



Overview - W̱SÁNEĆ Food Truck Opportunities

The following is a summary of information gathered through research and meetings with people familiar with the development and running of food trucks by First Nations, including related training programs. It is intended to provide an overview of possible uses of food trucks, possible training opportunities for members and possible partners and resources to support future programs and/or business plans.

Opportunities

Food trucks provide mobile, flexible kitchen infrastructure that can provide a variety of benefits to a community. Possible economic and community benefits of a food truck/food trucks:

- Supporting in-Community activities
 - E.g. potlatches, creation of meals for seniors, school age children, etc; the preparation of traditional foods
- Supporting promotional and/or revenue generating initiatives in home Community or other Indigenous Communities with visitors
 - E.g. Food truck business(es) designed and run by members
- Additional kitchen(s) to prepare added-value food products for sale or for use by community

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- E.g. food processing, seasonal canning, catering
- Operating commercially on approved municipality sites to supplement current food offerings
 - E.g. Food truck business with a regular parking spot in Sidney or Central Saanich
- Operating on Farmers' markets and other cultural events in region/province,
 - E.g. Festivals, Saanich Fair, National Aboriginal Day, etc.
- Used in-Community or off-site for basic cooking skills training, hybrid culinary arts training, food demonstrations
- Post-disaster clean up: floods, fire, heat domes
- All of the above used to develop skills and experience in business, marketing, etc.

Training & Certifications

Camosun College has experience partnering with First Nations to develop skills training related to food trucks. In addition to recommending a cohort approach of 10-12 participants, they shared the following information about options for co-designing a program to support members.

Food safe and related training

Camosun can collaborate with the First Nations Health Authority and/or Island Health to support access to FOODSAFE. FOODSAFE offers a number of short 1 day course associated with food safety training:

- FOODSAFE Level 1 (legislated),
- MarketSafe,
- ProcessSafe,
- FOODSAFE Level 2 – which trains supervisors (owners or operators) in developing a culture of food safety in their operations, including completing food safety and sanitation plans; and,
- a new Introduction to Food Microbiology course that will be coming online in April 2022.

This training can be delivered at no cost. More on all of these programs can be found at: <http://www.foodsafe.ca/index.html>

Culinary skills training

Camosun can develop a program specifically to the needs of the community, including training directly on food trucks. They have faculty who work on the Camosun food truck and can provide modified training in culinary arts. This includes menu development. This would be a shorter program than the full ITA training. More information about the full program can be found: <https://camosun.ca/programs-courses/find-program/professional-cook-certificate>

Maker to Market skills training

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Camosun also said they're open to looking at something that is similar to their Maker to Markets program that supports participants in learning how to make and sell goods at markets. More information about the current program (for immigrant women) can be found at: <https://camosun.ca/programs-courses/find-program/maker-market>

Trades skills training

There is potential to incorporate a trades training aspect in the development of a food truck. Camosun has faculty with experience working on food trucks and it is possible to develop a short program for training focused on building or retrofitting a truck. This could leverage the Indigenous Students in Trades training program and feature the truck as a core project.

Driver skills training

It is recommended that driver's license and/or training specific to driving larger vehicles is provided to ensure enough cohort members can drive the truck. This can be built into the program design and funding request.

Entrepreneurship, tourism and marketing skills

Camosun offers entrepreneurship and marketing courses. This training could be designed to support the development of entrepreneurship and marketing skills including for application to tourism purposes.

Other considerations

Health Regulations

First Nations Health Authority is available to provide advice on how to set up kitchens and any space used for food storage and preparation. For off-reserve operations, trucks are subject to Island Health regulations.

Possible Costs

Program costs

- Training delivery
- Certification fees
- Wrap around support - transportation, equipment, tools, childcare, etc

Startup costs

- Capital - food truck(s), equipment, linens (\$100k - \$120k)
- Retrofitting costs
- Initial food costs
- Initial take-out container costs
- Incorporation
- Insurance

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- Licenses, permits - depending on location(s)
- Marketing - branding, signage, truck wrap or paint, social media set up, website creation, menus/business cards

Operating costs

- Insurance
- Licenses, permits - depending on location(s)
- Market and festival fees
- Marketing - social media content, website hosting and updates, updates to signage
- Wages

Possible Funding Sources - not exhaustive

Grant funding:

Island Coastal Economic Trust

Link: <https://www.islandcoastaltrust.ca/projects/capital-programs/ei>

Strategic Partnerships Initiative

Link: <https://www.sac-isc.gc.ca/eng/1330016561558/1594122175203>

Training, food processing grants/loans

Link: <https://granted.ca/top-western-canadian-food-processor-grants/>

Possible loans or partially non-repayable sources:

Aboriginal Financial Institution - Tale'Awtxw Aboriginal Capital Corporation (TACC)

Link: <https://www.tacc.ca/>

Futurepreneur

Link: <https://www.futurpreneur.ca/en/>

Financial institutions with dedicated Indigenous Lending Programs (banks, credit unions)

Possible Revenue

- Direct sales to customers
- Catering contracts
- Sales of products produced on the truck
- Rental fees for access to the truck
- Other?

Possible Use Case

Food truck social enterprise

- A business plan is developed for a food truck (owner to be identified) and used to acquire funding for its purchase and retrofit (if needed)
- An experienced cook or chef is hired to manage the truck and work with trainees
- An additional person is hired full or part time to work with the chef to support bookings, business operations, training coordination
- The truck initially operates on reserve in a dedicated parking spot or spots
- The truck can be hired to cater on reserve activities and events

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- Offtime can be booked to process food products

How would this trade off:

100% community owned: no private sector partnership

- Could be their economic development corporation
- As long as 100% of their benefit goes back to the community
- No mobile infrastructure (no boats)
- Equipment that is fixed can be funded
- Willing to walk this one in - ask the regional advisory committees
- Needs to bring visitors to the territory
- Need to make a marked difference to bringing in new infrastructure

Plan for the nation to address a number of needs, employ youth and develop a social enterprise

Can't be a partnership with a private owner

No private ownership is off the table

Within the context of the larger project - matching funding program are in the 1to1 category - eligible for up to 50% of funding

Whatever comes in to the project is the project - has to be matched

Can't match eligible funding to ineligible funding.

Submit as one big project - if the committees want to pull things out that would be a later negotiation

KEY

Ownership structure and how does the income benefit communities

Sustainability of the initiative - financial

Concern: funding to start up something that then sets up an unsustainable business case

Needs to have a strong business case - want them to be successful - some risk tolerance, not if there isn't a fundamental

Competing with other for profit businesses

Competition with the private sector - can't cause harm to other businesses

Important competitive aspect - comparable restaurants - contextual

Board is moving towards the acceptance of social enterprise - as long as its meeting a market failure or gap of somesort - not just putting a food truck

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