

The «Norwegian model»

By

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Meeting of EU Platform on Food Losses and Food Waste

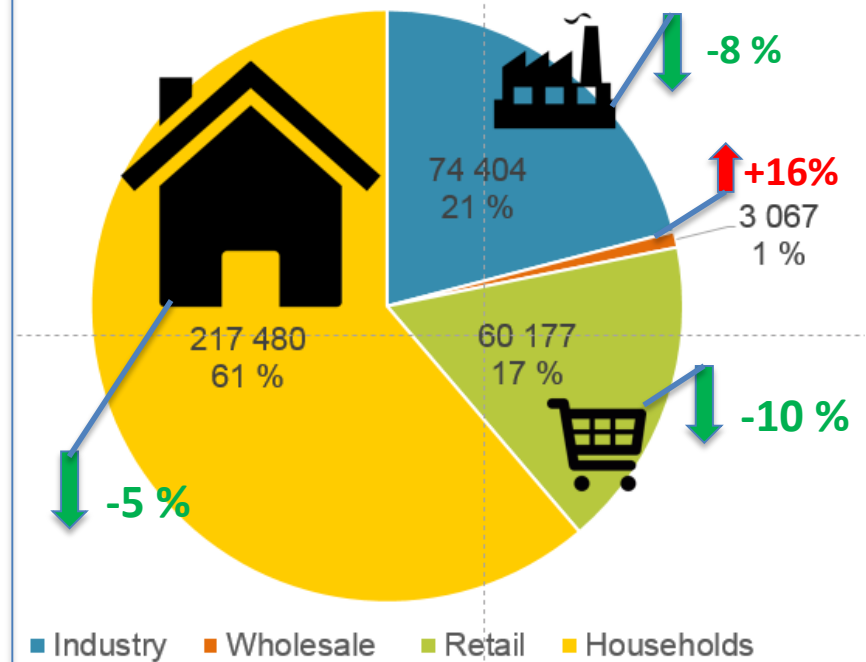
Brussels, 14th June 2017

The Norwegian model started with the ForMat-project 2010-2015

The «Norwegian model» is based on:

- Initiative from the food sector
- Private – public partnership
- Collaboration within the value chain
- Systematic monitoring of food waste since 2010
- Sharing of food waste data by manufacturers, wholesalers and retail chains

Food waste 2010-2015:  -12 %

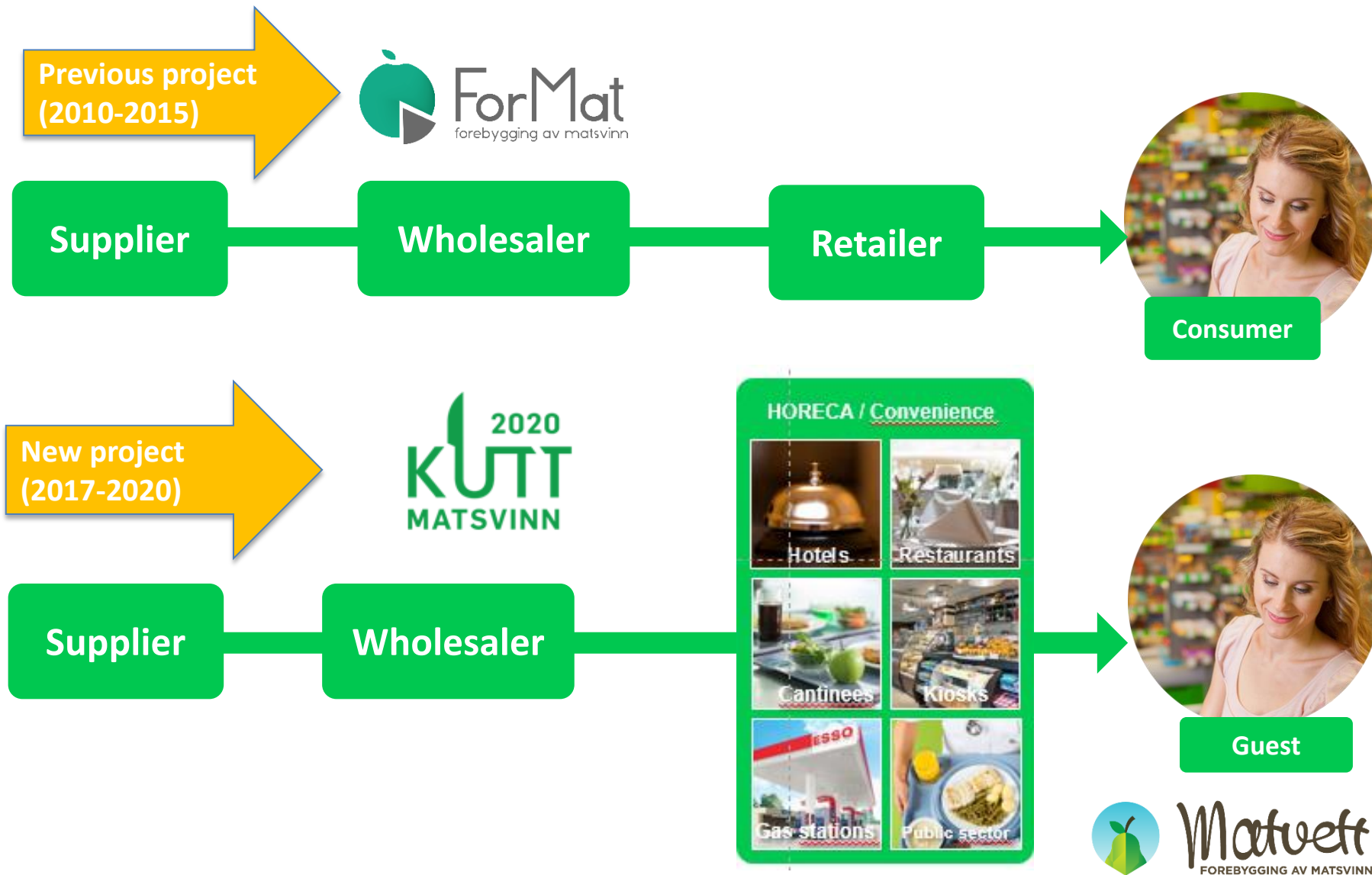


«ForMat brings players in the value chain together and is an effective arena for solving common challenges to fight food waste». -Managing director, food manufacture

An unique financial model with the food industry



New «ForMat-project» includes the hospitality sector



Examples of initiatives



«Best-before»



Social responsibility



Alternative labelling



Discount



Reduced size



Sell, don't throw away



Wholesaler – surplus food

Producers and retailers

Hospitality

Negotiated agreement strengthen public-private partnership

Key elements:

- Voluntary agreement
- Reduction targets in line with SDG 12.3
- Total food waste in the entire value chain in kilo per habitant
- Equal methods for measuring and reporting food waste
- Private and public initiatives across the value chain, including consumers



- *We will reduce the food waste with 50 %
– collaboration between businesses and authorities is the key.*
- Vidar Helgesen, Minister of Climate and Environment

Examples of future actions proposed in the negotiated agreement

- Actions for the entire food sector:
 - R & D Product/packaging
 - Tools for measuring food waste in kilos, CO2, NOK
 - Collect and reporting of food waste data
 - Alternative distribution channels
 - Revising quality standards
 - Exploit resources fully and reuse of surplus food
- Actions authorities:
 - Establish systems for reporting and collecting food waste data from households
 - Overall administration of the agreement
 - Encourage public actors to reduce food waste
- Private and public – joint efforts:
 - Date labelling
 - Redistribution of surplus food
 - Consumer food waste

Summary

- ForMat has proven that collaboration is an effective way of reducing food waste.*
- Use of new technology and commercial forces will result in new ways to fight food waste.
- The negotiated agreement will upscale the efforts to prevent and reduce food waste across the entire value chain.
- Results and best practice from «The Norwegian model» will be shared with the EU-platform members.
- «The Norwegian model» will be strengthened with support of the EU-platform members.

APPENDIX

- Matvett – overview:

- Represents and is owned by the food sector:

- NHO Mat og Drikke (Food and drink Norway)
 - DLF (Grocery Manufacturers)
 - DMF (Grocery Forum retailers/environmental)
 - NHO Reiseliv (Norwegian Hospitality Association)
 - VIRKE (Enterprise Federation of Norway)

- Supported financially 50/50 food sector/authorities

- Objective: 50 % reduction in food waste by 2030

- Role: Encourage businesses to engage in food waste prevention

- Different partners (Østfoldforskning, Nofima, NOK)