Sustainability for the Canadian Food & Beverage Sector

Robert Cash, Board Chair
June 24, 2015

PROVISION COALITION
PROCESSING FOOD SUSTAINABLY
Presentation Overview

• About Provision Coalition
  – Brief description of activities

• Sustainable supply chains
  – Top Five Issues Facing Canadian F&B Industry
  – Food Waste Reduction
  – Sustainable Farm & Food Plans
PROVISION COALITION MEMBERS

- Baking Association of Canada
- Canadian Beverage Association
- Canadian National Millers Association
- Canadian Oilseed Processors Association
- Food and Beverage Ontario
- Ontario Agribusiness Association
- Ontario Craft Brewers
- Ontario Meat Processors Association
- Ontario Independent Processors
- Wine Council of Ontario
- The Ontario Fruit & Vegetable Processors Association
About Provision Coalition

• Providing valuable resources, programming and advocacy, Provision is the industry’s leading voice on sustainability in Canada

• Funding through Growing Forward 2
  – A federal-provincial-territorial initiative
Efforts Characterized by 3 Themes

1. Tools and resources development
2. Communications, marketing & outreach
3. Collaboration & leadership
Tools & Resources

Online Sustainability Portal
PROVISION COALITION’S ONLINE SUSTAINABILITY PORTAL

Investment in this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In Ontario, this program is delivered by the Agricultural Adaptation Council.

Investment is also provided by Growing Forward 2, a federal-provincial-territorial initiative.
Portal Objectives

• One-Stop Sustainability Resource for Food and Beverage Manufacturers
  – Guide on “how-to” integrate sustainability
    • Mentoring/coaching
  – Sustainability tools and resources
  – Networks and forums
  – Blog, twitter feed, webinars
  – Continuously evolving
  – Industry Standing Committee
Integration Framework

- Step-by-step process for planning future goals, assessing current performance, building strategies to make positive enhancements

- Currently developing sustainable supply chain modules
Portal Case Studies
Sons Bakery: Pilot Results

- Secured long term business with customer
- $45,000 Annual Cost Savings
- Resource Reduction
  - 12% electricity
  - 6% natural gas
  - 4% water
- Zero waste-to-landfill achievement
- Implementing EMS
“We were very excited to begin the process. Sons Bakery was committed to developing an effective and comprehensive sustainability program. The pilot allowed us to do just that, by establishing the necessary processes, measuring our success, and sharing our journey with others who are ready to make the change.”

Rick Bossy, Managing Director, Sons Bakery
Portal Recognition

• Portal awarded 2015 Top Project of the Year award by Environmental Leader

“Every food and beverage manufacturer should be aware of (the portal) and leverage it to save money and become better stewards of our environment,”
Sustainable Supply Chains
Various Industry Projects
ISSUES IN THE FOOD AND BEVERAGE INDUSTRY

Pesticides  Pollution - chemicals/pesticides  Food Safety/ Contamination  Health
Food Safety  Soil degradation  Traceability  Allergies
Food security  Long term raw material supply  Fraudulent materials  Responsible marketing
Biodiversity  Food security  Obesity  Alcohol abuse
Pollution  Human rights  Nutrition  Advertising to children
Labor issues  Poverty  Food waste  Packaging waste
Traceability  Child labor  Worker health/safety  Recycling
                          Biodiversity  Transport ("food miles")

INPUT INDUSTRY  FARMER  TRADE PROCESSOR  FOOD INDUSTRY

Sustainable agriculture  Human rights  Eco-efficiency/Energy  Corruption/bribery
Prices/Farmers income  Work conditions  Food and water security  Quality
Animal welfare  Corruption/Bribery  Food safety/Contamination  Food
Water security  Animal welfare  Traceability  safety
Sustainable aquaculture  Food waste  Emissions (air and water)  Traceability
Power/equity of trading  Traceability  Packaging waste /Recycling  Health and safety of employees
relationships  Slavery  Health and safety of employees  Diversity
Slavery  Traceability  Long term raw material supply
Traceability  Food waste

DIAGRAM 3: ISSUES IN THE FOOD AND BEVERAGE INDUSTRY

Top Five Sustainability Issues

1. Responsible supply chain management
2. Industrial and agricultural water consumption and pollution prevention
3. Local/seasonal/immigrant labour rights
4. Sustainability reporting
5. Sustainable farm and food plans
Food Waste Opportunities

>40% of all food produced in Canada is wasted.

Source: VCMI, 2014
SFFP: Proposal for Collaboration

• New area of focus on responsible sourcing
• “Made in Canada” program that aligns with international market requirements
  – Sustainable Farm & Food Plan (SFFP)
    • Provision to develop Best Management Practices for manufacturers
  – “Whole Farm” program
Sustainable Farm & Food Plans

• Use Provision’s portal for execution of SFFP & sharing of data across supply chain
  – Innovative approach
Sustainable Farm & Food Plans

• Phase 1A, July – December, 2015
  – Solicit input from manufacturers, retailers & food service on key whole farm responsible sourcing requirements
  – Comprehensive overview of provincial, national & international sustainability initiatives that align with key requirements
Sustainable Farm & Food Plans

• Phase 1B, July – December, 2015
  – Identify gaps in current Canadian programs versus key requirements & international initiatives
  – Develop comprehensive project plan & budget for portal enhancement & module development to address gaps
    • End product would allow producers to see how practices align with key requirements “checklist” & international initiatives
      – Download and/or share information in portal
Summary

• Primary focus on sustainability knowledge transfer to Canadian F&B manufacturers
• Strong collaboration across supply chain is key to success