

«Improving understanding and use of date marking to support behavioural change - experiences from use of additional labelling»

Meeting in the Subgroup «Date marking» 5 July 2022

- Anne-Grete Haugen, Managing Director Matvett

The Norwegian Consortium – member of the EU platform FLFW:

NORSUS



The negotiated agreement is the main framework - Date marking is a key area

Strong commitment from leading companies to join the agreement - 103 companies have signed



Manufacture



Wholesaler



Food service



Supermarket

Overall aim



Contribute to the **50 %** reduction goal

The commitments



- Measure and report on food waste once a year
- Share implemented measures – both internally and within the value chain

Matvett represent the value chain incl. consumers in close cooperation with the authorities



70 %
Industry

Based on a 3 % voluntary fee on top of the packaging fee



30 %
Government

Annual application to ministries of Agriculture and food, of Climate- and environment and of Children and family



NORSUS

National research institute

Emballasje foreningen

Federation of packaging

Nofima

Institute for applied research within the fields of fisheries, aquaculture and food research

Owned by the food industry

Funded by:
1) Industry &
2) Government

3 employees

Key partners



Owned by 5 sectoral federations representing the food and hospitality industry



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Head of
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Anne-Grete Haugen
Managing Director



Marie Kleppe
Project coordinator

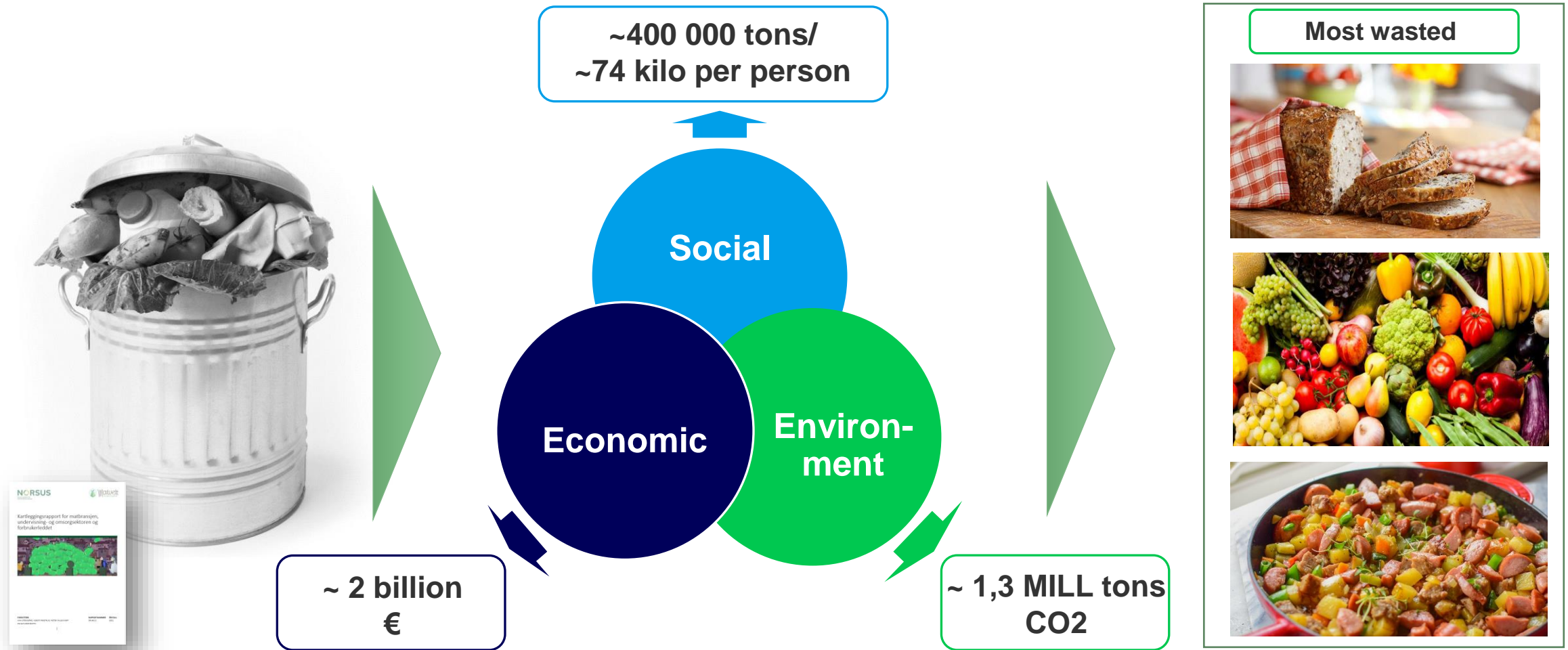
Objective: Contribute to companies' achievement of the SDG 12.3 through insights and tools

Role: Coordinate actions between authorities and food industry



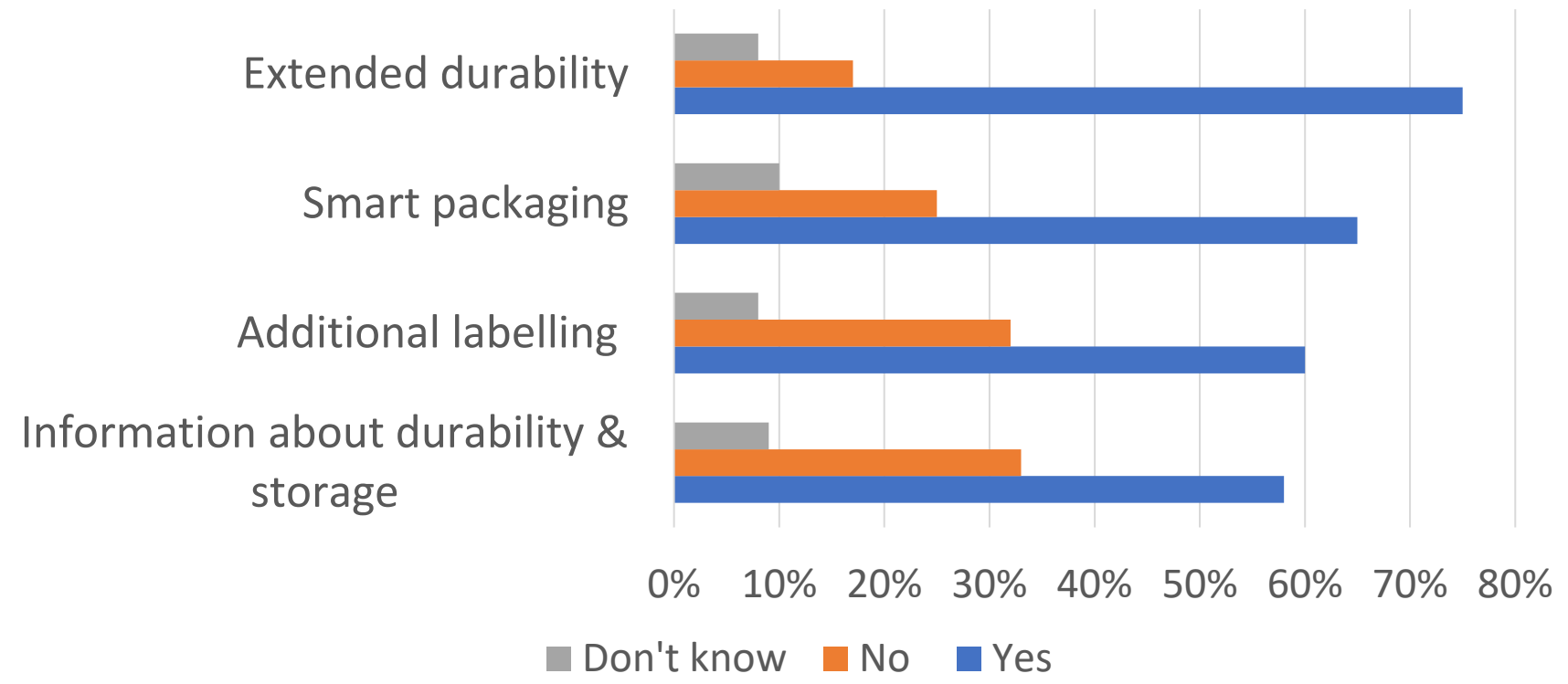
400.000 tons of edible food wasted in Norway

-Expired shelf life an important cause



Consumer research shows that longer shelf life, smart packaging and additional labelling are the most efficient actions

Actions helping consumer to reduce food waste



National regulation opens up for flexible use of datemarking



- There is a gap in how the producers differentiate between use of UB/BB and labelling of products with long shelflife



- The manufacturers are responsible for defining which date labelling to use (UB/BB)
- The expiry dates can be shown in different ways in order to give consumers a better overview and to avoid strict interpretation of the expiry date. Producers print both day and month due to traceability purposes:
 - Food with durability < 3 months → declare day and month
 - Food with durability > 3 months → declare month and year
 - Food with durability > 18 months → declare only year
- Not mandatory labelling for several products (whole fruits & veg, vinegar, cooking salt, sugar, chewing gum)
- Use of additional labelling:
 - It must be in line with current legislation and be voluntary to use
 - It must be consistent, easy to understand to avoid confusing the consumers
 - Companies must use the standard formulation that is agreed within the sector

From «Use by» to «Best before» on many products»

- Most important action combined with extended shelf life

«Use by»



«Best before»



- All dairy products labelled «Best before»*
 - Fresh meat products;
 - Bacon
 - Whole pieces of red meat
 - Smoked meat
 - Liver pate
 - Fish cakes
- *Chocolate milk an exception



- Allows retailer to sell products after expiry date and the consumers to use their senses

Examples of packaging technology extending the shelf life

MAP technology



Natural coating



CO2-emitters



New mix of packaging gas



Open/close mechanism



Reduced plastic



Leading brands labelled «best before – often good after»

- The aim is to motivate the consumers to throw less food

Change behaviour by knowledge and nudging

- Consumers stand for more than 50 % of total food waste
- «Expiry date» is one of the main causes
- Most of the products are labelled with «best before»
- Consumers are not fully aware of the differences between «Use by» and «best before»
- Encourage the consumers to use their senses



Examples of brands labelled “Best before – often good after”



Increased knowledge and smarter labelling will stepchange future datemarking

- Matvett would like to develop a «Guidance on date marking» for the whole value chain incl consumers in cooperation with Norwegian Food Safety Authority and Food & Drink federation. The aim is to:
 - Differentiate the use of “use by” between highly perishable and perishable products
 - Increase use of additional labelling on packaging and in other communication channels
 - Educate and motivate the consumers to use their senses on best before labelled food
- Secure harmonized implementation of QR-codes incl shelf life in the food sector and towards the consumers

