

Editorial
by John Greene

In mid-March, just prior to the start of the Iraqi war, the US Department of Agriculture sent out a warning to all stakeholders in the food industry regarding the security of their food. It warned of the possibility of a terrorist attack on the food of industrial producers, farmers, retailers etc and advised all to take appropriate measures to counteract such an eventuality. The warnings were headline news for a few days before sinking in to the oblivion of stale news. Nevertheless I noticed some consequences in our local area that surprised me.

'Isn't that the head!?' I overheard a shopper say in one of the aisles of the supermarket where we shop. "What was that?" asked the other. "The terrorists might plant poisons in our food", replied the other. "Oh, My God! Sure didn't I hear it too!" exclaimed her friend, "what kind of a world are living in!". "It's not safe any more", replied the first one, "and what are we going to do at all?". "Well, you can't be too careful", ventured her friend. And they both engaged in a spirited conversation about what they could do. Finally I heard one conclude "I think I'll buy simple things from now on". "Yes, girl", her friend agreed, "no more fancy things for me either".

So, here was the possibility of a war in distant Iraq having an effect on grocery shopping right at the grass roots in St. John's. Well, it's an ill wind that blows nobody good, isn't it? Now, that's a good Newfoundland saying. But it is aptly applied in this instance. For as most of the nations of the earth agreed, including the Canadian government, the war in Iraq became an event to be shunned. Nevertheless one could not escape the subject as it occupied the daily conversations of people from all walks of life. And people who had never before heard of the words "food security" were now either discussing them or taking steps consistent with the concept. While that was an eventuality deserving of praise, yet one could not escape the thought that, if no Iraqi war had ever entered people's conversations, the grass roots security steps mentioned above would probably never have been taken.

That is an all too common phenomenon especially in this province today. We frequently discover ourselves in the midst of some severe crisis before we realize that we could have taken some previous steps to help alleviate the disaster. Whether it is flooding in St. John's, ice buildup in Badger or highway washouts in western Newfoundland, we discover during the painful experience of coping with those crises that the severe rains and heavy frost could have been foreseen and some previous planning could have eased the burdens considerably. But we overlooked the warnings and coasted on our merry ways.

Why can we not approach our real life challenges without their being forced upon us? Why can we not take the necessary steps to guarantee our food security before some crisis threatens? Must we eat ourselves in to a heart attack before we realize that we are killing ourselves? As human beings we are subject to almost irresistible tendencies to take the easy way out and simply wait for the inevitable awakening. But on those terms it almost always comes too late. But there are voices crying in the wilderness and they must be heard. And now that the internet has invaded the wilderness let us hope that those cries will become louder and joined by a tidal wave of others. And in unison those voices all will cry: we can control what we eat; we can control what we drink; we must decide when to stop; we have the power to create food security for all; we must bring an end to circumstances that see us locking the door after the horse is stolen! And that's another good Newfoundland saying, isn't it?

Lac Joseph-Atikonak Wilderness by Chris Hogan

Lac Joseph is the heart of "The Big Land", in the southwestern corner of Labrador. The Lac Joseph - Atikonak Lake area was initially proposed as a Wilderness Reserve in 1973. Delayed by other initiatives, now is time for it to move forward again.

Threatened Caribou herd

Why should it be protected? The Lac Joseph caribou herd is struggling to survive even though hunting was banned in 1977. These woodland caribou, like the Mealy Mountains and Red Wine herds, are classified under the provincial Endangered Species Act as threatened. Once 5,000 strong and shrinking to about 500 in the mid 1980s, they now number about 1000. The biggest problem has been loss of habitat. In the '60s, the herd ranged widely, calving in the low areas west of Lake Michekemau. Scientists believe that the herd's food/predator ratio was balanced, enabling a stable population. When the Upper Churchill hydroelectric project flooded an area the size of New Brunswick, small stretches of water and islands were replaced by a large reservoir, frozen through June. Wolves gained easy access to the caribou at calving time, snow machines replaced dog teams and harvesting increased. Does now calve around Lac Joseph and Atikonak Lake where marshy areas and islands provide safe calving habitat. If the Lac Joseph caribou are going to survive, it is essential that they do not lose anymore critical range.

Ecoregion protection

Another reason for protection is to preserve a significant sample of one of Labrador's unique natural areas: the Mid Subarctic Forest - Michikamau. As part of its drafted Natural Areas Plan, the Province has promised to protect examples of the full range of plants and animals found within each of our 35 eco-regions. In this way, complex relationships amongst animals, plants and their habitats are maintained. In this area Glaciers created ground-moraine lakes studded with islands, the largest of the kind in the Province. On higher ground, black spruce are separated by carpets of pale green lichen, the favoured winter food of the caribou. In flat areas, wetlands including string bogs and

ribbed fens support a wonderful array of delicate plants and provide home for the high population of breeding waterfowl such as the vulnerable harlequin duck, found around Panchia Lake. Other animals that typify the area are moose, wolves, lynx, porcupine, flying squirrel, woodchuck, marten, bog lemming and four species of amphibians: American toad, wood frog, blue-spotted salamander and two-lined salamander.

Ecotourism potential

Establishing the Lac Joseph-Atikonak Reserve will ensure that the wilderness values contribute to economic development in Labrador. Declared by National Geographic as one of the finest wild places in North America, its waterways like the Upper and Lower Atikonak River, Riviere aux Poisson and the headland lakes offer world-class canoeing and fishing for brook trout, lake trout and ounaniche. Tourism is the world's largest growth industry and clearly places like Lac Joseph, if properly protected, will help position the province to reap the benefits of eco-tourism.

Reserve establishment process

Where do we stand with giving the Lac Joseph wilderness the protection it deserves? In 1996 public consultations showed widespread support for protecting the area. However, in 1998 hydro development plans for the Lower Churchill were announced and the reserve proposal was put on hold. As negotiations advance on the Lower Churchill proposal, it is now crucial that the public demands a conservation balance be achieved.

Required action:

Write the Premier, the Minister of Tourism, Culture and Recreation, the Minister of Labrador and Aboriginal Affairs, and the Minister of Mines and Energy. Call the open line shows and write the newspaper. Our wilderness is fragile. It will disappear forever unless we balance development with preservation.

For further information:

Visit www.nfld.net/paa

(Chris Hogan is Conservation Coordinator for the Protected Areas Association of Newfoundland and Labrador.)

Nutrition on the Great Northern Peninsula by Maura Hanrahan

The Great Northern Peninsula is one of the magical places on this island. Its great forests and long stretches of sandy beaches put one in awe of God's work. One cannot live here without developing great respect for the powers of nature as manifested in the ice that packs the peninsula in winter and spring and the warm breezes that scent its shores in summer.

Those of us interested in the food history of Newfoundland have many sources to consult about what people ate on the Great Northern Peninsula. This area has been studied by

nutritionists more than anywhere else in the province. Most of the studies were carried out in the early part of the last century, promoted by the International Grenfell Association, and they give us a good idea of the culture and social conditions of residents here at that time.

A 1930 study by H.S. Mitchell analyzed Northern Peninsula diets as well as those in Labrador across the Strait of Belle Isle. Mitchell surveyed 50 families in 12 villages. Few families had shortages of total calories; their intakes of proteins, carbohydrates, and fats were also "reasonable". Their iron consumption was good, too.

Not everything was hunky dory, however. Many people in the survey didn't get enough calcium, which led to poor dental health. There were also shortages of Vitamins A and D. These things made people susceptible to tuberculosis and other conditions.

One of the most interesting aspects of Mitchell's study was that it involved the distribution of evaporated milk products to selected families. The milk was donated by the Evaporated Milk Association of Chicago. If the Association could see the amount of evaporated milk consumed in Newfoundland since, they'd be pleased with their initial investment.

That same year W.R. Aykroyd did a study of beriberi and other food deficiency diseases on the Peninsula and in nearby Labrador. Beriberi is often cited as the reason Newfoundlanders voted for Confederation: because they were hungry and sick. But Aykroyd's report tells a slightly different story.

He found that the local diet did not have great variation but that this "does not appear to affect the general incidence of disease in any obvious manner". Only the poorest people had beriberi and, although it sounds high, the death rate was actually low for a fairly common disease; 87 people died between 1912 and 1928.

Beriberi was even less frequent in Labrador, a fact that Aykroyd put down to the Inuit ancestry of many of the residents there.

Beriberi, also called "nerve poisoning", had interested J.M. Little some years before, in 1912. Little concluded that its prevalence was due to a reliance on fine white flour, which lacks the nutrients of brown bread. In 1910, when one community used only brown flour, symptoms disappeared. Further, the old people said there was no beriberi before the introduction of white flour. Needless to say, Little encouraged the local people to return to eating brown bread only.

A wartime study carried out in 1941 found that Vitamin A deficiency and beriberi were most common in February and March, the time of year the old people in my family describe as "the hungry months".

Nutrition education was something that happened relatively early on the Great Northern Peninsula. In 1929 two American nutritionists began such a program at Flowers Cove

where the fishing had been poor. They wanted to eliminate the low resistance to infection, rickets, and chronic constipation that the local people suffered. They gave out garden seeds and tools, held an Agricultural Fair and a Health Week, and instituted a school lunch program for 60 children. Very soon the children acquired a taste for spinach, cabbage, and onions. Meanwhile, their parents became very interested in agriculture.

The agriculture tradition continued with roadside gardening, very much associated with the Great Northern Peninsula. This practice was documented in John Omohundro's 1994 book, *Rough Food: The Seasons of Subsistence in Northern Newfoundland*. Focusing on Conche and Main Brook, Omohundro identified the problems that roadside gardeners and other subsistence farmers experienced on the peninsula. These included: the truck system which encouraged dependence on imported foods, the weather, the boreal ecosystem, and a lack of hardy seed types.

All these studies - and others - offer glimpses into a food culture that is marked by change, adaptation, and a deep commitment to the beautiful land the people of the Great Northern Peninsula call home.

Writer and anthropologist Maura Hanrahan is the co-editor, with Marg Ewtushik, of A Veritable Scoff: Sources on Foodways and Nutrition in Newfoundland and Labrador (Flanker Press, 2001).

Save on Your Food Dollars by Jane Aucoin

"More of the family's income is spent on food than for any other item in its budget". Or at least that is the way it was 35 years ago. The high costs of housing and heating, bus and car travel, school, etc, mean that often there is not enough money to eat well and eat healthy.

The dollars we have to spend on food are the most flexible of our spending dollars and often, in order to pay our inflexible or fixed rent/mortgage payments, heat and light, pills, travel costs, etc. our dollars for healthy foods get swallowed up.

But, because these dollars are not fixed, it also means that we can find and choose healthy foods within the basic food groups that are higher or lower in cost. It depends on what amount of money we have to spend at that time.

There are ways to get the most from your food dollar so that you and your family can follow a healthy diet and even have money left over to save for bigger household items. If you are prepared to make some changes, read on!

Saving food dollars takes time - planning time. But it is time well spent and time that you will get back later.

Plan your main meals ahead of time

Plan to eat more home prepared meals

Plan your grocery trip

Plan your main meals ahead of time as much as possible. If you shop weekly, every second week or monthly, it is worth the time spent on thinking about what you will prepare in the week(s) ahead. Jot down ideas. Plan for at least 5 days of the week. The other days might be leftovers or a hearty soup made from leftover meat. Plan to include more "made from scratch" meals.

If you know the weekly specials at your grocery store, plan your meals based on the specials. For example, if there is a special on chicken, you can plan to have roast chicken one day and use the left over for soup or chicken goulash or tacos the next day. If fresh chicken is a special, buy extra and cut up the chicken for parts - if you have a bit of extra money and a place to store the chicken safely for the future.

Plan to eat more home prepared meals and less of the costly prepackaged foods like snack packages, single serve juices or fish and chips packages or preformed hamburger patties. There are so many "convenience" foods these days. Pancake mixes, cookie mixes, muffin mixes are some of these that you can make at home "from scratch" for less money. Try different recipes that you might see in the newspaper or grocery store, share recipes with your friends and family. Try them on your family and find out what they like. By taking a bit of time up front, you can often make extra and freeze for a later meal. Whenever you make a casserole such as macaroni and cheese or goulash, make double and freeze for another week. Make extra pancakes or French toast, freeze them, then heat in the oven, toaster or microwave for a quick breakfast or snack later.

You can double just about any recipe for extra meals. On days when you know you will be extra busy, take the meal out of the freezer in the morning and there, you have your own homemade meal instead of a more costly (and probably less nutritious) take-out or "TV dinner".

Remember that anything you can make at home from scratch is going to be cheaper than a similar convenience food, and it will taste better too.

Plan your grocery trip

A basic rule of grocery shopping....

Make a list and stick to it.

This helps you stay focused on the things you need instead of buying anything that catches your eye in the store.

At home, keep a running list of things you need to pick up to keep your basic items (flour, sugar, salt, eggs, milk, potatoes, rice, etc) in stock. Add to it what you need for the meals you have planned for the weeks (or month).

If you have a list it also means you won't forget something at the larger store and then have to go back to the corner store where food items are more costly.

Now that you have your plan and your list.....

.....make the trip to the supermarket/larger grocery store. Except for the some "specials" such as milk, foods cost more at the local corner store. Find a way to get to the larger store - walk, find a neighbour who is going, take a taxi and go once a month for the bigger items. When you get there, here are some things to watch for.

Be alert to what the supermarkets do. Many times the cheaper prices are on shelves above and below your eye level. Wholesalers pay to be allowed to put their brands on the shelves that catch the consumer's eye. Bend and stretch for the best deals. Foods stacked at the end of the aisles "appear" to be specials. And sometimes they are but many times they are not. So double check the prices of these and the ones stacked in the middle or to the side of the aisles.

Get a store card. Often there are specials offered only if you have "a Store X card". These cards do not cost you any money and can save food dollars on some of items that you need.

Use coupons - but only if it is something your family would use all the time. Coupons are easy to find - in newspapers and magazines, in your mailbox, in the aisles of the grocery store. Take a good look at the shelves as you are shopping. You may find a non-advertised special that you can use.

Know your prices so that you will know when an item is at a lower price. Keep a list of the usual price that you pay for a food so that you will know when the price is truly special.

Stock up on specials if you have space to store them and they are something your household will use. If you do have a few extra dollars at the end of grocery shopping, then is the time to stock up on specials. It will be a bigger outlay of money at first, but will save food dollars in the long run (as long as you don't use it up quicker than usual!) If you use a coupon with a special, you can save more money!

Try the store brands. The store brand is cheaper and tastes as good as a brand name food item.

Compare prices within the store. Major grocery chains will have the unit price listed for each item.

And one last hint!! - don't go to the grocery store just before mealtime. You are more likely to overspend or spend on impulse when you are hungry!

Saving money in the food groups.

Eating healthy means having a variety of foods from all the food groups every day. Many people think it is impossible to eat according to Canada's Food Guide to Healthy Eating (www.hc-sc.gc.ca/hpfb-dgpsa/onpp-bppn/food_guide_rainbow_e.html) because some foods, especially fruits and vegetables, seem so expensive. Let's look at the "good buys" in each food group.

Saving Vegetable and Fruit Dollars

We should have 5 - 10 servings a day and choose dark green and orange vegetables and orange fruit more often. A serving is a piece of fruit or a carrot or a ½ cup of vegetable or fruit or real fruit juice.

Bags of apples, oranges, either singly or in bags (watch the sales) and bunches of bananas are the cheapest fresh fruits in our markets. Other fruits are a treat when they are on sale, especially in the late summer and fall.

Carrots, turnip, onions, cabbage and potatoes are usually the best buys in fresh vegetables. Tomatoes and celery and green peppers are other fresh vegetables that will add interest to your meals. Broccoli is often on special and one bunch adds lots of nutrients to your meal. Try a quick stir fry with small amounts of onion, shredded cabbage, celery, green pepper, broccoli and grated carrot for a tasty supper vegetable.

Fresh fruits and vegetables are nice, but canned or frozen are just as nutritious and are usually cheaper. The fruits and vegetables are picked at the peak of ripeness and are canned or frozen immediately so that you get as many nutrients from them as from the fresh. Try a different canned vegetable, like lima beans or beets, or fruit, like apricots or grapefruit, from time to time, if it is on special. It will give variety to your meals. Try to use the liquid from the canned vegetable in soups or gravies as it contains lots of nutrients.

Buy the largest size you can use and avoid the single serve fruit and fruit juice as they can be twice as expensive for the same amount. Make single servings for work or school yourself using reusable small containers or thermoses. Single serve boxes of juice - on sale - still cost more than frozen reconstituted juice at regular price.

Buy the largest bag of frozen mixed vegetables that you can store. Use these for a quick addition to all kinds of meals including casseroles and soups.

Make your own low fat "French fries". Wash potatoes and cut into "fries". Toss them with a few tablespoons of oil and some salt and spices if you wish. Bake in a hot oven until they are tender and golden brown.

If you grow some of your own vegetables or can/bottle fruits and vegetables when they are in season in the fall, you can save even more food dollars.

Save Milk Products Dollars

We should have 2 - 4 servings/day, depending on age. After the age of 9, we all should be having 3 servings a day. Choose lower fat milk products more often. A serving is 1 cup (250 mL) of milk or yogourt (any %B.F., or Butter Fat, level) or a piece of cheese the size of a matchbox or 2 cheese slices.

Skim milk powder is the cheapest form of milk. If it is made according to the directions on the box or bag and left to sit overnight in the refrigerator, it tastes very good. If your household does not like fat free or skim milk, you can still save money by mixing skim, $\frac{1}{2}$ and $\frac{1}{2}$, with 2% milk to give you 1% milk. Or you can mix skim with whole milk to get 2% milk. Mixed up skim can be used in any sauces, soups and baking.

Evaporated canned milk is also a good buy. One can of evaporated milk plus 1 can of water will give you milk equal to regular milk. Undiluted evaporated milk is good in tea and coffee and used on cereals and puddings.

Buy yogourt in large containers and put in smaller ones for lunches. But check the unit price and look for specials in single serve too.

Buy cheese in large block sizes when they are on special. They will keep a long time in the refrigerator if they are wrapped tightly. Cheese slices are handy for sandwiches, but slicing thin slices from the large block (bought on sale) could be cheaper and more tasty. Look for lower fat/light versions of cheese and remember to grate your own for pizza or vegetable toppings.

Save Meat and Alternatives Dollars

Maybe the first thing we should do is look at the amount we are serving. We need to have 2 to 3 servings a day of meat or alternatives. A serving is about 2 to 3 oz or 90 grams of meat, fish or poultry. This is a piece about the size of a deck of cards. Non fatty cuts of beef, pork, ham, moose or lamb or fish or poultry is a good choice. As well, 1 cup of cooked dried beans, peas, and lentils can be a choice. Two eggs is a serving. So is 2 tablespoons of peanut butter or about $\frac{1}{2}$ cup (about $\frac{1}{2}$ 184 gram can) of tuna or salmon.

Meats are usually the first thing we think about in the main meal and they are the most expensive item on the plate. Any steps we can take to keep that cost low are important. It may also mean the greatest grocery dollar savings. Surveys have shown that we spend a large portion of our food dollar on meats - as much as 30 - 40 %. This might mean that we don't have enough money left over for fruits and vegetables and milk products.

We could plan to serve 1 or 2 "meatless" meals a week. This could be baked beans or yellow pea soup or chili with no meat or only a small amount. Experiment with lentil soup. A supper of eggs with potato and cooked vegetable and/or salad is a low cost meal.

It's the number of servings, not the price per kilogram, that counts!

Keep in mind that the cheaper price per kg is not always the best buy! If the meat has a lot of fat and/or bone it will not give as much meat protein as lean or boneless meat.

It is best to look at the number of 3 oz cooked servings you get for each kilogram.

Use this as a guide -

Lean boneless meat

like round roast or steak, moose or ground meat will give you -

7 to 8 servings per kilogram.

Meat with a bit of bone

like chops, roasts or steaks or chicken with bone will give you -

4 to 5 servings per kilogram.

Bony fatty meats

like ribs or salt beef will give -

2 to 3 servings per kilogram.

Look for sales and if they are really good, and you have the room to store the meat or fish or poultry, buy extra. Put them into meal size amounts and freeze them. Or if it is ground meat or stew meat, cook it all at one time and then divide into family meal sizes before freezing. Now the meat is ready for making into a quick meal in the future.

Buy larger roasts and cut into steaks or stew meat or stir fry strips. It is cheaper than having the meat cut up for you in the store packages. Chicken legs and chicken breasts are convenient, but we pay for that convenience. Buy whole birds and cut them up for savings. Buying skinless is more expensive than skinning chicken yourself.

Make your own "fish sticks" with fresh or frozen fish cut in pieces, dipped in egg and dried bread crumbs or cornflakes mixed with salt and pepper and spices and baked in the oven.

Saving Grain Products Dollars

We need 5 - 12 servings per day depending on how active we are. Choose whole grain products more often. A slice of bread or ½ a bagel is one serving. One half cup of oatmeal porridge is one serving. One half cup of cooked spaghetti or rice is one serving.

Everyone loves the dry cereals in the market today. But check the unit prices on the shelves! Some of the cereals are very expensive, especially the sugared and special flavoured ones. Pick high fibre cereals and add your own flavours at the table like cut up banana, chopped canned peaches or blueberries you picked last fall.

Try making a big batch of muffins or cookies and freezing them for lunches or breakfasts. You will save a lot of food dollars by making as many of your own baked goods as possible. And of course any children will be glad to help!

Save "Other Foods" Dollars

Other foods are those that add interest and flavour to our meals, but don't really give us any nutrients. These foods are ones that keep well like catsup, vinegar, sugar, salts and oils. Store brands oils and margarines are usually cheaper. But watch for sales! And don't let the "others" like chips and dip, candy and drinks creep into your shopping cart too often.

And the bottom line on your food dollar.....

...careful planning, wise grocery shopping and a little extra time at home could mean extra savings and also give your household tasty, nutritious meals.

(Jane Aucoin is a Registered Dietician living in St. Philip's, Newfoundland and Labrador).

Tax the Bads and Not the Goods by Bruce Gilbert

Our approach to living on this planet is unsustainable. If you have any doubt about this just reflect on some recent headline topics: ground-fish collapse; wood supply crisis; climate change related floods, droughts, and diseases; hazardous waste spills; smog alerts; toxic pesticides; untreated sewage; drinking water contamination; discharges from ships; overflowing landfills; dioxins from incinerators; loss of biodiversity; and so on.

How is it that we could 'devour and soil our nest' so thoroughly?

What if anything can we do about this?

For starters, we must realize the simple fact that it is impossible to grow our way out of natural resource shortages and environmental degradation. This is a finite planet hence sustainable growth, or growing forever, is an oxymoron. With business as usual we will eventually run out of resources, or poison ourselves, or both.

Instead we need development that ensures our harvesting rates do not exceed our planet's regeneration rates, and that our waste emissions do not exceed the capacity of our local environments to assimilate them. Unlike sustainable growth, sustainable development has future generations in mind.

One innovative idea that we can use to become more sustainable is that of revenue-neutral ecological taxes.

Ecological taxes do several things: they act as incentives for industry and consumers to reduce destructive practices by making environmentally negative products, processes and services more expensive; and they also help fund environmental remediation. They are not a cash grab by governments but rather involve tax shifting from 'goods' to 'bads' as all revenue generated is used to either reduce payroll, corporate and personal income taxes, or to fund restoration activities.

Such taxes can be applied to any product and service that damages or over-exploits air quality, freshwater, forests, fisheries, wetlands or that produces significant amounts of toxins or greenhouse gases.

Prices on some products and services will increase as the new taxes are factored into shelf prices, but because ecological taxes are about revenue-neutral tax shifting, consumers and businesses will also see tax cuts at the same time. Families will no doubt purchase the least-damaging, least-taxed, and therefore cheapest products available, which will nudge polluting companies to clean up in order to be competitive. Ultimately, all citizens will gain some control over their taxation rates because if we shop differently we can pay less tax.

This is the polluter-pays-principle on steroids and it is long overdue.

Ecological taxes work. In Germany in 2000 the government increased taxes on fuels and electricity and then reduced them on payroll taxes. Fuel sales dropped by 5% but carpool agencies reported a 25% growth. The United Kingdom steadily increased fuel taxes between 1993-1999 and as a result consumption dropped and the fuel efficiency of large trucks increased by 33%.

The Netherlands in 1996 introduced a tax on natural gas, electricity, and heating oil to stimulate energy efficiency. All of the tax revenue generated was returned to households and businesses through tax cuts, and a 15% reduction in electricity use, and a 10 % reduction in fuel use were quickly realized.

Such tax shifting is also very important for driving the development of alternative energy technologies. For instance, wind energy is struggling because it is expensive when compared to the lower cost of fossil fuels. However, because the price of fossil fuels does not reflect the hidden health and environmental costs to society, its lower price is artificial, and is in fact a hidden subsidy that is unfair to wind. This problem was addressed in Denmark through ecological taxes and tax shifting whereby some of the highest fossil fuel and electricity taxes in the world resulted in a world-leading wind turbine industry.

If we are to introduce ecological taxes we will need extensive consultation with stakeholders and the public, gradual implementation, and safeguards for the poor. But with ecological taxes our planet has a chance at survival.

Eventually, industrial design, production, distribution and marketing will become ecologically friendly and a sustainability revolution will emerge, as entrepreneurs rush to fill new market niches with innovative products. This is the type of development I want for my children.

Bruce Gilbert St. John's Bruce Gilbert is Executive Director of the Conservation Corps-Newfoundland/Labrador.