Driving through the Burgoyne Valley this summer it’s been hard not to notice brightly painted wooden signage marking the EcoReality Co-op at 2152 Fulford-Ganges Rd.

With the EcoReality name and logo painted on the top piece of wood, subsequent signs hanging below advertise available farm produce.

According to Jan Steinman of EcoReality, the project has been over 10 years in the making.

“I have so much on my agenda that things like this don’t happen unless someone — usually a volunteer who wants to leave a mark — kicks my butt to provide direction and make it happen. “The logo and sign concept are mine, but MANY people helped out,” he said. “I wanted the peace sign, recycling symbol, sun, water, soil and vegetation all incorporated. I wanted a design that would hold up at multiple sizes, in line art, grayscale and full colour.”

Graphic artist Natasha Kong took Steinman’s rough sketches and created the logo design way back in 2007.

Also many years ago, Steinman acquired a Douglas fir tree from some neighbours and before bucking it into firewood cut the sign slab on a bias to make an oval with the intention of putting the EcoReality logo on it.

“The slab moved with us to our present location, and I messed with it now and then, planing, sanding, smoothing, and at one time, projecting our logo onto it and tracing it.

“In 2011, a volunteer whose name escapes me re-worked the logo into something she thought would be easier to implement in wood, while still incorporating the original design elements, and still recognizable as our ‘brand.’ Then through 2011-12, a number of us spent quality time with earplugs, a router and way too much nose-blowing and coughing, carving the logo elements. Ben Corno, currently of Heavenly Roots Farm, did a lot of the carving.”

Last summer, Gaia Bevilacqua
“I WANTED THE PEACE SIGN, RECYCLING SYMBOL, SUN, WATER, SOIL AND VEGETATION ALL INCORPORATED.”

and Alex Lloyd from Italy made the painting come together.

“I went down to Slegg with Gaia, and they generously gave us a bunch of tinting colours to go with the un-tinted base paint we bought, so we could mix our own colours. I had some mill slabs from Shane O’Donnell’s mill on Jones Road, and several of us made the sculpted daughter-signs. Shane also supplied us with straight cedar posts, which we peeled, smoothed and painted — largely the work of Philipp Klein from Germany. I finished everything with several coats of UV-protecting clear lacquer.”

Then this spring Steinman asked Leonard Dekens, a volunteer from France, what he would like his “special project” to be.

“He said, ‘Get that sign hung!’ So Leonard and I made it happen, finishing the day before his return to France.”

Steinman said EcoReality has received numerous positive comments about the sign.

Completed EcoReality Co-op farm sign in the Burgoyne Valley.