



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Economic Development Committee
From: Justine Dainard, Project Manager Smart Cities Office
Date: Tuesday, May 17, 2022
Subject: **Our Food Future project – May 2022 Update**

Background: Update on programmes within the Our Food Future project.

Upcycled Food Certification

Over the last two years, Our Food Future has demonstrated the circular value of food system byproducts, working with Anthesis Provision to build business-to-business (B2B) connections which resulted in new product lines. Some of these examples include spent grains from brewers being sent to bakers for bread, or whey from tofu production used as a protein base for ramen noodles. Now this new product sector will be supported by the Upcycled Certified™ Mark, demonstrating to Canadian consumers that their purchase choice is part of the circular economy.

The Upcycled Certified™ Program is the world's first third-party certification programme and has been delivered in the United States since January, 2021. The Circular Opportunity Innovation Launchpad (COIL) and Anthesis Provision have now brought it to Canada as a demonstration project with funding from FedDev Ontario. The full press release is attached to this report, and more information can be found at coil.eco.

Circular Food Leadership Program – in partnership with Ivey Business School

COIL has partnered with Ivey Business School to create a new stream of leadership training in innovative byproduct use. The **Circular Food Leadership Program** is seeking up to 100 small- or medium-sized food businesses in Southwestern Ontario who have not yet had experience with repurposing or upcycling their products. This leadership program will run for one year and will include a series of workshops and tailored coaching. The goal is to identify upcycled or circular solutions for organic waste materials, reducing costs or in some cases producing a new product which could be Upcycled Certified™.

While there is a fee to participate, a discounted rate is available until June 5. Participants completing this training will be invited to pitch their product solution to COIL in pursuit of prototype funding. For more details, please visit coil.eco/cflp.

Spark Grants now open.

The Nutritious Food Workstream has completed its initial phase of a Food Environment Assessment, compiling maps, data, and survey results to better understand how our communities access – or struggle to access – nutritious foods. The overview report from this research is attached.

To support better food access, we are inviting applications for **Spark Grants**. Groups, organizations, or individuals from Wellington or Guelph can apply by posting a short description of their idea on our website before June 3. This public platform will allow members of the community to find collaboration possibilities, to spark new ideas, and to support one-another's proposals. A shortlist of applicants will then be invited to submit more details, with full proposals due July 15. These will be reviewed, and several will be awarded grants between \$5,000 - \$10,000.

To learn more or apply, please visit foodfuture.ca/SparkGrants.

Recommendation:

That the Economic Development Committee receive the Our Food Future report for information.

Respectfully submitted,

A handwritten signature in black ink, reading "Justine Dainard". The signature is written in a cursive, flowing style. The letters are connected, with the "J" and "D" being particularly prominent. The signature is set against a light gray, textured background.

Justine Dainard

Project Manager, Smart Cities Office