

# ***COVID-19 Recovery in Brampton's Food and Beverage Processing Sector***

**BRAMPTON MEANS  
BUSINESS *NOW***

Presentation to Brampton Committee of Council  
November 18, 2020  
Martin Bohl, Economic Development

# ***Purpose***

Provide data and insights on the need to facilitate and accelerate recovery and growth in Brampton's food, beverage and packaging companies

# ***Participating Companies***

Maple Lodge Farms

Jamie's Cracked Corn

Give & Go

Coke Canada

Sofina Foods

Parmalat

Embassy Ingredients

Italpasta

Loblaw

Maple Leaf Foods

WG Pro Manufacturing

Sheridan College

Olde York Potato Chips

Novolex Packaging

# ***Key Findings***

Only one company had a crisis management plan fit for COVID-19

Cost and productivity losses have cost firms millions of dollars

Nearly 50 percent of companies are still experiencing supply chain issues and are increasing raw material inventories to mitigate risks

# ***Key Findings*** *continued*

Some firms saw absenteeism rates of 66%

Most manufacturers were able to make up lost food service sales with increased retail sales

Companies are still demonstrating a high level of confidence about how they will handle the second wave, while at same time having little clarity around long-term needs

# ***Next Steps***

Review, with partners, the current water and wastewater incentive programs to offset additional costs of doing business through COVID-19

Celebrate Brampton's food and beverage firms that show sector leadership and champion best practices

Review the opportunity to establish a "Centre of Excellence in Sustainable Packaging"

Continue to collaborate with existing networks to support food and beverage firms for job retention