

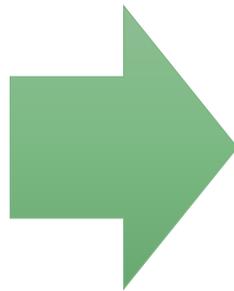


“How Norway succeeds in reducing food waste”

Presentation for the Food Waste Webinar, 05.05.2020 in Switzerland

Anne-Grete Haugen, Managing Director Matvett

Norway's initiative to reduce food waste started by the retail and food process industry by establishing of the ForMat-project in 2010



Focus areas:

Monitor food waste

Causes of food waste

Implement measures

Increase awareness

The retail and food process industry seeks a solution to the food waste problem as an alternative to government regulation

Matvett was established as an independent company in 2012 as a result of the ForMat-project



70 %
Food
sectors

Based on a 3 % voluntary fee on top of the packaging fee for food producers and project fee from Horeca



30 %
Government

Annual application to ministries of Agriculture and food, of Climate- and environment and of Children and family



Institute for applied research within the fields of fisheries, aquaculture and food research

Owned by
the food
sectors

Funded by:
1) Food process
industry & Horeca
&
2) Government

3 employees

Partnerships



Owned by 5 food & drink federations representing the food process industry, retail and Horeca



Anne Marie Schrøder
Head of
Communication and
Public Relations



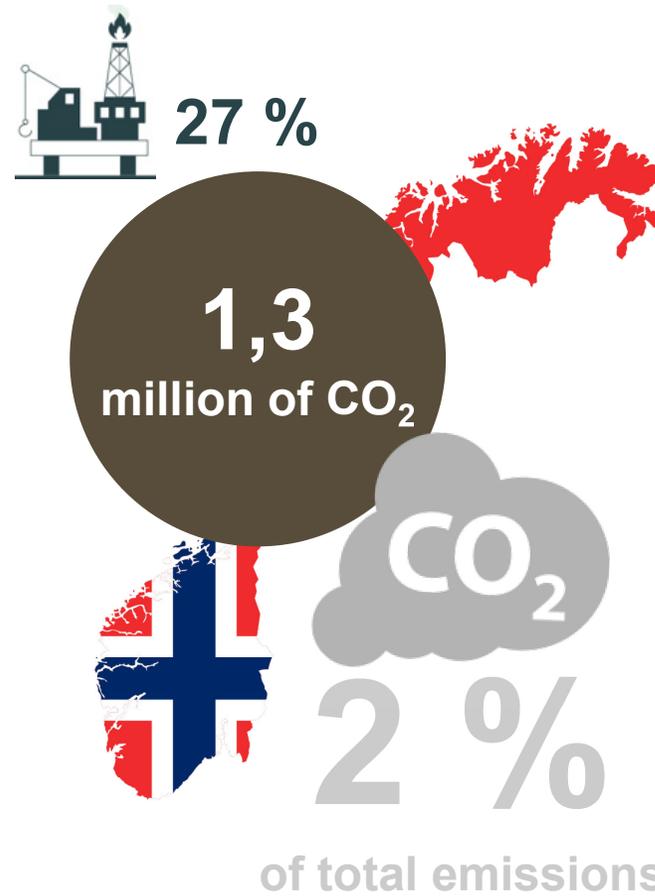
Anne-Grete Haugen
Managing Director



Erik Vold
Project Manager



390.000 tons food is wasted in Norway or 77,4 kilo per capita. 42 % come from the food sectors



With the negotiated agreement the whole food value chain and the Government take further action

2017



The Norwegian Government and the food industry have signed a negotiated agreement to reduce food waste

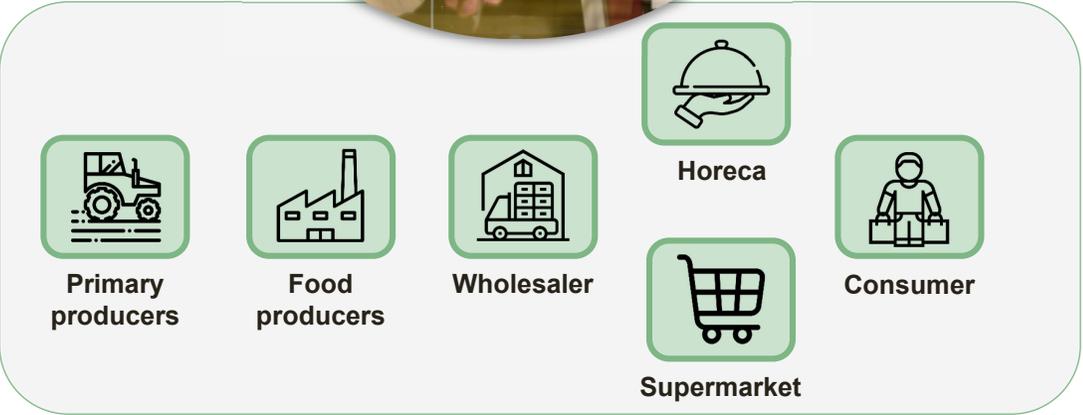
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
 Target 12.3
 "By 2030, halve per capita global food waste at the retail and consumer levels..."



2030

Long term goal: 50 %
 food waste reduction across the food value chain

in line with...



The companies are together on the same goal

104 companies have signed the negotiated agreement, representing:



Food producers



Wholesaler



Food service



Supermarket

Overall aim



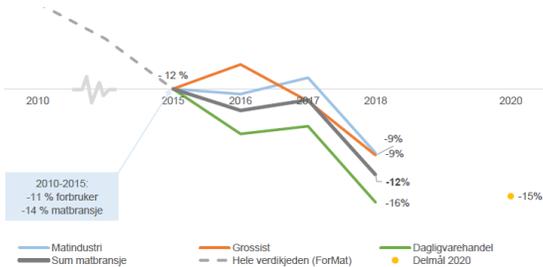
Contribute to the **50 %** reduction goal

The commitments



- Measure and report on food waste once a year
- Share implemented measures – both internally and within the value chain

How Matvett supports the food sectors and the companies



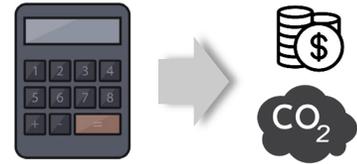
System for monitoring and reporting

Introduce and coordinate initiatives in the food sectors

Additional labelling



Online food waste calculator



Developing tools to estimate effect

Developing different guidance

Guide for monitoring



Guide for food rework



Campaign towards consumers to prevent food waste



Content marketing towards consumers

Marketing campaigns to visualize the company engagement

Encyclopedia in food reuse



Ads in different marketing channels

Food producers are committed to reduce the food waste



54 leading food producers are committed to halve food waste by 2030 by signing the agreement on food waste



Measures implemented



Extended shelf life by optimized packaging



Additional labelling
"Best before, often good after"

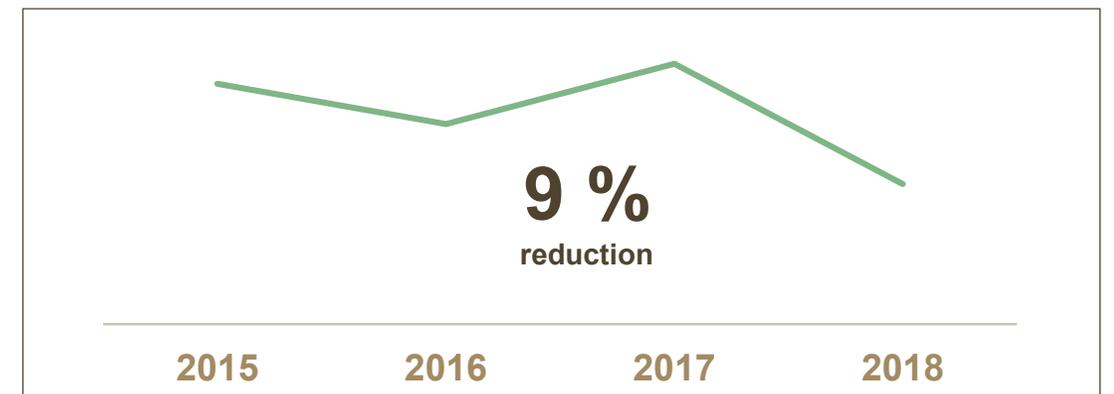


Surplus food sold in secondary channels



Food donations

Food waste food processing industry (2015-2018)



Retailers committed to reduce their food waste



All 3 players are committed to halve food waste by 2030 by signing the agreement on food waste

The sector is dominated by 3 players

NorgesGruppen

coop

REMA 1000

Measures implemented



Price reductions on goods with a short remaining shelf life



Automated purchasing system

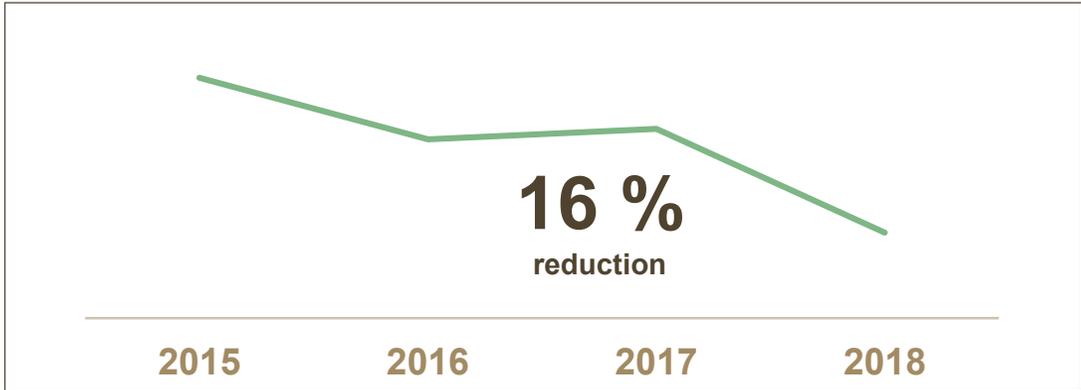


Focus on employee training



Food donations

Food waste retail (2015-2018)



HORECA committed to reduce their food waste



Key players in the Horeca sector are committed to halve food waste by 2030 by signing the agreement on food waste



Hotel



Restaurant



Canteen



Kiosk & Gas station



Measures implemented



Adjusting the buffet



Engaging customers

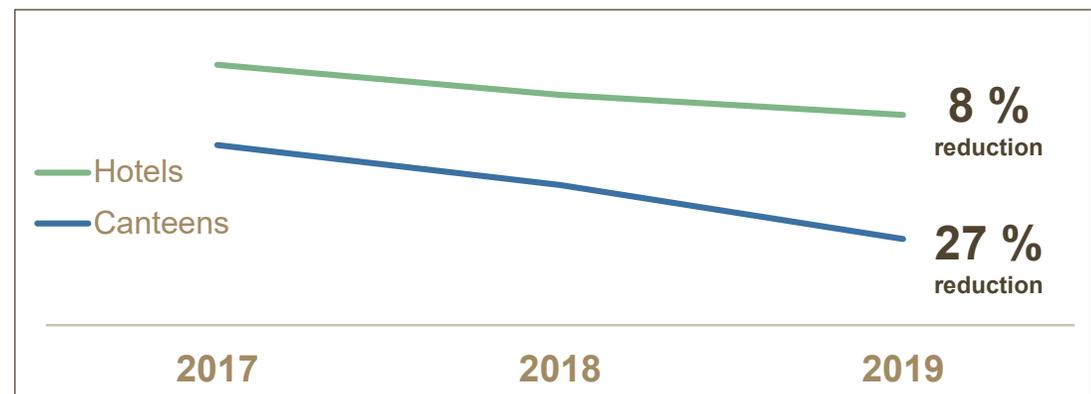


Selling leftovers on digital platforms



Monitoring and employee involvement

Food waste Horeca (2017-2019)



Summary of the Norwegian food waste timeline

