

FOR IMMEDIATE RELEASE

**Cut Waste
GROW PROFIT™**

Second Annual Food Waste Forum

OAKVILLE, ONTARIO, November 27, 2013 — The Second Annual **Cut Waste, GROW PROFIT™** Food Waste Forum, held at Maple Leaf Foods' ThinkFOOD! Centre on November 12, 2013, provided delegates with a unique opportunity to learn how businesses and the environment are benefiting from the reduction of waste along the food chain.

The signatory speakers included Dr. Peter Whitehead, who manages WRAP's waste reduction projects delivered in conjunction with UK retailers and manufacturers; Dr. Michael Bloom, Director of the Conference Board of Canada's Food Centre; and Jason Wadsworth, Wegmans Food Markets' Director of Sustainability and Chair of the (US) Food Waste Reduction Alliance. Canadian businesses and organizations who presented at the forum included Maple Leaf Foods, Loblaw Companies Limited, Four Seasons Hotels and Resorts, Food and Consumer Products of Canada, Retailer Council of Canada, and Food Banks Canada. The speakers' presentations can be accessed [here](#).

The overall message is that Canadian businesses have made great strides in addressing the challenge of food waste, though many of these innovations have gone under the radar and have not been recognized by governments or the wider industry. Ways in which businesses are profiting and the environment is benefiting from reductions in waste were categorized in three ways:

1. reduction at source – to prevent from occurring in the first place,
2. diversion – such as to food banks, and
3. disposal in a more responsible manner – such as to anaerobic digestion and the production of energy.

Canadian organizations are also championing change by surveying their members to identify best practices. The opportunities that lie ahead include increasing the effectiveness of food waste reduction efforts by extending them further up the value chain back to primary production, and championing change across the wider industry by proving the financial, economic, and environmental benefits of efforts to date.

The increased effectiveness of efforts to reduce food and associated wastes will also rely on providing businesses with greater access to training and government partnering with industry to motivate change.

Rory McAlpine, Maple Leaf Foods' Vice President of Government and Industry Relations, stated, "Maple Leaf Foods was very pleased to host this event at our ThinkFOOD! Centre. Minimizing food waste and all inputs to food manufacturing is something that Maple Leaf takes seriously. The forum yielded many useful insights that can be applied to food value chains in Canada."

The forum organizers, Value Chain Management International, sincerely thank the sponsors: Maple Leaf Foods, Agricultural Management Institute, IFCO, Loblaw Companies Limited, MNP, Food and Consumer Products of Canada, SCS Consulting, and the Agricultural Adaptation Council.

The Value Chain Management Centre is a division of Value Chain Management International Inc. (VCMI). VCMI is dedicated to helping businesses, primarily in the agricultural and food industry, enhance their long-term profitability and environmental sustainability. The company achieves this by enabling businesses to develop close consumer-focused relationships with customers and suppliers, which provides them with the ability to adapt to changing market conditions and mitigate risks more effectively than if working unilaterally.

For more information, please contact:

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