

COMMERCIAL FOOD WASTE DIVERSION COLLECTIVE – PILOT

From 2021 to 2025, the Circular Innovation Council (CIC) ran their Diversion Pilot across the Guelph-Wellington Region. This pilot laid the foundation for SWR’s Organics Diversion Program and helped inform key strategies for reducing organic waste across the region.

PILOT TESTAMONIALS



“The cost to divert our waste is about half when compared to private haulers quotes. [The Collective] has created a space for small businesses to access these collections for a price we can afford.”

- Katherine Sowden, Owner & Operator, Bella Roma Foods

“The Environment is more important than any bottom line. Moving forward, [our] goal is to make it a strong and functional program, and we’re looking forward to increasing our [food donation] volume. I would absolutely recommend this program.”

- Doug McCaig, Facilities Manager, Grand River Raceway & GrandWay Events Centre



PILOT 3-YEAR IMPACTS



+92,480

MEALS MADE FROM
RESCUED FOOD



502,000

KILOGRAMS OF ORGANIC WASTE
DIVERTED FROM LANDFILL



3,488

TONNES GREENHOUSE
GAS EMISSIONS AVOIDED



251

TONNES OF HEALTHY SOIL
CREATED FOR FARMERS &
GARDENERS



WELLINGTON
COUNTY

If you have any questions, require additional resources, or want to share feedback on the program, reach out to us at foodwaste@sustainablewr.ca.

