





“ In the early days, we talked about the value of sustainability to food and beverage manufacturing business. Today, we are measuring change and sharing successes. ”

CHER MEREWETHER // EXECUTIVE DIRECTOR

PROVISIONCOALITION.COM

2017 - 2018 ANNUAL REPORT

Canada's premier food and beverage manufacturing industry sustainability organization.

# OUR STORIES OUR FUTURE.

**PROVISION  
COALITION**  
MAKING FOOD SUSTAINABLY



# MAKING FOOD SUSTAINABLY.

**PROVISION  
COALITION**  
MAKING FOOD SUSTAINABLY

# OUR MESSAGE.



As I prepare these remarks I am not only reflecting on the past year, but the past five years as Chair of Provision Coalition—a role that has been both enjoyable and rewarding.

In 2013, we started with a concept to provide food and beverage manufacturers with best in class Canadian-developed sustainability resources. Today, Provision Coalition is a high performing sustainability organization delivering programs across Canada and leading sustainability advocacy and strategy for industry.

**“ I congratulate Provision Coalition for improving the business of food and beverage manufacturing in Canada and in making a difference to the health and wellness of Canadians and the environment we live in. ”**

A few of our highlights:

- Successful delivery of a Growing Forward 2 program informing industry on the benefits of sustainability and offering new online resources and tools.
- Steadily increasing Provision's membership with national and provincial trade and sub-sector manufacturer organizations.
- Assembling a staff team of professionals passionate about sustainability and operational excellence.
- Continuous improvement of sustainability tools for manufacturers, such as the Food Loss + Waste Toolkit 2.0 and the Key Performance Indicator Dashboard.
- Securing new programs for Canadian manufacturers with the Walmart Foundation, Canadian Agricultural Partnership and the Ontario Trillium Foundation.
- Recognition of Provision's sustainability leadership by the World Bank, United Nations Environment Research Office, Commission for Environmental Cooperation and National Zero Waste Council.

I congratulate Provision Coalition for improving the business of food and beverage manufacturing in Canada and in making a difference to the health and wellness of Canadians and the environment we live in.

I expect Provision to continue to grow over the coming years and positively impact key sustainability targets for our industry, including reducing and preventing food loss + waste, mitigating greenhouse gas emissions and improving the ability to source Canadian food and beverage products responsibly.

Thank you to Canada's food and beverage manufacturers for your commitment to *making food sustainably*.

Yours truly,

Robert Cash // Board Chair

## MEMBERS



**“ Provision Coalition offers the tools and resources to help our members address all types of sustainability opportunities in their operations. We recommend all of our members take advantage of this resource. ”**

PAUL HETHERINGTON // PRESIDENT & CEO,  
BAKING ASSOCIATION OF CANADA



# PROVISION STAFF.



**CHER MEREWETHER** //  
EXECUTIVE DIRECTOR



**BRETT WILLS** //  
DIRECTOR, SMS SUPPORT PROGRAM



**HOLLY HENDERSHOT** // COMMUNICATIONS  
& SMS RESOURCE MANAGER



**ISABEL DOPTA** //  
STAKEHOLDER RELATIONS



**CYNTHIA WATERS** //  
PROJECT COORDINATOR



**SIMONE WEINSTEIN** //  
PROJECT COORDINATOR



**MARCY LILLARD** //  
PROJECT COORDINATOR



**ANGELA VAN ARRAGON** // EXECUTIVE  
ASSISTANT & OFFICE ADMINISTRATOR



**KALEB STEMBERGER** //  
PROJECT INTERN

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PROVISION STAFF

Provision Coalition is Canada’s premier food and beverage manufacturer sustainability organization. At Provision, the latest sustainability advances, resources and solutions are shared with food and beverage businesses across the country.

With 16 provincial and national agri-food association members, Provision has committed to reducing the food and beverage manufacturing sector’s environmental footprint, improving employment culture and strengthening business competitiveness. Global challenges including the reduction of food loss + waste, climate change mitigation and responsible sourcing are Provision’s priorities.



# PREVENTING & REDUCING FOOD LOSS + WASTE.

## WALMART FOUNDATION PARTNERSHIP

Provision Coalition and the Canadian Centre for Food Integrity—a national non-profit committed to helping the Canadian food system earn trust through research, dialogue and training—received a grant from the Walmart Foundation to address food loss + waste in the food system. With the Canadian Food Loss + Waste (FLW) Cost-Share Program, Provision is connecting with food and beverage manufacturing companies across Canada to drive food loss and waste prevention and reduction strategies in facilities.

The program is also facilitating a better understanding of the Canadian consumer with first of its kind public trust research into attitudes and perceptions of food waste.

### Program Highlights

- 50 manufacturing companies across Canada will be eligible for facility assessments to assist them in preventing and reducing food loss and waste.
- The FLW Toolkit 2.0 and Provision's Key Performance Indicator Dashboard will be used by manufacturing companies to identify, quantify and measure the success of implemented solutions.
- Collection of food loss and waste data from manufacturers will provide insight for an outreach campaign to educate stakeholders across the supply chain on tackling food waste.
- Results of the Canadian consumer public trust research to probe Canadian attitudes and perceptions of food waste will be released by the Canadian Centre for Food Integrity 2018 Public Trust Summit.
- Best Food Facts will be shared with Canadians to debunk food waste myths and help address reductions.

**“ We were pleased to host the launch event for this program in support of Provision Coalition and the sustainability leadership the organization has demonstrated in finding new approaches and unique programs for Canadian manufacturers. ”**

MICHAEL GRAYDON // CEO  
FOOD & CONSUMER PRODUCTS CANADA

**CHECK OUT THE LAUNCH EVENT  
LIVESTREAM AT PROVISIONCOALITION.COM.**



## PROVISION'S MEMBERS

Provision's sixteen member groups have been central to the organization's increased focus and outreach efforts across Canada. The past year has placed a greater emphasis on connecting with food and beverage manufacturers, industry stakeholders and governments to explore new national and regional program opportunities.

Activities including an upcoming Sustainability Breakfast in BC, French language planning for tools and programs in Quebec, Preparing Business for Change Workshop in Alberta and program collaboration with PEI Food Island Partnership are supporting the execution of Provision's national strategy while developing a strong sustainability community.

## SUSTAINABILITY MANAGEMENT SYSTEM—TOOLS FOR CANADIAN FOOD & BEVERAGE MANUFACTURERS



## SUSTAINABILITY LEARNING RESOURCES

Provision has learned one of the best ways to talk about sustainability is by example. Case studies and podcasts are quick and easily accessible resources developed for manufacturers.

### MAKING FOOD SUSTAINABLY PODCAST SERIES

- Embedding Sustainability in the DNA of Organizations
- Earth Fresh Foods: Business Case for Sustainability
- Club Coffee: Reducing Food Waste through Innovation
- Coca Cola: Protecting Natural Capital
- Southbrook Vineyards: Sustainability from the Vineyard to the Tasting Room
- Lighthouse Lemonade: Sustainability in Artisanal Beverage Production

### SUSTAINABILITY CASE STUDY SERIES

- Ippolito Fruit & Produce
- Marsan Foods Ltd
- Hans Dairy
- Campbell Company of Canada
- Byblos Bakery
- Calgary Italian Bakery Ltd
- EarthFresh Foods

**E-LEARNING IS COMING IN 2018!**

**“ Provision's sustainability tools and resources offer great value and can help BC food processors identify practical opportunities for improving their operational performance. ”**

JAMES DONALDSON // CEO  
BC FOOD PROCESSORS ASSOCIATION



# BOARD OF DIRECTORS & MEMBERS.

## BOARD OF DIRECTORS



**ROBERT CASH // BOARD CHAIR**  
Manager, Environmental/Canada, Australia,  
New Zealand & South Pacific, ADM



**PAUL HETHERINGTON // VICE CHAIR**  
President & CEO, Baking Association of Canada



**RON CAMPBELL // TREASURER**  
Operations & Member Service Manager,  
Ontario Agri Business Association



**NORM BEAL // DIRECTOR**  
CEO, Food and Beverage Ontario



**SYLVIE CLOUTIER // DIRECTOR**  
Présidente—directrice générale, conseil de la  
transformation alimentaire du Québec



**MICHAEL GRAYDON // DIRECTOR**  
CEO, Food & Consumer Products of Canada

Provision also thanks Christina Lewis—Ontario Dairy Council, Walter Kraus—Weston Foods Ltd and Joslyn Higginson—Food & Consumer Products Canada (previous) for their contribution as Directors.



We have been fortunate to have the opportunity to sharpen our skills and our tools with the Loblaw Companies Ltd control brand vendors as part of Provision's Ontario Trillium Foundation sustainability program. The year one evaluation told us we were on track in our approach with all the participants indicating they would recommend the program to a peer.

A similar collaborative stakeholder approach has held us in good stead with the framework development of a national data-sharing platform for responsible sourcing. I am particularly excited about this work and Provision's partnership in the Canadian Agri-Food Sustainability Initiative. If we are to strengthen public trust with Canadian

**“ If we are to strengthen public trust with Canadian consumers, we need to increase the transparency of how we make our food by acknowledging and improving our impacts on the environment and society. ”**

An important milestone was reached this year with the completion of Provision's Growing Forward 2 five-year agreement. This agreement and the support received from the Ontario Ministry of Agriculture, Food and Rural Affairs has been a cornerstone of our success.

Provision's Sustainability Management System has achieved a record of success providing online resources that support Canadian food and beverage manufacturers. Together, we are reducing environmental impacts, improving employment culture and increasing profitability. And our in-person engagement program is making the development of a sustainable business strategy achievable and rewarding for company executive teams.

consumers, we need to increase the transparency of how we make our food by acknowledging and improving our impacts on the environment and society. I also have to mention the incredible progress we have made as an industry in reducing and preventing food loss + waste. Read more in this report on our latest success in partnering with the Walmart Foundation.

Thanks as always, to my team of sustainability experts for their care and commitment. I also want to extend appreciation to my colleagues at Provision's 16 member group associations and the Board of Directors.

Yours truly,

Cher Mereweather // Executive Director



# ON-SITE WITH FOOD & BEVERAGE COMPANIES.

“ Thanks to the support received from the Ontario Trillium Foundation and Provision’s collaboration with Loblaw, Provision has had an opportunity to work with some truly exceptional food and beverage manufacturers. These companies rallied their teams and are now better positioned to compete and win. ”

BRETT WILLS // DIRECTOR  
SMS SUPPORT PROGRAM

## SUSTAINABLE BUSINESS STRATEGIES & ONTARIO BUSINESSES

Year one of Provision’s onsite Sustainability Management System support pilot with Loblaw came to a successful conclusion and the year two cohort of companies are well on their way. Companies like Mucci Farms, Quality Cheese, Club Coffee, Algoma Orchards and Ice River Springs explored their respective business strategies with Provision’s program staff and identified multiple opportunities to improve employment culture, reduce environmental impacts and save on input costs.

All participating companies concur that the process improved business and also made for an important story to tell customers and consumers.

## EVALUATING PROVISION’S PERFORMANCE— PARTICIPANT FEEDBACK



**100%** OF RESPONDENTS AGREED/STRONGLY  
AGREED WITH THE STATEMENTS:

“ We are confident that our company has the knowledge and resources to execute our sustainable business strategy. ”

“ We would recommend this program to an industry peer. ”



**86%** OF RESPONDENTS AGREED/STRONGLY  
AGREED WITH THE STATEMENTS:

“ As a result of this program our organization is now better positioned for business success. ”

## CARBON REDUCTION & CARBON PRICING

Carbon pricing in Canada has a number of implications to food and beverage manufacturing businesses. Provision’s carbon pricing webinar earlier this year provided practical insights on how to manage the risks associated with the various carbon pricing schemes across the country, as well as highlighted the various carbon tools and programs available to support companies.

Provision will investigate the potential to aggregate Carbon Emission Reductions from Canadian food and beverage manufacturers and turn them into voluntary carbon credits to be sold on the carbon market.

This analysis and the benefits to manufacturers and Provision is being explored in 2018 – 2019.

## INTERVIEW WITH JENNIFER LAMBERT, SR MANAGER SUSTAINABILITY, LOBLAW COMPANIES LTD.

### What is Loblaw’s vision of sustainability in the food system?

As one of Canada’s leading retailers, we are uniquely positioned to contribute positively to crucial issues facing Canadians, including the sustainability of our food system. At Loblaw we govern our corporate social responsibility with a focus on three pillars: Environment, Sourcing and Community and in all we do, we keep our company purpose—Live Life Well—front of mind. We have created some of Canada’s favorite brands, yet we own no production facilities, so we rely on our suppliers to help drive change in our supply chains.

### What are the benefits of the OTF program in your view?

The Provision Coalition program, partially funded through the Ontario Trillium Foundation, is an excellent program for the food and beverage industry to support the development of their sustainability strategies. The program helps manufacturers lower production costs, reduce environmental impacts and increase employee engagement. It offers tools and resources to help standardize reporting, but offers customized support.

## KEY PERFORMANCE INDICATOR DASHBOARD LAUNCHED

To ease the transition for companies with monitoring and tracking their business performance, Provision launched the Key Performance Indicator Dashboard. This online tool makes performance management and monitoring easier for businesses with a straightforward process of identifying indicators, setting goals specific to a facility and measuring performance over time.

The Dashboard has been designed to measure 15 key indicators that all businesses should be monitoring and tracking. For example, labour productivity, efficiency, greenhouse gas emissions, water and energy use, waste, employee engagement, sustainable procurement and innovation to name a few.

The Dashboard is housed in the Sustainability Management System and has functionality for uploading and sharing data that makes assessing a facility’s performance for a team, or individuals across a company uncomplicated.

Our suppliers who have been through the program speak positively about the value and the tremendous people who work on the program.

### Do you see opportunity to expand the program to other regions?

We would love to see this program expand outside of Ontario and we look forward to working with Provision Coalition to find opportunities to partner with them and our suppliers in other provinces.



# CANADIAN PARTNERSHIPS.

## CANADA'S FOOD SYSTEM & TRANSPARENCY

As a founding partner of the Canadian Agri-Food Sustainability Initiative (CASI), Provision is working with farm organizations, food and beverage processors, manufacturers and retailers to create a full scope, whole farm and whole value chain sustainability transparency system.

**Focused on the three pillars of sustainability, CASI will foster trust, transparency, and mutual benefit through a pre-competitive data-sharing platform. This will help the industry maintain and build public trust and consumer confidence in the Canadian food system.**



“ This initiative has connected the supply chain from farm to retail on shared goals of trust, transparency and sustainability. Together we are making an even stronger and more resilient Canadian food system. ”

PAUL UYS // DIRECTOR  
ARRELL FOOD INSTITUTE AT THE UNIVERSITY OF GUELPH

## FLW WORKSHOPS + TOURS

Following on the success of *Canada's 2017 Food Loss + Waste Solutions Forum*, Provision hosted a Food Loss + Waste Workshop and Tour—Measurement and Reporting. This workshop was aimed at preparing companies for the practicalities of mapping food waste and implementing measurement and reporting strategies. Over 80 participants joined in the workshop and tour of Ippolito Fruit & Produce in Burlington, Ontario to view firsthand the operational and technology changes to prevent and reduce food waste made at the facility.

## FLW LEADERSHIP FOR CANADIAN FOOD & BEVERAGE MANUFACTURERS

Food loss and waste has implications to food security, the environment and the profitability of a business. Approximately 30–40% of the food produced along the supply chain in Canada is lost with much of it finding its way to landfills. The loss at the manufacturer level is estimated at \$5.27 billion representing 17% of total wastage annually.

The conversation about food loss and waste with Canadian manufacturers has quickly transitioned from recognizing the problem to finding solutions and businesses across Canada like Campbell Company of Canada, Hans Dairy and Byblos Bakery are sharing their success stories. Provision Coalition has also been an outspoken advocate representing manufacturers on various advisory panels including the Commission for Environmental Cooperation expert group for measuring and mitigating food loss and waste and the Canadian FLW Baseline Project. Provision is also a strategic partner with the National Zero Waste Council for the development of *A Food Loss and Waste Strategy for Canada*.

## FLW TOOLKIT 2.0

Provision's Food Loss + Waste Toolkit has proven itself in Ontario and Alberta facilities successfully quantifying and identifying solutions to reduce food loss and waste for manufacturers. To further develop the tool and align it with the FLW Protocol, version 2.0 has been completed and launched. The new version now assesses the environmental and social impacts of wasted food by reporting greenhouse gas emissions, embedded water and energy and the number of meals that could have been created if the food was not wasted. When paired with Provision's online Key Performance Indicator Dashboard manufacturers are now easily monitoring and tracking food loss and waste in a facility.

## ALIGNING TO INTERNATIONAL FLW GOALS

In 2015, the UN Sustainable Development Goals set an ambitious global food waste reduction target.

**Goal 12, to “ensure sustainable consumption and production patterns” includes as one of its objectives to “halve per capita global food waste at the retail and consumer level, and reduce food losses along production and supply chains by 2030.”**

Provision has committed to supporting Canadian food and beverage manufacturers in achieving this goal.

**CHECK OUT PROVISION'S LATEST FLW PODCAST WITH CLUB COFFEE AND FLW VIDEO WITH IPPOLITO FRUIT & PRODUCE AT [PROVISIONCOALITION.COM](http://PROVISIONCOALITION.COM).**

