



Quarterly Newsletter
Fall 2010



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Did you know?

Our food is traveling close to 8,000 km on average from farm to plate, including the delivery of inputs to the farm needed to grow the food.

Source: Ecology Action Centre

Food Security has been defined as the ability of all people, at all times, to have access to nutritious, safe, personally acceptable and culturally appropriate foods that are produced (and distributed) in ways that are environmentally sound and socially just. Recent data suggests that 14.6% of Nova Scotians experienced food insecurity (the opposite of food security) at some point in 2004, above the national average of 9.2% and the highest of all the Canadian provinces.

Nova Scotia Food Security

Shifting Thinking in Nova Scotia



How does it work? Simply take **10%** of the purchases you would normally make with your household budget at non local independent businesses (e.g., national or multinational stores) and shift those to **local independent** businesses (e.g., “mom and pop” shops, local co-operatives, etc.)

Why Shift? Studies have shown that when dollars are spent at **Local Independents**, up to **3X** more of the profits stay within the community, and since **Local Independents** are much more likely to keep the money circulating in the local economy, the economic impact multiplies dramatically. This economic growth resulting from the circulation of dollars within the local economy is known as the **Local Multiplier** at work. Making the **10% Shift** strengthens our local economy and revitalizes our communities without asking you to spend more.

There are many studies in North America that talk about the local multiplier effect but the Cape Breton University (a BALLE member) is currently working on a project that will look at the local multiplier effect in Nova Scotia.

Selling to Government? Is it for You?

Does the government purchase my goods and services?



Each year the government of Nova Scotia spends more than \$800 million on a wide range of goods, services and construction. From the Protocol Office which purchases Nova Scotian made products to showcase our unique province to the Department of Highways that contracts snow removal services. The government in some areas of the province are the largest buyers of goods and services.

In 2009, the Nova Scotia government implemented the Sustainable Procurement Policy which is the current buying policy for the province. In the past standing offers and tenders were awarded on a "best price" system. The new policy is guided by "Best Value". The best value will take into consideration sustainability merits of a business, distance travelled, and workplace environment of employees. Giving weight to the sustainability measures in the buying process helps move Nova Scotia forward environmentally, socially and economically.

BALLE has been working with the Federal and Provincial governments to present workshops that will help Nova Scotia's businesses get involved in the Provincial procurement process. We have connected with 150 businesses across the province this year helping them

connect and market themselves to government.

The Federal government also spends a large amount of money in the province procuring goods and services from falconry and grave yard maintenance to office products and diapers. Yes diapers...

During our workshops there were a lot of great questions and discussions. Here are a couple of samples:

Q) I am a small contractor and I cannot meet all the requirements for a construction tender.

A) There are a couple of things that you might do. If you watch the companies that have won past tender contracts it may be beneficially to market to them as a subcontractor. Team up with another business that can help you meet the requirements for tenders.

Q) What is the best way to start.

A) Review tender opportunities to see what is out there. Register your business with the province and the federal government to get notifications of available tenders. Market yourself to government like you would to any customer. They need to know who you are before they can buy from you.

For more information check the links in the sidebar or contact and we will try to get your questions answered. info@ballens.ca

[GO BACK](#)

Getting Started

Here are some helpful links to get connected with Government.

Provincial Links

- [Sustainable Procurement Policy](#)
- [Information for suppliers](#)
- [Tender Listings](#)
- [Supplier Development Workshops](#)
- [Purchasing Contact Directory](#)
- [Procurement Services Office Contact Information](#)

Federal Links

- [Main Portal: Selling to the Federal Government](#)
- [5 Steps to Doing Business with the Government of Canada](#)
- [Promote Yourself](#)
- [Contacts for Suppliers](#)
- [Register for Other Methods of Supply](#)
- [Find Opportunities](#)



Message from our Chair

We are approaching our first anniversary for BALLE Nova Scotia. Thanks to all of our sponsors and members for their support in the past year. We had a busy year hiring a new co-ordinator, Shannon MacLean. Although initially part time we have recently have changed her status to a full time position.

We would also like to send a huge thank you to Lil MacPherson for her work as chair of BALLE Nova Scotia this past year and her continued efforts for Local Living Economies. It is also with great sadness that we say goodbye to Lara Ryan, Marla MacLeod and Jeff Moore. They were instrumental in getting the BALLE ball rolling across the province. Although stepping down from the board they will continue to provide BALLE with their expertise and support. We love you guys.

Our AGM will take place in the New Year in Halifax. Stay tuned for more details.

In the past year we have talked to various government levels and departments across the province about the importance of buying locally. In conjunction with the Provincial government and the Federal government we presented a series of workshops that helped businesses gain an understanding about procurement procedures by government. The workshops were held from Sydney to Clare and we reached out to almost 150 businesses to help them sell to government.

During the year we felt it was vital to connect with the public about the importance of buying local and to highlight issues facing our environment. We had several screenings of the film *Dirt* across the province in partnership with Taproot Farms and Slow Food Nova Scotia. We also teamed up with the Nova Scotia Farmer's market to present *Food Inc* which was followed by a lively panel discus-

sion and great input from the audience. The Ecology Action Centre invited us to participate in the screening of *Manufactured Landscapes* which was also followed by a great discussion after the film.

Bridgewater had its first Sustainability Festival this year and we were pleased to participate. We also had a chance to meet a lot of great businesses at the Eco Expo in Halifax this fall.

Over all we reached well over 1000 people in person and our online presence has grown exponentially every month. We have had articles in The Coastguard, The Coast, Le Courier and the Cape Breton Post. We have also given interviews to CKBW Bridgewater, CBC Sydney, and The Giant Cape Breton Radio. We hope to launch a 10% shift campaign across the province to help consumers see how shifting money they already spend really benefits the community. For our membership we are launching sustainability workshops that will guide and help market their businesses and their sustainable efforts. We will have a full workshop description posted in the coming weeks on our website. If you are interested in having a workshop in your area contact us at info@ballens.ca

BALLE has extended our online presence with the integration of Facebook and Twitter and will launch a quarterly newsletter dedicated to the news of our members and important issues in our province. We will be creating new media pieces and would love a chance to highlight your business so please email Shannon with pictures!!!!

As CEO of Cassie populaire de Clare, I am a proud supporter of our local businesses and community. I look forward to working with BALLE members across the province to keep Nova Scotia prosperous and beautiful.

Yours Truly

Paul Emile LeBlanc

Caisse populaire de Clare
Directeur général
Chief Executive Officer



Board Members of BALLE Nova Scotia

Paul Emile LeBlanc , Chair

CEO of Caisse populaire de Clare

Lil MacPherson, Past Chair

Owner Wooden Monkey & Community Activist

Allison Kouzovnikov,

Treasurer

Executive Director Nova Scotia Community Foundation

Kyle Shaw, Secretary

Editor, The Coast

Jennifer Corson, Director

Jennifer Corson M. Arch. is an architect with Solterre Design and president of Renovators Resource Inc

Beth Caldwell

Vice President Minas Pulp & Paper

George Karaphillis

Director, MBA in Community Economic Development, Cape Breton University, Nova Scotia

Silver Donald Cameron

Professional Author , founder of the Green Interview

Camelia Frieburg

Film , writer, director and producer, founder of the pollination project

Bill Carr

Actor and Motivational Speaker

Outgoing

Jeff Moore

CEO of Canada's first Fair Trade coffee roaster

Lara Ryan, Vice Chair

Consultant and part time Executive Director of the Canada Green Building Council Atlantic Chapter

Marla MacLeod

Food Miles Project Coordinator with the Ecology Action Centre

Liz Crocker

Owner of P'Lovers and co Owner of Wozzles Book Store



Looking forward to a New Year

Balle has had an exciting year. I have felt privileged to have met and heard from many great local independent retailers, manufacturers, and agricultural producers across the province. I have always been a strong supporter of "getting it local". My work with BALLE has magnified this for me and highlighted the changes we can make as consumers and businesses. I have called various parts of this beautiful province home. I currently reside in the Annapolis Valley but I will never forget my Cape Breton Heritage. I feel very fortunate that I can live here when so many of my friends and family had to leave to find other opportunities. By supporting our local businesses we can grow the economy and attract new immigration and ring our people home.

Need help "getting it local", check out our website for a list of great Nova Scotia owned businesses. If you have any questions about BALLE don't hesitate to contact me.



Cheers

Shannon MacLean

Co-ordinator BALLE Nova Scotia

shannon@ballens.ca

Thank YOU!!!!

Thanks to Lil, Lara, Liz, Jeff, and Marla for getting the BALLE ball rolling across the province. Although this has marked our 1st official year a lot of work took place for the last 3 years to make BALLE Nova Scotia a reality. You are exciting entrepreneurs and educators that lead by example. We look forward to seeing what you do next and thanks for your continued support for BALLE Nova Scotia.

Facebook Photo Contest

BALLE Nova Scotia wants YOU... to send in your photos and stories. We are giving away one free spot to our upcoming workshops on Sustainability. And a copy of *Independent America: The Two-Lane Search for Mom & Pop (DVD)*.

We want to spread the news so send us pictures related to independent business, the environment, and the great communities across the province.

Click Here for more details:

[Photo Contest](#)

BALLE NS
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Follow us



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