

FOR IMMEDIATE RELEASE

Cut Waste, GROW PROFIT™ — Follow-up Report and Forum

Reducing Food Waste by Addressing Attitudinal and Behavioural Disconnects along the Value Chain

OAKVILLE, CANADA, May 30, 2013 — VCMC today issued its latest report on food waste.

In November 2012 the Value Chain Management Centre (VCMC) hosted its first “Cut Waste, GROW PROFIT™” Forum. Building upon VCMC’s 2010 report, which estimated that \$27 billion of food is wasted annually in Canada alone, the forum and accompanying second report showed that businesses are benefiting financially from reducing food waste. Today, the VCMC released a third report, designed to assist companies of all sizes to profit by reducing food and associated wastes.

This report focuses on addressing the disconnect between the attitude and behaviour of producers and managers of businesses situated along the food value chain. It highlights the opportunities that exist for agri-food business to benefit financially through reducing waste. It also provides guidance on how any size of business can incrementally improve its performance. As Dr. Martin Gooch, Director of the VCMC and CEO of VCM International, states, “Our experience is that businesses’ ability to benefit financially from reducing waste relies more on individuals’ determination to learn and their ability to communicate effectively than any other factor.”

An example of the huge impact that one change could make is highlighted in the report. **It has been estimated that improving the feed conversion rate of UK beef cattle by a single unit (i.e., 9:1 vs. 10:1) could save the equivalent of ten percent of the UK’s annual wheat crop.** The same volume of beef would be produced using fewer resources, which would in turn reduce the environmental impact of the UK beef industry. **In Canada, where feed conversion rates are already better than in the UK, a 0.5 unit improvement could save the equivalent of 1 million tonnes of grain annually.**

Numerous reports have focused on identifying and addressing food waste that can be observed. What is more difficult to quantify are the associated wastes (incl. energy, water, labour, etc.) and their economic and environmental impact. This report goes beyond current discussions by identifying the types of food and associated wastes that cannot be readily observed, though can have enormous economic, social, and environmental impacts.

The Value Chain Management Centre is a division of VCM International. The report is available on VCM International’s website www.vcm-international.com. To receive a PDF copy directly, please email info@vcm-international.com.

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Second “Cut Waste, GROW PROFIT™” Forum — November 12, 2013

To address the above issues and to provide practical tools and techniques to help businesses not only reduce food and associated wastes, but also improve performance, and thereby increase profitability, the VCMC and VCM International are hosting the second annual “**Cut Waste, GROW PROFIT™**” forum.

The forum will take place on **Tuesday, November 12, 2013**. Maple Leaf Foods Inc. is once again a lead sponsor, providing its **ThinkFOOD! Centre** for the venue, which is located in Mississauga, Ontario.

Dr. Peter Whitehead, former Director of the UK’s Food Chain Centre and now a coordinator of WRAP’s (Waste Resource Action Plan) business-level waste reduction programs, is confirmed as the key note speaker.

Registration and agenda information will soon be available on the forum website:

www.cutwastegrowprofit.com.

VCM International enables businesses to compete more effectively by creating financially and environmentally sustainable value chains. Its global consulting team is located in Canada, Europe, and Australasia and comprises world leaders in experiential management training, commercial-focused environmental sustainability, and value chain innovation. Website: www.vcm-international.com

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