			■	■														
Cabbage, Green or red			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Carrot					■	■	■	■	■	■	■	■	■	■	■	■	■	■
Cauliflower						■	■	■	■	■	■	■	■	■	■	■	■	■
Celery									■	■	■	■	■	■	■			
Celeriac																	■	■
Eggplant													■	■	■	■		■
Fennel										■	■	■	■	■	■	■	■	■
Garlic (Bulbs)							■	■	■	■	■	■	■	■	■	■	■	■
Garlic (Scapes)			■	■	■													
Collards						■	■	■	■	■	■	■	■	■	■	■	■	■
Greens, Joi choy	■	■	■	■													■	■
Greens, Tatsoi	■										■	■			■	■	■	
Greens, Kale	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Greens, Lettuce	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Greens, Arugula	■	■								■	■			■	■	■		
Greens, Salad Mix	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Greens, Spinach	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Greens, Swiss Chard	■	■	■	■				■	■	■	■	■	■	■	■	■	■	■
Herbs, Basil		■	■	■	■	■	■	■	■	■	■	■	■	■				
Herbs, Cilantro			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Herbs, Dill					■	■	■	■	■	■	■	■	■	■	■	■	■	■
Herbs, Parsley			■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Kohlrabi			■			■												
Leeks									■	■	■	■	■	■	■	■	■	■
Onions, Bulb							■	■	■	■	■	■	■	■	■	■	■	■
Onions, Bunch (green)		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Onion, shallot											■	■	■	■	■	■	■	■
Parsley Root												■	■	■	■	■	■	■
Parsnip													■	■	■	■	■	■
Peas, Snap				■	■													
Peas, Snow				■	■													
Pepper, Hot									■	■	■	■	■	■	■	■	■	■
Pepper, Sweet										■	■	■	■	■	■	■	■	■
Radish	■	■	■	■										■	■			
Squash, cucumbers				■	■	■	■	■	■	■	■	■	■					
Squash, Summer			■	■	■	■	■	■	■	■	■	■	■					
Squash, winter												■	■	■	■	■	■	■
Tomatoes								■	■	■	■	■	■	■	■	■	■	■
Turnip, salad	■	■	■	■	■						■	■	■	■	■	■	■	■