



FoodShare Toronto

Social enterprises and food access

What we'll explore

- What are the barriers to accessing healthy food in Toronto
- Why youth engagement in food security issues is important
- The role of social enterprises
- What we do at FoodShare: Good Food Markets, School Grown, Bulk Produce Sales and the Good Food Box

Your presenter



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What's food access like in Toronto?

The Right to Food

Think **food is a fundamental right**? We think so, but we also recognize that there is still a lot of work to do for everyone to be able to enjoy the right to food.

and this is what happens daily:

13% of Torontonians experienced food insecurity

17% of children experience food insecurity

27% of racialized communities experienced food insecurity

62% of people leaving in food insecure households have employment

39% of Torontonians consume 5 servings of produce

* Daily values are based on research from PROOF and Toronto Vital Signs

Barriers to food access

In a recent needs assessment conducted by FoodShare in the Weston and Mount Dennis NIA's:

- **68.42%** of residents indicated that they worry food would run out before having money to buy more
- **44.7%** responded that access to affordable fresh vegetables and fruit was poor, and
- **65.79%** reported not being able to afford to eat healthy meals.

At FoodShare, we believe that this isn't how things should be.

That's why we're modelling a food system that works for all.

About FoodShare

- Food security nonprofit
- Over 30 years of programming
- Increasing access to vegetables and fruits through community-led projects
- Reaching 270,000+ community members every year



What is a social enterprise?

What is a social enterprise (SE)?

Social enterprises are **businesses** that sell goods or services in the marketplace with a twist. Whether operated by a **non-profit organization** or by a **for-profit company**, a social enterprise has two goals: to **achieve social, cultural, community economic and/or environmental outcomes**; and, to **earn revenue**.

* Adapted from BC Centre for Social Enterprise Definition

How are SE different than traditional businesses?

The mission is at the centre of business,
with income generation playing an important supporting role

* Source: BC Centre for Social Enterprise

SE and value proposition

CONVENTIONAL
PRIVATE
BUSINESS



MISSION LED
BUSINESS



CONVENTIONAL
NON-PROFIT OR
CHARITY



SOCIAL
ENTERPRISE




Customer
Value


Financial
Value


Operational
Value


Social
Value

* Source: Social Enterprise Institute

A few SE examples in Toronto



To find more social enterprises: <https://seontario.org/>

A look at social enterprises at FoodShare

School Grown Farms

- 175 youth employed between 2012 and 2018
- Youth grow, harvest, sell and cook food
- 100,000+ lbs of food harvested from school gardens
- \$273,641 paid out in youth wages to date

Eastdale rooftop garden



Eastdale rooftop garden



Bulk Produce Sales

- Act as a food distributor that sell high quality, culturally diverse vegetables and fruit
- Delivers fresh produce to 250+ schools and agencies across the city
- 2,252,961 lbs of fresh produce across Toronto

Good Food Box

- Provide fresh, healthy, affordable fresh produce to your doorsteps
- Example of moving from a charity/Non-profit model to a social enterprise
- Online ordering platform

Good Food Markets

- Community markets that sell high quality, culturally appropriate vegetables and fruit
- Nourish people and communities
- 45 markets supported in 2017
- 261,862 lbs of fresh vegetables and fruit delivered in 2016

2/3 of Good Food Market customers report 'eating more' fresh produce since becoming involved.

74% of Good Food Market customers indicate improved relationships with community members.



WE SUPPORT 45 GOOD FOOD MARKETS ACROSS TORONTO. THEY ARE A TORONTO FOUNDATION VITAL IDEA BECAUSE THEY INCREASE FOOD ACCESS AND GROW COMMUNITY.

Mobile Good Food Market

- Travelling community food markets
- Retrofitted TTC vehicles offer fresh, high-quality vegetables and fruits
- Bring fresh produce closer to communities
- 10 mobile market stops served in 2017
- 72,926 lbs fresh vegetables and fruit delivered in 2016



Takeaways

- www.foodshare.net
- Social media: @FoodShareTO
- Eat your veggies!
- Support social enterprises and
- Order your Good Food Box:
<https://goodfoodbox.foodshare.net/>