

Updates Norway

«Action & implementation» subgroup meeting

18th of March 2019



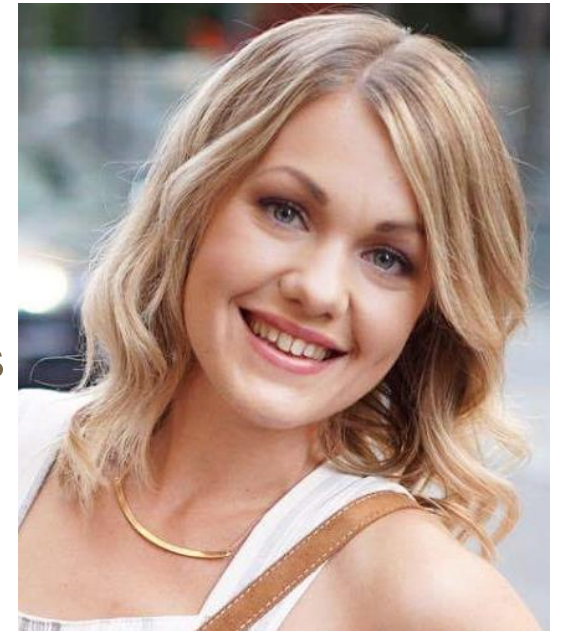
Additional date marking – introduced in 2018

«BEST BEFORE... – OFTEN GOOD AFTER»

- Aligned common way to use additional marking across the food industry in Norway for best-before labelled products (February 2018)
- Objective is to increase consumers knowledge and to change consumers behaviour
- Supported by the Norwegian Food Authorities under certain conditions:
 - Food producers responsible for date marking incl. additional marking
 - Voluntary information such as additional date marking:
 - Should follow current legislation
 - Must be **consistent**, **explicit** and **not confusing** to the consumer

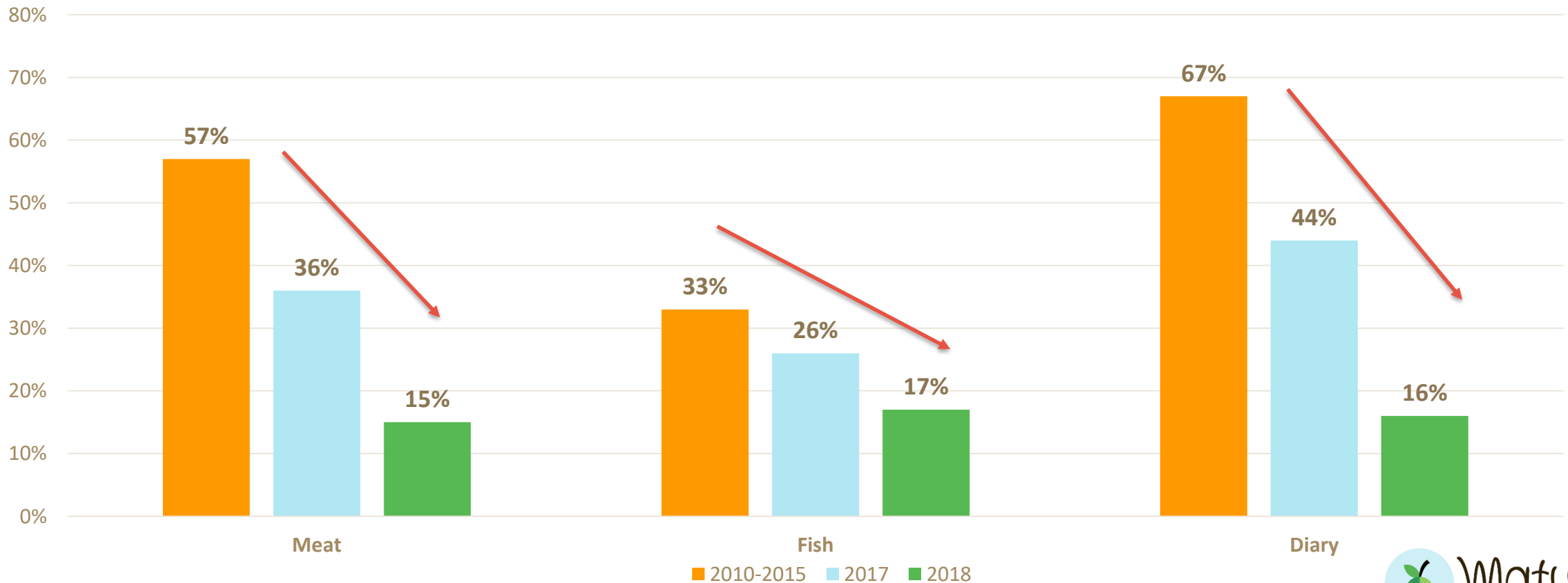
Consumers welcome the initiative

- Highlights from consumer surveys testing the additional date marking:
 - **7 out of 10** consumers are more confident in using their senses and regard the food as edible after purchasing additional marked products.
 - Especially high awareness to the initiative among young people <30yrs
 - **9 out of 10** understand the purpose of the additional marking:
 - Milk can be consumed even if the date is expired
 - Regard the information as additional guidance
 - Use their own senses to consider the quality of the product to a larger extent



Positive shift in consumers behaviour -Cause of «expired date» less dominant

Share of respondents having «expired date» as a cause for food waste



*Source: Kartleggingsrapport 2017 Østfoldforskning/ Matvett

Example of the additional date marking



SoMe



KuttMatsvinn2020

Food waste in the hospitality sector

20 %



Reduce edible food waste in the food service industry by 20 %

50 %



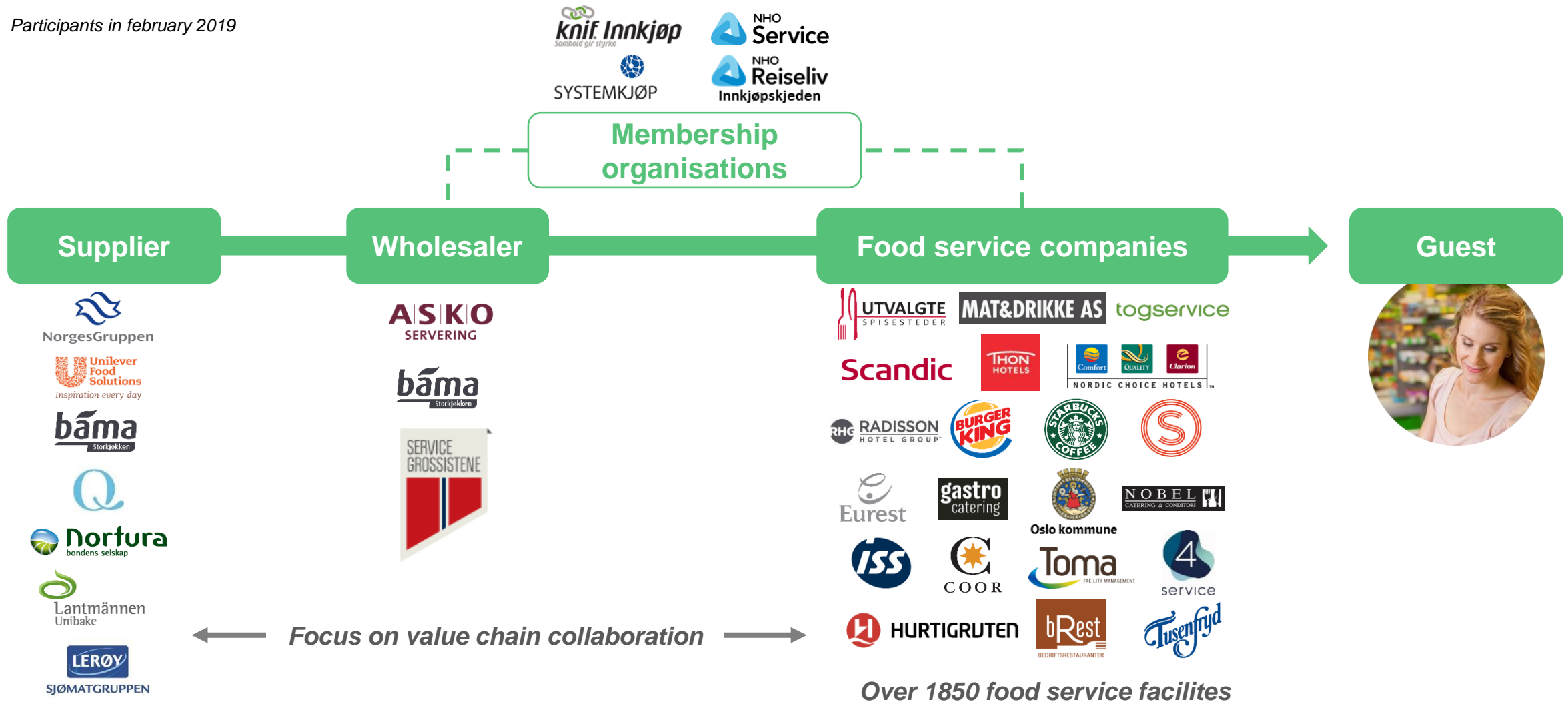
50 % of the food service industry to participate in the project

Focus areas

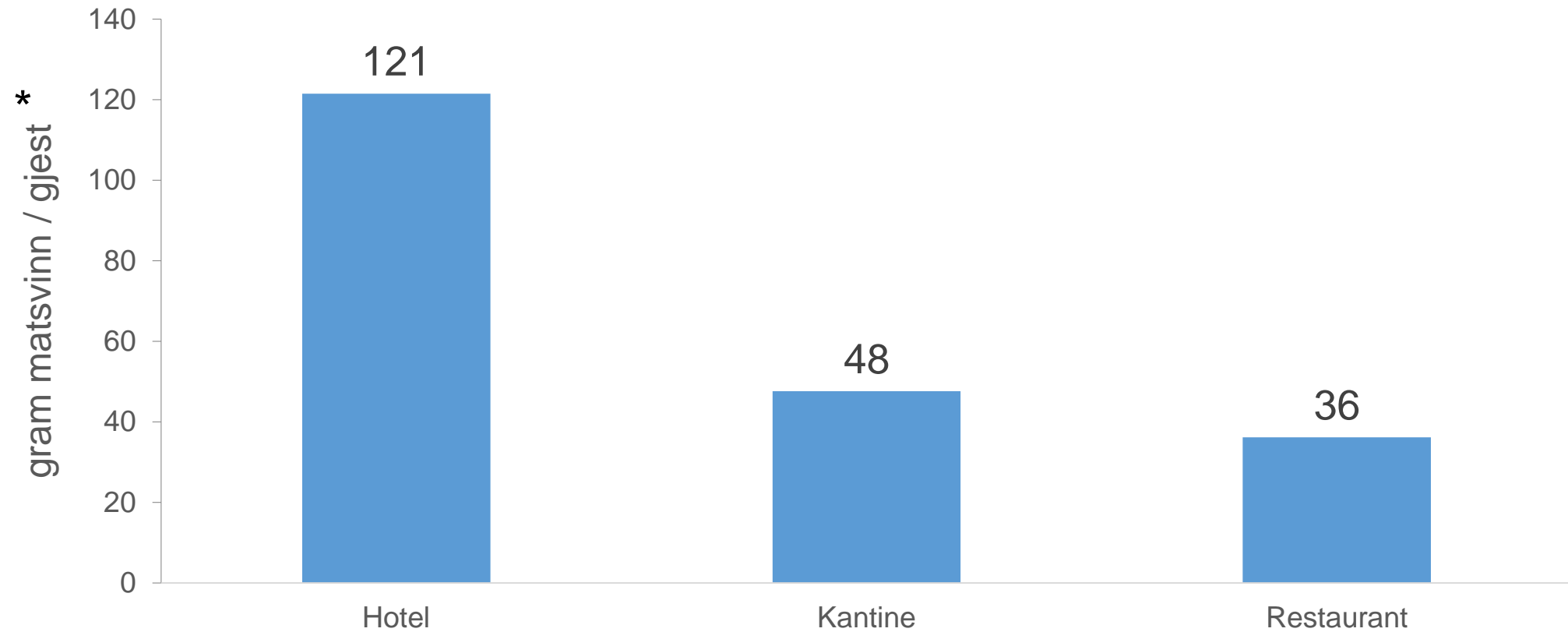
- Supports Norway's commitment to follow up UN's Sustainable Development Goal 12.3, to halve food waste by 2030
- Mapping of quantities and causes of food waste
- Implementing measures in the participating businesses

Over 1850 food service facilities have joined

Participants in february 2019

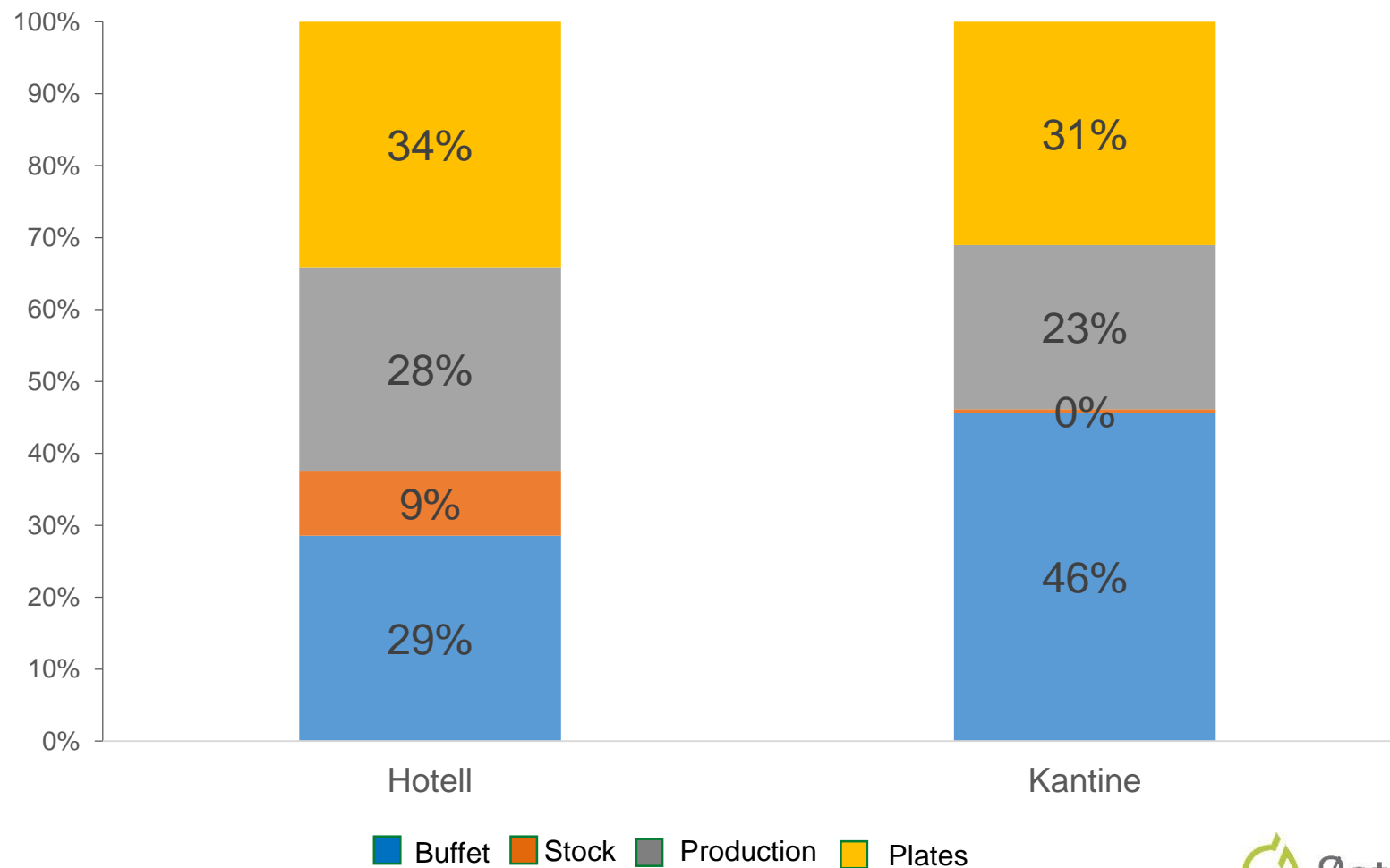


Food waste per guest highest in hotels




*KPI= Edible food waste in gram per guest

2/3 of the food waste comes from serving (buffet) and plates



Involvement with employees and guests is important



 Posters and info cards at buffet area



Food waste campaign gives results



79 %

did not leave any food waste



74 %

noticed the campaign



88 %

found the campaign positive and interesting



65 %

increased their awareness of food waste