

Voluntary vs. Regulated Stewardship Programs

A Canadian Council of Grocery
Distributors Perspective

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Agenda

- Who Is CCGD?
- Thoughts On Stewardship / Packaging
- Why Do We Support Voluntary programs
- Thoughts On The Toronto Objective
- Examples Of Voluntary Program Success



Who Is CCGD?

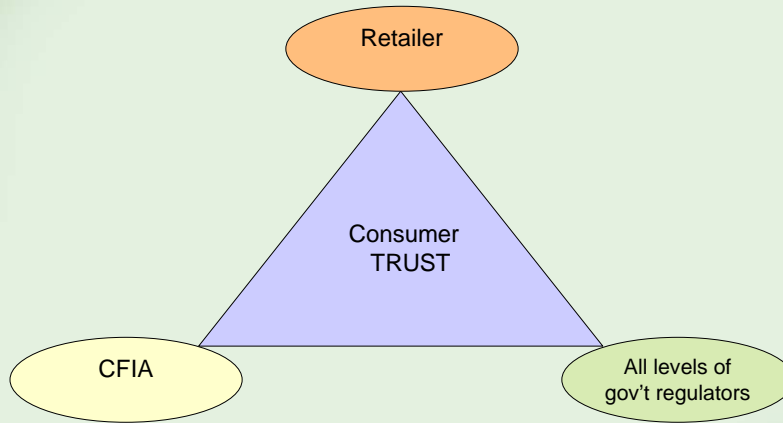
- Trade association representing large and small grocery retail and food distribution companies in Canada
- \$23 billion in retail and \$11 billion in foodservice sales in Ontario
- Employing 200,000 employees
- Represent about 14% of the fees paid to Stewardship Ontario for blue box



CCGD Members



We Are In the Business of Consumer Trust

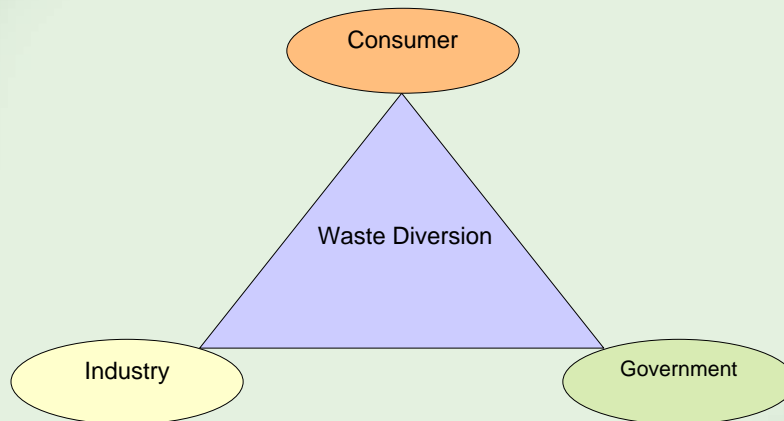


Thoughts On Stewardship

- CCGD members have a strong history of voluntary stewardship
 - City of Toronto Packaging Reduction Task Force
 - WDO and SO
 - Blue Box Program
 - HHSW /electronics Program
 - Provincial 50% plastic bag reduction team
 - ESI Initiative



Public / Private Partnerships Work



The Retailer Responsibility

- Work with suppliers of national brands to design for environment
- Work with private label suppliers too
- Reduce in store packaging to its safest point
- Educate consumers on a 3R approach to packaging choices

"No thanks! I don't need a bag today."



Regulatory Environment Elimination Is Not The Answer

Take out container changes must be made in context of the following regulations:

Ontario Food Premises Regulation 562 – Health Protection and Promotion Act

<http://www.search.e-laws.gov.on.ca/en/isysquery/013ed711-5374479a87da-3593d6241cda/20/frame/?search=browseStatutes&context>

All packaging is required to adhere to the Consumer Product and Labeling Act which includes the addition of nutrition labeling:

http://www.competitionbureau.gc.ca/epic/site/cbbc.nsf/en/h_00148e.html#packaging



Regulatory Environment Elimination Is Not The Answer

All packaging material is required to be food grade and is regulated by the CFIA. Packaging materials must be approved by CFIA:

http://active.inspection.gc.ca/scripts/fssa/reference/refresuls.asp?lang_e&cmd_4&cat-7&subcat=0&sub=SUMBIT

Health Canada oversees the labeling of meat and home meal replacement heated products via the Food and Drug act:

<http://www.hc-sc.gc.ca/fn-an/legislation/acts-lois/fdalad/index-eng.php>



Need For Balance

- The food distribution industry cannot compromise food safety
- Packaging fulfills a product integrity and safety role



Should City of Toronto Drive Source Reduction of Waste Through Taxes, Fees and Bans? NO!

- Reduction YES



- Increased Recycling



- Bans NO



Key To Success of Voluntary Programs

Consumer
Education and
Awareness

I remembered
my bag today!



Plastic Bag Success Stories

- Set a benchmark
- Developed and launched a series of retailer communication programs
- Success in a reusable bag in every home!



Success Stories

- Grocery retail industry contributing to 9% reduction and recycling in the first year of the program
- If progress continues and we achieve 50% reduction by 2010 the City of Toronto will benefit by reduction / recycling of over 1.5 thousand tonnes or over 4 billion plastic bags



Thoughts On The Grocery Consumer

- 10% remember their bags
- The rest need reminding

How do I get my food home without a bag?



What Can Be Done?

- Develop best practices when making in store packaging choices
- Develop best practices to increase recyclability of materials
- Get the message out to BYOB and BIB
- Educate how to BIB



How will this contribute to City of Toronto Solution?

- Consumer will be part of the solution with industry and government which will make the behaviour change long lasting and sustainable.
- 3,000 tonnes of bags (1/2 from the grocery industry) and 300 tonnes of plastic take out containers that are recyclable.



Source Reduction Behavior Can Be Achieved Through Education and Promotion!



Thank-You

Questions

