

# Economic Nutrition<sup>CM</sup>

A Shorefast — Institute Initiative

Know  
where your  
money goes.

A certification program for businesses ready to show where their money goes and how it makes an impact.

## Price alone is not telling the full story.

People want to make buying decisions that positively affect their local communities and support the economy, but information about “where the money goes” is rarely available at the point of purchase. Economic Nutrition fills this gap.

**For businesses, it's a procurement tool, a trust signal, and a storyteller - all in one.**

Certified 2026

## Economic Nutrition<sup>CM</sup>

### Fogo Island Inn

Community Enterprise

#### Where does the money go?

Fogo Island	54%	Rest of Canada	26%
Newfoundland	16%	International	4%

#### What does the money pay for?

Salaries & Wages	53%
Business Operations	15%
Food & Room Supplies	12%
Building Costs	10%
Sales & Marketing	4%
Insurance	3%
COVID-19 Debt Service	3%

\*Data as of December 31, 2023. Values are calculated retrospectively and updated when changes are material. Figures shown are for illustrative purposes.

Economic Nutrition<sup>CM</sup> is a certification trademark of [Shorefast](#), used under license by Fogo Island Inn.



# Economic Nutrition<sup>CM</sup>

## What is Economic Nutrition?

Modelled on food nutrition labelling, the Economic Nutrition Certification Mark reveals the economics beyond price for any certified product or service: what every dollar paid for and where it went. It helps employees make more informed decisions that better align with your business's values, and it helps your customers make purchases that better align with theirs.

It breaks every dollar of your annual spending into two clear views:

**Where the money goes:** The proportion of spending in local, provincial, national, and international regions.

**What the money pays for:** A breakdown of your major expense categories (e.g. labour, suppliers, rent).

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### The Storehouse

Community Enterprise

#### Where does the money go?

Fogo Island	76%	Rest of Canada	7%
Newfoundland	16%	International	1%

#### What does the money pay for?

Salaries & Wages	60%
Food, Beverages, Supplies	23%
Building Costs	12%
Business Operations	5%

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Created May 6, 2026

Economic Nutrition<sup>CM</sup> certification is a three-month program in select geographic areas across Canada.

In the program, you will work alongside other businesses from your region, supported by Shorefast's Economic Nutrition team and a local training partner.

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### What's included

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**A 3-month certification program** using data from your most recent fiscal year.

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**Resources and workshops** tailored to your region and industry supply chain.

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**Review of your business** by the Shorefast team to ensure you meet certification requirements.

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**Three years of licensed use** of the Economic Nutrition Certification Mark.

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**Advocacy for strengthening your local supply chain** leveraging data and learnings from your local cohort.

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**One full year of Shoretet** – a national network created by the Shorefast Institute to strengthen place-based economic development across Canada.

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**A dedicated listing** in the Economic Nutrition national directory.

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**Access to communications support** when you launch your label.

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# Economic Nutrition<sup>CM</sup>

The value of Economic Nutrition to your business

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## Building Trust

*"By highlighting the true economic impact behind every pint, we can strengthen trust with our customers and inspire others to invest in their communities. We're excited to help set a new standard for local businesses that value both great products and meaningful impact."*

— Sussex Ale Works, Sussex, New Brunswick, 2025 Economic Nutrition Pilot Cohort Participant

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## Accessible, Data-Driven Insights

*"It's probably the best economic snapshot tool that I've ever seen."*

— Brian Cant, President, 4TVI

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## Making your Value and Impact Visible

*"It's a great marketing tool that helps us communicate clearly how we contribute to the local economy. We hadn't found an authentic way to say it before."*

— Valérie Vedrines, Founder, Masse Critique



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What sets Economic Nutrition apart

**Beyond Buy Canadian.** It's a new approach that goes beyond the national level and is grounded in supporting the places we live and are connected to.

**It's built from real practice.** Shorefast has used Economic Nutrition across its own businesses on Fogo Island since 2018.

**Every business can be certified.** Our goal is to make people's economic impact more visible, not to say where you should make purchases.

**It's globally recognized.** Selected in 2026 as a top-ten Edge of Government innovation.

**It's more than just a logo.** We offer tangible results that can be used and analyzed to transform practices.

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**Fogo Island Workshops**  
Community Enterprise

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**Where does the money go?**

Fogo Island	71%	Rest of Canada	24%
Newfoundland	2%	International	3%

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**What does the money pay for?**

Salaries & Wages	60%
Direct Materials	10%
Design & Productions Overhead	12%
Sales & Marketing	18%

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\*Data as of November 17, 2025. Values are calculated retrospectively and updated when changes are material. Figures shown are for illustrative purposes.

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Created May 6, 2026



# Economic Nutrition<sup>CM</sup>

How it fits your schedule

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We know you are busy, so the Economic Nutrition Certification Program is designed to be flexible and to work around your schedule.

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## Timeline

Scheduled programming runs Sept. 14 to Dec. 4, 2026.

## Time commitment

2hrs/week, or 24 hours total (more if your accounting data is complex).

## In-person sessions

The program includes two in-person sessions that will take place in your geographic region.

## Who should join

We recommend a small team from across your including leadership, accounting or finance, and marketing/communications.

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## Pricing & How to apply

Your Certification Fee covers a period of three years and includes a three-month training program, certification costs, and licensing once certified up to the end of the **three year period**. Organizations must re-certify every three years.

Total Annual Revenue (For-Profit) or Operating Budget (Non-Profit)	For-Profit Certification Fee Paid every three years	Non-Profit Certification Fee Paid every three years
<\$2,000,000	\$2,000	\$1,500
\$2,000,001-\$10,000,000	\$5,000	\$3,750
>\$10,000,001	Separately negotiated	

### Available Scholarships & Rebates

If pricing is inaccessible to your business or organization for any reason, please contact [economicnutrition@shorefast.org](mailto:economicnutrition@shorefast.org) to inquire about funding available in your region. We will ensure that every business accepted into the program has an accessible pathway to do so, regardless of finances.

### How to apply

To apply for your region's 2026 program, simply complete this 5-minute application by **August 14, 2026**: [economicnutrition.com/apply](https://economicnutrition.com/apply)

If you have any questions, please contact [economicnutrition@shorefast.org](mailto:economicnutrition@shorefast.org) or your **Regional Cohort Partner** for further information.