

Federal *stamp* of approval

NEW LOGO TAKES THE GUESSWORK OUT OF ORGANIC

That new logo you started seeing on grocery shelves last summer isn't just another marketing gimmick; it's the Canadian government's stamp of approval on any food claiming to be organic. Any food marketed as organic must now meet national standards developed by the Canadian Food Inspection Agency, and will qualify for the new Canada Organic logo.



The Certified Organic Association of B.C. will continue to oversee its own voluntary certification system here in B.C.; its check-mark logo will provide the additional assurance that the food was produced in B.C.

Canada has also negotiated an equivalency agreement with the U.S. "From our point of view, it's great – we don't have to be double certified," says Doug Falck, organic program manager for Nature's Path. And less red tape should translate to lower prices at the till, he adds.

One loophole remains: the Canada Organic standards apply only to goods moving across national or provincial borders, so food produced and sold within B.C. is exempt. Farmers taking goods to local fairs or markets, for example, can make any claim they want about being organic.

Takin' it to the *schools*

LOCAL DOCS INSPIRE FUTURE COMMUNITYWORKERS



Actress Eva Mendes visits the Downtown Eastside in one episode of the 4Real documentary series

Local documentary producers Josh Thome and Sol Guy are hoping to inspire a future generation of social activists by adapting their documentaries for the classroom.

The 4Real series of eight documentaries features stars of pop culture visiting hotspots around the world, and offers uplifting stories of local community work. In one episode, for example, hip-hop star K'naan leads a tour of a slum in Kenya, where he meets a local hero who runs a medical clinic and a soccer program.

The docs were adapted for the classroom by Melahnie Moodie, a Vancouver teacher who was also involved in producing the documentaries. "Josh and Sol always had the vision, the idea to connect with youth," Moodie explains. Once production wrapped and the episodes were airing on TV, Moodie enlisted the help of the Vancouver School Board and local teachers to develop a full curriculum of teaching aids to accompany the one-hour episodes. The VSB has bought the digital rights to the 4Real curriculum, giving all teachers access to the material.

Having used her grade 10 class as a test case, Moodie reports an enthusiastic response: "They would say this is the only course where they're actually learning about things that are meaningful and relevant, and they would make a lot of real life connections."



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