

In Touch with meltco

November 2018

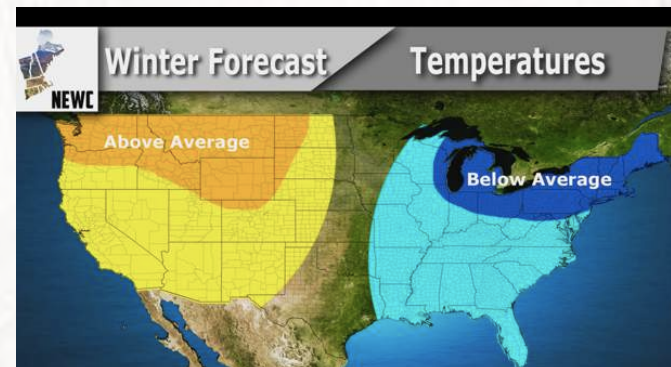
“Success is not final, failure is not fatal: it is the courage to continue that counts.” — Winston Churchill

What to Expect This Winter

We’ve all heard it by now, “It’s going to be a cold long winter.” There have been multiple comparisons to the winter of 2014-2015, where the US and Canada broke many records.

Below is a re-cap of what happened during that winter:

- Buffalo got 5-7 feet within a 2-day period in November
- Boston broke the all-time record for snowfall by March 15th
- February blizzard – brought the coldest temperatures in decades to the North East
- Chicago recorded 5th largest snowfall in history
- Detroit recorded 3rd largest snow fall in history
- 9 states had the coldest January-March ever on record
- In February 898 of the lowest temperature records were broken and 91 tied in North Eastern United States
- 736 records for highest snow depth were broken and 138 tied
- Baltimore averaged below freezing temps for Jan, Feb, Mar making it the city’s coldest start to any year on record
- Toronto recorded coldest month record in February beating previous record set in 1994
- By the end of February, the Great Lakes maximum extent of ice coverage was 88.8%, average for the last 44 years is 53.8%



Prepare Your Home for Winter Ice Storms

1. Prevent Ice Dams on Roofs and Gutters
2. Winterize Pipes & Sprinklers
3. Use Ice Melter on Steps and Walkways
4. Use a Snow Melting System on Your Driveway
5. Cover Plants and Flowers

November Events

Many North Americans look forward to the annual shopping events of Thanksgiving long weekend: Black Friday and Cyber Monday!

In 2012, a global movement to offset the astronomical spending with equally impressive generosity began – we now celebrate GivingTuesday, on November 27, 2018. The official website writes, “We have two days that are good for the economy. Now we have a day that is good for the community too.” A perfect start to the winter holidays, any cause can be celebrated with fundraising or volunteering on the “Opening day of the giving season.” Check out #GivingTuesday on social media to see what events your community members are lending their support to this year.

Remembrance Day and Veterans Day

As the official symbol of Remembrance Day in Canada, wear a poppy this November to honour the lives lost in WW1. November 11th will be the 100-year anniversary of the end of the war - “Lest We Forget” is an ode to those that gave their lives for our freedom. Pause for a moment of silence on November 11th.

Veterans Day is a day designated to honor the service and sacrifice of all of our American veterans.

John McCrae was a soldier and poet from Guelph, Ontario who worked as a surgeon in the Second Battle of Ypres, Belgium, where Germany launched one of the first chemical attacks. It is widely believed that he was inspired to write in Flanders Fields after attending the funeral of this good friend, Lieutenant Alexis Helmer.

In Flanders Fields

*In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.*

*We are the Dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie
In Flanders fields.*

*Take up our quarrel with the foe:
To you from failing hands we throw
The torch; be yours to hold it high.
If ye break faith with us who die
We shall not sleep, though poppies grow
In Flanders fields.*

Blushing Fancy



INGREDIENTS

6 oz. Stella Artois Cidre
1 oz. Ginger Beer
Grenadine
Lemon Zest and Cherry, for garnish

DIRECTIONS

Add a few ice cubes to an 8 oz. Collins glass. Pour 6 oz. of Stella Artois Cidre and 1 oz. of ginger beer into glass, gently stir. Add a splash of grenadine, garnish with a cherry and lemon zest.

Montreal Fine Dining à la Subzero

Montreal, Quebec offers a winter wonderland dining experience like no other. The Snow Village and **Pommery Ice Restaurant** requires rebuilding on a yearly basis in time for the winter season.

The Michelin Star restaurant features an arctic fresh menu, including dishes like vodka and lime Atlantic salmon prepared Gravlax style, Norwegian vanilla and raspberry omelette flambéed and “Chantilly” butternut squash soup with hazelnut truffle and crispy bacon garnish. Three course dinner set menus are offered as well for \$69 per person or \$20 per child. ‘

Dress code? Since the temperature ranges around -5°C (23°F), we suggest dressing comfortably in layers. Chairs are covered with faux fur to create warmth and a cozy atmosphere. The restaurant is open from Wednesday-Monday, 11am-3pm for lunch and 5pm-11pm for dinner.



Red Tide

Over the summer, you probably came across the horrifying images of dead fish washed up along Florida's Southwestern coast - blame it on the red tide. The red tide is typically an annual occurrence. The Weather Network states it's naturally caused by sunlight, available nutrients, water salinity, and the speed and direction of wind and water currents. That being said, the major contributing factor to an extended red tide is nutrient pollution. This phenomenon is attributed to the exponential growth of the harmful *Karenia Brevis* algae leading to algal blooms, also called HABs, which you can read more about [HERE](#) (NOAA Infographic). Deadly to the ecosystem, the *K. Brevis* acts as a paralyzing neurotoxin – depriving the fish, shellfish and mammals of oxygen.

Why has this red tide been especially destructive? Starting last November, after Hurricane Irma hit, water was moved from close-to-overflowing Lake Okeechobee by the Army Corps of Engineers to estuaries leading to the Gulf of Mexico. Full of runoff nutrients from the surrounding agricultural businesses, Nitrogen, Phosphorus and Urea, it's believed this is what was “feeding” the algal bloom to grow to such a significant level.

There are many health effects of the red tide, not just for fish – when waves crash on the beach the *K. Brevis* toxin is released and made airborne. Respiratory illness is exaggerated in humans and pets, possibly leading to death. The long-term effects are still widely unknown.

Aside from our physical health, the health of the economy is also greatly affected. There are massive losses in the tourism industry as well as the fishing/shellfish industry: In a “survey for the week of August 22-28, 46% of business owners also reported that business was down by 50% or more compared to this time last year.” According to Vox, “...from the red tide and a separate freshwater algal bloom on Lake Okeechobee, Florida businesses report \$90 million in tourism losses,” not to mention the losses associated with tax generation. But this issue isn't exclusive to Florida – HAB's are a common event in any coastal region and surrounding the Great Lakes. Runoff nutrient pollution and inadequately functioning waste management systems are often the cause.

After community members got together to clean up the Chesapeake Bay in 2013, a bill was passed by the state of Virginia prohibiting the use of any de-icing products that contain those ingredients. Vermont and Massachusetts similarly followed suit: now 11 states in total are restricting the use of nutrient laden ice melters. This is a trend we expect to see taking off in the near future. Since we don't use these chemicals in our manufacturing or production process, we will be able to continue doing what we do best, should laws within your state change, without delays. Being able to minimize the damage to our waterways makes a positive impact to the entire ecosystem and we're proud to be an industry leader in that regard.

