

# Homegrown Innovation Challenge

Informational Webinar 2

April 13, 1-3 pm ET

**Homegrown**  
INNOVATION CHALLENGE



Weston Family  
Foundation



# Agenda

1. Introductions
2. Background and impetus
3. Challenge structure and key dates
4. Eligible applicants and crops
5. What we are looking for
6. Frequently asked questions
7. Question and answer



The Weston Family Foundation has dedicated an internal team to the HGC; an international panel of external judges was recently announced

Dr. Jeffrey Coull, Head of Strategic Initiatives

Dr. Lukasz Aleksandrowicz, Program Manager, HGC

Emma Carey, Program Coordinator, HGC

Design and coordination

A **judging panel** consisting of seven international experts in various aspects of food innovation and horticultural science

Funding recommendations

*email: [challenge@westonfoundation.ca](mailto:challenge@westonfoundation.ca)*

A diverse panel of judges from around the world has been selected to determine which teams should advance in the competition

### Principal

Dominic Barton  
Canada

David Babson  
USA

Achim Dobermann  
Germany

Hicham Fatnassi  
UAE

Jennifer Grenz  
Canada

Molly Jahn  
USA

Sarai Kemp  
Israel

### Guest

To be announced



Background and impetus

Challenge structure and  
key dates



The HGC is designed to reduce Canada's food vulnerability and position the country as a leader in the food revolution

- CV-19 as “wake-up call”
- Canada is highly reliant on open borders and the production yields of foreign entities for fresh produce
- High costs to produce fruits and vegetables out of season
- Berries: popular; trade deficit; valuable and nutritious; innovation “sweet spot”; growing systems transferable to other crops
- *A significant opportunity for Canada*

The Challenge Statement is a goal, which can be achieved through a variety of approaches

The Homegrown Innovation Challenge asks innovators to “create and deliver a market-ready system to reliably, sustainably and competitively produce berries out of season and at scale in Canada.”



The three-phased HGC runs over the course of six-years, culminating with two \$1M prizes in 2028

Phase	Applications due	Funding announced	Maximum amount	Number of grants	Duration
Spark Awards	May 3, 2022	Mid-June 2022	\$50,000	15	~5 months
Shepherd Phase	December 20, 2022*	March 2023	\$1,000,000	10	18 months
Scaling Phase	September 2024	December 2024	\$5,000,000	4	36 months
Awards	-	Early 2028	\$1,000,000	2	-

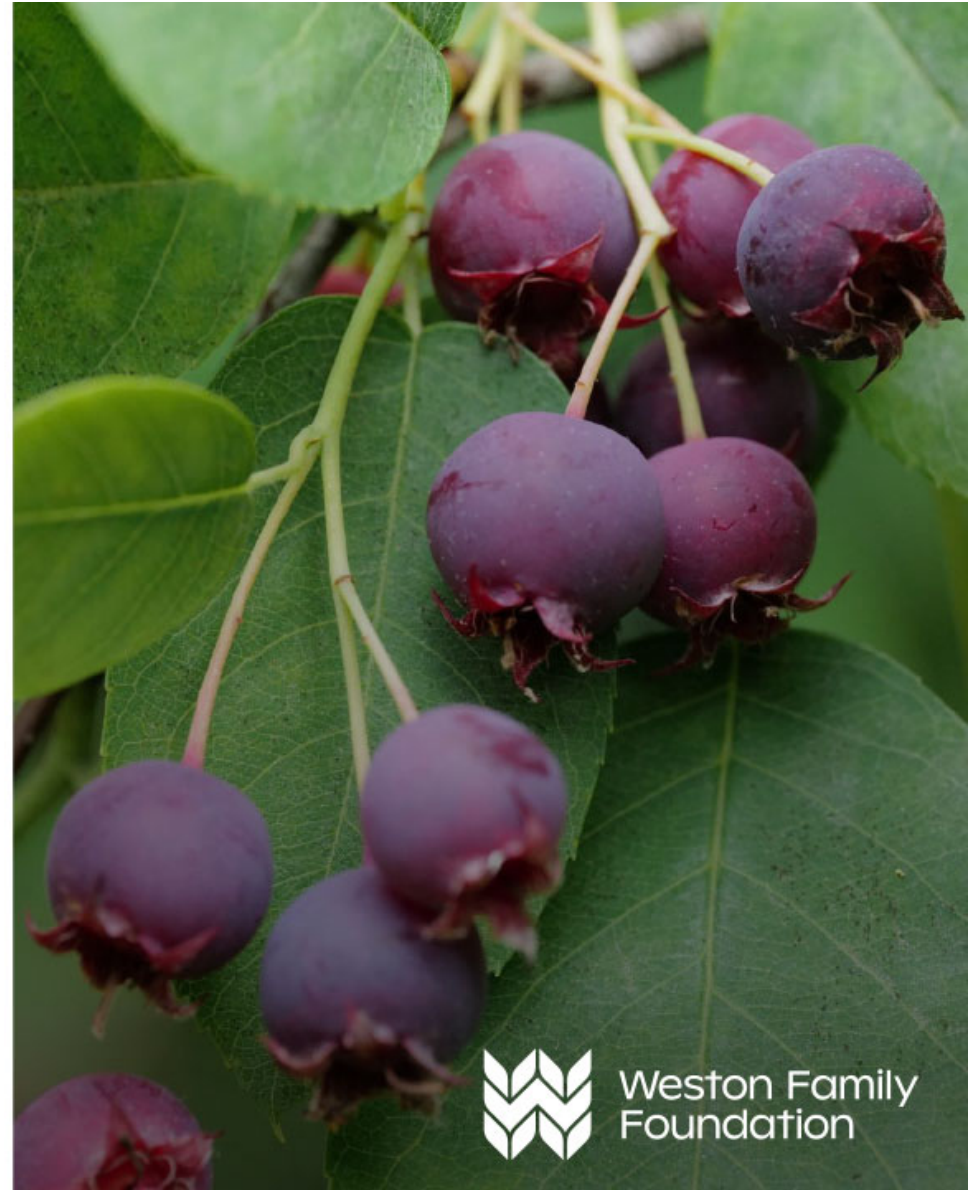
\* Important note: no new teams / applications will be accepted into the HGC after this date.



Eligible applicants and  
crops

What we are looking for

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## The Weston Family Foundation can only provide grants to entities deemed qualified donees by the Canada Revenue Agency

Principal applicant	Co-applicant	Collaborator
Responsible for overseeing the planning direction, and execution of the proposed project; principal applicant is responsible for communicating with the Weston Family Foundation on behalf of the innovation team		Contribute substantially to the project but do not lead the work
Must be based in Canada* and a qualified donee, as this term is defined by the Canada Revenue Agency: <ul style="list-style-type: none"><li>• a registered charity (including a registered national arts service organization)</li><li>• a registered Canadian amateur athletic association</li><li>• a registered journalism organization</li><li>• a registered housing corporation resident in Canada constituted exclusively to provide low-cost housing for the aged</li><li>• a registered Canadian municipality</li><li>• a registered municipal or public body performing a function of government in Canada</li><li>• a registered university outside Canada, the student body of which ordinarily includes students from Canada</li><li>• a registered charitable organization outside Canada to which Her Majesty in right of Canada has made a gift</li><li>• Her Majesty in right of Canada, a province, or a territory</li><li>• the United Nations and its agencies</li></ul>		Qualified donee or non-qualified donee; may be based anywhere in world

\* Only applies to principal applicant

Addressing the challenge statement for your berry of choice should position you to readily address it for myriad other fruits and vegetables

### Example eligible berries

- Strawberry
- Blueberry
- Raspberry
- Blackberry
- Cloudberry
- Ground cherry
- Partridge berry / lingonberry
- Saskatoon berry / haskap
- Bakeapple
- Crowberry
- Dewberry
- Salmonberry

*\*Examples only; non-exhaustive list.*

### Inclusion criteria

- Growing system is transferable to other fruits and vegetables
- Culturally and/or culinarily important to Canada

### Exclusion criteria

- Fruit borne of annual plants
- Fruit borne of trees
- Fruit not primarily intended as a food
- Fruit with an atypical growing approach

Throughout the initiative, we will evaluate grant proposals based on five key criteria; weighting varies, however

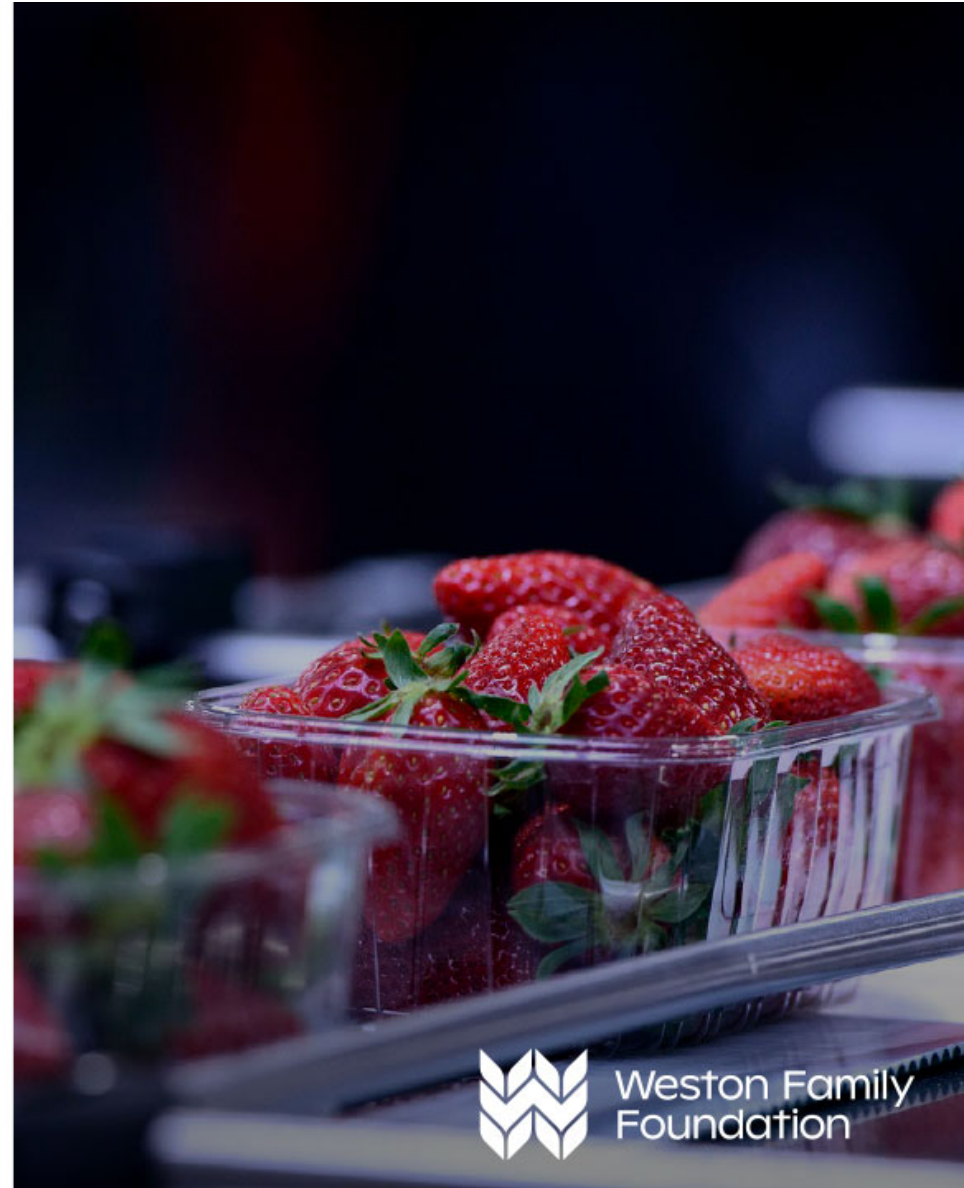
Criterion	Assessment 1	Assessment 2	Assessment 3	Assessment 4	
	Select Spark awardees	Select Shepherd Phase awardees	Select Scaling Phase awardees	Select overall winner	Select breakthrough technology winner
1. Impact	20%	20%	20%	20%	Pass / Fail <i>Solution must fully address Challenge Statement</i>
2. Technological achievement	15%	30%	30%	30%	100%
3. Team capability	15%	20%	10%	5%	Pass / Fail <i>Relevant team must be in place</i>
4. Commercial viability	10%	15%	20%	25%	Pass / Fail <i>Solution or components must be market-ready and have a commercial model in place</i>
5. Environmental sustainability	15%	15%	20%	20%	Pass / Fail <i>Solution must not create an adverse environmental impact</i>
6. Need for Spark Award (only for Spark Phase)	25%	0%	0%	0%	0%



# Frequently asked questions

## Question and answer

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## Frequently asked questions\*

1. How is Loblaws involved in this initiative?
2. Must an entity be a qualified donee to submit an application as a principal applicant?
3. Will WFF officials review written proposals prior to the submission deadline?
4. How important is it that an innovation team has prior experience with the production of berries?
5. Is there any technology that is not relevant to or eligible for the HGC?
6. Can I develop a production system for a non-berry crop that is relevant to berries?
7. What if a team fully addresses the Challenge Statement prior to the end of the competition?
8. Can non-Canadian entities participate in the Challenge?
9. As a qualified donee, what do I need to have in place to submit a Spark application?

\* Please also refer to the FAQ section on our website: [homegrownchallenge.ca/faqs/](http://homegrownchallenge.ca/faqs/)

Live question and answer

Please submit your questions using the chat function in MS Teams

# Thank you, and good luck!

*Spark application deadline: May 3 at 12pm ET*