

PROVISION COALITION

PROCESSING FOOD SUSTAINABLY

Industry Collaboration Needed To Tackle The \$27 Billion In Food Wasted In Canada Each Year

For Immediate Release

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Guelph, Ontario — The formation of a collaborative industry working group to develop strategies for reducing food waste would help to bring down the \$27 billion in food wasted annually in Canada, recommends a recent study. [*Developing an Industry Led Approach to Addressing Food Waste in Canada*](#), a study commissioned by Provision Coalition, looks to combat the 30-40 percent of food lost along the Canadian food value chain with much of it finding its way to landfill or composting.

The study, managed by the Network for Business Sustainability (NBS) and led by researchers at the Ivey Business School and Value Chain Management Centre (a division of Value Chain Management International), aimed to map the food waste challenge in the context of Ontario's and Canada's agri-food industry and develop a coordinated strategy for tackling the food waste challenge in Canada. The research revealed there are significant opportunities for businesses along food value chains to streamline their operations, reduce food waste, and increase profit, while making better use of scarce resources and reducing their environmental footprint.

Meena Hassanali, Industry Program Manager at Provision Coalition, says the research shows that despite recent initiatives by companies and industry associations, more action on food waste is required. "As the research study has revealed, food waste is not a high priority for many businesses," notes Hassanali. "Many facilities don't realize how much food they're wasting and don't relate food waste back to other wasted resources such as the water and energy that went into growing, transporting, and processing that food."

The report's key findings show there is no clear commonly agreed upon definition of food waste in Canada and no common measures of food waste and its impact on businesses, society and the environment. Consumers make the largest contribution to food waste and also need to be engaged to tackle the food waste challenge.

The establishment of a Food Waste working group will help with the development of a clear definition of food waste and an effective means for measuring it. Provision is

cataloguing current Canadian and International food waste activities to determine their scope and outcomes and intends to conduct pilot studies with willing businesses to test strategies developed by the working group.

Says Dr. Martin Gooch, CEO for Value Chain Management International, “This is a multi-billion dollar opportunity for the industry to come together, reduce food waste, improve efficiencies and start capitalizing on what is currently being sent to landfill and composting.”

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The food waste working group will be created within the next few months. If you are interested in being a part of this working group, please contact [Meena Hassanali](#).

If you are a food or beverage manufacturer interested in being a pilot site to test new innovative technologies or operational behaviours, contact [Meena Hassanali](#). Be a food waste reduction leader!

Read our latest [blog about the Food Waste Challenge](#).

This initiative is supported by *Growing Forward 2 (GF2)*, a federal-provincial-territorial initiative.



Provision Coalition collaborated with the following organizations to conduct the research and develop this report:



About Provision Coalition

Provision is a coalition of 11¹ member associations representing the sustainability interests of food and beverage manufacturing and input supply sectors across Canada. Providing valuable resources, programming and advocacy, Provision is the industry’s leading voice on sustainability. Provision utilizes science, economics and the expertise of its members to ensure the competitiveness and long-term prosperity of the industry. Founded in 2010 under the federal-provincial-territorial initiative Growing Forward,

¹ The eleven member associations include: Baking Association of Canada, Canadian Beverage Association, Canadian National Millers Association, Canadian Oilseed Processors Association, Food and Beverage Ontario, Ontario Agri Business Association, Ontario Craft Brewers, Ontario Dairy Council, Ontario Fruit and Vegetable Processors Association, Ontario Independent Meat Processors and the Wine Council of Ontario.

Provision helps its member companies enjoy the economic, environmental and social benefits that come with operating in a sustainable manner.

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