



# FOOD LOSS & WASTE IN CANADA – TAKING ACTION

G7 Alliance for Resource Efficiency  
Technical Working Group

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Environment and Climate Change Canada's 50<sup>th</sup> anniversary  
50<sup>e</sup> anniversaire d'Environnement et Changement climatique Canada

Meteorological Service of Canada's 150<sup>th</sup> anniversary  
150<sup>e</sup> anniversaire du Service météorologique du Canada



Canada 

# DIVERSE ACTIONS

- **Action at all levels of government**  
(federal, provincial/territorial & municipal)
  - **Cross-disciplinary Education & Outreach**  
(public health & waste management)
  - **Cross-sector Collaborations**  
(public/private/academia/NGO)
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# ROLE OF GOVERNMENTS

- **Federal: *Food Policy for Canada (2019)***
    - roadmap to help build a healthier & more sustainable food system in Canada
    - reducing food waste is 1 of 4 key action areas
    - targets align with UN Sustainable Development Goals
  - **Provincial/Territorial: increasing focus on food waste reduction**
    - establish the policy framework governing waste management programs and requirements across sectors (e.g. residential, private, institutions).
    - identify diversion/reduction targets, implement reporting mechanisms, and provide resources/guidance to support efforts.
  - **Municipal: manage the collection/recycling/disposal of household waste**
    - many municipalities across Canada have implemented residential kitchen organics recycling programs and accompanying education and outreach campaigns.
    - municipalities have or are beginning to broaden the scope of their program messaging beyond diversion to include food waste reduction information.
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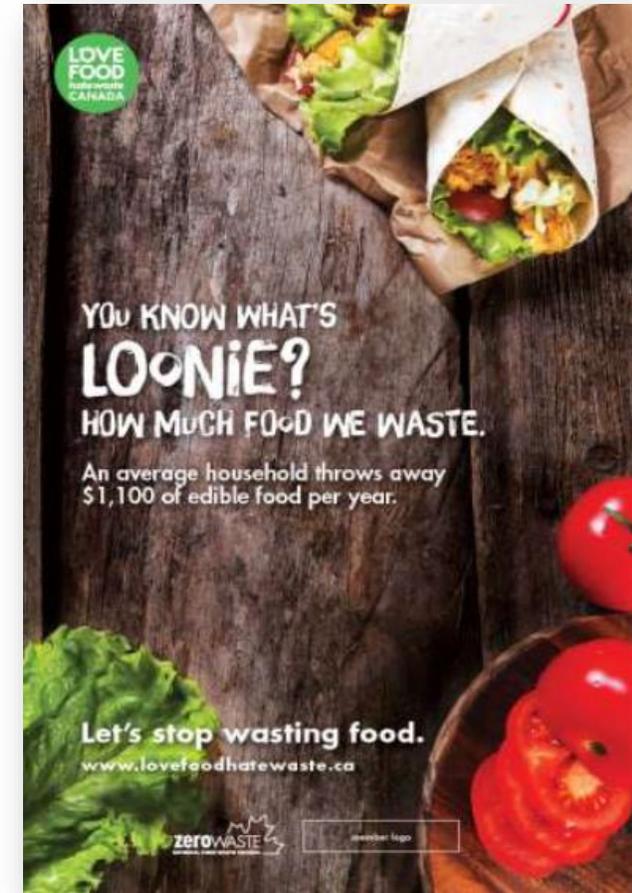
# LEVERAGING POLICY PRIORITIES – CROSS-DISCIPLINARY EDUCATION & OUTREACH

- Collaborations between municipal public health and waste management officials are taking shape as it has been recognised that messaging used to promote healthy eating and nutrition crosses over to food waste reduction behaviours and attitudes.
  - Messaging and tools focusing on meal planning, managing leftovers, understanding best before dates, and proper food storage tie into healthy eating, food safety, and food waste reduction.
  - **Benefits**
    - **Consumers:** aligned and consistent messaging from trusted sources on healthy eating and food waste prevention.
    - **Municipal officials:** resource sharing, ability to leverage each group's reach within the community.
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# AMPLIFYING ENGAGEMENT – CROSS SECTOR COLLABORATION

- LFHW Canada: delivered by the National Zero Waste Council in collaboration with 11 business and government campaign partners across Canada to inspire and empower Canadians to make their food go further and waste less.
- **Benefits**
  - **Consumers:** enables consumers to hear consistent messaging from a variety of sources creating multiple opportunities for engagement and retention.
  - **Campaign Partners:** collaboration amplifies reach and impact, provides opportunity for economies of scale (e.g. joint marketing buys), and provides a platform for the exchange of ideas on best approaches and lessons learned.

Love Food Hate Waste Canada



# CONCLUSION

- Reducing FLW in Canada:
    - Supports our ambitious agenda on clean growth and climate change;
    - Supports the efficiency and profitability of our agriculture & agri-food sectors;
    - Promotes healthy eating and sustainable lifestyles;
    - Contributes to food security; and
    - Enables a more sustainable and efficient food system.
  - The Government of Canada welcomes opportunities for sharing best practices and innovations with other G7 nations as we strive to eliminate food loss and waste.
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