

# GRIST FOR THE MILL



Our summer issue marks a milestone in the life of *Edible Toronto*: we've come full circle, having celebrated the abundance of local foods in the Golden Horseshoe through four seasons. A funny thing, though – our readers seem to look back on each issue not by its season, but by its cover, so our premiere, fall issue is known as “the purple cauliflower,” winter is “the wall of preserves,” and spring is simply “the asparagus.”

In our short life, we've come to be respected as a trusted source of information about local foods and beverages, farmers and artisanal food producers, chefs and restaurateurs, and responsible retailers. Our mission is to promote our healthy, safe and sustainable future. By now, our readers know that there's no place in the pages of *Edible Toronto* for factory farms and big agribusiness, whether in editorial content or in advertisements. We've talked about major issues affecting smaller-scale farmers and producers and, although I wrote in my first “Grist for the Mill” that we'd never get preachy or political, I've come to realize that change will come about only when people are informed about issues that affect their food supply; that being fully informed consumers means knowing all the facts and choosing to make noise when necessary. And sometimes the messenger has to get a bit political or preachy in order to get the message across.

In this issue, we are publishing an excerpt from Catherine Friend's new book, *The Compassionate Carnivore*. It discusses the modern-day norm of feeding corn to cattle and what effect the corn has on the cows that consume it. Has the wool ever been pulled over our eyes! And shame on the people behind that ad campaign promoting Ontario corn-raised beef as the ultimate meat for humankind. At what cost to the cattle and to our bodies?

Knowing where your food comes from is extremely empowering. And you have every right to know how the fruits and vegetables you buy were grown, how the animals that provide your meat, poultry, eggs and dairy products were raised, where the fish and seafood you eat stand on the sustainability and health-risk scales. We strive to bring this information to you so that you can make those informed decisions.

We've received numerous letters over the past few months from readers across Ontario who've picked up a copy of *Edible Toronto* or have read it online. As the owner, publisher and editor of *Edible Toronto*, it's extremely heartening to know that what is truly a labour of love is being welcomed into the homes of so many people, all of whom seem to enjoy reading the magazine so much that they never throw away an issue. (A particularly touching letter is reprinted on page 4.) I love these letters. Please keep them coming.

Sorry if it sounds like we're tooting our own horn but, hey, if there's something to toot about... I'm delighted to announce that *Edible Toronto* has won an Environmental Award of Excellence (in the Health category) in the City of Toronto's 2008 Green Toronto Awards. The award was presented to us by Mayor David Miller and Deputy Mayor Joe Pantalone at a ceremony held in April at the Green Living Show.

I wish all of you a bountiful summer.

With warmest regards,

Gail

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Our living countryside



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