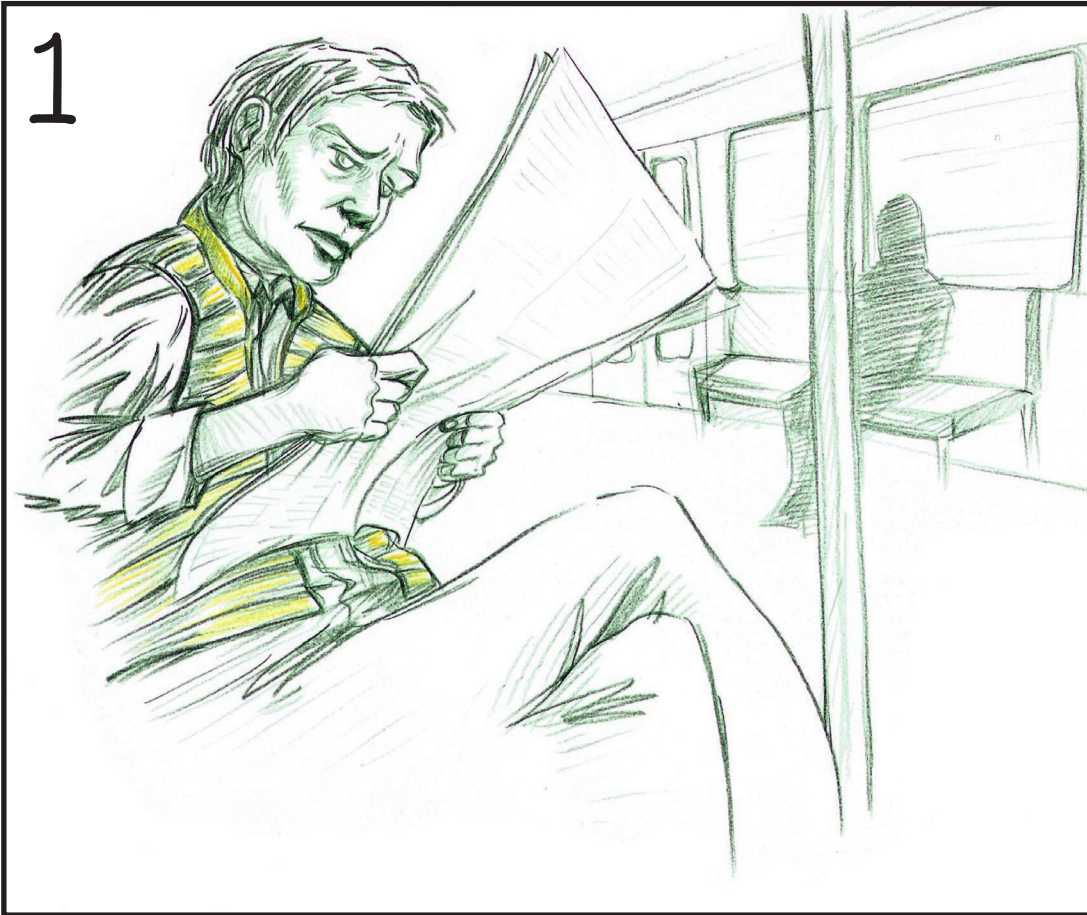


# FUNGIDES FORAGING ADVENTURES

A creative business model that factors in social and economic sustainable value. The Fungides mission is to provide an engaging, insightful, and fun experience to educate people about local, edible flora, and foster an inclusive interest in sustainable foraging in a responsible manner. This is a storyboard explaining the business!

Team Project: Katherine Schmaltz & Patrick Dawe, Illustrations by Patrick Dawe


1



I'd like to introduce you to Marty. He is 28 years old and works in IT at a local business.

Marty is on the LRT going home from work.


2



He is reading the local newspaper when he notices an ad for **Fungides Foraging Adventures**.

He thinks to himself "what is that??!"

3



When Marty gets home he decides to call the number on the ad so he can inquire about it. At the Fungides headquarters in Edmonton, Leah answers.

Marty asks what the Fungide Foraging Adventures is.

Well, says Leah, here at Fungides our mission is to provide an engaging, insightful, and fun experience to educate people about local, edible flora, and foster an inclusive interest in sustainable foraging in a responsible manner.

"How do you do that?" Says Marty.

Leah responds, Well, we book organized outings in the Edmonton area with guides who are experts in their field. Students, botanists, and foraging enthusiasts are part of our guide team. Anyone who wants to learn about local foraging and plant identification just has to register here at our headquarters, online, or over the phone. Our foraging experiences range from afternoon walks to date nights to corporate team building.

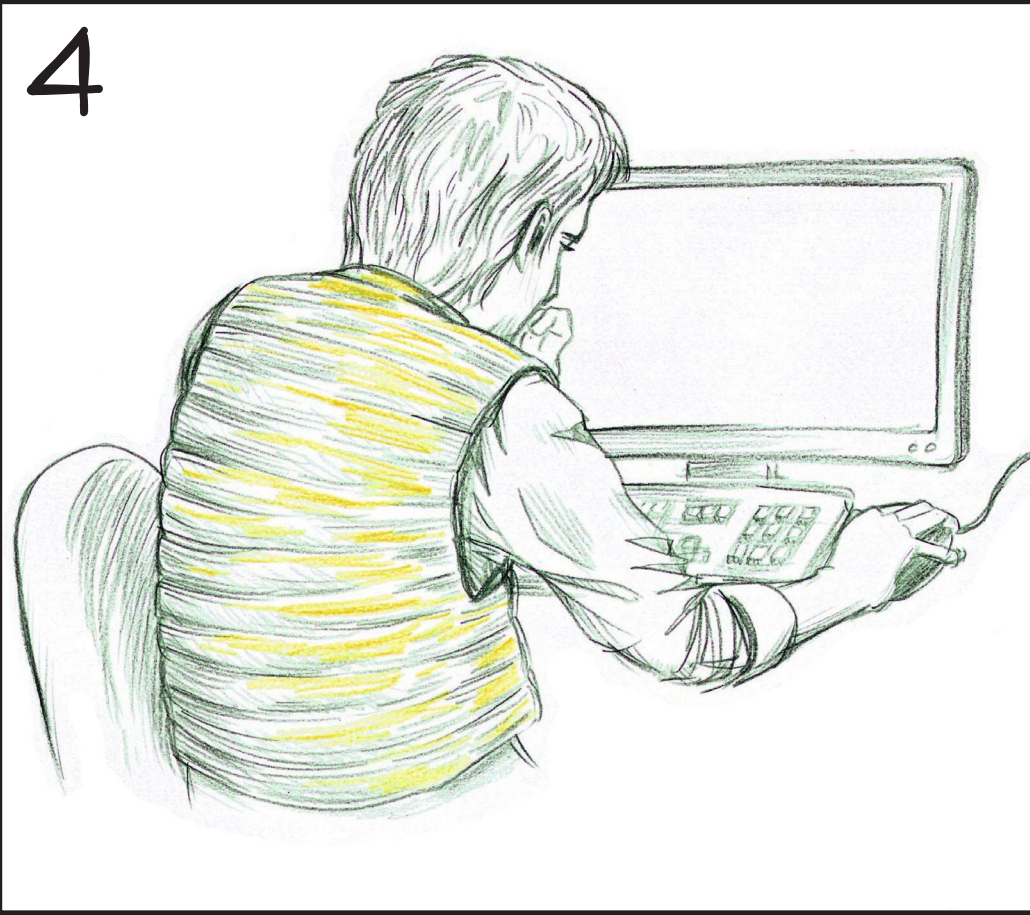
"That sounds awesome! I saw on your website that you partner with many local restaurants. Do we get to eat what we find??", says Marty

Many of the guided experience packages conclude at a local restaurant or pub that we've partnered with. There, the chefs have prepared a meal using the same flora that you learn about on your foraging adventure, says Leah.

Marty thanks Leah for the info. And tells her that he will look at his schedule and book online.

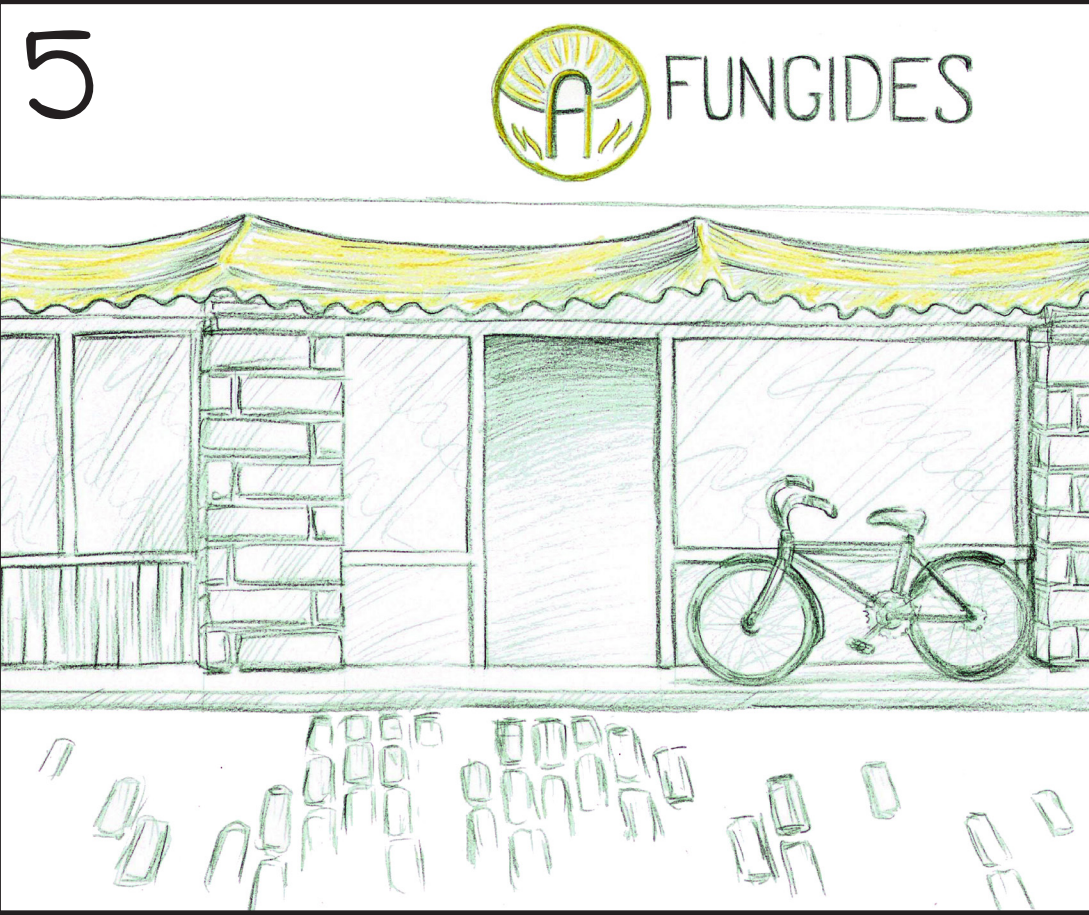
"Great!", says Leah. "Thanks for calling Fungides Foraging Adventures! Have a plant-tastic day!"

4



Marty then goes onto his computer to book an adventure. Being a foodie, he is most interested in one of the experiences that ends at a pub. He notices that there is a Shrub Crawl Adventure. So he registers!

5



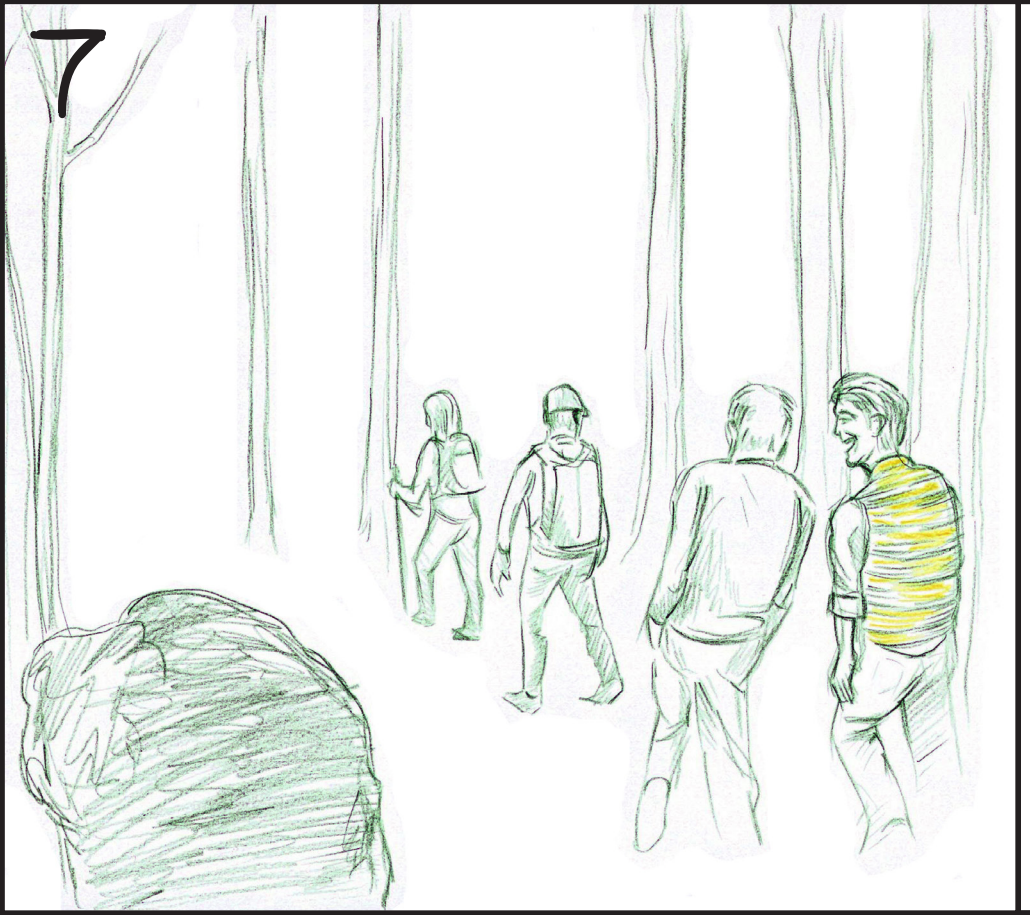
On the day of the event, Marty goes down to meet the Shrub Crawl group at the Fungide Foraging Adventures headquarters (which is adjacent to the river valley). He goes in to the shop and then introduces himself to others in the Shrubcrawl group. He notices that most of them seem to be 20/30 something urbanites. Casual conversation reveals that most have an interest in outdoor activities, nature, local food, slow food, and farmer's markets.

6



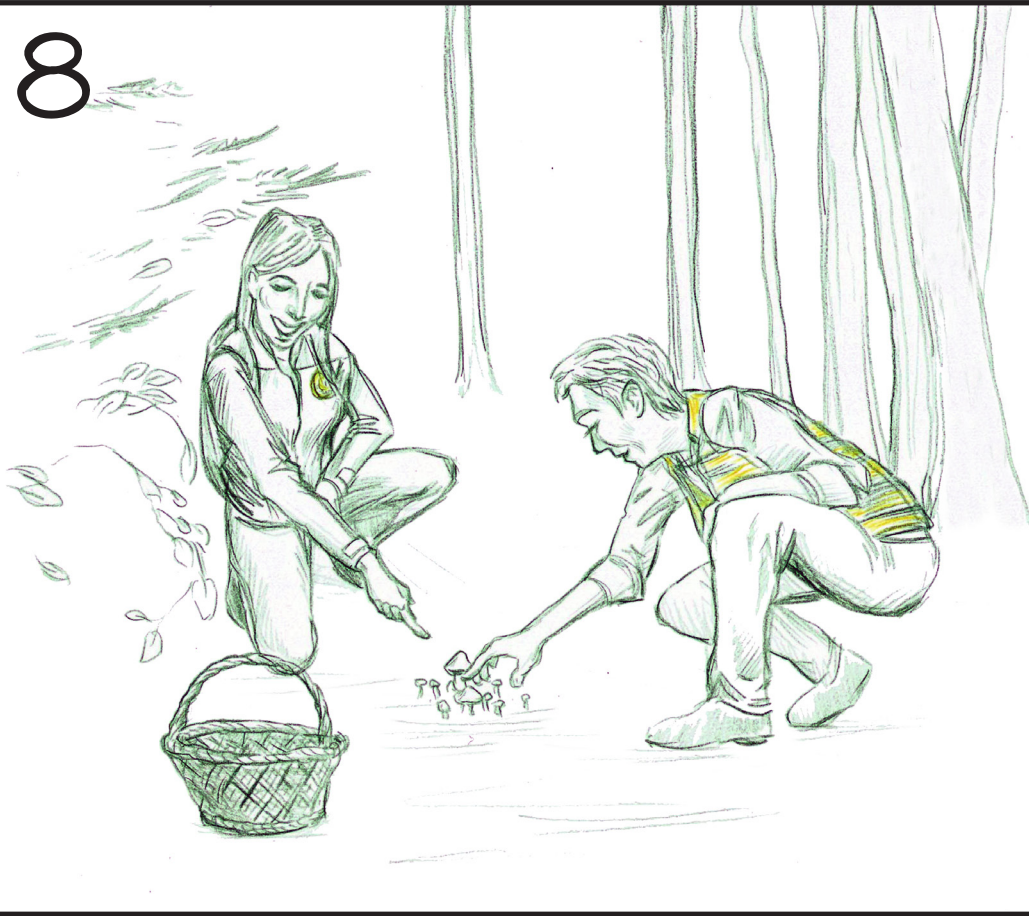
Leah finalizes preparations for the Shrub Crawl outing and introduces herself to the participants.

7




Once the group is on the river valley trail, camaraderie flourishes under the guidance of Leah.

8



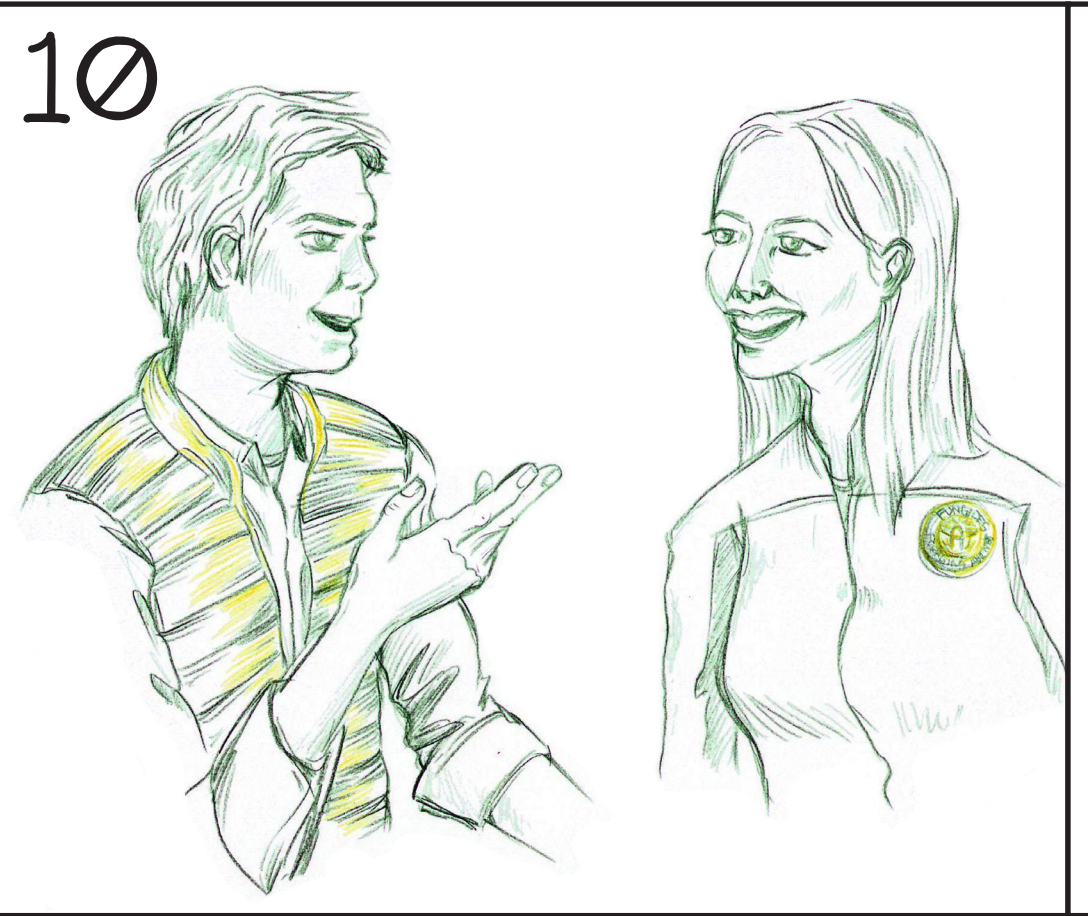
Leah's passion for foraging is infectious. She is such a keener that you can't help but like it too; especially when you get to eat what you're learning. The customer relationships provided by her have a one on one feel. She is earnest in her connections with the participants.

9



The end of the Shrub Crawl concludes at a pub and the new friend group chats about what they learned and their favorite flora they can now identify. They await the scrumptious cornucopia of their labour.

10



Marty asks Leah where she got her training to be a Fungide.

She was trained by another experienced guide and she had to take a Flora Identification Exam through Fungides Foraging Adventures. She has to stay on her toes because Fungides periodically tests its employees with secret shoppers and lab testing. They also test the food stores of what they sell in the off season.

Marty asks how the pub knew what the group had found that day...

Leah responds by saying that even though the experience may have seemed spontaneous to him, Fungides actually provides the flora to the restaurant beforehand. We cultivate it in different parts of the city and in partnership with landowners. This helps in sustainable foraging as the Fungides don't just take from one area of growth.

Marty is grateful for all of the knowledge that Leah has imparted and will surely tell his friends about the experience that he had that day.