

FOR IMMEDIATE RELEASE

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**Reducing and preventing food loss + waste in Canadian food and beverage businesses**

*A new program is exploring Canadian perceptions of food loss + waste and delivering measurable food waste reductions in food and beverage manufacturing businesses.*

Guelph, ON – The Canadian Centre for Food Integrity and Provision Coalition are delivering a new national program to prevent and reduce food loss and waste in food and beverage manufacturing facilities across Canada. This program will include conducting research on consumer perceptions of food waste and strategies to engage Canadians in being part of the solution.

The program was launched on March 5<sup>th</sup> at the Food & Consumer Products of Canada headquarters in Mississauga, Ontario and shared with audiences across Canada via livestream. With this program, 50 manufacturers will be eligible for a grant to identify, measure, prevent and reduce food waste in their facility.

Provision Coalition’s Food Loss + Waste Toolkit will be used to identify the root causes and solutions, while estimating the financial, environmental and social impact of the wasted food. The Toolkit assists companies in reporting understanding the embedded GHG emissions, water and energy, as well as the number of meals that could have been created if the food was not wasted and the overall cost savings to the business.

Case studies completed with companies – Hans Dairy, Campbell Company of Canada, Speedo Foods, Byblos Bakery and the Calgary Italian Bakery ([link to case studies](#)) – provide insight into the ease of implementing production changes to prevent and reduce food loss + waste and the benefits.

“Approximately 18% of food wasted across the supply chain from farm through to consumer occurs at the processing facility. At Hans Dairy, we wanted to make a difference by positively impacting an issue of top importance to our company – food security. No Canadian should have to worry about access to enough safe and healthy food,” said Sarab Hans, CEO, Hans Dairy.

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 along the value chain with much of it finding its way to landfill or composting. Food waste in Canada is estimated at a value of \$31 billion each year.

“Understanding current Canadian perceptions and concerns around food waste is an essential building block to start driving reductions both within businesses and our homes,” said Crystal Mackay, President, Canadian Centre for Food Integrity.

To learn more about the Food Loss + Waste Cost-Share Program for Food and Beverage Manufacturers or to view the recorded livestream program launch event go to <https://www.provisioncoalition.com/programs/tacklingfoodlosswaste> or <http://www.foodintegrity.ca/programs/walmart-partnership-project/>

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#### About Canadian Centre for Food Integrity

The Canadian Centre for Food Integrity is a non-profit organization that helps Canada’s food system earn trust by coordinating research, resources, dialogue and training. Our members and project partners, who represent the diversity of the food system, are committed to providing accurate information and working together to address important issues in food and agriculture. The CCFI does not lobby or advocate for individual companies or brands. To learn more about CCFI visit [www.foodintegrity.ca](http://www.foodintegrity.ca)

#### About Provision Coalition

Provision Coalition is Canada's premier food and beverage manufacturer sustainability organization and the leader in food loss + waste prevention and reduction strategies for the industry. At Provision, the latest sustainability advances, resources and solutions are shared with food and beverage businesses across the country. With 165 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 Provision’s priorities. To learn more about Provision’s online Sustainability Management System and how the organization is benefiting communities visit onsite support programs visit [www.provisioncoalition.com](http://www.provisioncoalition.com).