

Photo by Daria Rumyantseva



NOT FAR FROM THE TREE

A MakeWay Charitable Society Project



WE PICK FRUIT & SHARE IT!

Not Far From The Tree is Toronto's fruit picking and sharing project! We bring Torontonians together to harvest the urban orchard, empowering communities to gain access to fresh fruit, forge social connection, and live more sustainably.

When a tree owner can't keep up with their harvest, we mobilize a volunteer team to pick the fruit, and split the bounty 3 ways: $\frac{1}{3}$ to the homeowner, $\frac{1}{3}$ to the volunteers, and $\frac{1}{3}$ is donated to community agencies, including food banks, shelters, and community kitchens.



Fruit picking is a simple action that has a big impact that gives people access to fresh fruit, strengthens community ties, and contributes to a resilient, local food system.

SINCE 2008, WE HAVE...

- Picked and shared over 275,000 lbs of fruit. That's equivalent to 335.03 tons of CO₂, or 73 passenger vehicles driven for one year
- Planted 1,245 fruit trees, edible shrubs, and pollinators
- Registered 2,715 fruit trees in Toronto's Urban Orchard
- Facilitated 3,973 fruit picks
- Donated fruit to over 70 community agencies who collectively feed over 10,000 people



OUR MISSION

To harness the power of fruit trees to create healthy, resilient, sustainable and connected communities across Toronto. We empower Torontonians to pick and share fruit that would otherwise fall to waste while providing opportunities to connect more intimately with their neighbours, environment, and food system. We act as, and empower people to become, stewards of the urban orchard to ensure its benefits can be realized for many generations to come.

OUR VISION

We envision a Toronto where everyone has access to the urban harvest as part of a resilient food system that builds community and is based on the value of shared abundance. To achieve this vision, we work to:

- Bring communities together around the harvest
- Increase access to healthy, local fruit
- Raise awareness of the urban orchard as a food source
- Promote the health of the urban orchard
- Amplify the work of our social service partner agencies

OUR GOALS

Partner agencies are seeing unprecedented demand for food, and facing high staff turnover. This season and beyond, we focus on our fruit picking and sharing program to get as much fresh fruit to as many people as possible. Spreading the word about NFFTT means registering more trees to our program, which means more fruit is available to pick!

Our yearly goals include:

- Register 100 new trees to our program
- Recruit and train at least 20 new Pick Leaders
- Register more trees on the edges of our operating area
- Plant additional fruit trees across Toronto
- Provide educational opportunities for tree registrants and volunteers related to tree care and maintenance (e.g., winter pruning, disease prevention)
- Continue to deliver as much fruit as possible to our partner agencies and invite their clients directly to private fruit picks
- Reduce barriers to our program by waiving the membership fee for anyone who asks

OUR CORE PROGRAMMING

THE FRUIT PICKING PROGRAM

NFFTT hosts between 300-400 fruit picks every season, thanks to the help of trained Pick Leaders, volunteer fruit pickers, and tree registrants. Every year, NFFTT works to improve the quality of the picking program and improve picking equity. Our ultimate vision is for everyone in Toronto to have the opportunity to share in the abundant harvest.

DIVERSIFYING PARTNERSHIPS

We are always looking for more communities to join our work. This can look like our partnership with Henderson Brewery to feature our fruit in their beverages; partnering with the City of Toronto to give away 400 fruit trees and shrubs; and collaborating with the Laneway Project to help green alleys in Toronto with pollinator plants.

ANIMATING TORONTO'S URBAN ORCHARD

To raise awareness of the urban orchard and, we engage communities in activities like tree care workshops, tree tours, market tabling, and other activities to highlight the harvest. Many people are unaware of just how much fruit grows in their own city (an estimated 1.5 million lbs!).

FRUIT TREE PLANTING AND STEWARDSHIP

The orchard is aging, and trees continue to die or be cut down every year due to disease and old age. To ensure we have a harvest in the future, we need to act now to care for the remaining trees and replenish the orchard with new, young healthy fruit trees. We provide educational materials, workshops, and training opportunities for tree registrants to learn how to properly maintain their trees for their long-term health. We also look for opportunities to get more fruit trees planted - whether in backyards, green spaces, or through community orchard projects.





GET IN TOUCH AND JOIN THE HARVEST!



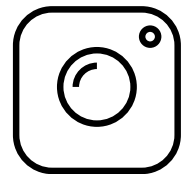
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