

BREAKING THE SILOS:
A SOCIAL INNOVATION APPROACH TO TACKLING FOOD WASTE IN CANADA



Tammara Soma Ph.D Candidate
Pierre Elliott Trudeau Doctoral Scholar
Project Manager/ Food Systems Planner of Food Systems Lab

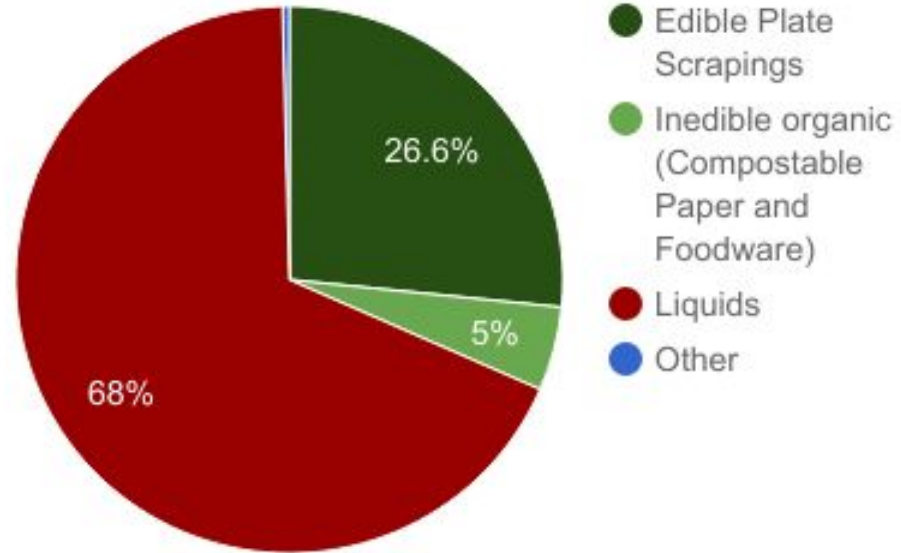
WHAT IS A FOOD WASTE AUDIT?



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WHAT IS BEING WASTED?

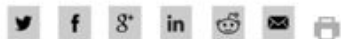


Food-systems planners are playing a growing role in municipal policy

Municipal governments are recognizing they need to bridge the gap between city-dwellers and food sources

Nikki Wiart

December 4, 2016



Green city: Food-systems planning covers everything from production to grocery-store locations

FOOD SYSTEMS PLANNER?



A planner (urban/rural/regional) who focuses on integrating *food systems considerations* into planning processes, decision making and policy development.

GOAL OF FOOD SYSTEMS PLANNING:

Create healthful, equitable, food secure, sustainable and resilient communities.

THE FOOD SYSTEMS LAB



How it all started:

We came up with an idea to convene diverse influencers from Toronto's food system to collaborate and develop solutions to address the issue of food waste.

The Pierre Elliott Trudeau Foundation saw this as an innovative way to develop policy.

“Seeing the Systems: Workshop 1”



A SOCIAL INNOVATION LAB



Diverse Stakeholders & Influencers

Strategically brings together a variety of stakeholders to:

1. Seeing the System (Nov 2016)
2. Design solutions (Mar 2017)
3. Prototype innovations (Jun 2017)



LAB ACTIVITIES



(Secret Agent: T5)

- TOP SECRET MISSION
- Listening with heart, head and feet
- Paired Walks (Stakeholders)
- Personal/Regional/Global Timeline
- Horns of the dilemma
- Seeing the “nemesis”
- Expert interviews (n=42)
- Literature Review

TOP SECRET MISSION

OBSERVE SUBJECTS

- How are they choosing, ordering, buying food?
- How are they advertising/displaying/handling/serving food?
- How much are they paying for food?
- What food are they buying/eating?
- How are they eating?
- What is leftover/wasted?
- Where does the food waste go?
- How are they feeling/body language?
- What are they talking about around food?
- How much time do they take to serve/sell/buy/eat?

OPTIONAL INTERROGATION

- What is food?
- What is food waste?
- What do you do for your job (for subjects working with food)?
- Why do you think we waste food?
- What is sustainable food?
- How much do you expect to pay/charge for food?
- What is healthy food?
- What is food security to you?
- How accessible/affordable is food right now?
- What would you change about how we grow, prepare or consume food?

REPORT TO HQ

- A new insight
- A frustration
- An inspiration
- A question
- One other piece of intel you'd like to share

DEADLINE: 13:00:00 GMT-5 25/11/2016

HQ: 277 Victoria St, Room 502



WHAT HAVE WE LEARNED SO FAR?



ZERO FOOD WASTE?

“To eliminate it completely, I mean we have gone to the moon so why not eliminate food waste?”

(Consumer)

“I don’t think it’s possible to eliminate it 100%. No, and that’s because a lot of time you’ll have a recall or a food safety issue.”

(Retailer)

How do we...		
Produce food efficiently, using the latest industrial technology	while	maintaining traditions, culture, and environmental sustainability?
Have a wide selection of convenient and culturally appropriate food available throughout the year	while	minimizing food miles and ensuring resilience in the local food system for times when food cannot be imported?
Keep food and disposal of waste affordable for everyone	while	compensating food producers and labourers fairly to maintain a living wage?
Maintain high food quality and safety standards	while	maximizing the use of food and food byproducts?
Optimize economies of scale and infrastructure developed for a centralized supply chain	while	supporting locally-owned small and medium enterprises?

OUR NEXT STEPS: RECONCILIATION



“I look forward to the day that I can sit in the circle with our brothers and sisters from Europe and they will say, hey, this is our ceremony, this is how we did food work. I look forward to that day because it will be reciprocal”.
(Indigenous Leader)

Seven Sacred Grandfather Teachings by artists Melissa Muir, Darla Martens-Reece & Scott Sampson

Source: muskratmagazine.com

UPCOMING EVENTS



June 7-8: Workshop 3
(Prototyping Solutions)

June 10: Closing the Food Loop
(Open Source Circular Economy
Days Hackathon)



THANK YOU
MIIGWECH
GRACIAS
MERCI

TAMMARA SOMA
TAMMARA@FOODSYSTEMSLAB.CA