

# GreenPlate Market

## Product vision:

An online platform empowering environmentally conscious consumers and businesses to make a positive impact through sustainable food choices.



# Product Overview

Your Guide to Sustainable Eating



## Local Sourcing Network

Connect with nearby farmers and producers (**locally sourced and sustainably farmed foods** based on your location). Reduce food miles while supporting local economies. Access details about **farming practices, certifications, and sourcing origins** of products.



## Carbon Footprint Tracking

Measure environmental impact of food choices. Make data-driven decisions for planet health.



## Sustainable Meal Planning

Personalized recipe suggestions based on ingredient's **seasonal and regional availability**. Make nutritious meals while reducing food waste (encourage use of fresher, longer-lasting ingredients, local= less likely to spoil in transit) and your carbon footprint.



## Community-Driven Ratings

Leverage collective wisdom from like-minded consumers. Find truly sustainable options.

## Subscription Services- that we will explain later

- Free version includes seasonal food suggestions, basic vendor ratings, and local product availability.
- Premium version offers AI meal planning, carbon analytics, and exportable sustainability reports for businesses.



# The Problem



## Lack of Transparency

Food supply chains remain opaque to consumers.



## Limited Access

Sustainable and local options are difficult to find.



## Canadian Market Reach

Local farmers struggle to connect with consumers.



## Environmental Impact

Traditional food systems harm our planet.

# The Problem- Customers and Transparency

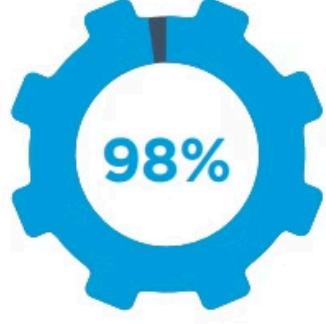
Consumers need to see food sourcing, ingredient lists, nutritional information, allergens, the production process, and the ecological impact of the foods they buy and eat.

- 2017 Transparency Study conducted by **Response Media**
  - 500 consumers in the US, 18+

Overall importance of product transparency to consumers when purchasing products:



List of Ingredients



In-depth Info on Ingredients/  
Materials



Source of Ingredients

- **95%** of consumers feel it's essential for manufacturers and brands to **provide food ingredients and how food was made listed on the packaging label** or in the restaurant
- we touch upon most of these - shipping/handling too



Production/  
Manufacturing  
Process



Shipping/  
Handling



Sustainability/  
Charitable/  
Labor Efforts

When do customers want this transparency: **91% before purchase**

All Consumers



Before Purchase



During Purchase



During Consumption/Use



After Consumption/Use

Response Media also determined that the prime demographic for a service that provides transparency in a shopping app is:

**Millennial Moms and Millennial Females**

Industries in which consumers are willing to **pay more for transparency**: Fresh Foods and Packaged foods

Most consumers are willing to pay more for transparent products:



Fresh Foods



Packaged Foods



Beauty/  
Grooming



Home/  
Cleaning

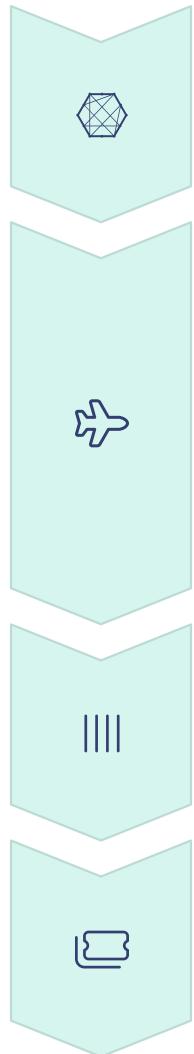


Baby

Group willing to pay the highest for these products: Gen X (1965-1980) dads

Source:

# Our Solution



## Connect

Link consumers with local, sustainable food sources.

## Plan and Provide Transparency

Offer seasonal meal planning tools.

Provide **transparency** about where food is sourced from, packaging type (eco friendly or not), certifications, and carbon footprint.

## Track

Monitor carbon footprint of food purchases.

## Support

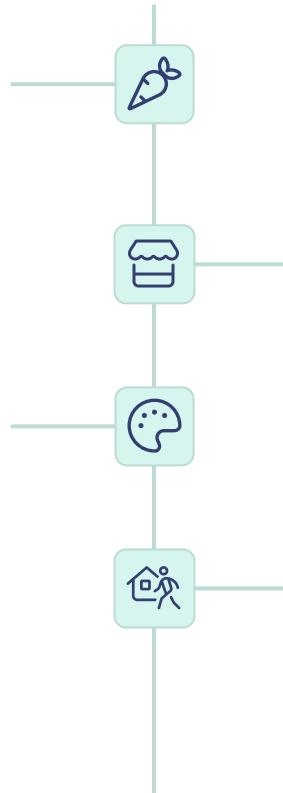
Help local farmers reach wider markets.



# Target Users & Their Needs

## Eco-conscious Consumers

Track carbon footprint of food choices. Find local and seasonal options for sustainable eating.



## Food Vendors

Post their food listings with their certifications, get promoted on our website and get new customers.

## Restaurant Owners & Chefs

Source sustainable ingredients locally. Measure menu impact and educate diners about eco-choices.

## Homeschooling Parents

Teach practical sustainability through cooking. Involve family in eco-conscious meal planning.

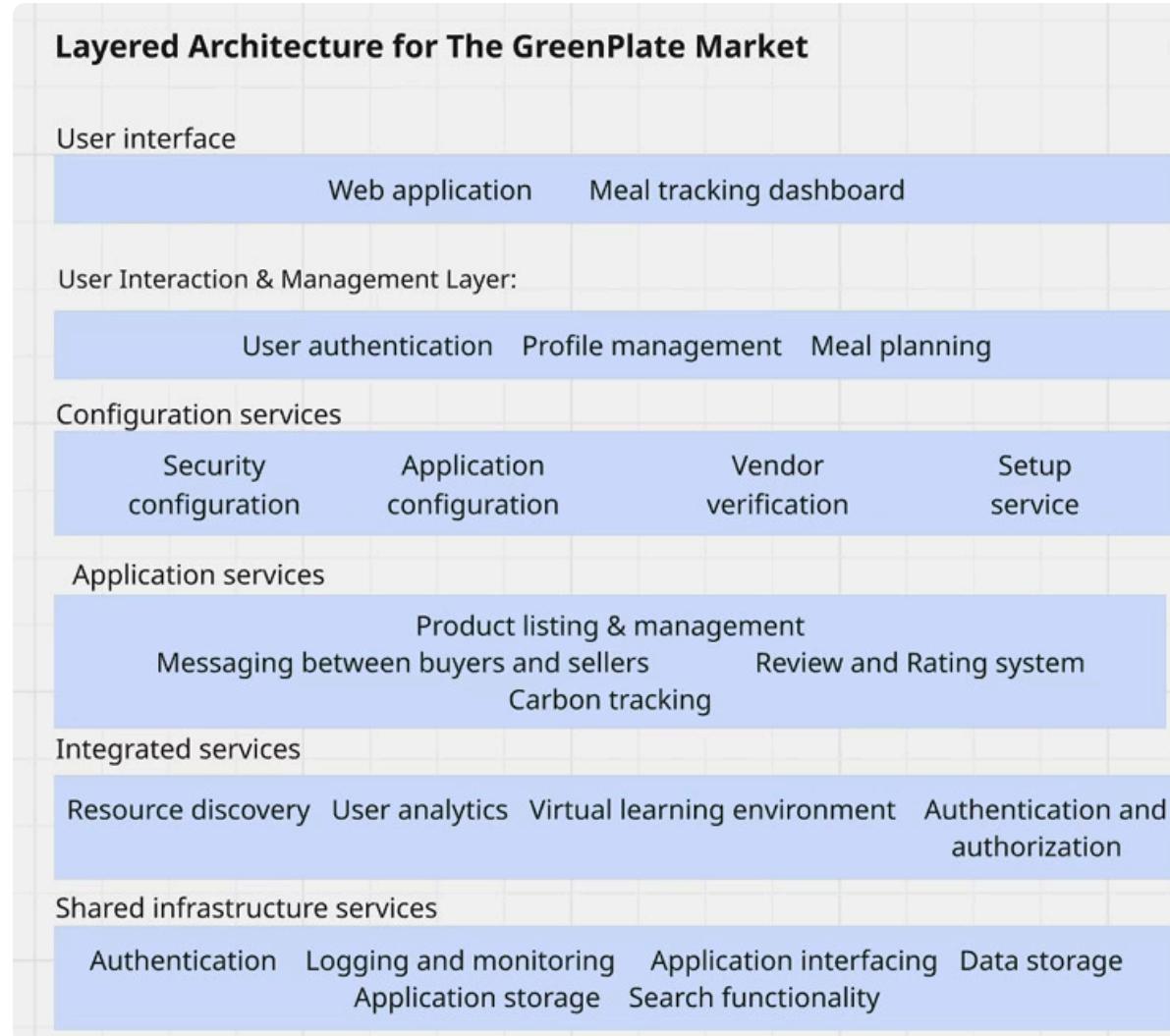
Focus on Ontario Customers for Food delivery

# Our competitors

## Existing/Similar Products (for Comparison)

Product Name	What They Do	Limitations (Our Opportunity)
<b>GoodFood</b>	Subscription-based meal kits using fresh ingredients	Not focused on local sourcing or vendor transparency
<u><a href="#">Spud.ca</a></u>	Local grocery delivery in Western Canada	Regionally limited, not vendor-driven
<b>FarmLink</b>	Connects consumers to surplus food from farms	Focus on surplus only, limited recipe/impact tracking
<b>HarvestHand</b>	Platform for CSA (Community Supported Agriculture) farms	B2B focused, not consumer marketplace
<b>Too Good To Go</b>	Sells surplus meals from restaurants to reduce waste	Not local produce or vendors, no traceability

# Architecture Diagram



\*each layer = specific function or responsibility (ex: authentication, UI)

# Technical Architecture

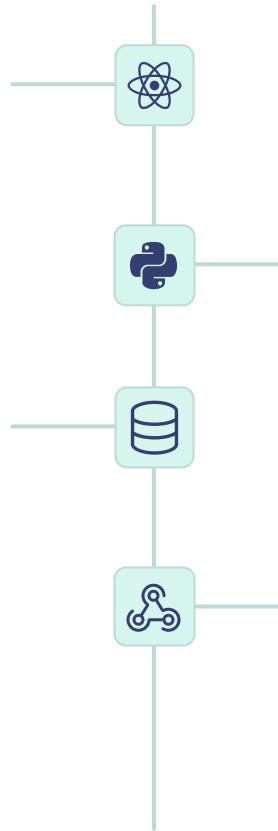
GreenPlate Market's architecture follows a strategic development roadmap:

## Frontend Layer

React-based for responsive design across devices.  
Website/app for users (JavaScript (React library))

## Data Management

Optimized database for product, user, and vendor information. (e.g. SQLite, JS (to load hard coded data)).



## Backend Foundation

Python/Django ensures enterprise-grade security and scalability.

## Integration Layer

Django Rest Framework enables seamless frontend/backend communication.

# Design Decisions

## Django Backend

Django's Model-View-Controller architecture ensures clean, maintainable code.

## Database Choice

SQLite offers efficient search and filtering capabilities. Using SQLite means the **database travels** with our code (stored in db.sqlite3 file)

## RESTful API

Django Rest Framework enables standardized application communication.

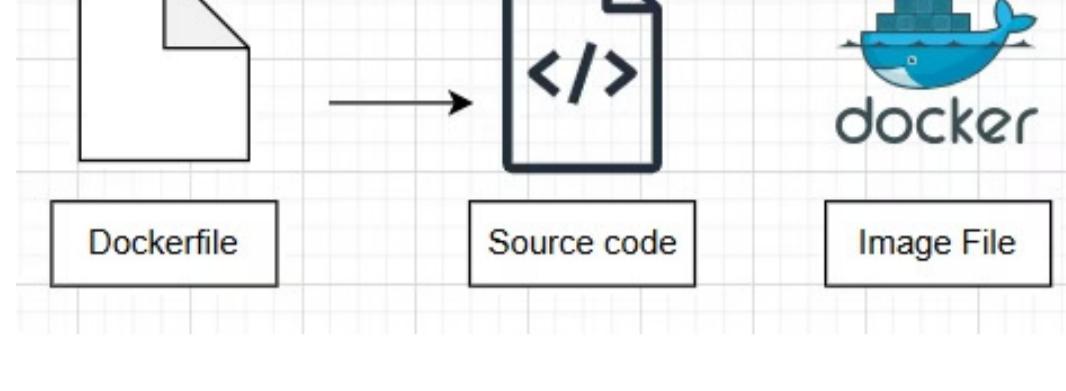
## Modular Design

Reusable components ease maintenance and feature addition.

# Docker Runs The Same Way on Any Computer- Portable

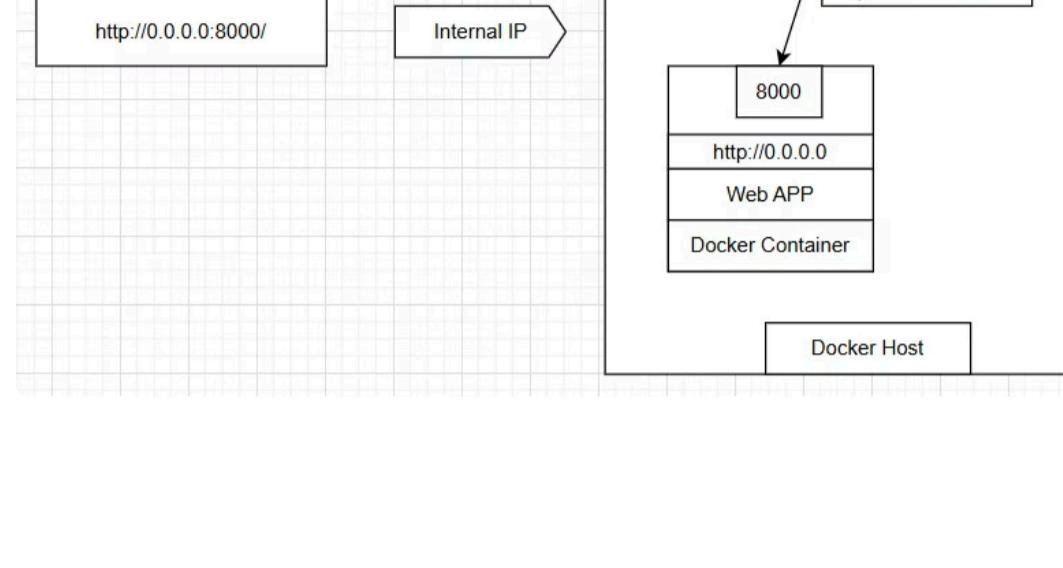
How a docker image is created:

Docker takes Dockerfile + source code to create an image



Container 1 runs on port 8084

Container 2 runs on port 5173



1. Download Docker Desktop

2. Run:

a. **docker-compose up --build**

3. Portable because:

a. Works the same on different OS's

b. **Containerized components:**

i. frontend and backend = both run in isolated containers with all dependencies included. Why? so that:

1. changes to one (ex: updating Node.js) don't break the other

2. hacker only has access to frontend if hacks frontend

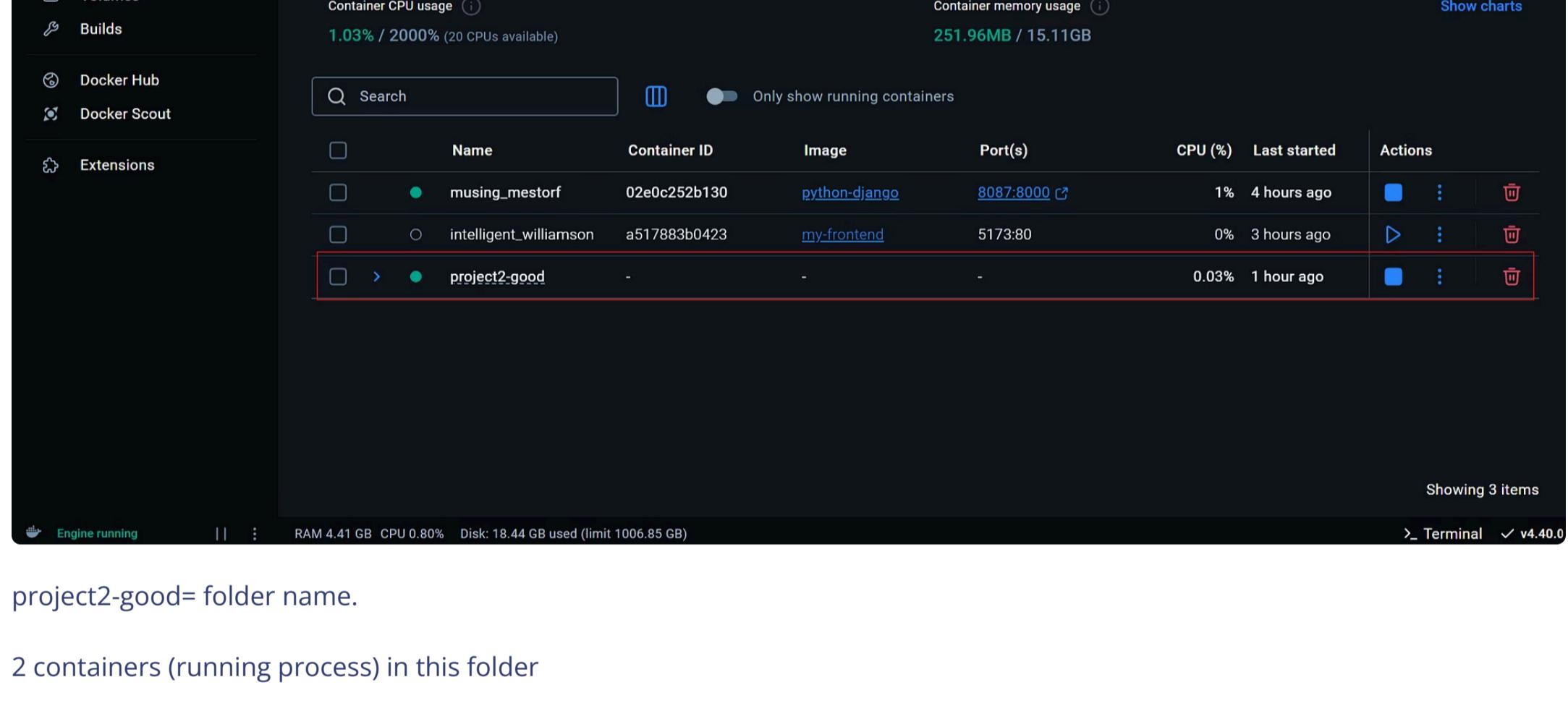
3. scale containers independently- ex: 3 frontend (and more if more traffic), 1 backend

c. **Build is reproducible**

i. 2 Docker files, with instructions that ensure consistent environment setup

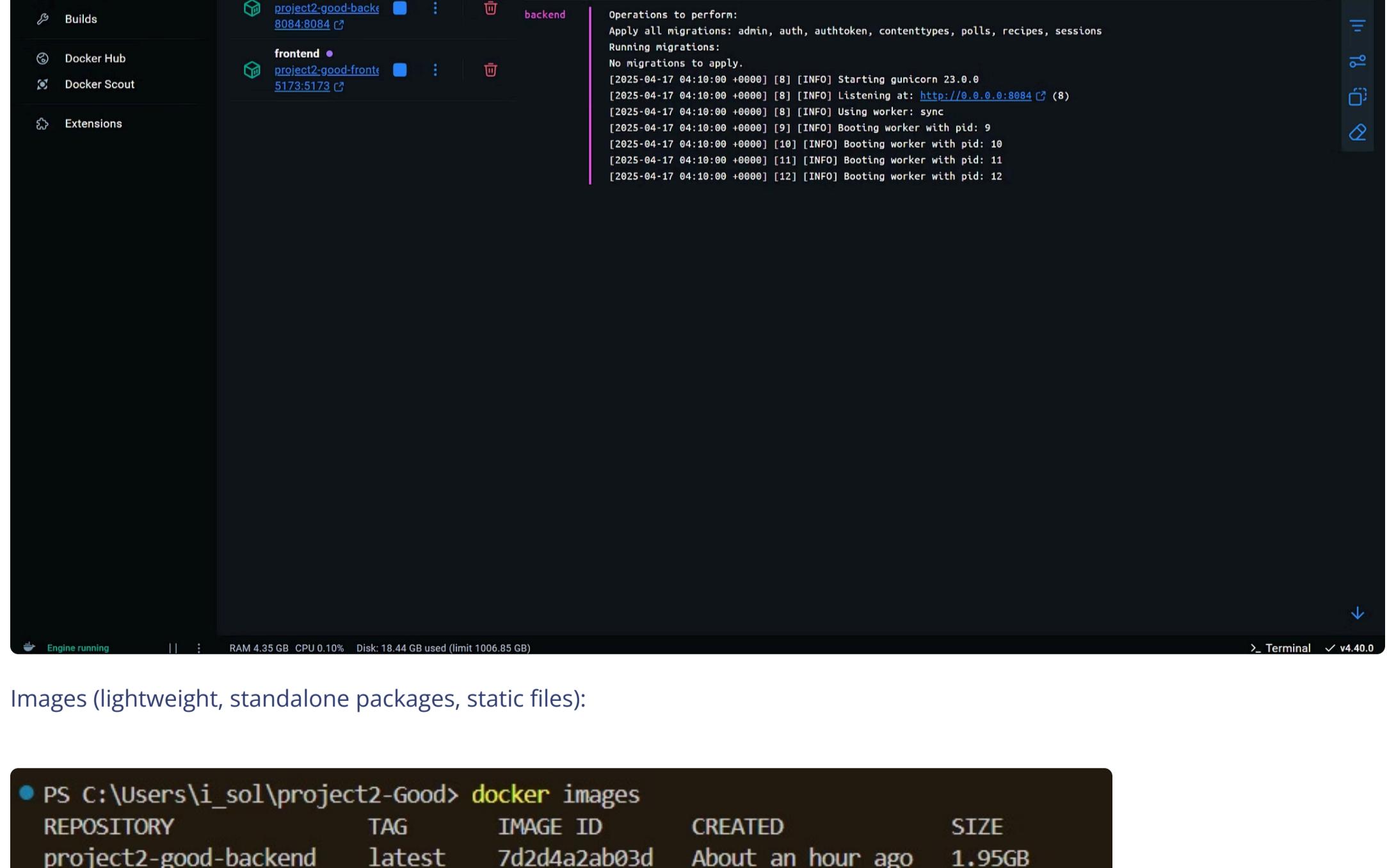
ii. **docker-compose.yml** defines how to run many containers together as a service

d. As mentioned, because we used SQLite3 our database is portable



project2-good= folder name.

2 containers (running process) in this folder



Images (lightweight, standalone packages, static files):

```
PS C:\Users\i_sol\project2-Good> docker images
REPOSITORY          TAG        IMAGE ID      CREATED       SIZE
project2-good-backend    latest    7d2d4a2ab03d  About an hour ago  1.95GB
project2-good-frontend    latest    dacdb3df466d  2 hours ago   216MB
my-react-app          latest    6e789e7e32c0  4 hours ago   84.4MB
frontend              latest    5a494f752e2c  4 hours ago   84.4MB
my-frontend            latest    0b15f828a6ff  4 hours ago   84.4MB
python-django          latest    11d9d7b9b7d6  24 hours ago  1.43GB
postgres               13       d714ce760cbf  7 weeks ago   600MB
```

# Current Achievements



## Core Backend

Completed user registration, post the review related to different vendor, search for ingredients related to particular location/season, and view different product listings



## Admin Database

View all customer ratings for vendors and filter by different criteria. View all users, and product listings.



## Frontend

Developed a user-interactive frontend with functionalities for user authentication (login/registration), vendor rating, and access to seasonal recipes.

# Achieved Sprint

Sprints	
□	STORY-20 Eco-Conscious Consumer Features
□	▣ STORY-21 As an eco-conscious consumer, I want to rate the quality of the vendor's delivery so that I can inform other custom... <span style="color: green;">DONE</span> <span style="color: red;">●</span>
□	▣ STORY-23 As an eco-conscious consumer, I want to access detailed information regarding the origin and sourcing of my food (incl... <span style="color: green;">DONE</span> <span style="color: red;">●</span>
□	▣ STORY-24 As an eco-conscious consumer, I want to receive suggestions for seasonal recipes based on the ingredients available in ... <span style="color: green;">DONE</span> <span style="color: red;">●</span>
□	☑ STORY-56 Setup Django environment and do Django official documentation tutorial. <span style="color: green;">DONE</span> <span style="color: red;">●</span>
□	STORY-37 Login Form, Vendor Form and Products page- connect Database
□	▣ STORY-40 Create a login page with authentication <span style="color: green;">DONE</span> <span style="color: red;">●</span>
□	▣ STORY-44 Improve the functionality of the user rating form <span style="color: green;">DONE</span> <span style="color: red;">●</span>
□	▣ STORY-47 As an eco-conscious consumer, I want to rate the quality of the vendor's delivery so that I can inform other custom... <span style="color: green;">DONE</span> <span style="color: red;">●</span>
□	▣ STORY-54 As an eco-conscious consumer, I want to access detailed information regarding the origin and sourcing of my food ... <span style="color: green;">DONE</span> <span style="color: red;">●</span>

1. Enables eco-conscious consumers to rate vendor delivery quality, assisting other customers.
2. Provides detailed information about food origin and sourcing.
3. Suggests seasonal recipes based on local ingredient availability.
4. Develops a login page with authentication.
5. Enhances the functionality of the user rating form.
6. Allows users to rate vendor delivery quality for community benefit.

# Current App

## Frontend- HomePage/Register/Login

Welcome to GreenPlate Market

Your marketplace for sustainable and local food. Connecting conscious consumers with eco-friendly producers.

**Find Local & Sustainable Producers**  
Easily discover and purchase from verified farmers and producers committed to sustainable practices.  
[Browse Producers →](#)

**Seasonal Meal Ideas**  
Get recipe suggestions based on fresh, local, and seasonal ingredients. Reduce waste and enjoy delicious meals!  
[Plan Your Meals →](#)

**Track Your Impact**  
Understand the environmental impact of your food choices with our carbon footprint calculator.  
[Calculate Footprint →](#)

**Eco-Conscious Cart**  
Our cart helps you prioritize sustainable options, making it easier to make green purchasing decisions.  
[View Your Cart →](#)

**Reduce Food Waste**  
Get personalized tips and recommendations to minimize food waste based on your habits.  
[Learn More →](#)

**Your Sustainability Score**  
Track your progress and see how your choices contribute to a more sustainable food system.  
[Check Your Score →](#)

**GreenPlate Market**

**Register**

Username  
Email  
Password  
Confirm Password

**Register**

Already have an account? [Login](#)

**GreenPlate Market**

**Login**

Username  
Password

**Login**

Don't have an account? [Register](#)

## Backend - Authentication/Authorization

**Django administration**

WELCOME, MP

Home > Authentication and Authorization > Users

Start typing to filter...

AUTH TOKEN

Tokens [+ Add](#)

AUTHENTICATION AND AUTHORIZATION

Groups [+ Add](#)

Users [+ Add](#)

FOOD

Certifications [+ Add](#)

Farming practices [+ Add](#)

Select user to change

Action: ----- Go 0 of 18 selected

<input type="checkbox"/>	USERNAME	EMAIL ADDRESS	FIRST NAME	LAST NAME	STAFF STATUS
<input type="checkbox"/>	Sneha	sneha@gmail.com	-	-	<input checked="" type="checkbox"/>
<input type="checkbox"/>	ball	agvu@gmail.com	-	-	<input checked="" type="checkbox"/>
<input type="checkbox"/>	cat	cat@gmail.com	-	-	<input checked="" type="checkbox"/>
<input type="checkbox"/>	ellen	hi@gmaiil.com	-	-	<input checked="" type="checkbox"/>
<input type="checkbox"/>	elll3nnn	bsuba@gmail.com	-	-	<input checked="" type="checkbox"/>

# Ingredients

GreenPlate Market

- [Home](#)
- [Ingredients](#)
- [Rate Vendor](#)
- [Buy Products](#)
- [Logout](#)

### Search Seasonal Ingredients

Discover what's in season in your area and find delicious recipes using local, seasonal ingredients.

Location: Quebec

Season: Fall

Search

**Seasonal Ingredients in Quebec (Fall)**

Carrots (Fall)
Chanterelle Mushrooms (Fall)

[Get Recipes](#)

**Recipe Suggestions**

**Carrot Soup**

**Ingredients**

- Carrots
- Onions
- Potatoes
- Garlic
- Salt
- Pepper

**Instructions**

- 1 Peel and chop the carrots, onions, and potatoes.
- 2 Sauté the chanterelle mushrooms in butter until

**Chanterelle Mushroom Risotto**

**Ingredients**

- Chanterelle Mushrooms
- Rice
- Vegetable Broth
- Parmesan
- White Wine
- Butter

**Instructions**

- 1 Sauté the chanterelle mushrooms in butter until golden.
- 2 In a separate pot, cook the rice with vegetable broth.
- 3 Once the rice is cooked stir in the sautéed mushrooms.
- 4 Add white wine and let it reduce.
- 5 Stir in parmesan cheese until melted.
- 6 Continue stirring until the risotto reaches a creamy consistency.
- 7 Serve the risotto with extra parmesan on top.
- 8 Garnish with herbs if desired.
- 9 Enjoy this rich and creamy mushroom risotto!

Carrots (Fall)

Chanterelle Mushrooms (Fall)

[Get Recipes](#)

**Recipe Suggestions**

**Carrot Soup**

**Ingredients**

- Carrots
- Onions
- Potatoes
- Garlic
- Salt
- Pepper

**Instructions**

- 1 Peel and chop the carrots, onions, and potatoes.
- 2 Heat a large pot with some olive oil.
- 3 Add the onions and garlic, sauté until soft.
- 4 Add the chopped carrots and potatoes to the pot.
- 5 Add water to cover the vegetables and bring to a boil.
- 6 Reduce heat and let it simmer until the vegetables are soft.
- 7 Use an immersion blender to blend the soup until smooth.
- 8 Add salt and pepper to taste.
- 9 Serve hot with a garnish of fresh herbs.
- 10 Enjoy your warm and comforting carrot soup.

Dietary: vegetarian Carbon Footprint: 0.5 kg CO<sub>2</sub>

**Chanterelle Mushroom Risotto**

**Ingredients**

- Chanterelle Mushrooms
- Rice
- Vegetable Broth
- Parmesan
- White Wine
- Butter

**Instructions**

- 1 Sauté the chanterelle mushrooms in butter until golden.
- 2 In a separate pot, cook the rice with vegetable broth.
- 3 Once the rice is cooked stir in the sautéed mushrooms.
- 4 Add white wine and let it reduce.
- 5 Stir in parmesan cheese until melted.
- 6 Continue stirring until the risotto reaches a creamy consistency.
- 7 Serve the risotto with extra parmesan on top.
- 8 Garnish with herbs if desired.
- 9 Enjoy this rich and creamy mushroom risotto!

Dietary: vegetarian Carbon Footprint: 0.6 kg CO<sub>2</sub>

Django administration

Home > Recipes > Ingredients

Start typing to filter...

Select ingredient to change			
<input type="text"/> Search			
Action:	NAME	SEASON	LOCATION
-----	Corn	Summer	Ontario
-----	Lobster	Summer	Nova Scotia
-----	Chanterelle Mushrooms	Fall	Quebec
-----	Cabbage	Fall	Newfoundland
-----	Wild Blueberries	Summer	Nova Scotia
-----	Maple Syrup	Spring	Quebec
-----	Tomatoes	Summer	Ontario
-----	Potatoes	Winter	Prince Edward Island
-----	Onions	Fall	Ontario
-----	Carrots	Fall	Quebec

10 ingredients

Start typing to filter...

Select recipe to change				
<input type="text"/> Search				
Action:	NAME	MAIN INGREDIENT	INGREDIENTS	DIETARY PREFERENCES
-----	Corn on the Cob	Corn	Corn, Butter, Salt, Pepper	Vegan
-----	Chanterelle Mushroom Risotto	Chanterelle Mushrooms	Chanterelle Mushrooms, Rice, Vegetable Broth, Parmesan, White Wine, Butter	Vegetarian
-----	Cabbage Stir-Fry	Cabbage	Cabbage, Soy Sauce, Garlic, Ginger, Olive Oil, Sesame Seeds	Vegetarian
-----	Tomato Salad	Tomatoes	Tomatoes, Olive Oil, Salt, Pepper, Basil	Vegan
-----	Lobster Roll	Lobster	Lobster, Mayonnaise, Celery, Lemon, Hot Dog Buns, Butter	No Preference
-----	Wild Blueberry Jam	Wild Blueberries	Wild Blueberries, Sugar, Lemon Juice, Pectin	Vegan
-----	Maple Syrup Pancakes	Maple Syrup	Maple Syrup, Flour, Eggs, Milk, Butter, Baking Powder, Salt	Vegetarian
-----	Carrot Soup	Carrots	Carrots, Onions, Potatoes, Garlic, Salt, Pepper	Vegetarian

# Food Products

GreenPlate Market

- Home
- Ingredients
- Rate Vendor
- Buy Products
- Logout

## Food Products

<b>Orange</b>	<b>Kiwi</b>	<b>Avocados</b>
<a href="#">View Details</a>	<a href="#">View Details</a>	<a href="#">View Details</a>

<b>Pineapples</b>	<b>Blueberries</b>	<b>Apple</b>
<a href="#">View Details</a>	<a href="#">View Details</a>	<a href="#">View Details</a>

GreenPlate Market

- Home
- Ingredients
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- Logout



**Orange**  
Known for their high vitamin C content, oranges are perfect for boosting your immune system. They also contain fiber and antioxidants like flavonoids, which support heart health, reduce inflammation, and promote healthy skin. Eating oranges regularly can contribute to overall hydration and skin health as well.

[Buy Now](#)

**Origin**  
Cultivated at: "La Ferme des Quatre Vents" in Saint-Antoine-de-Tilly, Quebec, a farm committed to organic farming and eco-friendly practices. This small farm produces high-quality oranges with minimal environmental impact.



Certifications

- Sustainable 
- 
- 

Farming Practices

- Shade-grown cultivation
- Natural pest control methods
- Soil regeneration techniques

Impact

Water Usage 1,500 liters per kg	CO2 Emissions 0.4 kg CO2 per kg	Land Use 0.25 hectares per ton
------------------------------------	------------------------------------	-----------------------------------

Django administration

Site administration

- AUTH TOKEN
- Tokens [+ Add](#) [Change](#)
- AUTHENTICATION AND AUTHORIZATION
- Groups [+ Add](#) [Change](#)
- Users [+ Add](#) [Change](#)
- FOOD
- Certifications [+ Add](#) [Change](#)
- Farming practices [+ Add](#) [Change](#)
- Foods [+ Add](#) [Change](#)
- Impact metrics [+ Add](#) [Change](#)
- POLLS
- Delivery ratings [+ Add](#) [Change](#)
- RECIPES
- Ingredients [+ Add](#) [Change](#)
- Recipes [+ Add](#) [Change](#)

Django administration

Home > Food > Foods

Start typing to filter...

- AUTH TOKEN
- Tokens [+ Add](#)
- AUTHENTICATION AND AUTHORIZATION
- Groups [+ Add](#)
- Users [+ Add](#)
- FOOD
- Certifications [+ Add](#)
- Farming practices [+ Add](#)
- Foods [+ Add](#)
- Impact metrics [+ Add](#)

Select food to change

Action: ----- Go 0 of 6 selected

- FOOD
- Apple
- Blueberries
- Pineapples
- Avocados
- Kiwi
- Orange

6 foods

Start typing to filter...

- AUTH TOKEN
- Tokens [+ Add](#)
- AUTHENTICATION AND AUTHORIZATION
- Groups [+ Add](#)
- Users [+ Add](#)
- FOOD
- Certifications [+ Add](#)
- Farming practices [+ Add](#)
- Foods [+ Add](#)
- Impact metrics [+ Add](#)
- POLLS
- Delivery ratings [+ Add](#)
- RECIPES
- Ingredients [+ Add](#)
- Recipes [+ Add](#)

Longitude: -71.5967

Image: Currently: food/images/orange.png Change: [Choose File](#) No file chosen

Purchase link: product-purchase-page-oranges.html

Slug: orange

Certifications: [Organic](#) [Fair Trade](#) [Another Cert](#) [Sustainable certification](#)

Farming practices: [Organic Farming](#) [No Pesticides](#) [Organic pest management](#) [Crop rotation to maintain soil health](#) [Water conservation techniques](#) [Shade-grown cultivation](#) [Natural pest control methods](#) [Soil regeneration techniques](#) [Use of organic fertilizers](#)

Impact metric: Orange Metric [+ Add](#) [Save and add another](#) [Save and continue editing](#)

[SAVE](#) [Save and add another](#) [Save and continue editing](#)

Django administration

Home > Food > Certifications

Start typing to filter...

- AUTH TOKEN
- Tokens [+ Add](#)
- AUTHENTICATION AND AUTHORIZATION
- Groups [+ Add](#)
- Users [+ Add](#)
- FOOD
- Certifications [+ Add](#)
- Farming practices [+ Add](#)
- Foods [+ Add](#)
- Impact metrics [+ Add](#)

Select certification to change

Action: ----- Go 0 of 6 selected

- CERTIFICATION
- certification
- certification
- Sustainable
- Another Cert
- Fair Trade
- Organic

6 certifications

Django administration

Home > Food > Impact metrics > Orange Metric

Start typing to filter...

- AUTH TOKEN
- Tokens [+ Add](#)
- AUTHENTICATION AND AUTHORIZATION
- Groups [+ Add](#)
- Users [+ Add](#)
- FOOD
- Certifications [+ Add](#)
- Farming practices [+ Add](#)
- Foods [+ Add](#)
- Impact metrics [+ Add](#)

Change impact metric

**Orange Metric**

Name:

Water usage: 1,500 liters per kg

CO2 emissions: 0.4 kg CO2 per kg

Land use: 0.25 hectares per ton

[SAVE](#) [Save and add another](#) [Save and continue editing](#)

# Rate Vendor Delivery

**GreenPlate Market**

- Home
- Ingredients
- Rate Vendor
- Buy Products
- Logout

### Rate a Vendor's Delivery

Vendor

Rating

Upload Image

Review

Delivery Date

Is the Packaging Eco-friendly?

**Submit**

**Django administration**

Home • Polls • Delivery ratings

Start typing to filter...

AUTH TOKEN	Tokens	+ Add
Groups	Users	+ Add
FOOD	Certifications	+ Add
Farming practices	Foods	+ Add
Impact metrics		+ Add
POLLS	Delivery ratings	+ Add
RECIPES	Ingredients	+ Add
	Recipes	+ Add

Select delivery rating to change

Action: ----- Go 0 of 12 selected

User	VENDOR	RATING	DELIVERY DATE	ECO FRIENDLY PACKAGING
lena	BIO RAW	5 ⭐	April 25, 2025	🔴
lena	BIO RAW	4 ⭐	April 7, 2025	🟢
lena	Hellofresh	4 ⭐	April 10, 2025	🔴
lena	BIO RAW	4 ⭐	April 11, 2025	🟢
cat	Goodfood	3 ⭐	April 10, 2025	🟢
ball	Goodfood	3 ⭐	April 15, 2025	🟢
ellisonn	Hellofresh	2 ⭐	April 17, 2025	🟢
xling	BIO RAW	3 ⭐	April 10, 2025	🟢
hi	Hellofresh	2 ⭐	April 16, 2025	🔴
mrzz	BIO RAW	2 ⭐	April 11, 2025	🔴
hi	BIO RAW	2 ⭐	May 8, 2025	🔴
testuser	Test Vendor	4 ⭐	April 9, 2025	🟢

FILTER

+ Show counts

By vendor

All  
Test Vendor  
BIO RAW  
Goodfood  
The Conscious Farm Kitchen  
Hellofresh

By rating

All  
5 ⭐  
4 ⭐  
3 ⭐  
2 ⭐  
1 ⭐

By delivery date

Any date  
Today  
Past 7 days  
This month  
This year

**GreenPlate Market**

- Home
- Ingredients
- Rate Vendor
- Buy Products
- Logout

### Rate a Vendor's Delivery

Vendor

Rating

Upload Image

Review

Delivery Date

Is the Packaging Eco-friendly?

**Submit**

**Discard**

**GreenPlate Market**

- Home
- Ingredients
- Rate Vendor
- Buy Products
- Logout

### Rate a Vendor's Delivery

Vendor

Rating

Upload Image

Choose File foodimg.jpg

Review

Write your review here...

Delivery Date

mm/dd/yyyy

Is the Packaging Eco-friendly?

**Submit**

**Discard**

**Form submitted successfully!**

# Current Sprint

<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-67 Upload docker and Testing Strategy	<b>DONE</b>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-68 Make a deployment scheme, Dockerize the solution so it is portable	<b>DONE</b>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-69 Implement a testing strategy Xiling	<b>DONE</b>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-70 Implement a testing strategy Sneha	<b>DONE</b>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-71 Improve testing strategy and provide documentation Ellen	<b>DONE</b>	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-72 Combine Sneha's and Xiling's Code together	<b>DONE</b>	

1. Make a deployment scheme and dockized the solution for portability.
2. Implement a testing strategy and provide documentation.
3. Combine Sneha's and Xiling's code together

<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-74 Restaurant owner functionality		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-75 As a restaurant owner and chef, I want to be able to communicate the sustainability efforts of my restaurant to cus...  TO DO 		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-76 As an eco-conscious consumer, I want to view the rating that the vendor has so that I can know if they are to be tr...  TO DO 		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-77 As a restaurant owner and chef, I want to rate vendors so that I can let others know whether the vendor is quick an...  TO DO 		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	STORY-81 Create different profile types for different users (ex: separate for restaurant owner, customer and vendor)  TO DO 		

## SubTask

T...	Key	Summary	0 / 0 Done
	STORY-82	Ask the user when registering for an account if they are a "Customer", "Vendor", or a "Restaurant owner"	

T...	Key	Summary
	STORY-87	create a view vendor rating page
	STORY-88	display ratings made just by customers
	STORY-89	give the customer a filter by: "rating: from highest to lowest" and "from lowest to...

T...	Key	Summary	0 / 0 Done
	STORY-78	Save data to a separate database for restaurant owners, so that the admin can view, and so that later, restaurant...	
	STORY-79	create a form that has a submit and discard button	
	STORY-80	add a start rating, a delivery description, and a picture adding field	

T...	Key	Summary
	STORY-84	create a "sustainable restaurants" page
	STORY-85	Add sustainability certifications and restaurant ratings
	STORY-86	View restaurants in map so that a customer can see what restaurant is near them.

# Next Sprint

1. Create distinct profile types for different users.
2. As a **restaurant owner and chef**, communicate sustainability efforts of your restaurant to customers.
3. As an **eco-conscious consumer**, view the vendor rating to assess trustworthiness.
4. As a **restaurant owner and chef**, rate vendors to inform others about vendor reliability.

# Next Steps

## Short-Term Development

- link food item in recipe suggestions to actual listings
- Search for Different vendors and filter products by vendors
- Design Vendor dashboard - tracking ratings, revenue, and carbon footprint
- Integrate payment system
- food waste reduction tips page

## Long-Term Vision

- Develop mobile app
- Form sustainability partnerships
- Develop AI meal planning tool



# Monetization Strategy



## Commission Fees

Percentage from vendor transactions.  
We profit when vendors succeed.

## Subscriptions

Premium features for users and  
vendors. Recurring revenue stream.

## Sponsored Listings

Sustainable food companies can  
increase visibility. Targeted audience.

# Subscriptions

## Free Consumer Access

- Purchase from local vendors
- view seasonal ingredients and recipes
- Vendor rating system
- Food waste reduction tips
- Direct recipe-to-purchase links

## Premium Consumer Plan

- AI-generated personalized meal plans
- Exclusive product discounts
- **\$15/month or \$120/year**

## B2B Vendor Subscriptions

- Advanced carbon footprint analytics
- Exportable sustainability reports
- Enhanced search result visibility
- Customer insight dashboards

# Join Our Mission



## \$100k

### Funding Goal

To scale our operations and expand our reach in the growing market. This investment will enable us to enhance our capacity and connect with more environmentally conscious consumers.

## 5.5...

### Potential Users

Environmentally conscious consumers  
41 million people in Canada, Agriculture Canada, 70% seek environmentally sustainable  
7,953,976.32 working age millennials, 70% interested = **5.5 million** users in our prime demographic in Canada  
16 million people in Ontario

## 6.8%

### Annual Market Growth

Annual increase in sustainable food sector

## 172.84

billion

Growth estimate in 2029

We invite you to join us in creating a more sustainable food system. Together, we can transform how people access and enjoy environmentally responsible food.

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Markets, R. A. (2025, March 27). Environment-Friendly and Sustainable Food Market Outlook 2025-2029, featuring profiles of key players WhiteWave Foods Company, Amy's Kitchen, Earthbound Farm, Ben & Jerry's Homemade, and Beyond Meat. *GlobeNewswire News Room*. <https://www.globenewswire.com/news-release/2025/03/27/3050728/0/en/Environment-Friendly-and-Sustainable-Food-Market-Outlook-2025-2029-Featuring-Profiles-of-Key-Players-WhiteWave-Foods-Company-Amy-s-Kitchen-Earthbound-Farm-Ben-Jerry-s-Homemade-and-.html>

# Next Step

- We would love to show you a working version of the demo
- Discuss areas of collaboration that align with your business goals and mission