



Creating Canada's first circular food economy

**2nd Assises québécoises de l'économie
circulaire conference**



Funded by



May 26, 2021

Federal Smart City Challenge



Winners for
OURFOODFuture



Canada

foodfuture.ca

Outcomes: 50x50x50 by 2025

50% increase in access to affordable, nutritious food;

50 new circular business and collaboration opportunities; and

50% increase in economic value by reducing or transforming food waste

...all by 2025

Guelph-Wellington Rural Urban Living Lab



Smart City + CE + City Building

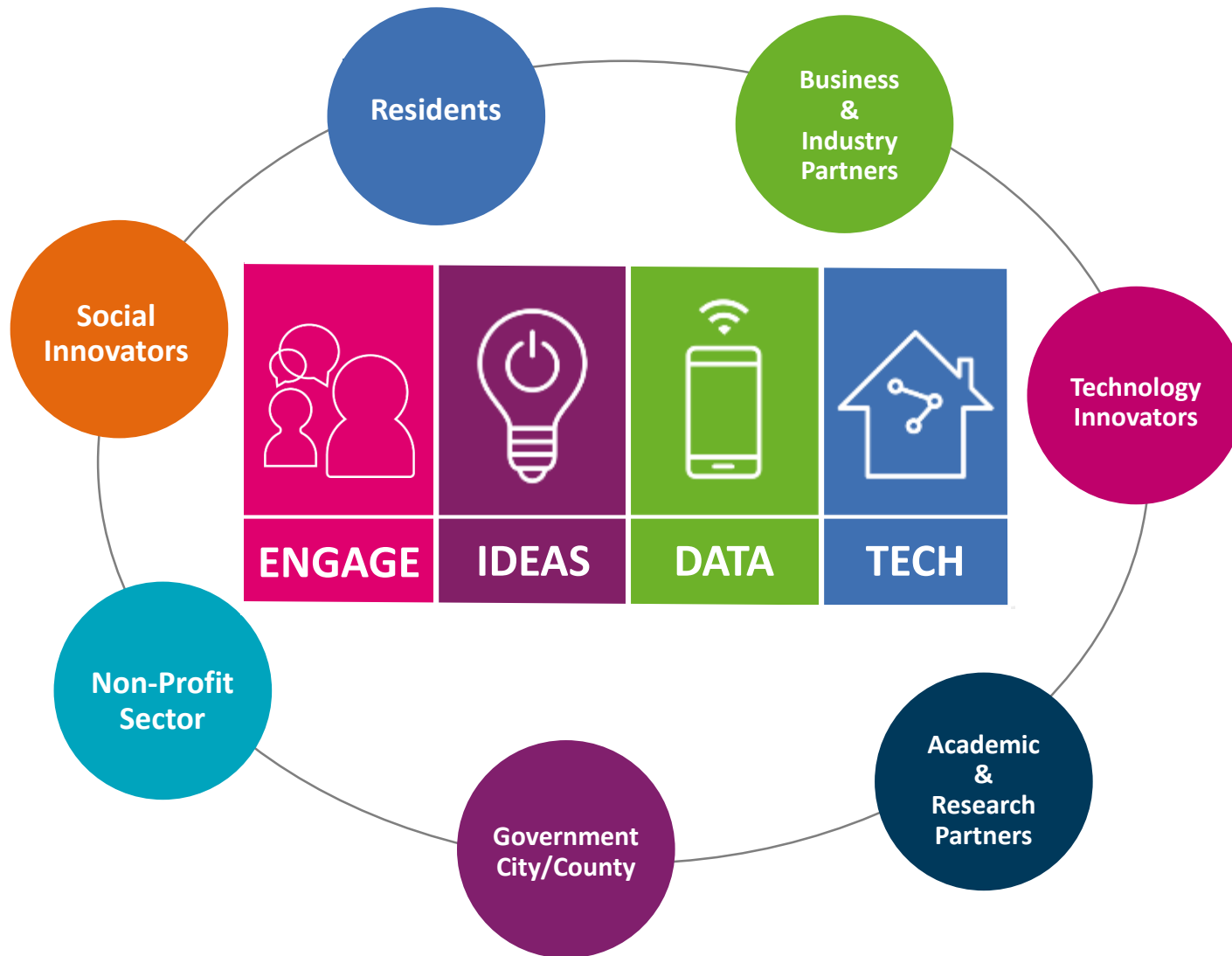
resilient, inclusive and collaboratively built community where people, data and technology create a living lab of possibilities.



Canada

foodfuture.ca

City as collaborator, convener, catalyst

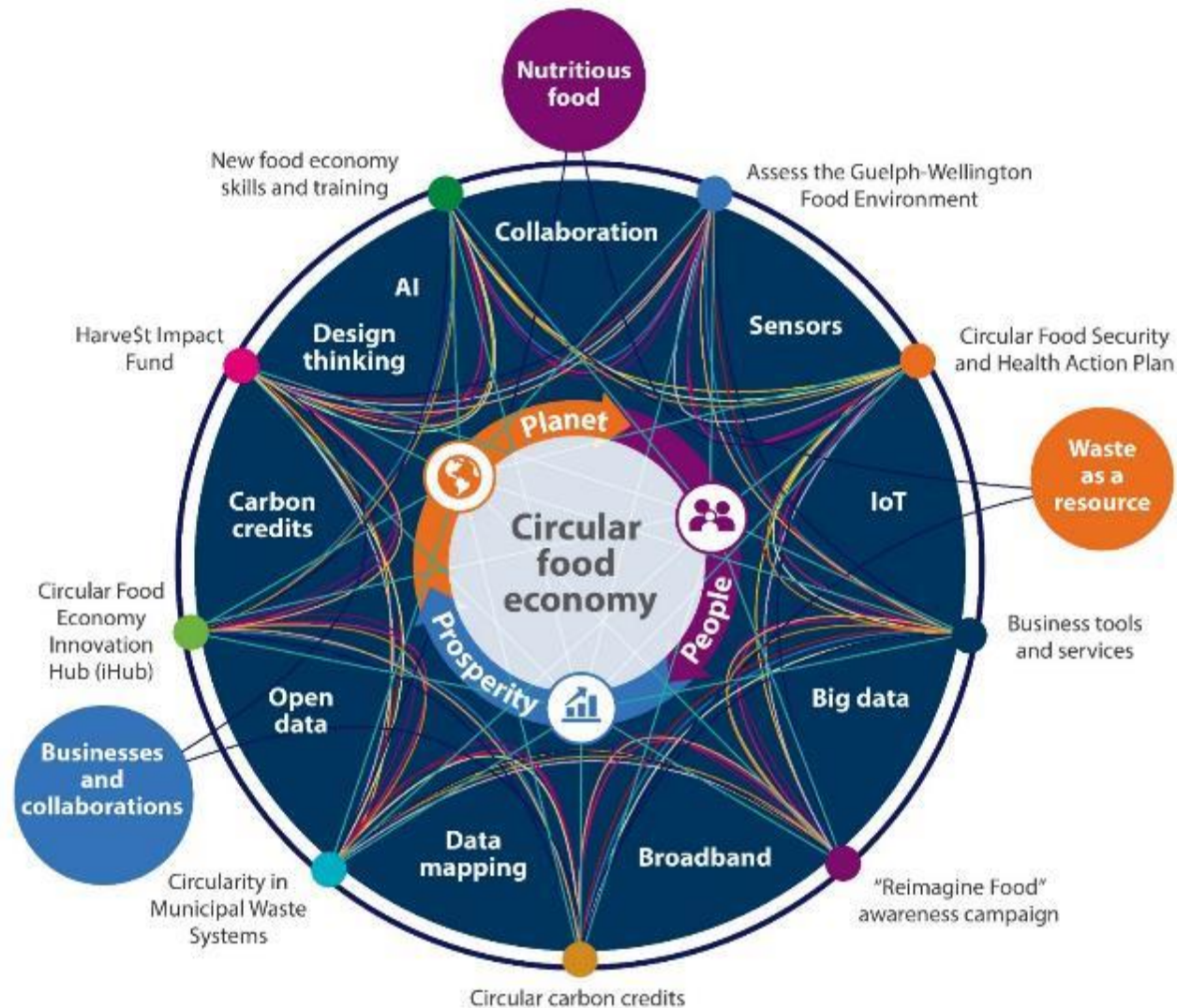


) Evolving City building role – core principle



Innovation happens
when **people** flourish

Canada's first circular food economy

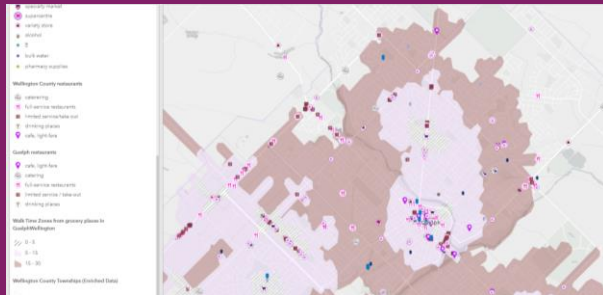
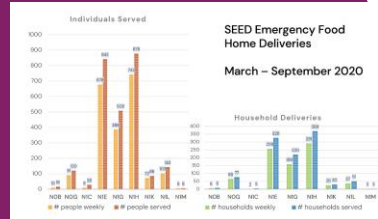


System-level change – Pathfinder projects



Very Active First Year

Increase Access to Nutritious Food by 50%

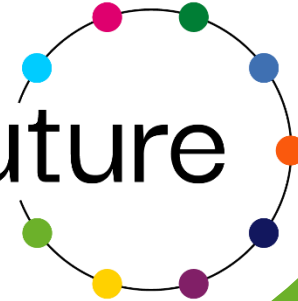


Increase Value of the Circular Food Economy by 50%

SEEING FOOD DIFFERENTLY.
RE(PURPOSE)
POWERED BY PROVISION

Food
Material
Flow
Study

OurFoodFuture Guelph-Wellington



COVID Response & Recovery

Data and Tech



Residential Food Waste Data Challenge

To make a lasting impact on food waste, we need better and more consistent data on what residents are putting in their green bins. In fall 2020 we plan to launch an innovation challenge through Guelph's Civic Accelerator to develop a new technology solution that solves this question:

How might the City of Guelph consistently collect detailed data on avoidable food waste/loss or incorrect sorting in the organics waste collection stream - that can be used to help households understand their own food waste and to inform city-wide food waste reduction programs?



Data
Hub



Launch 50 new circular food businesses / collaborations



New project in Guelph hopes to put a dent in disposable waste



A Friendlier Company offers reusable takeout containers to restaurants

Desmond Brown - CBC News - Posted: Nov 16, 2020 11:21 AM ET | Last Updated: November 16



Kitchener-Waterloo

How Guelph, Ont. experts turn fish poop, bugs and beer waste into gourmet food



'The response has been excellent ... People are very intrigued by it,' restaurant president says

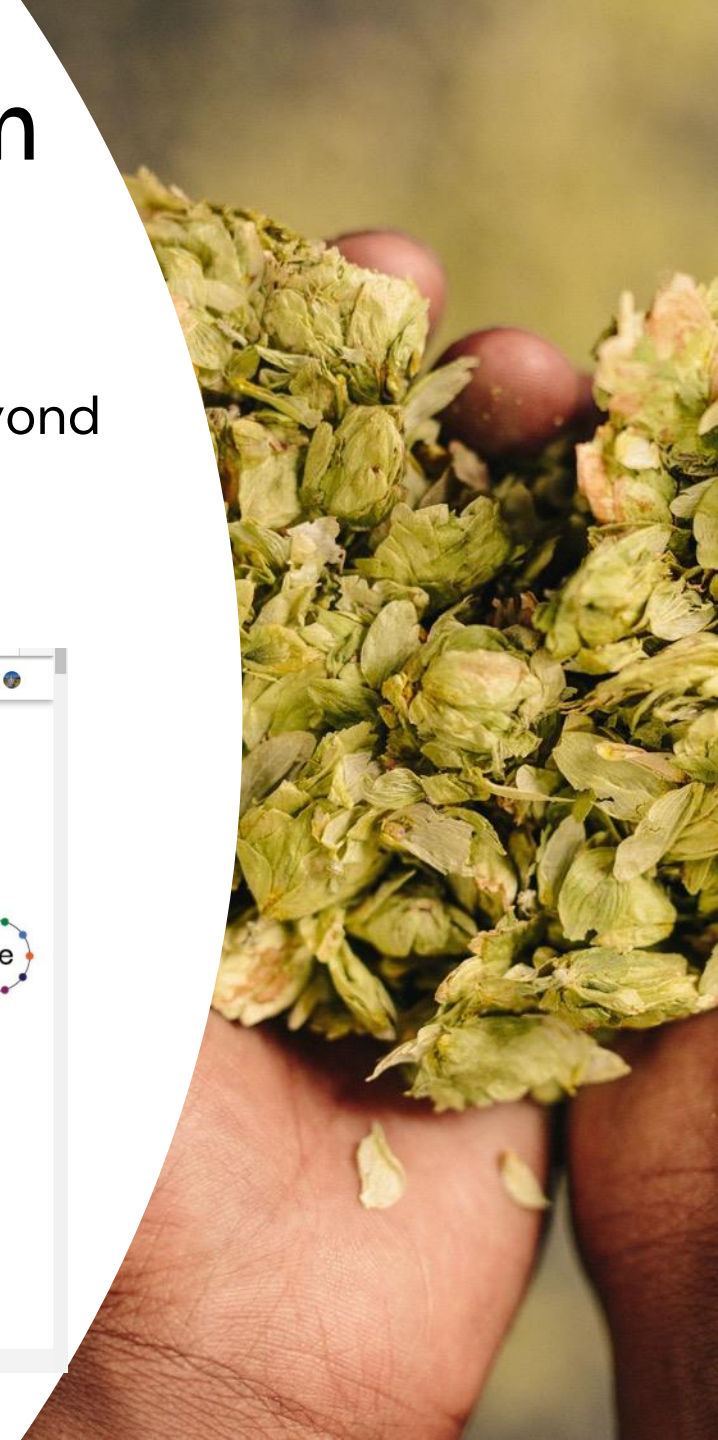
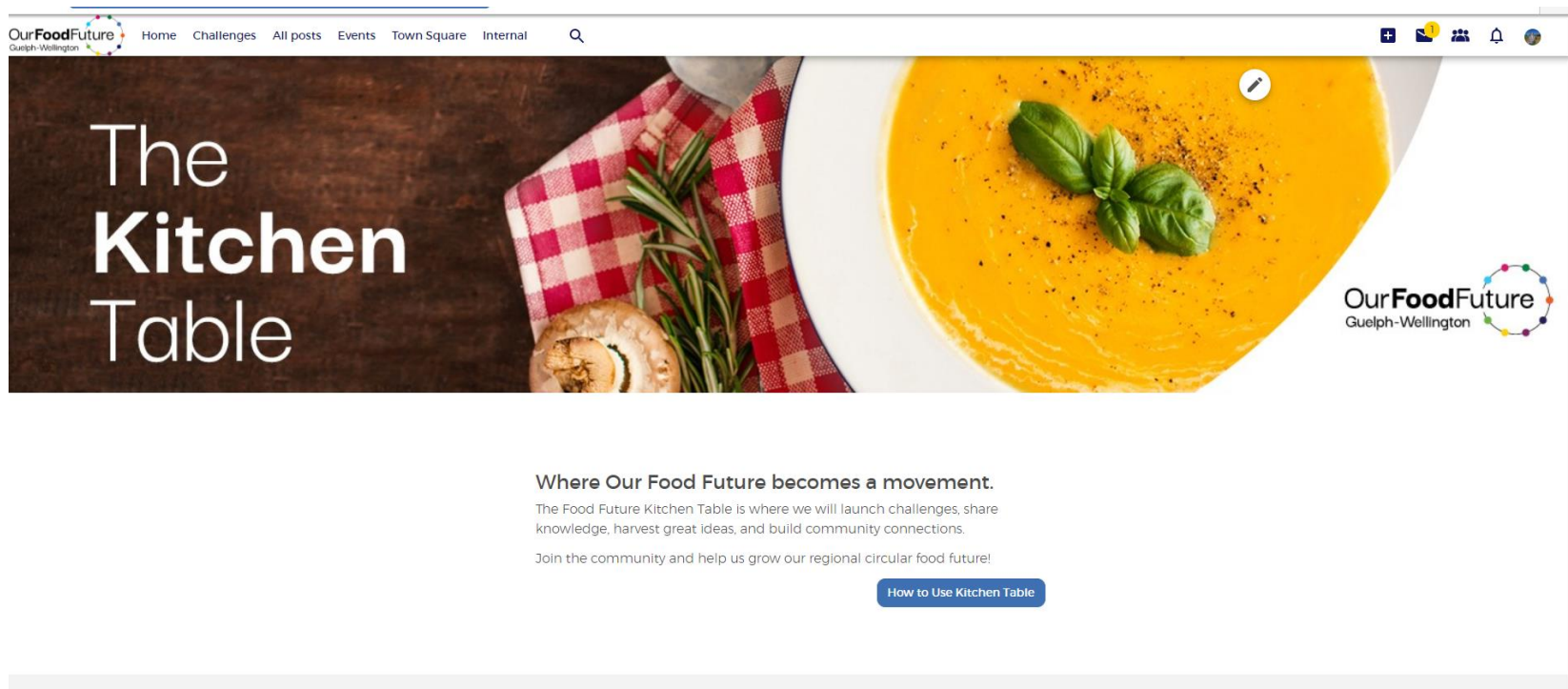
Desmond Brown - CBC News - Posted: Oct 21, 2020 6:00 AM ET | Last Updated: October 21



Kitchen Table Community Platform

- Launched in early September – almost 600 registered users.
- Innovation and community collaboration platform.
- Intended to build circular food economy movement to exist beyond smart city project.

foodfuture.ca



Access to Healthy, Affordable Food
Food Environment Assessment
Food Security & Health Action Plan
Food Resiliency Table



Circularity in Action



GROCERIES

FROM

THE SEED



For every two individuals who pay regular retail prices, up to three community members can access food at lower prices.

Urban Agriculture Challenge

- Awarded \$106,000 to ten local urban agriculture projects through an open community challenge
- 28 projects were submitted in total – with online voting via Kitchen Table community hub (hundreds of votes submitted).



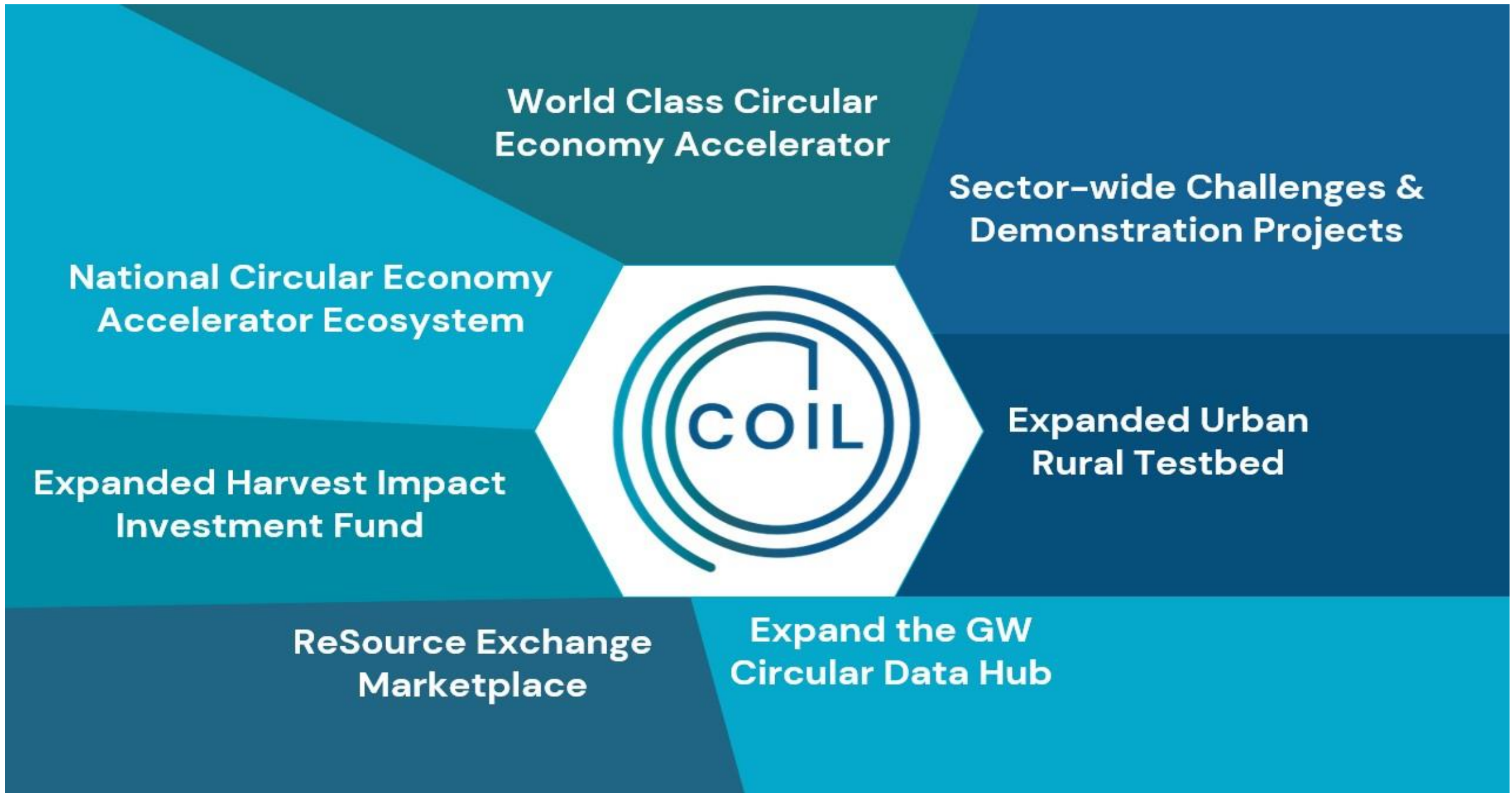
Producers:
On Farm Digital
Pilots
Broadband Access
Regenerative
Practices Research
Food Hub Study





**We're accelerating Canada's
transition to a sustainable,
circular economy — starting
with the food and
environment sectors.**

[Tell me more](#)



Circular Economy iHub & Digital Passport



HELP US BUILD CANADA'S FIRST CIRCULAR FOOD ECONOMY



The Circular Food Economy Innovation Hub (CFE iHub) connects urban and rural communities with the goal of finding innovative solutions to real-world problems related to food security and sustainability in Guelph and Wellington County.

Imagine a food system where there's no such thing as waste and where every resident has access to the healthy, nutritious food they need.

Imagine a living lab that promotes collaboration between food entrepreneurs, farmers, researchers and social innovators—and a rural-urban partnership that leverages smart technology to make it all possible.

Guelph-Wellington is leading the way as Canada's first circular food economy, and you can help us make it happen.

HELP US CREATE THE FOOD COMMUNITY OF THE FUTURE

Environmental requirement of life on this planet. However, the basic structure of today's linear food system is unsustainable—economically, socially and environmentally. In Guelph, six families experience food insecurity, and the cost of healthy food keeps increasing. A third and a half of the food we produce is thrown away. Much of that ends up in landfill, releasing greenhouse gases that drive climate change.

We aim to address these issues by creating Canada's first circular food economy, reimagining how we produce, distribute, sell and consume food for a more inclusive and sustainable food system. We envision a food system where everyone can access nutritious food, nothing is wasted, and the impact on our planet is minimal. We imagine a system where food experts and entrepreneurs come together to tackle these challenges.

We aim to become Canada's first technology-driven Circular Food Economy with three bold goals:

- 1. Access to affordable, nutritious food;
- 2. New businesses, collaborations and social enterprises; and
- 3. New economic revenues by reducing and reimagining our food waste.

We will share our ideas, data and technology solutions to move from the current system to a circular food economy that creates new jobs, and values our planet, health, equity and dignity.

WHAT IS A CIRCULAR FOOD BUSINESS?

A circular food business is a for-profit, not-for-profit, or social business that contributes to the circular food economy. Businesses can do this by preventing waste and reducing food waste, developing shared prosperity through inclusivity, and expanding access.

?

Are you in the following categories?

PROCESSOR • FOOD TRANSPORTATION • FOOD RETAIL • FOOD WASTE • FOOD PACKAGING • FEED PRODUCTION • RECYCLING • REPURPOSING • MANUFACTURER • AGRI-INNOVATION • AGRICULTURE/FOOD TECHNOLOGY DESIGNERS • FOOD EDUCATORS • AGRI-FOOD CONSULTANTS • AGRICULTURAL INNOVATORS • AGRO-SYSTEM SPECIALISTS

If you are in these categories, then you are in the perfect position to help! Together, we can build a smart community right here in Guelph and Wellington County.

You can play a role in finding solutions!

In the Guelph-Wellington community, you can support the Circular Food Economy. Join us, start conversations, and explore how you can get involved.

Visit foodfuture.ca

HOW CIRCULAR IS YOUR BUSINESS?

The checklist below shows some of the characteristics of a circular/sustainable food business. How many does your company have? (Underlined terms are defined below the checklist)



Preventing/ Reducing Waste and Carbon Emissions

Do you engage in any of the following emission reductions activities?

- ☐ Use renewable energy sources (wind, solar, etc.)
- ☐ Participate in official programs (carbon credits or carbon offsetting)
- ☐ Formal system (ISO, etc.)
- ☐ Informal system

Repurposing Waste

Do you maximize the value of waste using any of the following strategies?

- ☐ Product focused (products as a service, product life extension, sell and buy-back, long-life sharing platform)
- ☐ Material focused (renewable, recycle, reuse, remanufacture, recovery)

Expanding Access to Affordable, Nutritious Food

Do your products improve food access?

- ☐ Accessible to a wider variety of consumers
- ☐ Provides essential vitamins, minerals, or proteins

Developing Shared Prosperity

Are you a living wage employer?

- ☐ I am not certified through the Ontario Living Wage Network
- ☐ I am a certified living wage employer

Are you inclusive products or services?

Are you interested in being part of the circular food economy? Turn the page to learn more and get involved

DEFINITIONS:

- Waste:** A resource which is not depleted when used.
- Reuse:** A business to rent a specified item for the environment.
- Recycle:** The use of a material (such as food waste) to produce a new product.
- Recovery:** The recovery of a product can be achieved through various means, including government, business, and individual.
- Living Wage:** The hourly salary at which a household can meet its basic needs, including government, business, and individual.
- Remanufacture:** The process of taking a used product and restoring it to its original condition.
- Sharing Platform:** A formal or informal system of sharing resources, such as tools, equipment, or space.
- Renewable:** A natural resource or source of energy that is not depleted when used.
- Reuse:** To use again or more than once.
- Recovery:** The recovery of a product can be achieved through various means, including government, business, and individual.
- Living Wage:** The hourly salary at which a household can meet its basic needs, including government, business, and individual.
- Remanufacture:** The process of taking a used product and restoring it to its original condition.



SOCIALLY FINANCING OUR FOOD FUTURE

[DISCOVER HOW](#)

Social Finance Fund

Launch of \$2M+ fund
to intake local
investments and
invest in
local projects



Launch of ReSource Exchange Marketplace – May 2021



All listing types ▾

Grid List Map

ALL CATEGORIES
ANIMAL PRODUCTS
FRUIT, VEGETABLES AND GRAINS
FARM BY-PRODUCTS
INDUSTRIAL BY-PRODUCTS
RETAIL/RESTAURANT BY-PRODUCTS
FOOD RELIEF SUPPORT
STORAGE
TRANSPORTATION
EQUIPMENT
FOOD PACKAGING

Price
Min: 0 Max: 1000

Quantity / Volume Available
Min: 0 Max: 9999

One-time or Ongoing Availability
☐ One-Time
☐ Generated Daily
☐ Generated Weekly
☐ Generated Monthly
☐ Generated Yearly
☐ Wanted Material - Not Available

Whey from Cow Milk \$20 / unit
David Messer

Onion Peels \$0 / unit
Karolina S

Spent Brewing Grain \$1 / unit
David Messer

Horse Bones \$500 / unit
David Messer

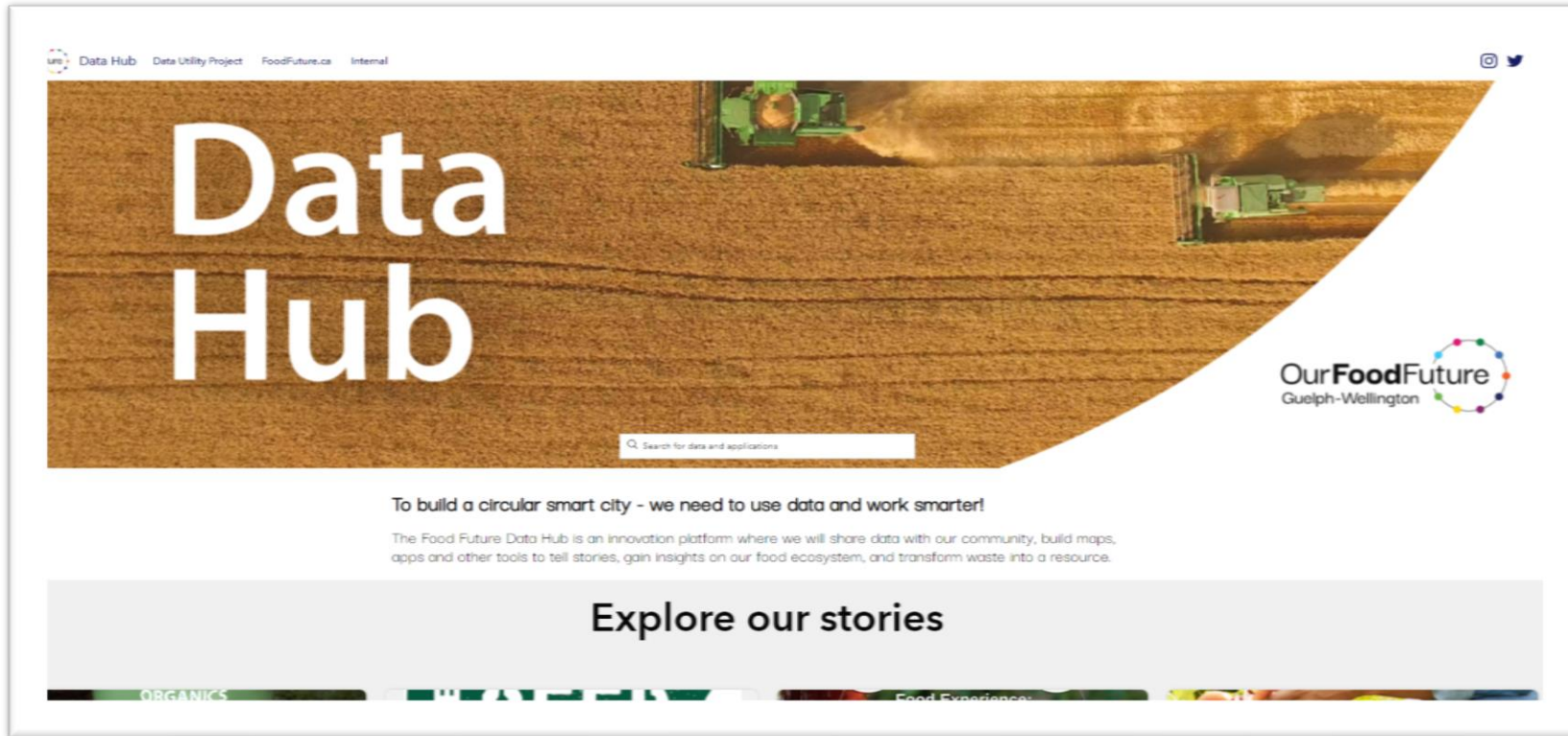
Chicken Manure \$1 / unit
David Messer

Orange Peels \$1 / unit
David Messer

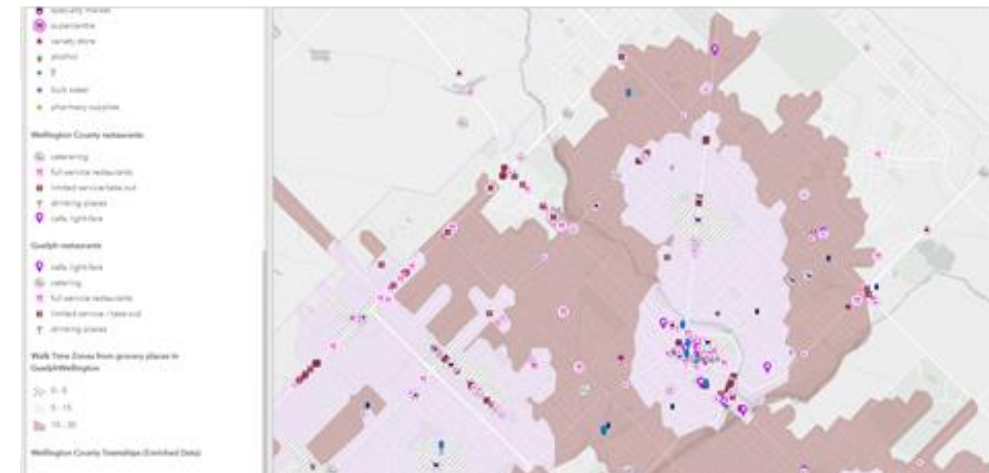
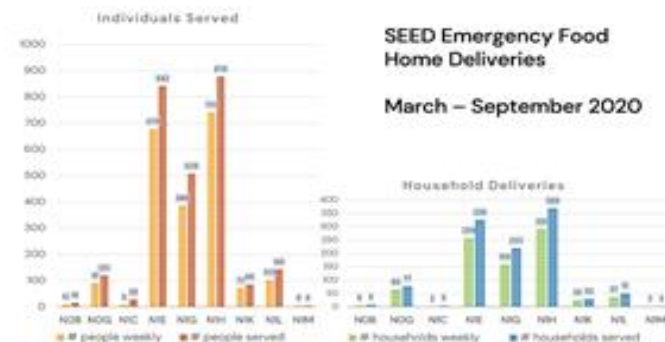
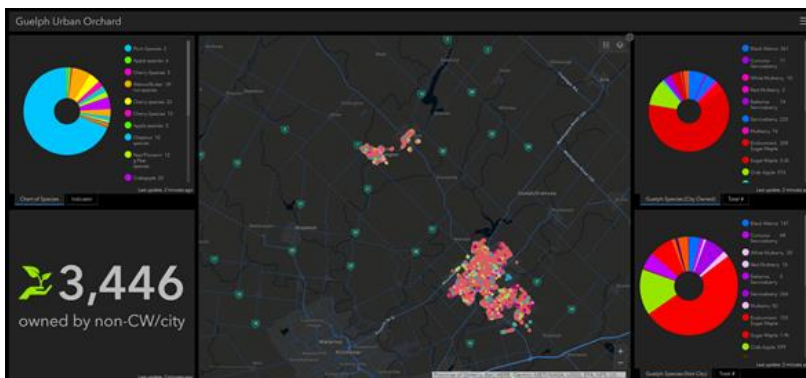
Half of Walk in Fridge Available \$500 / month
David Messer

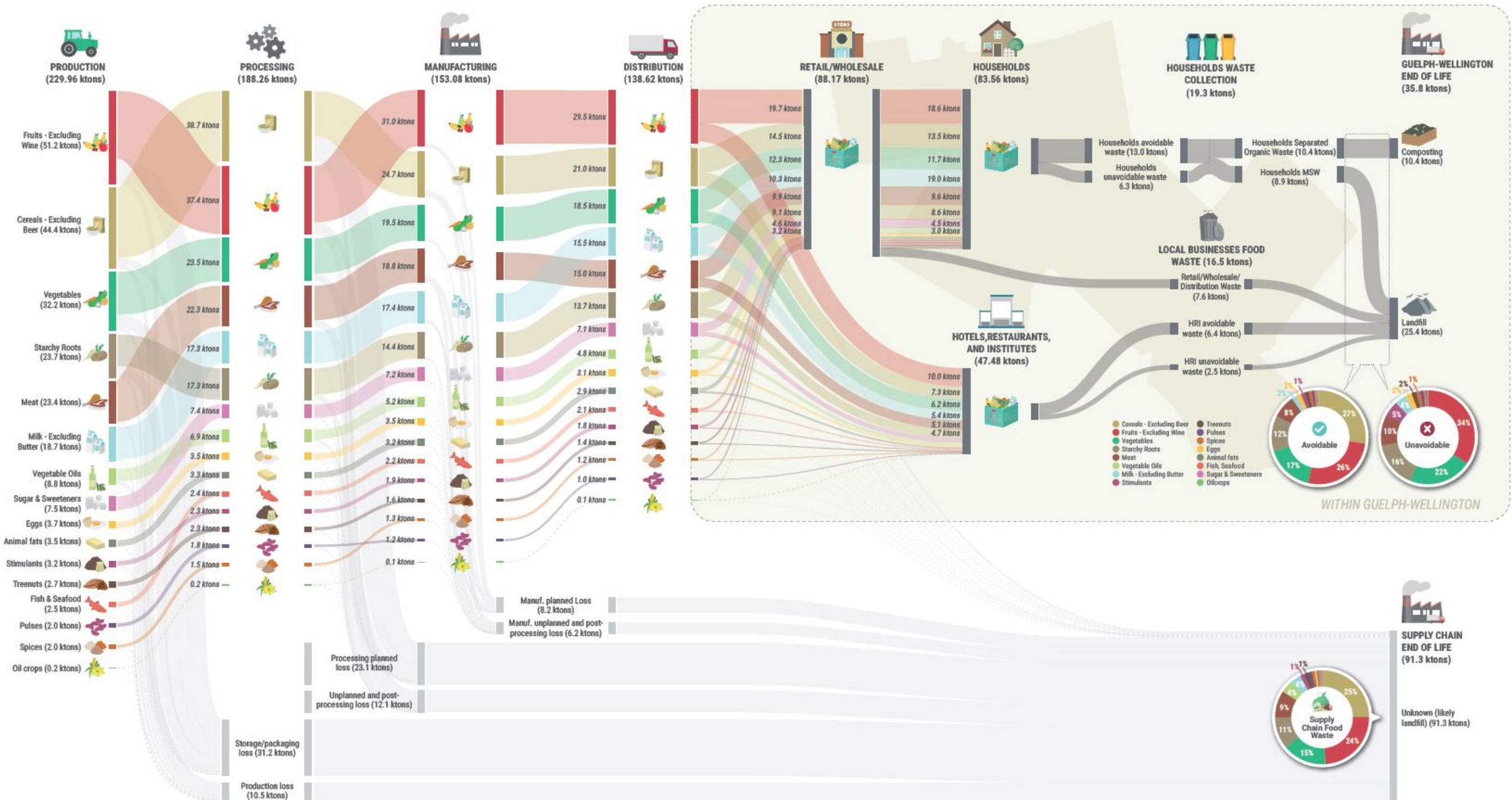
Pick Up Truck - Can move food waste \$25 / hour
David Messer

Product Wanted
Compost
Karolina S



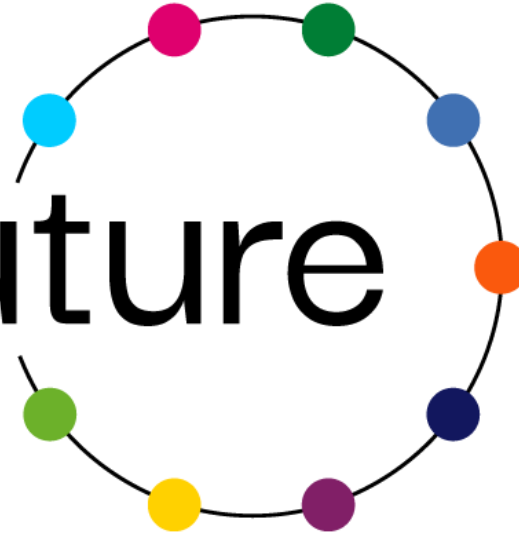
Currently hosting 80+ open data sets from collaborators (City, County, OMAFRA, Toward Common Ground, StatsCan).





Our Food Future

Guelph-Wellington



Canada

