

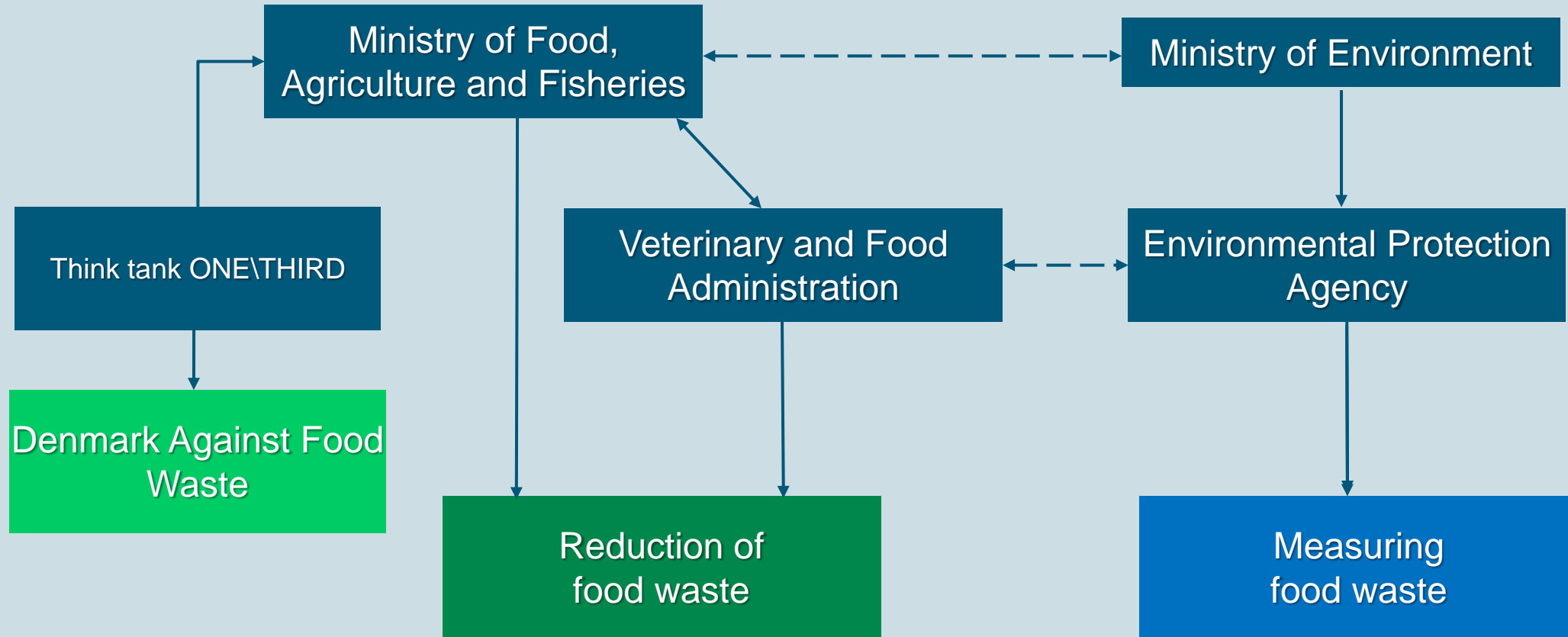


Ministeriet for Fødevarer,  
Landbrug og Fiskeri  
Fødevarestyrelsen

# Fighting Food Waste – Denmark's National Strategy

Gudrun Sandø  
The Danish Veterinary and Food  
Administration

# How are we organized



# The Danish Strategy on Food Waste 2024-2027

The Danish Government wants to actively contribute to:

- UN's Global Goal no. 12.3; halving global FW by 2030
- Implementation of expected EU targets for reduction of Food Waste

Based on recommendations from:

- the think tank ONE\THIRD
- EU Platform for Food Waste and Food Loss
- the Danish Climate Partnership for the Food and Agriculture Industry



The strategy consists of 15 initiatives under 4 tracks



Actor involvement and regulatory simplification



Knowledge of means of action, effect and reduction potentials



Information and access to tools



International engagement

## Track A: Actor involvement and regulatory simplification

- Collaboration across the food chain
- Involvement of both private and public actors
- Legislation should not be a barrier for the reduction of food waste

### Initiatives

- 1 Think tank on preventing Food Waste and Food Loss: ONE\THIRD (*11,5 mio. dkr 2024-27*).
- 2) Innovation conference facilitated and financed by ONE\THIRD
- 3 Working group on regulatory barriers to the reduction of food waste

## Track B: More knowledge on measures, effect and reduction potential

- Knowledge to prevent and reduce food waste is crucial
- Better and more uniform data on food waste

### Initiatives

- 4 Denmark against Food Waste: Voluntary agreement – facilitated and financed by ONE\THIRD
- 5) Analysis of measures and their efficiency in reducing food waste (*5 mio. dkr. In 2024*).
- 6) Review of historical data on food waste: (*0,5 mio. dkr*)
- 7) Public kitchens against Food Waste: Commitment to reduce (*1,5 mio. dkr. 2024-27*)
- 8) Green development and demonstration program: Research program to support innovation (*10 mio.*)

## Track C: Information and access to tools

- Information and knowledge play an important role
- Consumer habits are essential

### Initiatives

- 9 Consumer campaign, information and nudging (*2,5 mio. Dkr. in 2024-27*)
  - 10) Access to knowledge and tools, *continuous updates of ONE\THIRD website*
  - 11) Support food waste organisation's costs of transportation (*2 mio. Dkr. in 2024*)
  - 12) National food waste day

## Track D: International engagement

- Food waste concerns all countries, regions, civil societies and individuals
- Knowledge and experience sharing and inspiration
- International goals (UN, EU)

### Initiatives

13) Coalition Champions 12.3, *broad coalition to inspire and share experiences about Food Waste initiatives*

14) Strategic sector cooperation, *partnerships with developing countries*

15) “Neighbour check” on food legislation,



# 1 The Think Tank ONE\THIRD

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- Established by the Danish Government. **Main purpose of strengthening the overall Danish effort** for reducing and preventing food loss and waste.
- ONE\THIRD **gathers minds and interest groups** representing the entire food chain from ‘farm to fork’, public authorities and research community, to collaborate across the supply chain.
- Builds on a Danish tradition: finding solutions on societal challenges in **public private partnerships** – ensuring that interventions are based on specialist knowledge.
- The purpose is to **strengthen the link between knowledge and real actions**, to **mobilize companies** to take greater societal responsibility, and to **facilitate knowledge sharing** on food loss and food waste interventions.
- Strategic role: The think tank acts as a “**catalyst for action, insight and relations**”.



# Governance structure - ONE\THIRD

- 7 person board of directors
- Around 35 members (e.g. retail, universities, municipalities)
- Ad hoc working groups
- Secretariat provided by the Danish Ministry of Food with 2 employees

**Chair of the board:** Louise Gade, Head of People, Culture & Sustainability, Salling Group

**Vice-Chair:** Flemming Nør-Pedersen, Director Members and Markets, Danish Agriculture and Food Council

**Board member:** Kristoffer Lykke-Olesen, Head of Group Specialist Finance, ISS A/S

**Board member:** Karin Beukel, co-founder of Agrain by Circular Food Technology

**Board member:** Heidi Boye, Country Director for Denmark, Too Good To Go

**Board member:** Laura Have Hoffmann, Director of Development and Head of Secretariat, Frej

**Board member:** Rasmus Erichsen, founder and CEO of Stop Spild Lokalt (“End waste locally”)



# Members



REDUCED



BRØL

novonesis



HØRKRAM  
FOODSERVICE CHEFS CULINAR

DSK

DANSK  
ERHVERV

Sovino  
brands



Comwell  
HOTELS

DRC  
DANMARKS  
RESTAURANTER  
& CAFEER

FORBRUGERRÅDET  
tænk



FødevarerBanken  
- fra madspild til måltid

wefood



REGION  
Hovedstaden



HOTEL OG  
RESTAURANT  
SKOLEN

danske  
landbrugs  
skoler



koststudio

FOODOP

FOODDIO

Kanpla Go

salling group



frej

stop  
spild  
lokalt



# Examples of activities

## Highlights

1. **Analyses/reports**, e.g. a brand new “inspirational catalogue” with ‘plug & play’-solutions targeted each link in the food value chain.
2. **Celebration of National Food Waste Day**: campaign kit to the members
3. **A voluntary agreement** with the Danish food businesses on a joint reduction target



### 3 Working group on regulatory barriers

Based on dialogue and workshops with stakeholders in order to identify main barriers.

A working group is established at the DVFA looking at:

- Traceability
- Hygiene regulation (ex.: local, marginal, restricted)
- Recalls (labelling errors, risk assessments etc.)
- Labelling



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# Denmark Against Food Waste

## - A voluntary agreement among the Danish food businesses

### Strong PPP

ONE\THIRD - is running the voluntary agreement "Denmark against food waste"

### Data is key

Partners will measure their food waste and report their data to a neutral third part. Published in a yearly "progress report".

### Joint reduction ambition

Covers the food value chain from farm to fork and demonstrates the power of a **united effort** against food waste among the Danish food businesses

### Partners



## 9 Consumer level

Campaigns and advice to consumers and companies

- Campaign targeting families with younger children
- Focus on behavior and nudging at home
- Concrete advices and 2 tools
- New launch September 2024

EU survey on cultural differences in how people relate to food waste (7 EU countries), results for DK:

- 10 % believe it is not worth it for them to reduce household waste
- 34 % no need for more food waste reduction campaigns



# Consumer level

Date marking, best before vs. use by

Research shows:

- Consumers understanding does not improve significantly when symbols are used
- Consumers behavior depend more on personal traits than on date marking

New research is carried out in 2024

**Tjek Datoen**

Der er stor forskel på "Sidste anvendelsesdato" og "Bedst før"/"mindst holdbar til". Men hvad betyder datomærkningerne for dit valg?


**SIDSTE ANVENDELSESDATO**  
Smid altid ud efter denne dato

**BEDST FØR / MINDST HOLDBAR TIL**  
Kan stadig spises, hvis den lugter og smager fint

Følg os på Facebook

The infographic features a red trash bin icon for 'Sidste anvendelsesdato' and a green plate with a fork and knife icon for 'Bedst før / mindst holdbar til'. The background is light gray with faint food-related icons.



A stylized illustration featuring a light blue plate with a white smiley face. To the left is a blue fork with a dark blue handle. To the right are green leaves with dark blue veins. The background is a light grey gradient.

**Thank you  
Questions?**

