

Meeting community food needs through collaboration and the role of the Upcycle Kitchen.



**Good food, great possibilities.**

## THE SEED's Purpose

To be a leader in a community-wide process that makes Guelph-Wellington one of the first communities in Canada where everyone has enough food.





## Social Enterprise

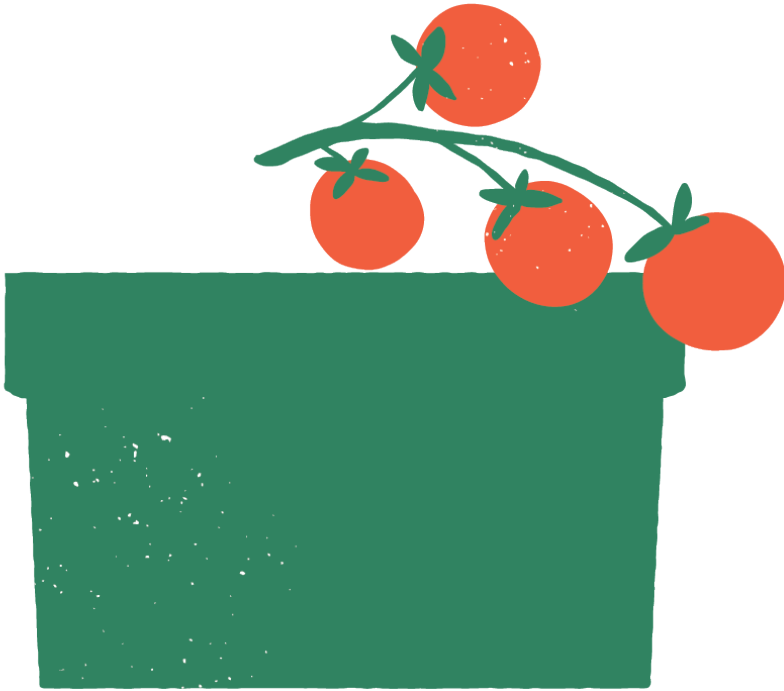
Using business principles to achieve a social and/or environmental benefit.



## Pre-covid19

The SEED operated five social enterprises:

- Garden Fresh Box
- Community Food Markets
- Good Food Distribution
- The Good Food Project
- Upcycle Kitchen





## Upcycle Kitchen

Nutritious affordable food, using upcycled produce

Café started in 2019

- Serving nutritious lunches to Guelph Community Health Centre clients, staff and community members
- Sliding scale \$0-\$10

Production started in 2019

- Focused on:
  - Tomato Sauce,
  - Tomato Ketchup and
  - Spent Grain Breads



## Youth training and employment

- Designed to give 3 weeks of experiential opportunities
- Diversity of experiences including:
  - Farm
  - Market
  - Warehouse
  - Kitchen



# Response to covid-19

- Program suspensions
- Youth training on hold
- Emergency Response





## Response to covid-19

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## Emergency Food Home Delivery

- **April 2020 to March 31<sup>st</sup> 2021**
- **51,687** nutritious food boxes delivered
- **77,013** meals prepared and distributed, including special dietary meals
- **\$690,900** – the approximate retail value of food delivered!
- **265** volunteers contributed **12,020** hours

Youth employment restarted.



## Upcycling during the pandemic

Nutritious frozen meals made by Staff-led volunteers in SEED kitchens:

**29 433 meals**

**100 volunteers gave over 6,000 hours in the kitchen**

**“Upcycled” 33,453 lbs (\$118,440)** of high-quality fresh food that would have otherwise gone to waste

**Averted 134,574 lbs. of greenhouse gases**

Gleaned “Grade B” crops from Ignatius Farm, Everdale Farm, and local farms





## Good Food Distribution 2020-21

Supporting community partners:

**\$800,000+** of fresh food (retail value)

Delivered to **15** emergency food provision agencies and **25** schools



## Groceries from the SEED

Building on all of the enterprises  
The SEED launched:

### Groceries from the SEED

Discounted memberships supported by  
retail price paying members

Vegetables - 75% of Retail (26)

Retail (9)

Retail (3)

Souper Heroes (4)

Products (1)

GOOD FOOD, GREAT POSSIBILITIES

THE SEED IS A DO-IT-TOGETHER FOOD MOVEMENT. WE ARE WORKING TOWARDS A CONNECTED COMMUNITY WHERE EVERYONE HAS ACCESS TO HEALTHY FOOD.

Apple, Local (1ea)

RETAIL PRICE: \$0.80

Choose what you'll pay: ( \$ )

Minimum price: \$0.60

ADD TO CART

Bananas, (1ea)

RETAIL PRICE: \$0.35

Choose what you'll pay: ( \$ )

Minimum price: \$0.25

ADD TO CART

Beets, Red (1ea)

RETAIL PRICE: \$0.75

Choose what you'll pay: ( \$ )

Minimum price: \$0.55

ADD TO CART

Broccoli, Crowns (1ea)

RETAIL PRICE: \$3.45

Cabbage, Green (1ea)

RETAIL PRICE: \$3.10

Carrots, (2lb bag)

RETAIL PRICE: \$2.25







## Further SEED Projects

Our Food Future  
The Good Food Project  
Shelldale Farm Park





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