



PRESS RELEASE

CPMA Launches Online Waste Efficiency Tool

January 15, 2020 (Ottawa, ON) – CPMA has officially launched the [CPMA Waste Efficiency Tool](#). Developed collaboratively with [Value Chain Management International \(VCMI\)](#), the online resource provides businesses with a proven means to generate high returns on investment (ROI) by addressing waste and recurring procedural problems in a structured manner.

Businesses having already used the tool have improved their bottom line by at least 10 percent.

Presented in 14 easy-to-navigate steps, the resource contains clearly understandable processes and techniques that are most commonly used at the start of a continuous process improvement initiative. Examples of inefficiencies that the tool helps to address include food waste (products/produce), equipment failure, lost production, energy, labour, packaging, transportation and more.

Outcomes achieved by businesses that have completed the online resource include:

- Reduced labour costs – by having implemented more effective daily management systems;
- Reduced transport costs – by having modified transportation routes and protocols;
- Reduced input costs – by having lessened the occurrence of wasted or damaged products;
- Increased revenue – by having accessed new markets or increased sales in current markets; and
- Increased margins – by having improved the consistency and predictability of product quality.

The CPMA Waste Efficiency Tool is exclusively available to CPMA members. Members can register to access the tool at efficiency.cpma.ca. Non-member companies interested in accessing the tool can learn more about CPMA membership at cpma.ca/membership.

-30-

For more information, please contact:

Allan Gordon

Manager, Communications, Canadian Produce Marketing Association

Telephone: 613-226-4187 x225 | Cell: 613-878-3312

Email: agordon@cpma.ca

About the Canadian Produce Marketing Association (CPMA):

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the

fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.