



Open House at Scientific Games' Urban Farm

October 10, 2025



Scientific Games, the longtime games and technology partner to Canadian lotteries, recently opened the gates of its urban farm, named *Manger et Jouer Sainement (Eat and Play Healthy)*, in Montreal. The farm is located behind the company's lottery instant scratch game production facility in Mercier-Hochelaga-Maisonneuve. The open house showcased a collaborative project developed with Cuisine Collective Hochelaga-Maisonneuve. The October 4 event provided the local community with rare access to a site typically governed by strict security measures, as access to the plant itself is restricted to authorized employees.

Located across from Assomption metro station, Scientific Games is a secured industrial building where generations of the local community have been employed for more than 50 years. The site is tightly controlled, as it is where Loto-Québec's and other Canadian provincial lottery's instant scratch games are produced. However, with the development of

the urban farm — launched three years ago — Scientific Games open its doors to the public for the event, which allowed local families to explore the farm and greenhouse, sample produce and other activities.

“You know, we work in a fairly secure environment. We produce instant scratch games. People don’t know us very well. So, we saw this as an opportunity to open our doors — without actually opening our doors. It allows people to visit, get to know us a little, and get to know CCHM too,” said Marc-André Doyon, Vice President of Canadian Operations at Scientific Games.



Marc-André Doyon, Canadian Vice President of Operations for Scientific Games (EMM/Marie-Hélène Chartrand)

A Partnership Between the Private and Community Sectors

Since 2023, Scientific Games has been providing CCHM with free, long-term use of the 2,043 m² plot behind its plant.

“We were looking for a local partner who could make the most of the site,” said Doyon. “Then one day, just before the holidays, I got a call from Benoist De Peyrelongue, Executive Director of CCHM. He explained everything CCHM could do with our adjacent land. It almost sounded too good to be true,” recalls Doyon. “So we donated the use of the land to CCHM, and they now operate the farm for the community’s benefit.”

The site has been transformed into a fully developed agricultural space, featuring market garden plots, a greenhouse, fruit trees and a beehive. “Everything was designed to maximize use of the land,” explains De Peyrelongue.

This year alone, nearly six tonnes of fruits and vegetables were harvested.

“Having access to a site of this size, right in the heart of MHM, allows us to expand our production capacity and respond to growing food needs in the neighbourhood,” says De Peyrelongue.

This production adds to that of other urban farms operated by CCHM in East Montreal. Similar projects have been developed on the grounds of 5600 Hochelaga, the SAQ’s head office and more recently, the Bimbo bakery site.

“Last year alone, we harvested 15 tonnes of fruits and vegetables across about 40 different varieties,” notes De Peyrelongue, referring to the total output from CCHM’s urban agriculture initiatives.



Benoist de Peyrelongue, Director General of CCHM (EMM/Marie-Hélène Chartrand)

Growth Potential and Challenges

When asked about the possibility of expanding the model to other companies in the east end, De Peyrelongue remains cautious: “There are several other sites on standby, but we want to be careful and ensure long-term sustainability. Growth is great, but at some point, we need to be financially viable too.”

Soil contamination is also a key factor in determining whether new projects can go ahead.

“It depends on the availability and cleanliness of the land... We’re talking about the East End, where a lot of soil remediation is needed,” he adds.

According to him, two conditions must be met before launching a new project with a private company.

“First, the company has to be genuinely interested. Second, the soil has to be suitable. There’s always some groundwork to do before we can move forward.”

Giving Back to the Community

Roughly one-third of the harvests are automatically redirected to community initiatives.

“We supply organizations based in low-income housing communities, who then distribute the food to their residents,” says De Peyrelongue.

Another portion of the produce is sold at *La Collective*, CCHM’s solidarity grocery store.

“People can shop with a social pricing model, offering discounts of up to 70%. The base prices are already comparable to those at discount retailers like Super C or Maxi,” he explains.

“Community organizations that produce food and support people facing food insecurity can also buy from us at cost. The rest goes to restaurants, seasonal basket programs and public markets,” he adds.



(EMM/Marie-Hélène Chartrand)

Employee and Community Involvement

The urban farm is open to both employees and community members who wish to get involved.

“Our employees are welcome to volunteer, just like any other citizen wanting to lend a hand,” says Doyon.

“It really allows the company offering its land to get anchored locally and to offer employees a unique experience,” adds De Peyrelongue.

“It builds community ties and gives employees a stronger sense of connection to their workplace,” he continues.

Each year, about 350 people participate in CCHM’s urban farming activities — from workshops and harvests to corporate initiatives.

“Pretty much every day, someone stops by to help out,” observes De Peyrelongue.

Doyon also sees a clear benefit to workplace cohesion:

“It’s a source of pride for our employees to know we have a resource like this giving back to the community.”

Beyond food production, CCHM’s urban farms also serve as a platform for social reintegration programs.

“We have a six-month program for people who’ve been out of the workforce, and a 14-month program for neurodivergent individuals,” De Peyrelongue explains.

A Model for the Future

In short, this project demonstrates how a private company can utilize its resources to support sustainable community initiatives — all while fostering stronger local ties.

Doyon believes this model could inspire others: “There are so many underused sites in Montreal. There’s real potential here,” he notes, before concluding:

“We’re building some pretty exciting expertise in East Montreal when it comes to social economy and urban agriculture.”