

# “Highlights from date marking activities in Norway”

**Anne-Grete Haugen – Managing Director, Matvett SA**

Meeting Sub group «Date Marking», Brussels, 20th April 2018



# Highlights from research

## Food waste and causes in Norway (ForMat)

- Total food waste per capita: 68,04 kilo . 14 % reduction since 2010.
- Consumer stands for 2/3 or 42,6 kilo pr capita.
- Leftovers from meals, fruit & veg and fresh baked goods are the largest waste categories amongst consumers.
- 42 % of food is discarded because it has passed its expiry date
- Use of dynamic durability – longer shelf life during winter



## Food waste and date labelling (Nordic Council of Ministers)

- Need for better guidelines for the food industry, retail and consumers:
  - Better understanding of the difference between “BF” and “UB” – tend to discard food when expiry date has passed
  - Better understanding of durability after package opening
  - “Use by” should only be used on **highly** perishable food
- Packaging gas (60 % CO<sub>2</sub>/40% N<sub>2</sub>) gives longer shelf – from 10 to 18 days for minced meat - 50 % less food waste in retail
- Harmonization for lower storage temperature - varies between 8 to 4 degrees across the Nordic Countries
- Shelf life for eggs should be regulated like any other food where producer is responsible for date marking



# Date marking on the agenda in Norway

- Long term agreement between the authorities and the whole food chain to reduce the food waste in Norway with 50% by 2030
- Equal methods for measuring and reporting food waste
- Private and public initiatives across the value chain, including consumers



One important joint initiative in the agreement is:

## Development of labelling guidance

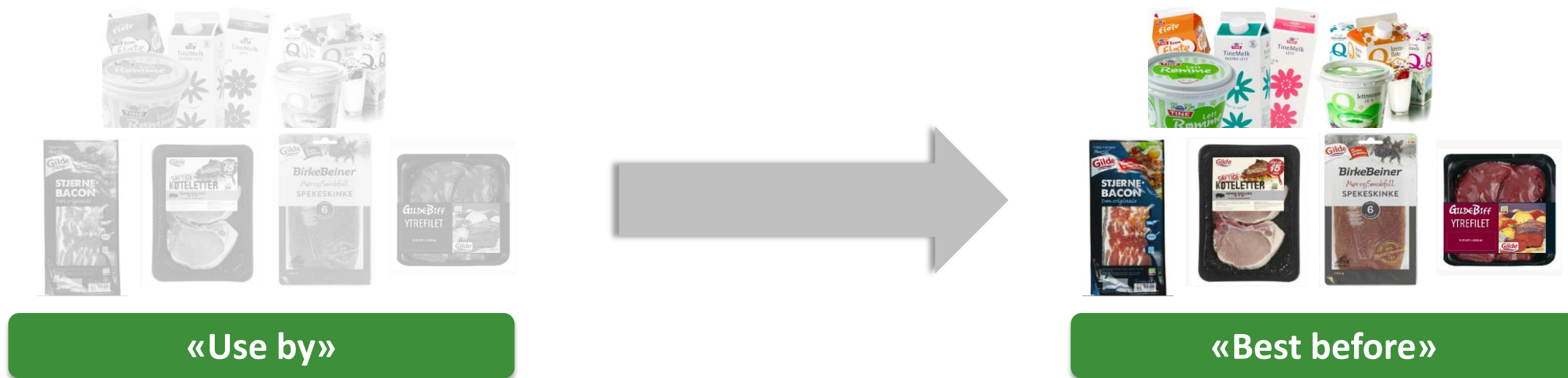
- Best practice on food date labelling and storage advice (similiar to Wrap guidance)



*We will reduce the food waste with 50 %  
– collaboration between businesses and authorities is the key to  
success.  
Vidar Helgesen, Minister of Climate and Environment*



# The shift from «Use by» to «Best before» on fresh products reduce food waste



- All dairy products
- Some meat products;
  - Bacon
  - Whole pieces
  - Cured meats
  - Liverpaste
- Dynamic date labelling used for milk (longer shelf life wintertime)

# Packaging innovation contribute to longer shelf life and reduced food waste

- Use of different technology to increase shelf life:
  - MAP (modified atmosphere packaging)
    - Longer shelf life for liverpaste
  - Change in packaging gas (CO<sub>2</sub>/N<sub>2</sub>)
    - 50 % less food waste specific for minced meat\*
  - CO<sub>2</sub> emitters;
    - Increased shelf life with 4 days for raw salmon filet\*\*
  - Shelf life indicators;
    - monitors temperature overtime and indicate the actual remaining shelf life of a product



\*Report «Food waste and date labelling»: <http://norden.diva-portal.org/smash/record.jsf?pid=diva2%3A950731&dswid=-3469>

\*\*<https://nofima.no/en/nyhet/2016/03/better-salmon-fillet-with-carbon-dioxide-co2/>



# Additional date marking – new initiative

## «BEST BEFORE... – OFTEN GOOD AFTER»

- Aligned for common additional marking across the food industry in Norway (February 2018)
- Objective is to increase consumers knowledge and to change consumers behaviour
- Additional marking is voluntary:
  - Only relevant for «best before» labelled products
  - Short and long life products
  - Should be used consistently to avoid consumer confusion
  - Should be followed by additional guidance;

«**LOOK, SMELL, TASTE**»

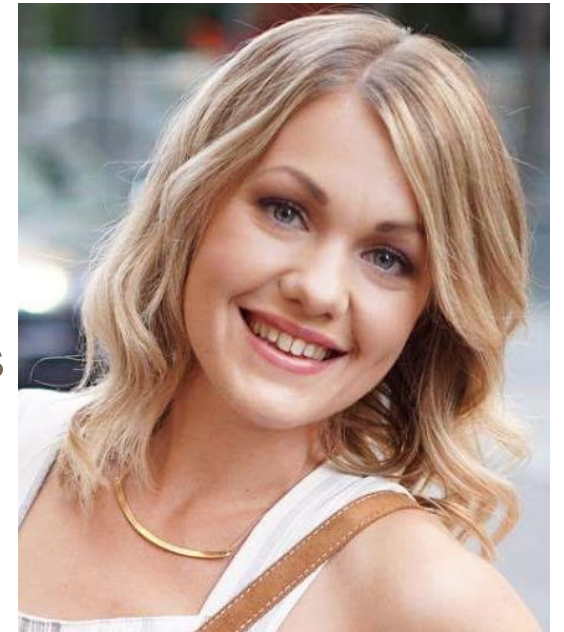


# Food Authorities support the additional marking initiative under certain conditions

- Food producers responsible for date marking incl. additional marking
- Voluntary information such as additional date marking:
  - Should follow current legislation
  - Must be **consistent**, **explicit** and **not confusing** to the consumer
- Food sector need to be aligned and agree on a common standard

# Consumers welcome the additional marking initiative

- Highlights from consumer surveys testing the additional date marking:
  - **7 out of 10** consumers are more confident in using their senses and regard the food as edible after purchasing additional marked products.
  - Especially high awareness to the initiative among young people <30yrs
  - **9 out of 10** understand the purpose of the additional marking:
    - Milk can be consumed even if the date is expired
    - Regard the information as additional guidance
    - Use their own senses to consider the quality of the product to a larger extent





# New opportunities for sales and distribution for food close to expiry date



Digital discount



Wholesaler – surplus food

HOLDBART.NO

Outlet surplus food

Food bank Direct



Food bank



Too Good To go

Sell, don't throw away



# Summary

- Date marking is important to prevent food waste – both food sector and consumers need more guidance
- Improving practice for date marking is still the most important factor:
  - Consistent use of «use by» and «best before»
  - Strive to accomplish same placement for type of date marking and date if possible
  - «Use by» should only be applied on **highly** perishable food
  - Consider new technology in order to maximize shelf life
  - Use dynamic date marking where relevant
- Available research shows that additional date marking contributes to positive change in consumer behavior.
- The introduction of an additional symbol: «Look, smell, taste», will encourage the consumers to use their senses to a larger extent
- Food Authorities support the additional marking initiative under certain conditions; information must be **consistent, explicit** and **not confusing** to the consumer
- Food sector need to be aligned and agree on a common standard
- Consider consumer campaign to build awareness and knowledge about date marking