



Ministry of Economic Affairs



Food waste policy in The Netherlands

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Dutch food waste policy:

Ambition: 20% less in 2015



Minister of agriculture,
Sharon Dijksma

5 action lines:

1. Monitoring and transparency
2. Consumer awareness
3. Date labels
4. Facilitating the industry
5. European and global strategy

Policy document on sustainable food, July 2013



Sustainable Food Alliance: food chain wide cooperation and agenda



*Federation of
Agriculture and
Horticulture*



*Food processing
industry*



Retail



*Food Service
Industry*

VENECA Vereniging
Nederlandse
Cateringorganisaties

*Federation of
Catering
Organisations*



1. Monitoring and transparency

- “What you measure, you can manage”
- Monitor on food waste: 100-157 kilo per capita (measured in the whole food chain, 2012)
- The same level compared to 2009 (after an increase in 2011)!
- However
 - Agreement on definition
 - Development of methodology
 - Insight were the problem is most urgent
- 2014: methodology for self monitoring

Monitor Voedselverspilling

Mid-term rapportage



Han Soethoofd en Toine Timmermans

Rapport 1372



2. Consumer awareness



Consumer's food waste (2013)

- € 2.5 billion
- €340 per household
- €150 per person
- 13% of the food they buy

eerlijk over eten
Voedingscentrum

- Consumer campaigns
- Public Private Partnerships with partners (Lidl, Deen, AH, Coop, YFM)



- 2014 "Stop Food Waste year"
- Encouraging companies to adopt information from the Nutrition Centre in communication materials towards consumers



3. Date labels on food: best before

“EU tackles massive food wasting 'best before' labelling”

Actions in the Netherlands:

- Our Minister called for action in Agricouncil on best-before data
- We ask the processing industry not to use the choice of date as a marketing instrument
- The Nutrition Center gives information on the meaning of the labels

'Best-before' labels on rice, coffee and pasta reach their sell-by date

EU is to scrap "best-before" dates on long life food packaging as a measure to stop millions of tons of edible produce being thrown away every year



BEST
BEFORE
24/06/17



4. Industry: support front runners, share knowledge, combat bottlenecks

- Stimulating innovation through Small Business Innovation Research Scheme (SBIR) and through Public Private Partnerships
- No waste network ([website](#)) and helpdesk
- Stimulating cooperation between Sustainable Food Alliance and Food banks





5. Europe and global



- Collaboration with leading countries
- Member of FUSIONS

- Improve the efficiency of production chains through knowledge and experience
- Active contribution to the CFS recommendations on FLFW

2015 - International conference on FLFW



Lessons learned

1. It's valuable to have a centre of expertise on consumer awareness and behavior, but it takes a long time to change consumers behavior
2. Monitoring is essential to get things into action. It helps to deal with the opinion "There is no waste"
 - Industry (economic/technical feasibility)
 - Consumers (don't patronize)
3. Collaboration with the food chain (Alliance on sustainable food) is necessary to make further progress
4. We have to work together on a European level.
e.g. flanking policy (definitions, remove legislative bottlenecks, stimulating transparency), clearance on data labeling en research.



Thank you for your attention!



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