





Feeding Diversity

Scale- Appropriate Marketing for World Crops

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Feeding Diversity:
Bringing World Crops to Market

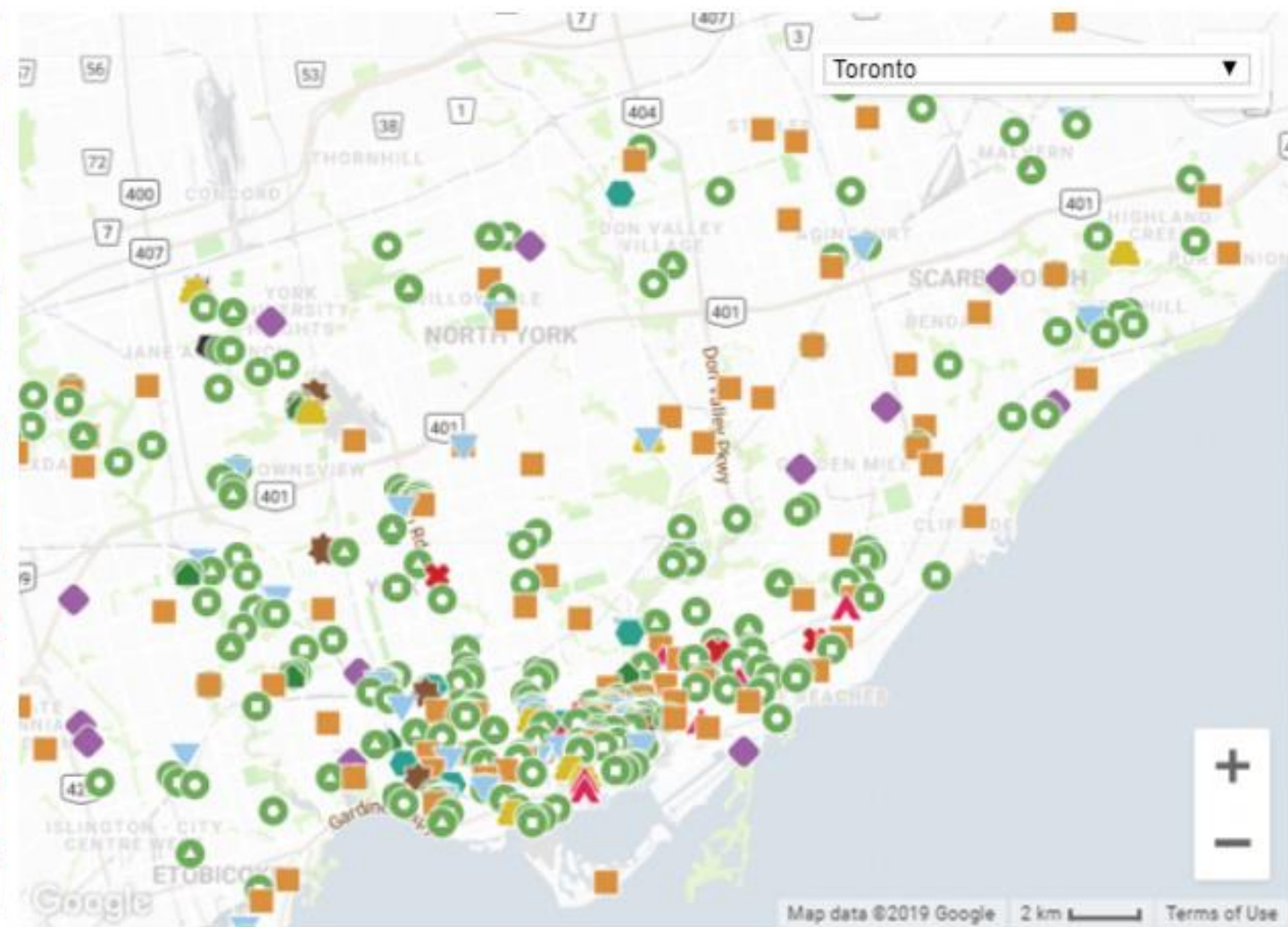


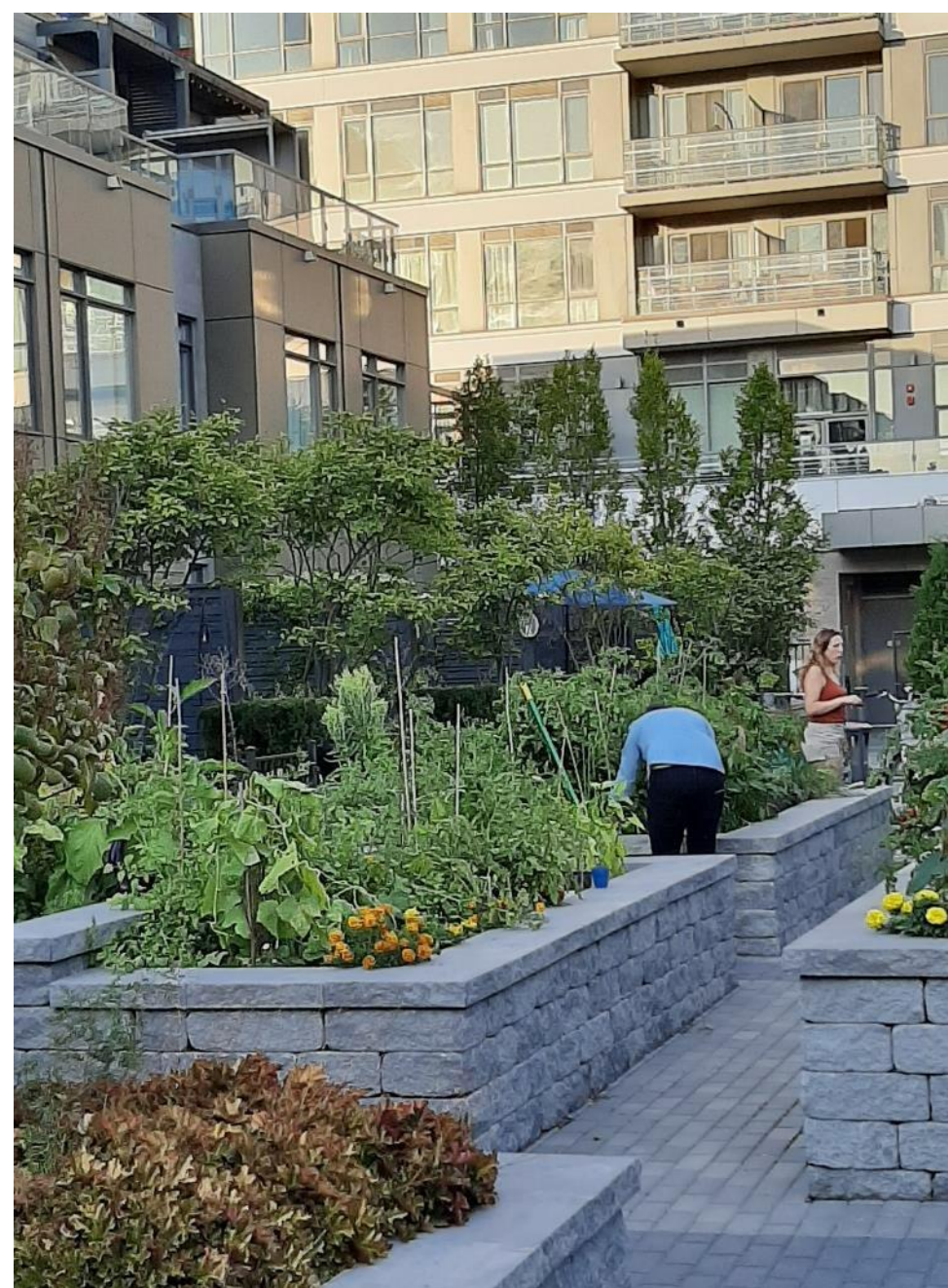
 Crop Profile





- Toronto Parks community gardens
- Public Housing Community Gardens
- Other community gardens
- Allotment gardens
- School and children's gardens
- Producers
- Other urban ag businesses
- Organizations
- Rooftop gardens
- Greenhouses
- Beehives
- Orchards
- Other








Indicators for Urban Agriculture in Toronto: A Scoping Analysis



INDICATORS FOR URBAN AGRICULTURE (UA) IN TORONTO

 - Associated with positive physical and / or mental health benefits

Baseline Measures

	TYPE OF ORGANIZATION	
	# of different types of organizations	
	TYPE OF URBAN AGRICULTURE PRACTICED	
	# of different types of agriculture	
	# of types of facilities	
	# of types of land tenure	
	DIVERSITY OF URBAN AGRICULTURE PRODUCTS	
	# of products grown by UA projects	
	PARTICIPATION RATE	
	# of people participating in UA	
	Amount of time spent in UA activities	
	% of people in types of UA programs	
	# of projects maintaining wait lists / # of people waiting to access UA programs and plots	
	# of people in different roles (staff, growers, volunteers)	

Economic

	LOCAL ECONOMIC DEVELOPMENT	
	Total revenue generated from sales of food	
	# of growers supplementing their income with produce sales	
	PATHWAYS TO EMPLOYMENT	
	# of UA programs offering training in employment-related skills	
	# of people the farm/garden has trained in employment-related skills	
	# of types of skills taught	
	# of population subsets trained by UA organizations	

Social

	SUPPORTING AND DEVELOPING LEADERSHIP	
	# of UA participants in leadership roles	
	INCREASED COLLABORATION	
	# of collaborations formed through UA project	
	# of organizational or program objectives achieved through collaborations	
	Duration of collaborations	
	BRINGING PEOPLE TOGETHER	
	# of opportunities for diverse people to work or socialize together	
	EQUITY AND INCLUSION	
	% of marginalized people represented in leadership/decision-making roles	
	# of people from marginalized communities employed in UA	

Environmental

	PLANTING PRACTICES LEADING TO IMPROVED SOIL, WATER, AIR QUALITY	
	# of UA projects with composting	
	# of UA projects using organic soil amendments	
	# of UA projects using organic pest control methods	
	STORM WATER MANAGEMENT AND WATER CONSERVATION	
	# of UA projects collecting rainwater	
	# of UA projects using efficient watering practices	
	INCREASED AND DIVERSIFIED URBAN GREEN SPACE	
	# (sq. footage) of unused/underused land placed into food production	
	INCREASED BIODIVERSITY	
	# of UA projects that grow native/pollinator plants	

MEAL KITS

Meal Kits

Go to: [Meal Kits](#) | [Family Kits](#)


Show Me Only

Shopping Cart


Cart is empty

Subtotal **\$0.00**
Below order minimum of **\$27.00**


Meal Kits




Fresh City
Organic Ayurvedic Kitchari & Socca Bread
2 portions
\$19.50




Fresh City
Organic Baked Haddock & Mujadara Rice
2 portions
\$22.50




Fresh City
Organic Balsamic Steak with 'Cheezy' Potatoes
2 portions
\$24.50



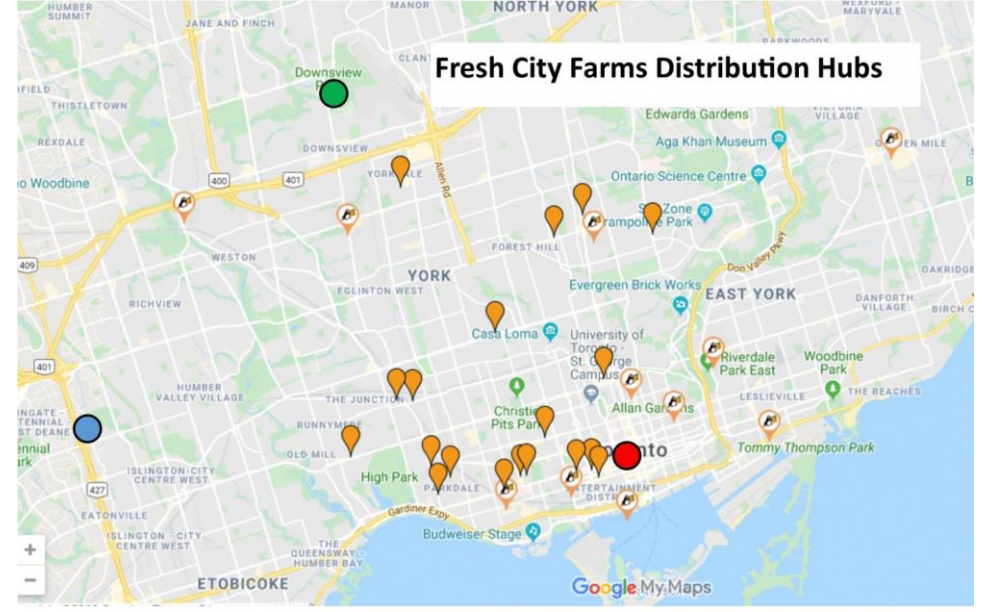
30 MINUTE



POPULAR



POPULAR



● Downsview Park Farm
 ● Greenhouse at Baka
 ● Downtown Core

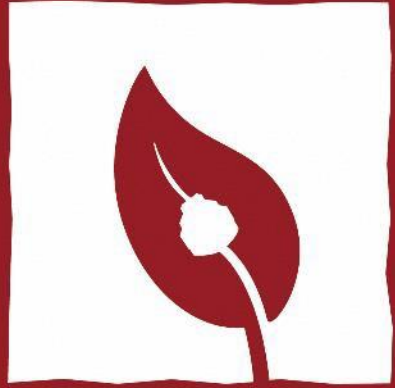




Zawadi Farm
Jessey Njau and
Misha Shodajee







**Toronto
Urban
Growers**



Thank you! Arigato!

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