



Join us in our effort to promote organics and raise funds for Food Banks of Canada!

Be a part of
**The Great Canadian Organic Week Bake Sale
for Food Banks**

Canadian Organic Growers and Food Banks of Canada have teamed up to raise awareness and funds for organics and food banks across the country during [Organic Week 2011](#) (October 15-22). You can get involved by organizing an organic bake sale in your community and donating the proceeds to your local food bank.

How do I organize a bake sale?

1. Get a group of willing bakers and sellers together by mid to late September.
2. Source your organic ingredients, bearing in mind:
 - ❖ Seasonality – October presents us with ample baking opportunities with pumpkins, squash, apples, zucchini, sweet potatoes – even beets! For inspiration, check out [Simply in Season](#) (copies available in our office).
 - ❖ Local availability – Consult our [Local Organic Farm Directory](#) to find local organic sources of these ingredients and ask farms about their willingness to donate to the cause.
 - ❖ The sweet tooth – Honey and maple syrup work as great local alternatives to imported sugar, but fair trade organic sugar is also better than sugar processed from [genetically engineered sugar beets](#)!
3. Find a location and book a date within Organic Week (October 15-22).
4. Consult the bake sale checklist on page 2.
5. Contact us and let us know your plans. We can help you with sourcing your ingredients (and getting donations), promoting your sale, connecting you to your nearest food bank, or anything else. We'll also provide you with information to distribute at your bake sale on the benefits of organic food and farming.

What is Organic Week?

A nationwide, week-long celebration of all things organic, running from October 15-22. Canadian Organic Growers and the Canada Organic Trade Association initiated the event last year to raise awareness about the benefits of organic farming practices and our national Organic Products Regulations and Canada Organic logo. See what else is happening at www.organicweek.ca and www.facebook.com/organicweek.

COG Perth-Waterloo-Wellington
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Who is Canadian Organic Growers (COG)?

COG is a national, membership-based, charitable organization with a mandate to lead local and national communities towards organic stewardship of land, food and fibre while respecting nature, upholding social justice and protecting natural resources. COG Perth-Waterloo-Wellington is one of 11 regional chapters across the country working to unite farmers, gardeners, retailers, educators, and eaters who share a vision for a local organic food system.

Contact: Erin Dwyer 226-251-3012 or office@cogwaterloo.ca

Bake Sale Checklist

Location

- Choose a place with good foot traffic – outside a health food store, church, park, your neighbourhood...
- Ask permission if in a public space

Holding Your Bake Sale

- Some places require a permit to sell items as fixed prices, so unless you secure such a permit, stick to prices that are “suggested donations”
- Consider selling organic juice or soda in addition to your baked goods
- Promote, promote, promote!

Supplies Checklist

- Table and chairs
- Something to serve your food on (unbleached napkins/biodegradable plates/dishes if you want to do them!)
- Knife/spatula to cut & serve food
- Money to make change (loonies & quarters)
- Signs to promote the farms and stores who donated your ingredients and to provide allergy alerts
- Tape to hang your signs
- Digital camera to take pictures & upload them to www.organicweek.ca afterward
- Poster to use for directional signs and at your table
- Resources from us (fact sheets on organic food and farming, COG membership forms, etc)

After the Bake Sale

- Count the money that you raised
- Send to local food bank
- Thank all volunteers
- Let us know how it went

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