



Stone Hearth Bakery is an artisan bakery that trains and employs people with developmental disabilities and/or mental illness. The bakery operates a café and provides catering. Grocery stores and specialty food markets carry its products, while organizational purchasers including cafés, restaurants, golf clubs, places of worship, hotels and institutional residences buy the baked goods from Stone Hearth to serve to their customers. Stone Hearth Bakery employs professional staff who are responsible for training participants and overseeing the overall operation of the bakery. The program employs about 60 participants each year (usually for 10-18 months at a time) who receive a sliding scale of pay depending on funding eligibility.

FAST FACTS

Location: Halifax, NS

Founded: 1982

Sector: foodservices

Annual Revenue (2018): \$707K

Parent Org: Metro Works

Website: www.stonehearth.ca

FINDINGS

- Stone Hearth provides a unique case of a social enterprise that is a wholesaler, distributor and retailer.
- This case reveals that social criteria in procurement tenders can be highly beneficial to social enterprises; however, not all types of organizational purchasers necessarily find social value relevant or even desirable.
- Instead of participating in conventional procurement contracts, Stone Hearth often fills gaps in the procurement agreements, which works well for them given their size of operation.
- Stone Hearth's past reveals how government action to support social enterprises can have meaningful impact. Nova Scotia is currently seeing a renewed interest in leveraging public procurement to generate social benefits and to support social enterprises for economic development.
- Connecting with non-profit organizations, social enterprises and businesses has been important in building a supportive community - Stone Hearth is now a member of the Halifax Chamber of Commerce.

Selling Social: Experiences of Social Enterprises with Social Procurement and Social Purchasing presents the findings of a three-year (2017-2020), pan-Canadian research project detailing experiences with social procurement and social purchasing from the perspective of social enterprises, as well as their organizational purchasers. These 19 profiles highlight the cases presented in the book and illustrate unique features that make them of interest to practitioners, scholars and students of the social economy.

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For further information:

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