

### Recipes & Cooking Communities



### Digital Content



### Brand Advertising & Marketing Platforms



### Grocery / CPG Mobile Solutions



### Recipe Box & Search



### Publishers



### Product Guides & Discovery



### Nutrition / Wellness



### Commerce



### Online Grocery



### Delivery: Ready-to-Cook Meals



### Delivery: Prepared Meals & Catering



### Ordering & Delivery Platforms (B2B)



### Culinary/Experiential Marketplaces



### Ordering & Delivery Marketplaces



### Restaurant Reviews & Local Discovery



### Reservations



### Restaurant Coupons & Deals



### Restaurant Loyalty Rewards



### Restaurant/Brand Marketing & CRM



### Next Gen Restaurant Ordering/Payments



### Next Gen POS



### Next Gen Purchasing Platforms (B2B)



### Business Analytics & Operations



# Lots of Potential

- Build diverse economies (peer to peer, crowdsourcing, reputational & exchange systems)
- Build and strengthen networks (market & movement)
- Raise profiles & awareness
- Create & share information & data
- Organize communities & campaigns
- Influence policy
- Shape public opinion
  
- And of course - sell food

# Digital tech remains underutilized

- Primarily being used for ‘one to many’ communication
  - Website info sharing
  - E-mails & e-Newsletters
  - Blogs
- Some ‘peer to peer’ sharing (on-line communities)
- Some e-commerce – limited to larger hubs

# We know there is a gap

- 1 in 3 community food initiatives list ICT and digital tech as a leading challenge

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# Talking Tech with Foodies

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## ICT Needs of Community Food Initiatives

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Theresa Schumilas  
June 20, 2017

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143 sustainable food initiatives/organizations in Ontario

Dreams and fears: How is/might the 'internet revolution' be shaping sustainable food?

# Diverse Sector

- For profit-based firms – logistics & e-commerce solutions
- Justice & Ecologically focused - want to connect for bigger impact
- Small scale farms/firms – worry they'll just be further marginalized or co-opted
- Diverse/indigenous groups – worry it will worsen existing injustice
- Consumers – tools for transparency and engagement

How OFN become a disruptive force for food system change?

Do what Uber, Amazon and Walmart aren't doing.

- Be transparent:
  - Reveal production ethics (Who does what?)
  - Reveal fairness (Who gets what?)
- Privilege small scale - Join together the many and the small
- Bring politics back in – build food citizens out of consumers
- Think like a system/network – not a single entity not shopping

Interested in getting on the Open Food Network? [Register here](#) ▶

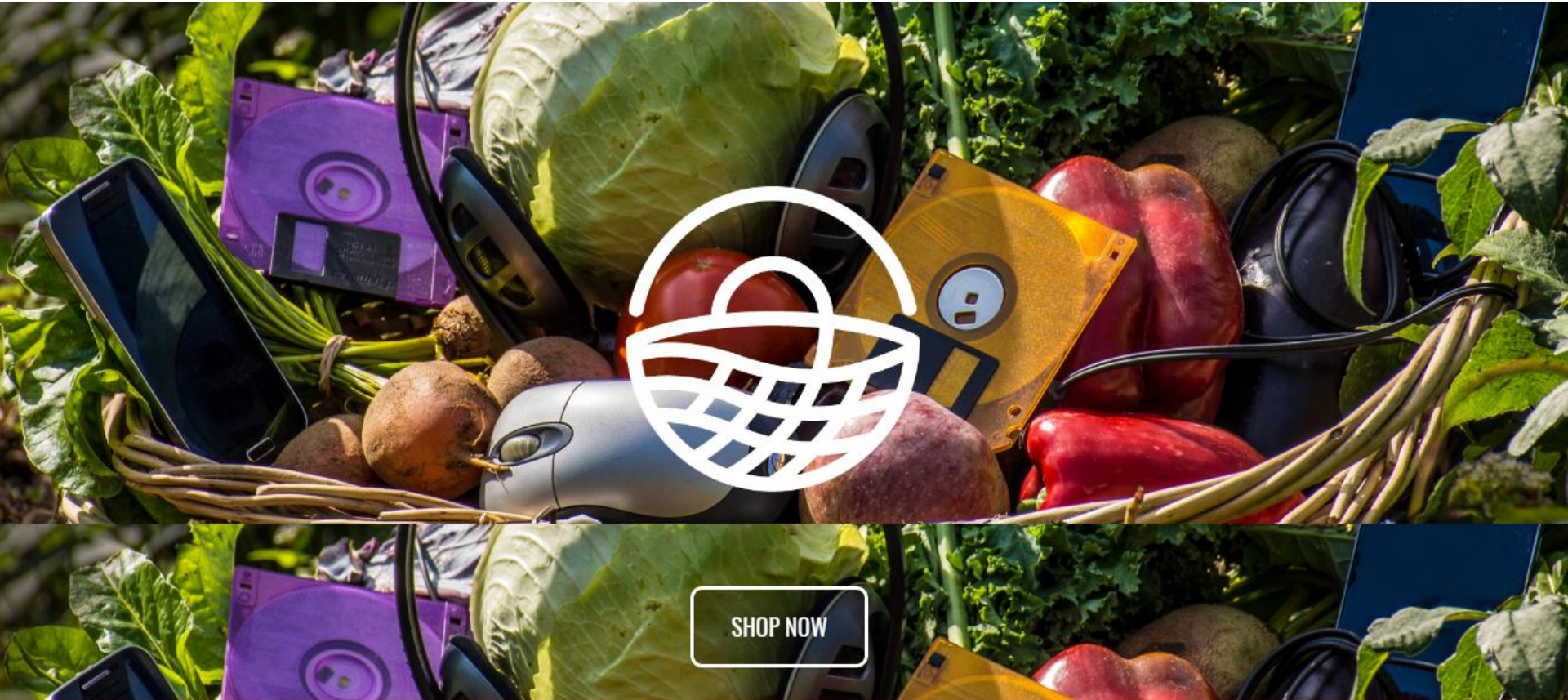


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# Food, unincorporated.

Sometimes the best way to fix the system is to start a new one...

- “Classic” Hub Model – with ‘satellites’ in tech incubators & credit unions
- Farm to Hub Model (Multi-Farm CSA)
- Co-op store with on-line sales
- Organic meat buying club
- Remote Food Access model, where producers & consumers share delivery/distribution costs
- Community Food Access model – pay what you can approach
- Truck as hub – no physical aggregation point