



AN IMPRESSIVE FIRST YEAR FOR THE SOCIAL PROGRAM

In collaboration with La Tablee des Chefs and Moisson Montréal, SIAL Canada is proud to announce that SoSIAL was able to raise \$15,000, all of which will be donated to those two organizations!

Montreal, April 21st, 2016 – SIAL Canada is happy to highlight the success of its new program, know as SoSIAL, which aims to reduce food wastage and play a role in knowledge and skill sharing with future generations, in the goal of fostering a sustainable society. Ever involved within its community, it's altogether natural that a partnership was established between SIAL Canada, Moisson Montréal and La Tablee des Chefs, resulting in two cheques for \$7,500 each being handed out to both organisations, totalling \$15,000.

In fact, beyond its food-collection and preparation programs at the show, for each entrance ticket purchased, SIAL Canada made a donation of \$5, in addition to having prepared more than 1,000 portions of food from extras generated during the show.

A Committed Spokesperson

It was with great pleasure that SIAL Canada collaborated with Chef Guillaume Cantin, who acted as the spokesperson for SoSIAL's first edition. Guillaume, who won the first season of the *Les Chefs!* show and, quite recently, the **regional leg of the Gold Medal Plates contest in Montreal**, has made it a point of honour to work in an eco-responsible fashion, each and every day. "It's our duty as chefs to set an example and to avoid waste as much as is possible. I think that SoSIAL hits that target, and has proposed a way forward out of this problem", emphasized Chef Guillaume Cantin.

A Study That Speaks Volumes

A study conducted by Value Chain Management Centre (VCMC) found that restaurants and hotels produce 9% of the 6 million tonnes of food that end up uncollected each year in Canada. With this in mind, La Tablee des Chefs and the Association des restaurateurs du Québec decided to conduct their own study, so that restaurants that have access to relevant information and simple, effective tools could help others to adapt their own practices. Obviously, the core idea there is to encourage others to decrease wastage and manage surplus food in a responsible manner. The conclusions drawn from this report will be unveiled today.

About SIAL Canada

SIAL Canada, which includes the SET equipment and technology section, is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry, with eight shows (SIAL Paris, SIAL Canada Montreal, SIAL Canada Toronto, SIAL China, ExpoVinis Brasil, SIAL Middle East, SIAL InterFOOD Jakarta, and SIAL ASEAN Manila) that bring together 14,000 exhibitors and 330,000 visitors from 200 countries. Established in 2001, SIAL Canada is the fruit of three agencies' labour, all of whom are shareholders in the event: the ADAQ (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and Comexposium.

About La Tablee des Chefs

La Tablee des Chefs' mission is to feed those in need and educate future generations to increase their dietary autonomy. www.tableedeschefs.org

About Moisson Montréal

A non-profit organization founded in 1984, **Moisson Montréal** is today the largest food bank in Canada. Through its centre for collecting, sorting and distributing emergency food assistance, the organization allocates more than 1,000 tons of food per month to close to nearly 250 accredited community organizations on the Island of Montreal. These organizations provide food assistance to 146,000 people, including 34,000 children. Moisson Montréal receives funding and supplies mainly through donations. Its operations require the collaboration of nearly 8,000 volunteers each year and result in the redistribution of about 13 million kilos of foodstuffs, representing a total value of close to \$61 million. Moisson Montréal has won two awards for its Food Recovery Program in Supermarkets: the 2015 Corporate Citizenship (Supply category) award from Novae and the Élixir (Coup de Coeur category) prize from PMI. For more information, visit www.moissonmontreal.org

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SIAL Canada

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