

PROVISION COALITION

MAKING FOOD SUSTAINABLY

FOR IMMEDIATE RELEASE

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Accelerating Sustainability in the Food & Beverage Manufacturing Industry

Guelph, ON – With cost-share funding support from the Canadian Agricultural Partnership (the Partnership), Provision Coalition is launching a new project to work with small- and medium-sized food and beverage manufacturers in Ontario to increase their revenue, reduce their costs and elevate their food brands – purposefully.

Provision will engage *BetheChange Group* to provide marketing and awareness building support to help Provision connect with hard-to-reach food and beverage manufacturers in the province.

The project will target companies located outside southern Ontario and not connected with the traditional sector associations. In particular, it will be seeking to offer additional support to organizations without staff and resources specifically devoted to addressing sustainability.

Provision and *BetheChange* are both dedicated to helping Ontario businesses make more money by aligning profitability with purpose. This project will assist target businesses in keeping pace with global challenges facing the food industry such as preventing food loss + waste, product circularity, responsible sourcing within their supply chain and climate change mitigation.

Cher Merewether, Executive Director, Provision Coalition explained, “Thanks to the funding from the Partnership, through this project, Provision will be able to help more food and beverage manufacturers across Ontario benefit from sustainable business practices. Companies who work with Provision increase their revenue and reduce their operating costs while reducing environmental impacts and improving workplace culture and community engagement. These are critical in today’s market from a competitiveness, brand and public trust perspective.”

In addition to the increase in sector engagement, the project funding, of up to \$85,771, will help Provision to identify gaps in its programming to better support the food and beverage industry.

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About Provision Coalition

Provision Coalition is Canada's premier food and beverage manufacturing sustainability

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organization and a leader in food loss + waste prevention strategies for the industry. At Provision, the latest sustainability advances, resources and solutions are shared with food and beverage businesses across the country. With 17 provincial and national agri-food association members, Provision has committed to reducing the food and beverage manufacturing sector's environmental footprint, improving employment culture and strengthening business competitiveness. Global challenges including the reduction of food loss + waste, circular economy, climate change mitigation and responsible sourcing are Provision's priorities. To learn more about Provision's online Sustainability Management System and cost-share industry programs visit www.provisioncoalition.com.

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About *BetheChange*

The *BetheChange Group* helps firms make more money by aligning profitability with purpose. We show them that by marketing what they stand for, doing good drives growth. Our hands-on approach clarifies their true value and reveals how to turn it into revenue. We have worked in over 60 countries with Fortune 500 firms, start-ups, governments, NGOs and more. Our team are recognized as global experts in creating a purpose-driven economy and are regularly invited to speak alongside global leaders, Presidents and Prime Ministers to share insights, create growth and inspire change.

For more information, contact Jon Duschinsky jon@bethechange-group.com

This project was funded in part through the Partnership, a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists in the delivery of the Partnership in Ontario.