



## HISTORY AND GOALS OF THE GOOD FOOD BOX

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The Good Food Box is a food security program that has been serving the Notre-Dame-de-Grace community since September 2003 and has become a regional program in 2007. The idea arose from a conference held in March 2002 where a number of community groups from the area agreed that a collective food-buying program would be the next logical step to address food security and make healthy food more accessible in the area.

Moisson Montreal coordinates the regional Good Food Box program in collaboration with an advisory committee made up of Aliment'Action – St-Michel, the NDG Food Depot, the Cavendish CLSC, the Ometz Agency, the TCSA – Côte-des-Neiges, La Corbeille – Bordeaux-Cartier, Le Relais Populaire and Concert'Action in Lachine, Ressources jeunesse St-Laurent, and Les Fourchettes de l'Espoir – Montreal-North.

### **Good Food Box Goals:**

- **We make good quality fruits and vegetables affordable and easy to get.** Buying food collectively means that we can get great bulk prices on produce. We buy directly from local farmers. We make getting the food easier by having many pick-up sites.
- **We support local, small-scale farmers.** Whenever possible, we buy locally grown fruits and vegetables. This supports the local economy and small, family farmers, who are quickly disappearing. Buying locally reduces the environmental impact of transporting produce from far away.
- **We do our best to get people interested and involved in food security issues.** We have a number of information sources, such as the newsletter and information pack, and occasionally we give presentations. We also encourage volunteer participation in all aspects of the Good Food Box.
- **We develop relationships of solidarity between community members and organisations.** We provide updates on activities happening in the community in the newsletter and invite community members to participate.
- **We promote healthy eating habits.** Since healthy eating is one of the keys to a healthy life, we make healthy fruits and vegetables more accessible and provide food information and recipes with every GFB, and through group presentations.



## FOOD SECURITY & OUR FOOD SYSTEM

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Along with most Canadians, we at the Good Food Box believe that access to safe, nutritious and affordable food is a basic human right and that, in this land of agricultural abundance, no one should be hungry or unsure of their next meal.

Unfortunately, factors like lack of convenient and decent food sources, lack of transportation, and inadequate income mean many people's rights to food security are not being honoured.

### What is a Food System?

Our food "system" includes production, distribution, marketing, preparation, consumption, and disposal of food. It is the (often-complicated) way food gets to your plate.

### What is Food Security?

Food security exists when *all people*, at *all times*, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life. These foods are produced and distributed in environmentally, politically, socially and economically just ways.

### Why is Food Security important?

By taking back control of our food system we can make it self-sufficient, sustainable, stable—and secure—for *everyone!*





## BUYING LOCALLY WITH THE GOOD FOOD BOX

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*Buying locally supports our community, our environment, and local farmers.*

### **Why Buy Local?**

#### **Saves Money**

You get more for your dollar by buying fresh, nutritious food directly from farmers at wholesale prices.

#### **Health**

Fresh local foods are more nutritious because they are not “vitamin depleted” from being harvested long before they are ripe, and enduring days of transportation, re-packing, and refrigeration.

#### **Safety**

You are more likely to avoid the risks of genetically altered and chemically treated food (more common with big industrial farms) when buying from small-scale local farms.

#### **Environment**

Damage to the environment from transporting food over long distances is greatly diminished by buying locally. According to one study conducted in Arizona, if only one tenth of their food was produced locally, *hundreds of thousands* of gallons of fossil fuel would be saved and carbon dioxide emissions would be reduced by *millions* of pounds!

#### **Local Economy**

In today's food system, we are becoming increasingly reliant on "big-business" farmers who live hundreds or thousands of kilometres away from us. Quebec farmers are eager to continue farming and producing the freshest and best tasting food available, but they too face mounting pressures to “go big or get out.” Small-scale farms will only survive if we support them. The Good Food Box buys locally grown food from these farms as often as possible.

#### **Connecting Urban & Rural people**

Buying locally builds community and a strong, local food system by creating links between citizens of Montreal and Quebec farmers.



## GETTING INVOLVED WITH THE GOOD FOOD BOX

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The Good Food Box would not be possible without the hard work of many volunteers. There are several ways you can help keep the program running, improving, and growing. **Check out how you can get involved!**

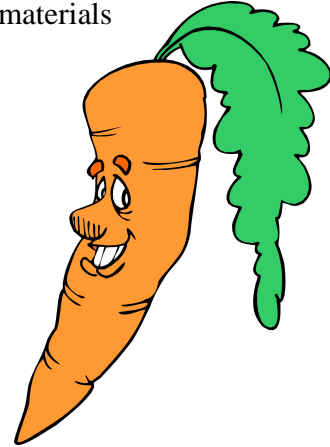
### 1. Monthly Volunteer Work:

#### *In your neighbourhood*

- Put up posters, distribute pamphlets and information materials
- Translation: English/French/Other languages
- Pick-up point supervisor for delivery days
- Plan fun, educational events
- Providing childcare during meetings
- Making reminder phone calls
- Conducting price comparisons at local grocery stores

#### *At Moisson Montreal*

- Packing boxes on Tuesdays
- Washing boxes any time during the week
- Be our driver's assistant & help with deliveries



### 2. Help the Good Food Box Network grow – *Become a pick-up point!*

Whether you are an individual, community organization, place of worship, public service or school you can become your very own pick-up point for the Good Food Box!

All you have to do is collect orders and payment during the month, pass your order along to the community or regional coordinator and be there on delivery days when your members (people from your neighbourhood) come to pick up their boxes.



## OUTREACH FOR THE GOOD FOOD BOX

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### What is Outreach?

A great way to volunteer for the Good Food Box is by doing outreach. To put it simply, **outreach is how we promote The Good Food Box.** We are reaching out to the community and letting them know we exist, why we exist, and what we have to offer. Outreach is a great way for volunteers to help out because it is **easy and fun!**

### How to do Outreach?

Contact us to figure out where your services are needed. Together we can determine what kinds of outreach you can do based on where work is needed, and what works best for you.

### Some Outreach options:

#### 1) *Poster, pamphlet, information distribution:*

To be done the last 2 weeks of every month.

- ❖ **Make suggestions** to help us reach out to as many places as possible.
- ❖ **Put up posters.** The best spots are telephone poles and bulletin boards in areas where there are lots of people (stores, restaurants, apartment complexes, laundromats, parks, etc.) \* Do not put posters up in telephone booths or on private property, or we could get in trouble!
- ❖ Check in or phone organizations on our **Outreach List** to see if they need more of our posters, pamphlets, or information packs. If they do, ask how many are needed and drop them off when someone will be there.

#### 2) *Information tables and presentations:*

Help GFB workers show people what we're all about.

- ❖ Help sit at information tables during community events and festivals, and in entrance-ways to apartment buildings.
- ❖ Hand out pamphlets at these events.
- ❖ Help us prepare and conduct presentations and workshops about the Good Food Box, and food security. This is a great opportunity to learn more!

#### 3) *Join our Outreach Team:*

This team meets from time to time to discuss our outreach strategy, and come up with exciting and creative new ways to promote and educate people about the Good Food Box.

#### 4) *Word of mouth:*

Don't forget that simply telling your friends, family, and neighbours about the Good Food Box is a great way to do outreach!



## BECOME A GOOD FOOD BOX PICK-UP POINT

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### Why become a Good Food Box Pick-up point?

Depending on whether you are a community organization, church, school or daycare, you may have some or all of the following reasons to offer the Good Food Box to the people around you:

- To promote healthy eating habits among your members/ students and their families
- To bring a healthy alternative to a neighbourhood where there are few fresh food options
- To promote the idea of supporting Quebec farmers
- To support an already existing food program in your organization (ex: collective kitchen)
- To develop a partnership with the Good Food Box and set up complementary activities in your community, such as cooking workshops.

### What is involved in running a Pick-up Point?

According to Rashid Lawal of the Westhaven-Elmhurst Community Center, **running a pick-up point is simple!** Rashid runs one of our most successful pick-up points that has been thriving since October 2003. The number of boxes he orders every month ranges from 10 to 12.

Here is what is involved in running a pick-up point:

- **Register as a new pick-up point with the regional coordinator by filling out the Client form** (see following page).
- **Take orders and collect money from people before the delivery day.** We provide you with an order sheet where you record the person's name, phone number and the size of box that they want (see "How to take an order"). You fill out a receipt and call us to let us know how many boxes you will need for that particular order.
- **Supervise the pick-up day.** The boxes are delivered twice a month. You must be there to verify that all boxes you ordered have arrived. As people come to get their box, you simply check their name off the list.
- **Place reminder calls for people who have forgotten to pick up their box.** Sometimes one or two people forget to pick-up their boxes and require a reminder call. If they do not come before noon the next day, we leave it up to you to give the box away.

Overall, this requires about **2 hours for each delivery day**, and may be handled by a volunteer. It **requires little space** since boxes can be stacked.

*Please call Jamie McDonald (514) 344-4494 for information on establishing a pick up point  
or  
Insert your name and number for individual orders or volunteering in the neighbourhood*



## FICHE CLIENT / CLIENT FORM



Individu /  Individual  
 Groupe /  group  
 Organisme /  organisation  
 Autre /  Other

<b>Nom du point de chute</b>		<b>Commentaires / comments</b>		
<b>Coordonnateur / coordinator</b>				
<b>Adresse / Address</b>				
<b>Intersection</b>				
<b>Arrondissement / borough</b>		<b>Précisions sur les clients du point de chute (encerclez et si privé, précisez pour qui):</b>	<b>Privé / private</b> _____	<b>Public</b>
<b>Téléphone / phone #</b>			_____	
<b>Télécopieur / fax #</b>				
<b>Courriel / email</b>		<b>Pour vos clients/ for your clients:</b>	<b>Jour(s)/Days (Encerclez)</b>	<b>Heures/ Hours</b>
<b>Hrs d'ouverture / opening hrs:</b>		<b>Horaire de prise de commande / Ordering schedule</b>	<b>L-M-Me-J-V</b>	
<b>Référé par / referred by</b>		<b>Horaire de distribution / Box distribution schedule</b>	<b>L-M-Me-J-V</b>	

**Retournez le document complété à / return completed form to :**

Bonne Boîte Bonne Bouffe / The Good Food Box  
 6880, chemin de la Côte-de-Liesse, Montréal (QC) H4T 2A1  
 Téléphone / phone : (514) 344-4494 Télécopieur / fax : (514) 344-1833



## HOW TO TAKE AN ORDER FOR THE GOOD FOOD BOX

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The following guidelines were created to help you take and pass along individual orders for a pick-up site. Feel free to change any procedures in order for them to suit your needs and requirements. However, the timelines for receiving the tallied orders at Moisson Montreal are firm, as are the documents and payments that need to be handed in to the delivery person.

If you are taking orders for a new pick-up site, please make sure you have filled out the client form and sent it in to Moisson Montreal. This form allows us to gather the necessary information for deliveries (see attached form).

The volunteer coordinator is in charge of filling out the pick-up point order form and sending it to the central organisation in charge of the Good Food Box program in the neighbourhood or to Moisson Montreal if no central organisation has been established yet.

Using the Pick-up Point Order Form (an example of a correctly filled out form is attached to this document):

1. Write the name of your pick-up site at the top of the sheet (ex: Centre St-Raymond, CLSC Côte-des-Neiges, 3721 Ave. Dupuis—if it's an apartment building with no name)
2. Write the date of the order. This is the date that the order will be placed with Moisson Montreal.
3. When an individual wants to place an order, write the person's name, phone number in the column Nom/Name and # Téléphone / Phone #.
4. Write the number of boxes the person wishes to order in the appropriate column (ex: if they want 2 small boxes, put a 2 in the P /S \$7 column on the same line that their name is written on).
5. Collect the amount corresponding to the person's order.
6. Write a receipt for the amount that the person paid. The following information should be found on the receipt:
  - Name of person ordering the box(es)
  - Amount paid & size of box(es)
  - Date
  - YOUR signature at the bottom, right
  - Pick-up date at the bottom, left

## **TALLYING THE ORDERS**

The deadline for individuals to order with the volunteer coordinator at their pick-up point is the **Thursday** before each delivery (see delivery schedule).

The pick-up point order forms should be completed by adding each column up and filling in the boxes at the bottom of the order sheet. The calculation from the order sheet should match the amount of money in the envelope that the pick-up point coordinator will hand in to the driver.

The volunteer coordinator must order the correct amount of boxes for each format by phoning in the order with the central community organization in the neighbourhood or directly to Moisson Montreal in the case where a central organization has not yet been established. In either case, the orders must be received at Moisson Montreal by **9 a.m. Friday** morning. You can order by leaving a message on the phone (514.344.4494) or by email (*bbbb-gfb@moissonmontreal.org*) or by fax (514.344.1833). Please send your orders to Jamie McDonald. Unfortunately, if the order is not received by 9 a.m. Friday morning, it will not be included in that weeks order.

## **DELIVERY DAY**

Deliveries will be on Tuesdays, Wednesdays or Thursdays (depending on your neighbourhood). We cannot guarantee a specific time but will respect opening and closing hours. Should these hours change, please let us know in advance so we can adjust our delivery schedule.

Each pick-up point coordinator will hand in the money to the delivery person on the delivery day.

If you have any questions do not hesitate to contact the central organization responsible for the Good Food Box program in your neighbourhood or Jamie McDonald at Moisson Montreal (514.344.4494 ext. 233; *bbbb-gfb@moissonmontreal.org*).



## Bon de commande Pt de chute / Pick-up point Order Form

Point de chute / Pick-up Site St-Raymond Community Centre Date 11-09-2007  
 Coordonnateur / Coordinator : Micheline Duguay Tél. / Phone # : 514.123.4567

	Nom / Name	# Téléphone / Phone #	G /L \$16	M \$10	P / S \$7	Reçu/ Receipt
1.	Michael McDonald	514.123.4567	1			√
2.	Karine Labelle	514.234.5678		1		√
3.	Julie Audet	514.345.5687			2	√
4.	Jacques Morin	514.636.6969	1			√
5.	Abdul Qudus	514.565.6565		2		√
6.	Rolland Desbiens	514.258.8523	1			√
7.	Howard Jonson	514.555.6464			1	√
8.	Greg Boone	514.258.9636	1			√
9.	Jules Vernes	514.456.5698		1		√
10.	Maxime Herady	514.582.3698	2			√
<b>Nombre de boîtes / Number of boxes</b>			<b>5</b>	<b>4</b>	<b>3</b>	<b>Total \$ 141\$</b>

Commentaires?/ Comments? Nous avons 2 nouveaux clients cette semaine ! yey !  
 Questions? Call/Appelez - Bonnie Soutar, NDG 582-6908



## Bon de commande Pt de chute / Pick-up point Order Form



Point de chute / Pick-up Site : \_\_\_\_\_ Date : \_\_\_\_\_  
 Coordonnateur / Coordinator : \_\_\_\_\_ Tél. / Phone # : \_\_\_\_\_

	Nom / Name	# Téléphone / Phone #	G /L \$16	M \$10	P / S \$7	Reçu/ Receipt
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
<b>Nombre de boîtes / Total number of boxes</b>						<b>Total \$</b>

Commentaires?/ Comments? \_\_\_\_\_

Questions? Call/Appelez - insérer nom et # tél. du coordonnateur du quartier ou le cas échéant, de la coordonnatrice régionale Jamie McDonald 514-344.4494 / insert borough's coordinator's name and phone # or if there is none for the moment, the regional coordinator's Jamie McDonald 514-344.4494



## STANDARD RESPONSE TO PHONE INQUIRIES

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Hello-

Thanks for your interest in the Good Food Box!

The Good Food Box (GFB) project is a collective buying group. Our primary goal at the Good Food Box is to provide affordable, accessible, high quality fruits and vegetables. The way we do this is to offer three different boxes for sale, twice a month, through different distribution centres in NDG, Snowdon and Cote-des-Neiges.

If you would like to get a Good Food Box, the following are the steps to take:

1. Tell me the major intersection closest to your home. This way I can direct you to the pick-up point closest to you.
2. Call the pick-up point coordinator to make sure that they will be present when you plan to go and place your order.
3. Go to your pick-up point before the first and the third Thursdays of the month and pay for your box.
4. Pick up your box at your pick-up point the following Tuesday/Wednesday.



## WHAT'S IN THE BOX?

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You will receive a variety of the freshest fruits and vegetables chosen according to seasonal availability, price and quality. There are 3 box sizes to suit everyone from a single person to a small family, each size offering a mix of fruits and vegetables. Everyone receives the same mix. The boxes are accompanied by a newsletter offering easy and economical preparation tips and recipes as well as nutrition information. The following example shows what may be in a typical box.



### Example Small Box

- |                       |                          |
|-----------------------|--------------------------|
| <i>1 broccoli</i>     | <i>1lb. red onions</i>   |
| <i>1 lettuce</i>      | <i>2 lbs. potatoes</i>   |
| <i>1 zucchini</i>     | <i>1/2 green cabbage</i> |
| <i>1 lb. tomatoes</i> | <i>1,5 lbs. apples</i>   |
| <i>2 lbs. beets</i>   | <i>1 lb. prunes</i>      |



### Example Medium Box

- |                      |                              |
|----------------------|------------------------------|
| <i>2 lbs. apples</i> | <i>1,5 lbs. tomatoes</i>     |
| <i>1 lb. bananas</i> | <i>1 broccoli</i>            |
| <i>6 oranges</i>     | <i>1 lettuce</i>             |
| <i>1 lb. carrots</i> | <i>3,5 lbs. potatoes</i>     |
| <i>1 cucumber</i>    | <i>1 lb. green beans</i>     |
| <i>2 lbs. onions</i> | <i>1 lb. Brussel sprouts</i> |



### Example Large Box

- |                             |                          |
|-----------------------------|--------------------------|
| <i>3 lbs. apples</i>        | <i>5 lbs. potatoes</i>   |
| <i>1/2 lb. strawberries</i> | <i>2 lbs. onions</i>     |
| <i>1,5 lbs. bananas</i>     | <i>1 broccoli</i>        |
| <i>5 pears</i>              | <i>1 lettuce</i>         |
| <i>1 celery</i>             | <i>2 cucumbers</i>       |
| <i>2 lbs. carrots</i>       | <i>2,5 lbs. tomatoes</i> |
| <i>2 green pepper</i>       | <i>3 zucchinis</i>       |
|                             | <i>1 squash</i>          |



## INSTRUCTIONS FOR CENTRAL ORGANISATION

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The objective is to have an organisation in charge of all pick-up points for its neighbourhood. Hence, all pick-up point coordinators send their orders in to the organisation in charge of the GFB program in their particular neighbourhood. The person responsible for the GFB in that organisation is in charge of passing the order along to the regional coordinator at Moisson Montreal. We've created an order sheet for central organisations to pass the order for their neighbourhood along to Moisson Montreal (see next page).

Ideally, the central organisation would also be in charge of promoting the GFB program in the neighbourhood, be it through public presentations, events, handing out pamphlets, etc. (see "outreach for the Good Food Box"). Each pamphlet has a space in which the central organisation can add its neighbourhood, coordinator's name and phone number.

We are looking for organisations that have personnel to spare for a few hours to a few days per week to take on this challenge. If your organisation would like to become a central organisation in charge of the Good Food Box in your neighbourhood, please **contact Jamie McDonald at (514) 344-4494**.

*Note:* we will still deliver to pick-up points that do not have a central organisation set up yet.



## Bon de commande / Order Form

Quartier / Borough \_\_\_\_\_ Date \_\_\_\_\_  
 Coordonnateur / Coordinator \_\_\_\_\_ Téléphone/Phone \_\_\_\_\_

	Point de chute / Pick-up site	Nom du responsable / Name of coordinator	# Téléphone / Phone #	G / L \$16	M \$10	P / S \$7	Total \$
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
<b>Nombre de boîtes par format / # of boxes per size :</b>							/

Commentaires / Comments \_\_\_\_\_

*Questions ? Appelez / Call : Jamie McDonald, Coordonnatrice régionale / Regional Coordinator (514) 344-4494*





## DATES IMPORTANTES IMPORTANT DATES



### Group A

**NDG, Lachine, Sud-Ouest, Verdun, St-Léonard, Montréal-Nord, Ahuntsic,  
RDP / PAT**

(à intégrer : *Lasalle, Ile Bizard / Ste-Geneviève, Pierrefonds-Roxboro, Senneville, Ste-Anne-de-Bellevue, Baie D'Urfé, Beaconsfield, Kirkland, Anjou*)

<b>Last day to order</b>	<b>Delivery dates</b>
8 January 2009	13-14-15 January 2009
22 January 2009	27-28-29 January 2009
5 February 2009	10-11-12 February 2009
19 February 2009	24-25-26 February 2009
5 March 2009	10-11-12 March 2009
19 March 2009	24-25-26 March 2009

### Group B

**St-Laurent, DDO, CDN, St-Michel, Parc Ex, Rosemont, Plateau Mont-Royal, Ville-Marie**

(à intégrer : *Mercier-Hochelaga-Maisonneuve, Ville Mont-Royal, Outremont, Westmount, Hampstead, Côte St-Luc, Montréal-Ouest*)

<b>Last day to order</b>	<b>Delivery dates</b>
16 January 2009	20-21-22 January 2009
30 January 2009	3-4-5 February 2009
13 February 2009	17-18-19 February 2009
27 February 2009	3-4-5 March 2009
13 March 2009	17-18-19 March 2009
27 March 2009	31-1-2 March-April 2009

**Pour toute information supplémentaire, appelez-nous au /  
For any additional information, call us at**

***Insert your number or (514) 344-4494.***

\* Le jour de livraison dépend du quartier dans lequel vous vivez. Chaque responsable de quartier doit s'informer auprès de Moisson Montréal pour savoir quand leurs boîtes seront livrées / The day the boxes are delivered depends on the neighborhood you live in. Each borough's coordinator must contact Moisson Montreal to find out when the boxes can be delivered.