rootrade

Finding your food source
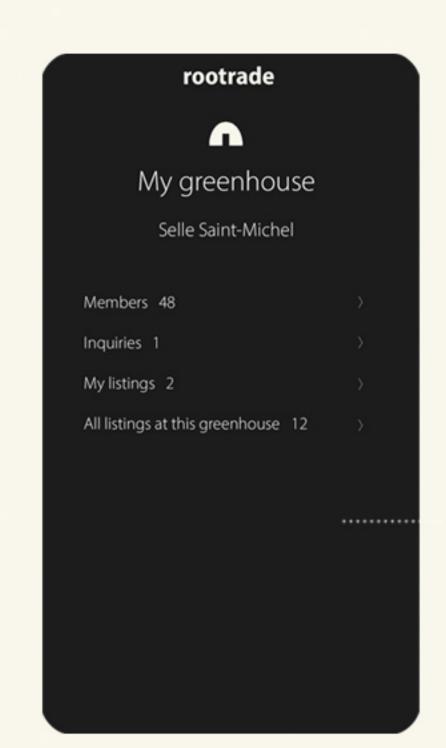## Trouver votre source de nourriture
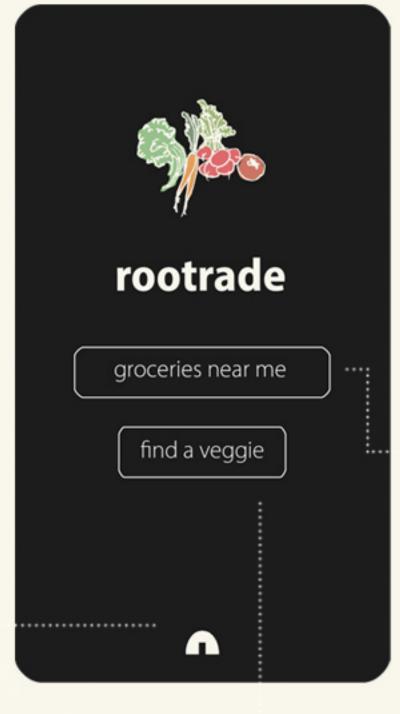
Montréal-Nord

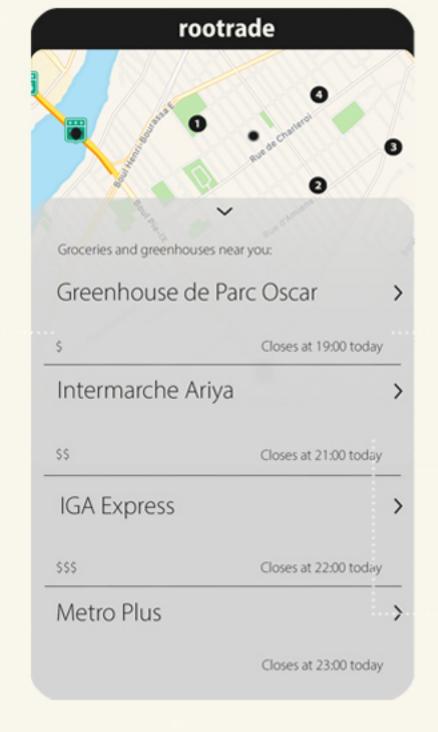**An app for sourcing, selling and trading your vegetables.**
Une application pour trouver, vendre, echanger vos legumes.
Rootrade is an online application where neighborhood residents can find and compare produce availability/costs between grocery stores and greenhouses nearby. The user can also register with their local greenhouse, connect with other members of their greenhouse, and become a part of a network of locally-grown produce trade.

Why Montreal-North?
Pourquoi Montréal-Nord?
We thought Montreal-North would be the perfect borough to pilot this project. This a mostly low-income area where grocery stores are few and far between. We would like to offer Rootrade to these residents as a low-cost alternative to buying produce at the grocery store. To those residents who don't have the time for gardening, Rootrade will act as a grocery store map and cost-comparison app, and they can still purchase nutrient-rich vegetables from growers at greenhouses nearby.
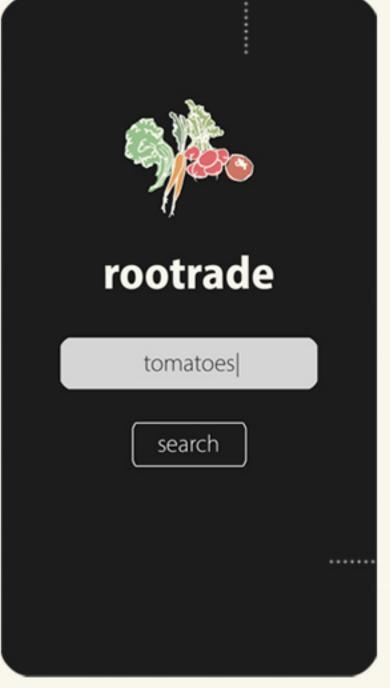
Facilitating an urban grower community.
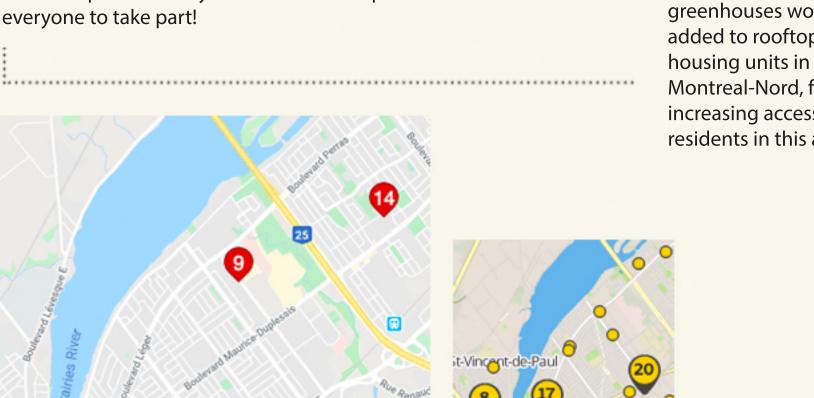**Faciliter une communauté d'agriculteurs urbains**
Registering to grow in your local greenhouse is a free process as easy as getting a library card. Users are only required to live within the walkable vicinity of the greenhouse. Rootrade is designed to make buying veggies from the grocery store as easy as buying from, and trading with your neighbors. We hope this will allow Montreal-North residents to eat healthier, save money, learn valuable farming skills, and feel secure in providing nourishment for themselves and their families from the ground up. It will be very simple for users to list their own produce for sale or trade, which produce they need in exchange, and see what's available in their local growing space.

Next steps | Prochaines étapes
Gardening and farming experience is not necessary for users to participate in this project, in fact it is encouraged for people who are more used to the urban lifestyle. Each greenhouse will be equipped with how-to growing guides, soil, and nutrient-rich fertilizer made from neighborhood compost. For this project to work, we will have to have a lot of cooperation with the City of Montreal, who we hope will see the need in providing year-round growing spaces for city residents. Our plan is to start small with one or two greenhouses, and then hopefully spread to all appropriately-sized parks in the area. During this time, residents will be improving their gardening skills and we will be working to increase the number of members in the network. We would like to then add them to rooftops of social housing units, so people wouldn't even have to venture outside to care for their crops. Eventually we would like to spread this project across the city for everyone to take part!

These are maps of all the grocery stores is the Montreal-North area. Supermarkets are limited and far apart. (The smaller yellow dots are deppaneurs which may sell small amounts of produce.) >

This is a map of parks in Montreal-North, where greenhouses could be placed to fill the gaps where grocery stores are not within walking distance. ∨

As the program progresses, greenhouses would be added to rooftops of social housing units in Montreal-Nord, further increasing accessability for residents in this area. >

Hypothetical depiction of how a greenhouse at Parc François-Perrault might operate, even in winter months. We think this site would be perfect for the pilot program, as it is visible from Metro Saint-Michel (the closest STM metro stop to Montreal-North), and is already used as a gathering space for many events throughout the year. Note: The greenhouse image used in this depiction might not be sustainable through the winter. However, there are many possible ways to use thermal energy to cheaply warm a greenhouse throughout the winter without use of a generator. ∨

Source: Google Maps
Source: Yellow Pages
Source: City of Montreal