

WAWWE

We Are What We Eat

There is one place that nearly everything that matters most in this world converges – our forks. At every meal, what we decide to eat exists in relationship - it affects not just our bodies, but also our communities and our planet.

WAWWE is a circular farm to table meal delivery service, focused on building personal, community and environmental health.

We are a combined farm + kitchen on Saltspring Island that harvests, prepares and delivers 3 meals a day, for 4 days a week. We care for our overall relationship to our food, practicing regenerative farming, transporting with electric vehicles and using absolutely no single use packaging.

This circular model dramatically reduces food waste, garbage, plastics, transportation energy waste, pollution, and agriculturally based environmental degradation.

It also increases local food stability, enriches the soil and environment, supports local economy, increases nutrition and personal health, conserves water, and creates the time and space for people to nurture each other.

Several of our societal problems are tackled by this model simultaneously, and importantly, in an effortless and beneficial way for the consumer - literally at the click of a single button.

WAWWE is a social enterprise, sustainably operating without any profit motive, so that this critical farm to table meal service remains just as affordable as buying food to prepare at the grocery store.

Saltspring has what it takes to be a model for how to eat sustainably if we work together.

We Are What We Eat. Every part of it. Let's all eat well.

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How does WAWWE work?

WAWWE provides an alternate way to feed ourselves in strong relationship with our community and planet. When someone signs up for the week, they receive a seasonal meal plan of breakfast, lunch and dinner from Sunday night to Thursday night in 2 bulk deliveries.

At each step, we thoughtfully consider the relationship of our food to our bodies, our community, and to the wider scope of our Earth's environment.

First, wholesome ingredients are sourced from the *regenerative WAWWE farm* and other sustainable *local farms* directly into our farm kitchen, where our team of amazing Salt Spring chefs prepare them into *delicious nurturing meals*. These are delivered fresh to homes with *electric delivery vehicles* and *zero single-use packaging*. The glass containers are collected during our next delivery, washed and refilled with another day's healthy and delicious food.

People choosing WAWWE meal delivery convert from an industrial broken food system, to a healthy regenerative circular one easily and affordably, and together create tangible, positive impacts.

What is happening with WAWWE now?

WAWWE has achieved success beyond our expectations!

During our 18 week pilot in 2021, we offered a weekly season meal plan of 13 home delivered farm to table meals per week for \$90.

During this time we:

- Delivered over 40,000 planet-friendly meals with electric vehicles
- Washed and reused over 72,000 jars
- Provided employment to over 35 islanders
- Nurtured hundreds of Saltspringers with healthy local foods
- Donated hundreds of meals to community services that fed Saltspringers in need
- Signed up over 3% of all Saltspringers to our planet-friendly weekly meal service

With the pilot project's fast-growing success reinforcing our belief in the WAWWE model, we paused deliveries to improve our system in a variety of ways. Currently, we are working hard to put everything in place at the new farm! We expect to be fully functioning and resuming our regular meal delivery service on Saltspring in the spring of 2025, with the expectation to serve 15-20% of the Salt Spring population.

Once our Saltspring operations are established, we anticipate scaling development of WAWWE for Vancouver and Victoria.

Why we all need WAWWE

The industrial food system that feeds most of our community today is broken.

The nutrient-poor, calorie-dense, high-sugar refined food it pumps out is causing most of the illnesses seen by doctors today.

Our communities have too little direct relationship to their food, eating food that is grown and manufactured outside of Canada. This means less local food security, less support for our local economy, and less relationship to each other too.

The industrial farming system also does massive harm to the planet – to the degradation of our environment, air, and water, and to the future potential for our children to live healthy, vibrant lives. This system creates a tremendous amount of waste - waste of food, energy, water, and single use plastics as food travels long distances from industrial farms to our homes.

What will people gain from eating WAWWE meals?

Nurturing community and our planet doesn't need to be a difficult or restrictive endeavor. By simply choosing to eat WAWWE meals, inherently communities and the planet are built stronger and stronger. That feels great, and the personal benefits for consumers are strong too!

- Eliminate single-use food packaging in your home

All WAWWE meals are delivered in mason jars and pyrex containers that we wash and reuse in your next delivery.

- Stop financially supporting destructive farming practices

The WAWWE farm uses regenerative practices like no tilling, compost creation, water saving, and more. What we don't grow, we try to source as sustainably as possible.

- Remove preservatives and other unnecessary additives in your diet

WAWWE meals are made from whole foods, harvested right at their peak, then cooked and delivered fresh, with no additives or preservatives, delivering more nutrients than conventionally purchased foods.

- Shift your diet to include more plants

Whatever your preferred diet, we could all use more plant based whole ingredients. We make it easy for you to add on or customise the WAWWE standard menu so that it works for your nutritional needs.

- Cut your energy and water use

WAWWE uses efficient industrial dishwashers that use 1/8 of the water and 1/10 the soap used at home. Transportation of food from farm to store to you is dramatically reduced. All this significantly reduces energy and water use.

- Nurture yourself and your community with extra time

Take back all the time spent grocery shopping, preparing food, meal planning, dishwashing, packing lunches for school or work, and managing all the recycling, composting, and garbage. With all that nurturing, you have the time and space to nurture those around you.

What can you bring to the table?

WAWWE is not the result of one person, nor will it continue to flourish without the community behind it. We want WAWWE to thrive on Saltspring - a model system to take to the rest of BC and beyond. There are so many ways to be involved and support WAWWE. Here are a few ideas.

Put any extra money you have to work - If you want to invest somewhere that will have an immediate and profound impact on the world's biggest environmental, health, economic and political crises, please reach out.

Volunteer your time and skills - We are a grassroots movement that is looking to create lasting, systemic change. We need all the help we can get - preparing land, building out our kitchen, farming, driving and more. If sitting at a desk is more appropriate for you, we also need help in marketing and communication efforts, media creation, and volunteer organisation. When the service is started again, volunteers will be able to once again harvest, prep vegetables, wash dishes, deliver meals and more.

Help tell our story - Share with your friends why WAWWE is important and encourage them to get involved. Together we can grow a truly planet-friendly alternative. Sign up your family when we start the service again in Spring 2025. Please let us know what you have to bring to the table by writing help@wawwe.ca.

FACTS

FOOD SECURITY

BC imports 63% of vegetables and 98% of fruits, mostly from outside Canada, impacting food security and our local economy.

ENVIRONMENT

1/2 the planet's topsoil and much of the world's freshwater resources have been lost in the last 150 years due to agricultural use.

FOOD WASTE

Canada currently wastes 30% of the edible food that it produces.

PLASTIC GARBAGE

Nearly 33% of landfill garbage is single use food packaging.

Canada recycles just 9% of all plastics successfully.

INSPIRATION

*"To change something,
build a new model that makes
the existing model obsolete."
- Buckminster Fuller*

*"Insanity is doing the same thing over
and over and expecting different
results."
- Albert Einstein*

*"Never doubt that a small group of
thoughtful committed individuals can
change the world. In fact,
it's the only thing that ever has."
- Margaret Mead*

1 <http://www.metrovancouver.org/services/regional-planning/PlanningPublications/FoodFlowsinMetroVancouver.pdf>, which uses bc stats.

2 <https://www.worldwildlife.org/threats/soil-erosion-and-degradation>

3 2018, Innovation Science and Economic Development Canada : National zero waste council <http://www.nzwc.ca/focus-areas/food/issue/Pages/default.aspx>

4 <http://www.nzwc.ca/>

5 <http://www.nzwc.ca/focus-areas/plastics/issue/Pages/default.aspx>