

#alimentosdespaña

Actions taken to reduce food waste by the Ministry of Agriculture, Fisheries and Food of Spain

8 November, 2023

14th meeting of the EU Platform on Food Loss and Waste



GOBIERNO
DE ESPAÑA

MINISTERIO
DE AGRICULTURA, PESCA
Y ALIMENTACIÓN

1. Introduction

“More Food, Less Waste” Strategy

- ❑ Beginning in 2013
- ❑ Some actions:
 - quantification of food waste in households
 - raising awareness campaigns



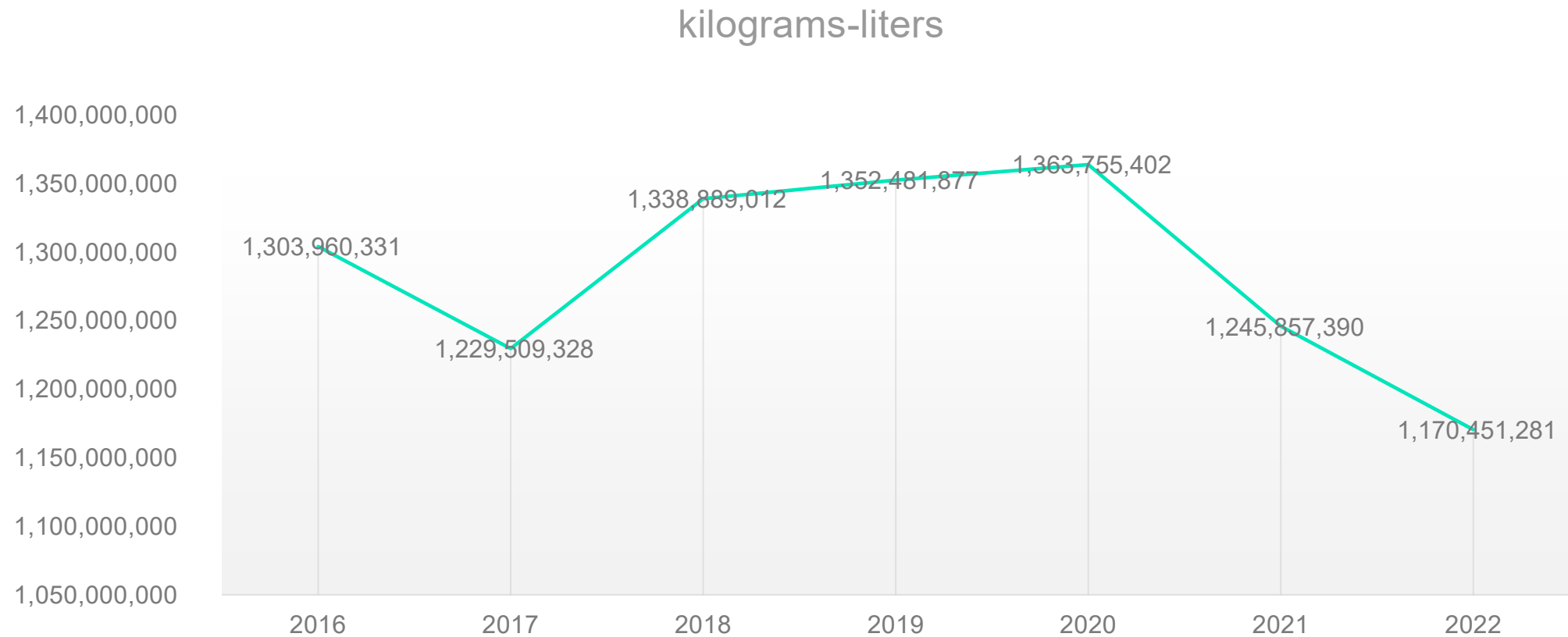
2. Panel for food waste quantification in households

- ❑ Annual statistics included in the National Statistical Plan
- ❑ Methodology and data published:

<https://www.mapa.gob.es/es/alimentacion/temas/desperdicio/desperdicio-alimentario-hogares/default.aspx>



2. Panel for food waste quantification in households



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Summary of evolution of data

From 2016 to 2020 the value moves around 1,3 Million tones

2021 vs 2020 reduction of 8,6 %

2022 vs 2021 reduction of 6,1 %

3. Raising awareness campaigns

Food waste campaigns in 2021, 2022 and 2023 belong to the generic campaign “El país más rico del mundo. Alimentos de España”

#aquinosetiranada



2021 “Nothing is wasted here” Campaign

AQUÍ
NO SE
TIRA
NADA

3. Raising awareness campaigns

2022 and 2023

“Nothing is wasted here. Food with seven lives”

<https://www.alimentosdespana.es/es/campanas/ultimas-campanas/alimentos-de-espana/el-pais-mas-rico-del-mundo-contra-el-desperdicio.aspx>

#aquinosetiranada

AQUÍ
NO SE
TIRA
NADA

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El concepto DE LA BELLEZA DE LAS COSAS ES relativo, lo más importante de un producto es el sabor.

— Andoni Luis Aduriz

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La sostenibilidad es una rueda en la que todos salimos beneficiados, desde el consumidor hasta el que lo produce.

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— María José San Román



ALIMENTOS CON 7 VIDAS



//

Tenemos que seguir haciendo lo que hacían nuestros mayores, no desaprovechar nada.

//

— Andoni Luis Aduriz



Aquí NO SE TIRA Nada

— EL PAÍS MÁS RICO DEL MUNDO —

#alimentosdespaña

www.alimentosdespaña.es

3. Raising awareness campaigns

Messages in the triptych

“The perception of beauty is relative. The most important thing about a product is its taste”

“Sustainability is a wheel where we all have to benefit, from the consumer to the producer”

“We have to continue doing what our elders did, not waste anything”

3. Raising awareness campaigns

Overall messages:

When we waste food, we're wasting the resources and the work behind it.

To avoid food waste, we should understand the value of food from an environmental point of view.

Note about the pun “el país más rico”

“El país más rico” translated as “The richest country”

“Rico” has two meanings:

- wealthy: refers to the variety of raw materials, ingredients, recipes ...as cultural and gastronomic wealth
- tasty: food full of flavor

Thanks for your attention

<https://www.mapa.gob.es/es/alimentacion/temas/desperdicio/>

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