



MAKING FOOD SUSTAINABLY



FOR IMMEDIATE RELEASE

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Canada addressing food waste, an issue of rising global concern

Food and beverage businesses find solutions to Canada's \$31 billion in food loss and waste annually

Guelph, ON – On April 12, Canadian food and beverage manufacturers, producers, retailers and solution providers are meeting to exchange food loss + waste reduction technologies, beneficial management practices and new innovations. Provision Coalition – Canada's premier food and beverage manufacturer sustainability organization – has partnered with Canada's National Zero Waste Council and PAC, Packaging Consortium to present [Canada's 2017 Food Loss + Waste Forum | Finding Solutions](#).

According to the Food and Agriculture Organization of the United Nations, roughly one-third, or approximately 1.3 billion tonnes of the food produced in the world for human consumption every year, gets lost or wasted. In Canada, the equivalent of 30 to 40 per cent of the food produced is lost or wasted along the value chain with much of it finding its way to landfill or composting. This food waste is worth an estimated \$31 billion each year.

Provision Coalition's preeminent report, [Addressing Food Waste in Canada](#) identified five root causes of food waste:

- Human behaviour (consumers, employees, and managers)
- Time-limited biological reality of food – particularly of fresh and unpackaged food
- Limitations of technology or lack of advanced technology, equipment, and packaging
- Risk perception and risk avoidance, among businesses and consumers
- Unintended consequences of regulation

The report made a strong case for not only manufacturing sector commitment to food loss + waste but for collaboration across the value chain to identify and achieve reduction goals. Provision Coalition has adopted this strategy bringing together stakeholders across the food and beverage supply chain to develop pre-competitive food loss + waste solutions. Sponsorships from key industry partners including Walmart and Loblaw Companies Ltd. are demonstrating support for this approach.

“Food loss + waste is a pre-competitive issue for producers, manufacturers and retailers. By optimizing operations with these solutions, businesses can reduce their environmental impact and potentially increase food available for consumption,” said Cher Mereweather, Executive Director, Provision Coalition.

The Forum will bring together the following leaders and experts on food waste.

Jonathan Bloom is a journalist, consultant and thought leader on the topic of food waste. Jonathan wrote the book *American Wasteland*.

Kai Robertson is lead advisor for the Food Loss + Waste (FLW) Protocol, representing the World Resources Institute. The FLW Protocol is a global collaboration of seven leading organizations that has developed the internationally-recognized Food Loss + Waste Accounting and Reporting Standard.

David Donaldson is Program Manager for Green Growth at the Commission for Environmental Cooperation, an organization that is leading the North American Initiative on Food Waste Reduction and Recovery.

Bob Long, National Zero Waste Council and Federation of Canadian Municipalities

Sonya Fiorini, Senior Director, Corporate Social Responsibility, Loblaw Companies Canada

Christine Bome, Senior Director of Public Affairs, Walmart

John Coyne, VP, Legal & External Affairs and General Counsel, Unilever Canada Inc.

Dr. Helen Anne Hudson, Director of Corporate Social Responsibility, Burnbrae Farms Ltd.

John Lillard, Innovation Team, Campbell Company of Canada

Doug Alexander, Director of Engineering, Ippolito Fruit and Produce

Angela Dennis, Director, Technical Packaging & Environmental Officer, Nestle Canada

Terry Grill, Sustainability-Americas, Sealed Air Corporation

Robert Cash, Board Chair, Provision Coalition said “Federal budget 2017 rightly identified agri-food in Canada as a high growth sector of the economy. This industry has already proven its international reputation and leadership with respect to food safety and quality, pioneering and adopting food loss + waste solutions is a natural fit. This Forum is the first of its kind.”

This initiative is funded in part through Growing Forward 2, a federal-provincial-territorial initiative.

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Provision Coalition is Canada's premier food and beverage manufacturer sustainability organization. At Provision, the latest sustainability advances, resources and solutions are shared with food and beverage businesses across the country. With 14 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, climate change mitigation and responsible sourcing are the organization's priorities. To learn more about Provision's online Sustainability Management System, including the food loss + waste toolkit, or our onsite Coaching Program for manufacturers, visit www.provisioncoalition.com.