

***Development of an agreement between the
Norwegian Food Industry and the
Government about food waste reduction
– policy development in practice***

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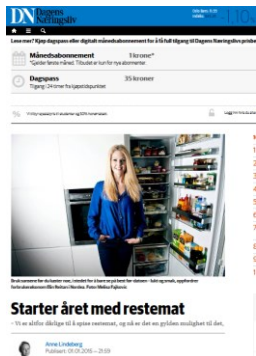
& Anne-Grete Haugen (Matvett)

-FUSIONS Nordic Regional Platform Meeting
Copenhagen 15th December 2015

Food waste on the agenda in Norway

Daily topic in media

POP UP restaurant

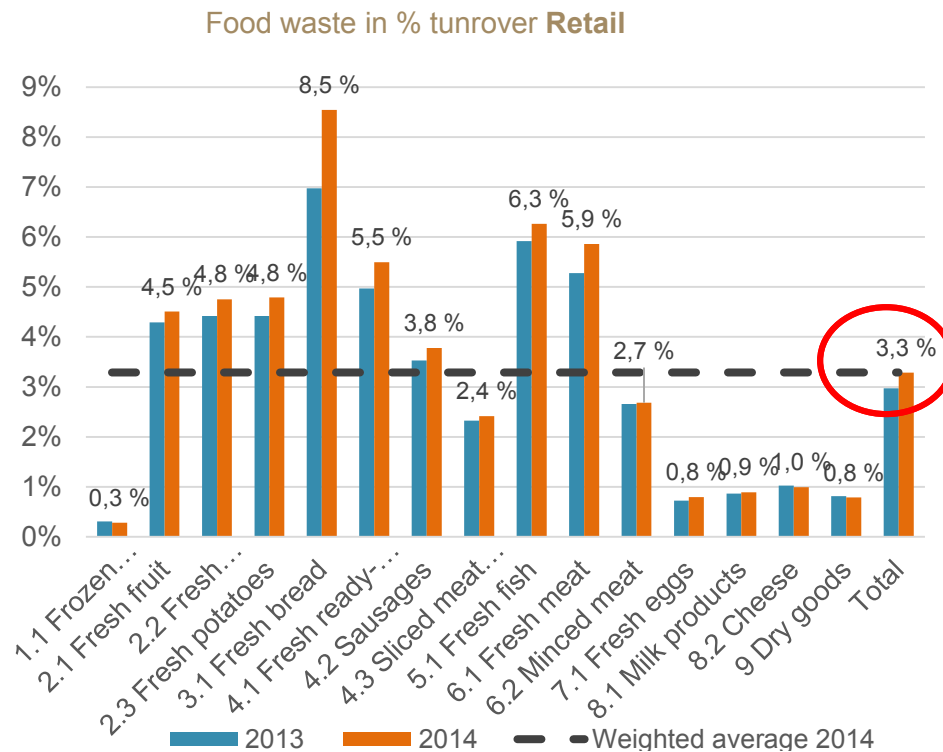
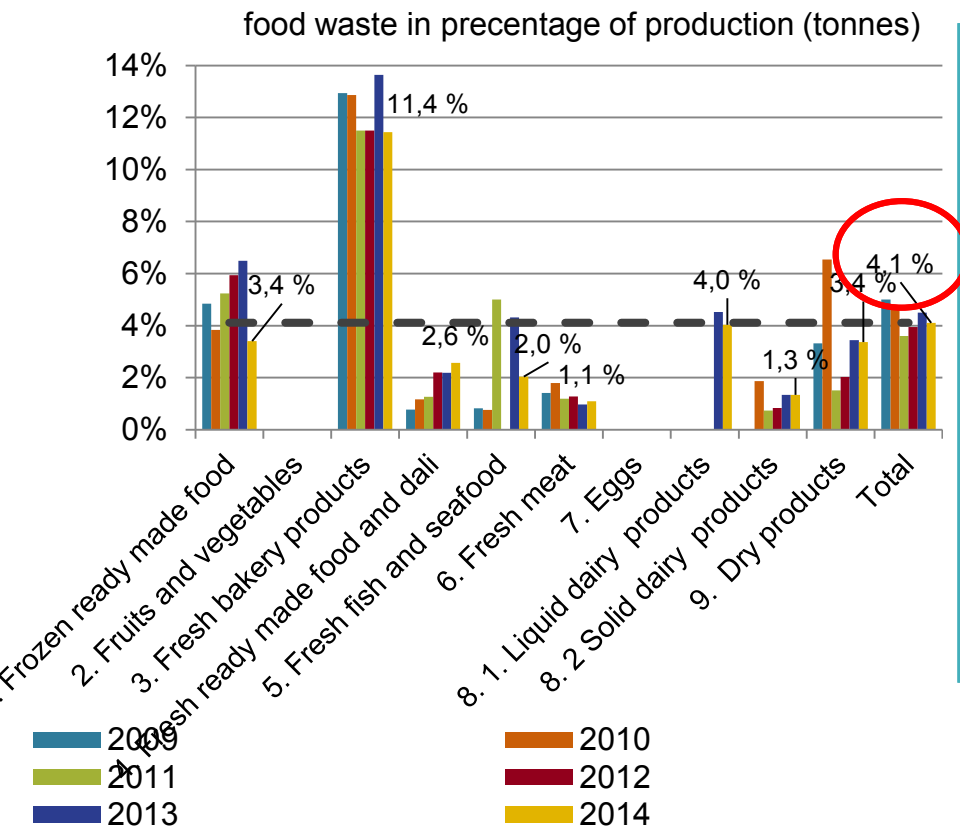


Public – Private collaboration since 2010

- ForMat – a 4 year project established in 2010. Matvett established as a corporation in 2012. Same owners:
 - NHO Mat og Drikke (Food and drink Norway)
 - DLF (Grocery Manufacturers)
 - DMF (Grocery Forum retailers/environmental)
 - NHO Reiseliv (Norwegian Hospitality Association).
- Funding: Public (50 %) + Industry (50 %)
- Partners: Ostfold Research (Scientific responsible), Nofima, Norwegian Packaging Association
- Aim: Contribute to reduce food loss with 25 % by the end of 2015

5 years with unique national statistics

- Total 361.000 tons in value € 2 billions*. Consumer accounts for 64 %
- Bakery, fruit & vegetables, fresh meat / fish categories highest % food waste
- Decrease in production waste, increase in retail waste 2014 vs 2013



* ForMat –Report 2015 – Primary and service sector not included

Some examples on sector initiatives

«Smaller bread» to the same price - Kiwi



Discounts of food close to expiring date set in system



Change in date labelling to «best-before»



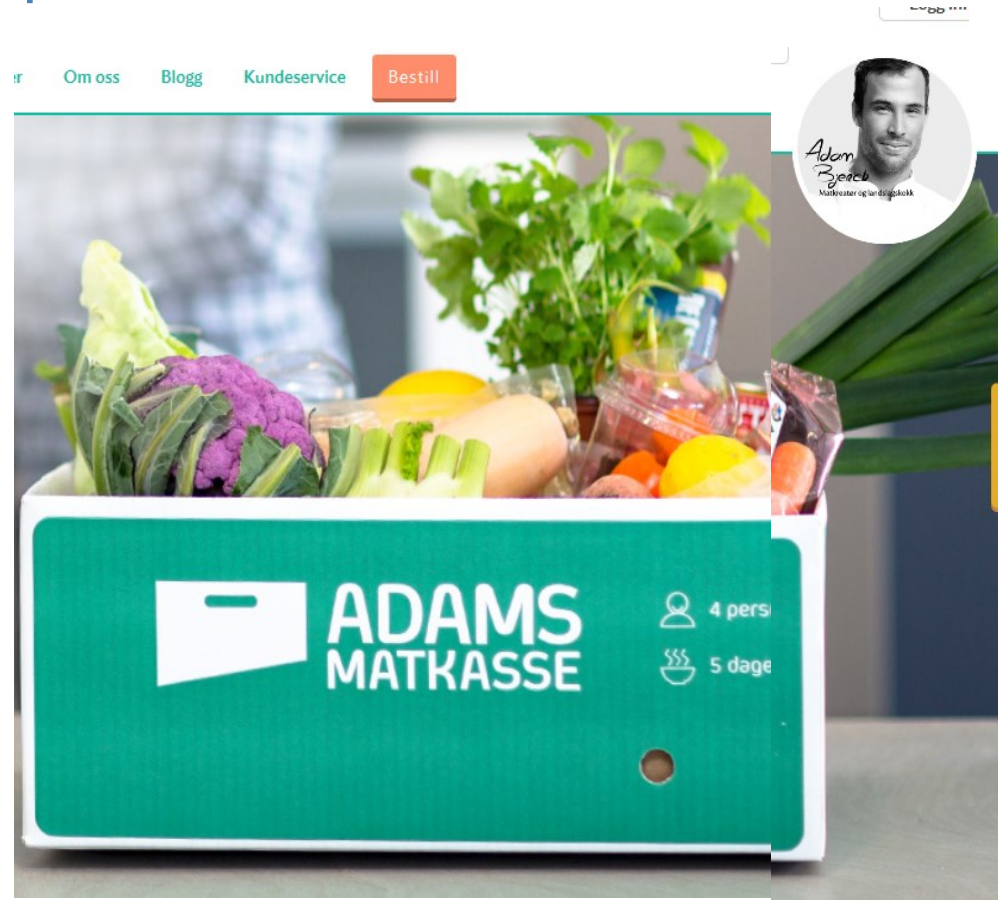
Ugly fruit and vegetables



KUTT Gourmet a social innovation initiative: lunch for students on surplus food from the producers



Cooperation with a home delivery company: enable us to reach up to 10 000 consumers



Achievements since 2010

- Producers, retailers and actors from the service sector organized in one company (Matvett) for prevention and reduction of food waste. Broad set of initiatives implemented.
- 5 years systematic research within the food chain
- Developed and implemented communication channels and tools for both sectors and consumers (www.matsvinn.no / www.matvett.no).
- Collaborated to establish a Food Bank in Oslo in 2013
- Contributed to increased focus and awareness of food waste in rest of the society (media, municipalities, waste sector)
- Influenced and collaborated with companies from other sectors (IKEA, SIEMENS) to integrate food waste in their sustainability programs

Development of an agreement between the food industry and the government



Agreement of intent to reduce food waste

Signed by five ministers and the food industry

7th May 2015 (at the Oslo Food Bank).

Towards a negotiated agreement in 2016

What? 

Towards a negotiated agreement on food waste
autumn 2016

Objective: 

Increase resource efficiency by preventing food
waste in the food chain

Reduce the environmental impact and resource
inefficiencies connected to food waste in Norway

Who?

■ Food Chain:

- Primary production sector
- Food manufacturers
- Retail and service sector
- Consumers

■ Ministries of:

- Climate and Environment
- Agriculture and Food
- Consumers
- Trade, Industry and Fisheries
- Health and Care Services

Topics to agree on before signing

- Agree on a definition on food waste
- Measures across the food supply chain from production to consumer
- Decide on level of reporting



Working groups established on statistics and actions

- Working groups are responsible to come up with a set of recommendation on:
 - Reduction potential and key indicators based on identified causes
 - Initiatives to raise awareness to prevent and reduce food waste in the food chain and by consumers
 - Reporting system

Continually hot topic - globally/EU/nationally

UN Sustainable Development Goal 12.3:

- "By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses," September 2015.
 - Both EU and its Member States + Norway are "committed to meet this target," New Circular Economy Package + Norwegian Minister of Agriculture and Food in Parliament debate, December

"Rather than new laws and prohibitions, we will continue to work with industry to find well-functioning measures to reduce food waste in Norway," Minister in Parliament debate, 8. December

3 questions for workshop discussions:

- *Are there any other countries that have good experience using negotiated agreements as policy measures in this area?*
- *What types of resources are needed to move the food sector and households towards a 50 % reduction in food waste?*
- *How can the whole food chain cooperate on initiatives concerning prevention and reduction of food waste?*