

# Food Recovery for Donation: Role of Public Awareness



Food Loss and Food Waste International Workshop  
Washington DC  
November 8, 2016

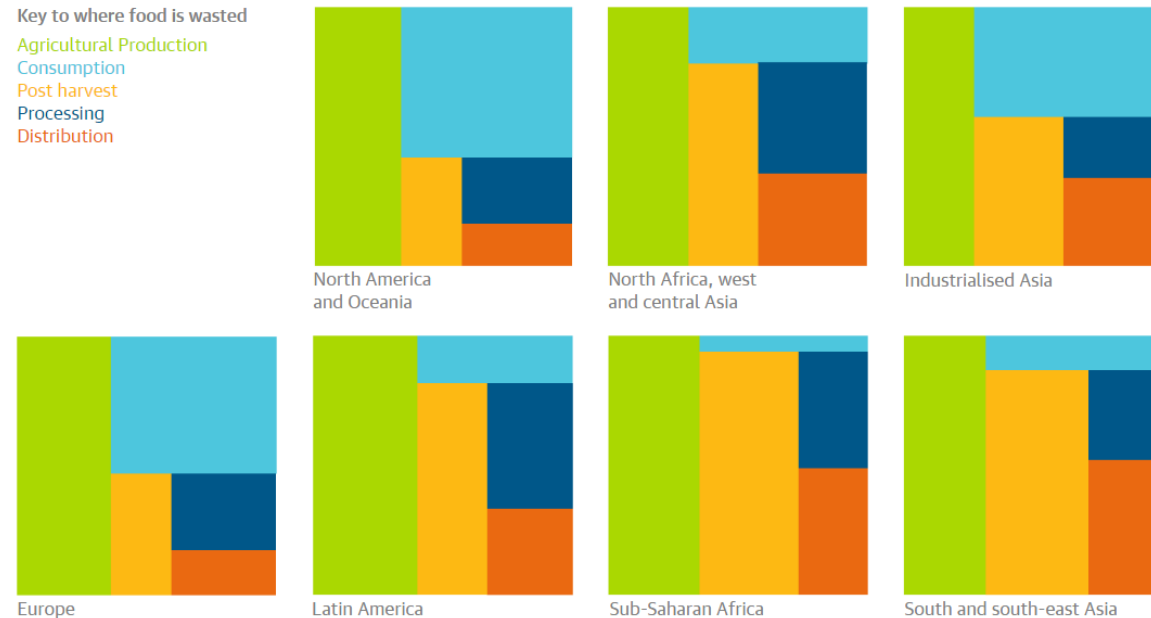
- Canadian Context
- Audiences and Public Education
- Challenges and Opportunities

**Where, how and when is most of the food wasted?**

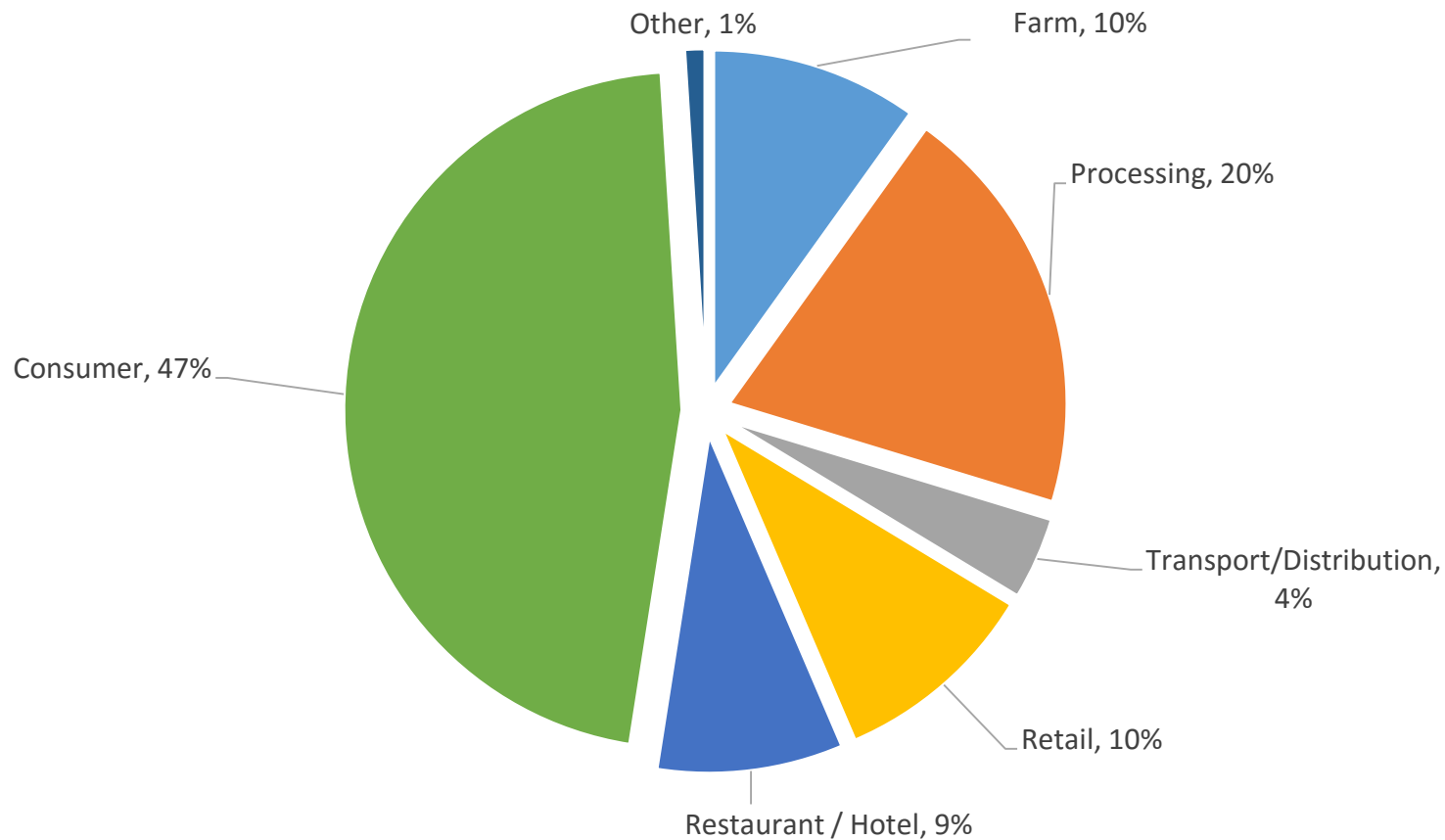
In developing countries there are high levels of what is known as “food loss”, which is unintentional wastage, often due to poor equipment, transportation and infrastructure. In wealthy countries, there are low levels of unintentional losses but high levels of “food waste”, which involves food being thrown away by consumers because they have purchased too much, or by retailers who reject food because of exacting aesthetic standards.

Key to where food is wasted

Agricultural Production  
Consumption  
Post harvest  
Processing  
Distribution



# Canadian Context: \$31 Billion\* in Food Wasted Annually in Canada

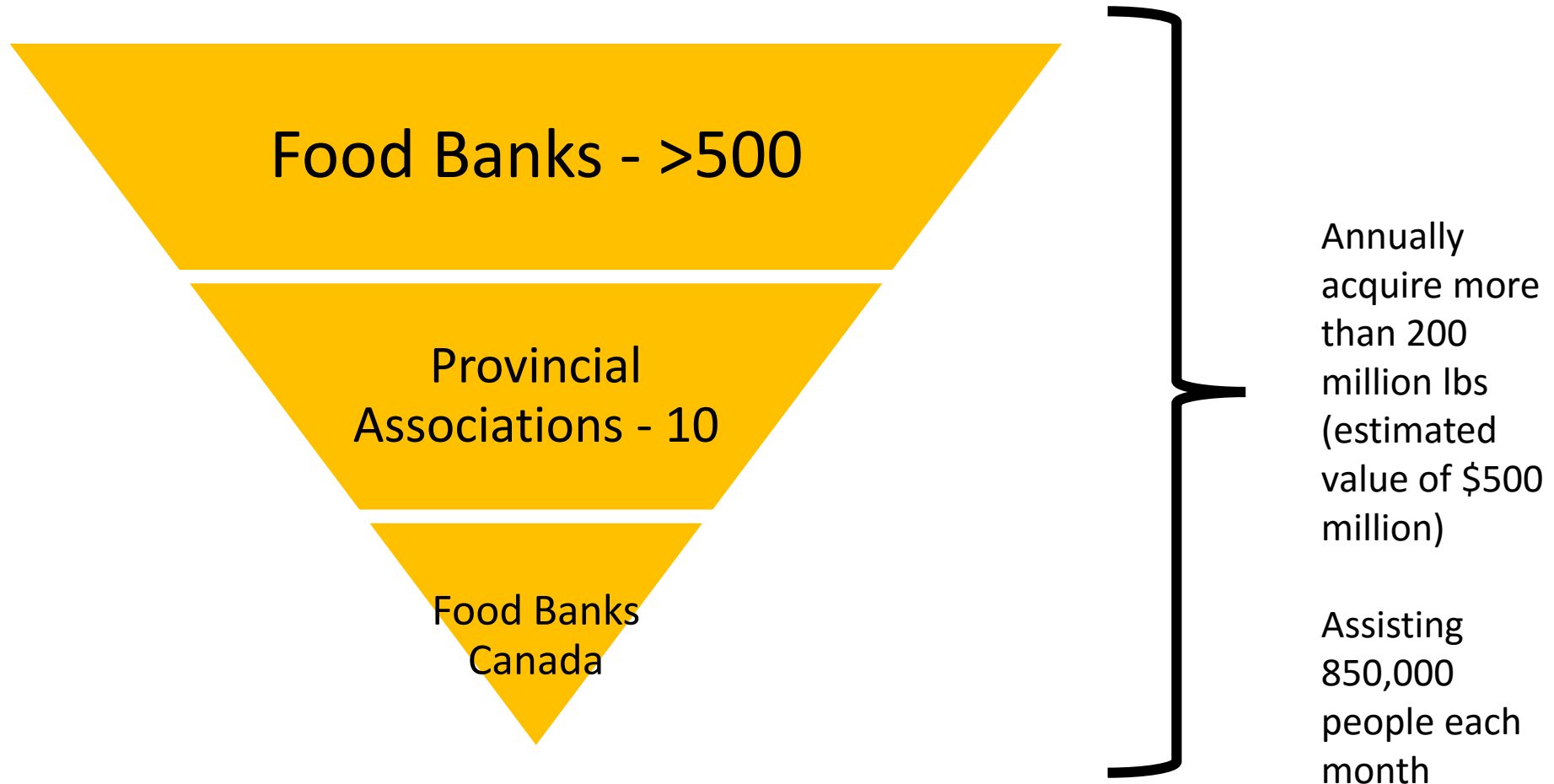


**About a third of food produced and distributed in Canada never gets eaten**

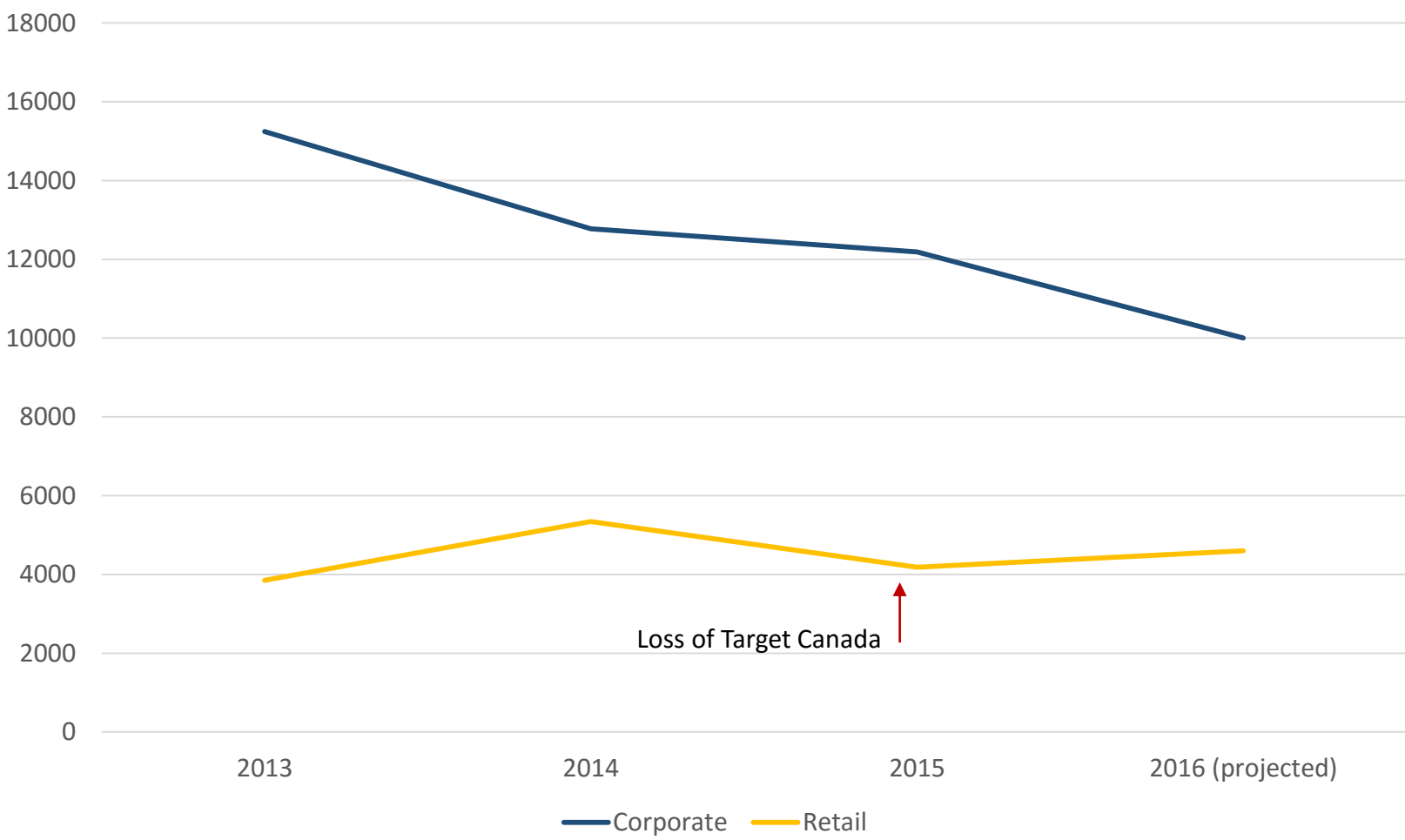
Source: VCMC"

\* \$31 billion CAD = \$23 billion USD / \$21 billion Euro

# Food Banking in Canada



# Food Banks Canada – Food Diversion Activities



# Role of Public Awareness

# Audience – Consumer/Public

- Educate and influence consumer behaviour change to reduce wasted food in the household





# Consumer/Public



- Consumer campaigns focus on in-home reduction through composting, improving food purchase and consumption habits
  - Important sustainability message
- Messaging coming from many channels
  - Government
    - Local to National
  - NGOs
    - Local to Global
  - Industry groups

# Public Awareness - U.S.

Environmental Protection Agency

**GET SMART: TAKE THE CHALLENGE**  
KEEP GOOD FOOD FROM GOING TO WASTE

Food Shift



**Compost More. Waste Less. Pledge**

Take the pledge and get a FREE recycling kit.

Reduce, reuse, recycle and save resources.

King County

Natural Resource Defense Council

**SAVE THE FOOD.COM** TIPS COOK IT STORE IT JOIN US

**FORTY PERCENT**  
OF FOOD IN AMERICA IS WASTED.

Make a change

End Food Waste Now

**END FOOD WASTE NOW**.org

Inspiring action, from field to fridge  
...and back to the field.

# Public Awareness - UK

Campaign to ban food waste to landfill by 2020



Renewable Energy Association



Love Food Hate Waste



One of the more successful to date has been the UK's Waste and Resources Action Program's Love Food Hate Waste campaign. Since its launch in 2007, avoidable household food waste has been cut by 21% over five years, saving UK consumers £13 billion.



# Public Awareness - Canada

## Metro Vancouver



## Action RE-but



## Just Eat It – A Food Waste Movie



# Public Awareness - Global

UNEP



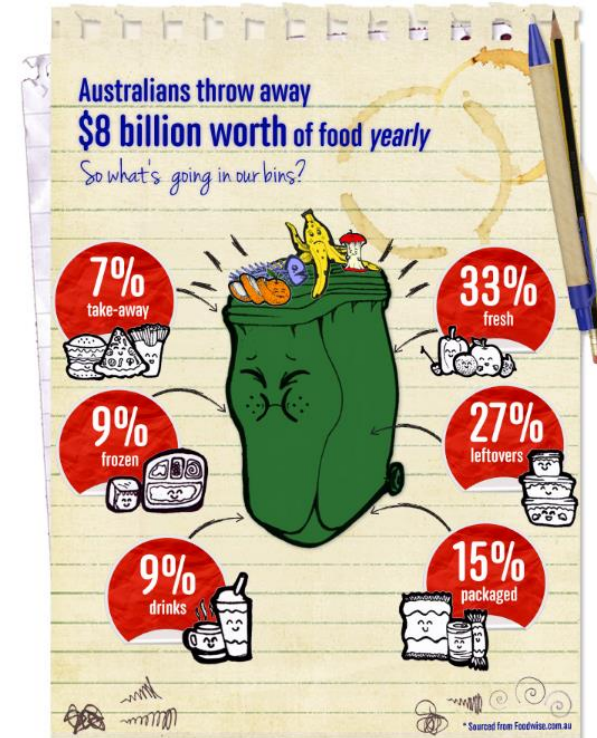
Food and Agriculture Organization



Hong Kong



Australia





# Public Awareness - Global



The Dutch government's "[Taste the Waste](#)" campaign was launched to achieve a reduction of 20% food waste across the food chain by 2015 through raising awareness and changing behaviour throughout the food chain, from producer to consumer. The campaign focuses on saving money with minimal effort and has inspired the creation of a global "Taste the Waste" campaign to fight food waste.

# Audience - Industry

- From Farm to retail
- Educate and engage agri-food sector
  - Donation
  - Reduction



# Industry



- Better inform and educate to support increased charitable giving of food
  - Donors' protection from liability risks, primarily through Good Samaritan Acts.
  - Often a lack of understanding of these acts which prevents donations
- Increased charitable giving of safe and edible food  
Incentives to support charitable giving can be supported by positive policy changes e.g. tax incentives



# Industry



- Hunger relief organisations need to provide guidance to donors on the best types of food to give
- Keeping food safe during the donation process

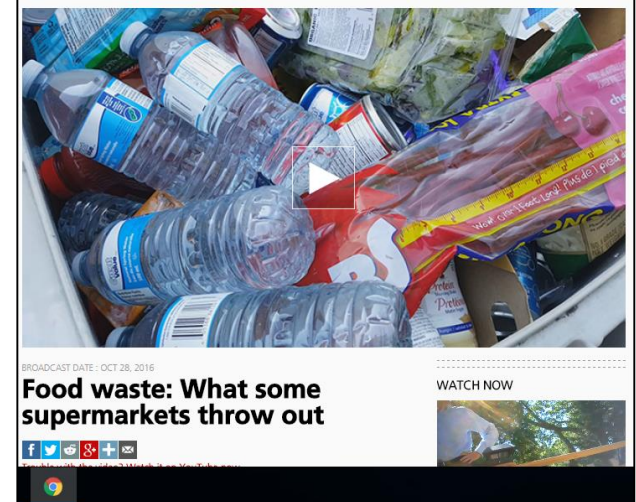
# Public Awareness – Audience Role

- Government
  - Influencing governments to implement effective policy to encourage donations

# Government

- Enact policies that support donations to hunger relief organisations:
  - ‘Good Food Acts’ (Canada) have been implemented in 3 provinces that allow charities to provide tax receipts for farm donations
  - Tax receipting for corporate sector donations (manufacturers/retailers) in some country jurisdictions (e.g. U.S. not yet in Canada)
- Some jurisdictions implementing policies to direct industry on donating surplus food (EU- France, Italy)

# Food Waste in the Media - Canada

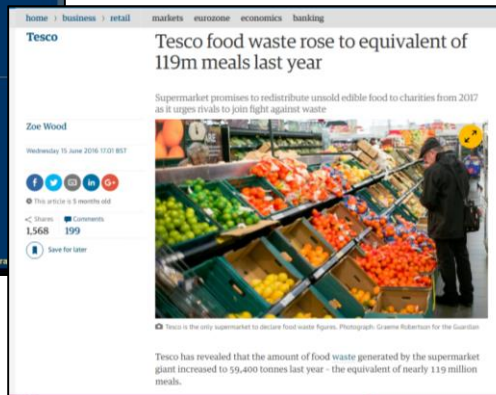




# Food Waste in the Media - Globally



## BUSINESS MAY 16 2014, 8:05 AM ET 'Best Before' Labels Add to Food Waste, Europe Says



# Challenges & Opportunities

- Awareness campaigns focused on consumers
  - A lot of messaging – is it breaking through?
  - Not a food recovery channel for hunger relief organisations
- Terminology
  - Food waste – unappealing when trying to work to redirect food to donation
- Labelling
  - Best before/ sell by dates / expiry dates
  - Consumers don't understand labelling terminology and what it means for them
  - Implications for hunger relief organizations when distributing food
- Media focus
  - 50% of food waste comes from households but a large portion of media attention focus' on industry with retail channel being the 'cause celebre'

# Challenges & Opportunities

- Good Samaritan Laws in many jurisdictions
  - Helps to protect donors
- Risk averse agri-food industry
- Source / quality of food donations
  - Ensure not downloading costs to food banks for distributing non-viable food
- Geography
  - Regional infrastructure can create a challenge in accessing surplus food
- Limitations of hunger relief organisations' capacity to accept food (in some regions)
- Governments can be slow to act with policy that will be beneficial for industry and hunger relief organisations

# Thank you



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