

---

---

# Youth Food Market

— 2023 Info Session: Welcome! —

---

---

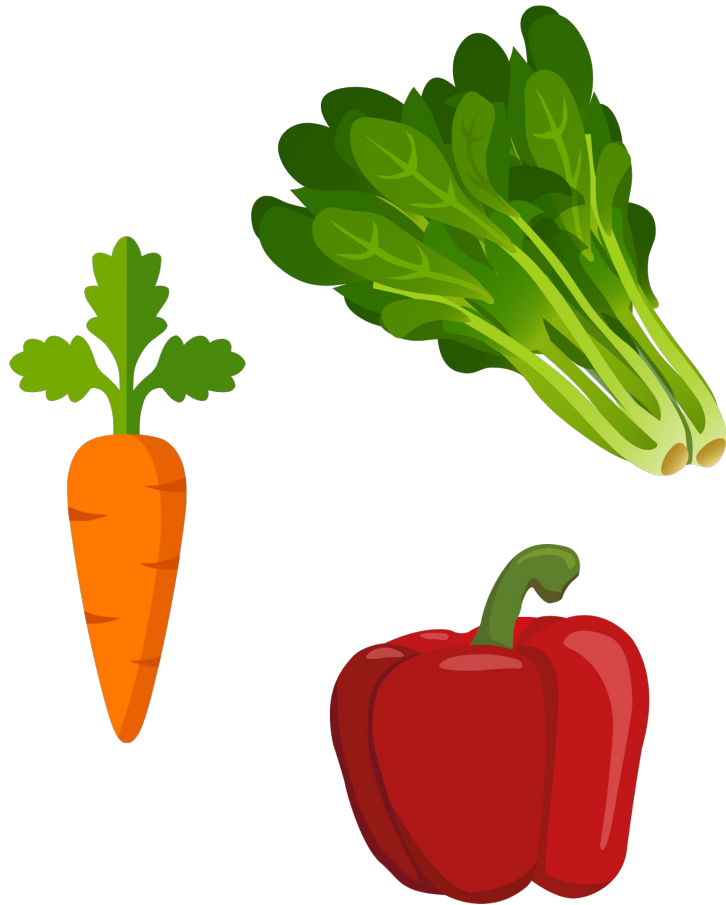
# What to Expect Today

Intro to Seeds of Diversity & Youth in Food Systems

Overview of Youth Food Market project

Roles - Market Leaders and Gardeners

Next Steps & Questions



# About Us



Seeds of Diversity (SoD) is a nationally-incorporated charity based in Waterloo that engages Canadians to secure the future of food production and adapt Canadian food systems to new challenges of the next century. Through education and hands-on skills training, gardeners young and old preserve the biodiversity and sustainability of our agricultural food system: seeds, plants, and pollinators.



Operating through Seeds of Diversity, Youth in Food Systems is a program that works within southern Ontario, focusing on creating opportunities for high school age youth to connect with food systems through youth-led, self-directed remote and in-person projects.





# Youth in Food Systems

Our work began in 2017 with our garden grant program that supported schools in building gardens, and building a network of schools and educators interested in supporting garden-based learning in Waterloo Region.

During 2020-2021, we shifted our focus to what is now the main activities of Youth in Food Systems - giving youth across southern Ontario opportunities to:

1. Learn about our food systems & share their knowledge with peers
2. Build relevant, transferable skills
3. Explore career paths in the Canadian agri-food sectors

## A look at some numbers (2021-2023):

-  250 high school students have participated in the program, contributing 2200 hours (as of April 2023)
-  Our blog now has 250 youth-written posts (as of April 2023)
-  Our Instagram has been “taken over” 25 times by youth content creators (as of April 2023)
-  Our Interview Series consists of 16 food leader interviews & 8 career profiles (as of March 2023)





# Youth Food Market

[YOUTH FOOD MARKET WEBPAGE](#)

The Youth Food Market aims to provide hands-on learning opportunities for young people in the growing and marketing of healthy, sustainable, and affordable food. It is our major locally based project, and is the focus of most of our efforts & resources during the summer months.

## LOOKING BACK - 2022 SEASON:

- 🌱 15 youth involved
- 🌱 35 volunteer hours at the Market
- 🌱 60 volunteer hours in the gardens
- 🌱 8 gardens
- 🌱 2 farm partners
- 🌱 304 lbs of produce sold
- 🌱 155 lbs of produce donated
- 🌱 86 customers
- 🌱 \$591 in gross revenue (just enough to cover costs!)



# Looking Back - 2022







# The Roles & 2023 Season



# Market Leaders

Our Market Leaders are the backbone of the project! They lead the development and execution of the Market throughout the season. They are collectively responsible for everything from determining prices and sourcing items to creating marketing materials and running the pop-up produce stalls.

Some anticipated activities include:

-  Virtual and in-person team planning sessions
-  Independent project work
-  Market days!
-  End-of-season celebration

Changes 2022 → 2023:

- Planning sessions will happen virtually and in-person, with the ability to choose one or both options
- No separate teams for Logistics, Finance, and Promotions; instead, breakout rooms & smaller group chats as needed
- Gardening work is optional (but highly encouraged!)

Market Leaders work in teams with staff and local food mentors, and are given opportunities to participate in ways that are interesting and fulfilling for them.

# Market Leaders - Why Join?



Gain between 10 and 60+ community service hours from June - September + end of season honorariums



Gain entrepreneurial and business skills



Gain skills in areas such as finance, logistics, promotions, customer service/sales, and coordination



Receive a recommendation letter at the end of the season



Meet and work with other youth in Waterloo Region



Have a positive impact by providing fresh & affordable produce to those in the community

# Market Leaders - Requirements

- Be a person aged 14 - 19 living in Waterloo Region, ON
- Comfortable working collaboratively & independently
- Willing to volunteer at least 10 hours between June and September 2023
- Own transportation - support available for purchasing bus passes as needed
- Available for biweekly virtual team planning sessions (via Google Meet) AND/OR biweekly in-person planning sessions (at a local garden)
- Available for at least two Markets between July and September. Markets will be on Saturday mornings at the Centreville Chicopee Community Centre and Thursday evenings at Eastwood Collegiate Institute
- Interested in learning about local food security and motivated to contribute to a grassroots community-based project

(Some exceptions apply for those who are not local but are eager to contribute to the planning process. In this case, you must be willing to commit to biweekly virtual team meetings + independent remote project work)

# Market Dates

Eastwood Collegiate Institute:

**Thursday evenings from 5pm – 7pm: July 20, August 3, August 17, August 31 & September 7**

[Google Maps](#)



Centreville-Chicopee Community Centre:

**Saturdays from 11am – 2pm: July 15, July 29 & August 12**

[Google Maps](#)









# Gardeners

Our Gardeners (who may also be Market Leaders!) take part in the food production component of the project. This year, we have 12 garden spaces at which we are growing food.

We have a total of about 5000 sq ft of space!

Some of the activities & learning:

-  Planting seedlings and seeds
-  Watering and tending to gardens
-  Weeding needs & identification
-  Organic pest and disease management
-  Harvesting
-  Attending garden-based workshops and/or food mentor drop-ins

Changes 2022 → 2023:

- Most of our garden spaces have changed
- More garden days = more opportunities to come out at times that work for you (plus, better success odds!)

This part of the project is happening in partnership with SWRIL - [www.swril.ca](http://www.swril.ca)

More details about this coming soon!

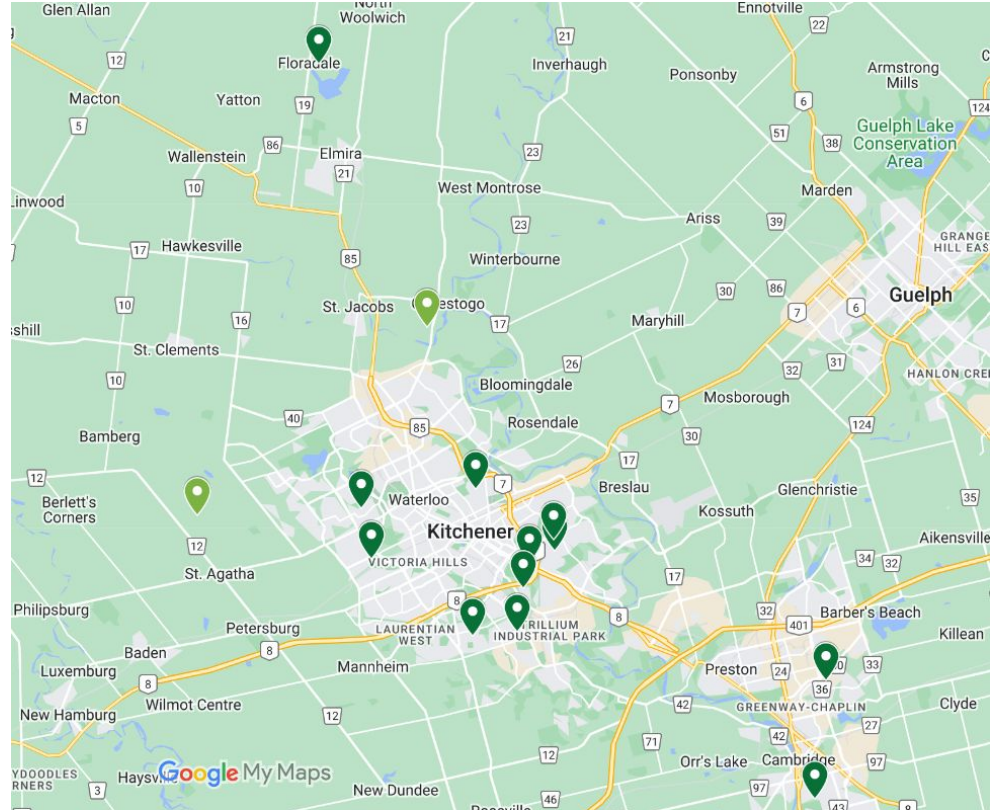


# Gardeners - Where Do We Grow?

## Where are our school & community garden plots?

### Requirements:

- Ability to commit to several hours of garden work over the course of July - early September (mostly daytime hours M-F, some evenings & weekends available)
- Have your own transportation to selected space(s)
- Be able to work outdoors in heat and other weather conditions
- Be interested & open to learning and collaborating with others to get things growing!





# Gardeners - Where Do We Grow?



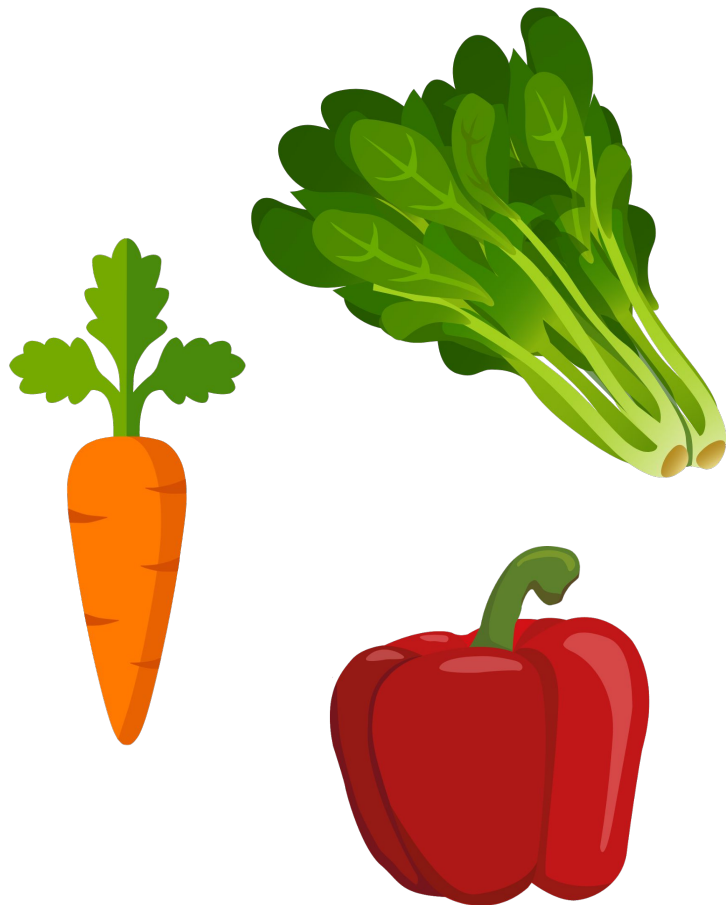
# Next Steps!

If you're still interested and haven't done so yet, please sign up for the Market Leader and/or Gardener role:

[JOIN THE TEAM!](#)

Email Rayna, [rayna@seeds.ca](mailto:rayna@seeds.ca) with questions and/or concerns and/or accommodation requests

THANK YOU!





# Questions?

