



ARRELL FOOD INSTITUTE AT THE UNIVERSITY OF GUELPH

October 21st, 2021

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

Dear Mayor Guthrie and Guelph City Council,

The Arrell Food Institute at the University of Guelph offers this letter in support of 10C Shared Space (10C) as the Community Activator of the Guelph Farmers' Market. As a citizen of this community, I'm also personally aware and bemused that the Farmers' Market space is only used for 5 hours a week. Through plans to activate additional days and hours, 10C has expressed a commitment to enhancing and expanding food programming at the Market, supported by their collaborative methods. These efforts could bring new opportunities for food business incubation, growth of the circular food economy, and support for improved food security in our community. It may also bring student research and engagement potential, through the strong ties in the relationship between 10C and the University of Guelph. These proposed uses and activities are well in line with the mission and goals of the Institute and will further build on Guelph's role as hub for food innovation in Canada and around the world.

The Arrell Food Institute exists to improve life through research, training, and policy. The Institute is a global food innovation leader hosting students, researchers and food systems experts working towards food system transformation. Current work supported by the Institute explores the food system impacts of COVID-19 and the need to build greater resilience in our food systems in the face of future disturbances. While the work of the Institute extends globally, we are based at the University of Guelph and work locally to build sustainable food systems in Guelph-Wellington. Notably, the Institute is an important collaborator of the Smart Cities' Our Food Future initiative along with other community partners, including 10C, The SEED and the Guelph Neighbourhood Support Coalition - all of whom worked tirelessly together during the pandemic.

As a dynamic organization, 10C is well-positioned to take on this ambitious project. Through food-based programming recently launched in the Nourish Kitchen and Harvest Impact, 10C is supporting food system transformation through social investment, community capacity building, collaboration - and hands-on cooking. Tackling complicated puzzles and creating change seems to be in 10C's DNA, having demonstrated the capacity to engage the community and facilitate a large-scale real-estate reactivation through its transformation of the old Acker's furniture building at 42 Carden Street.

A revitalized Farmers' Market site would create new opportunities for 10C and its network of collaborators, including students and researchers at the Arrell Food Institute, to expand on the role of strong local food systems, which is essential, as we know that food system transformation before us will require many hands and minds.

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