



This activity is meant to provide an overview of PEI Flavours, who is involved and current promotions that fall under PEI Flavours. A short trivia on food production and on the overview will follow.

Please return to:

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Or by mail to:

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Introducing...PEI Flavours



Introducing "PEI Flavours"



An important part of PEI Flavours is the people. On PEI, we have a culture that is tied very close to food production. Whether it is harvesting crops from the fields, fishing products from the sea or preparing meals for friends, families and visitors, it is our people that make the difference.

ACTIVITY/DISCUSSION: *(This activity is meant to get people thinking about what they consider to be "local" products or products from PEI)*

What do you consider "Local"? (A product a farmer or fisher grows or harvests from the land or sea around PEI is easy, but what about

1. Coffee that is roasted on PEI
2. Jam that is made on PEI without PEI products
3. Chocolate that is made on PEI
4. Is it only products grown and harvested from PEI? Within 100km? What about the Maritimes?)



PEI Flavours' roots come from the Women's Institute's Buy PEI program. In 2008, this program was reinstated in the Department of Agriculture with the support of the Departments of Tourism and Fisheries, Aquaculture and Rural Development. While "Buy Local" was very important, many farmers and fishers rely on exporting their products and many restaurants and chefs rely on people travelling for food or culinary tourism.

With this in mind, PEI Flavours is meant to represent all food promotions that for the local market, export and culinary tourism events. In the future, we hope to see a "PEI Flavours" logo on all potato bags, oyster boxes and mussel bags leaving PEI, Tourism promotions around food and on every market and restaurant on PEI that sells PEI food.

PEI Culinary Alliance

Created to have coordination between all PEI-grown food-related promotions

Mandate:

1. Increased consumption of rural PEI food products on-Island
2. Increased tourism visitations to Prince Edward Island
3. Increased export sales of rural PEI food products.



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To help ensure PEI food is promoted in a similar way, the PEI Culinary Alliance was created. The mandate of the Alliance is matched to the three markets - buy local, tourism and export. The Alliance is comprised of representatives from the Potato Board, PEI Shellfish Producers Association, Restaurants Association, Chefs Association, Tourism Representative, Local Farm Market, Mi'kmaq Confederacy of PEI, Culinary Institute, and the Deputy Ministers of Agriculture, Fisheries, Aquaculture & Rural Development and Tourism.

An added bonus of having regular discussions between these parties is to not have to learn the same lesson twice; representatives are not competitors so they are open to share what works and what doesn't.

Current Promotions

- Fresh Products Directory
- PEI Flavours Trail
- PEI Flavours.ca Website
- Savour Food & Wine Show
- Be a PEI Flavours Food Hero! Campaign
- Fall Flavours
- Chef Michael Smith – “Heroes” Web Show



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Some promotions that are currently being undertaken include:

1. Fresh Products Directory which lists farmers selling directly to consumers
2. PEI Flavours Trail – includes farmers, markets, fishers, restaurants, experiences and events that all sell or promote PEI food
3. PEI Flavours Website – includes the listings from the Fresh Products Directory and the Flavours Trail
4. Participation in events such as the Savour Food and Wine Show
5. Buy PEI campaign called “Be a PEI Flavours Food Hero” to encourage Islanders to share their love of PEI food
6. Fall Flavours events
7. A new web-based show with Chef Michael Smith that will be launched in the Fall that celebrates PEI food producers

PEI Flavours Trivia

1. How many acres of potatoes were grown on PEI in 2009?
2. Name one Chef/Author of Flavours of Prince Edward Island: A Culinary Journey.
3. Approximately, how many acres of blueberries are grown on PEI?
4. How many events are part of Fall Flavours?



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PEI Flavours Trivia

5. How many Farmers' Markets are on PEI?
6. How many tonnes of mussels were harvested in 2009?
7. What are the three markets that the PEI Flavours logo will be used? (Hint: Buy PEI is one)



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PEI Flavours Trivia

8. Name two promotions of the PEI Culinary Alliance
9. When are PEI Strawberries in season?
10. What is the best way to cook PEI Beef?



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Answers

1. 92,500 acres
2. Chefs Jeff McCourt (Red Shores at CDP), Allan Williams and Austin Clement (Culinary Institute)
3. 10,000 acres
4. 250 events
5. 7 – Bloomfield, Summerside, Victoria, Kensington, Charlottetown, Cardigan and Georgetown



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Answers

6. 18,000 tonnes
7. Buy Local (Buy PEI), Export and Culinary Tourism
8. Fresh Products Directory, PEI Flavours Trail, PEI Flavours.ca Website, Savour Food & Wine Show, Be a PEI Flavours Food Hero! Campaign, Fall Flavours, Chef Michael Smith – “Heroes” Web Show



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Answers

9. Late June to mid-July
10. All answers are correct!



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