

# Local Food for SJT Pilot Project

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# The 17 Sustainable Development Goals





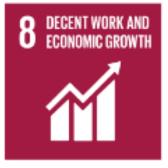


























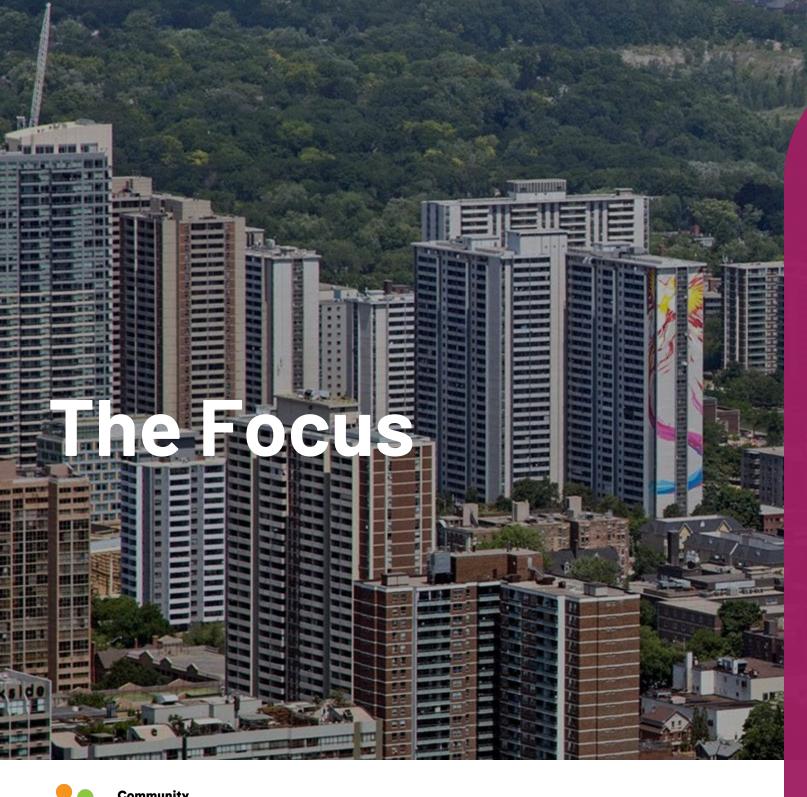






THE GLOBAL GOALS





Local Food for SJT- Pilot Project

An Initiative to research, and promote accessible, affordable, and locally grown food for the St. James town community



#### **Problem**

#### **Problem 1**

St. James Town is a densely populated neighborhood with over 20000 residents in various income brackets where the majority do not have access to local farmed foods as a choice of nutrition.

#### Problem 2

Limited retailer stores in St.

James Town with reduced the healthy lifestyle choices for residents.

#### **Problem 3**

St. James Town do not host weekend local markets or farm market festivals.



#### **Solution**

#### Solution 1

#### Case Study and research-based solution:

Evidence-based understanding of why there is no access to local farmed foods, and a delineated pilot project with residents & retail partnerships for scaled implementation.

#### Solution 2

#### **Resident connection:**

Research focused on understanding the impediments faced by residents and creating awareness on the impacts of access to local farmed foods.

#### **Solution 3**

#### Farmer's connection:

Research focused on understanding profit-potentials and impediments faced by farmers to provide farmed/local foods to residents.



#### **Target Market**

#### **Target Market 1**

600 St. James Town residents

- a) interested and can afford locally grown foods but do not have access to it.
- b) immigrant population (current 64% of community)

#### **Target Market 2**

Sample of local farmers

3 major retailers operating in St.

James Town



#### **Market Size**

20,000

Total Available Market (TAM)
Total # of SJT Residents

12,800

Serviceable Available Market (SAM) Immigrant population (or 64%)

600

Serviceable Obtainable Market (SOM)
Target # of surveyed residents for
phase 1 of the project





#### **Cost structure**

#### Costs per phase

- a) Resident connection: \$50k
- b) Farmer's connection: \$25k
- c) Case Study and research-based solution: \$25K

#### Resources

Project manager

Market research

Marketing/Communication efforts



#### One Year, GOAL FOCUSED ACTION PLAN

#### **3 months Goal**

- Survey design
- Identify stakeholders and community members to participate in research
- Identification Market
   Research and
   Communication Support

#### 6 months Goal

- Survey community group(s)
- Retailer/Farms outreach
- Evaluate consultation efforts

#### 12 months Goal

- Case Study report
- Research solution to make local farm foods more accessible and affordable

Enabling awareness of SJT community access to affordable locally grown foods



## The Solution Proposal Team Local Food in St James Town



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Community & Climate Ambassador, Planner



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Patrick Gossage Mentor

#### Good Energy Partners Co-founder, RSI Board Secretary.

Global and local Serial entrepreneur focused on the transition to a low carbon future RSI Food Triad Co-Chair



Paola Ruiz Mentor

#### Founder & CEO Strategy Advisory Solutions Inc.

Strategy advisor for purpose driven Latinx businesses. Serial entrepreneur and indigenous rights advocate.



### Thank you!

#### **Team members and contacts:**

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