



Purpose Statement
Better life through food

Vision Statement

To be Toronto's leading provider of easy-to-access organic, sustainable, and seasonal fresh food.

Fresh City is a rapidly growing processor and retailer of organic, sustainable and seasonal fresh food. Established in 2011, the company has roots as an urban farm and online produce subscription service. Today, we run 2 urban farms, employ 200 staff, have 8 retail stores and deliver to thousands across Toronto. We have strong processing capability and make over 200 products from scratch each day ranging from baguettes, to salads, to smoothies, to cakes, to wraps.

Fresh City differentiates itself in the marketplace by delivering on two promises:

1. Convenience

1. **Channel:** We deliver right to your door. Our stores are right on your neighborhood.
2. **Product:** We offer an array of prepared foods and meal shortcuts.

2. Trust

1. **Made-from-scratch:** we make 200+ products in our kitchens from scratch each day from meticulously sourced ingredients
2. **Certifications:** We look for an array of third-party certifications when sourcing
3. **Community:** We are committed to our community, from inviting the public to our farms and to working with local food makers and farmers