

## **Exporting Quebec food but not to the detriment of the planet!**

**The Quebec company Canadian Food Wholesaler receives support from the Ecoleader Fund and commits with Will Solutions to become carbon neutral**

PRESS RELEASE

For immediate release

**(Longueuil, Monday September 21, 2020)** – The Quebec company Canadian Food Wholesaler (CFW) is proud to announce a grant from the Ecoleader Fund for its commitment in becoming carbon neutral this autumn.

The team of CFW has given itself the mission to market Quebec and Canada food internationally but not to the detriment of the planet.

As a result, Will Solutions, a B Corp. certified company, was mandated to first calculate the company's carbon footprint, which will allow CFW to draw up an action plan and identify measures and technologies to reduce its GHG emissions.

CFW simplifies the export of distinctive products of very small, small and medium enterprises (VSME) that manufacture agri-food in Quebec and Canada through an integrated platform that combines a logistical process both in Quebec and on foreign markets, notably in Europe, and a unified commercialization to international customers ensuring reliable supply and especially a rapid restocking.

CFW's contribution to climate efforts will materialize through the implementation of the measures of its action plan. In addition, CFW will contribute, through economic support, to community efforts of small and medium-sized enterprises (SMEs), municipalities and Non-Profit Organizations (NPOs) that want to reduce their GHG emissions as part of the Sustainable Community project, a project that is validated by the [VCS](#) program. The VCS program is the most important voluntary market program in the world. The granting of the mandate was made possible by a subsidy from the Ecoleader Fund <https://www.fondsecoleader.ca/> dedicated to SMEs in order to guide and support them in the implementation of a wide range of eco-responsible business practices and clean technologies.

“More than ever, our commitment to simplify the export of products from here, while simplifying the import for buyers and consumers abroad, cannot compromise collective efforts for climate action. Enjoying a poutine with a beer or soda in Paris or Havana should not damage the planet,” said Sébastien Le Neindre, President of Canadian Food Wholesaler.

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To learn more :

- Sébastien Le Neindre President of Canadian Food Wholesaler, [sebastien@canadianfoodwholesaler.com](mailto:sebastien@canadianfoodwholesaler.com), (877) 403-3663 #4
- Martin Clermont, President and founder, [mclermont@solutionswill.com](mailto:mclermont@solutionswill.com), (514) 774-6601

### **About Canadian Food Wholesaler**

<https://www.canadianfoodwholesaler.com/Accueil>

The Canadian Food Wholesaler concept was born out of the finding that there is a lack of commercial links between small and medium-sized Canadian producers and increasingly integrated customers around the world. This concept completes the services offered by associations and institutional organizations by mutualising logistical and commercial resources.

Purchases are made by pallet from Canadian manufacturers, consolidated in dry, refrigerated and frozen containers and shipped to our warehouses in Europe. Using our integrated platform, international end buyers can purchase hundreds of Canadian food products, renowned for their high quality standards, as if they were local products. What's more, these supplies, especially re-orders, are delivered in days rather than weeks or even months under the same supplier account.

### **About WILL** <https://www.solutionswill.com/>

WILL Solutions Inc. (WILL) is a B Corp.-certified Canadian private company headquartered in Beloeil, QC. The company is active in the voluntary carbon market sector with the Sustainable Community project. WILL has a social philosophy based on sharing. It rests on two major pillars: democratizing access to carbon credits through the pooling of local GHG reduction projects by Quebec SMEs and NPOs and returning as much money as possible to these partners following the sale of carbon credits by WILL.

The company has been carbon neutral since 2007 and is committed to returning 10% of its net profit to community-based projects and initiatives that support sustainable development. On July 21, Sustainable Community obtained the Solar Impulse Label. <https://solarimpulse.com/efficient-solutions/sustainable-community>

### **About the Solar Impulse Foundation**

Following the success of the first solar flight around the world, Bertrand Piccard and the Solar Impulse Foundation have launched the second phase of their action: selecting the 1000 solutions that are able to protect the environment in a profitable way, and bringing them to decision-makers to help them adopt more ambitious environmental objectives and energy policies. Website reference: <https://solarimpulse.com/foundation>