

# Local Food for SJT Pilot Project

Oct 26, 2021, Toronto

# The 17 Sustainable Development Goals



**THE GLOBAL GOALS**





# The Focus

## Local Food for SJT- Pilot Project

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



# Local Food in St James Town

## 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.

# Local Food in St James Town

## 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.

# Local Food in St James Town

## 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

# Local Food 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%)

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600

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

# Local Food in St James Town

## 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



# Local Food in St James Town

## 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  
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Global and local Serial  
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# Thank you!

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