

*What if you could take a natural resource that is thrown away and turn it into a nutritious snack to feed children facing food insecurity?*

*Et s'il était possible de transformer une ressource naturelle souvent mise au rebut en collation saine pour enfants en carence de nutrition?*

# OUR **"UNUSUALLY GOOD"** ANSWER

## **Enactus Okanagan College ANNUAL REPORT 2022-23**



### Key Team Metrics:

**Active Members: 46**

**Volunteer Hours: 5,927**

**Projects: 4**

**Faculty Advisors: 6**

**Team Revenues: \$132,153**

# THE PROBLEM

**Social**  
**5.8 million**

Canadians struggle with food insecurity annually

**Environmental**  
**470 million**

apples go to waste in Canada because they don't fit grocery store appearance standards.

# SOLUTION: THE UNUSUALLY GOOD FOOD CO.

We rescue apples that would have gone to waste and turn them into farm-fresh apple juice, and additional products, that fund the donations of apple chips to Canadian schools, food banks, and international organizations.

# BUSINESS MODEL

## Our First Revenue Stream: Apple Juice!

### This Year:

- Partnered with Canada's largest grocery retailer, Loblaw Companies Limited.
- Expanded distribution to **19** cities across BC, Alberta, Saskatchewan, and The Northwest Territories.
- Generated **\$60,416** in revenue, proving the business model.
- **10.5%** contribution margin with direct-to-store distribution.

## Our New Product Innovations:

### Cherry Juice

- 5.2 million pounds of cherries are wasted in the Okanagan every year.
- Made cherry juice that sold out in 2 weeks.
- **32%** contribution margin.
- Working on an apple cherry blend.

### Hard Apple Cider

- Partnered with Wards Cider Co. and produced a hard apple cider
- Sold in **9** retail locations and **8** restaurants across the Okanagan.
- Generated **\$5,700** in revenue.
- **15%** contribution margin.

### Pomace Candles

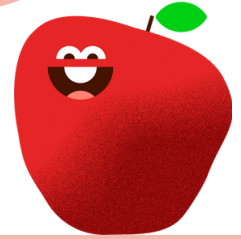
- Produced apple-scented candles made from our apple pomace byproduct.
- Generated **\$9,160** in revenue.
- Introduced 2 new pomace candles - cherry and grape!
- **49.3%** contribution margin.



# INNOVATION

- Unique branding trademarked in Canada.
- 6 innovative products from fruit that would otherwise go to waste.
- Researching and developing other pomace product lines such as soap, paper, horse treats, and flour.

RIPE with opportunities!



# ENTREPRENEURIAL LEADERSHIP

## Our Mission: Donate 1 million Servings of Apple Chips

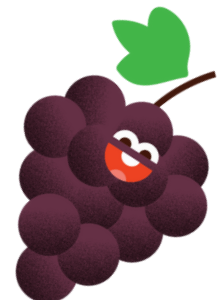
All of our profits are reinvested into our social enterprise to produce and donate apple chips to children and families facing food insecurity.

- Partnered with the North Okanagan Valley Gleaners, a Canadian food processor, to dehydrate unwanted apples into apple chips.
- Donated **27,311 servings** of apple chips this year to schools, food banks, and other countries including Ukraine, Syria, Cuba, and Sri Lanka.
- Empowering Loblaw store owners with apple chips to impact their own communities with apple chips.
- Mentoring Enactus Loyalist students who have begun freeze-drying apple chips and donating them in Ontario.
- Mentoring a new Enactus Belgium team to help them develop their own pomace-based candles.



# SUSTAINABLE POSITIVE IMPACT

These numbers are as FINE as wine!



PEOPLE	LAST YEAR	THIS YEAR	GROWTH %
Communities Reached	7	26	271%
PLANET	LAST YEAR	THIS YEAR	GROWTH %
Food Waste Diverted (lbs)	35,000	83,800	137%
Water Saved (litres)	13,000,000	31,000,000	138%
CO2 Diverted (lbs)	140,000	251,000	79%
PROSPERITY	LAST YEAR	THIS YEAR	GROWTH %
Revenue Earned	\$15,148	\$76,028	402%
Retailers	13	36	177%



# MARKET POTENTIAL

## End of 2023 Goals:

- Expand apple juice to 164 Loblaw stores across Canada with a range of juice size options.
- Scale hard apple cider to 25 locations.
- Sell pomace candles in 5 retail locations.
- Partner with PC Children's Charity to distribute apple chips across Canada.

## 2+ year goals:

- Move from seasonal in and out model to replenishing store stock.
- Expand our social enterprise into the United States.
- Donate 1 million servings of apple chips!

## End of 2023 Projections:



- Save 238 million litres of water
- Repurpose 636,400 lbs of fruit
- Divert 1.9 million lbs CO2



- Reach 75,000 children
- Hire an additional 3 pickers



- Generate \$530,000 in revenue

"At Loblaws we are excited to support a great initiative like Unusually Good - it saves food waste and helps local communities, all while being some of the best apple juice you'll taste. *The sky is the limit for this group of young entrepreneurs*". - Colin Breen, Category Director Loblaw Companies Limited



# THANK YOU

to our 58 community sponsors and partners!

