

TD Entrepreneurship Challenge

Challenge Report



ACADEMIC INSTITUTION

Okanagan College

PROJECT NAME

Unusually Good Food Company

NEED AND AUDIENCE

5.5 million Canadians struggle to find enough to eat every year with 1.15 million of those people being children (Statistics Canada, 2019). Meanwhile, 1/3 food crops around the world go to waste with every harvest (UN Environment Programme, 2022). Fruit that doesn't meet grocery store standards is often left to rot in landfills releasing harmful methane gas and carbon dioxide into the atmosphere. Sadly, food waste contributes to 20% of the world's total greenhouse gas emissions (Climate Watch, The World Resource Institute, 2020). Usually, farmers must pay to dispose of fruit they grow that isn't fit for grocery stores. This makes the financial viability of farming even more difficult as extreme weather events are causing more and more imperfect harvests. The Unusually Good project was founded in 2018 to combat all these issues. Apples that normally get left behind are bought from the farmers and diced and dehydrated to be turned into delicious apple bites. These snacks are then distributed to those in need including food banks, schools, daycares, and people in developing countries. To make the project more financially sustainable, we have also begun selling apple juice. The revenue from these sales allows us to increase our operation and the impact we have on the community.

ACTION TAKEN

Using a facility owned by the North Okanagan Gleaners Society, a charity group dedicated to supplying food worldwide, we produced 29,000 servings of apple bites to distribute to food banks, schools, daycares, and developing countries. Working alongside local elementary schools, we invited 80 grade 5 elementary school students who picked 5,000 pounds apples in the fall. During the field trip we teach the students about protecting the environment and how they are helping to reduce food insecurity. Later in the year we revisit their classrooms to teach them our social entrepreneurship module. The kids are able to sell our apple juice to help raise funds for their school lunch programs. This year, our project underwent a rebranding from Fruit Snaps to Unusually Good. The product line now includes a line of fresh pressed orchard apple juice, of which we have produced 892 units. To date we have sold 661 units, generating a revenue of \$12,559. The profit from our juice sales is funneled back into the project to support local orchards in maintaining the apple trees and expanding our social enterprise. Having a reliable source of revenue allows our project to pay farmers for their products. To increase our sales, we have developed a marketing plan alongside a new website that accurately reflects our mission to help reduce food insecurity while promoting environmentally sustainable practices. Our target for next year is to expand our juice production by 25%, using a new method and expand our retail distribution by 50% through securing advanced contracts. We also plan to include two more schools in our learning modules so that we can empower the next generation of change makers.

IMPACT

This year we prevented 11.5 million liters of water being wasted (822 kiloliters of water per tonne of apples according to institute of water education), diverted 62 tonnes of CO2 emissions (based on the National Zero Waste Council model), prevented 31,000 pounds of apples going to waste, while donating 29,000 servings of Apple Bites. Our apple juice sales generated \$12,559 in revenue. This revenue source will allow us to reach our goal of distributing 60,000 servings and generating \$17,000 in revenue by May 2022. We plan to continually develop our brand and increase the number of partnerships we have within our community. Our core belief is to increase every child's accessibility to healthy and delicious food. This project increases the food supply and distributes aid to vulnerable populations. Unusually Good protects our environment by preventing 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 March 1, 2021)

Number of businesses started	0	Number of existing entrepreneurs helped	0
Number of people exposed to entrepreneurship	92	Number of jobs created	0

PROJECT START DATE

2018

IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?

Yes

