

OURFOODFuture

GUELPH-WELLINGTON – Canada's
first food smart community

A Smart Cities Challenge initiative



We're boldly reimagining how we think about food in Guelph and Wellington County

- **one in six families in our community is food insecure**
- **the cost of healthy food has increased 27% in eight years**
- **in Canada we throw away roughly one-third of our food**

We imagine a food system where everyone can access nutritious food, nothing is wasted, and the impact on our environment is minimal. We imagine a system where food experts and entrepreneurs come together to tackle our most complex food challenges.

**Guelph-Wellington is where food problems are solved.
We are home to:**

- **1,600 food businesses and entrepreneurs**
- **40+ research institutes and centres**
- **a vibrant and engaged food community**



Working together, we will share our ideas, data and technology solutions to build Canada's first circular food economy.

We will move from the current "take-make-dispose" system to a sustainable and thriving food economy that contributes new jobs, and values our planet, health, equity and dignity for everyone.

To get there, we've set these "50x50x50" by 2025 goals:

50% increase in access to affordable, nutritious food;

50 new circular business and collaboration opportunities; and

50% increase in economic revenues by reducing or transforming food waste.

We already have incredible things happening, and teams of dedicated food experts and community members are working hard to realize this vision. Together, we can create Canada's first food smart community right here in Guelph and Wellington County.

You play a vital role in finding solutions

Share your ideas and stories, start conversations, and explore how you can get involved.

Visit foodfuture.ca. Together, we can create Canada's first food smart community right here in Guelph and Wellington County.

Great News!

We're a finalist in Canada's Smart Cities Challenge with a chance to win \$10 million to help us realize our 50x50x50 vision.

