

**FOR IMMEDIATE RELEASE**

**Oakville, Ontario: October 1, 2013**

## **Cut Waste GROW PROFIT™**

**Second Annual Food Waste Forum**

**Register Now!**

**Date of Forum: November 12, 2013**

**Location: Maple Leaf Foods ThinkFOOD! Centre – Mississauga, ON**

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### **Are you aware of these disturbing facts?**

- 1.3 billion tons of food is wasted each year, causing economic losses of \$750 billion and significant damage to the environment. (*FAO of the United Nations*)
- Food wastage ranks as the third top carbon emitter after USA and China. (*FAO of the United Nations*)
- \$27 billion of food is wasted annually in Canada. (*Value Chain Management Centre*)
- The average American consumer waste 10 times as much food as someone in Southeast Asia. (*FAO of the United Nations*)

### **Attend the **Cut Waste, GROW PROFIT™ 2013 Forum** to hear the answers to these questions:**

- How is Canada addressing food waste along the value chain? What initiatives are currently in place?
- How has the world's leading waste reduction program **WRAP** (Waste Reduction Action Plan) influenced industry-wide change and how does it help businesses increase their bottom line?
- How is the US's **Food Waste Reduction Alliance** (FMI/GMA/NRA) — a multi-industry, multi-stakeholder collaboration between Food Marketing Institute, Grocery Manufacturers Association and the National Retail Association — breaking barriers with its sustainability toolbox?

Food waste is an ever-growing concern — in Canada and globally. It costs businesses dearly. Implementing the changes required to reduce food waste enables businesses to increase their profitability and expand their markets by demonstrating that they are socially, environmentally, and economically responsible.

At the second annual **[Cut Waste, GROW PROFIT™ 2013 Food Waste Forum](#)**, taking place on **November 12, 2013**, you will learn what companies (including processors, retailers, foodservice operators) are doing to reduce food waste and why.

Delegates will leave with toolkits in hand to execute what they have learned from presentations and case studies within their own business or organization.

## **Hear from International (Canada, UK and US) Industry Leaders:**

**KEYNOTE:** Dr. Peter Whitehead — former Director of the UK’s Food Chain Centre and now a coordinator of WRAP’s business-level waste reduction programs.

### **FEATURED SPEAKERS**

- Dr. Michael Bloom — Vice-President, Organizational Effectiveness and Learning, The Conference Board of Canada
- Jeanne von Zastrow — Senior Director, Sustainability, Food Marketing Institute (US)
- Jason Wadsworth — Sustainability Coordinator, Wegmans Food Markets, Inc. (US)

### **PANELISTS**

- Sean Drygas — Director, Strategy, Maple Leaf Foods Inc.
- Dr. Martin Gooch (Moderator) — Director, Value Chain Management Centre/CEO, Value Chain Management International Inc.
- Rachel Kagan — Vice President, Environmental Sustainability Policy, Food and Consumer Products of Canada
- Dan Laplain — Associate, Value Chain Management International/Owner, Advanced Business Improvements Inc.
- Heather Mak — Sustainability Manager, Retail Council of Canada
- Prof. Ralph Martin (Moderator) — Loblaw Chair, Sustainable Food Production, University of Guelph
- Mark Schembri — Vice President, Supermarket Systems and Store Maintenance for Loblaw Properties Limited
- Katharine Schmidt — Executive Director, Food Banks Canada
- Sarah Wilhelm — Executive Chef - Corporate Office, Four Seasons Hotels and Resorts

Thank you to our sponsors and partners (see below) for their generous contributions to this forum.

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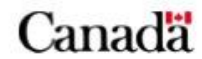
The Value Chain Management Centre is a division of Value Chain Management International Inc. (VCM). VCM is dedicated to helping businesses, primarily in the agricultural and food industry, enhance their long-term profitability and environmental sustainability. The company achieves this by enabling businesses 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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Investment in this project was provided by Agriculture and Agri-Food Canada's Adaptation Programming and administered by the Agricultural Adaptation Council.



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