



# North American Workshop on Food Waste Reduction and Recovery

Perspectives on Opportunities to Reducing Food Loss and Waste

March 2, 2017

# Background

- VCMi team
  - » International practitioners with focus on food waste
  - » Expertise within numerous sectors – industry and policy
- FLW is an outcome
  - » Determined by how businesses operate
  - » Consumer FLW partly results from industry behaviour
  - » Never occurs in isolation
  - » Has multiple root causes
- Impact of government and industry misalignments
  - » Environmental
  - » Increased FLW
  - » Differs by sector

# The Complexity of Food Waste

"For every complex problem there is a solution that is simple, neat, and wrong."

*Henry L. Mencken*





## Food Waste in Canada

Opportunities to increase the competitiveness of Canada's agri-food sector, while simultaneously improving environment

November 2010

Martin Gooch, Abdel Felfel, Nicole Marenick



Measurement | Analysis | Training | Implementation



## "\$27 BILLION" REVISITED

### THE COST OF CANADA'S ANNUAL FOOD WASTE

\*\*\*\*\*

2010: \$27 Billion | 2014: \$31 Billion

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December 10, 2014

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## Food Waste: Aligning Government and Industry Within Value Chain Solutions

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## Developing an Industry Led Approach to Addressing Food Waste in Canada

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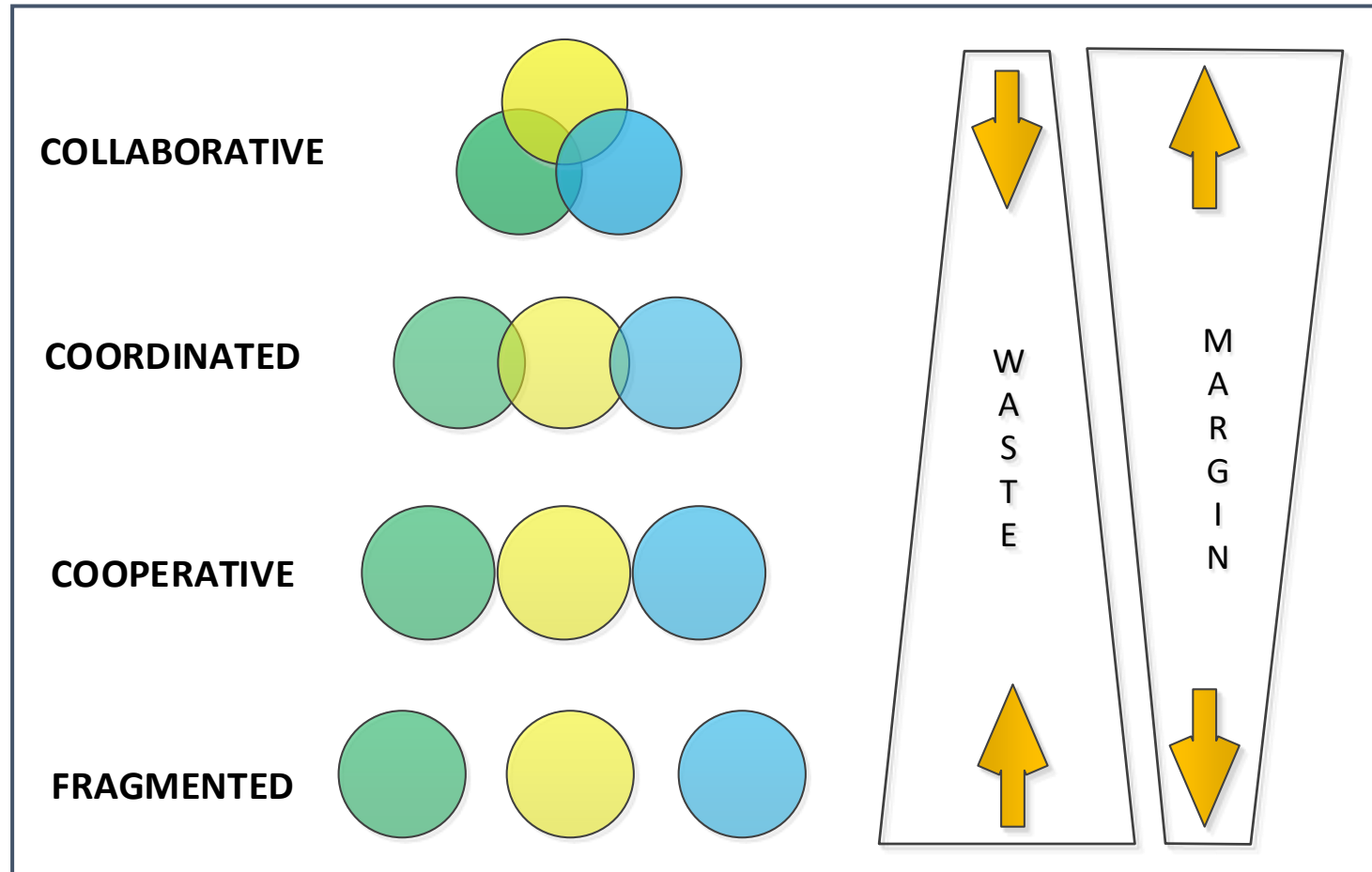


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# FLW Indicates Business Model, Performance



- Market dysfunctions
- Value chain dysfunctions

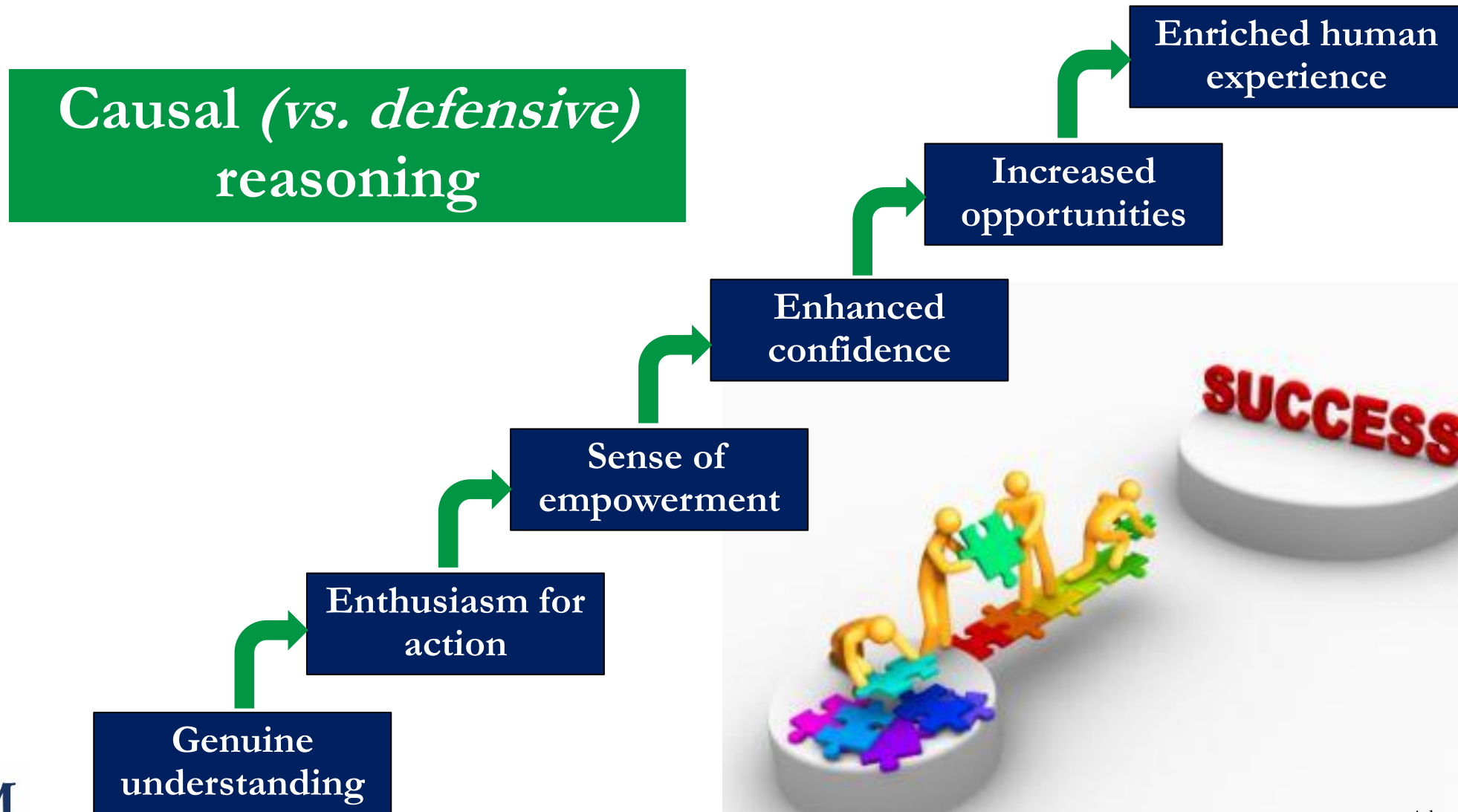
**“Consumers are picking off deals while retailers and suppliers are picking off each other.”**



# FLW Solutions



# Changing Behaviour by Increasing Motivation to Act





# Three Broad Policy Options

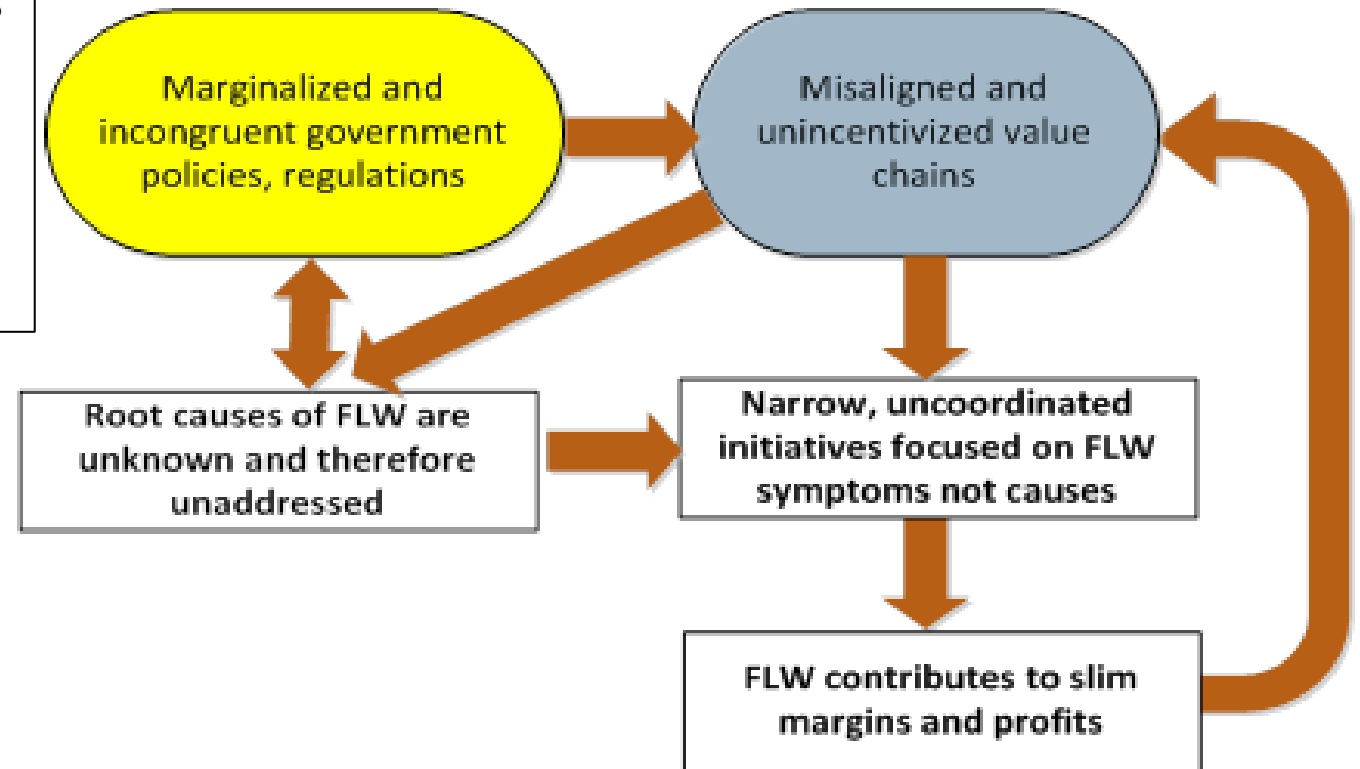
- 1) Ad hoc
    - » Opportunistically engage groups and individuals
  - 2) Government driven
    - » Promote need to reduce FLW, introduce tax and legislation
  - 3) Partner with industry
    - » Engage 3<sup>rd</sup> party expertise to assist implementation of voluntary agreements
- Common excuses for doing nothing
    - » Insufficient data
    - » Problem too great
    - » Competing priorities and agendas

# Top-Down Policy and Regulations

- Prescriptive limits, punitive symptom-driven legislation
- Unconstructive defensive dialogue

## Dysfunctional Government and Value Chain Systems

- Lack of leadership / accountability
- Poor information
- Distrusting relationships
- Misaligned objectives
- Limited communication

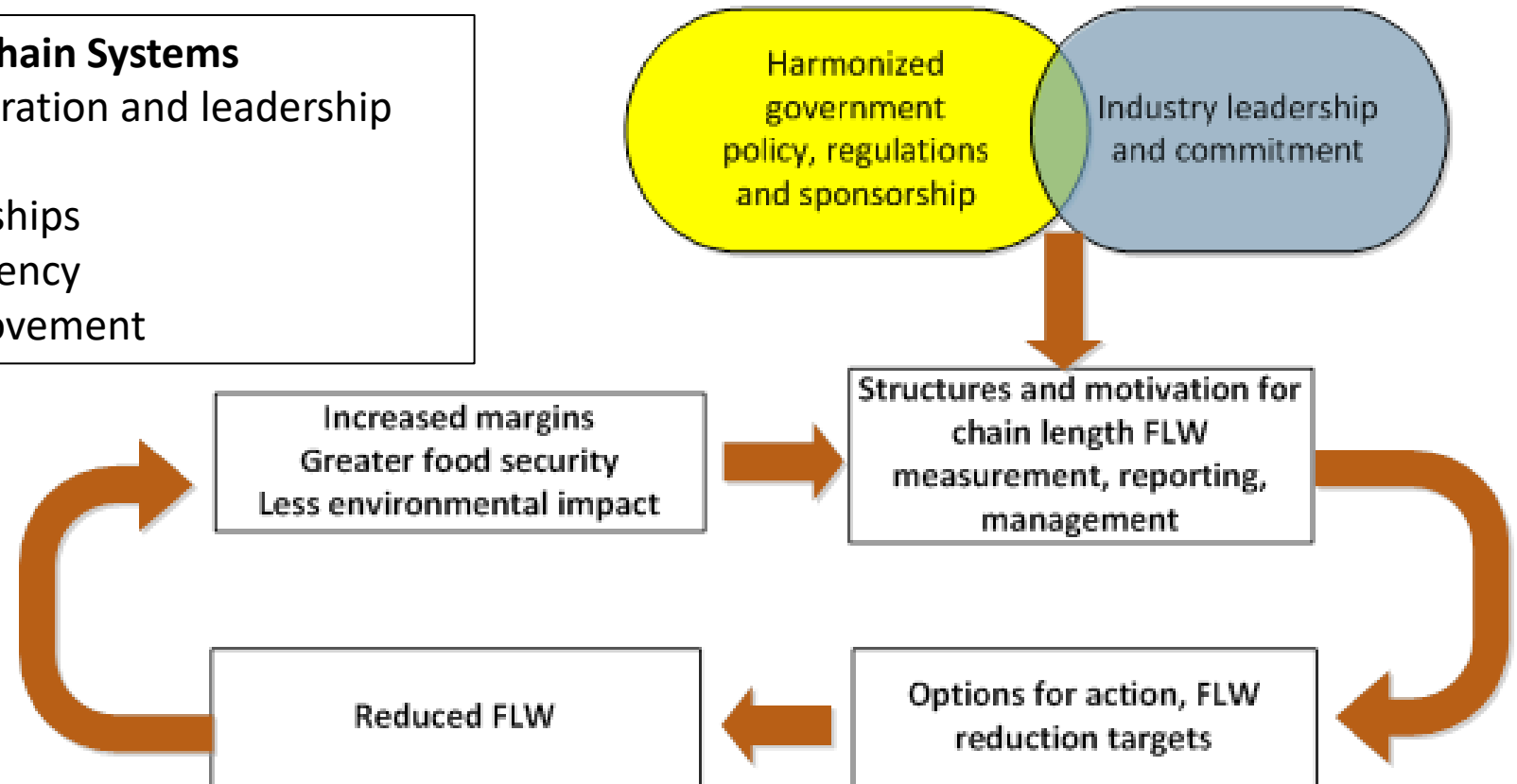


# Bottom-Up Policy and Regulations

- Descriptive targets, enabling focused legislation/regulations
- Constructive solution-driven dialogue

## Functional Government and Value Chain Systems

- Industry/government/NGO cooperation and leadership
- Aligned objectives
- Collaborative value chain partnerships
- Information flows create transparency
- Commitment to continuous improvement



# Further Considerations

- Ministerial policy and regulations audit
  - » Map misalignments in roles, policies, legislation and regulations
  - » Enable development of smarter regulations
- Effective measurement and reporting
  - » Conduct value chain analysis, business case reporting
  - » Common measurement and reporting standards
  - » Engage industry
  - » Household participation
- Target more effective/efficient use of resources
  - » Align policies and regulations
  - » Collaborate with industry
  - » Consult academia, researchers



# Thank you

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