

TownBusiness



KELLY GADZALA/TOWN CRIER

MUFFIN TIME: Lesley Stoyan and Chris Trussell share a treat at the Fresh Foods Market the pair run at Eglinton St. George's United Church. The pair run a wellness practice out of the church.

From knee injury grows Daily Apple

KELLY GADZALA

Business

Not too many businesses can say they've got God all around them.

But it seems fitting Lesley Stoyan and Chris Trussell's Daily Apple Wellness Services is located in a place that aims to nurture souls.

Housed in the lower level of the Eglinton St. George's United Church since January of this year, Daily Apple offers a range of green health-nurturing services like vegan catering, nutrition and cooking classes, and naturopathic medicine.

Though Stoyan started the business in 2006 in a room of another North Toronto church, she says religion doesn't have anything to do with her choosing the new location at St. George's.

"It wasn't our first choice, to be honest," as initially she was hoping to find a space on Yonge St.

But the Lytton Ave. church had everything she was looking for, she says, including cheaper rent, an industrial kitchen, a show kitchen for events and even a bamboo-floored chapel with sliding doors that could be used as a fitness studio.

Plus the church is progressive, she says, and the mission statement for its a wellness programming meshed with theirs.

The certified fitness and life-style management coach has undergone a life-altering journey

since launching the business. An avid fitness buff, Stoyan always intended to specialize in fitness-based corporate programs. But three weeks into her new venture, she tore a ligament in her knee.

"I was pretty devastated," she says of the injury.

Stoyan has a way of rolling with the punches. "I didn't miss a beat," she says. She couldn't afford to take a long leave from a new business so she took just four weeks off. And she kept teaching her fitness classes. "I sat on a ball and barked out orders," she says.

The injury ended up paving the way for a new company emphasis on fitness and nutrition education.

"I had to reinvent myself a bit and change the focus of the business," Stoyan says. Today she teaches about 2-4 fitness classes a week (over the 5-7 classes a day she used to teach). Trussell and contract fitness instructors teach the rest.

When it became apparent in early 2008 that Stoyan's knee wouldn't heal properly, she and Trussell launched the catering and food services arm of the business.

A certified fitness instructor and Stoyan's fiancé, Trussell came on board in March and founded the company's kids wellness practice: Apple Tree Kids.

When they're not doing their other programming or running kids' fitness classes at schools and the Granite Club, the couple sells

their vegan food products at several summer markets throughout the city. This June they started their own market on the lawns of the church.

Their Fresh Foods Market runs every Wednesday until October and features 22 vendors, all of which are green or sustainable in some way.

Stoyan says they decided against calling it a farmers' market because other markets have strict rules requiring growers to sell produce that's grown only on their own land. In other words, they can't sell produce grown by others.

But growers with small operations often can't get to market precisely because they're so small, she says. They're busy farming. So her market allows others to sell their produce for them.

"We really wanted to provide a forum for everyone to do well," she says.

Another neat aspect of the market is that local eco retailers are able to participate.

"Why not?" asks Stoyan. "We try to support the local stores," she adds. "It's tough. You've got the odds against you."

The Daily Apple is hosting a regular series of healthy activities called Fresh Events in conjunction with market days, kicking off with a back to school picnic on the lawns of the Eglinton St. George's United Church Sept. 3 from 3-7 p.m.

No quotas to fill in T.O.

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cop myth number 3: cops pull people to meet quotas.

When a police officer pulls you over, chances are you've made a moving violation of some kind says Richard Clarke, owner of POINTTS and former police officer with 12 years experience.

Whether their intention is to educate or enforce, Clarke says the only thing you should do at a stop is be courteous.

"The more things you say could be used against you," says Clarke. "Don't spend a lot of time talking ... if you aren't difficult with the officer, he'll be less diligent (in his charges)."

If you do start arguing, Clarke says you could be in for more tickets.

"He'll start checking your lights and documentation," he says. "They'll start charging you with as many offences as they can find."

The place to challenge offenses is in court, he adds.

If you believe **traffic cop myth number four: That cops don't show up to court**, think again says Burrows.

"Attending court is a part of their job function," says Burrows. "Outside of an emergency situation or required on duty, they'll be there."

Clarke agrees.

"People go to court and the officer didn't show up, they tell the world," he says. "They don't tell you that they went to court, the officer showed up and 'I got screwed'... so the perception of what really happens is tainted."

In all his years of service, Clarke says there's only one surefire method of preventing tickets.

"Carry all your documentation with you," says Clarke. "You'll avoid a lot of hassles and extra charges you don't need."



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