

“Prevention of Edible Food waste in Norway: ForMat project and Negotiated Agreement between the Government and the Food Sector

-FUSIONS European Platform Meeting Brussels, Thursday 19th of May 2016

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- ForMat – a 4 year project established in 2010
 - NHO Mat og Drikke (Food and drink Norway)
 - DLF (Grocery Manufacturers)
 - DMF (Grocery Forum retailers/environmental)
 - NHO Reiseliv (Norwegian Hospitality Association) from 2015
- Matvett founded 2012 to secure long term engagement
- Funding 2015/16: Public (50 %) + Industry (50 %)
- Ministry of Food and Agriculture and Environmental Protection Agency observers in Steering Committee
- Partners: Ostfold Research, Nofima, Norwegian Packaging Association

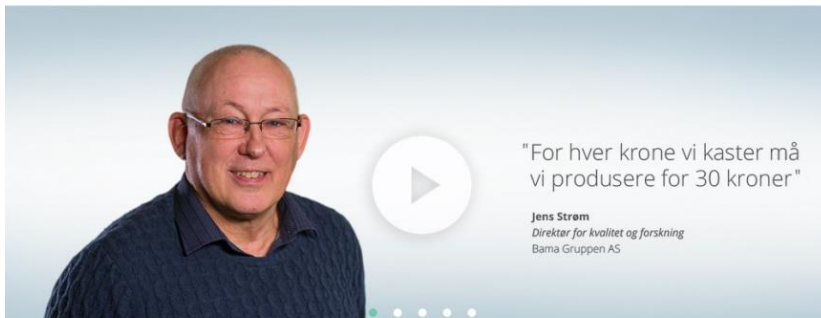
Three main areas

- **Statistics** on edible food waste in Norway - 6 years systematically measuring of edible food waste along most of the value chain
- **Communication** – media, seminars, tools, recipes
- **Networking** along the value chain - industry and trade

Matsvinn.no -> food sector





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"For hver krone vi kaster må vi produsere for 30 kroner"

Jens Strøm
Direktør for kvalitet og forskning
Bama Gruppen AS

 REDUSER MATSVINN OG SPAR PENGER

 HVORDAN KOMMER JEG I GANG?

 TA FORMAT-SJEKKEN

Matvett.no -> consumers



SKOLE • PRESSE • OM MATVETT • KONTAKT

FORSIDE AKTUELT OPPSKRIFTER

ALLE FAKTA NYHETER TIPS

10 gode tips til å kaste mindre mat

LES OGSÅ

SPIS OPP MATEN DIN!

TID FOR PÅSKE

Er du en av dem som kaster mat som kan spises? Tror du maten er dårlig fordi den ikke er helt fersk lenger? Her er enkle tips til hvordan du kan ta bedre vare på maten og spare både penger og miljøet.

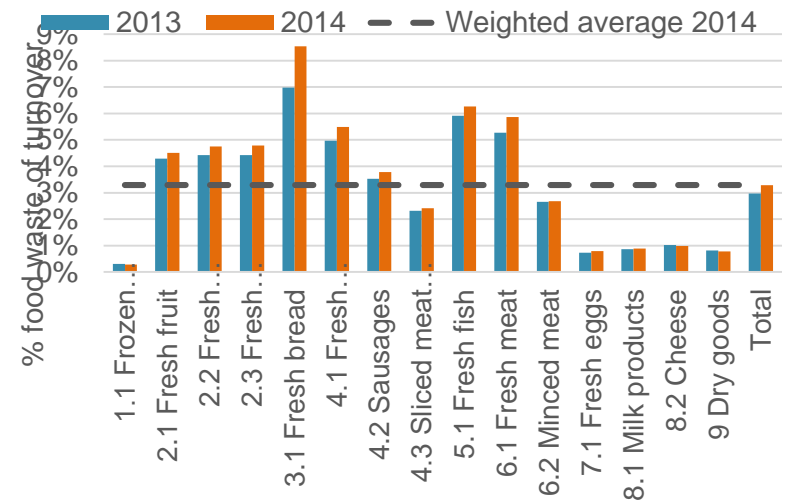
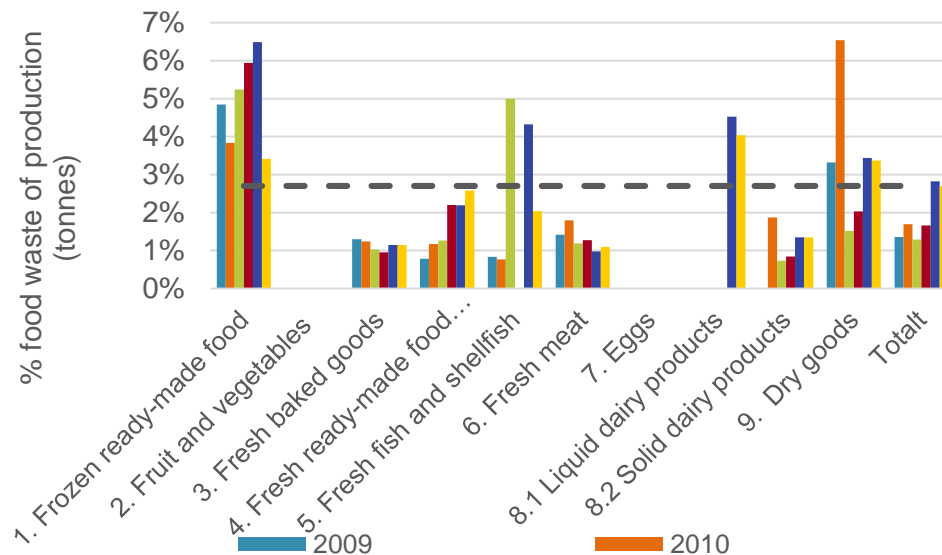
- Planlegg innkjøpene dine og bruk handieliste
- Rydd i kjøleskapet, så du vet hva du har
- Oppbevar maten din riktig. Husk at fisk og kjøtt må ha det kaldere enn grønnsaker
- Bruk sansene dine. Ikke kast mat selv om den har gått ut på dato før du har sjekket om maten fremdeles er bra

Voluntary financial agreement – companies pay an extra 3% on packaging fees



Edible food waste statistics*

- Statistics from 12 large food companies, about 90 retail shops (3 companies) and 50 municipalities over 6 years
- Final report will be presented in September 2016 – lots of experiences with methodologies and quality assuring
- Reports available in English (link [here](#))



* ForMat –Report 2015 – Primary and service sector not included. Only edible food waste included – including food going to animal feed

Prevention initiatives from food industries

Change in date labelling from «use by» to «best-before»:



Packaging technology improve
date labelling



Packaging which protects fruits



Prevention initiatives from retail companies

Discounts for food with short shelf life put in system



Throw away less food! Buy one pay for one



Smaller bread & funny eggs



Matnett
FOREBYGGING AV MATSVINN

Initiatives from Matvett to strengthen consumers knowledge about food waste



Examples of Matvett's advert
in food magazines



Development of an agreement between the food industry and the government



- Agreement of intent to reduce edible food waste
- Signed by five ministers and the food industry
- 7th May 2015 (at the Oslo Food Bank).

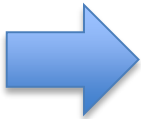
Towards a negotiated agreement in 2016

What?



Towards a negotiated agreement on edible food waste autumn 2016

Objective:



Increase resource efficiency by preventing edible 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 edible food waste
- Measures across the food supply chain from production to consumer
- Decide on level of reporting



Thank you for listening from:

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