

Buying local food to fight climate change

Local food a good initiative against global warming, but the initiative isn't being taken

by Sean Peterson

The Martlet (University of Victoria)

VICTORIA -- (CUP) Buying locally produced food can help to fight climate change, say experts, but little is being done to move in that direction.

Tom Henry, a farmer on Vancouver Island and the editor of Small Farm Canada magazine, is concerned that consumers and the government are not taking action while agricultural infrastructure in Canada slowly declines.

Henry was one of four panelists at an open forum that examined the impact of global warming on British Columbia's food supply, held at the University of Victoria, on June 1.

"There are conferences like this taking place all over the world, yet there

in Canada travels 4,500 kilometres before it is consumed.

But Henry doesn't believe that local farms can supply the quick fix in the current environment. He stressed the importance of bolstering local farm infrastructure before any solution can move forward.

In order for this to happen, Henry said that drastic changes to consumers' spending habits are required. Stainsby agrees.

"The biggest problem that global food efforts face is that we've become used to paying so little for food," said Stainsby.

"There's a notion floating around that if we buy local, we can reduce the environmental impact of [global warming]," Henry said. "But some changes are going to have to take place before local food can be a viable response."

Henry said that his farm would be hard pressed to supply everyone in the room with locally produced meat in addition to his existing customers.

According to Henry, there just isn't enough local food in B.C. to go

Lots more book for your buck

by Jessica Grzesik

Need some quick cash? Want to get rid of your old textbooks? Is this your first year on campus and are looking for cheap books for your classes?

The UNB Students' Union can help! The SU is hosting their Book Buy & Sell from September 10-13, where students may set their own prices for the books they drop off.

"\$100 books can be marked down to \$50 or less because the student is just looking to get rid of their books, you will find a lot of great discounts," says Student Union VP Academic Bethany Vail.

All of the proceeds go back to the student selling the books.

Be on the look out for a book drop-off form on the UNB Student Union website. Students wishing to drop off their used books should print the form, fill in the necessary information and drop it off, along with their books between 9 a.m. and 4 p.m. on September 10-11 in the Blue Room, Student Union Building.

For those interested in looking to pick up any of the used books available, the dates to buy books will be September



Andrew Meade / The Brunswickan

VP Academic Bethany Vail prepares for this year's Book Buy & Sell.

Hosted by the Student Union, drop off dates are September 10 and 11, sale dates are September 12 and 13.

12-13 between 9 a.m. and 4 p.m. (also in the Blue Room). The Book Buy & Sell only accepts cash, although there is an ATM available outside the Paper Trail for anyone who will need to take out funds.

The Students' Union explains that the Book Buy & Sell is on a first come, first serve basis, so show up as early as possible to get hold of those great deals on used textbooks.

Anyone who is skeptical about the Book Buy & Sell should note that while

the Bookstore will only give those who have books in prime condition 50% of the book's original cost, the Students' Union understands the tight financial needs of students, and will thus take any used books, highlight marks and all.

Last year the Book Buy & Sell brought in over \$20,000 and all of it went right back into the pockets of the students involved. "Last year was a huge success and it seems to gain popularity every year," says Vail.

The Book Buy & Sell is organized and

run by the Students' Union to ensure that every aspect of the Book Buy & Sell is geared towards students, and as such, its success is based on student interest and participation.

Students will be able to pick up their leftover books and money during September 19-26. Those who sold books will be able to check a list located in the Students' Union hallway by using their student ID number. At this time, they may also pick up the money they have gained from their textbooks.

All left over books will be stored in the conference room until the end of September. Any remaining books will be considered abandoned, and the Students' Union will donate them to the community.

Those who face conflicts with the Students' Union office hours, which are between 8:30 a.m. and 4:30 p.m. Monday through Friday, are to contact VP Academic Bethany Vail at academic@unb.ca. Vail is also open to suggestions from students about the next Book Buy & Sell, currently scheduled for January.

Please visit www.unbsu.ca for more information regarding the Book Buy & Sell or to print off a form for book drop-off.

Faculty of Business Administration launches branding campaign

by Bruns News Department

Aiming to recruit students, both at the undergraduate and graduate levels, UNB Fredericton's faculty of Business Administration has launched a branding campaign anchored by their new slogan 'It's never business as usual'.

Developed with M5 Marketing Communications, an Atlantic Canadian firm that has worked with UNB in the past, Daniel Coleman, Dean of the Business Administration faculty, says that the goal of the campaign is to enhance the recruitment effort and highlight the unique opportunities

present in the faculty.

"We are sure that the branding campaign will help us in our recruiting of BBA and MBA students. Our primary goal is to differentiate ourselves from other business programs in the Maritimes, the Atlantic region, and ultimately Canada. The key messages are the breadth and depth of our experiential programs, and that we have 'right size' programs with a large enough faculty to offer a variety of options, yet small enough to have relatively small class sizes and good interactions with professors."

Barry Boothman, Associate Dean (Accreditation and Research), said that the reasons for developing a branding campaign were due to the changing nature of the crowded field of business schools.

"We are now in a mature sector, where products/services must be sold to potential students. Twenty years ago, the pool for the UNBF business programs could be defined as Fredericton. While we still draw from the local area, the FBA, clearly the premier business school in the province now draws from all parts of the province and from other locales in Atlantic Canada. We are also placing a stronger emphasis upon recruiting from across Canada and abroad, given enrolment trends."

For the first phase of the branding campaign the faculty is producing a series of pamphlets highlighting the various programs and advantages that the faculty offers as well as applying a fresh design to their website.

When asked how the campaign

would help students, Dean Coleman said that "it will benefit our students as clear messages of what we are all about, and how our programs are distinct from--and I like to think superior to--other programs. It should also benefit current and future students by allowing us to maintain our enrolments in an otherwise difficult and competitive market."

Associate Dean Boothman added that the branding campaign is one way that the faculty is trying to meet UNB President John McLaughlin's goal of UNB becoming a national comprehensive university.

"The business programs at UNBF offer much that is unique and valuable (EPP, SIF, Activator, small classes, etc.). There is, quite simply, a good tale to be told."



Andrew Meade / The Brunswickan

isn't a parallel rise in local food production. I see the local food movement as a glorious cathedral, and the producer as a lone hippie underneath, squatting on the floor, banging two pieces of wilted rhubarb together," Henry said.

One of the key concerns presented was the amount of green house gases produced by current food systems.

"We cannot deal with global warming without radical changes to our food system," said panelist Cliff Stainsby, who is a board member with both Food Secure Canada and the BC Food Systems Network.

While food might be inexpensive at the cash register, Stainsby said, the environmental costs of current food practices are too high.

To yield 30 kilograms of corn, he said, more than two litres of oil are used to produce the fertilizer, power the farm machinery, irrigate the fields, and create and distribute the pesticides needed for the crop.

Localizing farms could be a solution to this problem. Stainsby argued that giving agricultural markets a local focus could reduce the problem of 'food miles' -- the distance food is transported prior to consumption.

He cited a Canadian study which found that the average food import

around, and that needs to change.

"Farm numbers continue to decline in Canada and around Victoria. Farmers still can't find a way to make a living," said Henry.

"Consumers need to adjust their buying habits to support local food," said Henry.

Richard Hebda, a UVic biology professor specializing in climate change, also sat on the panel. Hebda used maps to predict drastic changes to B.C.'s agricultural landscape and the danger to its food supply as the climate warms.

But Hebda was optimistic that society can benefit through adaptation and an understanding of the challenges facing both farmers and city-dwellers. Secure, quality food production requires keeping agricultural land as well as diversifying food products and practices, Hebda said.

Stainsby also emphasized that farm size is also an important factor in reducing environmental consequences of production. While larger farms employ fewer people per acre, he said, "Smaller farms produce far more food per acre...whether you measure that in tons, calories, or dollars, [small farms] always win."

Co-News: Better than co-operating

How William Shatner changed my life

by Josh O'Kane

I didn't have a whole lot to do at UNB Saint John in my first year of university. I played a lot of cards, went to all my classes, and that was about it. I had been let down by the student council for running for the Science Faculty Rep, because I wasn't 19. I wanted a way to get involved that didn't involve me having to use a fake ID.

I like seeing my name on things that I can give to my mom. So when my friend Lauren, an editor at the UNBSJ's The Baron, asked me to do a CD review for the paper, I gave it a shot.

I sat down with the managing editor and he flipped through a pile of promo CDs he'd been sent. Reggae Mix 2004 and the Best of Stompin' Tom did not appeal to me. But one CD did: 'Has Been,' the non-anticipated comeback album of William Shatner.

I reviewed that CD with such fierce sarcasm and hint of wit that it made the Canadian University Press Wire and was

printed in about a dozen campus papers across Canada. I was then asked to keep writing, and after some forays into pop-culture commentary, I was eventually offered the position of Arts Editor. I took it on and did my best to make the section appealing to students.

The following year I made the decision to take a chance on a student loan and go to Fredericton for the majority of my Chemistry degree. Starting as a staff writer at The Brunswickan, I landed the position of Associate News Editor and took it into my hands to get as much relevant on-campus coverage as possible, because apparently I could write news.

This year, I'm now proud to share the Co-News Editor title with Lauren Kennedy, the person who started it all for me, who is now taking Journalism at STU. Our combined experience--her real journalism education and my rise from the mean streets of Saint John--should hopefully give a broad view of issues on campus, in Fredericton, and in the world at large.

Lauren is a noun... see below or contact Websters' for more info

by Lauren Kennedy

Lauren (n): a happy-go-lucky brunette who loves a certain duck and thinks giraffes are going to take over the world someday. I think chicken and beer should get married and that Moose Light is the only beer that should exist. The comment I hear the most from people is that my eyes "are so blue" and I love when little grey haired ladies stop me in Swiss Chalet and tell me I have amazing eyes, hence I love attention and I love to be complimented. My dream is to one day go to Egypt and visit the

Great Pyramids and possibly when I leave the world, get mummified. I still know all the words to the Backstreet Boys songs and will challenge anyone to a BSB karaoke competition. I think Chad Kroeger is God and would do anything; I mean ANYTHING, to see them play live once more. I still laugh at juvenile jokes and think the word 'doodie' is funny. You can often find me eating some sort of snack food and stressing about what is coming up next in my life. I have a coke addiction, Coca-Cola that is. All the rest is for me to know, and you to find out.



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