

FOR IMMEDIATE RELEASE

NEW Food Waste in Canada Report – to be released on December 10, 2014 Actual Quantifiable Amount Is 15% Higher Than Original \$27 Billion Reported in 2010 – [NEW Figure of \\$31 Billion](#)

OAKVILLE, Canada, December 5, 2014 — Value Chain Management International (VCMI) has revisited its "[Food Waste in Canada 2010](#)" report. **The company will be issuing an updated report on December 10, 2014.**

In its November 2010 report, VCMI (then "Value Chain Management Centre") estimated that a staggering **\$27 billion** of food is wasted annually in Canada. Four years later, **VCMI has ascertained that the figure is in fact 15% greater: the quantifiable value of food waste in Canada is actually \$31 billion.** This 15% increase stems from new knowledge and insights that were not known to VCMI in 2010. The report explains this in detail.

And for consumers – how does this affect food waste in the home? Although the overall percentage has decreased from 51% to 47%, the dollar value of consumers' waste has actually increased from 2010's report estimation of \$13.7 billion to **\$14.6 billion!**

The VCMI team researched latest available information in Canada and internationally to delve deeper into the issues and bottom line costs surrounding food waste and associated wastes. It has built on its 2010 and two subsequent reports (see report list below) to more clearly identify the root causes and opportunities that are available to reduce food waste across the entire agri-food value chain by creating more effective and efficient operations.

Dr. Martin Gooch, CEO of VCMI, stated: "In today's hyper-competitive food industry, few opportunities exist for businesses to reduce operating costs by 15 to 20 percent and increase profitability by the equivalent of 5 to 11 percent. Addressing food waste is a clear opportunity for businesses to be more profitable and to actively contribute to a more environmentally and socially responsible world."

VCMI's Previous Three Reports

1. [Food Waste in Canada – November 2010](#)
2. [Cut Waste, GROW PROFIT™ – October 2012](#)
3. [Cut Waste, GROW PROFIT™ - Food and Associated Wastes – May 2013](#)

About Value Chain Management International (VCMi)

VCMi, formerly the Value Chain Management Centre, is dedicated to improving the profitability and competitiveness of commercial businesses – primarily in the agriculture, aquaculture, marine, and food industries – through promoting and enabling the improved management of the value chains in which they operate. VCMi achieves this by assisting businesses to develop closer strategic relationships with customers and suppliers, resulting in them being able to realize greater profits than otherwise possible.

VCMi has co-authored several publications on food waste and is a leading public and industry voice in bringing awareness to the opportunities and solutions surrounding food waste reduction, traceability, and the environment. The company has worked extensively in the international field of food waste reduction and traceability. VCMi applies specialized value chain diagnostic tools to detect where waste occurs, how to eliminate it, and then participates in their implementation to ensure successful outcomes.

For more information on VCMi, please visit the company's website: www.vcm-international.com

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