

Title: Rejecting food waste as a cost of doing business

Summary

Students partnered with Provision Coalition to change mindsets on food waste as an acceptable loss in business.

Transcript

Filmed from above, text appears and disappears over a dark blue background covered in vegetables, cans and writing utensils. Sometimes a woman's hand and face appear and she draws decorative text and illustrations on the background.

The text reads:

Problem: Feeding 9 billion people by 2050 will mean radically rethinking the processes that lead to wasted food. Approximately 43% of Canada's avoidable food waste occurs in manufacturing and processing. This means millions of dollars each year that could be saved. Accepting that waste is a cost of doing business is hindering progress...and bad for business. We partnered with Provision Coalition to run a behaviour-change social marketing campaign. We targeted: Senior financial decision-makers at Canadian food and beverage processors via LinkedIn...with ads about cost saving and a downloadable white paper. We made these [indicates ad, shown on an iPad. Ad depicts money on a conveyor belt with carrots, then a website] and wrote this. We ran an 8 week campaign to generate interest in cost-saving measures to reduce food waste. Campaign results: 31,658 impressions with 430 clicks on our ads; Twenty two white paper downloads and twenty two leads generated. Special thanks to: Provision Coalition, Food from Thought and Canada First Research Excellence Fund. Community engaged projects prepare our students to become tomorrow's leaders in the agri-food sector through experiential learning. For more information, visit arrelllfoodinstitute.ca/partner. Over 90% of the food used in the making of this video was donated or diverted from waste.