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Purpose

The Circular Economy Innovation Hub (CE iHub) supports the creation of new businesses and collaborations that contribute to a circular food economy through the development of circular food solutions. Led by Innovation Guelph, it links multiple business support organizations in Guelph-Wellington, creating a “no wrong door” model to ensure easy access across the region.

The CE iHub is dedicated to helping businesses collaborate, grow, and scale while supporting their circular journey. It aims to connect businesses not only within Guelph and Wellington County but also regionally, nationally, and internationally. This directory focuses on food businesses and business support organizations across Southern Ontario that the CE iHub has engaged with. Its overarching purpose is for businesses to find suppliers, distributors, and partners that share the same circular visions and values.

If you are interested in connecting with any of the featured businesses and/or organizations, please contact ceihub@innovationguelph.ca for an introduction.
Program Index

**Circular Economy Digital Passport**: The circular economy digital passport provides free access to a diverse community of organizations committed to building a circular economy and connects businesses with programs, business resources, and experts that can support them on their circular journey.

**Circular Opportunity Innovation Launchpad (COIL)**: An innovation platform and activation network aimed at creating, proving, and scaling transformative solutions that will move Canada toward a more sustainable, circular economy.

**COIL Activate Circular Accelerator**: Helps motivated entrepreneurs and enterprises scale their circular business and deliver solutions that help transition Canada toward a sustainable, circular economy.

**Residential Waste Data Challenge**: The Residential Waste Data challenge called for submissions by businesses in Guelph–Wellington in an effort to identify better, more consistent data collection methods. The successful applicant partnered with the City of Guelph’s Solid Waste Resource department to design, prototype and test a solution.

**ReSource Exchange Marketplace**: A project of COIL, ReSource Exchange is a free business-to-business marketplace connecting organizations that have food waste and by-products with others that will find use for them. Using ReSource Exchange, businesses can turn their waste into a revenue stream instead of an expense and access new production inputs.

**R-Purpose**: Provision’s R-Purpose model was developed specifically for food and beverage businesses dealing with the impacts of COVID-19 to improve performance, address risks, lower costs of production and elevate brand by embedding purpose, sustainability, circularity, and resiliency at the heart of their business.

**R-Purpose MICRO (RPM)**: An intensive high-impact program to help micro-sized companies accelerate growth and build resiliency. R-Purpose MICRO (Resiliency through Purpose) offers a unique combination of training, mentorship, and practical tools to help you build a future-proof strategy for your food/beverage business.

**Seeding Our Food Future (SOFF)**: This micro-grant program was created to help new and existing businesses overcome the impact of the COVID-19 pandemic by building capacity and resilience.
### Agricultural Technology

| **Ag Business & Crop Inc.** |  
| **Location** | Palmerston, ON  
| **Business Summary** | Ag Business & Crop Inc. provides innovative product solutions for precision farming and supports Precision Ag equipment. They also offer training for their equipment in line with Transport Canada requirements.  
| **Circularity Summary** | Ag Business and Crop participated in the SOFF program, and their project focused on creating awareness and providing education for their Wintex Soil Samplers. These Samplers are a reliable and user-friendly system that provide detailed soil information so precise nutrient balancing can be achieved in the soil, increasing yield, crop quality and reducing over fertilization of areas of soil that are nutrient rich already. |

| **Bugs for Bugs** |  
| **Location** | Guelph, ON  
| **Business Summary** | Bugs For Bugs provides customized fly–control solutions that are pesticide free with the use of specific fly parasites that are naturally occurring in Canada and pose zero threat to humans, livestock, or other insects.  
| **Circularity Summary** | Bugs For Bugs solutions are sustainable and environmentally friendly as compared to pest control solutions that use parasites. Pesticides are harmful to humans, animals, and non–target species like bees and other pollinators. |

| **Eagle Vision Systems** |  
| **Location** | Kitchener, ON  
| **Business Summary** | Eagle Vision Systems is a technology company focused on modernizing waste management practices using AI, data, and other emerging technologies. Their CartSeeker patented AI–based cart recognition technology identifies and locates curbside waste carts and fully automates the operation of the truck’s robotic lift arm without joystick manipulation. This provides more efficient residential waste collection.  
| **Circularity Summary** | As winners of the Residential Waste Data Challenge, they have developed a technology that provides real–time data on avoidable food waste and other contaminants collected through the municipal organics waste stream. Their solution, developed over 16 weeks in collaboration with the University of Guelph, Department of Computer Science, has been able to identify five–streams of contaminants in the organics stream (including avoidable food waste) with 94% accuracy. |
GreenSage Prebiotics Inc.

Location | Oakville, ON
---|---
Business Summary | GreenSage Prebiotics produces and sells products that reduce the threat of costly infections, promoting health in humans and pets, and enhance sustainability and profitability in poultry, livestock, and aquaculture production.
Circularity Summary | Their product, as a non-antibiotic growth promoter, also helps customers meet regulatory requirements to phase out or eliminate the use of antibiotics as growth promoters in the poultry, livestock, and aquaculture sectors.

GR365N

Location | Puslinch, ON
---|---
Business Summary | GR365N designs and builds customized hydroponic systems for homeowners who want fresh produce and a little extra income. Their team will walk with you as they build a system that suits your individual needs. Through SMART phone technology they help you maintain and monitor your system to ensure a high return on investment. They will even purchase your unused produce at a fair price and deliver it to others in your community.
Circularity Summary | GR365N participated in RPM and SOFF, and their project was to engage with community agencies to increase the accessibility of food through vertical farming. They aimed to work with community agencies to provide food security and food literacy through hydroponic training programs and equipment partnerships. They also increased the use of their hydroponic growing systems implemented in Guelph-Wellington while empowering people to enter the hydroponic food growing sector.

New Earth Solutions

Location | Guelph, ON
---|---
Business Summary | New Earth Solutions specializes in building and maintaining vertical living wall systems. They have created the infrastructure that allows almost any plant to grow vertically making best use of the space available. They strive to empower people and businesses to grow their own food indoors.
Circularity Summary | New Earth Solutions has developed a technology, Resipira, that allows for vertical farming in optimal conditions through machine learning and artificial intelligence. Due to their patented design, they can build and scale their vertical farms in a cost effective and timely manner. As participants in RPM and SOFF, the project enabled New Earth Solutions to adapt their technology for indoor
residential use, so that people living in urban areas can grow their own fresh produce.

**Nurture Growth Bio Fertilizer**

<table>
<thead>
<tr>
<th>Location</th>
<th>Mississauga, ON</th>
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</thead>
<tbody>
<tr>
<td>Business Summary</td>
<td>Nurture Growth Bio Fertilizer is a circular economy project created by a group of passionate Canadian scientists and entrepreneurs who share a common goal: to fight climate change and reduce the carbon footprint while providing an environmentally and economical sustainable alternative to chemical fertilizers for growers.</td>
</tr>
<tr>
<td>Circularity Summary</td>
<td>They rescue food waste and use innovative science, with a little help from Mother Nature and microorganisms, to transform it into safe, earth-friendly fertilizers that give back to the soil.</td>
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**Oreka Solutions**

<table>
<thead>
<tr>
<th>Location</th>
<th>Cambridge, ON</th>
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<tbody>
<tr>
<td>Business Summary</td>
<td>Oreka Solutions is an entomology company focused on producing premium-grade feed products that improve animal health and performance. Their goal is to help farmers reduce animal mortality, improve disease resistance with fewer antibiotics, and increase animal growth rates and vitality. Through advanced breeding techniques, and proprietary harvesting and processing technologies, they create high value products that support better aquaculture and livestock farming.</td>
</tr>
<tr>
<td>Circularity Summary</td>
<td>As part of the R-Purpose program, Wellington Brewery, Oreka Solutions, Izumi Aquaculture, Smoyd Farms, Escarpment Laboratories, and Grain Revolution launched a gourmet circular meal that came together at three Neighbourhood Group restaurants.</td>
</tr>
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**Provectus Enterprising**

<table>
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<tr>
<th>Location</th>
<th>Toronto, ON</th>
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<tbody>
<tr>
<td>Business Summary</td>
<td>Provectus’ food dehydration system is a batch system that is modular and scalable perfect for extended producer responsibility (EPR) and environmental, social, and social governance (ESG) initiatives. Ideal for food waste streams; creating circular economy and curbing GHG impact.</td>
</tr>
<tr>
<td>Circularity Summary</td>
<td>Provectus helps to address landfill stress and curb GHG impact while integrating circular practices. They convert food waste to 100% pathogen free water and sterile biomass that are ideal as a soil amendment, as feed for fish and poultry, and as a source of clean energy.</td>
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**Psigryph**

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<tr>
<th>Location</th>
<th>Kitchener, ON</th>
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</table>
**Psigryph**

**Business Summary**
Psigryph is redefining the way bioactive molecules are delivered across the cell membrane. Their patent pending Nanopect™ nanodelivery system can transport large numbers of molecules across cell membranes of plants, animals and humans increasing bioavailability many folds. Their plant-derived nanostructures and food powders have been researched extensively in the lab and are ready to enter the market.

**Circularity Summary**
Particles, fibres, and food powders derived from cherries. Their products can be used for a wide range of purposes including crop protection.

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**Urban Stalk**

**Location**
St. George, ON

**Business Summary**
Urban Stalk is an agri-sciences organization dedicated to the continuous innovation of hydroponic technologies to develop micro-habitats for various crop types. Their goal is to both reduce negative environmental impacts from agricultural activities along with correcting the social inequality to food access in at-risk and urban communities. Urban Stalk firmly believes that food should be a given commodity not a traded one.

**Circularity Summary**
Urban Stalk participated in the SOFF program with the Guelph Food Bank to develop innovative hydroponic system solutions to help food insecure people gain access to stable and sustainable sources of nutritious foods. Urban Stalk utilizes various tech solutions as inputs to their hydroponic systems. They also participated in the RPM program that helps build a future-proof strategy for food/beverage businesses.

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**WaterFarmers Urban Agriculture**

**Location**
Guelph, ON

**Business Summary**
WaterFarmers Urban Agriculture has designed and deployed small farm infrastructure and landscape systems for clients across Ontario since 2017. They exist to support the next generation of farmers, growers, and sustainability-minded people. WaterFarmers works with businesses, individuals, and community organizations to develop and build solutions appropriate for their growing needs.

**Circularity Summary**
WaterFarmers participated in the RPM and SOFF programs and has developed a complete rainwater harvesting residential system for seasonal irrigation with a capacity of 1000L that is approved by the City of Guelph water harvesting program. Their project included obtaining a demonstration site that is now at the University of Guelph Arboretum.

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**Yorganics**

**Location**
Baden, ON
### Business Summary
Yorganics is a home appliance designed to maximize the growing of Kitchen Fresh™ organic vegetables and fruit. Customers enjoy food security, highly nutritious produce, and a reduction in their carbon footprint. The appliance is a turnkey continuous grow system with built-in automation.

### Circularity Summary
They offer a sustainable, nutritious way to grow vegetables at home that combats food insecurity, growing costs, and climate change.

#### Energrow

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<tr>
<th>Location</th>
<th>Listowel, ON</th>
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#### Business Summary
Energrow’s award-winning oilseed pressing system saves farmers thousands of dollars each year on feed costs, replacing 75% or more of a farmer’s protein with nutritious, highly palatable Soyex™ soybean meal. Farms with a 75-head dairy save more than $15,000 per year on average, with the system paying for itself in less than three years, and then many times over.

#### Circularity Summary
Energrow guarantees a market for the cold-pressed soybean oil: For every tonne of soybeans the farmer presses, they can make approximately $60 for the oil extracted. Energrow picks up the oil in 1,000L totes, and sends a cheque. Or farmers can keep the oil to offset diesel usage on the farm.

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**Figure 1** WaterFarmers Urban Agriculture’s 4500L residential rain barrel.

**Figure 2** Colin McVicker, co-founder of GR365N, harvesting basil from his hydroponic system in Puslinch, ON.
### Business Support Organizations

<table>
<thead>
<tr>
<th><strong>10C Shared Space</strong></th>
<th>Guelph, ON</th>
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<tbody>
<tr>
<td><strong>Business Summary</strong></td>
<td>10C Shared Space is a not-for-profit social enterprise creating a platform for those working across sectors and engaging in collaborative work to improve the community. They serve a variety of companies across numerous sectors and works closely with not-for-profits and for-profits throughout Guelph–Wellington.</td>
</tr>
<tr>
<td><strong>Circularity Summary</strong></td>
<td>10C managed Harve$t Impact which builds upon 10C’s social finance journey, with a vision of locally supported projects creating a more resilient and sustainable community. Working alongside the CE iHub and partners in the Our Food Future project, Harve$t Impact is exploring the continuum of social investing – from philanthropy to investing.</td>
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<tr>
<th><strong>Business Centre Guelph–Wellington</strong></th>
<th>Guelph, ON</th>
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<tr>
<td><strong>Business Summary</strong></td>
<td>Business Centre Guelph–Wellington provides the entry point for entrepreneurship in Guelph and Wellington County. It supports the growth and expansion of small businesses in the region. The Business Centre Guelph–Wellington works with business in a variety of sectors such as: retail; food and hospitality; health and wellness; construction and trades; and consultants and professional service providers.</td>
</tr>
<tr>
<td><strong>Circularity Summary</strong></td>
<td>The Business Centre integrates sustainability into all programs and ensures that companies are enacting sustainable business practices. They also provide support for building and expanding circular business models.</td>
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<thead>
<tr>
<th><strong>Circular Innovation Council</strong></th>
<th>Toronto, ON</th>
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<tr>
<td><strong>Business Summary</strong></td>
<td>The Circular Innovation Council believes that shifting production and consumption in a circular economy simultaneously supports environmental, economic, and social objectives of sustainable living. They are inclusive and collaborative among supply and value chains, and seek to advance business models, products and services that can deliver on the values and benefits of a circular economy. Through better resource efficiency, reuse, share, repair, refurbish, remanufacture, recovery in a closed loop system they help reduce waste, pollution, and carbon emissions. They showcase innovation by putting circular economy concepts into action.</td>
</tr>
<tr>
<td>Business Summary</td>
<td>Circular Summary</td>
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<tr>
<td>As part of the Our Food Future network, Circular Innovation Council is facilitating collaboration among businesses to explore a non-profit cost-shared system that collects food waste. The pilot aims to mimic the municipal model to test the viability of a shared collection and consolidation system for commercial, retail, and multi-residential tenants to optimize organics recycling in geographic clusters, along with the added social benefit of redirecting edible food to food rescue agencies.</td>
<td>To support Our Food Future, Innovation Guelph offered a seed funding program that focused on helping businesses become more circular and enable sustainable practices. They also support the circular food economy through the CE iHub, which works to connect businesses to the appropriate resources, foster collaborations, and grow the circular food economy. The CE iHub supports the Circular Opportunity Innovation Launchpad (COIL) and the COIL Activate Circular Accelerator.</td>
</tr>
<tr>
<td>Innovation Guelph</td>
<td>Provision Coalition</td>
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<tr>
<td>Guelph, ON</td>
<td>Guelph, ON</td>
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<tr>
<td>Innovation Guelph’s agile approach to supporting entrepreneurs and businesses reflects the evolving needs of their clients. They continue to provide mentorship, business support programs, and services to help innovative enterprises start, grow, and thrive.</td>
<td>Provision Coalition is a team of food sustainability experts. Their purpose is to help food companies grow by making food more sustainably and they cover everything from sustainable sourcing to waste prevention, leadership, and employee training. Provision has helped hundreds of food companies across North America increase their revenues, reduce costs, and elevate their brands while becoming more sustainable.</td>
</tr>
<tr>
<td>To support Our Food Future, Innovation Guelph offered a seed funding program that focused on helping businesses become more circular and enable sustainable practices. They also support the circular food economy through the CE iHub, which works to connect businesses to the appropriate resources, foster collaborations, and grow the circular food economy. The CE iHub supports the Circular Opportunity Innovation Launchpad (COIL) and the COIL Activate Circular Accelerator.</td>
<td>Supporting the growth of the circular food economy, Provision Coalition offers the R-Purpose (Resiliency through Purpose) 18-month transformation program to help food and beverage companies embed sustainability, circularity, and purpose at the heart of their business models. They also offer R-Purpose MICRO (RPM), an intensive 12-week high-impact program to help micro-sized companies accelerate their growth and build resiliency while doing more good for people and the planet.</td>
</tr>
<tr>
<td>Wellington Waterloo Community Futures</td>
<td>Wellington Waterloo Community Futures is a not-for-profit organization supported by the Federal Economic Development Agency for Southern Ontario. They offer support, financing, and training for rural businesses in Wellington County and the Region of Waterloo, focusing on agriculture, manufacturing, service, and food sectors.</td>
</tr>
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</table>
To support Our Food Future in building the Circular Food Economy, WWCF offers rural businesses with the necessary services they need to become more circular and sustainable.

Consulting

**Food Venture Program**
Location: Guelph, ON
Business Summary: The Food Venture Program (FVP) is a consultancy that offers a series of educational programs that are designed for those looking to start or build their businesses and to learn more about food industry.

**Circularity Summary:** FVP participated in the SOFF program, and their project was to expand and enhance their educational content to ensure a focus on the implementation of circular practices, systems or processes are included in new entrepreneurial ventures.

**Maison Verte**
Location: Waterloo, ON
Business Summary: Maison Verte are urban farmers who want to solve issues around food systems and food security. They use their three pillars: Education, Community and Research to build services to improve food systems.

**Circularity Summary:** Maison Verte offers digital workshops on growing in urban spaces, specifically on growing microgreens. They have had two shipping containers donated to them for a local market garden (in collaboration with local experts). They are also developing a platform to connect farmers.

**The Urban Orchardist**
Location: Guelph, ON
Business Summary: The Urban Orchardist offers fruit tree pruning, propagation of unique berry bushes and fruit trees, and educational services.

**Circularity Summary:** The Urban Orchardist participated in RPM and SOFF, and is a circular, purpose-driven start-up consultancy for fruit trees to help owners properly care for and utilize the fruits on their property. They also maintain strategic local partnerships to help communities gain access to more nutritious foods and reduce the amount that is wasted.

**Wild Grove**
Location: Arthur, ON
Business Summary: Wild Grove Regenerative Ag is a modern horticultural enterprise specializing in the production of ingredients for craft beverage production industries.
### Wild Grove
- **Location**: Conestoga College, Kitchener, ON
- **Business Summary**: Wild Grove participated in the RPM and SOFF programs and offers consultancy and cultivation of native crops to meet local produce demands and replacing imported ingredients. Specifically, focusing on replacing herbal liqueur ingredients and craft beverage ingredients. Wild Grove cultivates native plant relatives to provide these ingredients within a circular economy.

### Conestoga College
- **Location**: Kitchener, ON
- **Business Summary**: Conestoga is a leader in polytechnic education and one of Ontario’s fastest growing colleges, delivering a full range of career-focused education, training, and applied research programs to prepare students for success in the new knowledge economy and promote economic prosperity throughout the region and across Ontario.
- **Circularity Summary**: The Institute of Food Processing Technology at Conestoga College is dedicated to making a circular food economy possible. They are working to improve the food industry by reducing waste through training programs for students and applied research projects with SMEs.

### Fan/Joy
- **Location**: Hillsburgh, ON
- **Business Summary**: Fanjoy Culinary + Wellness Centre is a social enterprise whisking up innovative culinary counselling programs aimed at improving the physical, emotional & mental health of youth and their families. Fanjoy is committed to building stronger communities and revolutionizing how mental health services are delivered. They are launching in Guelph in fall 2021 – with one-of-a-kind programs which nourish body, mind, and soul.
- **Circularity Summary**: Fan/Joy participated in the SOFF and RPM programs to expand their Junior Chef program and established a Youth and Family Culinary Centre as a result of COVID-19 that focuses on healthy eating, positive relationships with family and food, and minimizing food waste.

### Krisha Indian Cooking School
- **Location**: Guelph, ON
- **Business Summary**: Inspiring easy, healthy, and economical home-style Indian cooking with just a few simple ingredients. Teaching Indian cooking classes at the Guelph Continuing Education since 2009 and now offering classes at Puslinch Community Centre and cooking parties at your home.
- **Circularity Summary**: Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business.
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<th><strong>Transition Guelph</strong></th>
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<td><strong>Location</strong></td>
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<td><strong>Business Summary</strong></td>
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<td><strong>Circularity Summary</strong></td>
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<th><strong>University of Guelph</strong></th>
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<td><strong>Location</strong></td>
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<td><strong>Business Summary</strong></td>
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<td><strong>Circularity Summary</strong></td>
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<th><strong>Western University</strong></th>
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<td><strong>Location</strong></td>
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<td><strong>Business Summary</strong></td>
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<td><strong>Circularity Summary</strong></td>
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## Farms

### 3 Beets to the Wind Farm
**Location:** Fergus, ON  
**Business Summary:** 3 Beets to the Wind Farm’s purpose is cultivating flavour for food lovers to discover. They are Ontario’s off-grid, year-round destination for flavour hunters. All the flavour, without the carbon footprint.  
**Circularity Summary:** 3 Beets to the Wind participated in RPM and SOFF to expand the amount of produce available for sale during the winter months by creating storage units that use sustainable energy methods. Their builds have reduced energy, greenhouse gases and food waste, while providing access to local, sustainably produced products in the off-season.

### 4th Line Cattle Company
**Location:** Hillsburgh, ON  
**Business Summary:** 4th Line Cattle Co. focuses on connecting people with local affordable proteins that are sustainably raised. Regenerative agricultural practices are used while raising the grass-fed cattle and heritage pork on the pasture.  
**Circularity Summary:** 4th Line Cattle participated in the SOFF program and was able to implement more rotational grazing fencing and improve current fencing, to allow them to pasture more cattle, have higher yielding beef, and implement regenerative agriculture practices.

### Althaea Herb Farm
**Location:** Guelph, ON  
**Business Summary:** Combining his passion for farming, his knowledge of botanical medicine, and a desire to help others with herbs, herbalist Scott Reid created a line of unique, functional tea blends from his own organically grown herbs at Althaea Herb Farm.  
**Circularity Summary:** Althaea is a low carbon, perennial based, chemical free farm and all tea is packaged using compostable material. They also participated in RPM that helps build a future-proof strategy for food/beverage businesses.

### Chicken Thika Farm
**Location:** Kenilworth, ON  
**Business Summary:** Shaheer Abha and Bahaar Luhar are owners of the first small-scale farm in Ontario to be certified halal (HMA) and organic (CSI) since 2019. Shaheer brings over 20 years’ experience in the manufacturing industry to raising chickens as a new Artisanal Farmer with CFO. He values quality, cost savings and safety.
### Craig Family Farm

**Location**
Arthur, ON

**Business Summary**
The Craig Family Farm have raised 100 head of cattle in their 100 acres of pasture on regenerative land and consider the wellbeing of their animals, environment, business, and health in their production decisions. They offer monthly feature boxes as well as custom orders of their pasture raised beef, marketed as Blue Sky Beef. The Craig Family Farm is a launchpad for finding solutions to challenges in the community and also provides a podcast called Grow Well Eat Well.

**Circularity Summary**
The Craig Family Farm practices regenerative agriculture and participated in SOFF and RPM programs. The podcast, Grow Well Eat Well, was created to connect farmers, wholesalers, chefs, consumers, and meal makers. Episodes will include calls to action that will encourage the audience to participate in the food system and work with/support food producers to create unique products and a stronger more circular food system.

### Eramosa Herbals

**Location**
Guelph, ON

**Business Summary**
Eramosa Herbals creates products that foster a sense of connection with plants and place: infused honey, syrups, extracts, teas, and the like, made from herbs grown in their perennial gardens or wild harvested. Offering a Community Supported Herbalism program based on the Community Shared Agriculture (CSA) model wherein subscribers receive a box of small-batch, seasonal artisanal herbal products.

**Circularity Summary**
Eramosa Herbals participated in RPM and SOFF and scaled up their medicinal and culinary herbal garden using permaculture principles by increasing growing area from 1000 square feet to 0.5 acres. They were also able to purchase tools and increase their public engagement through newsletters, blogs, and social media. Eramosa Herbals implemented a CSA model focused on herbs and related products.

### Forever Berries

**Location**
Guelph–Eramosa, ON

**Business Summary**
A community of farmers managing all the aspects of organic production such as pruning and harvesting berries, planting companion trees, applying permaculture principles, mixing compost, planting, and tending orchards, regenerative pasture management with heritage cattle breeds, and composting manure for biodynamic fertilizer.

**Circularity Summary**
Forever Berries integrates circularity into their business by using regenerative agricultural practices. They are also working on a partnership that will turn their excess beef bones into a value-added product, instead...
of having them go to waste which was cultivated through the Digital Passport.

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<thead>
<tr>
<th>Business</th>
<th>Business Summary</th>
<th>Circularity Summary</th>
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<tr>
<td><strong>Full Moon Farm</strong></td>
<td>All natural and organic products designed to take care of all the little things that people with periods could experience during &quot;that time of the month&quot;.</td>
<td>Participated in R-Purpose MICRO that helps build a future-proof strategy for food/beverage business.</td>
</tr>
<tr>
<td><strong>Gamble Farms Live Microgreens</strong></td>
<td>Gamble Farms grows organic non-GMO microgreens on organic hemp fiber. They are sold still growing in the hemp fiber and placed in sugarcane clamshells which biodegrade in 45 days.</td>
<td>Participated in R-Purpose MICRO that helps build a future-proof strategy for food/beverage business.</td>
</tr>
<tr>
<td><strong>Go with the Grow</strong></td>
<td>Go with the Grow is a food gardening company based in Guelph, Ontario. They sell mushroom and microgreen grow kits for Canadians to experience the joys of growing nutritious food in the comfort of their own home.</td>
<td>Go with the Grow implements circular practices by reusing waste. They repurpose by-products as a their growing medium and then provide used substrate to farmers as a soil amendment to support the growth of nutritious produce. They are also members of the Digital Passport to enhance their circular practices.</td>
</tr>
<tr>
<td><strong>Goldfarm Canada</strong></td>
<td>Goldfarm Canada is a small, family-run vertical farm specializing in microgreens and edible flowers. They take great care in their growing methods so that they can ensure customers are getting the freshest, most delicious product possible. All delivered straight to their customers within hours of harvest.</td>
<td>Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business and is an active participant on ReSource Exchange.</td>
</tr>
</tbody>
</table>
### GoodLeaf Farms

**Location**  
Guelph, ON

**Business Summary**  
GoodLeaf is proud to grow microgreens and baby greens year-round, close to where you shop and live. Their farm to fork philosophy means longer lasting greens at peak quality.

**Circularity Summary**  
Goodleaf Farms is participating in the R-Purpose program and currently working to secure a collaboration with Outcast Foods to upcycle their harvested leafy greens that do not meet retail specifications and turn them into a plant-based protein powder. This opportunity is still in the development stage.

### Heartwood Farm & Cidery

**Location**  
Acton, ON

**Business Summary**  
Heartwood Farm & Cidery produces craft cider, maple syrup, and grass-fed beef using regenerative agriculture practices. These products are sold on their online store, as well as offering an array of immersive, on-farm experiences that feed people’s need to connect with the natural world.

**Circularity Summary**  
Heartwood Farm & Cidery participated in SOFF and has created a four-season farm engagement program for people to learn about regenerative agriculture and how it impacts the food and beverages they love. This year-round program also contributes to the growing understanding of challenges to the circular food economy. They are also in the R-Purpose program to further expand processing opportunities in the cider house to prevent waste.

### Ignatius Farm

**Location**  
Guelph, ON

**Business Summary**  
In the last 20 years, Ignatius Farm has evolved to become a model for organic agriculture and the mentoring of organic growers. The Farm bridges the urban with rural and invites the surrounding community to enjoy and get involved in their local farm.

**Circularity Summary**  
Ignatius Farm is supporting the creation of circular local food systems and farming systems that tackle climate change. They lead community education programs that encourage regenerative and circular practices.

### Izumi Aquaculture

**Location**  
Burlington, ON

**Business Summary**  
Izumi Aquaculture is a local aquaculture in Rehabilitated Quarries. Their sustainability efforts improve the surrounding environment as time goes on. They’re committed to delivering the highest quality, environmentally responsible farmed fish products.
Circularity Summary
As part of the R-Purpose program, Wellington Brewery, Oreka Solutions, Izumi Aquaculture, Smoyd Farms, Escarpment Laboratories, and Grain Revolution launched a gourmet circular meal that came together at three Neighbourhood Group restaurants.

**Kortright Presbyterian Church**

**Location**
Guelph, ON

**Business Summary**
Kortright Presbyterian Church is a community-based church located in the heart of the University Village neighbourhood of Guelph, Ontario. They are a diverse congregation from a variety of social, cultural, and religious backgrounds that seeks to know Jesus and make him known.

**Circularity Summary**
Kortright Presbyterian Church participated in the SOFF program and utilized their property’s greenspace to expand their gardens and grow food to help their neighbours and the food insecure in Guelph. At the end of the SOFF project period, they had already harvested approximately 875 lbs of various vegetables and expect to see at least 1000 lbs.

**Majestic Water Buffalo**

**Location**
Orton, ON

**Business Summary**
Since 2016, Majestic Water Buffalo has been raising water buffalo for meat on a 97-acre farm in the Town of Erin. Focusing on sustainability, animal care and circular farming.

**Circularity Summary**
Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business.

**Reroot Organic Farm**

**Location**
Harriston, ON

**Business Summary**
Reroot organic farm is a 70-acre property in Harriston, Ontario. The farm is a small, diversified operation allowing the production of a variety of local, high-quality food. The farm consists of 5 acres of certified organic produce, pastures, hayfields, and a small creek.

**Circularity Summary**
Reroot participated in RPM and SOFF and focused on using more of the farm’s annual harvest of produce by using excess and cosmetically undesirable vegetables to make value-added products. To enhance community collaboration, Reroot is working with three local businesses to make value-added products. To make more nutritious food available to those in need, Reroot has also partnered with local foodbanks to distribute value added products.

**River’s Edge Goat Dairy**

**Location**
Arthur, ON
<table>
<thead>
<tr>
<th>Location</th>
<th>Business Summary</th>
<th>Circularity Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fergus, ON</td>
<td>River’s Edge is a sustainable Goat Dairy. They produce Farmstead Artisan Cheeses, yogurt, and slow pasteurized milk. They produce goat meat and whey fed pork. Their animals graze on pasture during the warmer months and eat hay produced on their farm in winter months.</td>
<td>Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business.</td>
</tr>
<tr>
<td>Smoyd Farm</td>
<td>Smoyd Potato Farm, is a family farm in Fergus Ontario, owned and operated by Kevin Smith and Carol Boyd. They established Smoyd potato farm in 2004 to grow potatoes, selling directly to local restaurants. To sustainably manage the land resource, they’ve expanded from the initial 3 acres of potatoes to 50 with one hundred- and twenty- acres canola, small grains, or soybeans as rotational crops. They work closely with local restaurant owners, chefs, and independent retailers to establish their needs in terms of potato varieties.</td>
<td>As part of the R-Purpose program, Wellington Brewery, Oreka Solutions, Izumi Aquaculture, Smoyd Farms, Escarpment Laboratories, and Grain Revolution launched a gourmet circular meal that came together at three Neighbourhood Group restaurants.</td>
</tr>
<tr>
<td>Elora, ON</td>
<td>Spiral Farm is a human-scale market garden growing produce for their Community Supported Agriculture program serving Guelph, as well as farm gate sales and supplying to local businesses. A one-woman show, using almost exclusively hand tools, the farm is heavily influenced by veganic/stock free farming and permaculture principles and is in the process of shifting to no-till practices.</td>
<td>Spiral Farm participated in RPM and SOFF and shifted to organic no-till practices, a more ecologically sound way to grow. Spiral Farm was also able to expand into growing more perennial fruits such as berries, and perennial crops, as well as purchasing a larger energy efficient refrigeration unit to serve more customers with the increase in product.</td>
</tr>
<tr>
<td>Rockwood, ON</td>
<td>Thatcher Farms is a first generation, working farm, raising delicious, quality products. Raising livestock is their passion. They also grow strawberries, pumpkins, sweet corn and a 6-acre corn maze!</td>
<td>Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business.</td>
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<tr>
<td>The Fungal Jungle</td>
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<tr>
<td><strong>Location</strong></td>
<td>Guelph, ON</td>
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<tr>
<td><strong>Business Summary</strong></td>
<td>The Fungal Jungle specializes in homegrown mushroom kits, liquid culture, grain spawn, and essential mushroom growing supplies for hobby mycologists of all experience levels. They cultivate curiosity and are passionate about the rewards of experimentation and growing your own food.</td>
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</tr>
<tr>
<td><strong>Circularity Summary</strong></td>
<td>The Fungal Jungle integrates circular practices by focusing on reusability to reduce waste. They use glass mason jars for spawn instead of traditional plastic and integrate spent fruiting blocks into their vegetable garden and compost. They are also part of the CE Digital Passport to further their circular efforts.</td>
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<thead>
<tr>
<th>The Pfisterer Farm</th>
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<tbody>
<tr>
<td><strong>Location</strong></td>
<td>Kenilworth, ON</td>
</tr>
<tr>
<td><strong>Business Summary</strong></td>
<td>Using sustainable and regenerative farming methods Pfisterer Farm provide local pasture raised meats, free range eggs, and seasonal products through direct-to-consumer sales. The Pfisterer Farm advocates for accessible, local, nutritious, affordable food for all and use the farm to raise funds supporting organizations with similar values and promote grow your own with their VegetaBALES initiative.</td>
</tr>
<tr>
<td><strong>Circularity Summary</strong></td>
<td>The Pfisterer Farm, as part of the SOFF program, launched VegetaBALES, a new product offering that is the first complete outdoor gardening kit that includes everything needed to grow a variety of vegetables wherever needed. Each kit is made from a recycled agricultural by-product, is 100% compostable and all seeds are locally sourced.</td>
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<tr>
<th>Wastenot Farms</th>
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<tr>
<td><strong>Location</strong></td>
<td>Toronto, ON</td>
</tr>
<tr>
<td><strong>Business Summary</strong></td>
<td>As a biorefinery Wastenot creates superior biological growing amendments, produced from locally sourced organic waste materials that sequester carbon in the soil while supporting regenerative agriculture and a circular economy.</td>
</tr>
<tr>
<td><strong>Circularity Summary</strong></td>
<td>Enabling home-growers to easily access naturally, sustainably sourced growing amendments that support living soil. They are also a member of ReSource Exchange to find value for materials seen as waste.</td>
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<tr>
<th>Wild Leek Farm</th>
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<tr>
<td><strong>Location</strong></td>
<td>Puslinch, ON</td>
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</table>
Business Summary

Wild Leek Farm sits just outside the city of Guelph. They currently produce all manner of vegetables from their 1-acre market garden, and hope to include fruit, hops, mushrooms, and maybe even maple syrup, in coming seasons. They grow to meet or do better than the Canadian Organic Standards.

Circularity Summary

Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business.

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**Winterhill Farm and Garden**

**Location**

Rockwood, ON

**Business Summary**

Winterhill grows a variety of vegetables using organic growing methods. They use organic non-GMO seeds and use regenerative farming methods. No pesticides or herbicides are used.

**Circularity Summary**

Winterhill participated in the SOFF program to expand their operations. Their business model is designed around natural systems and they design out waste in their processes and use regenerative farming methods. Part of their project included digging a pond and irrigation system to capture water that is used in their vegetable wash sink.

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**Yorkshire Valley Farms**

**Location**

Peterborough, ON

**Business Summary**

Yorkshire Valley Farms is committed to bringing customers a range of poultry products that are both good for you and kind to the environment. Their animals are raised on family-run farms following the highest organic standards.

**Circularity Summary**

Through the R-Purpose work a feasibility study identified a viable market with the pet food industry where Yorkshire Valley can upcycle their poultry offal by-products (hearts and livers). They have made a commitment to build this into their facility expansion plan in the next two years, which will repurpose the unavoidable by-product to a higher value market.

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**Zocalo Organics**

**Location**

Hillsburgh, ON

**Business Summary**

The Community Farmer exists to "Cultivate Growers". They are all about supporting a wide variety of growers, backyard gardeners, hobby farmers, and small-scale commercial operations. They aim to understand each individual’s needs and barriers and work with each client to come up with a tailor-made solution to help them overcome their particular barriers and to achieve their own growing goals. The Community Farmer is a start-up with big dreams to be Canada’s leader for small farm and garden progression.

**Circularity Summary**

Zocalo Organics participated in RPM and SOFF and has focused on their business model and investigated how they can pay all employees a living
wage and make their packaging more environmentally friendly. Additionally, they started doing webinars on sustainable farming practices to help educate more people and farmers about the benefits of circularity.

**Figure 2** Cattle on the field at 4th Line Cattle Co. in Hillsburgh, ON.

**Figure 4** Kortright Presbyterian Church’s community garden in Guelph, ON.
## Food & Beverage Processors

### Abokichi
**Location**: Hamilton, ON  
**Circularity Summary**: Their product is created with fermented soyabean waste and are using Sunrise Soya’s okara to upcycle it into ramen noodles, as well as providing upcycled miso for the meal kit. They have been involved with the RPM program.

### BioFerm Functional Foods
**Location**: Guelph, ON  
**Business Summary**: BioFerm Functional Foods is a plant-based bakery mix offered online. These mixes are healthy and delicious and include essential probiotics, vitamins, and fiber. They currently have two products ready to launch: a vegan cake mix and a multigrain sourdough bread mix.  
**Circularity Summary**: BioFerm participated in RPM and SOFF, and their project was focused on preparing their product for market. Their mixes are healthy alternatives to baked goods that have a longer shelf life and ready-to-use ingredients.

### Bliss Dough
**Location**: Guelph, ON  
**Business Summary**: Bliss Dough is Ontario’s premium edible cookie dough company. Founded in 2018, Bliss Dough offers safe-to-eat, edible cookie dough in a variety of flavours with vegan and gluten-friendly options available.  
**Circularity Summary**: Participated in RPM that helps build a future-proof strategy for their food/beverage business.

### Caju Winds Inc.
**Location**: Picton, ON  
**Business Summary**: Caju Winds produces nutrient-dense, nutritious & delicious foods for optimal health. They offer Plant-Based Food Kits and Paleo Snacks, that are organic, paleo, vegan, gluten-free, dairy-free.  
**Circularity Summary**: Caju Winds is part of the Circular Economy Digital Passport. They implement circular practices into their business by reducing the use and need of plastics and maximizing the efficiency of their delivery routes. Caju Winds only produces their products to order, helping them to reduce unnecessary waste.
### Dillon's Small Batch Distillers

**Location**
Guelph, ON

**Business Summary**
Dillon’s takes pride in handcrafting spirits and bitters using copper pot stills and fresh local ingredients. They strive to make new spirits from old ideas and to do so with unparalleled quality, one small batch at a time.

**Circularity Summary**
Dillon’s has partnered with Wellington Made to create a whiskey infused maple syrup. This process is completed through the cyclical reuse of whiskey barrels that are then sent back to the distiller who uses them to make a maple syrup infused whiskey. Repurposing the whiskey maple barrels prevents waste and reduces the carbon footprint of sourcing new barrels.

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### Escarpment Laboratories

**Location**
Guelph, ON

**Business Summary**
Escarpment Labs is Canada’s premier yeast lab, providing pure brewing cultures to the beer industry. They are currently branching out into other food-related microbial cultures in an effort to share the wonder of microbes and help guide the trajectory of food and flavour in the modern kitchen.

**Circularity Summary**
Escarpment Laboratories participated in the SOFF and RPM programs and was able to reuse its expired yeast instead of importing yeast extract, dramatically increasing the circularity of its main yeast products which projects a cost-savings of $20,000/year. With the success of this project, they were able to launch their first food fermentation product, a sourdough starter kit in early 2021. They also contributed to the R-Purpose Circular Meal project.

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### Fifth Bean Inc.

**Location**
Guelph, ON

**Business Summary**
Fifth Bean is an aspiring micro-distillery committed to creating the world’s first soy cream liqueur. The product fills a key void in the market by offering vegan and lactose intolerant consumers with a dairy-free cream liqueur product. The beverage opens a new market for soybeans and utilizes waste mitigation strategies throughout the entire production process. All of the ingredients are grown within Ontario, which ensures that customers are provided the highest quality product while supporting the local economy.

**Circularity Summary**
Fifth Bean utilizes a unique production process that uses soy waste by-product to make a liqueur that provides a sustainable alternative to traditional cream liqueurs. Fifth Bean creates a highly innovative use for local Ontario soybeans. As participants in both SOFF and RPM programs, their project involved establishing a stable raw material supply chain, solidifying a contract distilling agreement with an existing distillery, and obtaining the proper licenses.
<table>
<thead>
<tr>
<th><strong>Organic Meadow</strong></th>
<th>Location</th>
<th>Guelph, ON</th>
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<tbody>
<tr>
<td><strong>Business Summary</strong></td>
<td>Since 1989, Organic Meadow has produced organic milk at its best. They are proud to offer a full line of organic dairy products including milk, cream, butter, yogurt, cheese, kefir, ice cream, sour cream, cream cheese, and cottage cheese.</td>
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<tr>
<td><strong>Circularity Summary</strong></td>
<td>Organic Meadow’s Consumer Touch Point Tool is a spin-off collaboration from their participation in R-Purpose (currently in progress). The collaboration is to build a consumer touchpoint tool with WholeChain and Provision, that will allow consumers to access environmental data, and real time sustainability and circularity stories that will surprise consumers with the depth of data and the authenticity and honesty by which the stories are told.</td>
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<tr>
<th><strong>Polar Real Tropical Fruit</strong></th>
<th>Location</th>
<th>Guelph, ON</th>
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<tbody>
<tr>
<td><strong>Business Summary</strong></td>
<td>Polar Real Tropical Fruit is a family run business founded in 1997 in Toronto, Ontario. They produce all natural tropical fruit juices and paletas (Latin-style popsicles)</td>
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<tr>
<td><strong>Circularity Summary</strong></td>
<td>Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business.</td>
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<tr>
<th><strong>Quinta Quinoa</strong></th>
<th>Location</th>
<th>Georgetown, ON</th>
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<tbody>
<tr>
<td><strong>Business Summary</strong></td>
<td>Quinta Local Superfoods Inc. is a Canadian corporate enterprise that specializes in growing and preparing high quality, local, gluten free crops. They work with progressive growers to produce high quality current and future crops, including superfood crops such as quinoa. They are able to prepare high quality, pure and gluten-free raw and functional foods.</td>
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<tr>
<td><strong>Circularity Summary</strong></td>
<td>Collaborate with farmers across Canada to increase their Quinoa production. The introduction of new crops to the region will increase agricultural diversity. Creation of local food products and ingredients that will support the development of local restaurants and food processing companies.</td>
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<tr>
<th><strong>Roothams Gourmet Preserves</strong></th>
<th>Location</th>
<th>Puslinch, ON</th>
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<tbody>
<tr>
<td><strong>Business Summary</strong></td>
<td>For more than 35 years, Rootham’s has made small-batch, premium preserves from local ingredients. Look for them at your local independent retail.</td>
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<tr>
<td><strong>Circularity Summary</strong></td>
<td>More recently, Roothams and GoodLeaf have begun the planning stages to develop an arugula pesto with upcycled finished goods (arugula) from</td>
<td></td>
</tr>
</tbody>
</table>
GoodLeaf Farms. This opportunity, as part of the R-Purpose program, is still in the development stage.

### The Alternative Butcher
- **Location**: Toronto, ON
- **Business Summary**: The Alternative Butcher is a food technology company specializing in plant-based proteins and meat alternatives that are wholesome, sustainable, and environmentally friendly without sacrificing taste.
- **Circularity Summary**: Animal farming contributes to significant GHG. The Alternative Butcher thus directly combats climate change with healthy, sustainable, meatless alternatives to traditional meat products.

### The Grain Revolution
- **Location**: Guelph, ON
- **Business Summary**: Working as a boutique bakery, continuing to explore circularity and develop sourdough techniques, The Grain Revolution will create community, elevate local cuisine, and disseminate knowledge globally by connecting Canadians with better bread. Crafting world class sourdough bread from house milled local grain and organic wheat is their main focus.
- **Circularity Summary**: As part of the R-Purpose program, Wellington Brewery, Oreka Solutions, Izumi Aquaculture, Smoyd Farms, Escarpment Laboratories, and Grain Revolution launched a gourmet circular meal that came together at three Neighbourhood Group restaurants.

### Troll Bridge Creek
- **Location**: Arthur, ON
- **Business Summary**: Troll Bridge Creek Inc. is the only company to provide beverages made with 100% Ontario Maple Sap. Kiki Maple Water is a functional beverage that provides a healthy alternative to high fructose sports or energy drinks.
- **Circularity Summary**: Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business.

### Two Spent Grains
- **Location**: Simcoe, ON
- **Business Summary**: Two Spent Grains makes Brew’ed Biscuits that are 100% natural healthy dog treats made in Ontario with simple local farm ingredients + upcycled spent grains from craft beer brewing.
- **Circularity Summary**: Repurpose brewery waste (spent grain) into a sellable product. They are also active participants on ReSource Exchange.

### TwoWingz
- **Location**: Fergus, ON
TwoWingz Inc. produces a traditional quality ginger beer inspired in The Slow Food Movement that honors their rich family traditions. Each distinctive functional healthy product they produce contains whole plant ingredients in each crafted batch.

Participated in Provision Coalition’s RPM program that helps build a future-proof strategy for their food/beverage business.

Vision Bakeries
Location Georgetown, ON
Business Summary Vision Bakeries is engaged in Food Innovation, R&D, and commercialization of its innovative products through wholesale and retail networks as well as plan to have a strong online sales presence through e-commerce platforms.
Circularity Summary Vision Bakeries is also upcycling the okara into flour and making upcycled muffins which will be sold at Sobeys grocery stores.

Wellington Brewery
Location Guelph, ON
Business Summary Since 1985, Wellington Brewery has been a pioneer in the craft brewing scene by producing timeless, traditional style ales as well as experimenting with new recipes as part of their Welly One–Off Series. As an independent and locally owned brewery, they take pride in being an active member of the community, taking part in countless events and supporting charitable causes.
Circularity Summary As part of the R-Purpose program, Wellington Brewery, Oreka Solutions, Izumi Aquaculture, Smoyd Farms, Escarpment Laboratories, and Grain Revolution launched a gourmet circular meal that came together at three Neighbourhood Group restaurants.

Wellington Made
Location Elora, ON
Business Summary Wellington Made is a grower and processor of artisanal syrups designed to compliment healthy lifestyles. Bringing “wow” to food and drink.
Circularity Summary Wellington Made participated in the SOFF and RPM programs and partnered with local food businesses to expand production, allowing them to maximize berry pressing, store frozen syrup and must (pressed fruit skins), which increases efficiencies, reduces waste, and expands sales.
### Friendlier

**Location**  
St. Thomas, ON

**Business Summary**  
Friendlier is simplifying reuse to eliminate single-use food packaging waste. They’ve leveraged technology to develop a turnkey, zero-waste system for takeout containers. They provide durable takeout containers to food service businesses, then facilitate the collection, sanitation, and redistribution to create a closed-loop system. They’re piloting their solution with takeout containers in Guelph, but their vision is to divert all food packaging waste from landfill in North America.

**Circularity Summary**  
As RPM and SOFF participants, their project involved trials with the SEED (to provide healthy meals to the community without the plastic waste), as well as with local restaurants in Guelph. The pilot trials allowed Friendlier to learn beyond surveys and interviews about how consumers behave and validate the concept and logistical processes. The process of collecting, cleaning, and redistributing has allowed for a waste-free circular economy with minimal energy input.

### Circulr

**Location**  
Toronto, ON

**Business Summary**  
Circulr is a Guelph-based business that provides seamless back-end logistics and washing infrastructure for consumer-packaged goods companies in the circular economy. They help companies who already have zero-waste packaging manage their reverse logistics and help companies who are looking to become zero waste create and operate their packaging infrastructure.

**Circularity Summary**  
Their service is focused on providing sustainable, zero-waste products support in reverse circular logistics. They are also members of the CE Digital Passport.

### The Aggressive Good

**Location**  
Ottawa, ON

**Business Summary**  
TagPod’s cartridge based circular delivery system eliminates single-use packaging from the bulk product supply chain. Their data analytics can also be used to optimize food production cycles and inventory control for suppliers and retailers.

**Circularity Summary**  
TAG designs out wasteful practices and materials in manufacturing and operating. Where possible they use recycled materials in manufacturing, low-impact resources, and electric vehicles to transport product. They are also members of the CE Digital Passport.
## Restaurants

### Carbon Cafe

**Location** Guelph, ON

**Business Summary** The food menu consists of fresh flavours, with a focus on healthy options including a selection of house-made soups, salads, paninis, wraps, and sandwiches. All menu items are made with quality ingredients starting with locally sourced, grown, and sustainable produce and products when possible.

**Circularity Summary** Participated in R-Purpose MICRO that helps build a future-proof strategy for their food/beverage business.

### Crafty Ramen

**Location** Guelph, ON

**Business Summary** Crafty Ramen is a noodle shop and market with locations in Guelph and Kitchener. They offer a subscription meal kit and sell their consumer packed goods in grocery stores. Already minimizing waste wherever they can, Crafty Ramen is actively looking for new ways to collaborate with other food businesses in order to make their production more circular.

**Circularity Summary** As part of the CE Digital Passport, Crafty Ramen is interested in learning more about circular practices and how to better manage and use their waste products. They also utilize their own food waste to make new inputs like bone broth.

### Fergies Fine Foods

**Location** Fergus, ON

**Business Summary** Fergies is a fun and lively food shop in downtown Fergus. They have an amazing team that love to bake and cook great food for people to enjoy at home.

**Circularity Summary** Participating in the R-Purpose program, Fergies is selling the Gourmet Circular Meal kit (collaboration between Sunrise Soya and Abokichi) to retail and catering clients during Canada's first Upcycled Food Festival.

### Handsome Devil Bistro

**Location** Elora, ON

**Business Summary** The Handsome Devil Bistro is a casual, upbeat restaurant. They value exceptional food created with quality, local ingredients. They regularly change up their food menu with fresh ingredients and innovative creations to keep things interesting. They have Ontario craft beer rotating on 5 taps. It is their pleasure to introduce patrons to a variety of new and exciting beers.
Circularity Summary  The Handsome Devil Bistro participated in SOFF and wanted to replace two very old and ill-functioning keg fridges with a new one. This purchase has allowed for a reduction in product waste, a continuous relationship with the local brewers by being able to offer their product at a viable profit margin, and the ability to save energy and reduce the drain on their limited energy supply.

Miijidaa Cafe & Bistro
Location  Guelph, ON
Business Summary  The word ‘Miijidaa’ is from the Ojibway language. It loosely translates to “let's eat.” They thought there couldn't be a better word for a restaurant. For Miijidaa it’s an inspiration to celebrate the cuisines and foods around us. A chance to show off the northern bounty.
Circularity Summary  As part of the R-Purpose program, Wellington Brewery, Oreka Solutions, Izumi Aquaculture, Smoyd Farms, Escarpment Laboratories, and Grain Revolution launched a gourmet circular meal that came together at the three Neighbourhood Group restaurants to create a circular meal.

Park Eatery
Location  Guelph, ON
Business Summary  Park Eatery, Guelph's newest restaurant creation is a neighbourhood deli, bar and small grocery offering applewood smoked chicken, smoked meat sandwiches, salads and soups all made from scratch, the way they used to be. The bar offers a selection of local beers, ciders and wines and is home to a barista driven cafe program showcasing organic fair-trade coffee & teas alongside artisan sodas and milkshakes.
Circularity Summary  As part of the R-Purpose program, Wellington Brewery, Oreka Solutions, Izumi Aquaculture, Smoyd Farms, Escarpment Laboratories, and Grain Revolution launched a gourmet circular meal that came together at the three Neighbourhood Group restaurants to create a circular meal.

Planet Bean
Location  Guelph, ON
Business Summary  Planet Bean has two coffees bar in Guelph serving coffee beverages created by their team of baristas. Their company has a wholesale business which supplies cafes, restaurants, gourmet and specialty grocers, businesses, churches, universities, and schools. They roast to order in small batches and don’t warehouse any of their roasted coffee so it is always fresh when shipped.
Circularity Summary  As participants in the SOFF program, their project was to pilot "reCUP", a waste reduction program with Fill it Forward. ReCUP is an eco-friendly return and reuse system. Planet Bean ensures that the cups are always clean - something they cannot do now with people who bring in their own travel mugs.
**Retour Bistro**

**Location**
Guelph, ON

**Business Summary**
Authentic, fresh Lebanese Food, with a blend of traditional and modern cuisine. Retour Bistro is vegan and environmentally conscious. They believe that food made with pride and experienced with time creates memories that flavour lives forever.

**Circularity Summary**
Retour Bistro participated in RPM and SOFF and has created a new line of garlic sauce using garlic that would otherwise be wasted that is small and difficult for farms to sell. They have also began manufacturing the sauce for sale in bulk as well as in a new line of family meal kits. Additionally, Retour Bistro has transitioned their packaging from completely disposable to compostable and recyclable.

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**The Friendly Society**

**Location**
Elora, ON

**Business Summary**
The Friendly Society is a licensed neighborhood restaurant in downtown Elora selling food, beverages, and the service and atmosphere that completes the dining experience.

**Circularity Summary**
The Friendly Society participated in RPM and SOFF and is building circularity into their business by growing their own herbs, produce, and edible flowers to use in their menu offerings. They aim to have customers see the circularity of their food: the compost outside, the produce growing before their eyes, and the connection to what is being served on their plates.

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**The Wooly Pub**

**Location**
Guelph, ON

**Business Summary**
The Wooly was inspired by the Ontario micro-brewery “explosion” that occurred in the late 1980’s. Teaching a course on beers at the University of Guelph Bob Desautels was keenly aware of this development. When an opportunity to open a pub in downtown Guelph emerged, he decided to feature only small micro-brews on tap.

**Circularity Summary**
The Wooly collaborated with six local businesses with the support of Provision Coalition to develop a Gourmet Circular Meal. The meal was served at The Wooly Pub, Mijidaa Café & Bistro, and Park Eatery as part of the R-Purpose program.

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**Ward 1 Brewing Company**

**Location**
Guelph–Eramosa, ON
Business Summary

Ward 1 Brewing Co. is an up-and-coming brewpub focusing on fresh craft beer and smoked food. Their focus will be on not dumping their used beer water and instead utilizing it to grow produce both outdoors and indoors to supply their kitchen as well as donate some of this fresh nutrient dense produce back to those in need.

Circularity Summary

Ward 1 Brewing Co. participated in RPM and SOFF and investigated how they could utilize their brewing knowledge to operate hydroponics in a more circular way. Their project involved keeping the brewing water on site as much as possible and utilizing it in their hydroponic gardens. Ward 1 Brewing has been able to successfully filter their brew wastewater into clean, usable water for their hydroponics.

Figure 5 Planet Bean’s downtown location on the corner of Carden and Wyndham St N, Guelph.

Figure 6 Ward 1 Brewing Company’s Ian Leis, preparing seedlings for their hydroponic system.
# Retail

## Ambiances Gourmandes

**Location**: Fergus, ON  
**Business Summary**: A Tea and Pastry shop offering retail items with more than 200 types of Loose tea and house made French pastries. They also have a sit-down area to experience a quality High Tea in a quaint atmosphere. Their products can be purchased on their on-line store.  
**Circularity Summary**: Ambiances Gourmandes participated in RPM and SOFF and purchased an industrial dishwasher to improve their energy and water usage, as well as saving staff time and improving the operational efficiency. They are also focused on curating relationships with local suppliers to offer more products in their shop.

## BeeBAGZ

**Location**: Hunstville, ON  
**Business Summary**: Enviroluv (BeeBAGZ) is an innovative provider of sustainable and environmentally friendly food storage solutions whose mission is to provide consumers with socially responsible alternatives to reduce plastic consumption, specifically, single use plastics that are wreaking havoc on the planet, wildlife, and peoples’ health.  
**Circularity Summary**: Product is a zero-waste, sustainably created alternative to traditional, wasteful food wrap.

## Canadian Grow Guides

**Location**: Guelph, ON  
**Business Summary**: Canadian Grow Guides provide products and assistance with indoor horticulture and gardening. Bringing the ability to grow fruits and vegetables from seed to finish, in the comfort of your own home without the hassle of outdoor pests and unfavourable weather.  
**Circularity Summary**: As part of the CE Digital Passport, Canadian Grow Guides is interested in learning more about circular practices and connecting with other circular businesses.

## Eco-Refillary

**Location**: Flesherton, ON  
**Business Summary**: Eco-Refillary is an easy way to reduce your plastic consumption. Simply return your bottles over and over to refill your favourite, all natural and sustainable personal and home products. Currently located in Guelph and Flesherton.
Circularity Summary | Actively committed to reducing plastic waste and eliminating the barrier for people to do so with an easy-to-use refill bar. Refill options are low in toxins and environmentally conscious alternatives to traditional soaps.

**Elora Farmers’ Market**

**Location** | Elora, ON
**Business Summary** | Elora Farmers’ Market is operated by an association of the participating vendors and is predominantly local grower and producer based.

**Circularity Summary** | As participants of RPM and SOFF, Elora Farmers’ Market refined and increased the traffic and utilization of their online presence and implemented an innovative project that will see increased access to fresh food and reduced farmer wastage, saving 5700lbs of food. Their main project established an opportunity for farmers to create a common stand where low-income customers were able to access produce at a reduced or pay-as-you-can cost.

**Meadowville Nursery & Garden Centre**

**Location** | Guelph, ON
**Business Summary** | Meadowville Garden Centre in Guelph was established back in 1988, the Saliba family has taken great pride in providing personal service to customers looking to create the garden they’ve always dreamed of. They started out selling garden products out of their garage but have grown ever since.

**Circularity Summary** | Through the R-Purpose conservation work, an opportunity was identified for GoodLeaf Farms to send 2.39 million kg of substrate to local Guelph Meadowville Nursery for composting, saving $150,000 per year in transportation and disposal costs.

**Smart Locavore**

**Location** | Drayton, ON
**Business Summary** | Smart Locavore is a classifieds website that connects Consumers directly with Farmers & Growers for food and agriculture items. It supports the local food movement and is free for everyone.

**Circularity Summary** | Farmers and consumers can directly connect with each other through Smart Locavore’s platform, eliminating the middleman, creating an economical and sustainable way to access/provide local products.

**Sobeys**

**Location** | Mississauga, ON
**Business Summary** | Sobeys Inc. is proudly Canadian, with more than 111 years of experience in the food retail business. As one of only two national grocery retailers in Canada, they serve the food shopping needs of Canadians with
approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods and Lawtons Drugs, as well as more than 350 retail fuel locations.

Circularity Summary
Sobeys supports local circular businesses by retailing their products. Sobeys partnered with Provision Coalition to create a national offering of the RPM program which supports small food and beverage companies to become more circular.

The Red Express
Location Clifford, ON
Business Summary The Red Express is a local grocery store with a mix of fresh produce, specialty groceries, cheeses, frozen meal ideas, flowers, and home decor.
Circularity Summary The Red Express participated in RPM and SOFF to satisfy the needs of the community in Clifford and provide them with locally grown and produced wares. Their project included raising community awareness and building a local (and transient) customer base, supporting local growers and local producers, becoming a marketplace for fresh produce, cheese, meats, frozen meals, and specialty items to increase community draw.

Well Baked Box
Location Guelph, ON
Business Summary Well Baked Box is a new company that is currently operating in Guelph and surrounding areas. They are passionate about healthy baking that is great for the whole family. Their recipe kits are pre portioned, in compostable and recyclable materials, and are created to be both nutritious and delicious.
Circularity Summary Well Baked Box participated in RPM and SOFF to market and launch their business. Each recipe includes whole food ingredients that are all gluten-free, dairy-free, and refined sugar-free. Every week the recipes change, and there will always be a vegan and ketogenic option to be inclusive of all dietary restrictions.

Nature Knows
Location Toronto, ON
Business Summary Nature Knows’ fresh goods are all natural, with no preservatives, nut free, & gluten free perfect for all ages and dietary needs. They believe eating fresh, real food should be as easy to enjoy as a cup of your favourite java or snack food.
Circularity Summary Nature Knows participated in RPM and is providing the upcycled vegetables and the compostable packaging for the upcycled meal kit.

Zerocery
Location Guelph, ON
Business Summary
Zerocery is a local and sustainably focused online grocery retailer delivering zero waste in every possible category directly to your door.

Circularity Summary
Zerocery participated in the SOFF program and strives to reduce and eliminate waste wherever possible, implementing circular practices into their day-to-day operations. Any packaged product that is delivered can either be returned, reused, or composted.

Figure 7 Ambiances Gourmandes’ Christelle Martin measuring loose leaf tea to be packaged.

Figure 8 Well Baked Box Courtney Clayson and Stewart Russel preparing one of their pre-measured baking kits.
## Tourism & Hospitality

### Taste Detours

**Location**: Guelph, ON  
**Business Summary**: Locally flavoured food & drink tasting tours that shares the love of Wellington County by pointing out the culinary links between the rural heritage and the growers and makers of today.  
**Circularity Summary**: Taste Detours participated in RPM and SOFF and has created two new culinary experiences that showcase circular food and business collaborations. These online tours offer the ability to experience local circular businesses without leaving your home. Additionally, Taste Detours has curated picnic offerings that feature a variety of local products from circular businesses. They are also a member of the Digital Passport.

## Waste Rescue/Management

### B12Give

**Location**: Toronto, ON  
**Business Summary**: B12Give is a food redistribution app combating food waste and food insecurity across Canada. They partner with grocery stores and other food retailers redistributing their surplus food to shelters nightly.  
**Circularity Summary**: Relationship built with stores and food retailers creates a waste-free outlet for surplus food, while combating food insecurity.

### Fill It Forward

**Location**: Guelph, ON  
**Business Summary**: Fill it Forward Company, believes in choosing to reuse as a simple act of generosity that shows love for the planet and the people on it. They create interactive technologies, global giving initiatives and reusable products that inspire the world to reuse.  
**Circularity Summary**: They worked with Planet Bean to provide reusable and returnable coffee cup options. Fill it Forward also works with a number of charities to provide access to clean drinking water and other social projects.

### Sanimax

**Location**: Guelph, ON  
**Business Summary**: Sanimax makes every effort to transform all of the materials they collect. They are proud to build a greener tomorrow for future generations.  
**Circularity Summary**: The agri-food industry generates huge quantities of unconsumed by-products. Sanimax reclaims and transforms them into ingredients that are useful for several industries. Their actions, which are at the very heart of the circular economy, give new life to more than 2 million tons of organic materials each year.
Looking to connect with someone?

The iHub team is happy to connect you with any of the businesses or organizations that are mentioned in our directory. Our goal is to help facilitate business to business collaborations and partnership opportunities.

For all enquiries, please email ceihub@innovationguelph.ca to get in touch with one of the team members.