

Reimagining Food Purchases and Food Wastes

New ways to get the best value out of your food purchase, and curb your organic waste.

Food Waste: The Issue of Food Waste

Food Waste by the Numbers

- \$31 billion worth of food is wasted in Canada each year.^[i] This is approximately 40% of food produced yearly in Canada
- The accumulative cost of associated wastes (i.e. energy, water, land, labour, capital investment, infrastructure, machinery, transport) has been estimated by the United Nations' Food and Agricultural Organization at 2.5 times greater than the "face value" of wasted food, making the overall cost of food waste in Canada exceed 100 billion^[ii]
- Land filled organic matter creates methane gas which is 25x more damaging to the environment than carbon dioxide^[iii]
- Approximately 47% of food wasted in Canada occurs at home. The other 53% of wasted food is generated along the value chain when food is produced, processed, transported, sold, and prepared and served in commercial and institutional settings^[iv]
- Households in Canada on average
- According to Statistics Canada, in 2007 Canadians wasted the equivalent of 183 kilograms of solid food per person between retail level and the plate, amounting to over six million tonnes
- Approximately 80% of consumer food waste was once perfectly edible^[vii]
- Food waste was highlighted in the Environmental Commissioner of Ontario's Annual Report (2011/2012) as an emerging issue that may be escaping broader public attention and has the potential for significant environmental impacts.

47% of food wasted in Canada occurs at home.



GET INVOLVED

The best way to get involved with the TFPC is to attend a meeting. Our meetings are open to the public and you are welcome...

MORE →

ABOUT

Toronto is a municipal leader, history ensure access to healthy, affordable, sustainable and culturally acceptable food. The Toronto...

MORE →

The Average Story



Stacey

- ◆ 29 years
- ◆ Young working professional
- ◆ Employed full-time
- ◆ Owns a 1-bedroom condo





Guess it's time to
toss that ...



Today: 5 March, 2021

What can we do to help Stacey?

1

Stacey does not know what
BEST BEFORE DATE really is!

BB/MA 2021FE22

Best Before Date is not
expiry date. Products that
pass Best Before Date can be
safe to consume. Consumer
judgement strongly advised.

What ELSE can we do to help Stacey?

2 Stacey forgot about the
pasta sauce!!

“What is measured, is managed.” – Peter Drucker
(The Practice of Management, 1954)



Traceable and Accounted for



Unaccounted



VALUE PROPOSITION

Finding a way for you to get “the best value” from every grocery purchase.

Where Technology can make a difference!



It's as easy as 1, 2, 3...



Step 1:
Download the app.



Step 2:
Take pictures of your receipts.



Step 3:
Track your groceries!





SUPERSTORE NORTH OAKVILLE
(905) 257-9099
Big on Fresh, Low on Price
Welcome #

21-GROCERY
06202000009 ROCHER T3 CHOC HMRJ 1.48
27-PRODUCE
4167 RED DEL. APPLES MRJ 0.32
4640 ROMAINE LETT MRJ 2.98
4655 OKRA MRJ
0.260 kg @ \$5.47/kg 1.42
SUBTOTAL 6.20
H=HST 13% 1.48 @ 13.000% 0.19
TOTAL 6.39

-----TRANSACTION RECORD-----

GLOBAL PAYMENTS MERCHANT # 4065973
SS Oakville

201 Oak Park Blvd.
Oakville ON

STORE 01024 REG 1

SLIP # 594300

RETAIN THIS COPY FOR YOUR RECORDS

** Purchase ** Proximity

CARD # *****2612 EXP **/**

VISA CREDIT

REF # AUTH # ISO/ACI RESP

111001001208 041726 00 001

AID: A0000000031010

TTQ: 32A04000

DATE TIME AMOUNT

01/02/2020 18:51:39 \$ 6.39 CAD

APPROVED

No Signature Required

CREDIT TN 6.39

PC Optimum

Points Redeemed 0

Closing Balance 69133

99102401594320200102185140

You could have earned 60

PC Optimum points with President's Choice

Financial MasterCard. Apply Today

Visit pcfinancial.ca

Store Manager

James Lee

2020/01/02 223 01 5943 18:51

TELL US HOW WE DID TODAY! VISIT

7:23



Tap receipt text to focus

RECEIPT EDGE



< Cancel

✓ Done

7:55



You uploaded Produce List on January 02 2020

Red Apples	1 unit	\$ 0.32	
Romaine Lettuce	1 unit	\$ 2.98	
Okra	0.260 kg	\$ 1.42	





See Previous Receipts

Today: 2 January, 2020

Jasmine Joy

07:54








Stored in:

☒ Refrigerator
☐ Pantry
☐ Counter

Purchased Date:



Est. BB Date:



Notes:

Was on clearance.

CANCEL

SAVE

4 to 6 weeks

Whole **apples** usually last about a week, maybe up **to** two weeks, in the pantry **before** their skin starts **to** wrinkle and they **turn** mushy. If you store them in the **fridge**, they keep **for** 4 **to** 6 weeks, sometimes up **to** 2 months **before** the quality starts **to** degrade. Oct 2, 2019



Do Apples Go Bad? - Does It Go Bad?

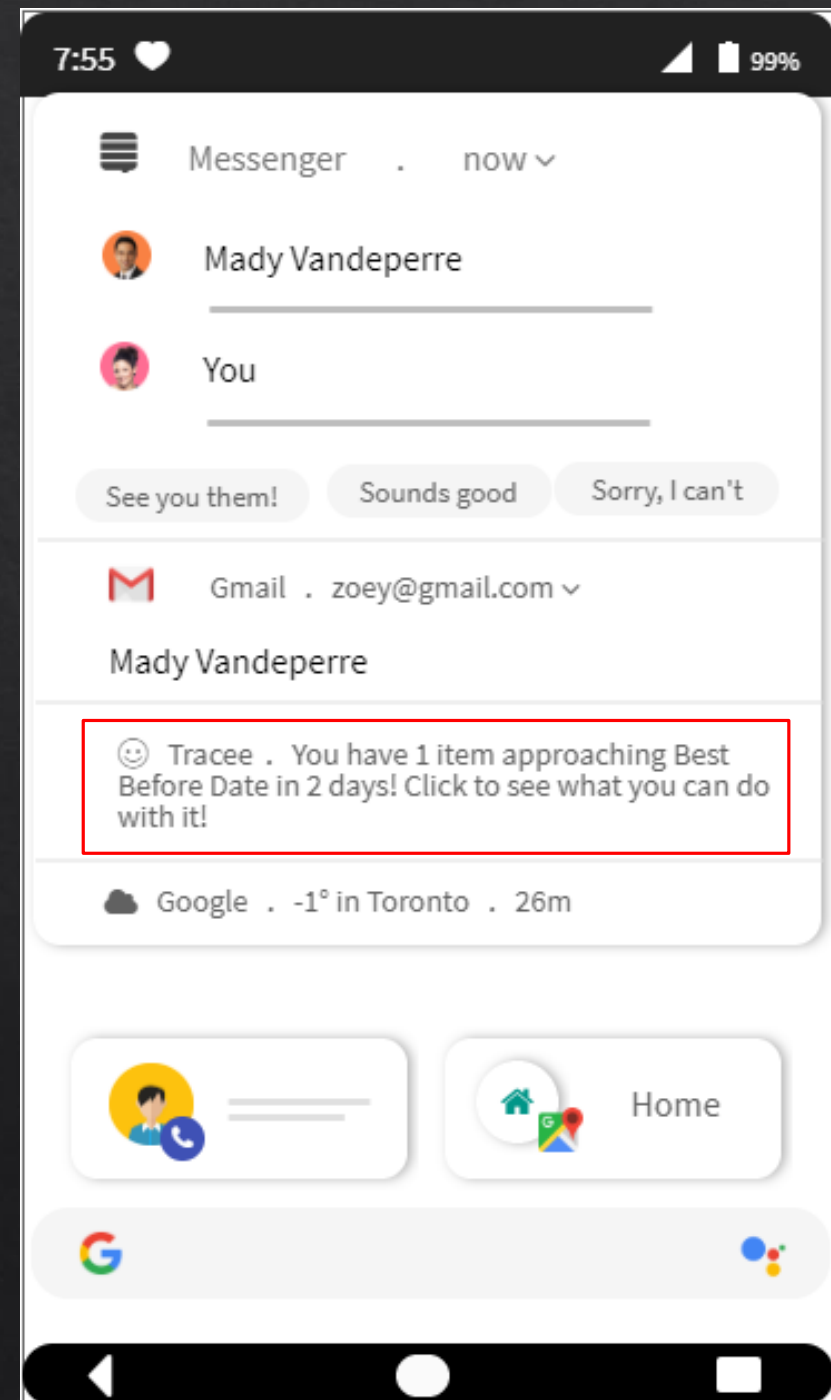
[https://www.doesitgobad.com > do-apples-go-bad](https://www.doesitgobad.com/do-apples-go-bad)

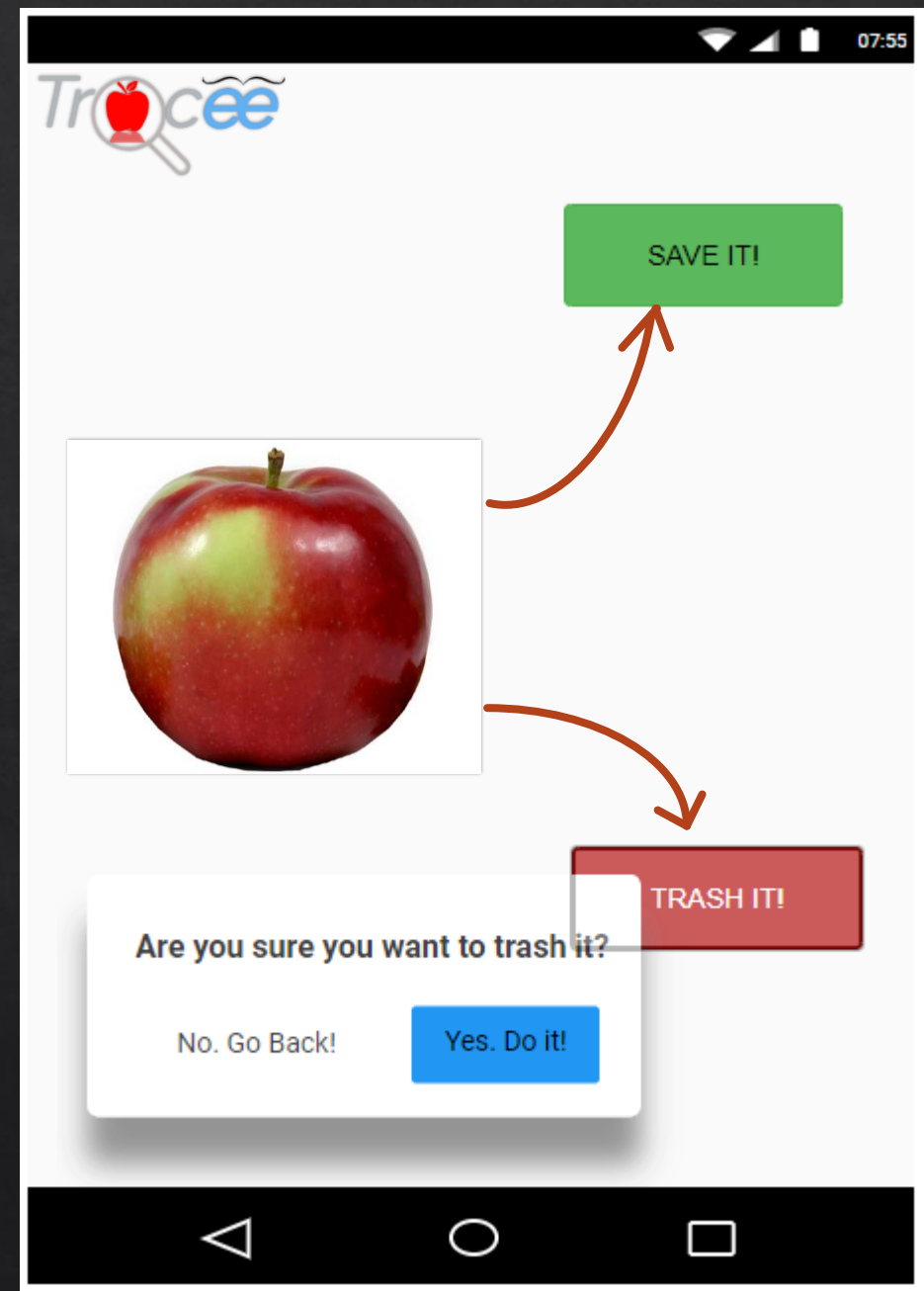
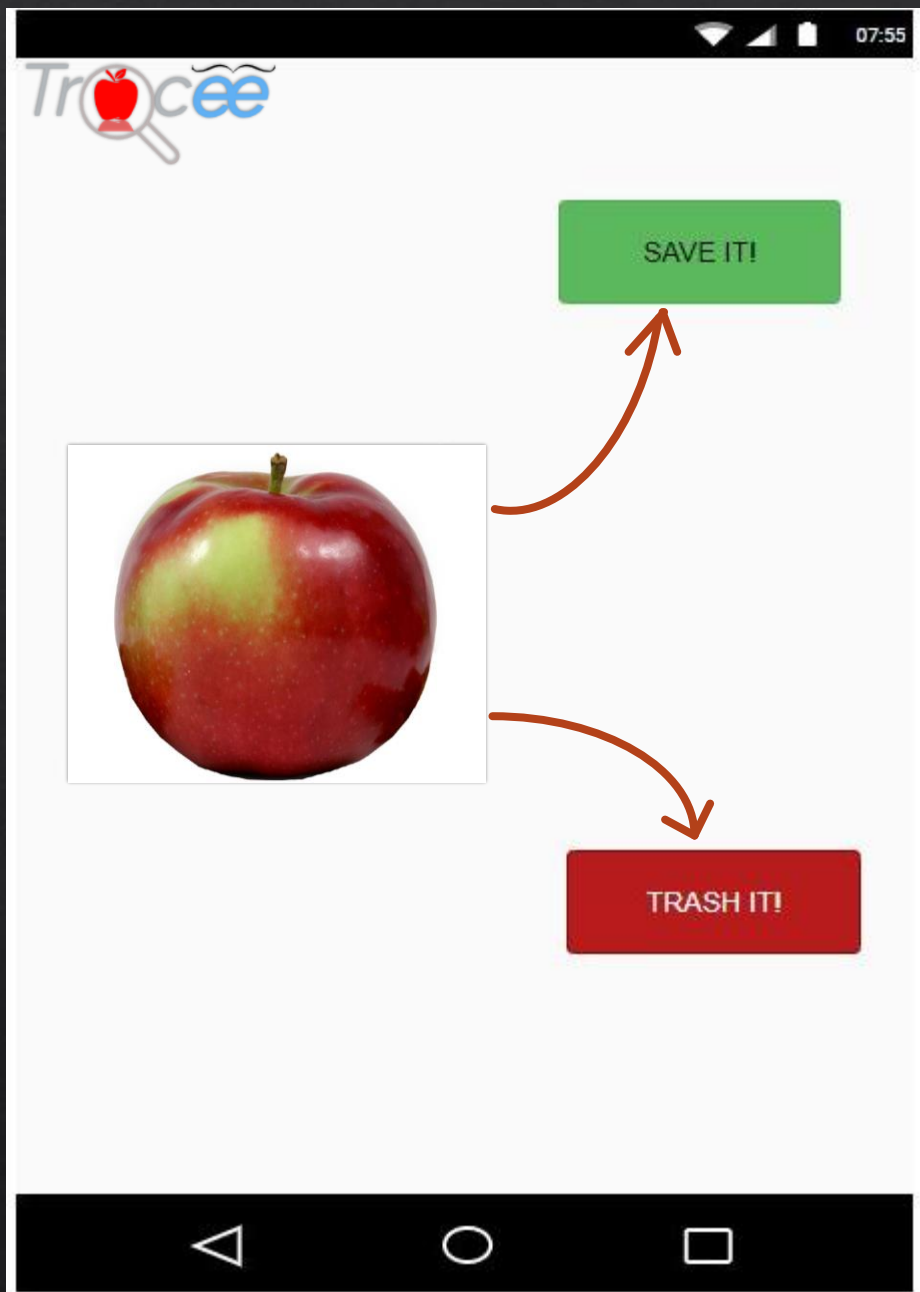
Today: 2 January, 2020

4 weeks later...



Today: 2 February, 2020





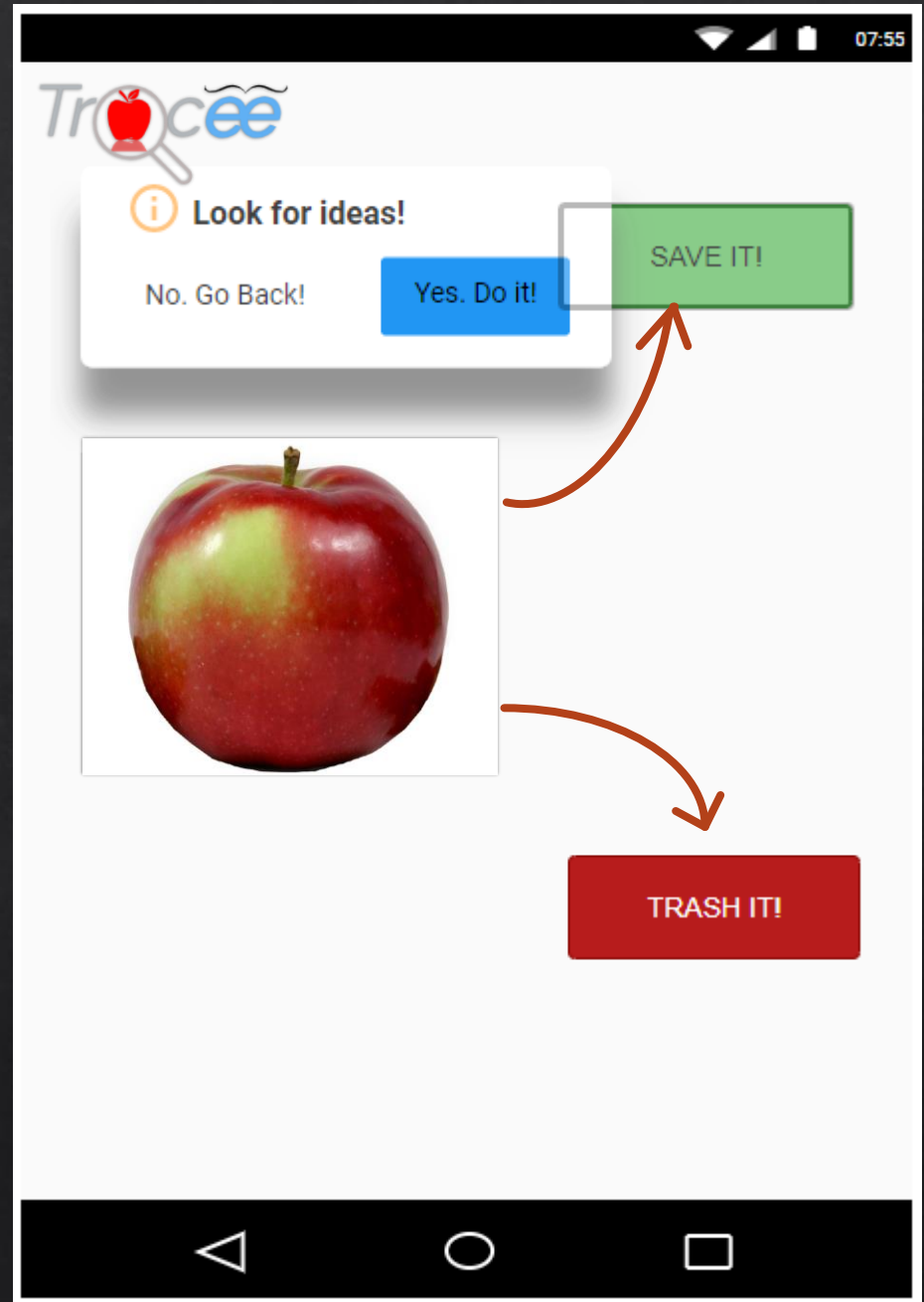
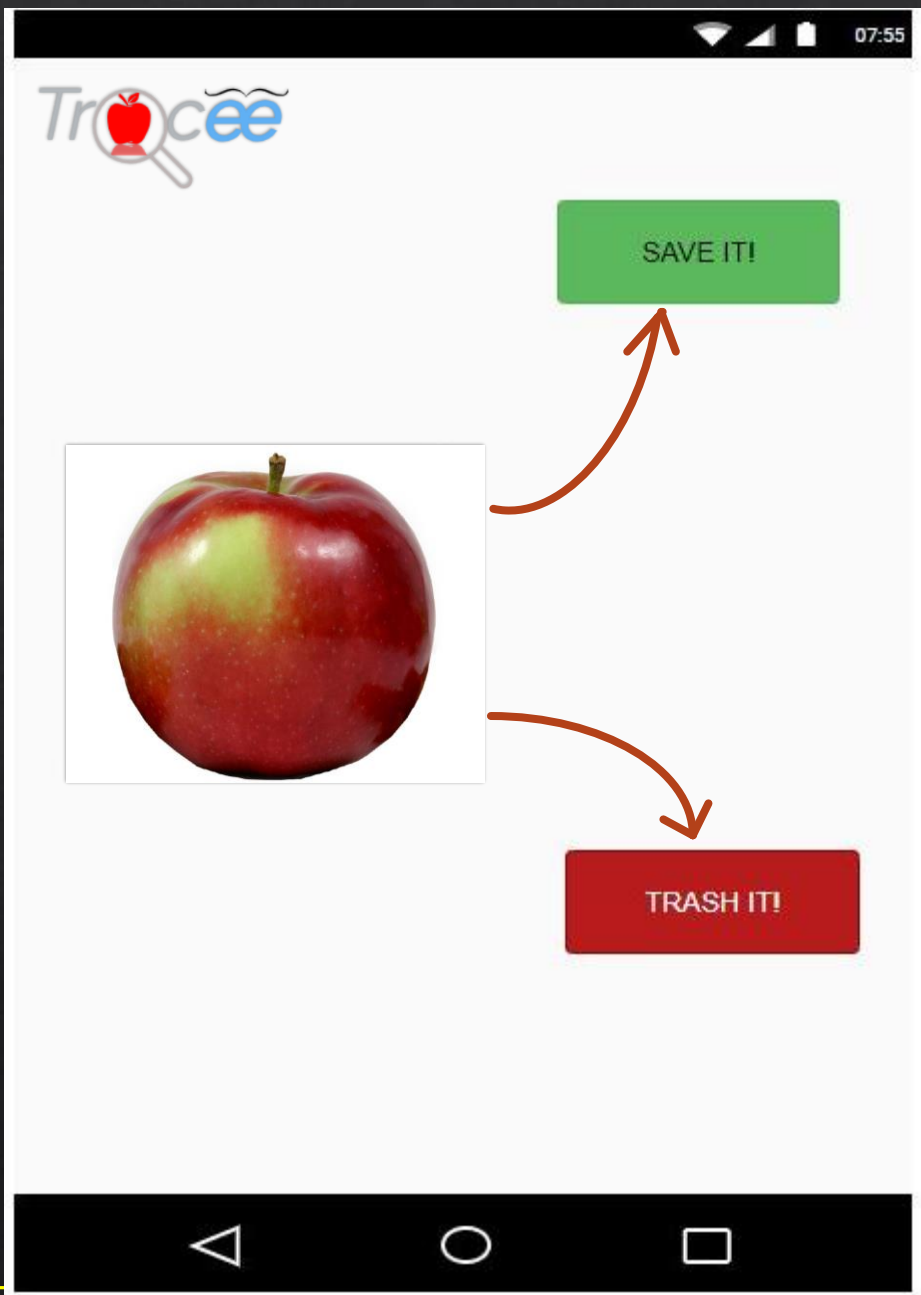
Today: 2 February, 2020

Analytics

“What is measured, is managed.” – Peter Drucker
(The Practice of Management, 1954)

- ◇ Track food intake
- ◇ Track food waste
- ◇ Track nutrition and diet
- ◇ Informed budgeting
- ◇ Help with meal preparations





Today: 2 February, 2020

Industry Benefits

Building services around user behaviour

- ◆ Databases and applications for recipes.
- ◆ Customized grocery shopping experience
- ◆ Responsible waste management
- ◆ Smoother transition into Smart Kitchen experience.
- ◆ Traceability and trust to venture into other avenues. (Food donations to Daily Bread Bank, upcycling food-to-be wasted into other products)



Thank You!