Good Food Box
History, Opportunities and Challenges
Debbie Field
Sustain Ontario Webinar
December 11, 2014
FoodShare Fresh Produce Purchasing priorities:
1) Fresh, high-quality, diverse, vegetables & fruits
2) Seasonal, local
3) Fair-trade
4) Organic

- Access rather than local as the central goal;
- People pay the full cost of the food infrastructure and are customers not clients grants and donations cover labour.
Good Food Box History:

1980-1997-- Sao Paulo-Toronto twining
1991 -- Rod MacRae and Jack Lee visit Sao Paulo -- view Sacalo Markets
1991 – Reverend Nan Hudson (Shalom House in Parkdale) and Jeff Wilson (Ontario Produce farmer) go out for a drink TPFC meeting
1992 - Mary Lou Morgan, Ursula Lipski- Field to Table Feasibility Study
1992 – FoodShare invites Field to Table Travelling Food Truck
1994 – First 40 Good Food Boxes packed
1997 – 200 Eastern Avenue Food Centre includes school orders
2000 – Wellness Box
2004 – Good Food Markets
2006 – 90 Croatia Street Food Hub
2011 – Mobile Good Food Market
2012 – Fort Albany - Northern Distribution
Mary Lou Morgan and Ursula Lipski developed the Good Food Box in 1994, adapting the Share Box Program in the US.

Every Tuesday a small army of volunteers gathers to pack hundreds of Good Food Boxes.
Getting Food directly from farmers to urban people

Looking South: FoodShare was influenced by programs from the south, particularly Brazil

FoodShare’s Good Food Box -- Brazil’s Sacalao Markets

Good Food Box in Toronto

Sacalao markets in Belo Horizonte
In 1985, the mayor, and council recommend support for a concept to “Help fight hunger in Toronto” leading to creation of FoodShare Toronto

• 2.3 The Parks and Recreation Department be asked to report on the maximum number of sites that could be made available for community gardens, particularly in low income neighbourhoods, and on the costs of preparing each site
• 2.5 The City mount a campaign in support of urban gardening similar to that which created thousands of “Victory Gardens” during WWII
• 2.8 The City become a catalyst in the creation of food coops by providing vehicles for transportation of food orders from the Terminal Market to coop distribution sites
• 2.10 The City act to extend the Board of Education’s snack/education programs so as to extend it to more schools; and that it work with the Board to develop other nutrition/education programs, especially in the early high school curriculum
Problems in the Food System

- Food and Income
  - Hunger

- Food and Agriculture
  - Unsustainable systems

- Food and Health
  - Diet-related illness

@FoodShareTO
www.foodshare.net
Good Food Box 2013 sales of $617,657, averaging 900 boxes per week through 180 drop off sites
FoodShare Food Hub Fresh Produce through the Good Food Box, Mobile and Good Food Markets, sold $2,100,000 of fresh produce last year, delivered fresh vegetables and fruit to 300 Student Nutrition school and community programs.
Social Enterprise at a Glance at FoodShare:

**Good Food Program 2015 Budget; Good Food Box, Mobile and Good Food Markets and School Bulk Orders**
- Budget 3,216,709
- Total Produce Sales 2,366,610
- Total Grants 850,099

**Kitchen Budget 2015; Catering and Good Food Café**
- Budget 542,852
- Total Sales 360,985
- Total Grants 181,867

**Field to Table Schools Budget 2015 School Grown**
- Budget 251,000
- Total Sales 20,000
- Total Grants 231,000
Ontario Food Terminal
$125,731 yearly sales purchased from the Norfolk Fruit Growers’ Association
Mobile and Good Food Markets

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Food Share

www.foodshare.net
### FoodShare Sales in Weight

<table>
<thead>
<tr>
<th>Item</th>
<th>Non Organic</th>
<th>Organic</th>
<th>Total</th>
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<tbody>
<tr>
<td>Top 10 Item</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Banana</td>
<td>324,100.00</td>
<td>16,000.00</td>
<td>340,100.00</td>
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<tr>
<td>Apples</td>
<td>214,876.00</td>
<td>9,809.00</td>
<td>224,685.00</td>
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<tr>
<td>Oranges</td>
<td>168,880.00</td>
<td>9,200.00</td>
<td>178,080.00</td>
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<td>Cantaloupe</td>
<td>124,202.00</td>
<td>1,050.00</td>
<td>125,252.00</td>
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<tr>
<td>Carrots</td>
<td>120,988.00</td>
<td>7,344.00</td>
<td>128,332.00</td>
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<td>Potatoes</td>
<td>95,840.00</td>
<td>15,500.00</td>
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<td>Kale</td>
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<td>8,820.00</td>
<td>84,015.00</td>
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<td>Pears</td>
<td>67,586.00</td>
<td>9,150.00</td>
<td>76,736.00</td>
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<tr>
<td>Cucumber</td>
<td>66,033.00</td>
<td>527.00</td>
<td>66,560.00</td>
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<tr>
<td>Onions</td>
<td>52,088.00</td>
<td>3,375.00</td>
<td>55,463.00</td>
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**Pounds of produce We sold in 2013 through all the Good Food Programs**

@FoodShareTO  Food Share  www.foodshare.net
On Friday afternoon, weather permitting, a subsidized skid of fresh fruits and vegetables from the Ontario Food Terminal is expected to finish a three-day journey by truck, train and plane to the Fort Albany First Nation near James Bay.

The food — mangos, kiwis, potatoes, rutabagas, avocados, bananas and more — will be driven to the Peetabeck Academy schools cafeteria and sold within 30 minutes to a community interested in fresh, healthy, affordable food.

Pilots will be about half the price of the only grocery store in town, thanks to an unusual relationship between the community and FoodShare, a non-profit group that tackles food and hunger issues in Toronto.

When Fort Albany made a heartfelt plea to join Foodshare’s fresh bulk produce program last fall, the group went to its board of directors for an exemption from its mandate to serve only the 416 portion of Toronto.

“This is our one exception because it so highlights the disaster of poor food access in the north and how changeable it is,” says FoodShare’s executive director Debbie Field. “We thought, from a symbolic point-of-view, that the little bit we could do to help would raise their profile.

Fort Albany is 450 kilometers north of Timmins, Ont., on the southern shore of a river that feeds into James Bay. The community of 900 is only accessible by air, except for the few months that it has a winter ice road. It has three stores of food within its Northern store, two convenience store/gas bars and one restaurant.

People still eat wild fish, game and berries, and have been experimenting with alternative ways to access food, including creating backyard gardens, raising chickens, running farmers’ markets and buying food from Cochrane, Ont., and Timmins. But when it comes to fresh food, prices are high and selection is low.

“The people at Foodshare are so passionate about what they do and it’s great to have a partner like that,” says Gigi Veeraraghavan, a member of Fort Albany’s food security committee. “We’ve just been really excited about the quality of the food we’re getting from Toronto — and the price, of course.”

At the Northern store this week, Veeraraghavan spotted a 10-pound bag of white potatoes for $14.99, a 3-pound bag of McIntosh apples for $10.19, and a 6-ounce bag of baby spinach for $7.48. When Foodshare shipped tomatoes, leeks and yellow onions, John Metatawabin said the same amount of potatoes for $6, apples for $2 and spinach for $2.

“This will be Fort Albany’s third Foodshare order.

In December, the community bought 10 kinds of fruits and vegetables for $1,069.45. It cost $348.20 to truck the food from Toronto to Cochrane, $258.54 to put it on the train to Moosonee, and $1,107.23 to fly it to Fort Albany. There was a modest 5 per cent “Northern Food Fund” administrative fee of $45.65, while a federal Nutrition North Canada subsidy took care of $1,002.43 of the charter flight. The food cost $1,827.92 and was shipped for a reasonable 42 cents a pound.

The food was sold to the community at wholesale plus the cost of transportation. In January and February, people experimented with 26 kinds of fruits and vegetables, including garlic, ginger, kiwi, legumes and chest.

Most of the first shipment was pre-sold in 40 Good Food Boxes. For January and February, it’s being sold at the school-based farmer's
OUR VISION: GOOD HEALTHY FOOD FOR ALL!

FoodShare is a non-profit organization that works with communities and schools to deliver healthy food and food education. We believe everyone deserves access to affordable fresh food and offer a range of programs and resources including hands-on training, markets, fresh produce, gardens, and kitchens. Since 1985, FoodShare has pioneered innovative programs like the Good Food Box, impacted what kids eat in school, and improved the way people eat and grow food across Toronto every day.
Revenues $6,391,274

35% Program Sales
27% Foundations
10% Individuals
8% City of Toronto
6% Funds related to Capital Assets*
5% United Way
5% Federal Government
3% Events, Interest, Bequests

Expenses $6,426,584**

49% Program Staffing
29% Program Costs
6% Amortization
5% Food Hub Warehouse & Transportation
4% Fundraising and Communications
4% Volunteers***
3% Office & Administration
FoodShare Good Food Box, Community Gardening, baby Nutrition Manuals:
• Helped support the creation of Good Food Boxes and private sector box programs across the country;
• Sharing the model & templates;
• Community development principles mean each community will be different;
• No cookie cutter model possible.
Opportunities and Challenges of the Good Food Box:

1. Providing creative solutions to complex social issues;
2. Building new local economy;
3. Job creator;
4. Improves food access, individual health and sales for local farmers;
5. Can be a useful competent of other kinds of programming within a non-profit;
6. Can we meet social goals of improving food access and support local farmers?
7. Where does organic fit into the picture?
8. How do we interact with private sector box programs;
9. Should we be universal or targeted?
10. How do we fund and sustain the Good Food Box?
Why we need provincial Good Food Box Network:
1. To share knowledge;
2. To develop common evaluation tools;
3. To collaborate on marketing, branding, fundraising;
4. To build new supply chains with farmers;
5. To build the case for provincial government and foundation investment;
6. Other???