“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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About Matvett/ForMat

- 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**

- **Reduser Matsvinn og Spar Penger**
- ** Hvordan kommer jeg i gang?**
- **Ta Format-sjekken**

**Matvett.no -> consumers**

- **Spis opp maten dine**
- **Tid for Påske**

"For hver krone vi kaster må vi produsere for 30 kroner"  
Jørn Strøm  Direktør for kvalitet og forskning  Bama Gruppen AS
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](#))

![Graph showing edible food waste statistics](#)

* 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
Initiatives from Matvett to strengthen consumers knowledge about food waste

Examples of Matvett’s advert in food magazines

Temperaturen i kjøleskapet ditt bør være mellom 2 og 4°C.
Da holder maten mye lenger.

46,3 kg food waste per capita from households
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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