

**FACULTY OF  
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**Physics and Astronomy**

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2021 October 23

To the Guelph City Council-

This letter is in support of 10C's intention to utilize the Guelph Farmer's Market for a variety of community-related initiatives. I am a biophysics professor at York University and a resident of Wellington County with a strong vested interest in Guelph (e.g., we have three young children at Sacred Heart in The Ward).

I have been fortunate to be a co-working member of 10C since 2018 when I was on sabbatical, and it has been an incredibly rewarding experience to witness the remarkable things that 10C has achieved. The sheer amount of initiatives and diversity that is the fabric at the foundation of 10C has truly complemented my research and outlook with regard to what a "community" is truly capable of. For example, the Nourish project is a prime example. Providing space to find sustainable ways to make sure that healthy food is equitably accessible is a laudable goal (e.g., see [foodfuture.ca](http://foodfuture.ca)). And the folks at 10C are actually doing it, making it happen, by virtue of fantastic facilities and dedicated participants who are working to make our city a better place for all! This is real, meaningful change.

When I heard from Julia (Grady, Executive Director of 10C) that there was a desire to utilize the Farmer's Market, it immediately made sense to me. Having been a resident of Guelph for several years, we developed a deep appreciation for the market and its long history. Having shopped there regularly since 2018, it was always a fun place to visit/shop. But it had a bit of a boutique-y feel to it, that it was catered more towards the "upper crust" rather than being more equitable. Framed another way, it always struck me that the market and/or the space could be used in additional ways to create further positive change. How precisely to do that, I don't know. But if I were a betting man, I'd put a large sum on 10C as a means to develop and implement that sort of change and create that "circular food economy" as per the City's stated goal for 2025.

For what it is worth, I personally have been thinking about how to leverage the focus that 10C provides for community attention to create/build science outreach efforts. We are in the early stages of trying to develop such. Why bring this up here? Given the ambitious goals Guelph has set with 50x50x50, 10C can be a focal point for science and technical aspects associated with such (e.g., data analysis, modeling, AI, etc...). Bringing together people from the U. of Guelph, York University, local companies, etc..., a Guelph Farmer's Market+10C effort could provide an important catalyst for the bold and meaningful change that has been envisioned.

In summary, I take a Gestaltian point of view of 10C. That is, 10C represents a salient example of the whole being different from the sum of the parts. And in this particular case, that whole is more, much





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more, than the sum. And the prospect of what 10C could accomplish by linking up with the City of Guelph and the Farmer's Market? The sky is the limit there, truly.

I am happy to provide any additional input downstream as needed, so please don't hesitate to reach out as needed.

A handwritten signature in black ink that reads "Chris Bergevin".

Christopher Bergevin, PhD

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