

# *Hidden Harvest's Transformative Potential: Realized and Unrealized*

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## **Nourishing Communities**

Sustainable Local Food Systems Research Group

SSHRC  CRSH

Social Sciences and Humanities Research Council of Canada  
Conseil de recherches en sciences humaines du Canada



**Carleton**  
UNIVERSITY

**Canada's Capital University**

# Rescuing fruit and nuts in Ottawa



Hidden  
Harvest  
Ottawa



Apple & Crabapple

6,323



Serviceberry

2,929



Cherry & Chokecherry

516



Other Fruits

4,724



Ginkgo

1,939



Turkish Hazel

562



Other Nuts

480

Total

17,473





Reconceptualizing surplus/profit





# Building Adaptive Capacity

## **Economic resilience**

- ❖ Fostering local and alternative economies
  - ❖ Profit as social good
  - ❖ Social returns on investment (SROI)

## **Ecological resilience**

- ❖ Urban forests

## **Food systems resilience**

- ❖ Food sovereignty
  - ❖ Connecting to food



# Increasing Prosperity and Social Capital

## Increasing Prosperity

- ❖ Alternate valuation of trees and fruit
- ❖ Accessibility and inclusivity during harvest events

## Increasing Social Capital

- ❖ Creating networks
  - ❖ Locality by design
- ❖ Building knowledge
  - ❖ Experiential learning
  - ❖ Food skills



# Fostering Innovation and Entrepreneurship



The growth and evolution of Hidden Harvest

- ❖ Governance and decision-making
- ❖ Lessons learned
  - ❖ Funding and income opportunities
  - ❖ Partnerships



# Resignifying the economy

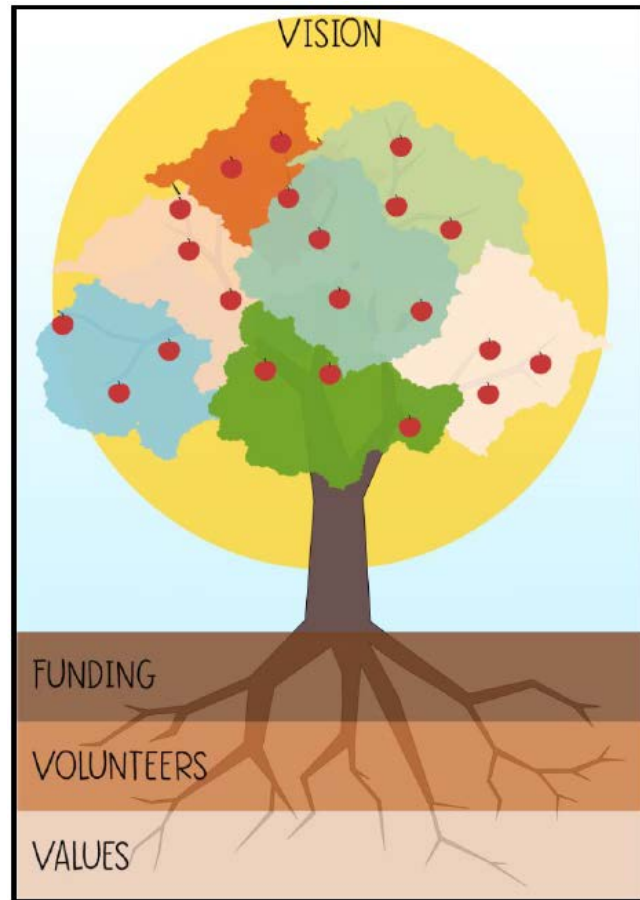
## Our Core Values (Our Nutrients/Our Essence)

- We believe in stewarding food tree friendly cities
- We believe in rescuing food from trees that would otherwise go to waste
- We believe in sharing food with people in need
- We believe in engaging local diverse groups of volunteers to build stronger communities

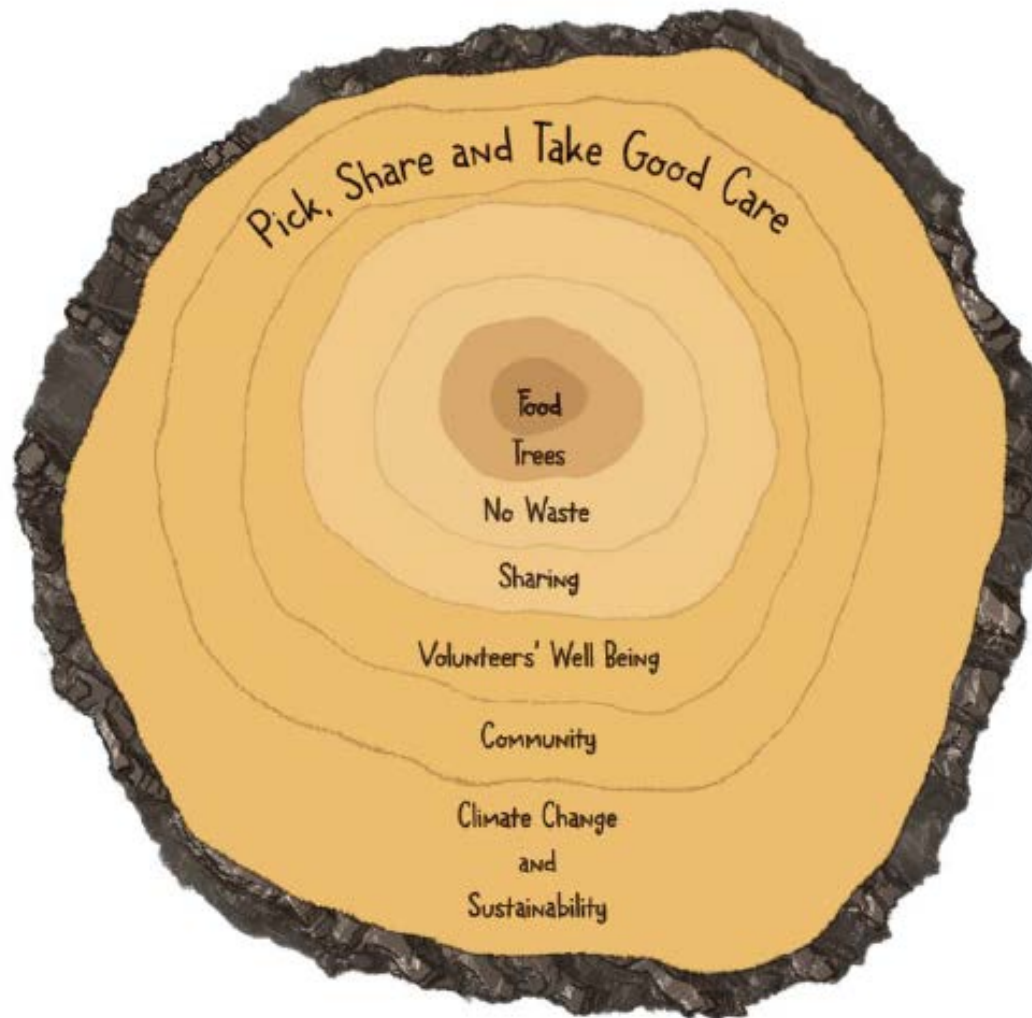


1. Funding (FU)	2017 - Year One: Double annual funding: 10K to 20K 2019 - Year Three: Double annual funding: 40K to 100K 2021 - Five: Increase annual funding: 100K to 300-500K
2. Governance (GO)	Year One: Consolidate and Improve Year Three: Executive Governance Year Five: Ensure Governance Sustainability
3. Infrastructure IT (IT)	Year One: Harvest Management System 2.0 & Website refresh Year Three: CRM Year Five: Infrared Data
4. Infrastructure Bins & Equipment (EQ)	Year One: Acquire Equipment Year Three: Create a Reservation System Year Five: Automate Harvesting
5. Harvesting & Volunteer Management (HV)	Year One: Setup for growth and Improve communication Year Three: Growth - reach new leaders, trees in new regions and volunteers from new populations Year Five: Ready to for the whole city!
6. Outreach -Education/ Partnerships (OP)	Year One: Deepening community relationships & clean brand Year Three: Increase Visibility Year Five: Brand Recognition (and funding)
7. Advocacy / Policy Influencing (AP)	Year One: Pick the low hanging fruits Year Three: Seek the forbidden fruits Year Five: Stewardship





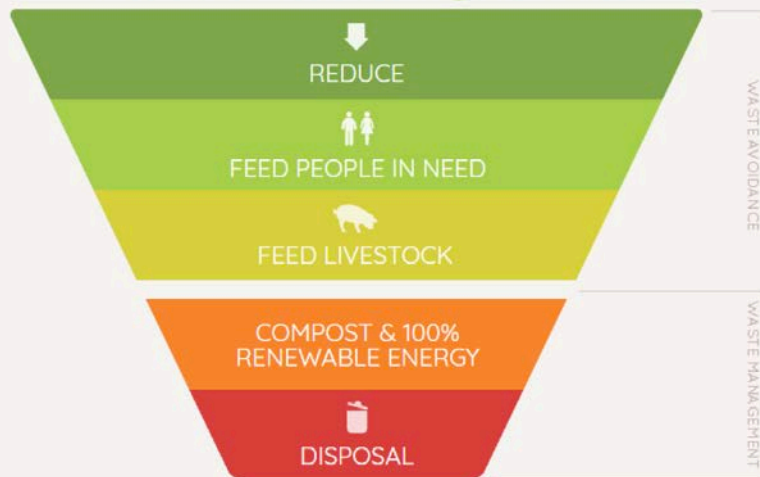
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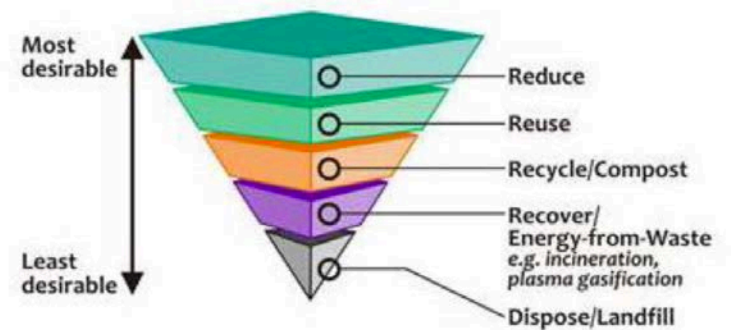
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## Food Waste Pyramid



## City's Adopted Waste Hierarchy



Source: Ottawa Waste Plan, Phase 2, Discussion Paper

# WANTED!

Are These  
**Edibles** Growing In Your Yard?



## ALSO SEEKING:

Apple, Black Walnut, Cherry, Gingko, Hazel, Plum, &c.

for neighbourhood  
harvest events!

**REWARD! Sign up your trees for harvesting!**  
One-quarter is yours to keep, and the rest is shared  
with volunteers and those in need in the community.

[ottawa.hiddenharvest.ca](http://ottawa.hiddenharvest.ca)  
71 Bank St, 6th Floor, Ottawa



Hidden  
Harvest  
Ottawa



ECONOMY	COMMUNITY ECONOMY
a-spatial/global specialized singular large scale competitive centered a-cultural socially disembodied nonlocal ownership agglomerative integrated export-oriented privileges short-term return growth oriented outflow of extracted value privately owned management led controlled by private board private appropriation and distribution of surplus environmentally unsustainable fragmented amoral crisis-ridden participates in a spatial division of labor	place-attached diversified multiple small scale cooperative decentered culturally distinctive socially embedded local ownership dispersed autonomous oriented to local market values long-term investment vitality oriented recirculates value locally community owned community led community controlled communal appropriation and distribution of surplus environmentally sustainable whole ethical harmonious locally self-reliant
MAINSTREAM ECONOMY	ALTERNATIVE ECONOMY

FIGURE 23. Key words of economy and community economy. From Bernard and Young (1997), Crouch and Marquand (1995), Meeker-Lowry (1995), Ife (1995), Pearce (1993), Power (1996), and Wildman (1993).