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**Judges applaud nine circular food start-ups: Provision Coalition Inc. graduates nine purpose-driven, circular businesses from their first ever R-Purpose MICRO cohort**

Guelph, ON – The first cohort of nine circular food start-ups to graduate from the [R-Purpose MICRO](#) program showcased their work in a dragons-den style pitch competition last week on Zoom, in front of a virtual audience of 50 food industry leaders from across Canada.

Attended by Senator Rob Black and in the presence of a panel of judges (including investors, industry and government), the nine companies, representing all areas of the food and beverage industry, each had three minutes to outline their ambitious growth plan and how they had embedded circularity, sustainability and purpose into their future.

The judging panel commended all of the companies for the quality of their pitches and for the innovative ways they were each using circularity to fast-track their growth. Four start-ups were selected for special mention and [Crazy D's Prebiotic Soda](#) was elected as the judge and audience's choice.

The R-Purpose MICRO program is a 12-week intensive training program developed and delivered by [Provision Coalition](#) to help early-stage food and beverage companies embed purpose and circularity in their businesses. Provision is a collaborator in Guelph-Wellington's [Our Food Future](#) Program, which is working to become Canada's first technology-enabled Circular Food Economy. R-Purpose MICRO is part of the [Seeding Our Food Future](#) COVID-19 economic and social recovery efforts.

"We are hugely proud of each of these nine graduating companies," Cher Mereweather, the CEO and Founder of Provision Coalition Inc. said. "They have dedicated hundreds of hours of work over the last 12 weeks and we have seen their founders and leaders transform as they embrace the power of circularity and start dreaming bigger for themselves and their business impact. The next cohort of R-Purpose MICRO is already sold out and we are expanding to support firms from across Canada to meet the huge demand for this program." "I am deeply grateful to the City of Guelph | County of Wellington's Our Food Future program for making this new and transformative program possible, and to our first panel of judges for investing their time and support to champion this first graduating cohort, she added."

"It was a real pleasure to be on the judging panel for this first R-Purpose MICRO event, and to see the caliber of the companies that are graduating the program," Cathy Kennedy, Manager of the Our Food Future program at the City of Guelph added. "One of the Our Food Future goals is to create 50 circular food companies between now and 2025, and it is clear to me that with this cohort, we are well on our way to getting there."

The judging panel for the event was comprised of Cathy Kennedy - City of Guelph, Marcia Woods - Founder of FreshSpoke, Ran Goel - Founder and CEO of FreshCity Farms, Patrick Carew - Chief Green Officer at BioMulate, Simi Kumar - Food Entrepreneur and Bryan Watson - Partner at Flow Ventures.

The first graduating cohort of R-Purpose MICRO: [Crazy D's Prebiotic Soda](#), [Goldfarm Canada](#), [Heartwood Farm & Cidery](#), [Majestic Water Buffalo](#), [Pepprell Distilling](#), Two-Wingz Ginger Beer, [Uprooted Farm](#) and [Wellington Made](#).

As part of the Seeding Our Food Future, Provision is offering complementary registration to R-Purpose MICRO for up to 50 small-sized food and beverage businesses based in Guelph-Wellington. If you want to see first hand the power of purpose and circularity as a mechanism for resiliency and business growth, [reserve your spot now](#) for our fall waitlist or winter session using the code "SeedingOurFuture".

For further enquires about Provision Coalition Inc. or its services, contact Cher Mereweather at 519-803-6395 or [cmereweather@provisioncoalition.com](mailto:cmereweather@provisioncoalition.com) or visit [provisioncoalition.com](http://provisioncoalition.com)

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**About Provision Coalition Inc**

Provision Coalition are food and beverage industry sustainability experts. Their team works across North America helping food and beverage companies to grow their businesses in a way that generates more profit while benefiting people and planet. Provision is led by Cher Mereweather, who has two decades of experience in food industry sustainability. R-Purpose Micro is a fast-growing initiative led by Provision that will empower and enable 50 food start-ups from across Canada in the next few months. For more information and to register for R-Purpose MICRO visit <http://bit.ly/RPMRegistration>.

**About Our Food Future**

Inspired by the planet's natural cycles, a circular food economy reorganizes and regenerates the systems that feed us, eliminating waste, sharing economic prosperity and nourishing our communities. In Guelph-Wellington, we are working to build Canada's first tech-enabled circular food economy that will achieve a 50 per cent increase in access to affordable, nutritious food, 50 new circular economy businesses and collaborations and a 50 per cent increase in circular economic revenue by recognizing the value of waste.