



**Food Collaborative**

**Report of Proceedings**

**November 20, 2014 Meeting**

January 2015



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# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

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## November 20, 2014 Meeting

### 1.0 Executive Summary

On November 20, 2014, York Region hosted the founding meeting of the Southern Ontario Food Collaborative. Thirty-nine representatives from provincial, regional and municipal governments; food businesses; and food and farming organizations attended the meeting.

The purpose of the meeting was to bring these leaders together to share information and ideas regarding food and food waste. We wanted to determine the potential for working together to decrease wasted food through public education (offering principal grocery shoppers easy-to-use tools to plan their meals, buy healthy foods, cook and eat with their families regularly, and throw out less food).

The meeting was a success, with participants creating a shared vision for the Southern Ontario Food Collaborative, self-organizing into a number of task groups to maintain the momentum, and moving forward with the Collaborative.

The vision will be best expressed as a picture or visual; however, in the words of the participants: The Southern Ontario Food Collaborative will encourage families to eat well and reduce food waste by bringing together government, businesses and food and farming organizations to take a food systems approach. Leadership, working together, and having multiple strategies with a shared, educational message will form the Collaborative's strategy.

For participating organizations, fulfilling this vision will mean meeting targets, engaging citizens, reducing costs, and reducing waste. It is a vision with strong underlying emotional motivations coupled with the need to meet concrete, measurable outcomes.

To make it work, the members of the food collaborative will need to make a commitment of time, energy and financial resources. The easiest way to muster the support for the collaborative will be to explain how its objectives are congruent with the objectives of each of the participant organizations.

Like any effective organization, clearly defined roles and expectations will help the food collaborative get off to a good start. One of the afternoon task groups defined the roles for the various players in the food collaborative. They reviewed the sector specific actions and how they tie together and can be used to leverage each other.

The players include:

- Government (all levels)
- Non-Government Organizations (NGOs)
- Food Producers (Farmers)
- Food Processors/Manufacturers
- Distributors and Retailers
- Restaurants/Food Service

Five preliminary task groups were identified before the meeting adjourned:

1. Steering Committee
2. Costs/Benefits Measurement
3. Value Chain Players and DriversProposed Retail Pilot
4. Fugly Group

The steering committee will be responsible for ensuring the Collaborative maintains its momentum, identifies its measurable objectives, and gains the formal support of the participating municipal governments and other organizations through a memorandum of understanding. These groups will meet in the early 2015 to further their discussions and action plans.

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### 2.0 Introduction

York Region has operated a Green Bin program since 2007. The program's purpose is to reduce the amount of waste shipped to landfills by turning organic waste into compost. York Region's Integrated Waste Management Master Plan (the SM4RT Living Plan) identified **a goal to reduce avoidable household food waste in the Green Bin by 15% by 2031**. Environmental Services is developing a communications strategy and public education campaign aimed to help residents take action to reduce avoidable food waste.

As part of the development of the communications strategy, York Region conducted market research with principal grocery shoppers. The research was used to:

- Understand consumer motivations regarding food purchasing, preparation and waste;
- Gather feedback on proposed tactics, designs and concepts; gather residents' preferences and opinions on food waste and education;

*By planning, buying, preparing and enjoying healthy meals together with their families and friends, they will meet the needs of their family. The secondary result will be decreased wasted food.*

The research reveals that consumers are motivated by health and the well-being of their families. The campaign approach is positioned as tapping the key motivator of healthy family meals while providing a secondary message about the money people can save by eating smart and reducing waste.

As the resident research was completed and the recommendations developed, it became clear that to be truly effective the public education campaign would benefit from additional large-scale market resources. York Region approached Greater Golden Horseshoe municipalities, appropriate non-government organizations and major food retailers to explore collaborative opportunities. The founding meeting of the Southern Ontario Food Collaborative was organized by York Region to share their research and initial communications strategy.

### 3.0 Purpose of the Meeting

The purpose of the founding meeting of the Food Collaborative was to:

- Bring together leaders from government, business and non-government organizations to share information and ideas regarding food and food waste,
- Investigate the possibilities of working together to decrease wasted food through public education and offering principal grocery shoppers easy-to-use tools that will motivate people to plan their meals, buy healthy foods, cook and eat with their families regularly, and throw out less food.

There were three meeting objectives:

1. Share information, strategies and key contacts/organizations
2. Discuss food collaborative strategy
3. Determine next steps

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## **November 20, 2014 Meeting**

### **3.1 Participant Expectations**

Participants were asked to document their expectations for the meeting by responding to the following question:

#### **What are you hoping to get out of today?**

- Opportunity to share ideas and learn from others; Hear different perspective; collaborate; Better to collaborate, natural synergies; Innovative ideas
- Expand issue beyond silos to collective campaign; Feeding own initiatives into existing collaborative; Ideas to bring forward to own organization; Collaborative communication for messaging; Look at ways to bring scale; Help “blow out” issue around Ontario; Broaden my scale of issue
- Working together to chart a vision
- Make connections; Stronger relationships; New partnerships; Multi stakeholder and interaction approach; Growing concern from retailer perspectives, partnerships
- Links of food safety, health and food waste reduction; Food safety and env. Health issues; Value food differently and create healthy food system; Public health lens

Single responses included:

- Looking at issue in own municipality
- Try and use expertise to reduce waste
- Good actions to help strategy
- Address issues through policy development

### **4.0 Participants**

A total of thirty-nine participants from a wide variety of communities in southwestern Ontario, the GTA and York Region attended the meeting.

From an organizational point of view, there were:

- twelve staff from York Region, both Waste and Public Health
- fifteen waste and public health staff from other municipal governments (Toronto, Halton, London and Middlesex-London, Peel, Niagara, Durham, Richmond Hill and Whitchurch-Stouffville),
- two from municipal associations (Association of Municipalities of Ontario and the Municipal Waste Association),
- four from food businesses (Loblaws, PAC, and Sobeys),
- three from the Ontario government (Environmental Commissioner, OMAFRA and MOECC), and
- three from food and farming NGOs.

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Over half were senior manager and supervisors. The remainder was analysts, coordinators and policy advisors.

### **5.0 Shared Vision for a Food Collaborative**

An objective of the meeting was to create a shared vision for the food collaborative. The participants drew a picture and shared in words, their vision of what a food collaborative between government, businesses, and non-government organizations could do to encourage families to eat well and reduce food waste. Four main themes emerged from the drawings. Visual representations of these themes are shown in Appendix 1

1. Promotion, education and messaging
2. Government, Businesses, and NGOs
3. Taking a food systems approach
4. People working together

Participants' used the following words to describe their vision:

- combination of all players coming together with common goal and purpose, bringing various perspectives and expertise
- all stakeholders must work together, same messaging, responsibilities
- everyone has the same message, everyone singing from same song sheet
- co-operate, allocate time, make it a priority
- taking a food systems approach to food waste reduction
- value chain collaborative, all sectors have a role to play
- provide information and tools

For every organization, fulfilling the food collaborative vision would mean success, meeting targets, engaging citizens, reducing costs and reducing waste. It is a powerful vision with strong underlying emotional motivations coupled with the need to meet concrete, measurable outcomes. The emotions expressed by the participants are overwhelmingly positive and optimistic.

The main barrier identified by more than half of the participants to fulfilling this vision is working together. Such a collaborative – between departments within municipalities, and between municipalities, businesses and non-government organizations – is going to be a challenge, to co-ordinate and maintain the focus on mutually beneficial outcomes.

The overall approach that will lead to success includes strong leadership and the ability to work together with multiple strategies with a shared, educational message. This means participants in the food collaborative will have to make a commitment of time, energy and some financial resources to make it work. The easiest way to muster the support for the food collaborative will be to ensure that objectives are congruent with the objectives of the member agencies.

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### **6.0 Defining Roles**

Like any effective organization, clearly defined roles and expectations will help the food collaborative get off to a good start. During the meeting, one of the task groups defined the roles for the various players in the food collaborative. They reviewed the sector specific actions and how they tie together and can be used to leverage each other.

The necessary players include:

- Government (all levels)
- Non-Government Organizations (NGOs),
- Food Producers (Farmers)
- Food Processors/Manufacturers,
- Distributors and Retailers,
- Restaurants/Food Service

#### ***Government Role (all levels)***

- Policy – development and harmonization, food safety and labeling, food guidelines
- Funding – support/partnerships
- Messaging – consistency – “what is food waste in this context?”
- Research, sharing best practices from other jurisdictions
- Curriculum development and programs

#### ***Non-Government Organizations Role***

- Messaging and awareness of issue
- Building trust in the public eye
- Research
- Efficient program and message delivery
- Innovation
- Advocacy
- “connectors & facilitators” – build, unbiased, innovative

#### ***Producers (Farmers) Role***

- Sustainability of food production, farming practices
- “Where is my food coming from?” – local food versus imports
- Helping to change consumer acceptance and awareness
- On-farm treatment
- Education about process of food production
- Triple bottom line approach

#### ***Processors/Manufacturers Role***

- “Get own four walls in order first” and triple bottom line – reduce production loss/waste
- Facilitate redistribution network – help with infrastructure changes to support food banks/hubs

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- Packaging – extend life of food, sustainability of that packaging, end of life management
- Labeling and messaging on products
- Easy separation of product from package for redistribution or disposal

### ***Retailers Role***

- Point people – link manufacturers and consumers
- Storage/refrigeration practices
- Messaging and driving consumer behaviour
- Best before dates & food safety confusion
- Education and awareness
- Ordering practices – storage, “ugly” produce
- Options for price reductions based on “sell by” dates

### ***Restaurants/Food Service Role***

- Storage and refrigeration
- Food prep practices
- Portion sizes
- Promoting leftovers/takeaways

## **7.0 Recommendations and Next Steps**

The food collaborative participants split into small groups for discussions to identify concrete, realistic ways to work together. Appendix 6 contains the objectives and notes from each of these groups. It is worth reading these detailed notes to see the great ideas and practical steps identified by the different groups, particularly in the afternoon task groups.

By the end of the meeting, five task groups were identified and participants volunteered for the groups that they felt they could make the most significant contribution while moving their own organizations’ objectives forward.

### **Steering Committee**

Tracey Carrigan, Manager, Environmental Education & Promotion, York Region

Dave Gordon, Manager, Sustainable Waste Management, York Region

Laura McDowell, Director, Environmental Promotion & Protection, York Region

Erwin Pascual, Manager, Solid Waste Management, Peel Region

Scott Tudor, Director Sustainability, Sobeys Inc.

Meena Hassalani, Industry Program Manager, Provision Coalition

York Region Public Health representative



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### **Costs/Benefits Measurement**

Lauren Baker, Co-coordinator, Toronto Food Policy Council, City of Toronto  
Tracey Carrigan, Manager, Environmental Education & Promotion, York Region  
Rita Foscari, Manager, Nutrition Services, York Region  
Erwin Pascal, Manager, Solid Waste Management, Peel Region  
Joan Stonehocker, Executive Director, York Region Food Network  
Sherri Tait, Manager Waste Management, Niagara Region  
Jen Turnbull, Policy Advisor, OMAFRA

### **Value Chain Players and Drivers Group**

Tracey Carrigan, Manager, Environmental Education & Promotion, York Region  
Dave Gordon, Manager, Sustainable Waste Management  
Rachel Morier, Program Coordinator, Packaging Association of Canada

### **Proposed Retail Pilot**

Sonya Fiorini, Senior Director, Corporate Social Responsibility, Loblaws  
Rita Foscari, Manager, Nutrition Services, York Region  
Leslie Gilbert, Public & Youth Education Coordinator, York Region  
Becky Hester, Manager, Health Protection Division, York Region  
Rachel Morier, Program Coordinator, Packaging Association of Canada

### **Fugly Group Members**

Janet Horner, ED, Golden Horseshoe Food and Farming Alliance & GTA Agricultural Action  
Laura McDowell, Director, Environmental Promotion & Protection, York Region  
Vicki Puterbough, Program Manager, Education and Outreach, York Region  
Sevan Torus, Natural Environment Coordinator, Town of Richmond Hill

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### **7.1 Recommended Next Steps**

1. The Steering Committee will meet in early in 2015 to ensure the food collaborative moves forward and continues its momentum. This is an historic opportunity for governments, businesses and NGOs to work together on the interrelated issues of public health, family meals and reducing food waste. If successful, jurisdictions across Canada and worldwide will want to replicate the approach.
2. The Costs/Benefits Measurement group, together with the steering committee will draft a memorandum of understanding for execution by municipalities and others to sign onto the Southern Ontario Food Collaborative.
3. Provision Coalition food waste working group will share information, best practices, strategies and exchange data.
4. Other tasks and initiatives will be identified through the Steering Committee for further review and implementation. Initial discussion details are documented in Appendix 6  
Such tasks and projects could include:
  - a. A value chain group to reach out to restaurants and foodservice organizations
  - b. Key messages to be agreed upon and consistent
  - c. Retail pilot opportunities for development in York Region and elsewhere
  - d. 'Fugly' promotional campaign

### **8.0 Conclusion**

When we review the expectations for the meeting and the outcomes from the discussions and task groups, it is clear that the meeting met participants' expectations. At the end of the meeting, the participants were asked to rate their level of satisfaction with the meeting (where 1 is low and 10 is high). The mean rating and mode was 8 out of 10.

One third of the respondents said the meeting was excellent: great discussion, networking, amazing food, beautiful setting, and excellent facilitation. Another third thought the people and the idea of the food collaborative were both "great". A quarter of the participants "enjoyed the sharing and collaboration." Another quarter of the responses expressed concern that the overall objective and next steps "aren't as clear as they could be and that more focus needs to be made on the key messages."

With these responses in mind, the Food Collaborative Steering Committee and interested participants will meet in early 2015 to carry on the good work started at this initial meeting. Thank you to all participants for their open and willing participation.

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## Appendices

### Appendix 1 – Creative ideas for a shared vision

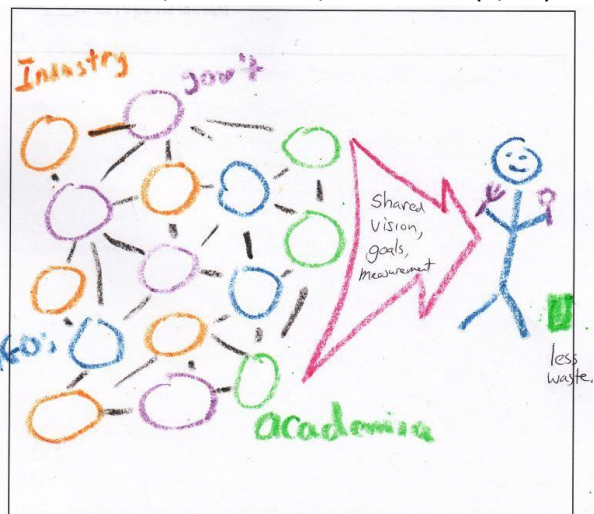
An objective of the meeting was to create a shared vision for the food collaborative. The participants drew a picture of their vision of what a food collaborative between government, businesses, and non-government organizations could do to encourage families to eat well and reduce food waste. Four main **visual themes** emerged from the drawings as shown in the representative drawings below.

Promotion, education and messaging (10/36)



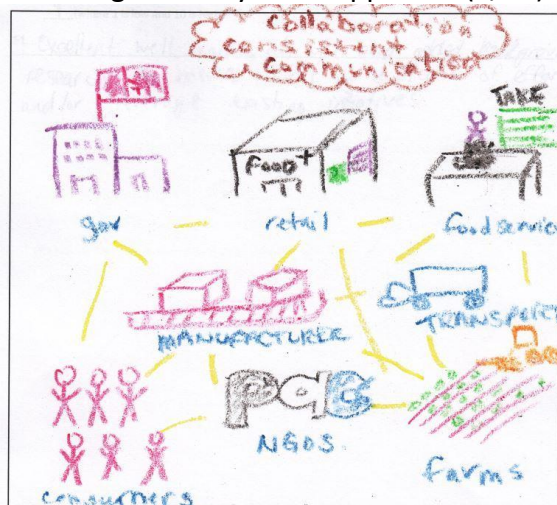
45. All stakeholders must work together - same messaging  
46. Complex, timing is key, everyone needs to be involved.

Government, Businesses, and NGOs (9/36)



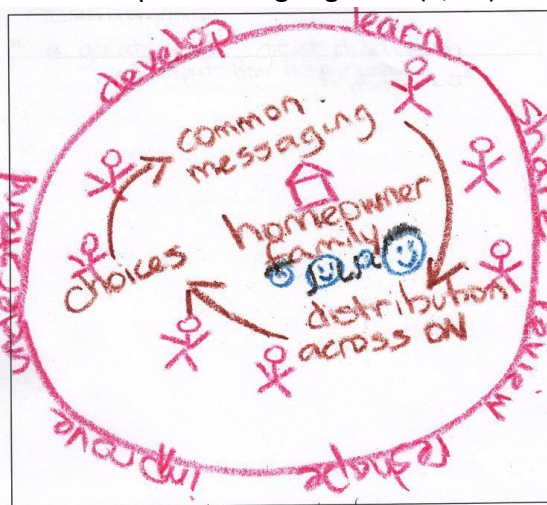
- (Gov't, industry, academia + NGOs)  
45. Everyone working together towards a shared vision to effect individual change to reduce food waste.  
46. hope, excitement, motivated

Taking a food systems approach (8/36)



45. complex group of stakeholders that need communication for aligned agenda to reduce  
46. CHALLENGE, HOPE, OPENMINDED

People working together (6/36)



- customer centred.  
45. continuous improvement thru collaboration  
46. passion, involvement

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46. Use up to three words to describe the feelings and emotions evoked by your drawing.	
Optimistic, hopeful	42%
Motivated, inspired	39%
Work together	28%
Challenge	25%
Satisfaction	11%
Happy	8%
Unclear	11%
Total	164%

The emotions expressed by the vision pictures are overwhelmingly positive and optimistic.

47. What would fulfilling this vision mean to your organization?	
Success, meet targets	31%
Bigger Impact	25%
Engaged citizens	19%
Unity, collaboration	19%
Healthier	17%
Reduce costs	17%
Reduce waste	11%
Support communities	11%
Total	150%

For every organization, fulfilling the food collaborative vision would mean success, meeting targets, engaging citizens, reducing costs and reducing waste. It is a powerful vision with strong underlying emotional motivations coupled with the need to meet concrete, measurable outcomes. Indeed, one participant drew a picture of exactly that:



45. Performance indicators / long-term effects

46. Worthwhile, hopeful, it is possible

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48. What are the main barriers to fulfilling this vision?	
Working together	56%
Change	31%
Money	19%
Time	14%
Big business	14%
Complexity	8%
Total	142%

49. What specifically could be done to overcome these barriers?	
Working together	47%
Leadership	22%
Multiple strategies	19%
Education	17%
Shared message	14%
Total	119%

The main barrier identified by more than half of the participants to fulfilling this vision is working together. Such a collaborative – between departments within municipalities, and between municipalities, businesses and non-government organizations – is going to be a challenge, to co-ordinate and maintain the focus on mutually beneficial outcomes.

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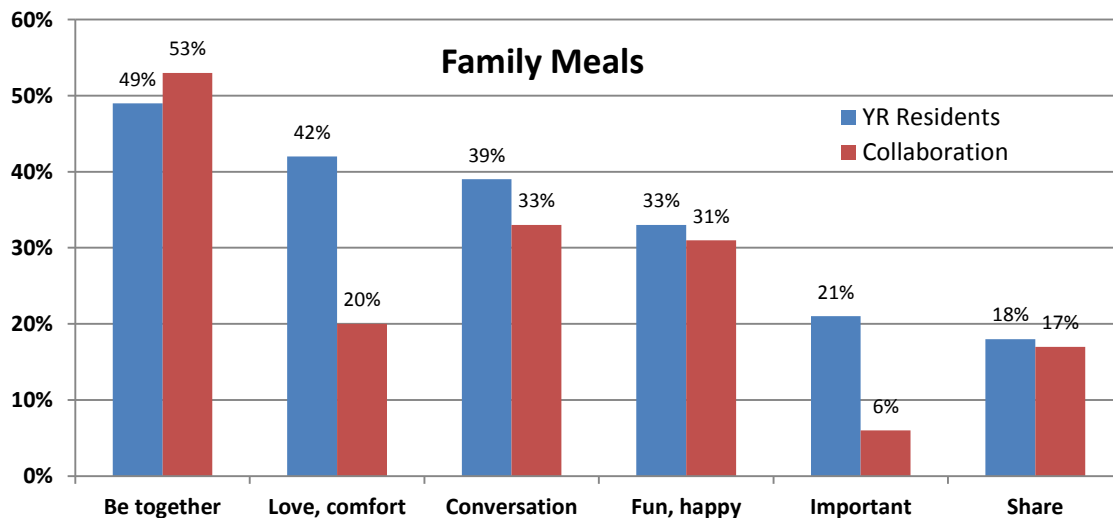
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### Appendix 2 - Comparison with York Region Residents

Twenty-nine (or 80%) of the participants at the food collaborative meeting were women, and seventy-percent of the participants were the principal grocery shoppers in their own households. Eight out of ten participants use a Green Bin at their home for compostable food waste. There were three single person households, fourteen with two people, nine households with three people, eight from four person households and two with five people living at home. In other words, these households are comparable to the households in the original York Region residents' focus group.

The following comparisons show interesting similarities and some differences in perception between the York Region residents and the participants in the food collaborative. The questions (please refer to Appendix 5 for the questionnaire) were the same (just a smaller number of questions) as the York Region resident focus group performed in April 2014.

#### Family and Food

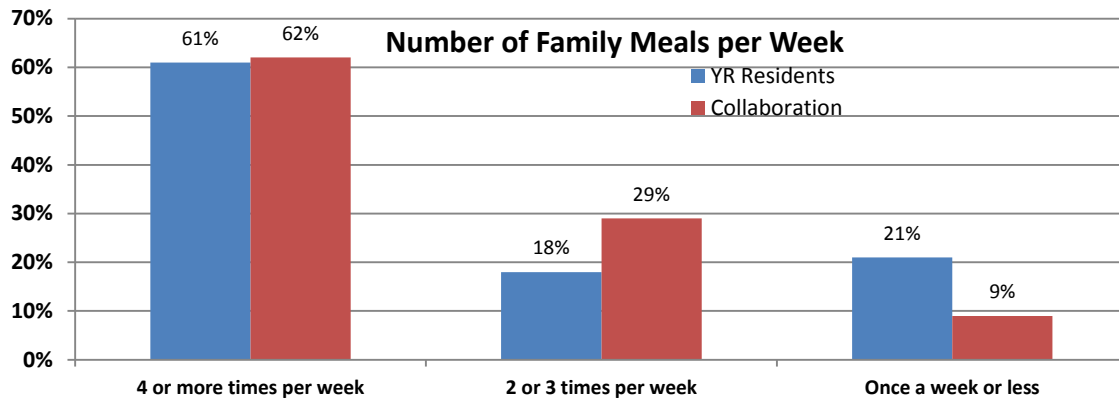


Family meals have the same meaning for York Region residents and participants in the food collaborative. The only difference is the residents more frequent use of the words “love and comfort”. In other words, family meals are perceived as being very positive.

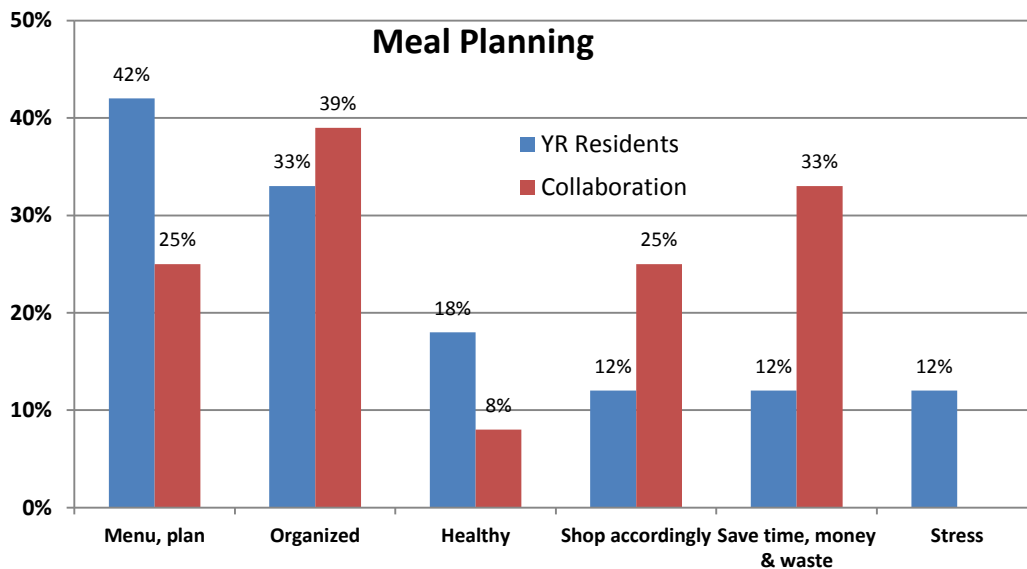
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The number of evening family meals per week are very similar, with almost two thirds having four or more per week, the same as families across Canada.



The food collaboration participants have a higher level of understanding of meal planning than the York Region residents. It shows a deeper understanding that good meal planning means shopping accordingly (including buying less and shopping more frequently) and saving time, money and food waste. The campaign emphasis on easy tools for meal planning will move the York Region residents closer to this understanding and outcome over time.

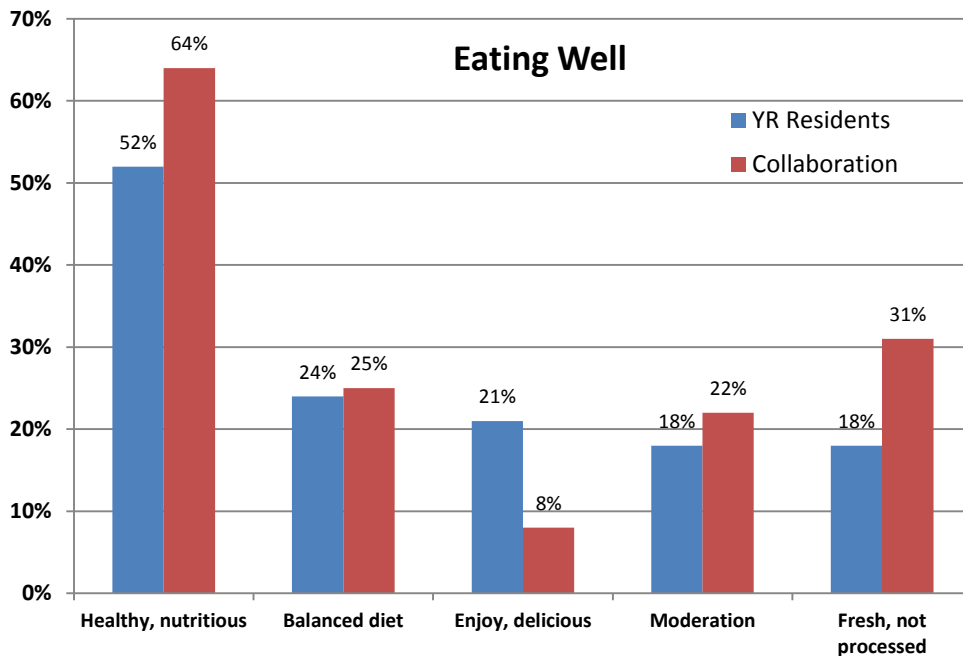




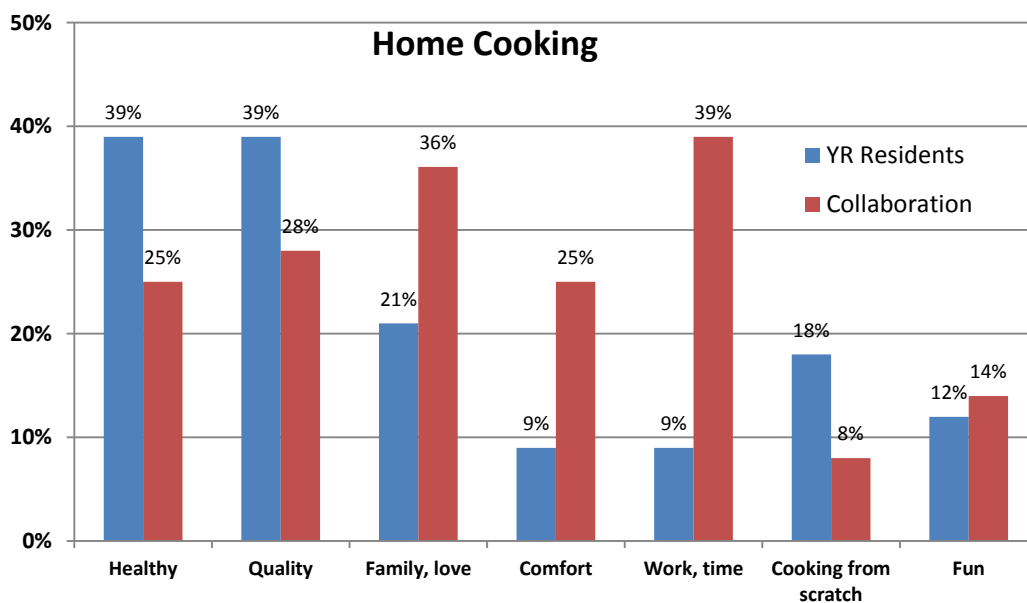
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**Eating well** means eating “healthy and nutritious food, and a balanced diet with fresh, not processed food.” It also means eating moderately and enjoying the food.



Home cooking shows a significant difference between the York Region residents and the food collaborative participants. The residents view the health and quality aspects more highly than the collaborative, while the “work and time”, and “love and comfort” are lower for residents.

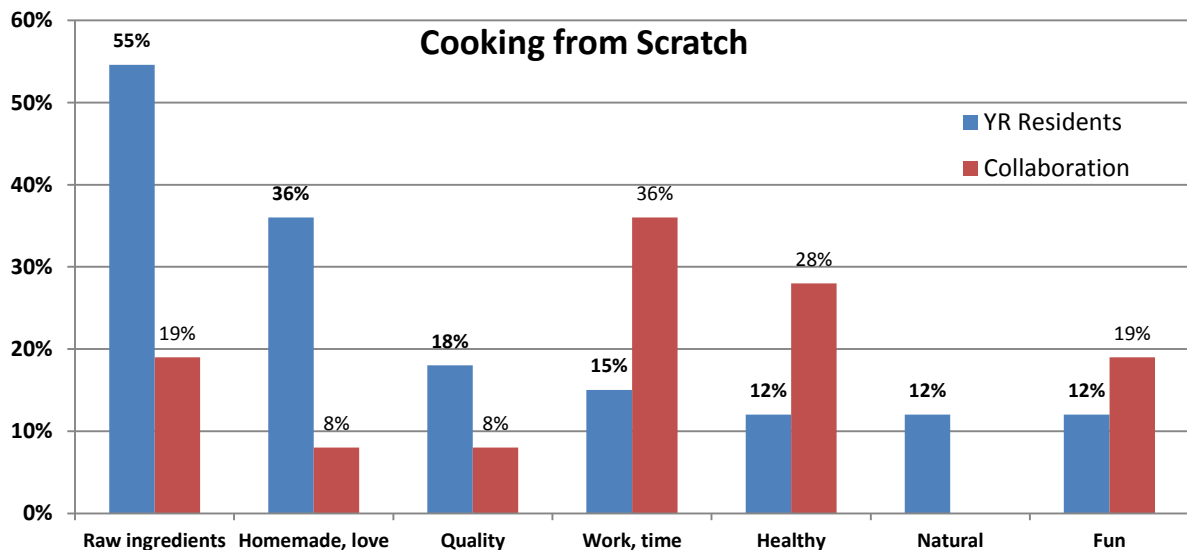




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The meaning of *cooking from scratch* reinforces these differences in perception between the York Region residents and the food collaborative participant residents have higher perceptions of raw ingredients and homemade and lower perceptions of the work and time involved. These responses may speak to the perception for working professionals (particularly women who are the majority of principal grocery shoppers) that home cooking and cooking from scratch require more work and time at the end of a busy work day.



***Buying healthy foods, home cooking, and planning meals are the three most important things to ensure families eat well.***

42. What is the most important thing you do to ensure your family eats well?

Meaning Description	YR Residents	Collaboration	Difference
Buy healthy foods	70%	56%	14%
Home cooked	33%	53%	-20%
Plan meals	24%	28%	-4%
<b>Total</b>	<b>127%</b>	<b>137%</b>	<b>-10%</b>

The main barriers to evening family meals include work, schedules and other activities that take time away from preparing and enjoying family meals together.

33. What are the barriers your family faces in having evening meals together?

Meaning Description	YR Residents	Collaboration	Difference
Work	55%	28%	27%
Activities, sports	33%	22%	11%
Schedules	21%	44%	-23%
Time	21%	39%	-18%
<b>Total</b>	<b>130%</b>	<b>105%</b>	<b>25%</b>

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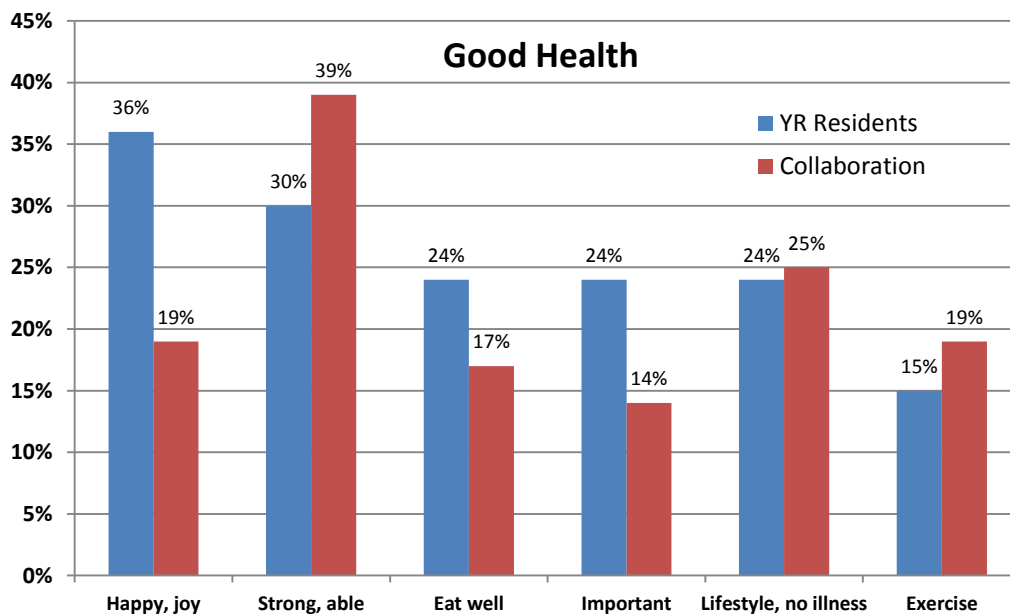
34. What can you and your family do to overcome these barriers?

Meaning Description	YR Residents	Collaboration	Difference
Plan	39%	61%	-22%
Work less	27%	14%	13%
Priority	24%	19%	5%
<b>Total</b>	90%	94%	-4%

Planning, working less, and making family meals a priority are the top three ways to overcome the barriers to enjoying more family meals.

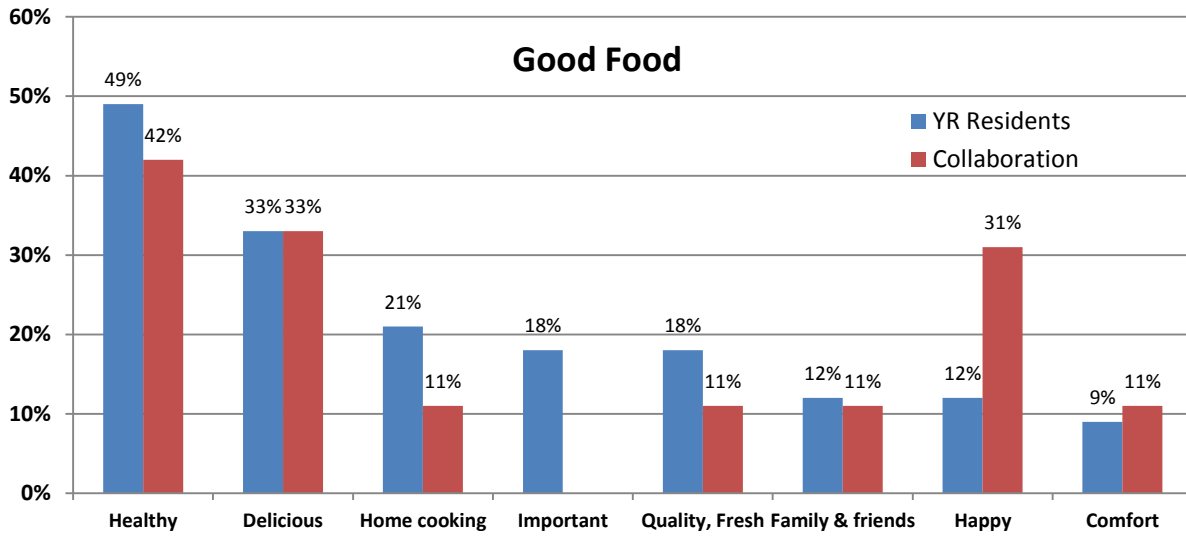
### Health and Food

Good health has similar meanings for York Region residents and collaboration participants.



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As does *good food* and *leftovers*.



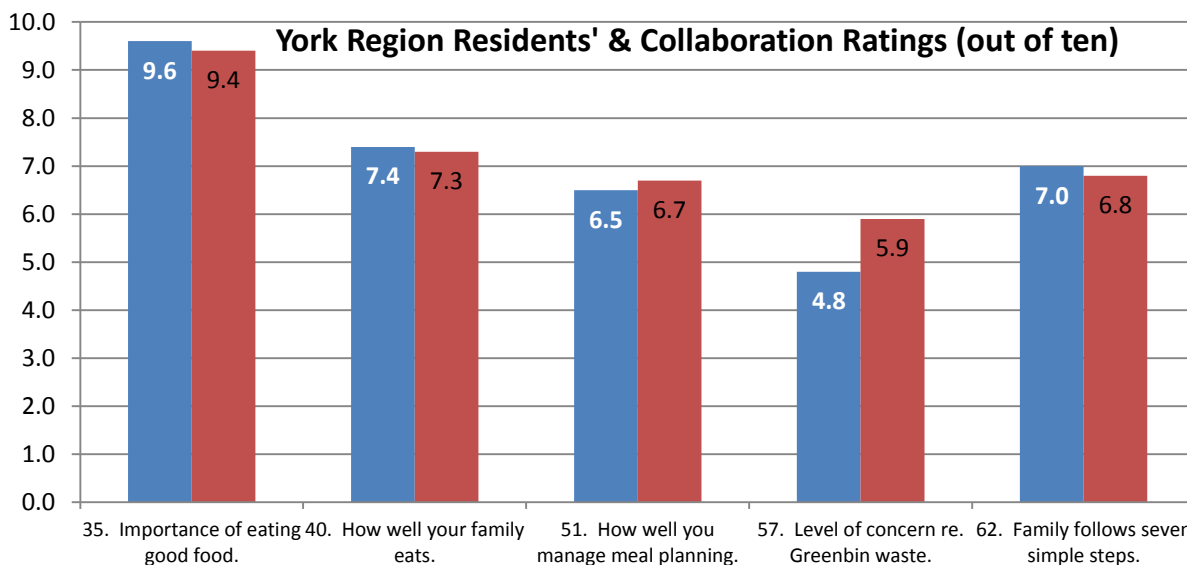
27. What do **leftovers** mean?

Meaning Description	YR Residents	Collaboration	Difference
Second meal, lunch	64%	69%	-5%
Save time	27%	19%	8%
Enjoy, taste	15%	19%	-4%
Excess food, negative	15%	11%	4%
Save money	12%	6%	6%
<b>Total</b>	<b>133%</b>	<b>124%</b>	<b>9%</b>

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A number of rating questions were asked during the York Region resident focus group (April 2014) and during the food collaborative meeting. All of the ratings are very consistent with the exception of the ***level of concern regarding food waste in the Green Bin***. It does make sense that the food collaborative participants who have professional knowledge of avoidable food waste ending up in the Green Bin would have more concern about this. Nevertheless, their mean rating of 5.9 out of ten is still relatively low.



Health and having a happy, longer life are the reasons why eating good food is important. And, the reasons why the lower rating is given for how well their families actually eat: while healthy meals are a priority, there are challenges (poor planning, lack of willpower, shopping habits, can do better), time constraints and too much processed food.

36. Why? (Eating good food for family health)	YR Residents	Collaboration	Difference
Stay healthy	58%	75%	-17%
Good for body	24%	11%	13%
Can always improve	12%		12%
Happy, longer life	12%	36%	-24%
Nutrition	9%	8%	1%
<b>Total</b>	115%	130%	-15%
41. Why? (How well your family eats)	YR Residents	Collaboration	Difference
Healthy meals	58%	44%	14%
Challenges	27%	25%	2%
Processed foods	24%	33%	-9%
Time	18%	25%	-7%
<b>Total</b>	127%	127%	0%

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The reasons for the ratings given for meal planning and the concern for food waste are provided in the table below. The collaborative participants recognize that they need to do more meal planning and this would lead to decreasing avoidable food waste in the Green Bin.

The residents and collaborative respondents provided similar ratings and the reasons why for their families following the seven simple steps for healthy eating.

52. Why? (Meal planning)	YR Residents	Collaboration	Difference
Challenges, repetition, prepared foods	37%	19%	18%
Plan ahead, organized	21%	42%	-21%
Balanced, nutritious meals	15%	11%	4%
No time	9%	8%	1%
Cost of food	6%	3%	3%
Make what my family likes	6%		6%
Spontaneous meals	6%	17%	-11%
<b>Total</b>	100%	100%	0%
58. Why? (Concern about food waste)	YR Residents	Collaboration	Difference
Don't waste much	58%	42%	16%
Room to improve		25%	-25%
Don't like it	24%	19%	5%
Wasting money	12%	19%	-7%
<b>Total</b>	94%	105%	-11%
63. Why? (Seven simple steps)	YR Residents	Collaboration	Difference
Mostly follow	42%	47%	-5%
Lack of time	18%	8%	10%
Need to share duties	18%	6%	12%
Need to follow, improve		17%	-17%
Junk food	12%	11%	1%
Regular meals	12%		12%
Better health	12%		12%
<b>Total</b>	72%	89%	-17%

# Food Collaborative Report of Proceedings

November 20, 2014 Meeting

## Price of Food

The perception of the price of food between York Region residents and food collaborative participants is significantly different, with residents being more concerned about the cost of food and feeling that they pay *too much*.

43. What does the price of food mean to you?	YR Residents	Collaboration	Difference
Expensive	33%	6%	27%
Impacts purchases	30%	36%	-6%
Good food costs more	21%	22%	-1%
Important	18%		18%
Not much	12%	25%	-13%
<b>Total</b>	114%	89%	25%

48. When you think about the food your family eats, do you feel that you are paying . . .	YR Residents	Collaboration	Difference
Too little		11%	-11%
Just the right amount	45%	57%	-12%
Too much	55%	31%	24%
<b>Total</b>	100%	100%	0%
49. Why?	YR Residents	Collaboration	Difference
Expensive	76%	31%	45%
Plan, waste less	21%	28%	-7%
Fairly priced	6%	28%	-22%
Underpriced		14%	-14%
<b>Total</b>	103%	101%	2%

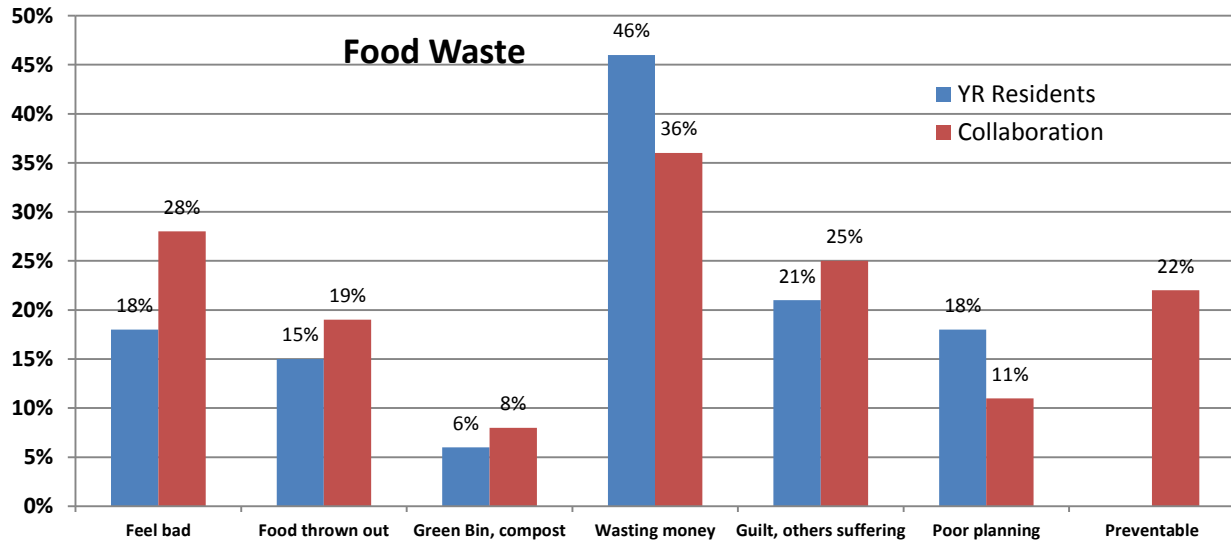
As the good food campaign rolls out over time, the connection between family health, planning family meals and the resulting savings in time, money and food waste will become more apparent to the residents.

# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

### Food Waste

The meaning of food waste is very similar between the York Region residents and the food collaborative participants, with one exception: because of their professional awareness, the collaborative participants view it as being somewhat “preventable.”



The feelings about throwing food out are overwhelmingly negative and very similar between the residents and the collaboration.

53. How do you feel when you throw food out?	YR Residents	Collaboration	Difference
Wasteful	42%	39%	3%
Bad	39%	42%	-3%
Guilt	30%	44%	-14%
Waste of money	18%	17%	1%
Angry	6%	8%	-2%
Sad	6%	8%	-2%
<b>Total</b>	<b>141%</b>	<b>158%</b>	<b>-17%</b>

The food collaborative participants have the perception that they throw out more food than the York Region residents. This may be due to knowing the results of the York Region Green Bin audit.

56. Of the food you buy and take home, what percentage does your family throw away or put in the Green Bin each week?

	YR Residents	Collaboration	Difference
Less than 10%	46%	29%	17%
10% to 19%	27%	54%	-27%
20% to 29%	21%	17%	4%
30% to 39%	6%		6%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>0%</b>

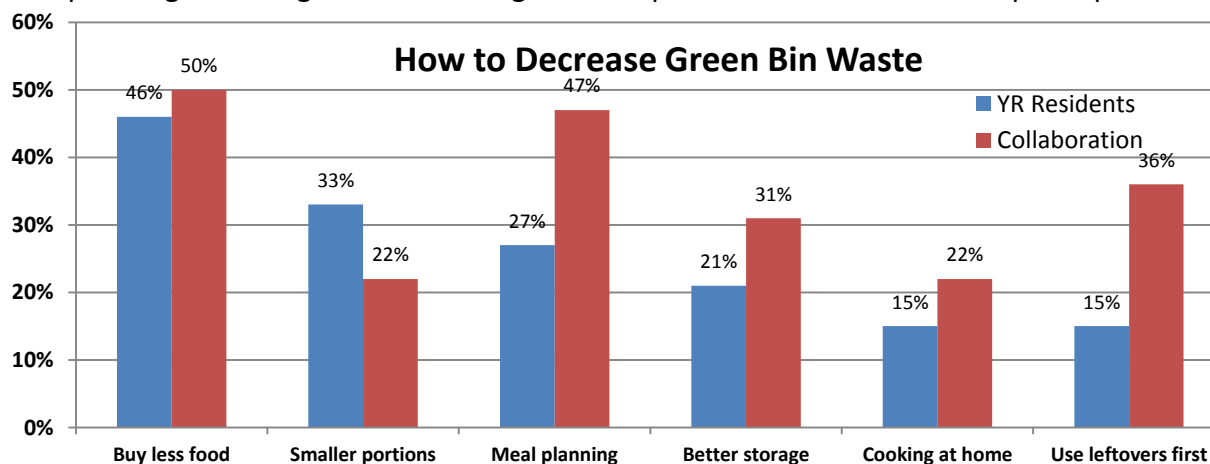
## Food Collaborative Report of Proceedings

### November 20, 2014 Meeting

Ninety-one percent of residents were not aware of the statistics for food waste in Canada, but 86% of the food collaborative participants were. While their negative feelings are very similar, the collaborative participants see the ***need to change***.

60. Were you aware of this fact (40% food thrown out, \$1,500 per year)?	YR Residents	Collaboration	Difference
No	91%	14%	77%
Yes	9%	86%	-77%
61. How does this make you feel?	YR Residents	Collaboration	Difference
Angry, upset	33%	25%	8%
Wasteful society	30%	22%	8%
Sad, disappointed	18%	14%	4%
People are hungry, poor	18%	17%	1%
Guilty, ashamed, appalled	15%	6%	9%
Shocked, surprised	9%	14%	-5%
Waste of money	9%	8%	1%
Need to change		36%	-36%

The solutions for decreasing Green Bin waste are the same, as shown in the graph below, with meal planning and using leftovers having more emphasis for the collaborative participants.





# Food Collaborative Report of Proceedings

November 20, 2014 Meeting

## Appendix 3: Principles, Facts, Approach, and Benefits (for discussion)

### Principles

1. The Regional Municipalities of York, Halton, Niagara, Peel and Durham, and the City of Toronto, recognize the importance of reducing food waste and agree to collaborate on this strategy. The participating group of municipalities will be referred to as the *Southern Ontario Food Collaborative*.
2. Participating municipalities will share information and programs where appropriate.
3. Wherever possible, the Southern Ontario Food Collaborative will cross-promote healthy food and food waste related education campaigns, programs and tools.
4. Food producers, processors, distributors, retailers, and food service organizations can play an important role in decreasing food waste and encouraging healthy and “responsible” food choices by consumers. Working together with these food value chain actors will be explored during development of the strategy.

### Facts

1. 40 percent of food produced and sold in Canada is wasted (\$27 billion)<sup>1</sup>.
2. 51 percent of food waste in Canada occurs in the home<sup>2</sup>.
3. Food waste at home costs each Canadian household about \$1,500 per year (one quarter of the average household food budget)<sup>3</sup>.
4. In York Region, approximately 20 percent of the food wasted at home is avoidable (based on York Region audit data).
5. York Region has targeted a 15 percent reduction in avoidable food waste by 2031.

### Approach

1. Undertake a multi-year public education and action campaign (with collaboration between waste management and public health business areas) focusing on good, healthy food and happy family meals. Food waste reduction will be a by-product of this campaign.
2. *Family meals and eating healthy food* taps into deep personal motivations that can drive change in how individuals manage the food cycle (planning, shopping, storing, cooking, eating and wasting).
3. Emphasize the positive emotions related to food: love, fun, comfort, joy, happiness, and pleasure.

### Benefits

The following benefits are broadly expressed and will need to be developed as realistic, measureable outcomes:

1. Consumers will improve their health and save money on food and municipal infrastructure.
2. Municipal governments will benefit from more engaged citizens, higher levels of collaboration between departments (and with other municipalities) and decreased operating and capital costs.
3. All levels of government (and society as a whole) will benefit from improved human health, lower food and energy waste, and decreased greenhouse gas emissions.
4. Food producers, processors, distributors, retailers, and food service organizations will decrease costs and improve customer satisfaction.

---

<sup>1</sup> Value Chain Management Centre, *Food Waste in Canada*, November 2010.

<sup>2</sup> Value Chain Management Centre, *Food Waste in Canada*, November 2010.

<sup>3</sup> York Region Integrated Waste Management Master Plan, 2013.

# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

### *Appendix 4: Food Collaborative Meeting Notice and Agenda*

## Food Collaborative Meeting

### Thursday, November 20, 2014

9:00 am – 4:00 pm  
Kingsbridge Centre  
12750 Jane Street, King City, Ontario

### What is the purpose of this meeting?

**Bring together leaders** from government, business and non-government organizations to share information and ideas regarding food and food waste. **Investigate the possibilities of working together to decrease wasted food** through public education and offering principal grocery shoppers easy-to-use tools that will motivate people to plan their meals, buy healthy foods, cook and eat with their families regularly, and throw out less food.

### Why is York Region initiating the food collaborative?

York Region's goal is to **decrease the wasted food component of the Green Bin by 15% by 2031**. We want to share our research and initial communications strategy designed to appeal to principal grocery shoppers. **Consumers are motivated by health and the well-being of their families**. By planning, buying, preparing and enjoying healthy meals together with their families and friends, they will meet the needs of their family. The secondary result will be decreased wasted food. **By working together** with other municipalities, higher levels of government, businesses, and non-government organizations, York Region believes that we **will have a much greater impact on principal grocery shoppers** and the foods they buy and waste.

### Agenda

Item	Time	Description
	8:30 a.m.	Coffee and Continental Breakfast
1	<b>9:00 a.m.</b>	Welcome, introductions and warm-up
2	10:00	Consumer perceptions of food and food waste
3	10:30	York Region's Campaign: How we got here and why?
4	11:05	Vision for a food collaborative and discussion
	<b>12:00 p.m.</b>	<b>Lunch – please inform us if you have any special dietary requirements</b>
5	1:00	Possible task groups
6	3:00	Next steps and responsibility assignment
7	3:30	Meeting evaluation
	<b>4:00</b>	<b>Adjourn</b>

*Please contact Tracey Carrigan at York Region if you have any questions.*

905-830-4444 ext. 75095 | [tracey.carrigan@york.ca](mailto:tracey.carrigan@york.ca)

# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

### ***Appendix 5: Facilitator's Guide***

**Facilitator:** (read each statement aloud)

- All answers made during this workshop are confidential; ***please do not put your name on the form.***
- **Every answer is correct.** Your honest feelings, perceptions, needs and opinions are important to us.
- Keep your answers as short as possible, just a few words or a short phrase on the line provided.
- ***Please write or print legibly. We have to be able to read your answers.***
- If no answer comes to mind, place a line in the space provided. This is also a correct answer.
- Please keep your answers to yourself. Do not speak them out loud.

#### **BACKGROUND**

1. In which town or city do you live? \_\_\_\_\_
2. Are you . . . Female [ ☐ ] Male [ ☐ ]
3. What organization are you representing today? \_\_\_\_\_
4. What is your job title? \_\_\_\_\_
5. Are you the main person who buys and prepares the food in your household?  
Yes [ ☐ ] No [ ☐ ]
6. Does your household use a Green Bin for compostable food waste?  
Yes [ ☐ ] No [ ☐ ]
7. How many family members live in your home? \_\_\_\_\_

## Food Collaborative Report of Proceedings

### November 20, 2014 Meeting

#### MEANING

8. What does your home mean to you?

---

9. What does your family mean to you?

---

10. What does good health mean to you?

---

11. What does good food mean to you?

---

12. What does home cooking mean to you?

---

13. What does cooking from scratch mean to you?

---

14. What do family meals mean to you?

---

15. What does eating well mean to you?

---

16. What does meal planning mean to you?

---

17. What does grocery shopping mean to you?

---

18. What do leftovers mean to you?

---

19. What does food waste mean to you?

---

# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

### HOME-COOKED MEALS

*Please use all the crayon colours you consider to be appropriate.*

Take a minute to think about some memorable family evening meals you have enjoyed in your home.

Please draw a picture of an ideal home-cooked family meal in your home. Please put yourself in the picture and label yourself "me".

20. Describe the picture you drew.

---

21. Use up to three words to describe the feelings and emotions evoked by your drawing.

---

22. Why is this meal so special?

---

23. How often does your family enjoy an evening meal together at home?

4 or more times per week [    ]

2 or 3 times per week [    ]

Once a week or less [    ]

## Food Collaborative Report of Proceedings

### November 20, 2014 Meeting

24. What are the barriers your family faces in having evening meals together?

---

25. What can you and your family do to overcome these barriers?

---

26. On a scale from 1 to 10, rate the importance of eating good food for the overall health of your family.  
\_\_\_\_\_ (where 1 is low and 10 is high)

27. Why did you give this rating?

---

28. On a scale from 1 to 10, rate how well your family eats.  
\_\_\_\_\_ (where 1 is low and 10 is high)

29. Why did you give this rating?

---

30. What is the most important thing you do to ensure your family eats well?

---

31. What does the price of food mean to you?

---

32. When you think about the food your family eats, do you feel that you are paying . . .  
[ ] too little  
[ ] just the right amount  
[ ] too much

33. Why?

---

34. On a scale from 1 to 10, rate how well you manage your family's meal planning.  
\_\_\_\_\_ (where 1 is low and 10 is high)

35. Why did you give this rating?

---

36. How do you feel when you throw food out?

---

37. Of the food you buy and take home, what percentage does your family throw away or put in the Green Bin each week?

Less than 10%	[ ]	30% to 39%	[ ]
10% to 19%	[ ]	40% or more	[ ]
20% to 29%	[ ]		

## Food Collaborative Report of Proceedings

### November 20, 2014 Meeting

38. On a scale from 1 to 10, rate your level of concern about how much food your family throws out or puts in the Green Bin each week.  
\_\_\_\_\_ (where 1 is low and 10 is high)

39. Why did you give this rating?

---

40. What are the three most important things you could do to decrease the amount of food your family throws out or puts in the Green Bin each week?

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

**Facilitator: About forty percent of the food produced in Canada is thrown out. Over half of this waste occurs within our homes. This represents about \$1,500 worth of food each year for every household in Canada.**

41. Were you aware of this fact?

[    ] Yes

[    ] No

42. How does this make you feel?

---

**Facilitator: I am going to read “Seven Simple Steps for Healthy Eating”. Please listen carefully.**

***Note: Put the Steps on a PowerPoint slide for viewing.***

1. Plan and prepare meals using fresh foods.
2. Use oils, fats, sugar and salt in moderation.
3. Limit consumption of ready-to-eat food and drink products.
4. Eat at regular mealtimes and pay attention to your food instead of multi-tasking.
5. Eat with others whenever possible.
6. Develop, practice, share and enjoy your skills in food preparation and cooking.
7. Decide as a family to share cooking responsibilities and dedicate enough time for healthy meals.

43. Take a moment to think about how your family eats. On a scale from 1 to 10, rate how closely your family follows these seven simple steps for healthy eating.  
\_\_\_\_\_ (where 1 is low and 10 is high)

44. Why did you give this rating?

---

# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

### VISION FOR A FOOD COLLABORATIVE

*Please use all the crayon colours you consider to be appropriate.*

Please draw a picture of your vision of what a food collaborative between government, businesses, and non-government organizations could do to encourage families to eat well and reduce food waste?

45. Describe the picture you drew.

---

46. Use up to three words to describe the feelings and emotions evoked by your drawing.

---

47. What will fulfilling this vision mean to your organization?

---

48. What are the main barriers to fulfilling this vision?

---

49. What specifically could be done to overcome these barriers?

---



## **Food Collaborative Report of Proceedings**

### **November 20, 2014 Meeting**

#### **EVALUATION**

50. On a scale from 1 to 10, rate your level of satisfaction with this meeting?  
\_\_\_\_\_ (where 1 is low and 10 is high)

51. Why did you give this rating?

---

# Food Collaborative Report of Proceedings

November 20, 2014 Meeting

## ***Appendix 6: Guidelines for Small Group Discussions***

Please review the following documents as a refresher for effective facilitation:

1. Top Ten Facilitation Tips
2. Listening
3. Staying Neutral

### **Small Group Discussion (before lunch)**

**Groups:** Each small group will be **pre-determined** to ensure representation from a cross-section of the various types of organizations. Name tags will be numbered on the back for the group each person is pre-assigned to, and the tables will have the corresponding numbers.

**Participants per group:** 5 to 7 in 6 or 7 groups

**Facilitator:** York Region staff person

**Duration:** 11:15 a.m. to 12:00 p.m.

**Question to answer (35 minute discussion):** How can we work together to encourage families to eat well and reduce food waste?

**Objective:** Identify concrete, realistic ways to work together.

**Recorder/Reporter:** Each group determines a volunteer recorder/reporter.

**Report Back (10 minutes):** Each group has 1 to 2 minutes to report back their key conclusions.

### **Small Group Discussion (after lunch)**

**Groups:** Each small group will be self-selected, based on the group each participant (and their organization) feels they can contribute to the most:

1. Sharing program information across sectors to identify best practices, overlap, and add value.
2. Identify potential benefits and costs of collaborating in the short term and long term.
3. Potential collaboration between municipalities and retailers.
4. Reaching out to ethnic communities.
5. Other task groups?

**Participants per group:** 5 to 7 in 6 or 7 groups

**Facilitator:** York Region staff person

**Duration:** 1:00 p.m. to 2:45 p.m.

**Objective (85 minutes):** Develop a realistic action plan (who does what by when).

**Recorder/Reporter:** Each group determines a volunteer recorder/reporter.

**Report Back (20 minutes):** Each group has 2 to 3 minutes to report back their key conclusions.

# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

### Small Group Discussions (before lunch)

**Topic: How can we work together to encourage families to eat well & reduce food waste?"**

- Need to agree on what ought to be done – common sense issue & mutual agreement in a facilitated group setting
  - That issue is a priority
  - Bringing healthy food & food waste issue together, clearly linked
  - Some definition of eating “well” – it means different things to different groups/people
  - Need to understand how people eat – “clean your plate”
  - Challenging to move forward as we can get caught up in language, definitions
  - Need to be innovative, improve messaging around the issue
  - Need to try things
  - Limitation to focus on just individual behaviour
  - Need to keep systems perspective in mind
  - Need to “model” expectations for people – demonstrate successes
  - Awareness and education is foundation and sharing results with all
  - People are emotionally driven, not purely fact driven
  - High interest in issue currently – build on momentum
  - Social media allows for easy info exchange & engagement
  - Media personalities could be engaged in the issue, awareness – Nigella Lawson, Jaime Oliver
  - Need to build skills
  - Setting a target of some kind is key to success – need a goal
  - Look at pilots/innovative ways to create change – research other opportunities and successes
  - Freely share tools, successes and info
- 
- Shared vision – goals and measurements – working towards common goal
  - Does education on campaigns work?
  - \*Accessible and inglorious fruits & veggies at reduced prices
  - participation
  - 5 to 10 veggies and fruits a day
  - more than just a campaign also about food skills, access to fresh foods
  - getting people engaged in short time
  - Messaging available at retail point of purchase
  - how to prepare a week’s worth of snacks in 20 min.
  - Not about choice – reality of what people are dealing with ~Framing the messaging so people can relate and participate based on their situation
  - Money motivator; -loyalty programs ~leveraging retail expertise

## **Food Collaborative Report of Proceedings**

### **November 20, 2014 Meeting**

#### Top 4:

- Consistent consumer messaging – key information is the same but delivered in a variety of contexts
- Create a common brand or expand existing one (like Foodland Ontario) that is associated with food waste reduction
- Continue to talk with multiple stakeholders to address barriers and build common messaging
- Education and policy around best before date labeling practices.

#### Other ideas

- Education about proper portion sizing. Restaurant sizes are influencing at-home practices. Leads to more waste
- Bring messaging into the education curriculum
- More capacity for food rescue and redistribution
- Connect with restaurants – they need to be part of the discussion
- Education on date labelling (best before vs. expiry dates)
- Education of food storage options to reduce food waste (e.g., freeze or preserve food)
- Look at ways to engage families through existing channels (e.g., York Region Food Network, Public Health website, family and friends)
- Bring back curriculum in schools to teach students required food skills
- Is there a social aspect to food waste? People who lived during the depression saved and used all the food they purchased/cultivated
- Consistent messaging from government, NGOs, private sector
- Simple steps to educate consumers on:
  - Encourage shopping more frequently during the week
  - Have a grocery list
  - Point of purchase education on storage and shelf life
  - School gardens
  - Community gardens
- Planning meals is key
- Storing food appropriately to reduce it from going bad
- Leverage current school curriculum. Ensure food waste is addressed in the classroom
- Develop cooking skills to encourage residents to make meals with what is in the fridge, cupboards etc.

## **Food Collaborative Report of Proceedings**

### **November 20, 2014 Meeting**

- What are the buying patterns of residents? Encourage residents to buy what they need and not bulk buy. Encourage donations if residents have purchased too much food.
- Explain best before dates and expiration dates to residents.
- Explain budgeting
- Information Flow. Various initiatives are not flowing between sectors. The Food Collaborative should open the doors of communication of what each sector is doing on this issue.
- Have key sectorial messages with a national approach
- Loyalty Cards to encourage targeted healthy behaviours (e.g. PC Points Card awards consumers with more points each week for buying a healthy food item)
- Know target audience. Is the 'family' going to achieve the biggest impact of change? Need to appeal to different audiences such as singles living in a multi-residential dwelling unit.
- Eco-Schools initiative from the province. Ensure the message is in line with this program. Children as agents of change.
- Need to first capture what stakeholders' vision of health eating and food waste means to them
- Watch and learn from what York Region does
- Get stakeholder commitment to be involved (e.g. Committees)
- Find practical, mutual, achievable agreed upon targets (e.g. tackling ugly food)
- Stakeholders need to find a common language – we all speak in different terms – to develop an education strategy together
- Share information
- Offer support in the forms of education and funding to NGO programs

# **Food Collaborative Report of Proceedings**

## **November 20, 2014 Meeting**

### **Small Group Discussion (after lunch)**

#### **1. Need to define roles of players, next steps and specific actions**

- Clarity of next steps for each player and communicate to stakeholders
- Look at sector specific actions and how they tie together and can leverage each other
- Players include – government, NGOs, Processors/Manufacturers, Producers, Retailers, Restaurants/Food Service

#### **Government Role (all levels)**

- Policy – development and harmonization, food safety and labeling, food guidelines
- Funding – support/partnerships
- Messaging – consistency – “what is food waste in this context?”
- Research, sharing best practices from other jurisdictions
- Curriculum development and programs

#### **Non-Government Organizations**

- Messaging and awareness of issue
- Building trust in the public eye
- Research
- Efficient program and message delivery
- Innovation
- Advocacy
- “connectors & facilitators” – build, unbiased, innovative

#### **Producers (Farmers)**

- Sustainability of food production, farming practices
- “Where is my food coming from?” – local food versus imports
- Helping to change consumer acceptance and awareness
- On-farm treatment
- Education about process of food production
- Triple bottom line approach

#### **Processors/Manufacturers**

- “Get own four walls in order first” and triple bottom line – reduce production loss/waste
- Facilitate redistribution network – help with infrastructure changes to support food banks/hubs
- Packaging – extend life of food, sustainability of that packaging, end of life management
- Labeling and messaging on products
- Easy separation of product from package for redistribution or disposal

# **Food Collaborative Report of Proceedings**

## **November 20, 2014 Meeting**

### **Retailers**

- Point people – link manufacturers and consumers
- Storage/refrigeration practices
- Messaging and driving consumer behaviour
- Best before dates & food safety confusion
- Education and awareness
- Ordering practices – storage, “ugly” produce
- Options for price reductions based on “sell by” dates

### **Restaurants/Food Service**

- Storage and refrigeration
- Food prep practices
- Portion sizes
- Promoting leftovers/take aways

### **Next Steps:**

Provision Coalition food waste working group: share information, best practices, strategies, data exchange

Pilot opportunities for development in York Region

## **2. Identify the costs/benefits of collaboration**

### **What are the challenges and how do we address them? How do we measure success?**

- This group can only document drivers for municipal sector – i.e. sharing resources, methodologies and business case information to support food waste efforts, common messaging, reaching a larger audience.
- Need other perspectives to have the full picture. Earlier group discussions that included retail/manufacturing perspectives were beneficial to help broaden understanding of food waste issue and find common ground.
- Need to understand and document the drivers for tackling food waste and reasons for collaboration from the perspective of all stakeholders/audiences. This will help to support the business case for participation for municipalities and other partners
- Helps us to understand where everyone is coming from and the individual challenges to reducing food waste in each sector.
- Develop a common ‘language’ around food waste reduction so we all understand each other.

# **Food Collaborative Report of Proceedings**

## **November 20, 2014 Meeting**

### Audiences /stakeholders

- Councils
- Senior management
- Retailers
- Provincial government
- Hospitality industry
- Educators

### Who do we have already involved?

- Retailers – Loblaw, Sobeys, Wal-Mart
- Manufacturing – Provision Coalition
- Agriculture – ask Kim Empringham – YFA for a contact or Holland Marsh Grower's association
- Provincial Gov't – MOECC, ECO

### Who do we need to engage?

- Hospitality industry - through SM4RT Living SAC members

Can we get 'why do you care about food waste' information from members interested in the food collaborative and build from there?

### What questions do we ask?

For businesses

- what are the cost drivers for reducing waste?  
How does it fit with sustainability objectives or corporate social responsibility program – triple bottom line?
- How are they/would they measure impact?

For farmers

- How does waste impact business plan and production?
- How to quantify how much is left in the field or rejected by buyers because it is imperfect?
- What happens to that waste (gleaning, donation, composted)?

For municipalities

- Municipal waste targets
- Sustainability plans
- Health connections



# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

### What's the plan to bring this together?

- Set up one hour meetings with existing contacts in the stakeholder groups identified earlier. Purpose of meetings is to gather answers to the key questions. Expand our list to include stakeholders not yet engaged by building on our network of contacts.
- Compile responses and share with the broader group at another meeting/symposium
- Information helps to inform development of a common vision/mission statement for the collaborative. Can support MOU/agreement between members.
- Vision could lead to developing sector-specific targets or goals for food waste reduction.

### Who wants to be involved in moving this ahead?

- Jen Turnbull (OMAFRA)
- Sherri Tait (Niagara)
- Tracey Carrigan (York)
- Erwin Pascal (Peel)
- Lauren Baker (Toronto)
- Joan Stonehocker (YRFN)
- Rita Foscarini (York)

## 3. Systems Analysis + Policy

Objective: Develop a realistic action plan (who does what by when)

### **Elements to building policy**

- Need a common objective amongst all the stakeholders. Define objective and develop best practices/guidelines.
- Need to gather additional evidence to build policy. Green bin information is there but what other evidence is needed to help build policy.
- Anticipate policies from government. For example, the provincial government is to release policy information on waste.
- Procurement drives change (Example is in Peel Region. All their procurement contracts must meet regional policies on food waste).
- -What level of government do you write the policy for? Municipal, Provincial or Federal government? Retailers will only listen to Federal government as the federal level drives health policy.

# **Food Collaborative Report of Proceedings**

## **November 20, 2014 Meeting**

- An issue at the municipal level that has not been discussed is bin size and incentives. Can the size of the green bin be larger than its current size? Can residents receive a tax break as an incentive for meeting goal?
- The supportive environment (e.g. backyard compost) should be addressed in later phases of the campaign.
- What are the lessons learned from our Solid Waste colleagues as they have driven behaviour change at the municipal level. Residents can see tangible changes.
- Discuss the 'costs' of food waste (e.g. the energy used) in the form of an Infographic.

### **Grassroots approach**

- There is already a 'collective voice' (as seen today), so therefore the Food Collaborative group is ahead of the curve. This will help to drive policy.
- Build community engagement to drive from the ground up. Make linkages to farmers' markets and other community organizations with similar interests. Again, this is to drive policy.
- Need a champion for the issue. Who will be that champion? What region?

### **Next steps for the Food Collaborative**

1. We should conduct a mapping exercise with each stakeholder
2. We need to develop a mission statement
3. We need to develop shared goals
4. What are the areas of influences each stakeholder can take back to work and then share with the Collaborative?

Additional notes:

- What is the priority of the Food Collaborative?

## **4. Point of Purchase + Marketing**

(Branding) (The How)

- Need parallel messaging at home and at store
  - Healthier food at forefront
  - Safe food
- Opportunities for co-branding between municipality and retailer
- Pilot metrics – gather retail data and waste data

Loblaw currently uses produce packaging that extends life of food item (e.g. tomatoes)

- Municipal support of this existing product through education
- Promote more frequent shopping, greater than once per week

Existing Cooking classroom at Loblaw

## **Food Collaborative Report of Proceedings**

### **November 20, 2014 Meeting**

- Could Pilot demos that focus more on food waste related tactics
  - Preserving, canning
  - Meal planning/leftovers
  - Loblaw has Certified Dietitians that could come in for these to speak to food safety and healthy
  - Videos – exist at Loblaw that could be promoted by Region

#### **Cooking classes**

- Municipalities to promote and drive customers to classes and website (video)
- Metrics – follow up survey to attendees on actions taken after class
- Municipality and retailer to work collaboratively to develop/infuse health and waste information into class content
- Sonya to look into feasibility of class pilot and metrics
  - Need a mutually designed feedback mechanism
  - Opportunity to video tape class for online
- Develop a mutual handout/magnet – e.g. infographic depicting most perishable foods, how to store
- Should we offer incentives to take class? Discounts?
  - Known chef/celebrity chef to create demand for class
- Maple Leaf Gardens store has Mark McEwan as their celebrity chef who is involved with food waste issues
- Branding – need to develop a brand retailers and municipalities can get behind, like Foodland Ontario
- Co-funding to promote and brand with Loblaw
  - Sonya suggested that Dave and Tracey meet with Loblaw executives to discuss further

#### **5. Ugly Fruit Project**

- Inglorious Food ~ France worked with retailers – imperfect produce sold at reduced price
- allows accessibility to low income
- gets retailers to buy in
- revenue opportunity
- doesn't even get to stores
- Define stakeholders
- growers (Ont. Fruit & Veg)
- grower associations (Holland Marsh)
- packers

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- Retailers
- I.e. Norfolk County – small apples shipped north
- Restaurants chopping up food, doesn't matter what it looks like, however takes more labour to peel etc.
- Could pilot in GTA
- Messaging re: "Nothing\Nobody's Perfect" -relate to us (humans)
- Fugly Fruit
- Pick 5 items ~ local
  1. Cucumber "Curvy Cucumber"
  2. Crazy Carrots
  3. Apples
  4. Potatoes
  5. Cauliflower
  6. Pumpkins
- Sampling and recipes
- Taste Tests
- Reduces waste at source
- Could also convince people to cut the brown spot off the apple in the fridge rather than throwing them out
- Recipes for over-ripe produce
- Bring back the crockpot

#### **Action Plan**

- Municipalities (Environmental Services and Health can work together)
- Need retailers ~ need space – focus on Fugly
- Don't need to repackage over-ripe produce
- Weakness - Diversion from food banks?
- Opportunity to get stuff off the fields
  1. Research existing programs
  2. Who are stakeholders
  3. Meet with stake holders to bring them on board
  4. Bring Stake holders together
  5. Find a champion (i.e. Longos, Vince's)
  6. Determine step-by-step plan for program
- York Region could be a partner
- Local food fund proposal
- Community Development investment fund
- New revenue stream for farmers
- could counter rough growing season (i.e. hail, climate change)
- Fugly doesn't have to be ugly
- Organic not always as attractive, but more expensive

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### **November 20, 2014 Meeting**

- Research
- ~GTA ACC ~could convene meetings, York Region, Retailer, Holland Marsh GA
- -Community garden could be used to educate
- Hand out Fugly recipe cards
- 12% of all food grown sold at farmer's market
- Wal-Mart may be best partner?
- Could be one product, rather than one store
- Determine main players first
- Health to help with demographics
- retailer purchasing
- Municipal sustainability groups
- Ontario potato board
- Ontario fruit and Veg. Growers
- Bradford carrot festival, Aliston potato festival, King Soup fest
- Ugliest vegetable contest
- Pumpkin pie trail

#### Research:

- Start collecting and disseminating info
- York Region could create scope of work and a share for comment
- Ontario Trillium Foundation potential funder - body image, climate change, food access
- 2-3 year project
- Need a partner list

#### Fugly Group Members:

Laura McDowell

Janet Horner

Sevan Torus

Vicki Puterbough

## **6. Public Health Nutrition Key Messaging**

- Have a combined approach/partnership in messaging
  - Government responsible for policy and promotion development and facilitation of events
  - NGO responsible for implementation
- Catchphrase: "Eat well waste less"
- Have an organization such as LifeCorps be a "food hub" where:
  - food skills can be taught (Food Safety component delivered by Public Health Inspectors)
  - surplus food at the retail level be delivered to the food hub and redistributed by the food hub operator to organizations in need

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### **November 20, 2014 Meeting**

- the organization can provide access to nutritious, locally farmed sources food for everyone in need
- Connects producers, buyers and consumers

# Food Collaborative Report of Proceedings

## November 20, 2014 Meeting

### Appendix 7: York Region Food Charter



*A GUIDING DOCUMENT FOR THE  
DEVELOPMENT OF COORDINATED  
FOOD-RELATED POLICIES AND  
PROGRAMS IN YORK REGION*

We believe a collaborative and integrated approach is essential to create a healthy and just food system for all.

We value...

#### HEALTH AND WELL-BEING

- Access to a variety of healthy and affordable food in all neighbourhoods and facilities.
- Food policies and practices to improve and inspire health.
- The importance of food for physical, mental, emotional and cultural wellbeing.
- Community ownership of healthy, locally-grown and processed food.

#### ECONOMIC OPPORTUNITIES

- Economic development plans that ensure robust and financially sustainable agriculture.
- Innovative food and related industries that unite producer, processor, distributor, health, tourism, education and hospitality sectors.
- Locally-grown traditional and world foods.

#### ENVIRONMENTAL SUSTAINABILITY

- Rural and urban agriculture practices that protect biodiversity and improve the health of our land, soil, water, and air.
- Integrating agriculture and food into energy and climate change policies and strategies.
- Protection of agricultural lands and a streamlined regulatory framework.
- Reducing food and packaging waste among consumers, retailers, processors and producers.

#### EQUITY AND SOCIAL JUSTICE

- The basic right of all residents to safe, nutritious, culturally appropriate, accessible food.
- Dignified access to food for all.
- Fair compensation and a safe and respectful work environment in the agriculture and food sectors.

#### EDUCATION AND SKILLS

- Food literacy and skills for all residents, with a focus on food growing, healthy cooking, and composting.
- Education that supports opportunities in the agriculture and food sector.
- Understanding the connections between food, farming, health and the environment.



The York Region Food Charter aligns with a food movement across Canada, promoting a system from farm to plate that provides access to local, affordable and nutritious food. The York Region Food Charter is a vision of thriving urban and rural communities where residents, businesses, and governments are creating a resilient food system.

March 2013

Find us online at [www.yorkregionfoodcharter.com](http://www.yorkregionfoodcharter.com)