



Nordic Greens

Nordic Greens'

FIGHT AGAINST FOOD WASTE

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Introduction

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Agenda

- Introduction
- Background
- Cause of Food Waste
- Collaboration
- What Has Been Required?
- Efforts
- Impact
- New Initiative
- Q & A



Nordic Greens in numbers

- Founded in 1948
- Scandinavia's largest producer of greenhouse vegetables
- Greenhouse area: 410,000 m²
- Number of employees: 290



Production in numbers

Annual production volumes:

- 16,000 tons of tomatoes
- 14 million cucumbers
- 1 million red bell peppers
- 3,000 tons of lettuce leaves



Environmental considerations

- We let bumblebees pollinate the flowers
- Biological control
- We water with collected rainwater
- Energy from our own solar park
- We only use recyclable cardboard and plastic for our packaging
- We are independent of fossil heating, and our goal is to become CO2 neutral by 2030



Brands and retailers

Market leaders in the 4 largest retailers and 3 largest food service companies in Denmark.



The Fight Against Food Waste



Background

- Desire to reduce the food waste percentage within the company
- Ambition to implement measures that could ensure the sale of the 2. grade products
- The background for these ambitions was due to both wasted resources and financial reasons
- Food waste percentages:
 - Pepper = 1,5 %
 - Cucumber = approx. 2 %
 - Tomato = approx. 1.5 %
 - Lettuce = approx. 4.4 %



Cause of Food Waste

- Changing weather conditions and challenges with climate control that stress the plants.
This results in 2. and 3. grade products
- Harvesting and packaging of tomatoes, cucumbers, and peppers
- Testing of new varieties before final production



Collaboration

- Denmark against Food Waste
Co-founder of this voluntary agreement for companies and organizations.
The goal is the same as the UN's Sustainable Development Goals, where global food waste, including food loss per capita, must be halved by 2030
- Stop Wasting Food movement Denmark
Denmark's largest non-profit movement against food waste, founded in 2008 by the incredible Selina Juul.
Helps to bring focus on food waste on the political agenda in Denmark



Collaboration

- Retail:
Collaboration with the country's 4 largest retailers and 3 largest food service companies
- Samsø Syltefabrik:
Preservatory factory refining the company's products
- FødevarerBanken:
Food bank organization. Donation of products close to expiration date.



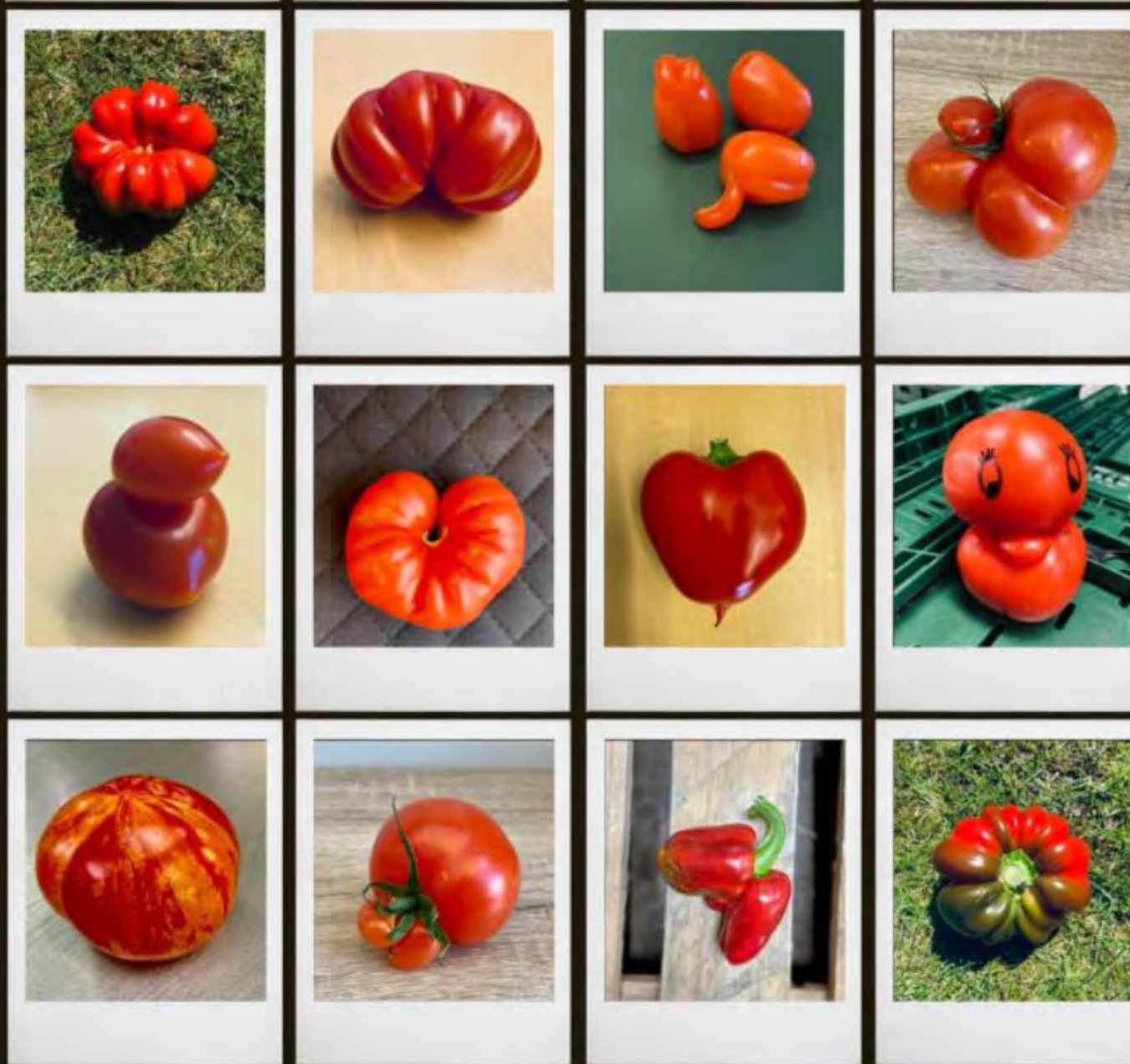
Collaboration

- Daka and HCS collaboration on food waste. Responsible for the collection and recycling of by-products from agriculture and the food industry for the production of sustainable quality products
- In 2023 they collected 163 tons.



What has been required?

- Strategically: Part of the company's sustainability strategy, with the goal of a 50 % food waste reduction from 2015 - 2030
- Organizationally: Strong internal support
- Internal work processes: Managing the food waste efforts in a busy daily schedule.



What has been required?

- Responsible production:
Data as ongoing documentation and follow-up on efforts down to challenges in each variety and greenhouse. Which varieties have good durability? Which sell best in stores? Which have high waste in stores?
- Packaging development:
The company has invested in new packaging that increases the shelf life of finished products.



Efforts

- Media exposure
- Political lobbying
- Responsibility and willingness in retail
- A key factor in our success with selling 2. grade products and "ugly vegetables" has been the open dialogue with retail chains
- Education of consumers.



Efforts

- Sale of 2. grade products
- Product development: Pedersen “Rejected”
- Product development: Katrine & Alfred's “Imperfect”



Efforts

- Salling Group, Coop, and REMA 1000
- The vegetables, which previously faced food waste and ended up as compost, are now placed on store shelves
- Food waste products are sold with the Stop Wasting Food logo on
- Support: DKK 0.25 per sold product.



Impact - What Has Been Achieved?

- Tons of "ugly" vegetables have been saved from food waste
- 905,368 packages of vegetables from Nordic Greens saved in 2023.
- 3,175,000 pieces of "ugly" vegetables were saved in 2023.

Product	Baskets/bags	Units
Tomatoes	220.000 baskets	Ca. 1.700.000
Cucumbers	540.000 bags	Ca. 1.400.000
Peberfruits	36.520 baskets	Ca. 75.000
Total		Ca. 3.175.000

Impact - What Has Been Achieved?

- We have reduced food waste from about 550 tons in 2018 to 168 tons in 2023
- We have reduced the overall food waste percentage (1st and 2nd grade products) from about 8 % in 2018 to about 2.4% in 2023
- The collaboration between retail, Stop Wasting Food, and us has resulted in halving food waste, achieving the UN's goal against food waste 10 years before the deadline.





New Initiative





Nordic Greens