

WE'RE ALL UNDER ONE "TENT"!



Land Over Landings stands shoulder to shoulder with citizens and advocates from across the province, of all political stripes and from all walks of life, to say: **#StopBill66!** In Ajax, on Jan. 12, hundreds gathered for an in-depth look at the Bill. Environmental Defence and the Canadian Environmental Law Association (CELA) led us through the details. Former Ajax mayor, Steve Parish, was there, as was Oakville's mayor, Rob Burton.

So were we – not just as deeply concerned Ontarians but also because the Federal Lands are partly on the Moraine, are surrounded by the Greenbelt, are partly Greenbelt themselves, and should, by rights, be entirely Greenbelt.

This draconian omnibus bill – in particular, Schedule 10 – would, if passed, undermine decades of farmland, water, and environment protections going back to the government of Bill Davis and through successive

Progressive Conservative, Liberal, and NDP governments since. Among the worst aspects of this Bill are sections that abolish that *abolish advance public notice of changes* to Official Plan zoning and to Greenbelt and water protections – with no right of appeal.

We applaud municipalities that have taken a strong stand against the “Open for Business Act,” saying: “No thanks; we are keeping our water, soil, and environmental protections and we’re still “open for business!”

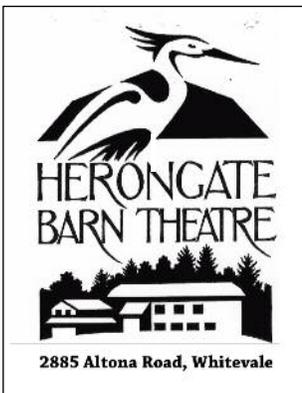


Photo: Alexis Whalen

Matt and Liz of Joyfully Organic (you can never wipe the smiles off their faces) with supporter Sari Sarriddine at the office of Ontario's Minister of the Environment, Conservation and Parks.

We urge you to contact your councillors and MPPs with a strong message. And do NOT believe anyone who says this won't affect the Greenbelt. It will. **Petition: stopbill66.ca**

Quote of the Day from Richmond Hill Councillor Karen Cilevitz: *“This Bill is garbage. And it's not recyclable!”*



See You at Herongate!

Thursday, February 28, 6 p.m.

Join us for an evening of good dining and a Broadway hit. “Beyond Therapy” is a hilarious look at therapy and two people who try to fix themselves. Bid for gems in the silent auction!

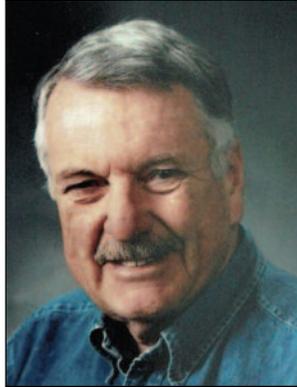
A portion of every ticket sold, and 100% of the proceeds from the auction, will help fund our efforts to secure permanent protection of the Federal Lands. Generous supporters like you keep our ag-vocacy going. **Thank you!**

See important info on our website and Facebook page. To donate auction items, call Gabrielle: 905-649-2433. For tickets, contact Herongate Barn Theatre: 905-472-3085.

DON GIBSON, MAR. 5, 1928 – SEPT. 27, 2018

Don Gibson was many things to many people. But for us, what made him a hero and visionary was his creative championing of local food.

Now, you may not know his name, but if you live in Ontario you know his marketing campaign. The words “Good things grow in Ontario” instantly turn into a jingle. And if you have ever driven east of Toronto on Hwy 7, you know his house, the fine heritage property in Brougham known as the Bentley-Gibson House. In 1972, though, the year the Pickering airport was announced, the house was simply home to Don and his family.



In '72, our research head, Jim Miller, was a teenager on the family farm of Thistle Ha', near Brougham. He remembers the Gibsons well, the fact that they opposed the airport right from the beginning, and were very active with People or Planes. After losing their home to expropriation, the Gibsons bought a farm in Scugog, where Don established a herd of beef cattle.

Jim recalls: *In the 1950s, with an honours business degree under his belt, Don had launched a career in advertising, specializing in marketing food products. I was fascinated by his story about Foodland Ontario.*

During the 1970s, farmers were constantly lobbying government about their business difficulties; they were losing sales to imported foods, claiming that shoppers didn't care whether a peach came from Niagara or Nicaragua, a steak from Omemee or Omaha. They wanted government to implement supply management for the entire agricultural sector so that they too could benefit from the higher and stable incomes previously and uniquely enjoyed by Canadian milk, egg, and poultry producers.

Premier Bill Davis wasn't sold on supply management: it raised grocery prices, and he thought it would irritate food producers in other countries. He asked his Agriculture Minister, a north Pickering farmer named Bill Newman, if he knew another way to help Ontario farmers. Newman proposed a novelty to Canada, a government advertising campaign promoting Ontario agricultural products on behalf of over 40 different producer groups. Only the milk producers refused to participate (and still do to this day).

Don Gibson, with his strong background in food advertising, won the government competition to develop a campaign he called “Foodland Ontario.” He described how he chose the green logo and instantly loved the “Good things grow in Ontario” slogan. He measured the success of his campaign by comparing year-over-year sales. Sure enough, sales increased for all producer groups, some dramatically. Advertisers pride themselves on how long a campaign runs. Don's Foodland Ontario campaign, launched during the 1977 Royal Winter Fair, has been running for over 41 years – and counting.



Photos courtesy of Bruce Gibson

The Bentley-Gibson House on the day of the People or Planes Festival in 1972.

Don was a steadfast supporter of Land Over Landings, and thought the Ag Study very important. He loved our tagline – *Because food is a GROWING concern* – and was delighted by the North Pickering Farms map. He saw our efforts as a continuation of his legacy. No matter the era, citizens from our local area are leaders in strongly supporting and promoting the importance of local, fresh food to Ontarians.

See: www.legacy.com/obituaries/name/donald-gibson

Food for Thought



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Land Over Landings
Because food is a
GROWING concern!

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