

List of initiatives contacted, with three samples

1. **The Big Carrot Worker's Coop, Toronto**
2. **Small Farm Canada magazine, British Columbia**
3. **Prairie Heritage Beef, Alberta**
4. **CHEP Good Food Incorporated, Saskatoon**
5. **Niagara Food Innovation Ltd, Ontario**
6. **Small Potatoes Urban Delivery (SPUD), Vancouver**
7. **The Land Conservancy (TLC)/Keating community farm cooperative, Vancouver Island**
8. **Farm Folk/City Folk, British Columbia**
9. **Co-op Atlantic, New Brunswick**
10. **Ecological Farmers Association of Ontario (EFAO)**
11. **Greater Toronto Agricultural Action (GTAA) Committee**
12. **Ontario Natural Food Co-op (ONFC)**
13. **Islands Good Food Business Network, Vancouver Island**
14. **Canadian Organic Growers(COG)**

**Niagara Food Innovation Ltd, Ontario**

<b>TYPE OF INITIATIVE</b>	Local food production; local food distribution
<b>PROJECT/BUSINESS NAME</b>	Niagara Food Innovation Ltd. A business operation of Niagara Community Resource operating under the brand "Niagara Presents"
<b>LOCATION</b>	Ontario, Niagara Region
<b>CONTACT COORDINATES</b>	4516 Mountainview Rd. Beamsville, Ontario L0R 1B3 Canada Tel: (905) 563-1777 Fax: (905) 563-7637 Toll Free: 1-888-584-2387
<b>PURPOSE</b>	Facilitate training and product development, product commercialization, and marketing for small scale food processors in the Niagara Peninsula
<b>HISTORY</b>	<p>In 1991 Niagara Peninsula Homes now called NPH Community Resources began experimenting with Community Economic Development (CED).</p> <p>The Niagara Women's Economic Development Centre mandate is to provide support and training to women including youth and newcomers interested in establishing new businesses (either independently or collectively) or seek employment in the specialty food industry.</p> <p>The need for a manufacturing base was quickly identified when one of the women in the program got an order for 14,000 jars of her product. A business plan was developed to create a business called <b>Niagara Food Innovations LTD</b> (NFI) to provide food science support, a manufacturing base to create gourmet food products made of produce grown in Niagara, and a distribution centre for all those involved co-marketing under the Niagara Presents label.</p> <p>In 1999 Niagara Presents' commercial kitchen and showroom were constructed in the grower-owned Jordan Frozen Foods building in Jordan Station. Processors now have access to a government-inspected facility in which they can formulate, prepare, bottle, and label their cherished products.</p>
<b>CURRENT ACTIVITIES</b>	<p>Provides technical services, co-packing and marketing under the Niagara Presents label. On line shopping at <a href="http://www.niagarapresents.net/">http://www.niagarapresents.net/</a> and an on-site retail outlet for individual and Niagara Presents branded products. Gift baskets a specialty.</p> <p>A product Development Fund has been established and they operate a Business Development Training program for specialty food women entrepreneurs, that has received substantial provincial assistance.</p>

	'Niagara Presents' provides in store and on-line shopping for specialty products, gift baskets and wedding favours. A new line the "Savour Niagara" gift basket with their most popular products is being marketed.
<b>CORPORATE FORM</b>	The Niagara Peninsula Community Resource Centre is a non-profit corporation that spun off the Niagara Women's Economic Development Centre as a charity focusing on community economic development.
<b>MEMBERS/PARTNERS</b>	Niagara Presents is a community based network that provides co-operative product development, marketing and distribution support to independent Niagara-based growers and processors of specialty foods. The other organizations involved link together a variety of community organizations concerned with the economic development of the area through promotion of locally developed specialty food products.
<b>FUNDING /FINANCING</b>	In start up years, Niagara Presents leveraged funding from several government and charitable funding sources. Their non-profit activities continue in this way with the business venture moving towards economic independence as are the producers who are 'incubated' in this comprehensive system
<b>SOCIAL RETURN ON INVESTMENT AS PUBLIC GOODS</b>	Niagara Presents is part of a network that includes a training mandate for women, and promotion of foods produced in the Niagara region in partnership with non-profits, community colleges and private businesses.
<b>GOODS OFFERED</b>	Savouries, Sauces, Sweets, Wine Jellies produced by small scale food processors using the incubator kitchen and marketing services provided
<b>SUCCESSSES</b>	This cluster of organizations has won many awards acknowledging the excellence of their products, services and local economic development strategy.
<b>CONTRIBUTING TEAM</b>	Anna and Michael Olsen from TV Show 'Sugar' provide recipes and technical assistance to new products developed through the 'Recipe for Success' Training program funded by the Govt of Ontario.
<b>YOUR NETWORK AND SOCIAL CAPITAL WITH OTHER INITIATIVES</b>	Niagara Presents is part of a large network dedicated to developing and marketing local products while creating dignified livelihoods for unemployed women in the area. Niagara Presents operates as a value chain from training the producers to linking with local tourism and local educational organizations.
<b>COMMENTS: SUSTAINABILITY/ REPLICABILITY</b>	Niagara Presents grew out of a 'program' and became a 'business' as the people involved recognized the opportunities in the market place to market and brand locally produced specialty foods.
<b>For further info contact:</b>	Betty Ann Baker, Executive Director

## Small Potatoes Urban Delivery (SPUD), Vancouver

<b>YOUR DEFINITION OF LOCAL FOOD</b>	<a href="https://www.spud.ca/index.cfm?action=logout&amp;t=7">https://www.spud.ca/index.cfm?action=logout&amp;t=7</a> <b>Local Purchasing</b> - We buy from local, independent suppliers, wherever possible. We seek to balance the needs and wishes of our customers with local market supply and identify whether products are sourced locally in our catalogue. Buying local helps to improve our local community and reduces transportation-related impacts. <a href="https://www.spud.ca/index.cfm?action=logout&amp;t=1#3">https://www.spud.ca/index.cfm?action=logout&amp;t=1#3</a> We buy over 50% of our food products from local organic farms and local food suppliers (a higher percentage than most retailers). Local products are fresher because they have spent less time being transported.
<b>TYPE OF INITIATIVE</b>	Value chain; public education; social marketing; healthy food promotion; local food production; local food distribution; marketing; Quality Assurance & branding; value adding; regional infrastructure; urban/rural.
<b>PROJECT/BUSINESS NAME</b>	Small Potatoes Urban Delivery (SPUD)
<b>LOCATION</b>	<a href="#">Mainland BC</a> <a href="#">Greater Victoria</a> <a href="#">Vancouver Island</a> <a href="#">Calgary</a> <a href="#">Granville Island, Vancouver (Organic Produce Retail Market)</a> <a href="#">Seattle</a>

<b>CONTACT COORDINATES</b>	1660 E. Hastings Street Vancouver, BC, V5L 1S6 Phone: 604-215-7783 Fax: 604-215-1264 Toll Free: 1-877-473-5001 <a href="mailto:vancouver@spud.ca">vancouver@spud.ca</a>
<b>PURPOSE</b>	<p style="text-align: center;"><b>Our Mission and values</b></p> <p>To be the most socially responsible, environmentally sound, and financially profitable internet home delivery company in North America while simplifying and enriching the lives of our customers, staff, suppliers, and community partners.</p> <p>We have developed values statements in three areas: People, planet and profits:</p> <p><b>People:</b></p> <ul style="list-style-type: none"> <li>• We build customer relationships that extend beyond product purchases to include dialogue and information exchange.</li> <li>• We provide meaningful work, fair compensation, profit sharing, a spirit of teamwork and opportunities for growth for our staff.</li> <li>• We actively participate in our communities to address food security, human health and well-being, environmental stewardship, and economic self-reliance.</li> </ul> <p><b>Planet:</b></p> <ul style="list-style-type: none"> <li>• We adopt policies and practices that honour and sustain our natural world.</li> <li>• We use the most up-to-date information to reduce our impact on the environment.</li> <li>• We recognize our staff and suppliers for their efforts to protect the planet.</li> <li>• We make it easy for our customers to reduce their impact on the earth.</li> </ul> <p><b>Profits:</b></p> <ul style="list-style-type: none"> <li>• We achieve profits by anticipating customers' needs and meeting their expectations.</li> <li>• We maximize profits by operating efficiently and effectively.</li> <li>• We value long term profits over short-term gains.</li> <li>• We share our wealth with those who help create it.</li> </ul>
<b>HISTORY</b>	In January 2003, SPUD expanded its service area to Greater Victoria by merging with Fresh Piks Organics, the leading organic grocery home delivery firm on Vancouver Island. While the merged firm is called SPUD, Victoria customers continue to be served by Fresh Piks staff operating from the Fresh Piks warehouse. Congruent with its "buy local" philosophy, SPUD buys products from many Vancouver Island wholesome food suppliers and organic farms. In April 2003, SPUD expanded its service area on Vancouver Island to include all areas between Sooke and Qualicum.
<b>CURRENT ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Expansion to other cities</li> </ul>
<b>BUSINESS CASE</b>	<p><b>Small Potatoes Urban Delivery (SPUD),</b> your healthy grocery delivery service. We offer:</p> <ul style="list-style-type: none"> <li>✓ A complete range of wholesome groceries</li> <li>✓ Flexibility - order exactly what you want</li> <li>✓ Free delivery on most orders</li> <li>✓ A 100% satisfaction guarantee</li> <li>✓ A fair price to growers and food producers</li> </ul> <ul style="list-style-type: none"> <li>• SPUD makes healthy eating easy with an amazing selection of tasty, healthy food choices. We also have a wide range of products for restricted diets (e.g. vegetarian, vegan, wheat-free, sugar-free). <ul style="list-style-type: none"> <li>• Our fruits and vegetables are bursting with 100% organic flavour and over 50% of our grocery products are certified organic. When you buy organic you eliminate exposure to pesticides, herbicides, and fungicides. You also avoid consuming genetically modified organisms (GMOs).</li> <li>• Further, our grocery products don't contain any artificial ingredients,</li> </ul> </li> </ul>

	<p>preservatives or additives and we only source animal products from suppliers that avoid hormones or antibiotics.</p> <ul style="list-style-type: none"> <li>• Another way in which our service helps you maintain optimum health is with our "Fresh Harvest Box", a seasonal mix of 100% certified organic produce. By ordering a Fresh Harvest Box for weekly or bi-weekly delivery you can ensure that your family gets 5 servings of produce each day, as recommended by the National Cancer Institute.</li> </ul>
<b>SOCIAL RETURN ON INVESTMENT AS PUBLIC GOODS</b>	<ul style="list-style-type: none"> <li>• While the average American spends 90 minutes doing their weekly grocery shopping, our customers spend less than 9 minutes each week. That's 81 minutes each week that you can use to do whatever you want (cook wholesome meals, spend time with friends and family, get some exercise, read a book, you name it).</li> <li>• We sell a wide range of Fair Trade products, ensuring that workers receive fair wages and adequate working conditions (we were one of the first retailers in North America to sell Fair Trade bananas). We sell only wild caught salmon and ethically raised meat products</li> </ul>
<b>ENVIRONMENTAL RETURNS ON INVESTMENT AS PUBLIC GOODS</b>	<ul style="list-style-type: none"> <li>• We also help you save time in other ways as well. With SPUD you don't have to take your beverage containers back to the store for a refund. Just put them in your empty bin and we will do it for you. We provide deposit refunds on every beverage container that we sell. We also have over 500 healthy recipes on our website, making it quick and easy to plan healthy meals.</li> <li>• SPUD also saves you money. Delivery is FREE on most orders and our prices are competitive. Because we don't have to invest in expensive storefronts, our regular price comparisons show that our grocery product prices are, on average, the same or cheaper than the very same items in a grocery store. Just like regular grocery stores, we offer weekly specials, caselot discounts and a frequent buyer points program. However, unlike grocery stores, we also offer additional savings. For example, we offer a 5% "standing order" discount for most items that you order on a recurring basis. We also offer generous rebates when you refer new customers to us.</li> <li>• You save even more by avoiding the fuel and vehicle costs of driving to your local store and back.</li> <li>• By buying organic products from SPUD, you'll help protect our soil and water. By making fewer trips to the store, you'll also help reduce air pollution and traffic congestion.</li> <li>• We recycle almost all our office paper, cardboard and beverage containers. We use reusable containers to transport our groceries, thereby eliminating the need for disposable shopping bags. We also sell a broad selection of eco-friendly products, from recycled toilet paper to phosphate free cleaners. Further, because our products are pre-ordered, we generate far less food waste than a regular grocery store.</li> </ul>
<b>GOODS OFFERED</b>	<p>Each order is shipped in a reusable bin. Inside, your groceries are carefully packed and kept fresh using specially designed ice packs and freezer bags. The icepacks and freezer bags have small, fully refundable deposits.</p> <p>In the bin, you will also find a complete printed receipt and our very informative Garlic Press newsletter. Published weekly, the newsletter profiles events and people within the community, health-related news, and information about SPUD and local suppliers.</p> <p>Just like a regular grocery store, SPUD offers weekly specials and caselot discounts</p>
<b>YOUR NETWORK AND SOCIAL CAPITAL WITH OTHER INITIATIVES</b>	<ul style="list-style-type: none"> <li>• Through our Community Care program, you'll further help those in need in our community. Last year we contributed over \$50,000 in cash and in-kind donations to local community groups.</li> <li>• <a href="https://www.spud.ca/index.cfm?action=logout&amp;t=5">https://www.spud.ca/index.cfm?action=logout&amp;t=5</a></li> </ul> <p><b>Top Story</b></p> <p><a href="#">It's Like Getting Free Karma with Every Delivery</a> Vancouver Province 10/24/2004</p> <p><b>Feature Articles</b></p> <p><a href="#">Social Responsibility</a> Globe and Mail 06/08/2006</p>

<a href="#">Ferries' Coke Clause Stymies Green Grocer</a>	Vancouver Province	04/07/2006
» <a href="#">BALLE focuses on local food</a>	Westender	09/06/2005
» <a href="#">Straight From The Field! Spotlight on SPUD</a>	BBB Online Report	02/01/2005
» <a href="#">Picky about produce? Mod-con companies step up with freshness</a>	Westender	06/10/2004
» <a href="#">Yes, we have fair trade bananas</a>	Globe and Mail	06/05/2004
» <a href="#">Food for your conscience</a>	Vancouver Sun	05/26/2004
» <a href="#">How Small Potatoes is saving the planet</a>	Nationwide News Service	01/19/2004
» <a href="#">Pink salmon not just for the can</a>	Vancouver Courier	01/09/2004
» <a href="#">Business Profile: SPUD.ca</a>	Something Cool News	08/01/2003
» <a href="#">Ethical business practice wins praise... and profits</a>	Vancouver Board of Trade Newsletter	06/25/2003
» <a href="#">Organic Deliverance</a>	Georgia Straight	06/05/2003
» <a href="#">Big Impact from Small Potatoes</a>	Business in Vancouver	10/29/2002
» <a href="#">Small Potatoes a big SPUD</a>	Vancouver Courier	05/11/2002
» <a href="#">Grocery Delivery Systems: Small Potatoes Urban Delivery (SPUD)</a>	Climate Change Solutions	09/01/1998
<b>Other Articles</b>		
» <a href="#">Keating Farm group excited about the future</a>	Cowichan News Leader	07/01/2006
» <a href="#">Introduction to SPUD in John Gilchrist's weekly column</a>	The Calgary Herald	11/13/2005
» <a href="#">First SPUD Delivery</a>	BBB Online Report	11/10/2005
» <a href="#">Free lunch ain't Small Potatoes</a>	BBB Online Report	7/15/2005
» <a href="#">Wealth for Wellbeing</a>	Resurgence Magazine	11/01/2004
» <a href="#">"Green' business practices taking root</a>	Business Edge	08/05/2004
» <a href="#">Ecotopia</a>	Common Ground	09/01/2004
» <a href="#">B.C. small businesses report record-setting confidence</a>	Vancouver Sun	07/01/2004
» <a href="#">The greening of business</a>	Vancouver Sun	05/31/2004
» <a href="#">Demonstrating action on Sustainable Food: Small Potatoes Urban Delivery (SPUD)</a>	Quality of Life Challenge	12/2003
» <a href="#">Demonstrating action on Fair Trade: Small Potatoes Urban Delivery (SPUD)</a>	Quality of Life Challenge	12/01/2003

	<a href="http://foodcitynetwork.com">foodcitynetwork.com</a> welcomes <a href="#">Small Potatoes</a> Food City Network      No Date • <a href="#">A Big Welcome to SPUD</a> Eco-News      01/01/2003 • •
For further info contact:	Karin Lengger (250) 383-7969 ex 224 karin@spud.ca

## Islands Good Food Business Network, Vancouver Island

<b>DEINITION OF LOCAL</b>	<p><b>The regional designation will be from</b> the Vancouver Island value chain, where food and beverages will be primary and finished products from Vancouver Island and surrounding islands.</p> <p><b>The local designation</b> will be one of the agricultural microclimates or food manufacturing clusters that are a part of the Vancouver Island(s) region.</p>
<b>TYPE OF INITIATIVE</b>	Value chain; regional infrastructure; urban/rural; youth & training; research; advocacy; public education; social marketing; healthy food promotion; local food production; marketing; local food distribution; Quality Assurance & branding; value adding.
<b>PROJECT/BUSINESS NAME</b>	Islands Good Food Business Network
<b>LOCATION</b>	Vancouver Island and surrounding Islands
<b>CONTACT COORDINATES</b>	C/O RR#1, S43, C53 Fanny Bay, BC V0R 1W0 250-335-3001
<b>PURPOSE</b>	<p>To increase food system sustainability on Vancouver Island and surrounding islands.</p> <ul style="list-style-type: none"> <li>• To create an economically, socially and environmentally sustainable islands' infrastructure that grows, preserves, distributes and sells Vancouver Island(s) food and beverages that conscious consumers are demanding, and that provides food security for all islands' residents in times of emergency.</li> <li>• This value chain will be designed as a partnership between farmers, processors, labour, product commercialization, marketers, distributors and point-of-sale retailers to generate greater profits by creating premium products and finding efficiencies which no individual business or non-profit could achieve on their own.</li> <li>• This business will be positioned as a 'social enterprise'—since it enshrines social, environmental and economic goals. It will be incorporated as a multi-stakeholder co-operative to ensure that the role of each stakeholder is clearly articulated and that all partners understand that the success of the entire venture depends upon co-operative action.</li> </ul>
<b>HISTORY</b>	<ul style="list-style-type: none"> <li>• In 2005 the Vancouver Good Food Box Collective (VIGFBC) received a grant from the Vancouver Island health Authority (VIHA) to develop a sustainability plan for their Good Food Box program. An analysis showed that the GFB fresh fruit and vegetable program is a non-profit buying club, a public education program, and a social marketing program that does not have the volume of product sales to make it sustainable in the absence of core funding. One of the core food security values held by the VIGFBC is to buy local and support local food businesses.</li> <li>• The VIGFB decided to ask for health funding from the BC Medical Services Foundation and the Coast Capital Credit Union to do a study looking at the potential of mobilizing the buying power of more non-profits and public institutions and testing their attitude to buying local food.</li> <li>• A group of SME's were invited to participate in considering how to encourage production and distribution of locally grown and processed food on Vancouver Island. They indicated strong interest at developing a business plan for a Vancouver Island food value chain, and are ready to contribute in-kind services to leverage business plan resources and sources of investment.</li> <li>• The summer 2006 Canadian Farm Manager newsletter has two case</li> </ul>

	<p>studies of value chains. Martin Gooch, the author worked with us to provide a Value Chain Management presentation to us and farmers On Dec 12, 2006.</p>
<b>CURRENT</b>	<ul style="list-style-type: none"> <li>• The people from the SME's involved have agreed that the best form of ownership for the value chain business is a Multi-Stakeholder Co-operative, with each link in the value chain as a stakeholder, and each stakeholder having autonomy within their own link(s). Several non-profit organizations that provide Good Food Boxes have created a collective and they have an opportunity to be one of the stakeholder owners. This will help them reach their goals of getting good food to low-income people and also assist the business to qualify for social enterprise funding and investment. <b>This would convert the traditional value chain model to a ValueS Chain model and will be developed as such.</b></li> <li>• A quantifiable survey of non-profit and public institutional food buying policies is being conducted by 5 researchers with a target of 50 interviews of programs with budgets over \$20,000 annually. Many of these organizations wish to buy-local. This research project will uncover what their specific needs are and identify ways for the ValueS Chain to meet these needs.</li> </ul>
<b>POTENTIAL</b>	<ul style="list-style-type: none"> <li>• This ValueS Chain business case will identify the special attribute foods key market sectors are demanding on the Vancouver Islands, will develop the supply side for these products in partnership with an association of farmers, develop a preserving co-packing infrastructure for year round sales and will develop the appropriate market channel infrastructure to market and deliver the special attribute foods to the identified customers.</li> </ul>
<b>CORPORATE FORM</b>	Multi-stakeholder coop
<b>MEMBERS/PARTNERS</b>	<ul style="list-style-type: none"> <li>• The VIGFBC is an informal group that has engaged Nanaimo FoodShare to sponsor development efforts and provide administration services.</li> <li>• Edible Strategies Enterprises Ltd (ESEL) is a community economic development company on Vancouver Island specializing in developing businesses that desire to use strategies that provide not only an economic return on investment, but also social and environmental returns on investment. ESEL takes the role of project manager on behalf of Nanaimo Food Share and the business partners.</li> <li>• Small Potatoes Urban Delivery (SPUD) is a healthy grocery delivery service operating a division on Vancouver Island that has a complete range of wholesome groceries; flexibility to order what is wanted; has free delivery on most orders; a 100% satisfaction guarantee; &amp; provides a fair price to growers and producers. They will be cooperating to help develop supply , distribution infrastructure and IT systems.</li> <li>• Fresh Ideas and Solutions Inc. (FISI) is a food technology company that helps processors commercialize their products and design appropriate scale and regulatory conforming food and beverage manufacturing facilities and processes.</li> <li>• The Mid Island Co-op (MIC) in Nanaimo, a retail co-op providing services to over 25,000 members, is participating with a view to assessing the best role they might play. MIC has eight co-op gas bars/convenience stores and other petroleum based businesses. It was also noted that there is a % of MIC membership that would like to be strategic with MIC assets and to be part of a local sustainable food system.</li> <li>• The Nanaimo Association for Community Living (NACL) is in a position to invest in social enterprises that create jobs and opportunities for their members. Preliminary work is going on to assess their role in meeting agriculture and processing labour pool needs, and investing in a secondary processing/preserving and warehousing infrastructure. This is a strategic link that could support year round sales of VI food, even though it is not grown year round; to be able to use new ways to preserve food and reconstitute it without preservatives will add to the Unique Selling Propositions of Vancouver island food.</li> <li>• Thirty farmers on Vancouver Island have been interviewed and have indicated interest in participating in a production contract pilot with a view to</li> </ul>

	<p>becoming an association as one of the stakeholders in the values chain.</p>
<b>FUNDING /FINANCING</b>	<ul style="list-style-type: none"> <li>• Planning: Credit Union, Foundation, Cooperative Development Initiative</li> <li>• Each link will require a business plan. The entire ValueS Chain will require a business plan. Each business plan will follow a common quality assurance program, and marketing plan, to be able to articulate with each link in a functionally seamless manner.</li> <li>•</li> </ul> <p>The business plan will seek patient and friendly finance from a variety of sources to facilitate start-up. .</p>
<b>GOVERNMENT POLICY</b>	<ul style="list-style-type: none"> <li>• A legal memo from the UVic Environmental Law Clinic states...<i>"To summarize, the supply management system in BC creates legal barriers for local food production and distribution because small-scale, local producers cannot afford or obtain quotas to produce their goods, particularly when competing with large, corporate producers. Trade agreements entered into by both the provincial and federal governments do not necessarily create legal barriers to local food production and distribution, but they can make it difficult for small-scale producers to compete with corporate imports. The trade agreements also bar subsidies to support the development of local food production. Possible exceptions, challenges and areas for reform are under investigation.</i> Federal or provincial supports historically do not support any initiative that favours local over existing food businesses. Liberalized trade regulations respond "to level the playing field" which benefit predominantly trans-national vertically integrated large scale who "could not sell local food."</li> <li>• The ValueS Chain plans to develop HACCP based plans and Quality Assurance programs linked from the farm inputs to the end user.</li> <li>• Leading edge technology for preservation that maintains optimal nutrient levels will be invested in.</li> </ul>
<b>BUSINESS CASE</b>	<ul style="list-style-type: none"> <li>• The situational analysis indicates that in Canada there are more "supply chains" than there is "value chains." Supply chains usually have a small group of trans-national companies that provide the inputs, and many times the same small group that is on the downstream side of the business buying the product. The person in the middle of this type of supply chain is a "price taker." With a Value Chain, a specific market demand that is not being met is identified and a logistical system to produce and deliver the high quality products to the consumer that is willing to pay premiums for the product is coordinated cooperatively.</li> <li>• The Vancouver Island ValueS Chain has identified 3 alternative market channels that can be developed to meet an emerging "conscious consumer" market demand for 100% Vancouver Island(s) food. The unique selling proposition for the food is that: it is tested to prove there are no toxic residues, that there are increased nutrients, and the farmers and labours receive a dignified income.</li> </ul>
<b>SOCIAL RETURN ON INVESTMENT AS PUBLIC GOODS</b>	<ul style="list-style-type: none"> <li>• The Nanaimo Association for Community Living workers' coop providing dignified labour opportunities to their clients and a variety of other marginalized populations.</li> <li>• Increased local food and nutrients for GFB marginalized customers and food security programs.</li> <li>• FN appropriate diet meals</li> <li>• Reduce future diabetes and obesity health care costs</li> <li>• Family farmers must earn dignified incomes to continue farming. By being willing to pay a price that covers how much it costs a farmer to grow nutritious food, consumers are actually investing in the local civil society infrastructure family farms need to exist. The result is a health related "public good" provided by family farmers that do not receive payment for providing the public good. This project aims to change that.</li> </ul>
<b>ENVIRONMENTAL RETURNS ON INVESTMENT AS PUBLIC GOODS</b>	<ul style="list-style-type: none"> <li>• Family farmers must earn dignified incomes to continue farming. By being willing to pay a price that covers how much it costs a farmer to grow nutritious food with the smallest carbon footprint, consumers are actually investing in the local</li> </ul>

	civil society infrastructure family farms need to exist.
<b>SUCSESSES</b>	So far, engagement of farmers, non profits and ethical businesses wishing to promote local food is strong and enthusiastic
<b>ISSUES OF CONCERN</b>	Labour, access to finance
<b>THE WORLD YOU WORK IN</b>	<p>In a global market that is providing the cheapest food possible in relation to income it is not possible to compete with “utility grade” products; the only viable way to sell food is to make the best food and demand a premium for the quality provided.</p> <p>This price setting position is only available in alternative direct to consumer sales; the corporate dominated retail food system is exclusive to the cheap food model and cannot provide authentic local and quality.</p>
<b>YOUR NETWORK WITH OTHER INITIATIVES</b>	See <a href="http://www.ediblestrategies.com/main.html">http://www.ediblestrategies.com/main.html</a> and communicate directly with Sandra or Frank
<b>COMMENTS: SUSTAINABILITY/ REPLICABILITY</b>	<p>This project is being watched by a similar one developing in the Lower Mainland of BC in hopes that it may be replicated.</p> <p>Economic sustainability depends upon getting a lot of pieces of the project in motion all at the same time—this is challenging.</p>
<b>For further info contact:</b>	Sandra Mark & Frank Moreland 250-335-3001