

<b>ACADEMIC INSTITUTION</b>	Saint Mary's University	<b>PROJECT NAME</b>	Square Roots Bundle
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**NEED AND AUDIENCE**

**What need does this project address? (This is the place to explain why you decided to run this project)**

- In Canada, 58% of food is wasted every year. This costs the Canadian economy \$49 billion annually. 23% of this waste occurs at the farm level due to cosmetic imperfections.
- This discarded produce causes a variety of problems, such as a major loss of income for farmers, it pollutes the air with CO<sup>2</sup> and methane emissions when reploughed into the land or sent to landfills, and it is a waste of resources used to grow the produce, like water and labour.
- Square Roots Bundle diverts this food waste by creating affordable bundles of local, imperfect produce. We're providing income to farmers, preventing food waste, and giving families an affordable and reliable source of food.

**What audience(s) did you target and why?**

- In Nova Scotia we provide produce across the Halifax Regional Municipality and many rural communities. Internationally we have been operating in Gweru, Zimbabwe.
- We conducted needs assessments across the province and by gathering feedback through our channels, we found that cosmetic imperfections were not a concern for consumers in need. Healthy eating is **not** only for those who have high incomes.

**ACTION TAKEN**

**What activities did you undertake? (What did you do?)**

- Square Roots solves a two-part problem by eliminating food waste by selling seconds (imperfect) produce which would otherwise go to waste and using it to support those with limited access to produce through community champions.

**What partners did you work with?**

- Henny Penny's Farm Market, VanGo Delivery, Saint Mary's University Entrepreneurship Centre, Weston Foods, Edwards Foundation, Atlantic Gold, Salvation Army.

**IMPACT**

**Please outline the overall impact your project had on participants**

- Provided fresh fruits and vegetables to over 31,000 people.
- Over \$25,000.00 in sales revenue.
- 6,452,101.19L of water prevented from being wasted.

**STANDARD METRICS**  
(These metrics are related only to the project presented and represent work done since March 1, 2021)

Individuals educated on climate action	25	Businesses educated on climate action	8
Litres of water conserved	0	Metric tonnes of waste diverted	49.5
GHG emissions diverted	78,896kg of CO <sup>2</sup>	Dollar value of waste diverted in CAD \$	\$135,305.08

<b>PROJECT START DATE</b>	2016	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	YES
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