

Old MacDonald had a Farm

by Chef Brian Henry

Old MacDonald had a farm... E-I... E-I, OH
And on that farm he had some issues... E-I... E-I, OH.
With some BSE here and some DDT there... Is it wild or organic?
Here an issue there an issue. Good lord I think I need a tissue.

Get the picture?

As a chef I spend most of my time handling, preparing and of course eating food. What can I say? It's a perk of the job. Chefs spend a lot of time with suppliers making choices. Choices based upon product origin. Choices based upon product availability and choices based upon product prices. Unfortunately this last choice factor leads to a lot of covetous thinking. As we must all bow down and open our wallets to the alter known as the grocery store checkout.

On occasion I find myself in a variety of establishments purchasing foodstuffs and nothing frustrates me more than being lied to about my choices as a consumer.

Often I have seen misrepresentation on menu's and store shelves claiming products to be something that they're not.

Farmed Atlantic salmon being sold as wild salmon, USDA Beef and Argentinean beef being sold as Canadian Beef or the not so certified organic mixed greens.

This is wrong and shame on those who do these things.

However we the consumers now have a choice. Kawartha Choice and the greatest thing about this and similar field-to-the-plate initiatives is that it becomes the Peoples Choice.

The opportunity to meet Farm Gate purveyors on their turf, and tour their farms prior to making your food purchases becomes an all-encompassing shopping experience and it allows us to personally assure ourselves as to the origins of our foods.

It also allows us access to new products that we may not have discovered before. This is not a new concept; this is a return to grass roots thinking in today's over commercialized society.

Make a difference, make a choice, Kawartha Choice, and support your local farmers wherever you live.



CHEF BRIAN HENRY