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# TIME'S UP FOR FOOD WASTE!

**SETTING THE  
EU ACTION AGENDA  
TOWARDS 2030**

**CONFERENCE**  
BRUSSELS | 12.12.2019

EU2019 FI

Health and  
Food Safety

# THE NATIONAL FINNISH FOOD WASTE PREVENTION PROGRAMME

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# CONTENT

- Timeline of Food waste activities in Finland
- Establishing a national food waste measurement system
- Building a road map to halve food waste



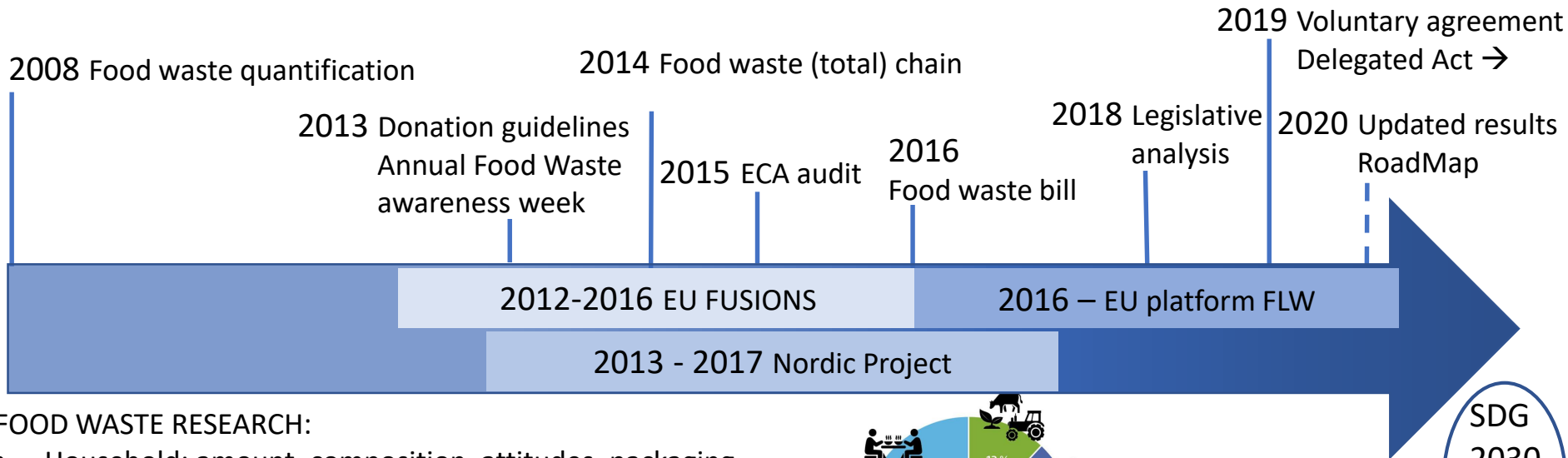
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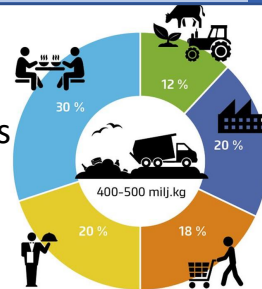


# TIMELINE OF FOOD WASTE ACTIVITIES IN FINLAND



## FOOD WASTE RESEARCH:

- Household: amount, composition, attitudes, packaging
- Primary production, industry, retail, hospitality: waste and losses
- Means to decrease food waste in food chain
- Economic and environmental impacts of food waste
- Food aid –needs and development



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Visualization of household waste  
23 kg/person/year

Respective amounts:

- Bread (16%)
- Vegetables (12%)
- Meat and fish (11%)...



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# CONSUMER REFLECTION ON DATE LABELS EVOLVES WITH INCREASED AWARENESS

Consumers (%) who fully agree  
Comparison in 2017 before and after food waste week

I buy products with reduced price, which are close to the use by -dates.



I buy food with a long date marking, even if I use it today.



Food is 'old' after the best before -date.



I don't know how the best before and use by -dates differ.



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## Preventing food waste, promoting Circular Economy: Commission adopts common methodology to measure food waste across the EU

Brussels, 6 May 2019

**Each year around 20% of food produced in the EU is lost or wasted, causing unacceptable social, environmental and economic harm. EU is committed to solving this problem and putting its food system onto a sustainable path. To be able to take effective action, we need more data on food waste than we currently have.**

In order to address this knowledge gap, the Commission has adopted a Delegated Act laying down a common food waste measurement methodology to support Member States in quantifying food waste at each stage of the food supply chain. Based on a common definition of food waste, the methodology will ensure coherent monitoring of food waste levels across the EU.

Preventing food waste was identified as one of priority areas in the Circular Economy Action Plan adopted by the Commission in December 2015. Furthermore, food waste is one of ten major indicators of the [Circular Economy Monitoring Framework](#), telling us how advanced we are in the transition from



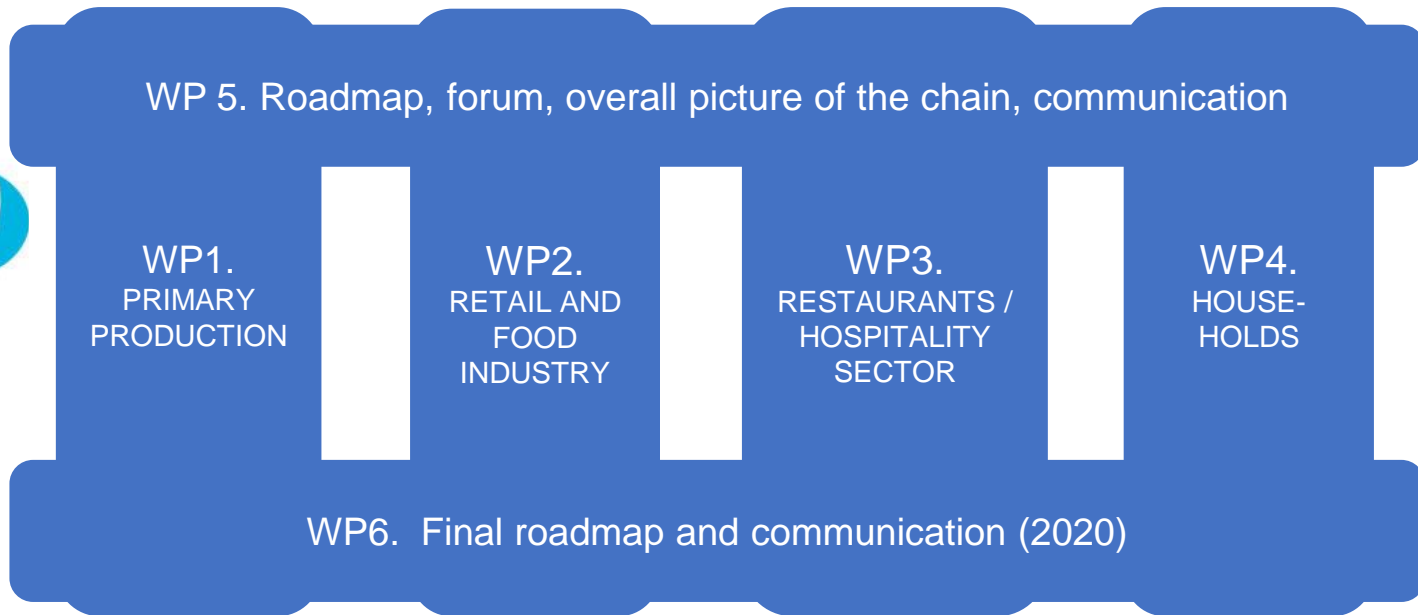
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# DEVELOPMENT OF FOOD WASTE MONITORING SYSTEM AND FOOD WASTE PREVENTION ROADMAP IN FINLAND 2018-2020



Ministry of Agriculture and Forestry, Ministry of Environment, Ministry of Economic Affairs and Employment, Finnish Food and Drink Industries' Federation, Finnish Grocery Trade Association and Finnish Hospitality Association



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# PERMANENT FOOD WASTE QUANTIFICATION SYSTEM & FOOD WASTE ROADMAP IN FINLAND BY 2020

Hanna Hartikainen, Luke

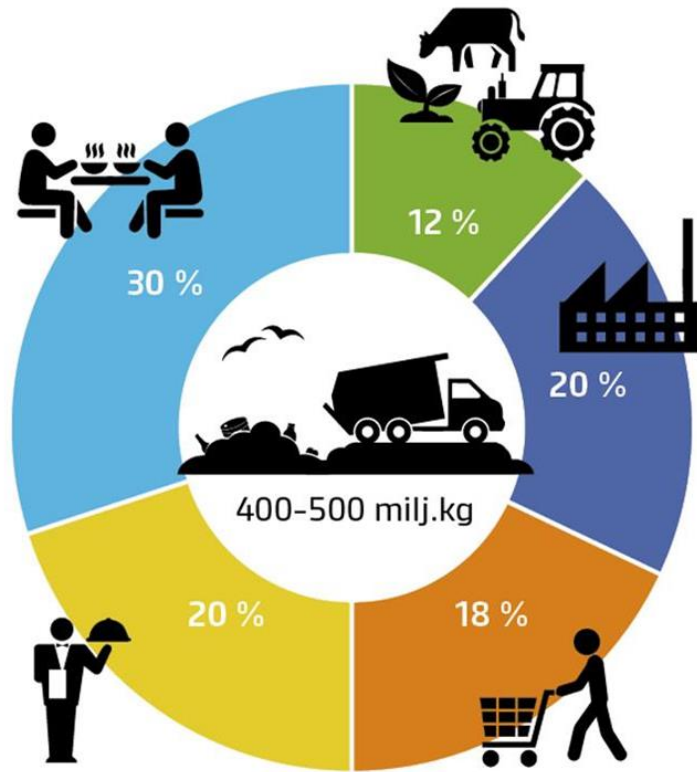


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~ 80 KILOS / PER PERSON  
EDIBLE FOOD WASTE

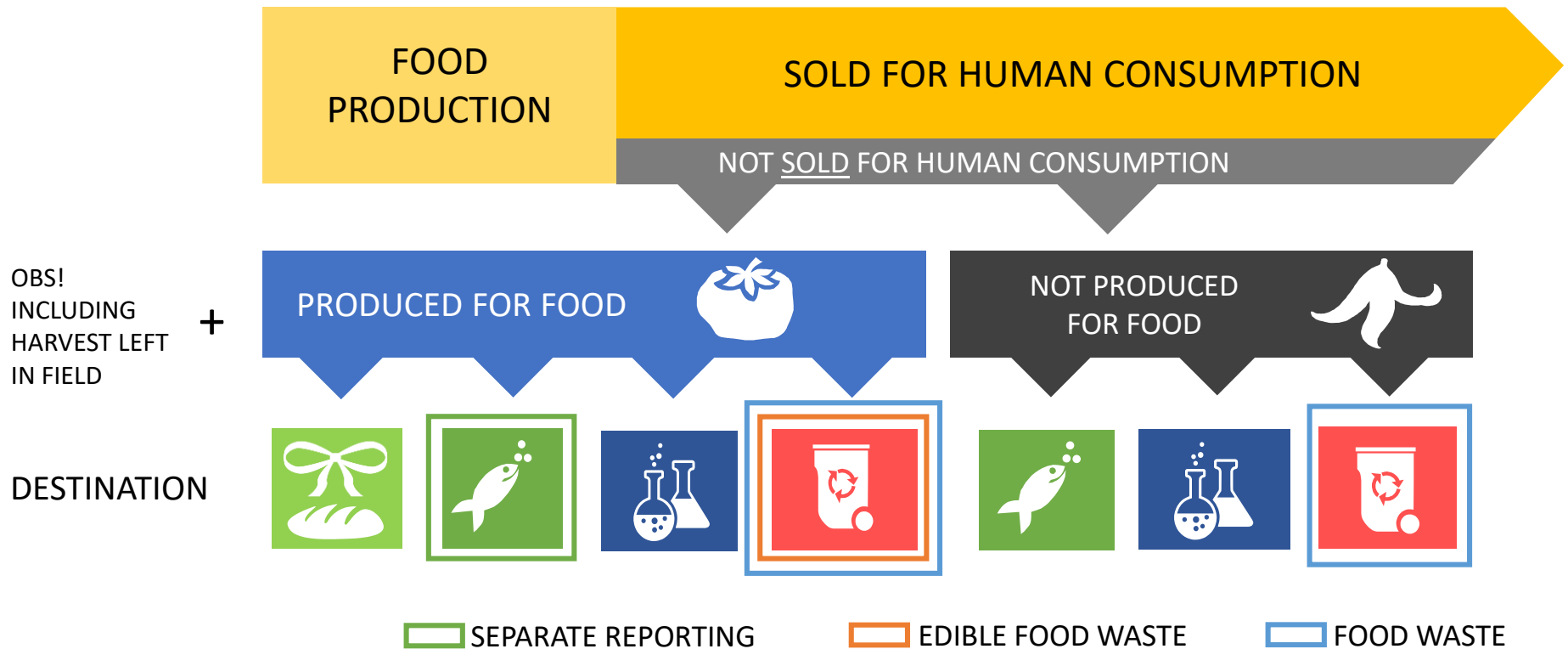


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Picture: Hartikainen (2019)



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## COLLABORATION BETWEEN FOOD CHAIN AND KEY STAKEHOLDERS

- ✓ Common definitions and boundaries
- ✓ Following and adjusting to international agreements (Commission, UN).
- ✓ Coordinating data collection.



PRIMARY  
PRODUCTION



MANUFACTURE



RETAIL



FOOD SERVICE



HOUSEHOLD

- ✓ Data collection method(s)
- ✓ Data specifications
- ✓ Required sample size, representativeness

Picture: Hartikainen (2019)








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	METHODS	PLANNED SAMPLE SIZE	RESULT
	<ul style="list-style-type: none"> <li>✓ Questionnaires</li> <li>✓ Statistical data: e.g. beef, pork</li> <li>✓ Interviews: supplementary</li> </ul>	Q: 30 % volume	Data from 2016-17 Rest to be done 2020
	<ul style="list-style-type: none"> <li>✓ Questionnaire</li> <li>✓ Interviews: supplementary</li> </ul>	Q: 30 % volume	In progress: now 15-20%
	<ul style="list-style-type: none"> <li>✓ Data collected by retail groups</li> </ul>	90 % volume (3 big chains)	Over 90 %
	<ul style="list-style-type: none"> <li>✓ Food waste diary (D)</li> <li>✓ Questionnaire (Q): supplementary</li> </ul>	D: over 140 food serving places Q: 500 food serving places	D: 78 Q: 900
	<ul style="list-style-type: none"> <li>✓ Online-questionnaire (Q): supplementary</li> <li>✓ Waste composition analysis (W)</li> <li>✓ Food waste diary (online) (D)</li> </ul>	Q: 1,000 households W: 5,000 households D: 200 households	Q: over 1,000 W: over 5,000 (2018) D: over 200



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Date when waste occurred  
Number of people attended  
Special notes

Kirjauspäivämäärä ⓘ

29.11.2019

Lisätiedot

Lisätietoja hävikistä...

Paikalla olleet henkilöt (kpl)

1

Type of food waste

Amount estimate:  
gram, pcs, dl, plate, spoon

Reason for waste

Kategoria & ruoka-aine

Tomaatti (Vihannes tai juur... ▼

Määrä: Lautanen (Iso) ▼ ⓘ



Poisheiton syy

Valitse tai kirjoit... ▼

[Lisätiedot](#)

Lisää uusi ruokalaji

Tallenna



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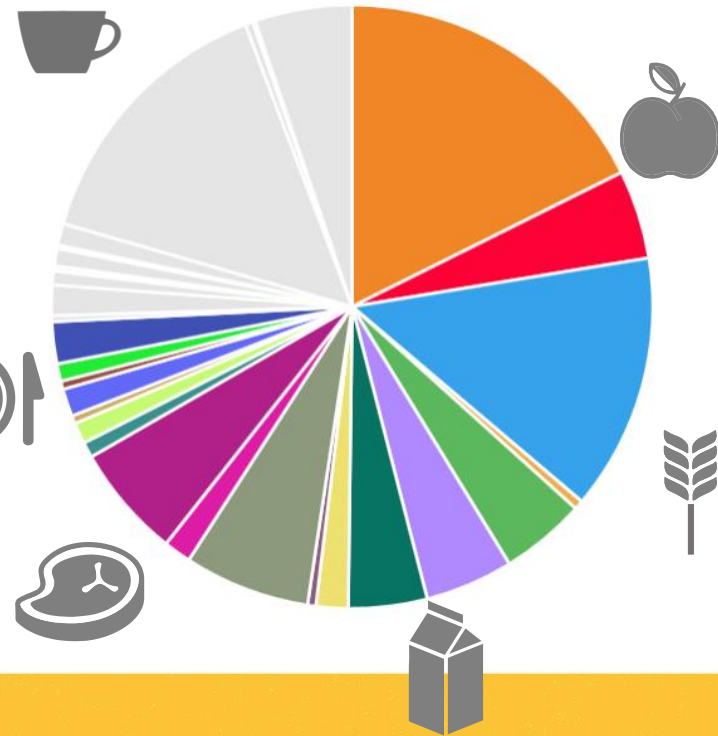


March 2019



Ma	Ti	Ke	To	Pe	La	Su
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

## Total waste



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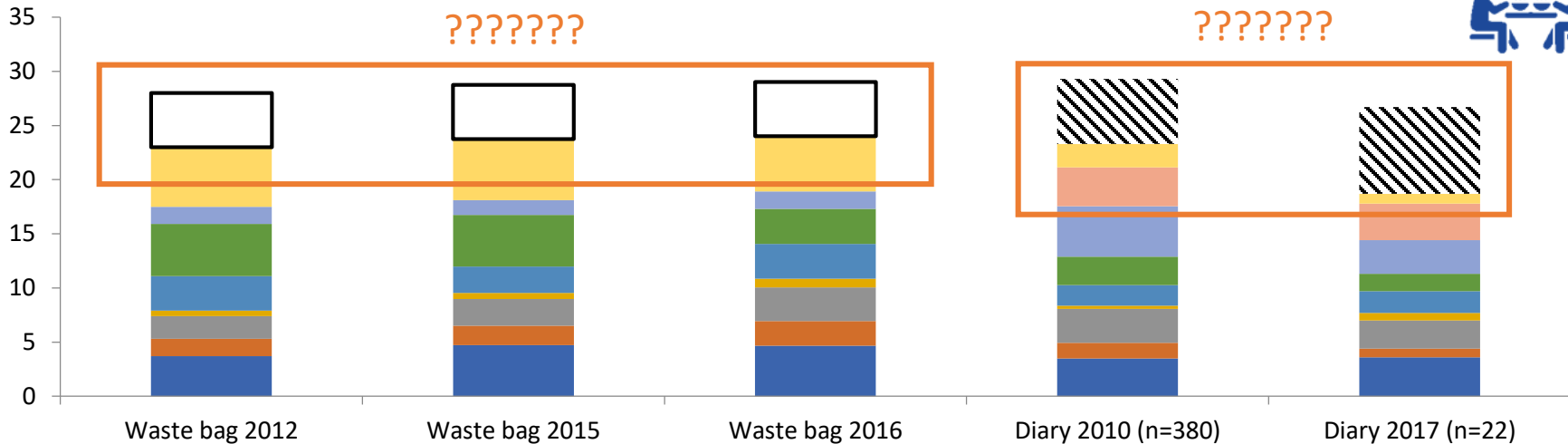
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Food waste in Finland kg/inhabitant/year



- Vegetables
- Fruit and berries
- Meat, fish, eggs
- Cheese, dairy products
- Other
- Food waste not reported/would normally occur(DNK)

- Potato
- Pasta and rice
- Bread
- Meals
- Food waste to sewer/compost (DNK)



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# Food services: food eaten, edible waste, bio-waste g/customer

Number of respondents: 78



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Efficient regulation



Intelligence from technology



Nudging towards sustainability



Strength from education, new beginnings



Material resources into view



More together



Evolving research and facilitating its integration



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# THANK YOU !



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