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EUREKA EXCHANGE

Show Schedule

Run time for the Pm show is 01:03:34

Start Time	Speaker	Affiliation	Title/Description
0:00:00	Bob McDonald	Host of Quirks and Quarks	Why we are so lucky to have a blue planet
0:07:30	Dr. Joe Schwarcz	McGill Office of Science and Society	“Chemical-Free” is not a good deal
0:32:40	Bryan Schenk	Noah’s Inn	Green Cones: A Restaurant Owner’s Win Over Waste
0:45:00	Barbara Kay	100 Mile Market	Collaboration, Cashflow and Community: A different kind of retail business model
1:01:25	Bob McDonald	CBC’s Quirks and Quarks	What a day! You live in the garden of Eden and you can’t move to Mars

[Joe Schwarcz PhD](#)

[Office for Science and Society](#)

www.OSS.McGill.ca

“Dr. Joe,” as he is known to his radio and television audiences, is the Director of McGill University’s Office for Science and Society. He is a passionate devotee of the scientific method and uses his communication skills to separate sense from nonsense. Joe has received numerous awards for demystifying science for the public and has written eleven best-selling books. He even spices up his presentation with a dose of stage magic!

Chemical-Free” is not a good deal

The term “chemical free” is frequently used by marketers these days to pump up sales. But the fact is that if you are buying a chemical free product you are not getting a good deal because you are buying empty space, a vacuum.

Everything in the world is made of chemicals, which are just the building blocks of all matter. There are over fifty million known chemicals, both naturally occurring and synthetic. They are not good or bad, their safety and utility depends on how they are used. Today, unfortunately, many people don’t regard chemicals as the constructs of matter; they consider them to be the agents that deconstruct health. Dr. Joe will examine this chemical conundrum and discuss how the proper use of chemistry really can lead to green products.

If you want to learn more about better chemical management, download “Quick Tips on Better Chemical Management” at <http://www.goingforthegreen.net/tools.html>

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Bryan Schenk

Business Owner, Noah's Inn

www.noahsinn.ca

Bryan took over as owner of Noah's Inn in December of 2001. In an attempt to be as green as possible, Noah's Inn purchases as much local product as is available. Desserts are made in-house. The Inn's bread, made without the preservatives, comes from a local baker. The Inn serves Organic and Fair Trade Coffee and Tea. The flour comes from a flour mill in nearby Hanover. The Inn also does not use a commercial deep fryer to avoid heart harmful, hydrogenated oils. Bryan turned his attention to better managing his food waste by using the Green Cone, a food digester.

Bryan's Win Over Waste

This is Bryan's story. It addresses how Bryan bought an historic inn, working hard to make great food with as much local produce as he can get, and how he uses a simple low cost device to substantially reduce his food waste and save money at the same time. Bryan will share the challenges he has overcome, how he solved them and the ones he's still working on. It's a neat short story of a new-to-you innovation.

If you are interested in getting your own Green Cone, stay tuned, we'll be selling them through our store on www.goingforthegreen.net shortly!

Barbara Kay

Owner, The 100 Mile Market

www.the100milemarket.com

After a 20+ year career in investor relations, with small public biotech companies Barbara retired to become a full-time farmer. In 2004, she and her husband, David Harper moved their elk farm from Erin Ontario to the top of the hills in Grey County just south of Meaford. Together with another elk farming couple they created a company CanEVA Health Corp to promote and market elk velvet antler as a natural arthritic remedy for humans and pets. As a bi-product of managing their herd they also sell elk meat and that led to their involvement in the start up in 2007 of the Meaford Municipal Farmer's Market. Building on the success of the farmer's market and consumer pressure they opened a small retail store in October 2007 called The 100 Mile Market. It provided a year round locale for primary producers to sell their products directly to the consumer.

Collaboration, Cashflow and Community: A different kind of retail business model

Shopping local is not a fad. It is a conscious decision to support your neighbour's business to promote community prosperity, healthy food... and there can be cashflow benefits for the farmer or product producer and the retailer. Barbara shares how her retail model works for the benefit of all involved in the store with evidence of its 3 year success.

[Back to Schedule](#)

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Your PM pass will also give you access to:

Peter Corbyn

www.greennexus.com

Chief GreenNexxian

Peter is an engineer and a lateral thinker. He has been involved in the environmental design of buildings, and energy efficiency for the manufacturing sector. He is a frequent speaker and author or co-author of a number of books on climate change. He is the ultra proud dad of his daughter, whose birth spurred and intensified his interest in making green a practical daily choice.

How climate change is affecting your business.

Is Mother Nature just having a good time teasing you with weird weather patterns, or is there something more going on here?

There are some basic facts you should know about the mechanics of climate change, and some key myths. Why are some companies trying to tell you its bunk?

While climate change is a global phenomenon, there are acts of green that any small business owner can do to address these impacts and be part of the solution. While your one act may not seem like a big deal to you, it counts. If each of us completed an act of green, the power of locally generated solutions reverberating across the globe all adds up to be more than just a flutter.

[Back to Schedule](#)