

FRESH FOOD WEEKLY

A nutrition-based intervention program

A Plan Forward



June 26, 2024

BUSINESS OVERVIEW

Fresh Food Weekly will be a fresh food dispensary that provides nutritious and high-quality food through prescriptions, to be delivered to local service providers to disperse to their beneficiaries. To be located at 90 Collier Street, the food dispensary will provide a wide range of fresh foods, personal care products and other basic everyday needs.

Leah saw the need for an accessible, fresh food delivery service that provided free and nutritious food to vulnerable population subgroups who couldn't afford to buy any food, ever, regardless of the number of jobs they had, or the number of hours they worked.

Goals

1 Household Food Security

Create food security within targeted population groups by increasing access to nutritious foods by pursuing fresh food [and cookware/personal care items] donations.

2 Food Literacy

Develop healthier eating behaviours within targeted population groups by fostering positive relationships with food over time, through curriculum provided in printed formats using heavily-pictured content.

FRESH FOOD WEEKLY
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1 hour, 15 minutes
6 servings

THREE CHEESE STUFFED SHELL PASTA

GARLIC

1. Caramelize Garlic
Caramelize garlic by wrapping tinfoil around sliced cloves, smothered in oil and seasoned with salt, and cooking in oven at 350°F for 30 mins. Once soft like butter, remove cloves from husks and mash with fork in a ramekin. Set aside.



SHELL MIXTURE

1 large egg
1 cup ricotta cheese
1 cup of goat cheese
1/2 tsp salt
1/2 tsp pepper
1/4 cup chopped basil
1/2 cup chopped parsley
2 cups shredded mozzarella
1 chicken breast, cubed
1/2 a bulb of garlic
1/4 cup of corn (opt.)
1/4 cup of onion (opt.)
1/4 cup of zucchini (opt.)
1/4 cup of mushroom (opt.)



SAUCE

1 small onion
1/2 a bulb of garlic
1/2 tsp pepper
3/4 tsp dried oregano
1 large sprig basil
1 large sprig rosemary
28oz tomatoes
24 jumbo shells
16oz roasted red peppers



CHICKEN

2. Cube Chicken
Cut the chicken into cubes and add to saucepan and partially cook, keeping some raw pink areas on the chicken.

3. Cook Chicken
Remove from heat and drain any excess fat in a strainer. Then put chicken in the fridge to cool down, cook until mostly cooked, about six mins.




VEGETABLES

4. Chop Veggies
Chop one onion, and chosen optional vegetables.

Heat olive oil in a large non-stick saucepan. Add chopped onion and cook partially on medium-low heat. Add zucchini and mushroom if using, and cook for 5-10 more minutes being careful not to burn. Remove from saucepan and put in the fridge to cool down.




THE SAUCE

5. Chop More Veggies
Cut onions and tomatoes and add to saucepan, along with all their seeds and juices. Add roasted red peppers, and 1/3 of the garlic, and seasonings.



6. Boil Veggies
Bring to a gentle boil. Reduce the heat to low and simmer, uncovered for 20 minutes.

Remove from heat. Use ladle to scoop into food processor and blend until pureed. Set aside.




THE SHELLS

7. Cook Shells
Boil the shell noodles to al dente, rinse in cool water.

Immediately separate noodles from each other with your hands and place them on a tray. Set aside.




CHEESE MIXTURE

8. Make Cheese Filling
To a large bowl, add ricotta cheese, goat cheese, egg, basil, parsley, salt, and the remaining caramelized garlic.

Use an electric mixer to blend together until smooth.

Once the partially cooked chicken and vegetables have cooled, add to the cheese mixture, including corn, and mix with a spatula.




9. Stuff Shells
Spoon tomato sauce mixture on the bottom of a 9x13 inch baking dish, enough for a thin layer to cover the bottom by about half an inch.

Stuff each pasta shell with cheese mixture and place on top of sauce in baking dish.

Gently sprinkle shredded mozzarella over the entire dish, making sure to evenly spread the cheese around.

Drizzle remaining sauce over the stuffed shells and cover with foil and bake for 25 minutes. Then uncover and bake for an additional 10 minutes until cheese is golden brown.





Objective #1: Acquire fresh food donations (quantity depends on demand)

Food Acquisition Activity #1

Pickup solicited and receive non-solicited fresh and high-quality donations, package into smaller portions usable in the community, and deliver weekly to local charities and community agencies/organizations who order them (for free), online, in advance.

Solicit and receive non-solicited new and gently used cookware and cooking utensils donations and upload pictures and brief item descriptions to the online “store” where beneficiaries browse and order free items (for their clients).

Food Acquisition Activity #2

Purchase a vertical farm from [Mighty Harvest](#) to produce leaf lettuce heads year-round. One staff member is required for the labour to operate each vertical farm, and one larger farm will produce 750 pounds of lettuce per week.

Food Acquisition Activity #3

Lease farmland and hire a farmer to cultivate it. Whatever is cultivated will be for the food dispensary. (This is what we would like to do with [Matt Reesor](#) and Tony Gaetano if the opportunity is there.)

Food Acquisition Activity #4

Grow large, high-density produce vertically in an urban farm on-site (via Mighty Harvest).

Sell a percentage of what is grown to the general public to generate some revenues.

Food Acquisition Activity #5

Operate a high school student volunteer program for teenagers to complete their mandatory community service hours. This will be how on-going bulk donations get packaged at the food dispensary.

This program will also include gleaning. Additional funds are needed to purchase pick-your-own produce. *We want to support farmers.*

Objective #2: Improve food literacy

Food Literacy Activity #1

Host on-going healthy cooking workshops for kids taught by a registered dietician (or nurse practitioner).

The funds raised from these workshops could be used to sponsor children from low-income families to participate in these workshops.

Workshops are \$90 each (two-hour workshop).

- Of this \$90, half is for food, so \$45 is raised per child.
- If two workshops have 12 children each, that's \$1,080/week.
- If we host workshops during the school year (40 weeks), as well as two workshops/day during the March break (five days), 80 percent of the Christmas break (eight days), and all PA days (seven days), **the workshops will generate \$47,520/year.**
- Although it would be more time-consuming, we could issue charitable tax receipts for 50 percent of the workshops' cost (\$45 charitable tax receipt for paying for a \$90 workshop).

The curriculum (cooking directions sheets + whatever else dieticians see fit) for these workshops will be created by the Educator Dietician. *A dietician will also create the vitamin and mineral count for all food items offered in a spreadsheet, to be uploaded to [Squirrel](#) (by Squirrel's IT people), for the research study. This will allow the app to let participants know how many mg of each vitamin and mineral more they "have to go" when selecting items for their weekly food orders, in order to obtain their minimum weekly vitamin intake, as prescribed by the prescribing physician. ****I made sure to let Squirrel know this would be an important feature for the doctors.***

Additional funds are needed to cover the costs of 'dietician add-on prescriptions', so dieticians can have their prescriptions covered for patients living on social assistance.

Food Literacy Activity #2

The rooftop parking lot at 90 Collier Street would be renovated into a teaching space for Living Green Barrie. Derrick Stevenson, the CEO of Mighty Harvest says that since this space was built for a parking lot, there wouldn't be weight concerns, which are the biggest challenges with the rooftop gardens that he's dealt with. Urban Pantry will also require additional funds to manage an urban apple-growing program that also supplies apples to the food dispensary (as well as to their charity's beneficiaries, of course), if they are interested.

Even more funds are required for Urban Pantry, so they can purchase more tools, equipment, and the supplies they need to teach about growing nutritious food at home.



In September 2022, Leah attended an outdoor community food event in Barrie called Harvest Share, and Living Green was also there providing these incredibly delicious sliced green breaded and fried tomatoes with a healthy yogurt-based dipping sauce. After the event, Leah went out and bought the ingredients, and made it for her parents to try, because it was so good.

Products Served

Here are the products as well as services that Fresh Food Weekly will offer to beneficiaries:

- Fruits and vegetables
- Meats and meat alternatives
- Dairy products, including lactose-free dairy alternatives
- Grain products, including gluten-free bakery alternatives
- Basic cookware and cooking utensils
- Health, wellness, and self-care products
- Food delivery and pick-up services

Beneficiary Focused

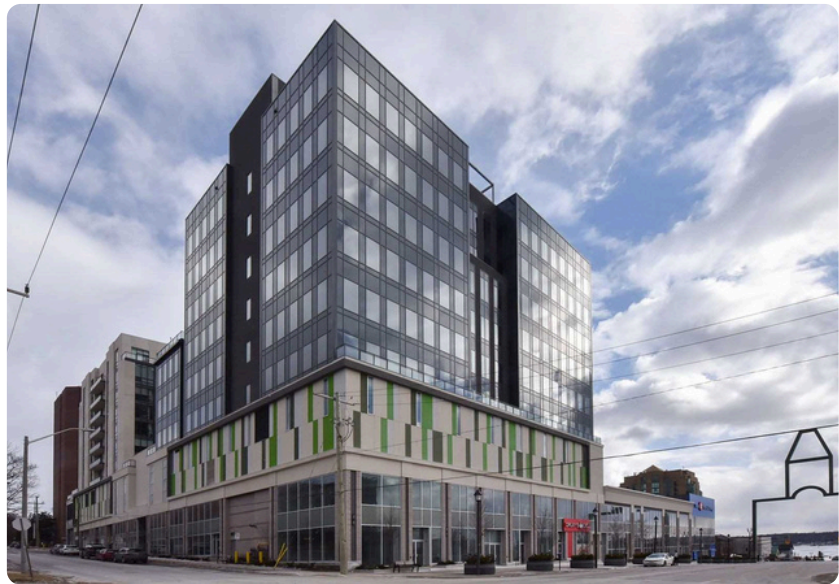
Fresh Food Weekly will primarily serve registered charities within The City of Barrie who verify income and household members with their beneficiaries. Within the first year of establishment, the food dispensary intends to expand its service area to Innisfil, Angus, and Oro-Medonte, Ontario. Charitable recipients of the food dispensary's products and services include:

- The Barrie Native Friendship Centre
- The Barrie Food Bank (but they must verify income with their clients)
- The Busby Centre
- Ryan's Hope
- Redwood Park Communities
- The Barrie Municipal Non-Profit Housing Corporation (BMNPHC) and The Simcoe County Housing Corporation (SCHC)
- Social workers and other community case workers at community agencies and public health centres in Barrie (such as Empower Simcoe & CMHA, to name a couple)

Proposed Operational Partners

1. **The Healthy Barrie Initiative**
2. **The Barrie Family Medicine Teaching Unit (BFMTU) - The University of Toronto** (Tri-agency-eligible institute)
3. **The Royal Victoria Hospital** (has it's own ethics board + Chief Research Scientist)
4. **March of Dimes Canada & TELUS Tech for Good™** (tech & internet provider)
5. **The Simcoe Muskoka District Health Unit** (data collection & translation)
6. **The Barrie Food Bank** (to manage the non-perishables & toiletries - quarterly output)
7. **Squirrel Systems** (IT system)
8. **Bowtrans Inc.** (transportation)
9. **Fresh Veggies At 60 Aileen** (Matt Reesor, hired farmer to stabilize food prices)
10. **Gaetano Green Acres Inc.** (Tony Gaetano, land owner and farming expert)
11. **Barrie Hill Farms** (local pick-your-own berry farm)
12. **Mighty Harvest** (vertical farming company)
13. **Tempo Flexible Packaging** (packaging)
14. **Moore Packaging Corp.** (packaging)
15. **Urban Pantry** (cooking classes, CMHA affiliate program)
16. **Living Green Barrie** (growing nutritious food at home)
17. **The Barrie & Community Family Health Team (BCFHT)**
18. **Melchior Management Corp.** (owns 90 Collier street building)
19. **Sketch** (Architect firm)
20. **Printing Box** (food packaging design and mock-up company)
21. **Fox's Bakery & Deli** (is willing to move his bakery to 90 Collier Street. Two x \$130K ovens are required.) *****The City desperately needs Fox's Bakery to expand!**
22. **Actually We Create** (website and app development. ***Christine Whone designed our logo)

Location: 90 Collier St.



BOMA AREA LEGEND
 BUILDING COMMON AREA FLOOR COMMON AREA STORE AREA

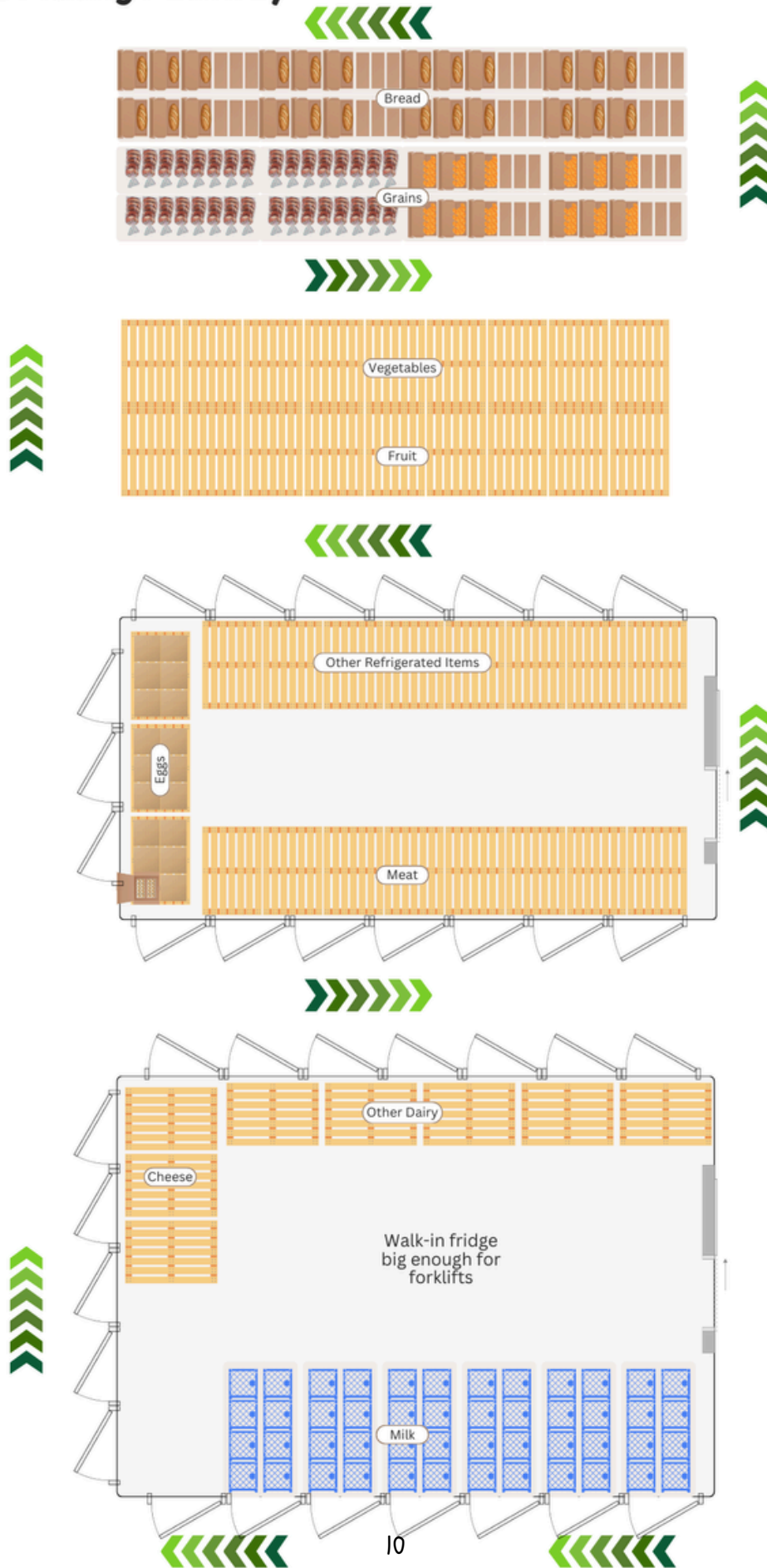


Ground Floor



Operations Floor Plan

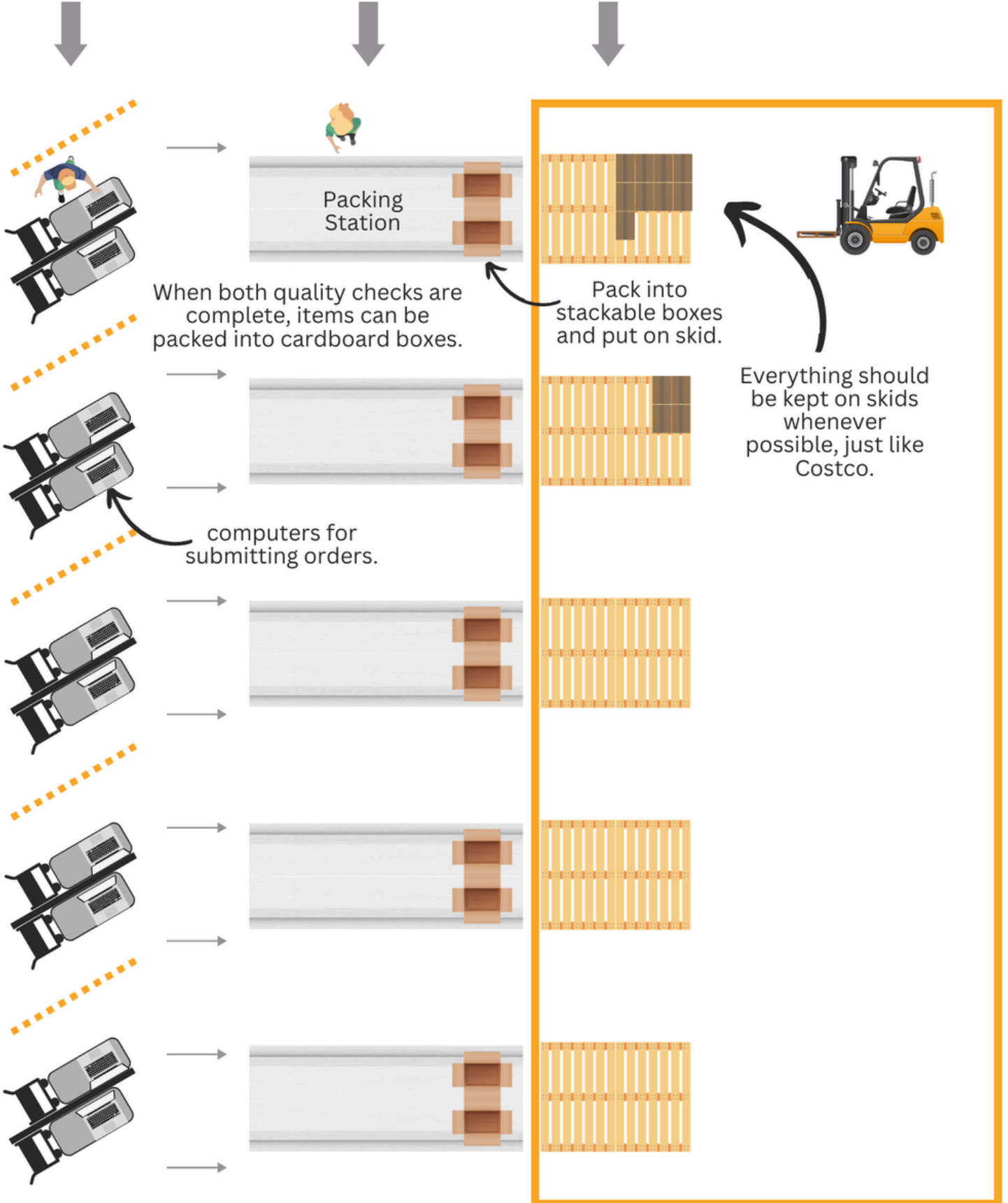
The Picking Pathway



Quality Checks

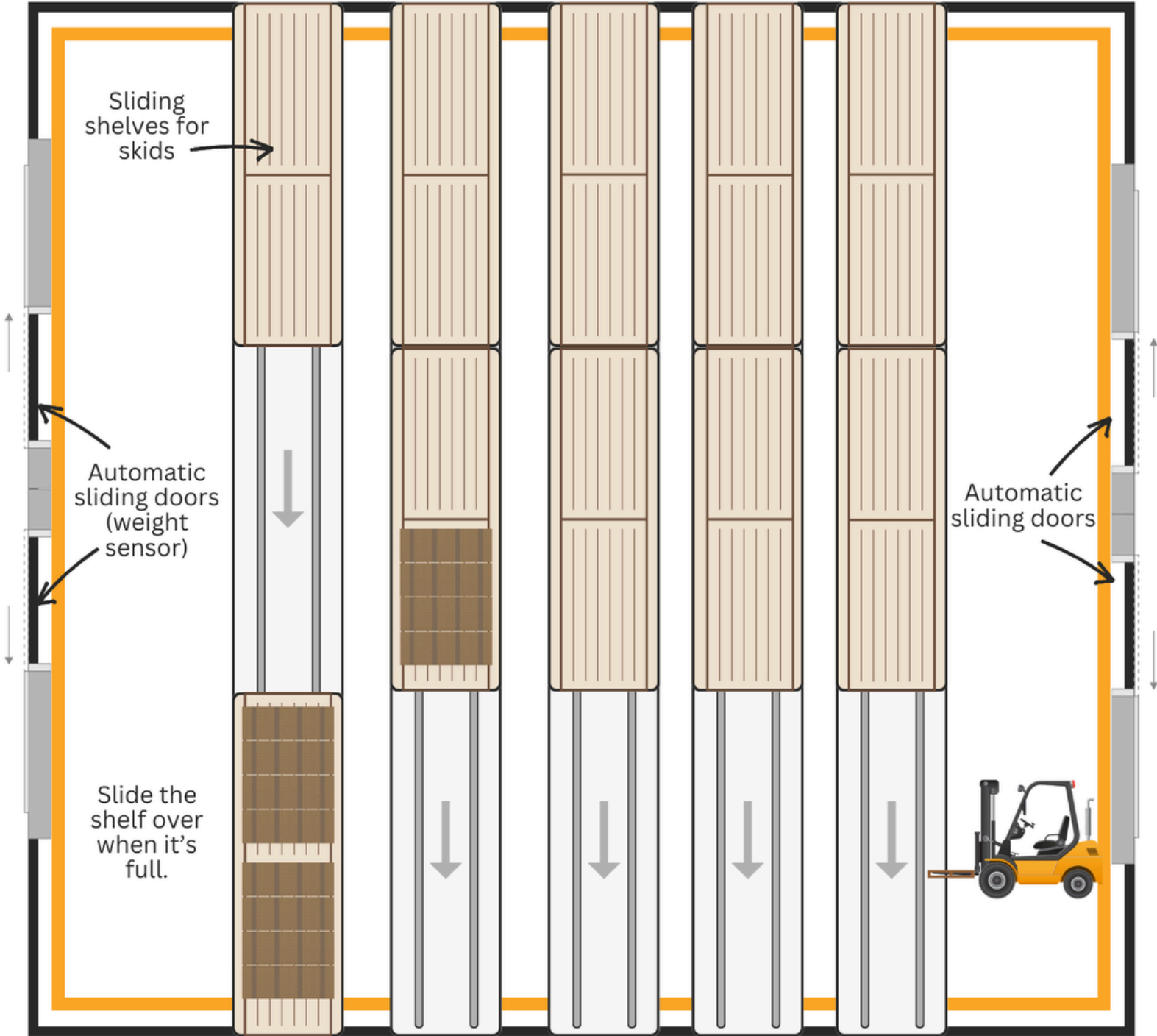
Pack

Load



Refrigerated Room

***One of our Marsh donors, Shane Singh, owner of Springh Farms, has this setup for his refrigerated warehouse and I love it. He has the best refrigerated warehouse I've seen yet.



Success Factors

This management team is uniquely qualified to succeed for the following reasons:

- The City of Barrie is in desperate need of this service and this management team has personally witnessed the impacts of severe food deprivation among this population group, and comprehend the landscape.
- The proposed location is in the core of the city, making it the ideal place for a centralized delivery location for a city-wide population group.
- The proposed location is also located within a complex of many unoccupied commercial units available for lease, which allows for future partners to increase their own service capacity by relocating or opening an additional service location at 90 Collier street, which would increase the food dispensary's unique value proposition even further.
- The Fresh Food Weekly program experienced unprecedented success in acquiring fresh and high-quality food donations, as well as toiletry item donations between 2021 and 2023. Between December 2020 and January 2024, Fresh Food Weekly delivered 2,884 meal boxes over 38 delivery days, and program recipient demographics when the program closed in January 2024 were:



2,884

TOTAL MEAL BOXES

38

TOTAL DELIVERY DAYS



90

families biweekly

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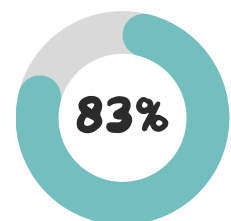
206

program recipients



7 in 10 were single-adult households

Of these singles,



were women