

# Working Group Application

## 6. Working Group Application Form

(Please provide the following information.)

### SECTION 1 - APPLICANT INFORMATION

1. **Date of application:** July 1, 2011
2. **New Working Group**
3. **Name of Working Group:** Fruit for Thought
4. **Contact Information:**

Contact Person #1 - Name: [REDACTED]

Student ID: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Contact Person #2 - Name: [REDACTED]

Student ID: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

### SECTION 2 – WORKING GROUP INFORMATION

5. ***A description of the Working Group and the issue it addresses (100 words).***

Fruit for Thought is an urban fruit-sharing organization. The central issue Fruit for Thought addresses is the concern of eating locally sourced food in order for our community to live more sustainably. There are fruit trees and shrubs in the community of Regina that go un-harvested ever year. By using fruit that would otherwise go to waste, Fruit for Thought is helping to promote urban agriculture, as well as local eating. There is an abundance of fresh, healthy food literally in our own backyards! Choosing to eat local reduces the amount of carbon needed to get food from its source to the table, which in turn reduces pollution. Fruit for Thought plans to harvest these trees, process their fruit and share the products in a three way split between the food bank and shelters, owners of these trees, and volunteers.

6. ***A description of the Working Group's mandate and goals (short and long term).***

Fruit for Thought's mission is to create awareness of environmentally sustainable eating behaviors and reduce food waste in our own city, while contributing harvested food to the community.

Our short term goal for this year is to simply harvest and preserve previously unused apples, and share the products in a three way split between the food bank and shelters, owners of these trees, and volunteers.

In the future, we hope to expand to other unused fruit including rhubarb and berries. We would eventually like to expand to holding workshops around food preservation, so that more people who would like to can fully utilize their own fruit.

7. ***Background information about your group, including past experience, interest in the Working Group subject matter, and any other relevant information.***

Fruit for Thought's founding members met and developed common interests in the subject matter from participating in a seminar class together, Psychology 382 (Psychology and Environmental Change). During roundtable discussions, we often came to the conclusion that there were many easy, practical, and sometimes blatantly obvious ways to live more sustainably. It was noted that in autumn un-harvested

apples can often be seen rotting on the ground. It seemed only practical for Regina citizens to be taking advantage of this fruit rather than letting it go to waste.

Through some research, we learned that Toronto and Hamilton have similar initiatives. For example, the Toronto organization Not Far From The Tree has been operating for three years with steady and impressive growth. In 2008, 3003 lbs. of fruit was picked with 150 volunteers, in 2009, 8135 lbs with 450 volunteers and four staff and in 2010, 19 695 lbs with 700 volunteers and 8 staff. The Toronto organization can be reviewed at <http://www.notfarfromthetree.org/>, and the Hamilton at <http://hamiltonfruittreeproject.blogspot.com/>.

**8. A description of the activities you see your Working Group being involved in.**

Fruit for Thought's first year will primarily deal with the apple harvest in Regina during late summer and early autumn. In order to carry out the harvest, Fruit For thought will advertise to recruit volunteers and register trees to be harvested. When the fruit is ripe, volunteers will harvest it, and later process it into preserves and baking. Volunteers will then deliver the fruit preserves and baking to shelters, the food bank, and tree owners.

**9. A brief summary of your group's marketing/communications strategy (e.g., how the group will acquire new members, how the group will publicize events and activities, etc.).**

Fruit for Thought will acquire new members through the use of posters, our blog (<http://fruit-for-thought-regina.blogspot.com/>), and facebook group "Fruit for Thought". We will also advertise our services in order to register underused trees through postering, facebook, our blog, as well as tabling at events, and letters offering our services in mailboxes of observed tree owners. Fruit for Thought has also contacted local radio and television in order to promote our activities.

**10. An action plan and timeline of activities for the coming year.**

June, 2011	Group organization, funding applications, advertising.
July, 2011	Volunteer recruitment, tree registration.
August, 2011	Volunteer recruitment, tree registration.
Late August, 2011	Harvest!
Early September, 2011	Harvest and processing.
Late September, 2011	Processing and delivery.
October, 2011	Evaluation of first season.
November, 2011- June 2012	Volunteer recruitment and tree registration for next season.

**11. How will the University of Regina and/or the larger community benefit from your Working Group? Will a new perspective or information be presented?**

In Regina, as per our food sharing system, shelters and food banks will benefit directly from the fruit products donated to them. Tree owners, who previously did not have the capability to harvest their fruit, will have their harvest taken care of for them and receive a portion of the harvest. Volunteers will also receive a portion of the products they produce. In addition to the benefit of receiving food, we hope to educate our volunteers and tree owners about the issues of locally grown food and urban agriculture. The new perspective presented is simply that Regina has locally grown, healthy food literally right in our own back yards that can provide nutrition and enjoyment for many, while offering an alternative source of more

sustainable produce.

**12. How is the Working Group’s mandate and activities compatible with RPIRG’s Mission Statement and Statement of Values?**

Fruit for Thought’s mission is to create awareness of environmentally sustainable behaviors and reduce food waste while contributing to the community. Fruit for Thought’s mandate directly relates to the “community-based... action” portion of RPIRG’s mission statement. Fruit for Thought will be fostering engaged citizenship by rallying volunteers in the action of harvesting and sharing our local food. We anticipate this to lead to an increased sense of community and a deeper consideration of community involvement and environmentally sustainable behaviors.

**SECTION 3 – FINANCIAL INFORMATION**

Fruit for Thought requests funding for the following anticipated costs:

Gloves	\$60.00
Volunteer shirts/uniforms	\$150.00
Pails for transport and storage	\$40.00
Baking ingredients for processing	\$120.00
Canning supplies for processing	\$150.00
Poster printing/advertising	\$50.00
<b>Total anticipated costs:</b>	<b>\$570.00</b>

Fruit For Thought also requests space on the RPIRG webpage, access to office resources, such as photocopying and the button maker, networking access, and the ability to apply for Project/Event Funding should an opportunity arise.