



THE CARP VILLAGER

A PUBLICATION OF THE VILLAGE OF CARP BIA

NEWSLETTER



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MESSAGE FROM OUR VICE-CHAIR VILLAGE OF CARP BIA



It's that time of year again, when the green landscapes of the community are dusted in snow and the buildings are dressed in lights. Even though we get bundled up for the brisk temperatures of Canadian winters, it is one of the warmest seasons in our hearts. The children are out of school and we get to enjoy some well-deserved time off with our friends and family.

The Carp Farmer's Christmas Market and Huntley Community Association Santa Claus Parade set a fantastic tone for the season, and also shone the light on the lively community spirit we have here in Carp. As we look toward a new year ahead, it's an opportunity to reflect on how we can make Carp an even more vibrant community, and grow support for local businesses.

We have some exciting developments to look forward to in 2018, with the opening of the Rectory and Ridge Rock Brewing Co. These two new local businesses will draw several newcomers to Carp, offer new services to the community, and enhance the overall Carp experience.

Inside this issue, you will find a festive photo spread, two local business Spotlights and an updated Carp Business map. If we missed your business, please contact our team at kbryant@syntaxstrategic.ca.

On behalf of the BIA, we wish you a wonderful holiday season and a prosperous new year.

The Village of Carp BIA Board Members:

Stuart Hodge, *Chair*

Jennifer Stewart, *Vice-Chair*

Greg LeBlanc, *Treasurer*

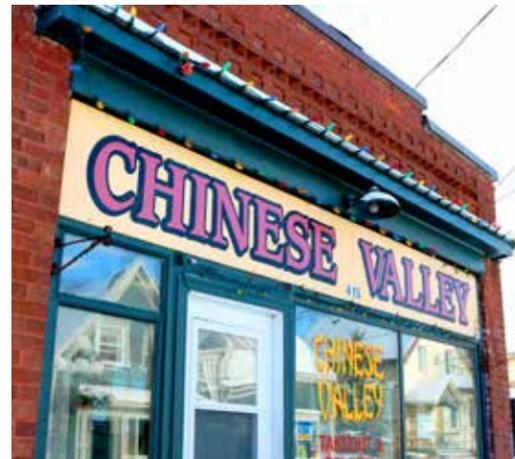
Neil Falls, *Board Member*

Cris Karson, *Board Member*

Shane Sinclair, *Board Member*

We'd love to hear from you about any concerns you have around transit, policing and water quality especially relating to taste, colour or early equipment failure. Please email Stuart@koallo.ca

Jennifer Stewart
Vice-Chair
Village of Carp BIA



CARP
- 2017 -



BUSINESS SPOTLIGHT

The Clariti Group



Tara Azulay knows a lot about making career "180s." Her dream of becoming a police officer out of university was dashed when she discovered her eyesight didn't meet the requirements of the job. That roadblock set her on a completely different path that led to a long, successful career in the fields of recruitment, placement, and career support.

After years living in Toronto, and travelling across the country, Tara is back in Ottawa – a proud resident of Carp for the last 7-1/2 years. As a founding partner of Ottawa's Clariti Group, she talked to The Villager about how her work supports both business leaders and individuals during different stages of their careers.

Tell me about your business? Clariti Group works in a few different areas. We support employers who are transitioning staff out of their businesses by working one-on-one with those

individuals who are affected by the transition, to help position them for their next career opportunity. We work with leaders at all levels to help them deal with the day-to-day challenges that being in a leadership role throws at them, and to learn to be better at what they do. We develop teams through facilitated workshops geared to helping them work better together (and have more fun!) We help organizations capture and transfer knowledge from key/critical employees to aid in succession planning. And starting in January, we will be offering workplace investigation services.

What markets are served? We work with employers and individuals in all sectors across all industries, from high-tech, to not-for-profits, to large banks, and small family-owned businesses. That's the beauty of our business, everyone at some point faces challenges in the areas we serve. All organizations face transition. All organizations need to develop their leaders and teams. All organizations need to have a plan for knowledge capture and management, regardless of your size, sector, or industry. And from an individual perspective, everyone faces career change at some point in their lives, or has a sibling, aunt, cousin or friend who needs career direction or support.

What motivated you to open your business? Simply put, I'm passionate about helping people get more out of their careers,

whether that's helping them discover (or re-discover) what type of work they want to do, or helping them become better leaders so that they, in turn, can help those coming up through the ranks below them.

You have locations all over Canada. Why do you choose to call Carp home? Carp is the epitome of family and community for me. I grew up in Dunrobin, but my grandparents (Sam & Jane Bond) lived in Carp in the big brick house on the corner of Langstaff and Donald B, in front of Huntley Centennial (now owned by my cousin Paul Shouldice) so I spent a lot of time in the village. After living in Toronto for 14 years, it was a breath of fresh air to come back to a community that was stronger than ever and poised for growth. I'm excited to see this growth within the community, and at the same time, I think there's a strong interest in preserving our small-town charm. I work with clients all over Ottawa so am often on the road and I can say it's a real pleasure to come home to Carp each night!

What do you think Carp can offer to new businesses? Hands-down, a welcoming community and a great referral network. I think the people who live and work in Carp are naturally pre-disposed to want to help and support newcomers and bring even more vibrancy and variety to the village. It's a great place to live, work and play.

What do you see in Carp's future? Carp has an opportunity to become a unique destination for visitors. We're already a great 'day trip' experience and as we continue to add new businesses and amenities to the village, it will become even more popular. However, we need to collectively think hard about what we want Carp to become - we have a real opportunity here - let's get it right.

BUSINESS SPOTLIGHT

Deep Roots Food Hub



For a community rich with agricultural history and surrounded by farmland, it might be surprising to know West Carleton is considered a food desert.

Outside of the Carp Farmers Market, in season, residents in and around Carp know you have to go pretty far for fresh, healthy food.

"We all know we have to drive. In the winter on a snowy day, it's a real challenge if you are out of fresh food," says Judi Varga-Toth, Co-Chair of the Deep Roots Food Hub.

A 'food desert' is declared when residents have to drive more than 15 kilometres in a rural area for fresh, healthy food and most residents of West Carleton drive 15-20 kilometres to their nearest stores in either Arnprior, Stittsville, or Kanata.

Enter the Deep Roots Food Hub - a grassroots organization of local farmers, gardeners, health professionals, business people, and residents committed to creating a more secure and sustainable food system in our community.

We caught up with Varga-Toth at a time of year when it's nearly impossible to find local fruit or veggies, and discovered why next year, things could be different.

What is the main goal of the Deep Roots Food Hub? Our main goal is to revitalize the local food economy by creating programs that will make it easier for West Carleton residents to access, grow, and sell affordable, healthy food.

How was it formed? In 2013 there were a number of groups talking about food access struggles in West Carleton: farmers having trouble finding places to sell their food at a good price, and residents struggling to buy healthy food in local stores.

The groups were pulled together by Julie McKercher, Western Ottawa Resource Centre's rural community developer. About a dozen people met at the Anglican church in Carp to begin discussing how they might contribute to the well-being of local farmers and residents. Deep Roots Food Hub (DRFH) grew out of an earlier initiative called the Rural Healthy Living Coalition.

Why did you feel there was a need for such an organization in West Carleton? As an area with a rich and deep farming tradition, we felt it was important to encourage small-scale farmers to grow more fruits and vegetables locally. →

→ The problem is, although this is a farming community, the vast majority of the farmers grow cash crops because that is where the money is. If we want access to a secure, sustainable, local supply of food we have to make it profitable for farmers to grow the food we need.

It's equally important to make locally grown produce more accessible to residents who may have obstacles, whether financial or geographic, to purchasing it. We believe we can connect these two groups and create solutions for both through the DRFH.

You are about to reach your first formal milestone. Can you tell us more about it?

We are very proud of all the success we have seen so far. Our first major success came in December 2015, when we were the successful winners of the New Leaf Grant competition held by the Community Foundation of Ottawa.

We received \$125,000 to invest in our vision of a vibrant local food economy in West Carleton that is fair for all.

In the two years that followed, we offered over a dozen free workshops to residents on all kinds of food related topics from cooking on a budget to making maple syrup, from canning the harvest to building your own root cellar.

Just this fall, we launched the Good Food Corner Store pilot project with Nicholl's convenience store and Ottawa Public Health. With the support of Sustain West Carleton, an initiative funded by EnviroCentre, one of our farmer members, OurFarm CSA, was also able to offer a farm stand in Kanata North.

However, the goal we believe will have the biggest impact is the construction of a root cellar to allow farmers to extend their selling season for local produce. This project has been extremely challenging as finding the right small parcel of land to locate the cellar on was difficult. However, the NCC has allowed us to locate the root cellar on their land in the greenbelt near Kanata North.

Once we secured the land we needed, in partnership with the BeetBox Cooperative Farm, the City of Ottawa contributed \$25,000 to allow us to complete the building of the root cellar. Construction will be complete in the spring of 2018 and we will be accepting root vegetables for storage beginning in the fall of 2018.

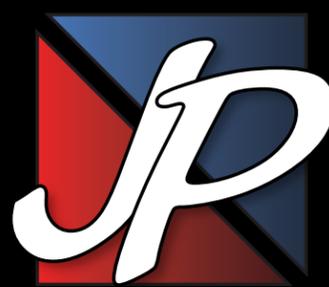
What is next for the Hub? The cellar is our main priority right now. For the next 6 months, we will continue to seek funds to offer more workshops, to hire local summer students, and to pilot test the Good Food Corner Store initiative in other convenience stores in West Carleton. After one year of successful operation of the root cellar on NCC land we would like to build another root cellar right in West Carleton, as was our original intention. The search continues for a quarter-acre of land to house it.

Our 2018 AGM will take place on February 22, 2018 at St. Thomas Anglican Church in Carp from 7-9pm and we eagerly invite residents, farmers, food entrepreneurs and anyone with ideas and energy to come and join us to help realize our vision of a vibrant local food economy that is fair for all.

People can contact us by email at info@deeprootsfoodhub.ca or by Facebook at <https://www.facebook.com/deeprootsfoodhub/> or by calling co-chair Judi Varga-Toth at 613-558-7569.



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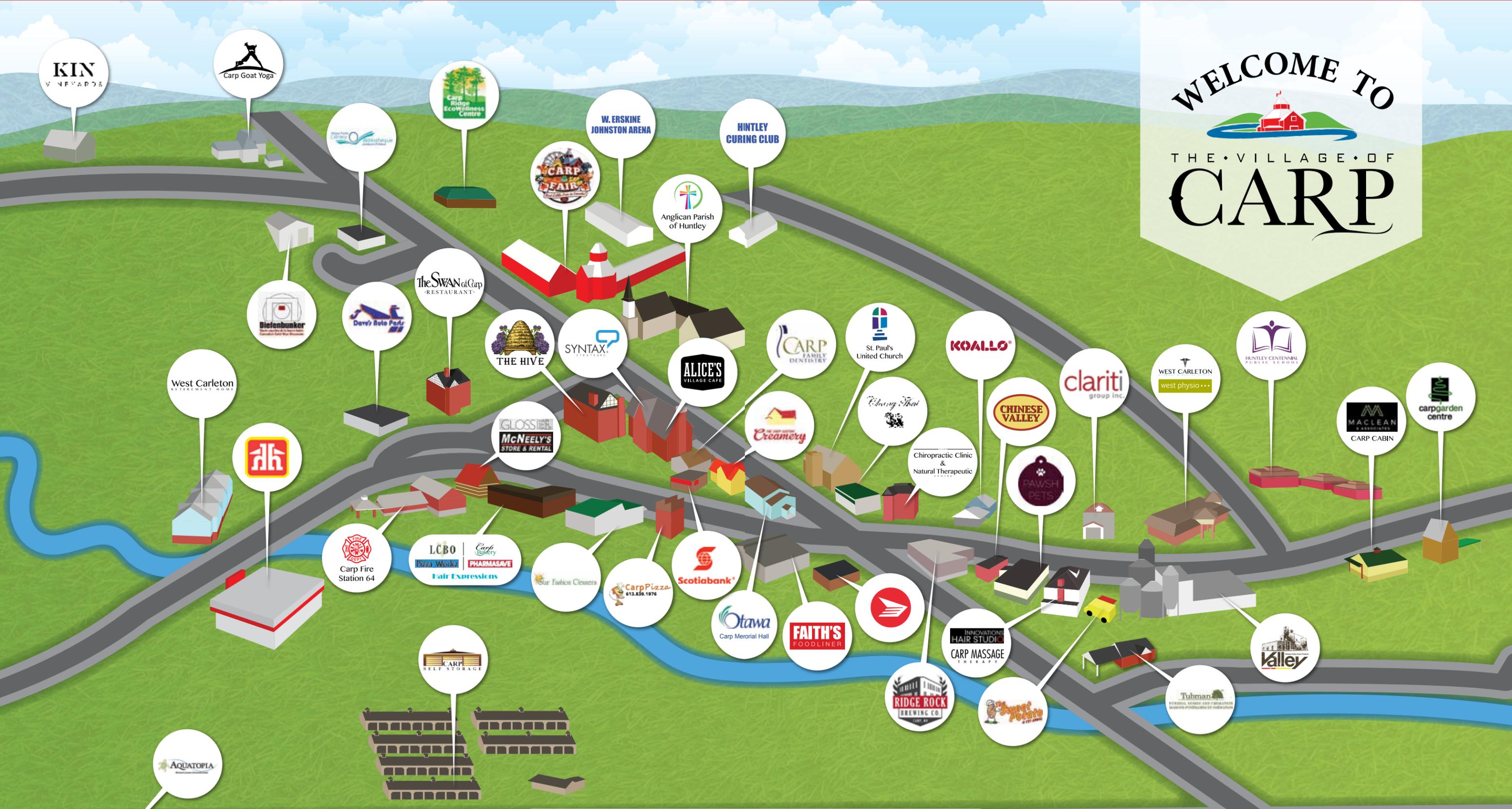


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