



For immediate release

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Canadian food and beverage manufacturers showcase environmentally and socially responsible production

Guelph, ON – Provision Coalition, Canada’s food and beverage manufacturing sustainability organization, took its annual event on the road. Industry leaders – Maple Leaf Foods, Coca-Cola Refreshments Canada, Club Coffee and EarthFresh Foods opened their doors to talk about how they are responding to sustainability challenges including climate change, food waste and consumer trust with Canadian-made solutions.

Stakeholder and decision makers from across industry, government and NGOs joined the tour to learn first-hand the processes and strategies implemented by Canada’s top manufacturers in the production of food and beverage.

“Canadians are placing greater importance on the management of natural resources, food insecurity and environmental health. With 9.6 billion people to feed around the globe by 2050, a \$31 billion per year Canadian food waste problem and the impacts of climate change, we have to do more. In the food and beverage manufacturing sector our challenges are also our opportunities and the companies we are showcasing today understand that,” said Cher Mereweather, Provision Coalition.

Event highlights:

Tim Faveri, VP Sustainability & Shared Values, Maple Leaf Foods talked about Maple Leaf’s evolving animal welfare policies and the move away from sow crates. Improved consumer trust and a better business model has been their reward.

Coca-Cola Refreshments Canada toured participants through operational changes the company has embraced to protect natural capital. Resource management with a specific focus on responding to global water challenges has been their priority in facilities across Canada.

Club Coffee, Canada’s largest roaster, manufacturer and distributor of packaged coffees turned the spotlight on innovation. Well-known brands in Canada and the U.S. are switching to Club’s PurPod100™. The world’s first certified 100 per cent compostable single serve pod for coffee, tea and other hot beverages answers the consumer call for a sustainable way to deliver single serve convenience and quality.

Brad Wiseman, CFO, EarthFresh Foods – a company specializing in premium potatoes, carrots and onions for Canadian retail and foodservice – spoke candidly on a small company’s transition to integrating sustainability into the business plan and the importance of planning, communication and celebration.

“Sustainability is becoming deeply ingrained into our culture and values as a company,” said Tim Faveri, VP Sustainability & Shared Value, Maple Leaf Foods. “These values strongly impact how we raise our animals. Animal care is a core priority for Maple Leaf, as we strive to be a leader in sustainability.”

Sustainability tour [photo gallery](#).

Provision Coalition is Canada’s leading non-profit organization advancing sustainability in the food and beverage manufacturing industry. Provision’s members include: Baking Association of Canada, Canadian Beverage Association, Canadian National Millers Association, Canadian Oilseed Processors Association, Food and Beverage Ontario, Food & Consumer Products of Canada, Conseil de la transformation alimentaire du Québec (CTAQ), Ontario Agri Business Association, Ontario Craft Brewers, Ontario Dairy Council, Ontario Fruit and Vegetable Processors Association and Wine Council of Ontario.

To learn more about Provision Coalition and its sustainability resources visit www.provisioncoalition.com

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To schedule an interview or for other media inquiries contact:

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