

# Ontario Food Collaborative

*Collaboration between waste and health professionals to foster healthy eating and reduce food waste*





# Overview

What is the Ontario Food Collaborative (OFC)?

What are we working on?

- Food waste audit guide
- Communication strategy/toolkit

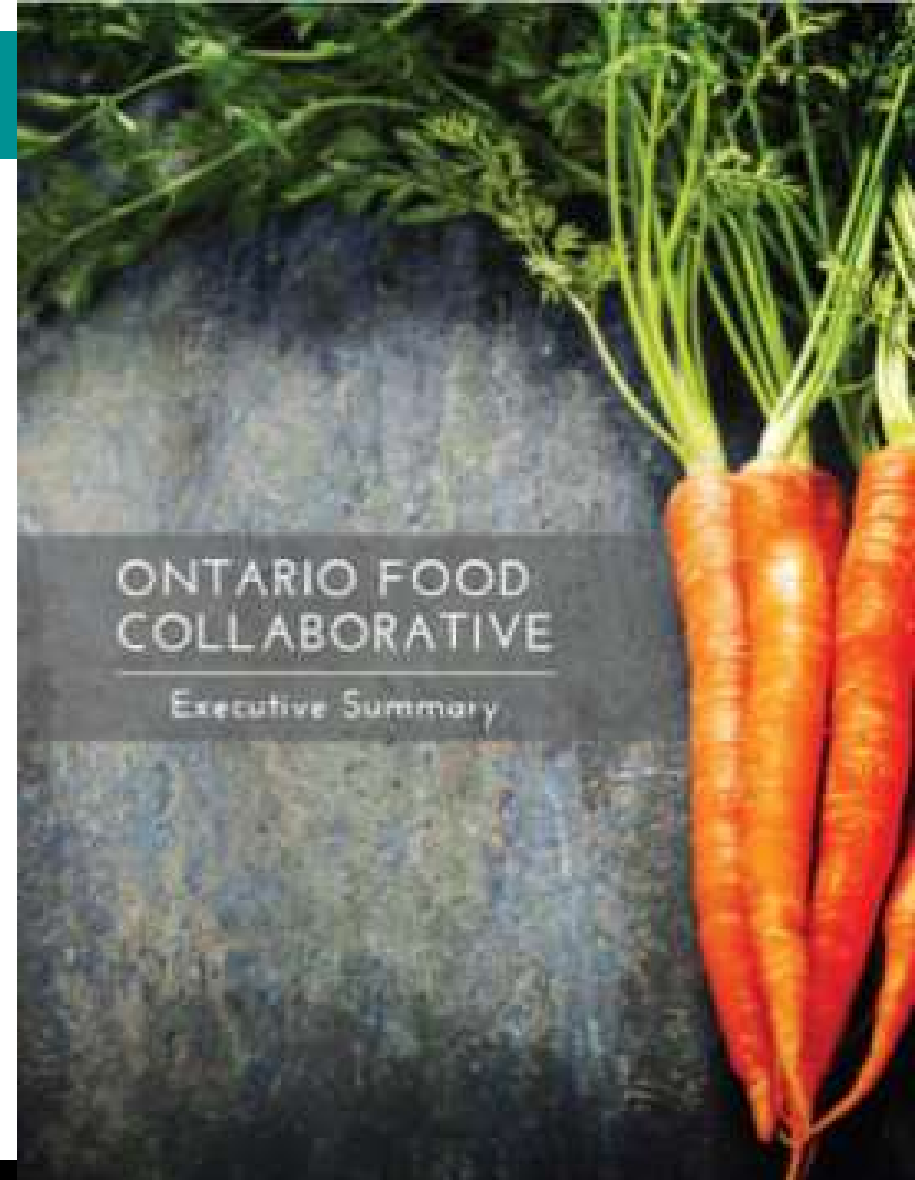
Next steps

## Mission:

*To bring together stakeholders to take a holistic food systems approach in supporting individuals and families to **eat well and reduce food waste***

Launched in Nov 2014

First Strategic Plan 2016-2018

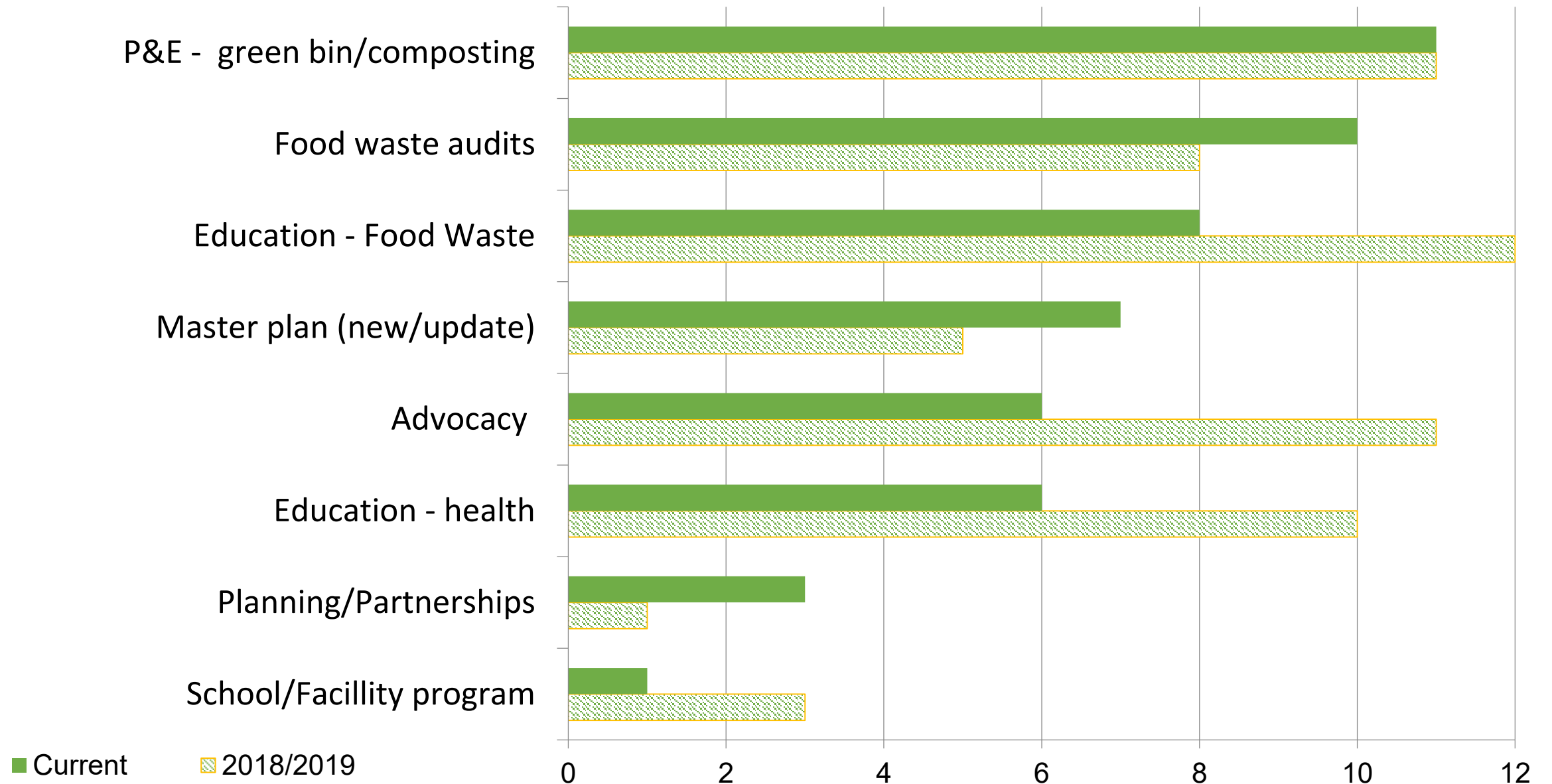


# Why connect healthy eating and food waste?

- Behaviours that reduce food waste also contribute to health
  - Meal planning, shopping with a list, safe food storage, cooking at home
- Health and family strong drivers behind food purchasing decisions; potentially more motivating than waste
- Collaboration allows greater reach with messaging
- Shared expertise between health and environmental professionals adds value to work of both



# Member activities in 2017/2018



# Ontario Food Collaborative Objectives

- Develop a multi-stakeholder collaborative committed to food waste reduction and healthy eating
- Engage value chain stakeholders in partnerships
- Educate and empower citizens; be evidence-based
- Measure, measure, measure



# OFC priorities for 2017/2018

Metrics and  
Indicators

Strategic  
Messaging

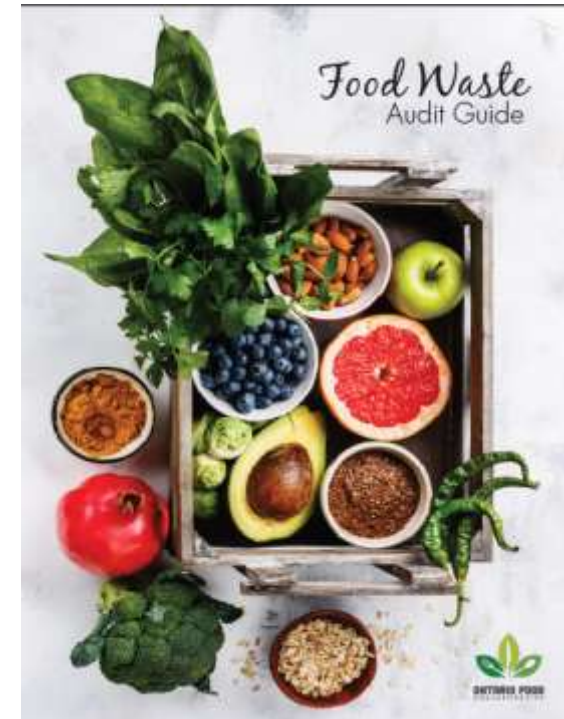


# Food Waste Audit Guide

*If you can't measure it, you can't manage it*

Metrics and  
Indicators

- Audits are a valuable tool to support program development and implementation
- Recognized that inconsistent methodology makes it hard to compare *apples to apple cores*
- Enable benchmarking comparison with other jurisdictions
- Encourage more municipalities to audit and share information
- Share promising practices and lessons learned from organizations that have done food waste audits





# Conducted a comparison of food waste audit approaches

Avoidable

Donatable

Edible

Possibly avoidable

Unavoidable

Inedible



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- Determining Goals and Scope
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- Data Analysis
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- Limitations of Audit Data

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- Appendix A: Sort Log and Collection Log Templates
- Appendix B: Sample Resident Letter
- Appendix C: Sample RFP
- Appendix D: Food Waste Survey Materials
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# What's in the audit guide?

- Category definitions and options for expanded lists
- Advice on planning and implementing audits
- Input from York University on data sampling and analysis
- Sample survey, RFP, sort log, letter to residents and more in the appendices



# OFC Communication Strategy

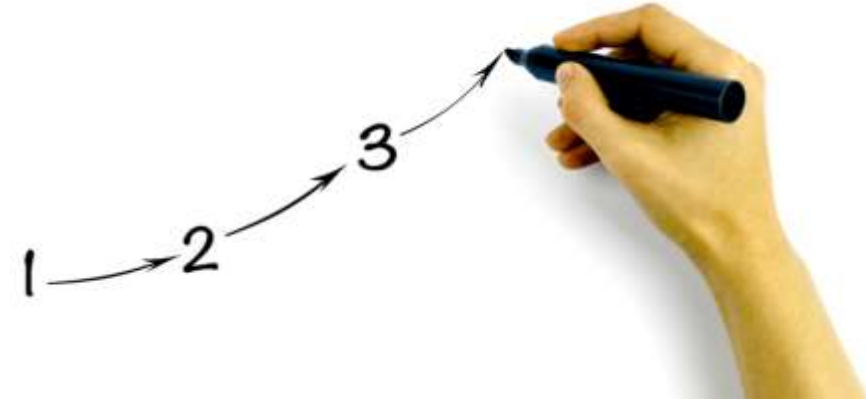
*to inform, motivate, and empower people to live a more sustainable lifestyle through healthy eating and food waste prevention and reduction*

- *Review of promising practices*
- *Identifying target audiences, key messaging, tactics and evaluation*
- *Shared tools and tips*



# Next Steps for OFC

- Finalize and share audit guide and communication strategy
- Seeking funds to pilot tools in variety of communities across Ontario
- Continue to share experience and lessons learned to support public health and waste organizations



Questions?

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