

FRESH ASPARAGUS

We sell lots of fresh asparagus because (a) we buy the very best quality available always (b) we take lots of care in handling it which translates into the best eating enjoyment and (c) we charge a fair price.

1.99 lb.

OUR PISTACHIO LOAVES

For a number of years now, we've been supplying a store in Port Hope with some of our products. The owner buys an unusually large number of these loaves because, in her words "My customers think that they're the best thing ever". Maybe they are!

1/3 OFF THIS WEEK

Reg. \$4.50

P.S. The store in question is Herma's Gift Shop on Hwy. 28 north from Port Hope. It's an amazing gift shop!

STRAWBERRY -RHUBARB PIES

Our made-from-scratch Strawberry-Rhubarb Pies are available both baked (and sometimes warm) from our pastry counter and unbaked from our freezer section, if you love that baked-at-home aroma. Any way you get it, you'll have a big pie (9" size) with big flavour!

Reg. \$8.95 9" size

25% OFF THIS WEEK

SCHWARTZWALDER BRATWURST!

When we were discussing what to feature this week, one of our butchers (of German descent) allowed that since we were making a Schwarzwaldler type ham (translate: Blackforest type) why not make Schwarzwaldler Bratwurst as well.

I said "what's the difference between the recipes?"

They have a little more marjoram and you have to use German beer to make them... so we did.

This week, buy Christopher

Winter's Schwarzwaldler

Bratwurst - you'll feel

like you're there in the

Black Forest!

Reg. \$3.99/lb.

1/3 OFF THIS WEEK

OUR SPICY PEPPERETTES

From our meat kitchen come these sizzling little numbers that must be consumed with care - they do have spark! They're air-dried, about 5 or 6 inches long (depending on the day) and they're packed full of flavour and heat. Hot Deal!

2/99c THIS WEEK

SMOKED PORK CHOPS (KASSELER)

Our Smoked Pork Chops are made with well-trimmed racks of pork which have been selected for their leanness. We then cure them in a low-salt brine, smoke them slowly over maple long enough and warm enough to cook them - all you have to do is warm them. Although the traditional way to serve this cut is to steam it whole or in chops on a bed of sauerkraut or prepared red cabbage, it's equally great just steamed or gently warmed on the bar-b-que. Great flavour!

Reg. \$5.99/lb.

25% OFF THIS WEEK

MORO ORANGES

These are blood oranges which come from California. They have streaks of red in them (hence the name) and an element of tartness which sets them apart from the regular varieties. We have some literature available which provides a few interesting serving suggestions as well.

99c lb.

BALDERSON EXTRA OLD CHEDDAR

This week we have a special price on extra old cheddar - (both orange and white) from Balderson. It's great cheddar.

Regular 1.99/100g

1/3 OFF THIS WEEK

WHY ARE WE SUCCESSFUL?

A couple of weeks ago, a journalist representing one of our industry publications was in our store to do an interview with us and she asked this question: I always answer that it's luck - and truthfully, you must always have an element of luck. I then went on to explain that we make a great deal of what we sell. All the products which we make are from scratch, which means we start right at the beginning and do it in a homemade manner - like food stores did many, many years ago. We currently employ 21 fulltime staff in the making of our products and when I counted up the number of different food items that we make, I was a bit amazed to find that it's over 400!

To be sure, we have our failures too. Try as we may to be great all the time, some things don't turn out as well as they should. We usually catch them but sometimes we don't. One thing we do though is make it right. We're committed to the idea of quality in everything that we do.

BLUEBERRIES

The crop of Chilean blueberries has been exceptional this year. They've been abundant (hence the price) and delicious.

1/2 pint

1.99

COMING NEXT WEEK!

We have quite a number of south African customers - and from them I get continual requests for Boerwors which is a very unique (and tasty) sausage. This is "farmers sausage" in their language - and as in Canada, there are many different variations on the theme. One of our customers brought me a couple of cookbooks from S.A. and there are quite a few other interesting items as well - you never know what might happen!

the VILLAGE GROCER
QUALITY FOODS

SPECIALS IN EFFECT UNTIL CLOSING SUNDAY FEBRUARY 20

Hours:

Mon - Thurs 9:00 - 7:00 Fri 9:00 - 8:00 Sat 9:00 - 6:00 Sun 10:00 - 5:00

548 Carlton Road, Unionville

940-1770

'Greening' plan for York Region calls for public input

Environmental interest sparks strategies for keeping York green

BY MIKE ADLER
Staff Writer

York Region needs some help with its environmental policies and public participation is key to making that happen, a new regional plan suggests.

The recently launched Greening of York Region Initiative will look at how the region could manage a variety of green policies - everything from tree planting and streetscaping to a new strategy for acquiring environmentally sensitive lands.

To do this, it aims to draw ideas from the public and other sources, including municipalities, conservation authorities, environmental groups and the housing industry.

The region has noticed increased public interest in the environment and knows residents are concerned about the declining amount of forest cover and development on the Oak Ridges Moraine, said John Waller, regional director of strategic planning.

The region's report card on its official plan showed people thought it was doing only an average job protecting the environment and many participating gave the region a failing grade.

"The message we got was 'You have a good set of policies, but you're not doing enough to implement it,'" Waller said.

"What we need is do is have a really effective debate on this."

The debate started last month, with a brainstorming session attended by agencies and governments. A discussion paper is promised next month or in April, followed by a symposium and a strategy of some kind by October.

"We hope to get people's best ideas on what we do," Waller said.

A few possible outcomes are a landowner information package on options available to people for land stewardship, a regional streetscaping policy and certification of "green subdivisions", where natural areas are preserved and plantings done.

"The green image on new communities sells, so I think it's a good fit," Waller said.

Where the money would come to make policies work better is unclear. Waller said he hopes regional councillors will contribute resources, but added it's likely they will also ask the provincial and federal governments to do more.

"We have limited purse strings," he said.

"We have to make clear strategic decisions on what we want to do."

Blood donors urged to attend new clinic

Canadian Blood Services is calling on all eligible blood donors to come out and give the gift of life. The flu season has hit and many regular donors are unable to donate because of illness.

A single donation can save as many as four lives. Each component can be given to a person - the red cells to someone undergoing surgery, the platelets to a person with leukemia; the plasma to a burn victim.

The Toronto Blood Centre needs to collect at least 650 units of blood per day in order to meet the needs of patients in the 59 hospitals in Central Ontario.

Because of winter weather conditions and the outbreak of the flu, blood collections have not kept up with the hospital orders.

Healthy individuals between the ages of 17 and 70 can give blood every 56 days, although first-time donors must be 60 or younger. All blood types are needed, with a special need for donors with type "O" and type "A".

There will be a blood donor clinic this Saturday from 1 to 5 p.m. at the new location of Centennial Community Centre, 8600 McCowan Rd.

For more information on clinics in your area call the Toronto Blood Centre at (416) 974-9900, ext. 3534 or 1-800-701-7803 ext. 3563 or visit the website at www.bloodservices.ca