



October 27, 2021

RE: Support for 10C as the Community Activator of the Guelph Farmers' Market

Dear Mayor Guthrie and Guelph City Council,

Innovation Guelph is pleased to offer this letter of support for 10C Shared Space (10C) as the Community Activator of the Guelph Farmers' Market. 10C has been an important partner of Innovation Guelph as we work to support, promote and advance food innovation, entrepreneurship and the circular food economy in Guelph-Wellington. Activation of the Farmers' Market building and site, under 10C's collaborative leadership, has the potential to further advance the ongoing and long-term ecosystem building work required to create a sustainable, circular food system across the region.

Within Our Food Future, a multi-stakeholder project led by the City of Guelph and County of Wellington, Innovation Guelph has developed a talented team and suite of programs within the CFE iHub. We are germinating and cultivating an "urban-rural living lab" where entrepreneurs, researchers, social innovators and community members generate and implement novel solutions to complex challenges within the food system. CFE iHub leads core programming and brings together multiple support organizations, including 10C, Business Centre Guelph-Wellington, Guelph Chamber of Commerce, John F. Wood Centre at the University of Guelph, and LaunchIt Minto, to provide multiple front doors and access points into our circular food economy. **Together, we imagine the Guelph Farmers' Market, when fully activated by 10C, as a key node in this "living lab" that could also provide the space for exchange of ideas and resources, business incubation, testing and prototyping.** In short, activating the Farmers' Market offers an important channel to bring the principles and practices of the circular economy to life.

The CFE iHub programs are being further expanded within COIL, the Circular Opportunity Innovation Launchpad. Within COIL, Our Food Future, Innovation Guelph, 10C and other collaborators are seeking ways to embed newly developed tools and supports for long-term impact through development of circular food businesses and the broader circular food economy in Guelph-Wellington. This requires collaboration across urban and rural communities, as well as between sectors, businesses and individuals. This will also include co-application to upcoming funding sources to bring further business and social enterprise resources to our uniquely positioned region. 10C's vision for the Farmer's Market as a community-driven space that fosters collaboration, innovation and connections is perfectly aligned with the needs of existing and new circular food economy business and support organizations.

Respectfully,

A handwritten signature in blue ink, appearing to read "Anne Toner Fung".

Anne Toner Fung
ED/CEO, Innovation Guelph

InnovationGuelph.ca • 519-265-4495 • 361 Southgate Drive, Guelph, ON N1G 3M5

