



THE SWEDISH ACTION PLAN ON FOOD WASTE PREVENTION

Brussels

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Agency



Governmental assignments to reduce food waste in Sweden

I: 2013-2015

II: 2017-2019

National Food Agency
Swedish Board of Agriculture
Environmental Protection Agency



A National Food Strategy for Sweden

<https://www.government.se/information-material/2017/04/a-national-food-strategy-for-sweden--more-jobs-and-sustainable-growth-throughout-the-country.-short-version-of-government-bill-201617104/>

More to do more

Action plan for food loss and food waste reduction by
2030 - SUMMARY

August 2018



 Livsmedelsverket

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verket

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Government commission II: 2017-2019

- “...develop **action plan** for reduced food waste that will guide the work until the year 2030”
- in close collaboration with relevant players

More to do more

Action plan for food loss and food waste reduction by 2030 - SUMMARY

August 2018

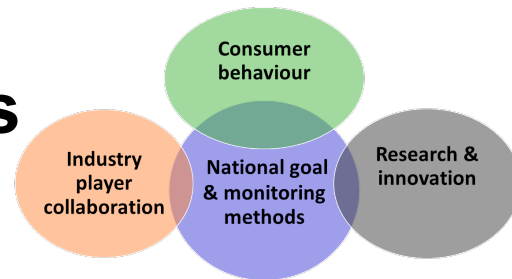


 Livsmedelsverket

 Jordbruks
verket

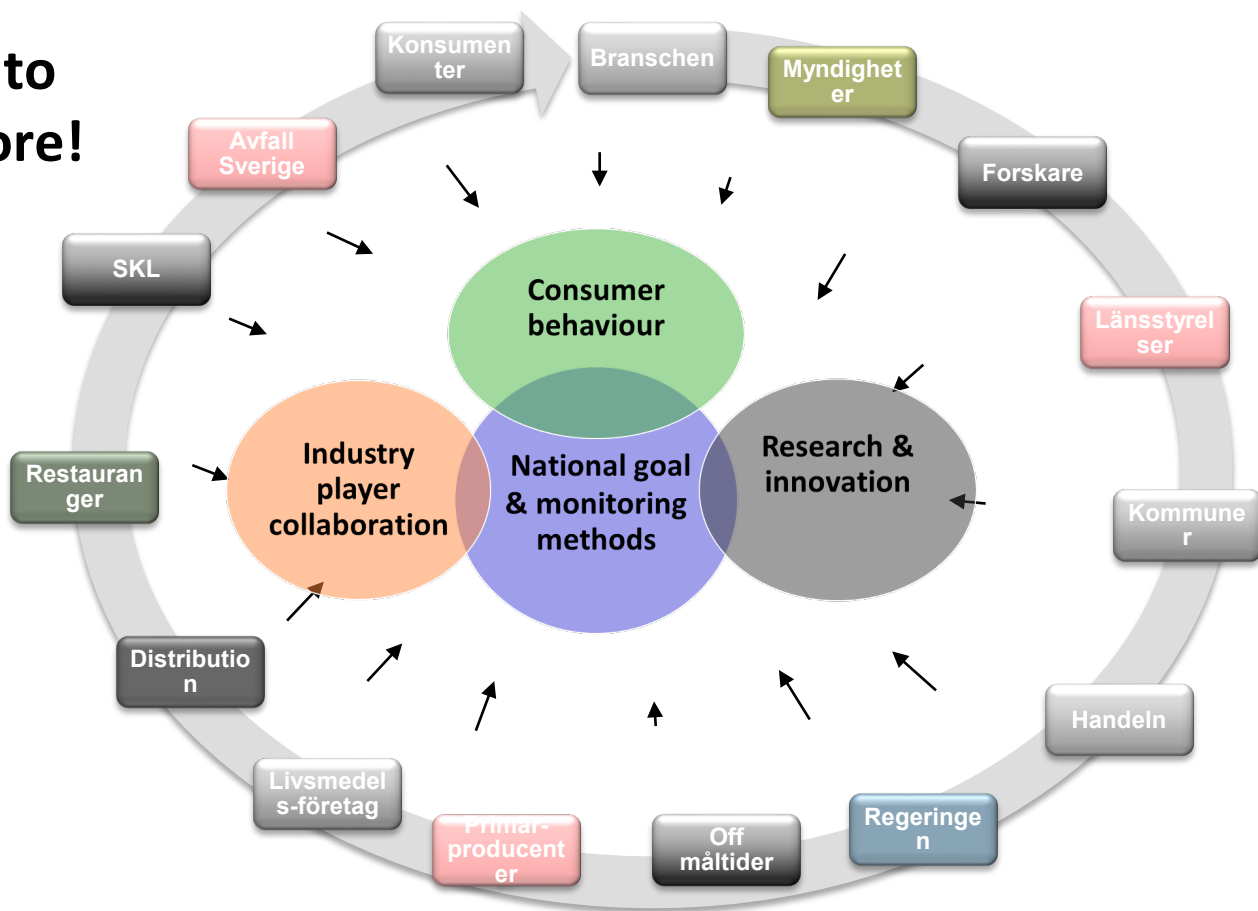
 NATUR
VÅRDS
VERKET

4 focus areas identified:



- National goal & development of monitoring methods
- Active collaboration between industry players in the food supply chain
- Investigation, research and innovation
- Changes in consumer behaviour

More to do more!



Target and measurements

- Continued work with national milestone target in the Swedish environmental objective system and follow up of Agenda 2030 goal 12.3
- All players need to measure



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National measuring method in catering, public meals

- Kitchen food waste (from storing, preparation and cooking)
- Serving food waste
- Plate waste

Results:

- Food waste (g/portion)
- Food waste (% of served food)
- **Eaten food** (g/person)

Most important: What is eaten?

Many pupils and elderly people need to eat MORE.



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Investigation of the population's attitude, knowledge and behavior related to food work (Ipsos 2013)

- About half of consumers claim they never throw food
- The man throws mostly fruit and vegetables
- The food has been standing for a long time is the major cause
- They rely primarily on their minds when they throw food
- Most likely, there is a gap between what you actually do and what you think you do

Consumer campaign, starting points

- Light-hearted tonality and fun
- Show positive examples and behaviour from everyday life
- Lyfta fram "everyday heroes" that do the right thing
- Show that small things may make a big difference
- Concept that works for the whole value chain



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Campaign spring 2019

Not to be spread yet

#bäst-före-snooza #dekantera
[ˈbästföre-snoozah] [de-kanterah]
#kaoskomponera #klimatklipp #klimatro
[ˈkaoskomp-ånerah] [klimat-klipp] [klimatrooh]
#kylchilla #restotto #restsamtal
[ˈijyl-tjillah] [ˈrest:ottoh] [rest-samtah]
#svinntage #svinnventera
[svinn-tidjeh] [svinn-venterah]

Our campaign starting March 26 has a number of new words in the language of **”wastish”**
Words will be spread in social media like instagram and Facebook.
Campaign will be evaluated in terms of how much spread it became.



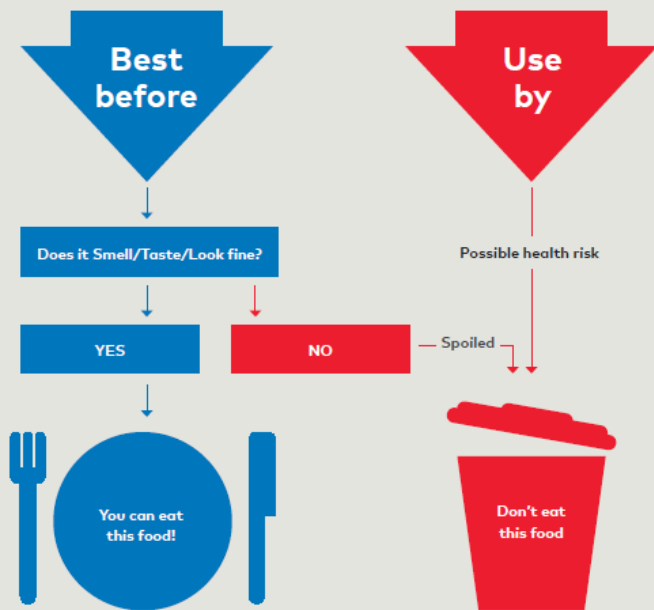
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BEST BEFORE – GOOD AFTER?

The food is often OK to eat after best before-date.
Store food according to instructions on package.

What do I do when the food has passed its date of durability?



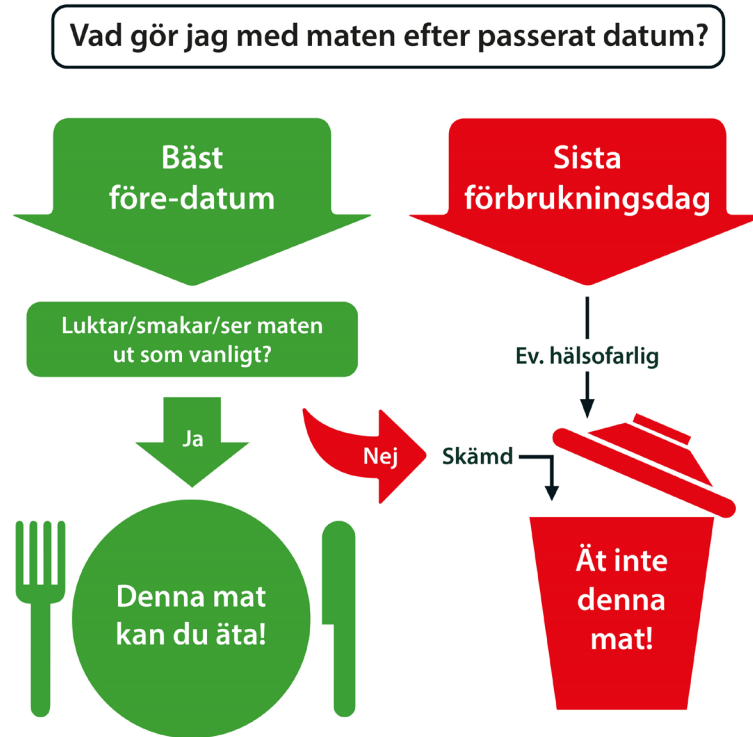
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Bäst före – bra efter?

Maten är ofta okej att äta efter **bäst före**-datum.

- Förvara maten enligt anvisningen på förpackningen.
- Ät upp, tillaga eller frys in maten senast på sista förbrukningsdag!



Modifierad från original av Fødevarerstyrelsen, Danmark

Guiding to legislation

1. Possible additional information together with Best before label – often good after
2. Municipality kitchens (public meal catering) may sell/donate/receive surplus food
- 3. Packages with mixed fruit/vegetables don't have to be labelled "product for processing". It may be labelled e.g. "Eat soon!"

