



MEASURING FOOD LOSS AND WASTE ACROSS THE ENTIRE CANADIAN SUPPLY CHAIN A WORLD FIRST PROJECT

Toronto (May 30, 2018) – Second Harvest is working with Value Chain Management International (VCM) on a ground-breaking food loss and waste (FLW) project, funded by the generous support of The Walmart Foundation. A world first, the project is researching FLW from a whole of Canadian chain perspective – from primary production to consumer.

The project encompasses Canada's food and beverage industry (including fruit, vegetables, dairy, meat, grains and oilseeds, sugars and syrups, beverages and seafood). The purpose of the study is to establish a framework and metrics that businesses operating in the farming, processing, retail and foodservice sectors can use to 1) understand where losses are likely to occur and 2) identify ways to improve their performance and profitability by reducing losses and waste. The team will achieve this by collecting data that will allow an accurate estimate of FLW occurring at discrete points along the value chain and evaluating the comparative impact of root causes. The project will also estimate losses that occur during the redistribution of rescued and donated food, for example in foodbanks.

Key outcomes of the project:

- 1) It will calculate the total amount of food available for human consumption in Canada.
- 2) Through conducting pioneering primary research, it will identify where, how and why waste occurs along the chain.
- 3) It will identify potential root-cause solutions to reduce the percentage of Canadian food sent to landfill – by proposing improved redistribution, reuse and recycling practices.
- 4) It will identify greater opportunities for food to be recovered and distributed to people who are food insecure.
- 5) It will culminate in the production and dissemination of a manual of scalable and sustainable solutions for addressing and preventing food waste.

800 to 1,000 survey respondents to be targeted across the entire value chain – Canada wide

Second Harvest and VCM are targeting 800 to 1,000 respondents from across the entire value chain to gain insights from farmers, food and beverage processors, retailers, foodservice operators, institutions and food redistributors across Canada (regardless of their size). **If you fall in this category of participants, and would like to take part in the short, completely confidential survey, please access the link: <https://www.surveymonkey.com/r/2018FLWSurvey>**

The project will be completed by the end of 2018.

"We are thrilled to be working with Second Harvest on this revolutionary food loss and waste project," said Martin Gooch, CEO of VCM. "Prior studies relied on existing data, largely not gathered for calculating food loss and waste; we are collecting and analyzing data that will achieve this. The project outcomes will have important implications for businesses, industry, researchers and government."

About Second Harvest

Second Harvest is the largest food rescue organization in Canada and a global thought leader on food recovery. With a goal to drastically reduce the amount of food wasted while ensuring people have access to the good, healthy food they need for success, Second Harvest works across the supply chain from farmer to retail to capture surplus food before it ends up in the landfill and negatively impacts our environment. Since 1985 we have rescued and delivered more than 127 million pounds of food and prevented over 70 million pounds of greenhouse gas equivalents from entering our atmosphere. Currently, we rescue food from over 470 donors and deliver that food to 253 social service agencies in Toronto and food hubs across Ontario, providing enough food for 30,000 meals a day.

About Value Chain Management International (VCMI)

VCMI, an agri-food management consultancy firm, has authored/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. VCMI measures waste within the overall analysis of food systems to create pragmatic and sustainable solutions. VCMI applies specialized value chain diagnostic tools to detect where waste occurs and to determine how to eliminate it. VCMI then participates in the implementation of new practices to solve the issues and ensure successful outcomes.

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