

De Lier, 22 October 2021

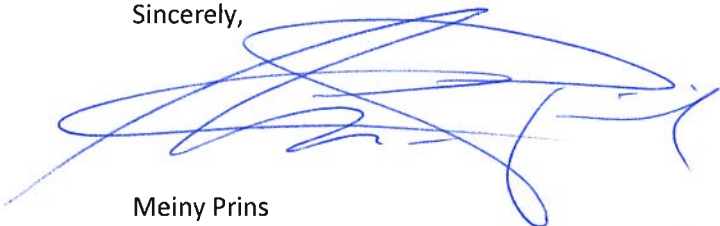
To Whom it may concern,

This letter is to express wholehearted support for the partnership initiative of 10C from myself personally, from Priva and from the Sustainable Urban Delta Foundation.

The plans to reinforce and extend the Farmers' Market tradition of Guelph to create a sustainable, livable and healthy community are an important step towards a sustainable future. The vision and mission of the Market activation project led by 10C give Priva and the Sustainable Urban Delta confidence that the initiative will succeed and will create impact.

Over the upcoming month and years, we hope to be able to work closely with 10C to create and showcase examples of urban agriculture, highlighting activities in Guelph and those underway in the greater context of this international movement. We share a vision of sustainable urban rural food systems, and offer 10C our support in exploring the longer-term design needed in developing a thriving multi-day public market and urban cultivation facility. We hope that this support will help 10C to realize both the short and long-term goals with the Farmer's Market site as they embark on harnessing the power of people, place and technology in creating sustainable urban agriculture systems.

Sincerely,



Meiny Prins

CEO, Priva  
Founder, Sustainable Urban Delta Foundation