

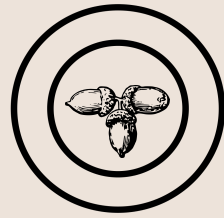
# Innovation Proposal

Criminalizing Food Waste

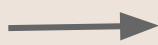
Vannessa, Josh, Courtney, Megan



# From Seed To Plate

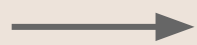


Legislation



Agriculture

10%



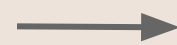
Retail

10%



Restaurants

9%



Consumers

47%

The complete **ban of food waste** in grocery stores throughout Canada;

**Contracts** must be signed between the giving and receiving parties of donated food; to **prevent vicarious liability** in case of sickness;

**Compost facilities** must be constructed in Canadian cities with populations greater than 100,000 people;

Using **crop residue** to feed livestock such as cows

**Reduce spending** on feed for winter

Not worse for the animal than traditional hay

Can happen where a large amount of livestock reside

Sell **ugly "food"**.

**Donate** food that they won't sell.

**Recycle** meat into other products.

Order on a **day to day** basis.

Different **proportion** sizes.

Give large **tax breaks** for companies

If that does not work, take food waste and make it **illegal**

Create a program to burn compost and garbage for **energy**.

Have other businesses take the compost, and use it, such as **vertical farms**

Shop with the intent to **eat everything** you purchase.

Designate your spending to what is actually **needed**.

Check **what you have** before you go shopping.

Learn how to **repurpose** leftovers.

**Donate** food that you haven't used.

# Our Innovation

What we plan on doing with this by-law is making **food waste (in grocery stores) illegal**. That being said, it would be an offence, like a traffic violation, or a jaywalking ticket, thus resulting in a fine, and not jail time.

Criminalizing food waste would be on a corporate or company level, **not on a household level**.

We decided to tackle the issue on a **municipal level** because it is within our **scope of influence**, and previous federal attempts haven't been successful.



# Significance

Food is a basic human necessity, and yet, in Canada alone **\$31 Billion is wasted** on an annual basis.

To feed 9 billion people, we need to **stop wasting the food** we have and be able to provide it to those who need in.

The bulk of it comes from consumers, and they have an important role to play in ending food waste. However **To make a significant dent in food waste it needs to start at the retail level .**



# The Interviews



“So I think the most effective way to curb food waste, is two-fold, I think that people can **make the change in their own homes**. 47% of food waste happens in our own homes, so, if we’re more cognizant about our food waste, for only buying what we need and if we are cooking what we need, I think that that can make a huge difference. But I also think from a **policy level**, municipal, provincial or federal we can really start to look at best practices, in France and Germany and in the UK, where they have policies where **grocery stores aren’t allowed to waste their food, they have to donate it**. And I think if we start looking at this precedent that is already set for us, we can start looking at **best practices for Calgary** and for Canada so that we aren’t wasting food at the retail level and we are donating it.”

# The Interviews



“Great idea. I think, **grocery stores throw a lot a way**. Restaurants throw a lot away. I think it kind of goes back to the question before hand on just **putting policies in place**. I mean there’s no harm in trying those things out either and seeing how they work. I feel like **we’ve come a long way**. Initially I remember a long time ago and don’t quote me on this, but I believe that restaurants, fast food places had to lock their garbage bins. They wouldn’t let people go in and kind of take things and for liability issues. I just think we’ve kind of relaxed things...I don’t know where I’m going with this, but just basically trying different ideas out and following people.. especially in **Europe** I feel like they’re **a little bit more advanced**. And just trying out different ways to try and **feed the number of people goes a long way.**”

# The Interviews

# CALGARY FOOD BANK

“So I think, it would depend on **how the bylaw was actually structured**. So one of the concerns we would have is that if the bylaws structure just to eliminate waste. So if it punishes people for, putting waste in the landfill or not diverting waste, that we would end up getting **a lot of unsuitable donations**. So that would be product that either been opened or product that was well past it’s best before or product that was spoiled. So one of the things we would like to see is more of a more of a **reward system** where if people are bringing suitable donations that they’re diverting from ways that we would be able to give them, some type of **tax receipt** or some sort of measure where they would actually **benefit** in that way as **opposed to** having a **penalty** on waste itself.”

# Defining The Innovation



The process of narrowing down and defining our innovation: since our last presentation, the goal and steps to that goal has not changed at all. We have just focused more on the in scope, and drove those ideas, more.

However, our innovation changed a bit in terms of context with participants! We have directed our focus to the most **affected**, grocery store, potential restaurants, etc. More focused on the **effect** and who these ripples of impact will change, such as the donation locations, and how who, and how the food will move from location to location.



# Key context: factors and dynamics

Our group has been given great **opportunities** to get in contact and interview some really **incredible people**. These people have been involved in so many aspects of the **food waste spectrum** and are very **educated** in their respective fields.

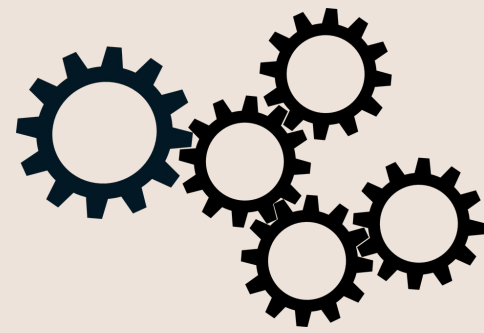
Shawna from the Food Bank and other people have lended their hand into helping us in **giving us new contacts** that will help **build our foundation**.



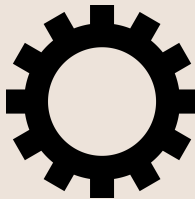
# Stakeholder Review

<b>First Name</b>	<b>Title</b>	<b>Organization</b>	<b>Category</b>	<b>Email</b>	<b>Interview Date</b>	<b>Interview Duration</b>	<b>Place of the Interview</b>
Lourdes Juan	Creator	Leftovers	Expert	lourdesjuan@me.com	February 12	3:30pm-4:30pm	Leftovers Office
Dalia Kowen	Owner	The Coup	Expert	meetthecoup@gmail.com	March 1	3:00pm-4:00pm	The Coup
Michael Pasma	Logistics and Inventory manager	Food Bank	Guide	sogston@calgaryfoodbank.com	March 2	4:00pm-5:00pm	FoodBank
Lex Vanderraadt	Communications	Green Calgary	Guide	Lex@greencalgary.org	TBD	TBD	TBD
Rob Morphey	Health, Safety and environment Director	Co-op	Guide	rmorphey@calgarycoop.com	TBD	TBD	TBD

# Process



1. Get in contact with stakeholders
2. Set up an interview
3. Conduct the interview
  - a. Introductions and Formalities
  - b. Questions and Answers
  - c. Wrap up and Thank yous
4. Post interview review and editing



# Questions

We are looking at both sides, the people who distribute food already and those who we want to donate.

## Questions for Food Bank:

- 1) When I say food waste what comes to mind?
- 2) Would you be able to highlight some of your companies core values?
- 3) What are products that you need more of?
- 4) Do you accept fresh donations, please explain how to donate perishables
- 5) What are the rules/regulations in giving out food past this best before date?
- 6) How would the enactment of a bylaw that promotes the donation of unsold food, rather than the discardation of it, affect your organization?
- 7) How much of an increase would you see if there was a bylaw in place that made stores donate their excess food? Anticipate receiving
- 8) Do you think that Calgarians are aware of this issue with food waste?
- 9) Do you think that Calgary has the ability to change its ways, in regards to food waste? (actions)
- 10) Have you ever seen Calgarians/Albertans their mind over a topic like this?
- 11) What do you think would be the most effective way to address this issue of food waste? (i.e. through law, social change...)
- 12) Do you work with companies like Mustard Seed and Leftovers Calgary?

## Questions for Grocery Store:

- 1) What are your thoughts on food waste?
- 2) Does your store's values reflect your own, regarding food waste?
- 3) How do you feel when you waste food, or your company wastes food?
- 4) Do you feel like there is a change that can be made within your store in regards to food waste? If so what would you propose?
- 5) If you had a program in place where your store did not have to waste food, how much food do you think that you could save per week?
- 6) Do you think that Calgarians are aware of the food waste issue?
- 7) Have you ever seen Calgarians change their minds on a topic like this?
- 8) Do you remember a time that you wasted food, in or outside of work?
- 9) Can you explain imperfect or "ugly" foods? Do customers lean towards buying these products?
- 10) How do you go about preventing food waste?
- 11) Are there actions set in place for your store that is already taking a step towards limiting food waste?
- 12) Does your store donate food to local organizations, if so which ones?
- 13) Are there any food waste laws that you operate under, that you are aware of?
- 14) How do you think food waste would be best addressed (i.e. through law, social change...)?
- 15) Can you tell me the story of an apple in your store that does not get purchased. (apple could be replaced with a perishable item of your choice)

# Engagement



A lot of “**no response**” has certainly slowed down the project. I would estimate each one of us in the group has **contacted 3-5 individuals** to interview. Companies such as Superstore have given us a “**run around**” for example, we arrived for an interview, which was scheduled they said they could no **longer partake in the interview** due to HR. Another issue we have been with the **weather**, for a week all of our interviews were **cancelled and we had to reschedule** them for the following week making things more rushed.

However all of the people we talked to have been **amazing** and have given us **wonderful insight** on our project.



# The Team



## Megan

An aspiring Lawyer.  
“I have had the privilege to be a part of the Model United Nations team, attending multiple delegations. Here I was able to solidify knowledge on international policy, as well as build on public speaking and debate skills. These experiences help with this project, as public speaking, and speaking with the public are both huge factors of accomplishing our solution.”

## Courtney

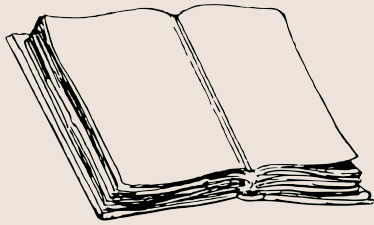
An aspiring Architect.  
“I have worked in grocery store and grew up with people running them; this has created insight to how they are run and what happens behind the doors. I also took design in high school which taught me how to use programs, such as paint. Through design, art, and photography I have a artistic touch, I also worked for the year book so I am good at layout.”

## Josh

An aspiring Hippy  
“My relevant qualifications. A Chief Scout Award, earning a sustainably certificate, on a health, safety and sustainability committee at Toys”R”Us, I smell great, and I have a framework business plan for an Indoor Farm company, lived all over Canada and seen how we all live. Not sure if any of the other qualifications, matter but mainly “I smell great” is the most important”

## Vannessa

An aspiring Ecologist.  
My concern for the world and its environment propels my interest in coming to a resolve for issues like this.  
“I think anybody who cares about the issue is qualified to have involvement in working towards its solution.”



# References

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