

# GREENING our communities

through Live Green Toronto Grants



## PROJECT:

**Soup-a-licious!**



Creating a city-wide harvest festival.

For more information  
about Soup-a-licious, visit  
[soupleicious.ca](http://soupleicious.ca) or  
email [info@soupleicious.ca](mailto:info@soupleicious.ca).

## The Compost Council of Canada

Plant a Row-Grow a Row is a North American-wide urban gardening initiative that builds on the long-standing tradition of gardeners sharing their harvests. The idea, like so many other innovative ideas, is a simple one: gardeners are encouraged to plant and grow an extra row of their favourite veggies and donate the harvest to their local food bank.

The project involved creating a two-day Soup-a-licious event at Exhibition Place which featured local chefs making soups with local vegetables and a steady stream of soup-lovers. To promote the event as widely as possible the organizers partnered with the Toronto Association of Business Improvement Areas (TABIA), Toronto Botanical Garden and Marty Galin, a local foodie and television host. The marketing campaign was dubbed "Grow Your Soup".



"Soup-a-licious gave me the chance to showcase my cuisine and contribute to important causes such as food sharing and producing locally grown food. Like the makings of a great soup, Soup-a-licious combines talented chefs with ingredients such as environmentalism, community care and spirit."

Chef Jimmy Im, HanCook Corporation



Call **3 1 1**



## ACCOMPLISHMENTS

Through Soup-a-licious, Plant a Row-Grow a Row and the Compost Council of Canada created a city-wide harvest festival. More than 1,000 lbs. of vegetables grown in the Greater Toronto Area were donated by farmers for the creation of 40 soups by 35 Toronto leading restaurants and chefs at Soup-a-licious. On the first day alone, about 750 visitors sipped, slurped and savoured the soups and learned how growing and eating local food helps green Toronto. For a \$10 admission fee, sippers could savour soups until satiated. The event attracted local residents as well as tourists from places as far away as Owen Sound and Barrie.

The Soup-a-licious website ([soupalicious.ca](http://soupalicious.ca)) features tips and resources for edible gardening, listings of community gardens, participating restaurants, BIAs, food banks and event supporters. Leading up to the event, the site averaged 3,350 visitors per month. Soup-a-licious also promoted the event through Twitter (@growyoursoup).

Soup-a-licious fostered an exchange of knowledge and shined the spotlight on local talents – farmers, chefs, gardeners and environmental leaders. Attendees were encouraged to learn and adopt long-term behavioural changes. The event was accessible by public transit, and compostable cups and spoons were easily collected through Exhibition Place’s waste management system.

2010 Community Investment Program Grant (\$22,500)



“Soup-a-licious is refreshing and innovative in the way that it showcases agricultural and culinary talents. It allows people to think about where their food comes from and how to source local food and support local farmers.”

Chef Luis Valenzuela, Torito Tapas Bar

### Challenges

In its first year, organizers had some difficulty convincing chefs to participate, and it took a lot of time and resources to plan the Soup-a-licious event. It was helpful to have three strong business partners.

### What’s next

Organizers expect 50 per cent more attendees at subsequent Soup-a-licious events without significant new investment in promotions, and they will continue to connect the people of the Toronto region to local foods and local chefs.