

ForMat - Measuring Food Waste at National Level in Norway 2009-2015

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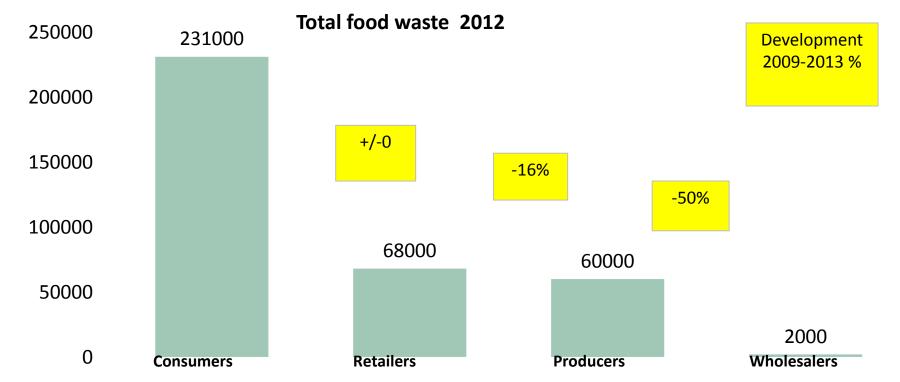


About the ForMat-project

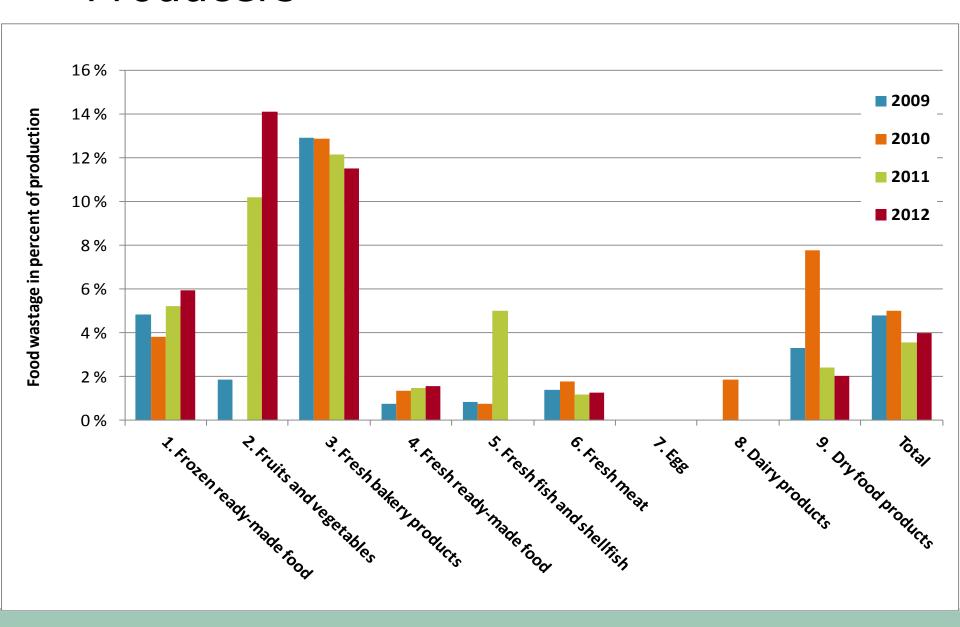
- Established in 2010 as a collaboration between producers, retailers and research institutions, and supported by the government.
- ForMat develops annual statistics of food waste from the producers, wholesalers, retailers and consumers in Norway for the main groups of products between 2009-2015.
- Matvett will continue this work on a long term basis also after the end of the ForMat-project next year.

Food waste in the value chain 2009-2013

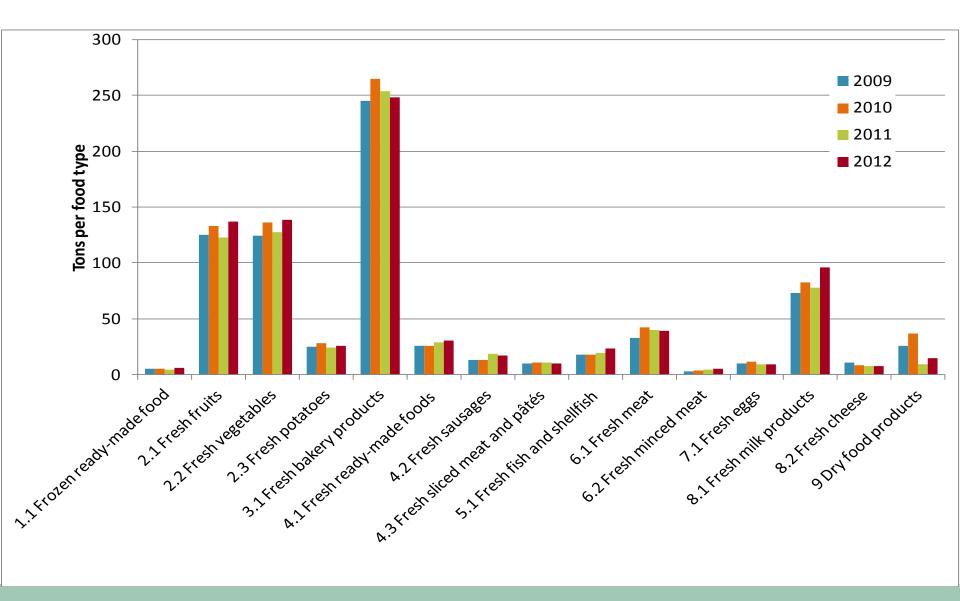
- Total volume food waste 361 000 tonnes
- Total value ca 2 billion EURO
- Consumer ca 64 %, retail 18%, producers 16%
- Decrease in producer and wholesale from 2009



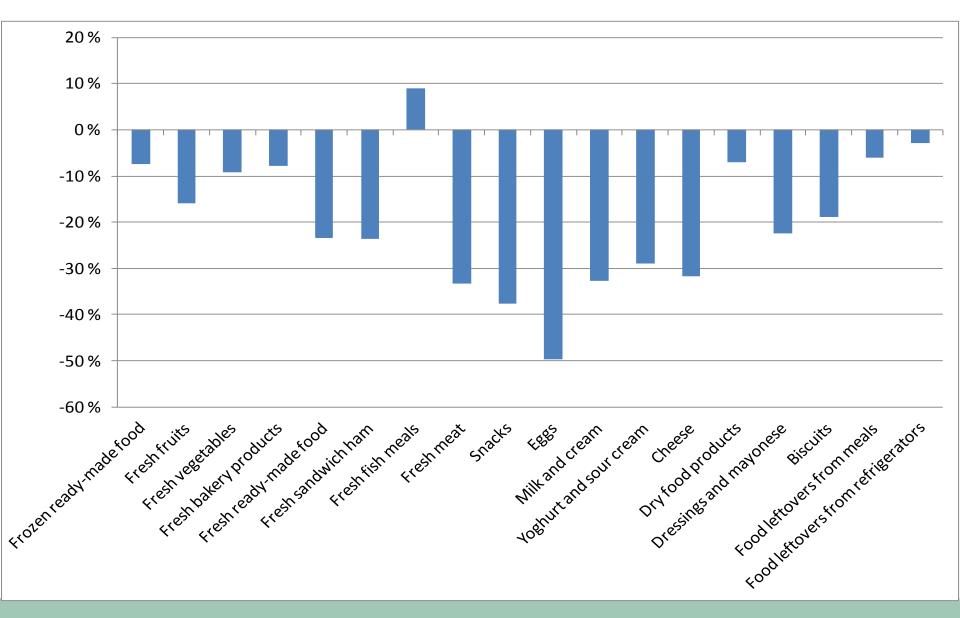
Producers



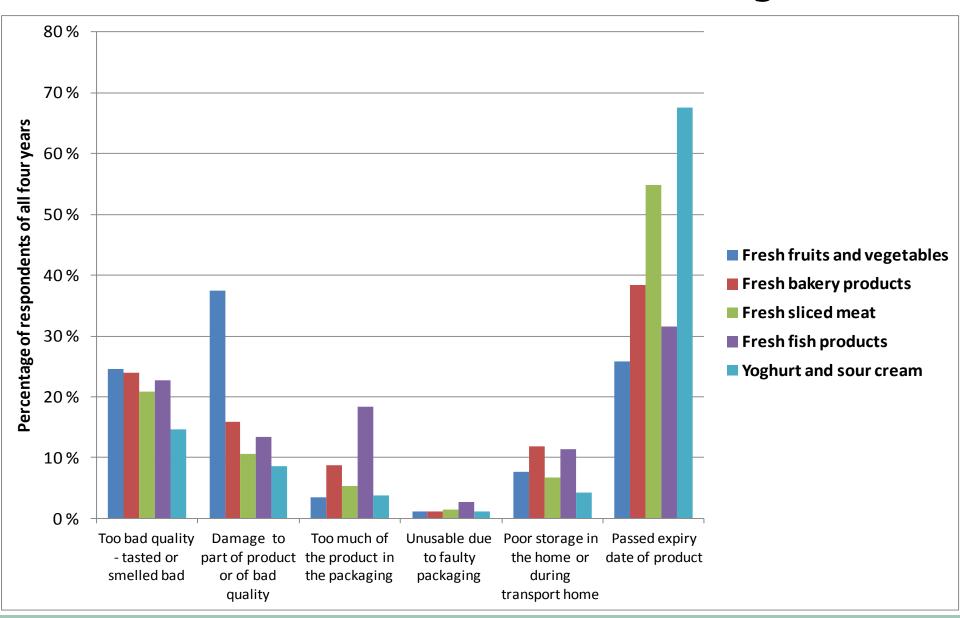
Retailers



Consumers – changes from 2010 to 2013



Consumers' Reasons for Discarding Food



Further steps:a broader commitment

- The government has recently also initiated a broader commitment on measuring and reducing food losses and waste through the entire value chain from primary production to consumer.
- The Government and the industry are currently discussing a proposal for an agreement on such a commitment.