



Media Release

Food Industry Leaders Commit to Tackle Food Waste in Canada Canadian Retailers and Product Manufacturers Announce 50% Reduction Target

Canada's **National Zero Waste Council** and **Provision Coalition** applaud the formal commitment made today by eight leading Canadian companies – **Kraft Heinz Canada, Loblaw Companies Ltd, Maple Leaf Foods, Metro Inc, Save-On-Foods, Sobeys Inc, Unilever Canada** and **Walmart Canada** – to take measurable action to prevent and reduce food waste in their own operations by 50% by 2025.¹

The companies will measure individual progress using the globally recognized Food Loss and Waste Accounting and Reporting Standard and will each report on their progress annually. This measuring and monitoring action is critical to reducing food waste successfully. The companies recognize that their commitment is in alignment with the National Zero Waste Council's *A Food Loss and Waste Strategy for Canada*, and that theirs is a first step on a journey of long term action to address a national problem.

The National Zero Waste Council and Provision Coalition have been selected as key collaborators in this endeavor due to their own leadership on food loss and waste, providing resources and support ranging from *Love Food Hate Waste Canada* – a consumer-facing campaign – to an award winning Food Loss and Waste Platform, which empowers business leaders to identify and realize significant reductions in waste. Both Provision Coalition and the National Zero Waste Council are looking forward to supporting long term business action through knowledge-sharing, research, and innovation.

“Food loss and waste present social, environment and economic challenges for communities, governments and businesses across the country. These challenges demand bold, collaborative action,” says Malcolm Brodie, Chair, National Zero Waste Council.

“Though many food waste reduction activities are already underway, they are mostly happening in isolation from each other. We can achieve far greater success through collaboration and a unified vision for change such as that being demonstrated today by Canada’s leading retailers and manufacturers. We are pleased to be supporting these industry leaders and look forward to working with them to accelerate real change to reduce food loss and waste.”

While the participating companies have already taken significant action within their own organizations to reduce food waste – such as diverting surplus food to those in need, or reusing food that isn't appropriate for human consumption as livestock feed, compost, or alternative energy – they recognize that more can and must be done. A shared commitment to food waste prevention and reduction can speed up change and achieve greater results.

¹ Measured against a 2016 baseline.

“Canada’s leading grocery retailers and manufacturers are showing that they clearly understand the role they can play in accelerating tangible and practical solutions to address food loss and waste across the supply chain,” says Norm Beal, Chair, Provision Coalition.

“With newly released estimates of 43% of avoidable food waste occurring in processing and manufacturing, this presents enormous opportunity for all manufacturers to take action. When working with companies, Provision identifies on average \$350,000 in potential annual savings (and 545 tonnes of CO₂ per year) through our Food Loss and Waste Platform. We look forward to supporting these manufacturers – and others – in realizing similar results at their facilities across Canada to positively impact the environment and their bottom line.”

In Canada, it is estimated that 58% of food produced and distributed is wasted annually, 32% of which is avoidable. This avoidable waste costs approximately \$49.5 billion each year, reduces the supply of food available for us to eat and contributes to climate change through methane emissions in landfill.² Food waste occurs across Canada’s food supply chain with significant value and volume loss happening at the point of processing and manufacturing, and retail and household. Successfully addressing this problem can be achieved with the kind of collective action and leadership demonstrated by the Canadian companies announcing their commitment today.

The Commitment will be highlighted at Provision Coalition’s upcoming [The Power of Data for Making Food Sustainably conference](#), taking place on February 26 & 27, 2019 in Vaughan, Ontario.

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If you require additional information, please contact:

Heather Schoemaker, Director, Secretariat, National Zero Waste Council
heather.schoemaker@metrovancover.org

Cher Mereweather, Executive Director, Provision Coalition
cmereweather@provisioncoalition.com

Further background below.

About the National Zero Waste Council

The National Zero Waste Council is a leadership initiative founded and supported by Metro Vancouver bringing together governments, businesses and non-government organizations to advance waste prevention in Canada. Our mission is to act collaboratively with business, government and the community, at the national and international level, as an agent of change for waste prevention and reduction in the design, production and use of goods.

To learn more about the Food Loss and Waste Strategy for Canada contact the National Zero Waste Council at admin@nzw.ca or visit www.nzw.ca

About Provision Coalition

Provision Coalition is a food industry advisory service helping manufacturers increase revenues, reduce costs and elevate their brand - *purposefully*. Through its Purpose to Profit model, Provision helps

² <https://secondharvest.ca/research/the-avoidable-crisis-of-food-waste/>

companies create value, realize savings and positively impact the environment. 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.

To learn more about Provision's Purpose to Profit Model contact us at info@provisioncoalition.com or visit www.provisioncoalition.com

Canadian Industry Food Waste Reduction Commitment

January 2019

The problem

It has been estimated that in Canada alone, there is over 11 million tonnes of avoidable food loss and waste every year, reducing the supply of food available for us to eat and that contributes to climate change through methane emissions in landfill. Food waste occurs across Canada's food supply chain – from farm to fork.*

Our role in the solution

After years of research and investment, we have already significantly reduced food waste within our individual operations and are now taking steps to take these efforts further.

Each of us will assess our own operations and implement actions where appropriate to avoid the generation of food waste, redirect surplus food to those in need and reuse food that isn't appropriate for human consumption as livestock feed, compost, or alternative energy.

Our commitment

As Canada's leading grocery retailers and manufacturers, we understand the role we each play in contributing to the solution. That is why we are committing to cut food waste within our operations by 50% by the end of 2025 against a 2016 baseline. Each company will measure its progress using the globally recognized Food Loss and Waste Accounting and Reporting Standard and report on progress annually.

Participating Companies:



*Source: <https://secondharvest.ca/research/the-avoidable-crisis-of-food-waste/>

Backgrounder: Participating Companies



Kraft Heinz Canada

"Kraft Heinz Canada is proud to be part of this program which is taking real action to reduce food waste. We recognize the importance and opportunity presented by this pledge and are committed to reduce our operational food waste by 50% by 2025 (against a 2017 baseline). By focusing on waste reduction and re-use, together we can divert food waste from our landfills and reduce harmful impacts to our environment."



Loblaw Companies Limited

At Loblaw, we are in the business of providing food – not wasting it. Food loss and waste are serious issues for the industry, the economy and the environment and we accept our responsibility to do our part. Over the past few years we have undertaken a number of initiatives to reduce food waste in our stores and distribution centres. As Canadians increasingly recognize the importance of reducing food waste, we are committed to being a part of the solution.



Maple Leaf Foods

We are encouraged that over the past few years, the food industry has come together to identify opportunities for businesses along the entire food value chain to streamline their operations, and reduce food waste. Today's announcement to reduce food waste by 50% by 2025 is aligned with Maple Leaf Foods' vision to be the most sustainable protein company on earth.



METRO

For many years now, METRO has been committed to reducing its waste. Several measures have been implemented to that end, including a specific program aimed at organic material. Because the very nature of our activities inevitably leads to food loss, reducing those losses at the source is the foundation of the initiative. It is then important for METRO that products that go unsold, but that are still edible, first be redistributed to people in need and, once that has been done, that what cannot be donated be redirected to other waste recovery sectors, such as composting or biomethanization. One of METRO's major programs, One More Bite, which consists of giving back quality products to community organizations, meets that need. It provides both social and environmental benefits, because by reducing food waste, it provides an opportunity to fight food insecurity by offering healthy and diversified food, while avoiding those products being sent to landfill. For more details, please go to metro.ca/responsibility.



Save-On-Foods LP

Save-On-Foods views sustainability as a core value. Overall, our goal is to be a zero waste company and the team works actively on a number of fronts to work toward this target, with a commitment to demonstrating continuous improvement, year over year. Save-On-Foods believes in feeding people, not landfills. The team is committed to actively targeting food waste across all parts of their operations – with the target of reducing current food waste by 50% by 2025 as a company. To that end, Save-On-Foods is actively engaged in advancing against its goal of diverting large-scale surplus and potentially wasted perishable food away from landfills and redirecting it to the best and highest use in a consistent, safe, measurable and accountable way in every community they serve.



Sobeys Inc.

We recognize and embrace the leadership role we play in addressing food waste within our operations by finding smarter and more effective ways to build on our current programs to reduce, redistribute or repurpose surplus food. Today's announcement to further reduce our food waste by 50% is an important step in our long-term sustainability strategy – proudly serving our communities now and for many generations to come without compromising the environment. We look forward to sharing our progress towards 2025.



Unilever Canada

Today's announcement builds on Unilever's longstanding commitment to sustainability. Our Sustainable Living Plan is designed to help Unilever deliver its objective of growing the business while reducing its environmental footprint and increasing its positive contribution to society. Taking action to tackle food loss and waste is all about addressing food insecurity and mitigating climate change. We're committing to a 50% reduction by 2025 because we know that setting a target drives results.



Walmart Canada

Walmart Canada is proud to be standing with other leading grocery retailers and manufacturers in this collaborative food waste commitment. Reducing food waste is a key priority for us and last year we announced our commitment to achieve zero food waste in our Canadian operations by 2025. We hope this initiative will help raise awareness on this important issue and inspire other Canadian organizations to join us.