

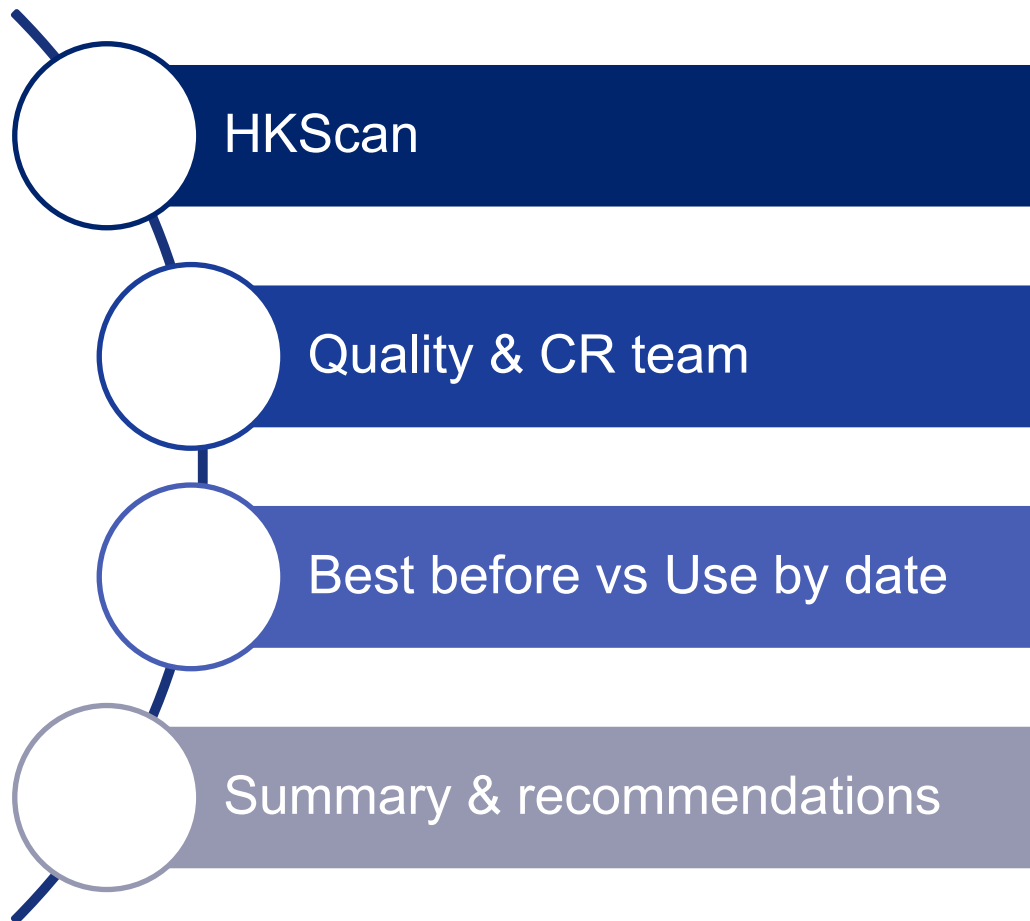
HKSCAN Sweden

Applying date marking on
food products
– the perspective of
HKScan Sweden AB

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Director Quality & CR
04.12.2023

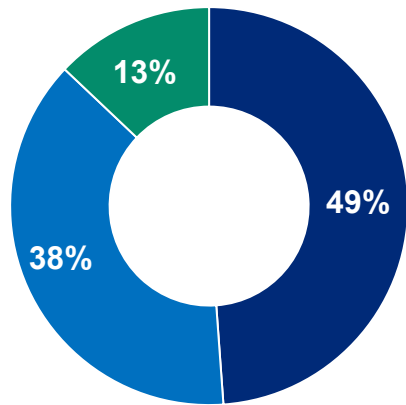


Agenda



HKSCAN

- Home markets **Finland, Sweden** and **Denmark**
- **5,400** employees
- Net sales **1,834 M€** (2022)



- Finland
- Sweden, incl. Poland
- Denmark



HKSCAN

On a journey into a versatile food company

- Net sales Sweden **745 M €** (2022)
- **1700** employees
- Production units & head office: **Linköping, Skara, Halmstad, Kristianstad, Stockholm**
- Suppliers: **6000 Swedish farms**

Zero Carbon

Targeting a **carbon neutral food chain** by the end of **2040**

All types of food moments

At home, in restaurants, in school and at work



Locally produced food & strong brands

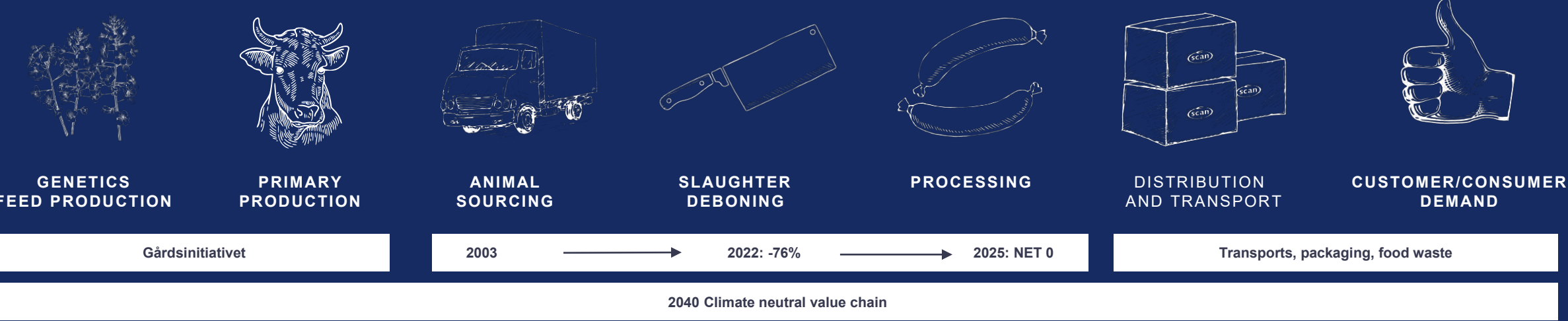


A part of versatile and varied meals

Meat & charcuteries, fish, chicken and plant based



Towards a more sustainable value chain



OUR SUSTAINABILITY WORK:

Substantial reduction of water and energy use within our production. Biogas used for heating. Reduction of food waste. No black plastic in packaging. 100% green electricity in our plants. Only responsibly produced soy in animal feed.

ONWARD KEY TARGETS:

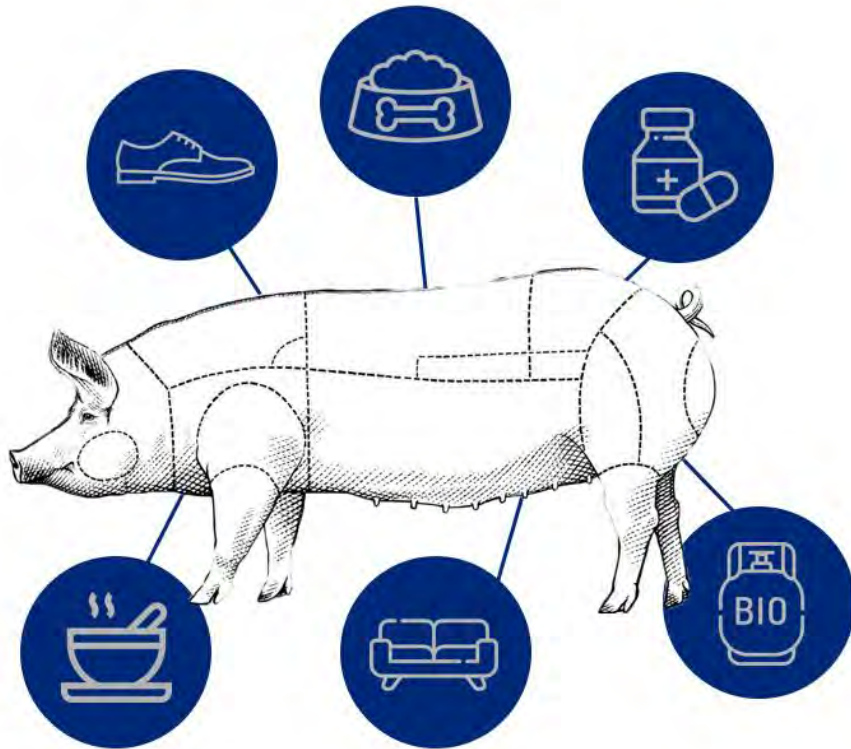
Reach net zero emissions in HKScan operations by 2025 and net zero emission in the value chain by 2040.

SCIENCE BASED TARGETS

We have joined the Science Based Targets initiative – scientifically based goals to reduce our carbon footprint



Food waste initiatives

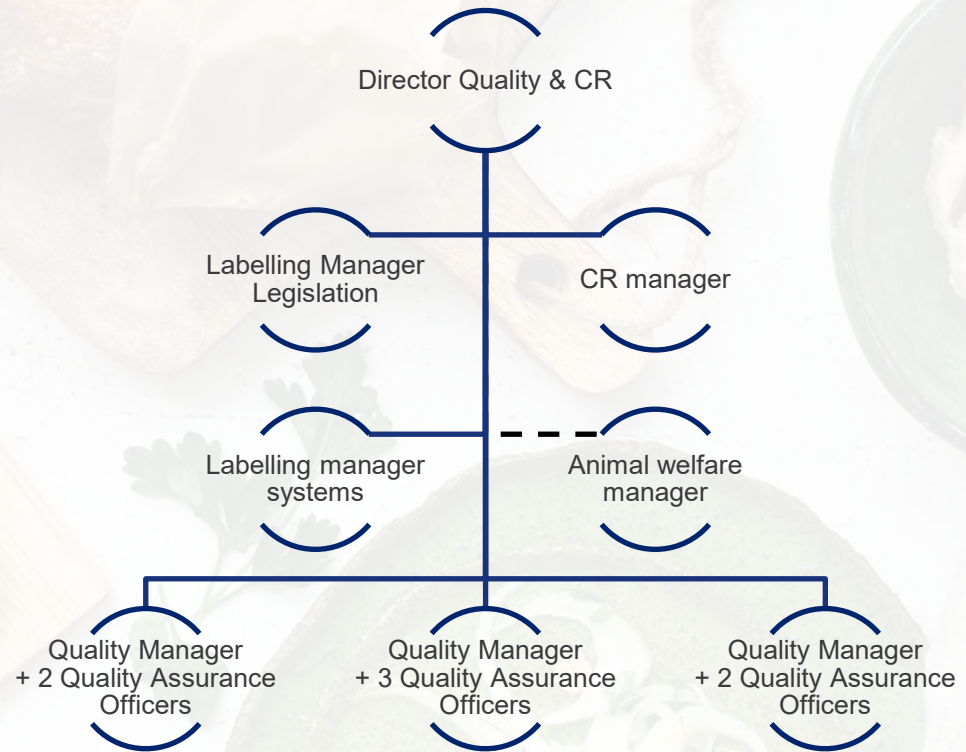


- Nose to tail
- Research and collaboration throughout the value chain
- Donations

Introduction



**Director Quality & CR
HKScan Sweden AB**



Best-before date

- The best-before date does not refer to safety but to how long the product will **retain its quality**: flavour, colour, crispness, resilience and firmness.
- Quality gradually deteriorates after the best-before date. But the food may still be **perfectly safe to eat**.

Use-by date

- Manufacturers specify a use-by date if they think that the product can **deteriorate quickly** and become a health risk.
- The use-by date is the **last day** the manufacturer guarantees that the food can be consumed without putting your health at risk.
- Foods with an expired use-by date **may not be sold** or donated.

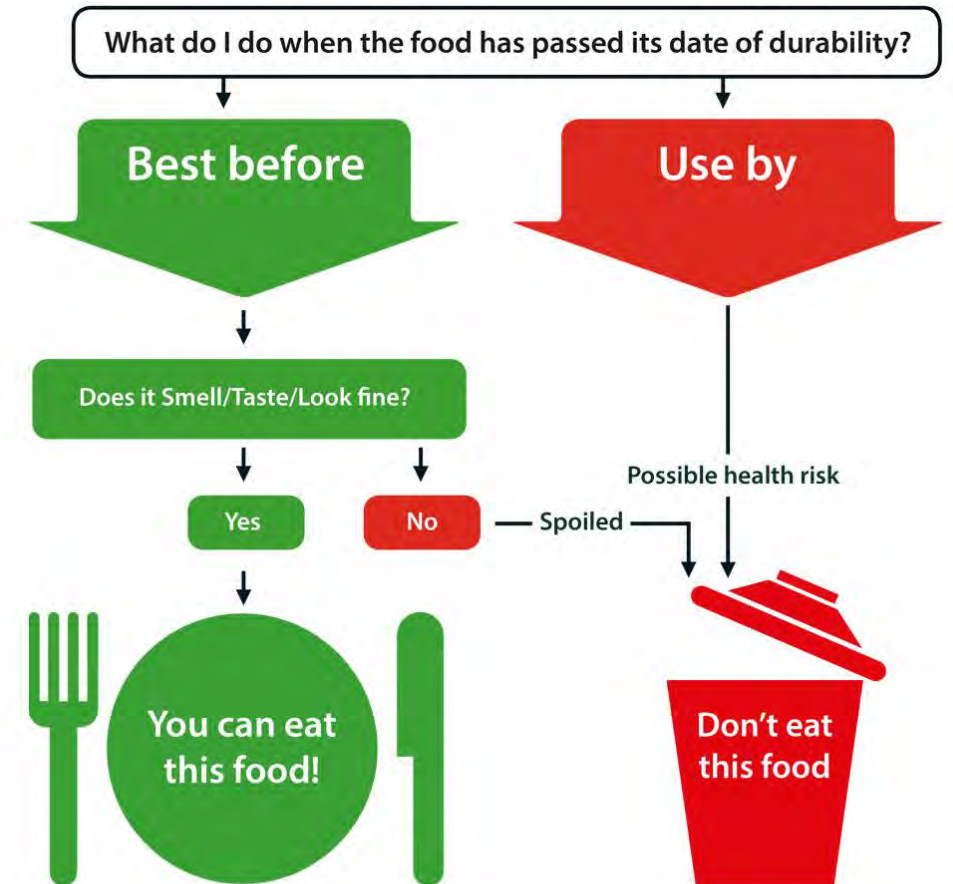
How to set the best-before and use-by date?

- Mandatory for all packaged food with few exceptions like fresh fruits and vegetables
- Set by the company that is responsible for the product
- Important with the temperatures throughout the value chain

Best before – good after?

The food is often OK to eat after **best before**-date.

- Store the food according to the instructions on the packaging.



Modified from original by The Danish Veterinary and Food Administration, Denmark

HKScans way of working

- Restricted use of use-by date
 - Use-by date:
 - Category 3 products
 - Non-vacuum packed offals
 - Some private label products
- For the rest of the products we use best-before date

1169/2011 Article 24.1:

In the case of foods which, from a microbiological point of view, are **highly perishable** and are therefore likely after a **short period** to constitute an immediate danger to human health, the date of minimum durability shall be replaced by the **'use by' date**. After the 'use by' date a food shall be deemed to be unsafe in accordance with Article 14(2) to (5) of Regulation (EC) No 178/2002

Our views on date labelling

- A **harmonized, reliable and coherent** consumer-facing date labelling system is one of the tools that helps to **prevent food waste**.
- Both our own experience and available data and studies show that “best before” and “use by” dates are **well understood by consumers and do not contribute significantly to food waste**.
- Therefore, today’s EU legislation in relation to date marking is **fit for purpose**.
- Rather than considering regulatory changes, focus should now be to ensure that the existing rules are applied consistently across the EU and to improve their understanding among consumers.
- EU-wide **communication initiatives** (e.g. through social media, partnerships with schools and national media) would be very welcome to **raise awareness** of ways to prevent and reduce food waste. Substantial investments into consumer education would be a cost-effective solution to reduce food waste.

Consumer perspective

- The **National Food Agency**, Sweden published a **report** earlier this year regarding the consumers understanding of food information.
- Purpose was amongst other things, to investigate **consumers' understanding of food information**, to see how it affects their experience and actions and if the labelling of food can be developed

Märkvärdigt -

En undersökning om konsumenternas förståelse av livsmedelsinformation



8/10

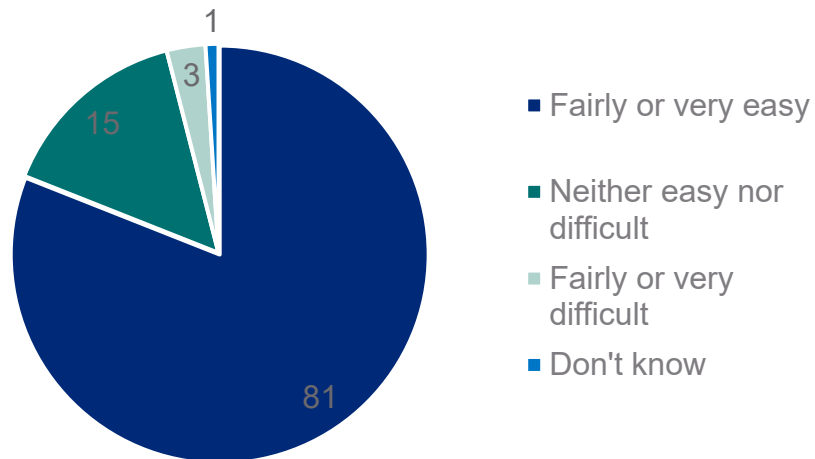
Knows that food can be safe to eat after expired best-before date

Source: National Food Agency, Sweden
Livsmedelsverket. Unneberg S, Ullman A. 2023. L 2023 nr 02: Märkvärdigt - En undersökning om konsumenternas förståelse av livsmedelsinformation. Livsmedelsverkets rapportserie. Uppsala.

Consumer perspective

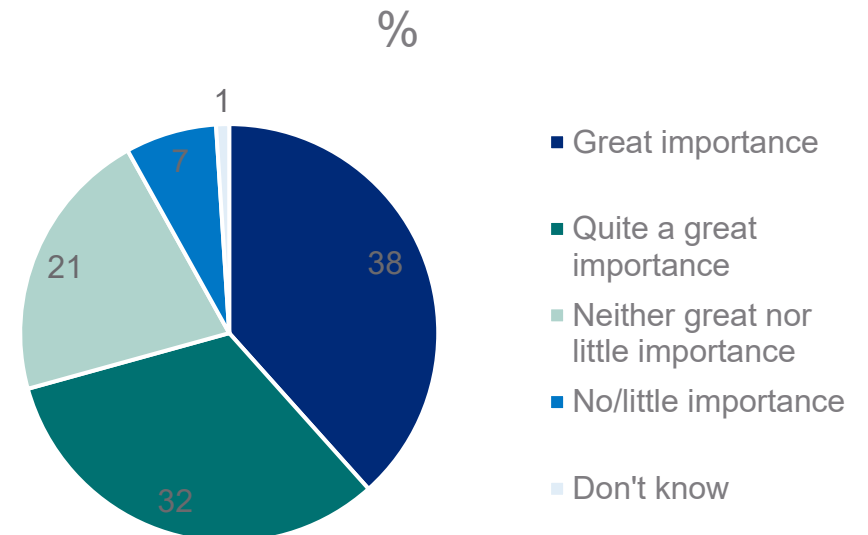
In general, how easy or difficult do you find it to understand the information below on food packaging?

Best-before or used by date (%)



How important is the following food information on food packaging to you?

➤ Most important: Best-before or used by date



Summary & recommendations

- ✓ HKScan and the food industry in general is making efforts to reduce food waste by a **restrictive use of “use by” dates**, in line with the applicable EU rules on date marking.
- ✓ HKScan’s strong recommendation is to **continue with date marking as it is today** with the rules on “best before” and “use by” dates, as they are well-established and understood by the consumers.
- ✓ However, should any regulatory changes still be considered, it is **essential** to ensure that they do not risk reversing these efforts by the industry and thereby risk increased food waste.
- ✓ In general, if any additional wording is being proposed to accompany the date mark, this needs to be **voluntary, feasible for the business, and meaningful for the consumers**.
- ✓ **No “one size fits all”**: Whether to use labelling such as “often good after” needs to be a decision by the manufacturers, who have the necessary expertise on their products.

*We make
life tastier*
- today and tomorrow

HKSCAN

www.hkscan.com

