

<b>ACADEMIC INSTITUTION</b>	Okanagan College	<b>PROJECT NAME</b>	Fruit Snaps
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**NEED AND AUDIENCE**

One-third of global greenhouse gas emissions can be attributed to agriculture. When crops are left to rot, harmful gases such as carbon dioxide are released into our atmosphere. These emissions are causing our planet to warm at an alarming rate, resulting in detrimental consequences to our food sources, oceans, weather, and health. At the same time, thirty percent of food produced all over the world goes to waste, while 1.2 million children in Canada struggle to get enough to eat every day. Nutritious food is not making it from farm to fork. An estimated half a billion apples go to waste every year. In the fall of 2018, we launched Fruit Snaps to combat both climate change and food insecurity. Fruit Snaps collects apples that would otherwise go to waste and turns them into a healthy snack that is distributed to school children and marginalized populations, faced with food insecurity both in Canada and overseas.

**ACTION TAKEN**

In fall 2020, our team along with community volunteers, and an elementary school class, picked 16,000 lbs of apples, twice as many as last year. With the continued support of the Gleaners, a local non-profit focussed on addressing global hunger, we produced and distributed apple chips to local schools, foodbanks, and international groups. In addition, we have secured 15,000 lbs of apples from BC Tree Fruits which will allow us to double our output by May 2021. This fall, seeing an opportunity to generate a sustainable revenue stream, we also launched our social enterprise that produces and sells fresh pressed orchard apple juice through an e-commerce website, a grocery store, and a partnership with a local school. This has required the processing, packaging, and marketing of a new product. To date, we have produced 2,000 litres of juice from apples that would have otherwise gone to waste. "The Good Juice" was such a success that in only 4 months, we sold all of our inventory! Our product will allow us to channel revenue back into local orchards to aid in sustaining the trees and plants and to grow and scale our social enterprise.

**IMPACT**

This year we diverted 18,000 lbs of waste, saved 3.8 million liters of water, prevented 36 tonnes of CO2 emissions, while donating 34,000 servings of Fruit Snaps to local schools and food banks. We were also able to ship Fruit Snaps to Armenia to combat food insecurity. We sold all our inventory, generating \$5,500 in revenue with a gross profit margin of 60%. In recognition of our impact, we recently received \$10,000 from the Investment Readiness Program funded by the Government of Canada. These funds will enable us to grow our sales revenue by expanding our marketing initiatives, further developing our brand, and increasing our partnerships with local businesses across the region. Fruit Snaps improves food security by increasing the availability and access to healthy, nutritious food. The program increases the food supply and distributes aid to vulnerable populations. Further, Fruit Snaps protects our environment by inhibiting greenhouse gas emissions and by investing in the conservation of local orchards.

**STANDARD METRICS**

(These metrics are related only to the project presented and represent work done since May 2020)

Litres of water conserved	3.8 million	Metric tonnes of waste diverted	8.2 tonnes
GHG emissions diverted	36 tonnes	Dollar value of waste diverted in CAD \$	\$4,933

<b>PROJECT START DATE</b>	Fall 2018	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes
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