

“Background and experiences from use of additional date marking in Norway”

24 th of October 2019



Expiry date is the second most important reason for food waste

Reasons for food waste -housholds



Additional date marking – new initiative

«BEST BEFORE... – OFTEN GOOD AFTER»

- Aligned for common additional marking across the food industry in Norway (February 2018)
- Some companies continue to use «not bad after», which was the first wording that was tested for additional datemarking in Norway
- 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»



«Often good after» – the process behind the decision

- Different messages were discussed during a workshop with 30 leading manufacturers 24th of January 2018.
- «Best before – but good after» already in market by the dairy company Q-meieriene since 2017.
- "*Often good after*" was the preferred message among the participating companies.
- The most important arguments were:
 - "Good after" gives positive associations
 - Relevant for most of the «best before labelled» products and not only dairy products
 - Do not overcommunicate the manufacturers promise of «good quality»
 - Should be used in combination with a common symbol which encourage the consumers to use their senses and in combination with additional information about natural changes in quality, expected duration of the quality or other relevant information
 - Can easlily be translated to Swedish, Danish and English

Consumers are more confident in using their senses for food with additional date marking

- Highlights from consumer surveys run by two leading companies*:
 - **7 out of 10** consumers are more confident in using their senses and regard the food as edible after purchasing products with additional date marking.
 - Especially high awareness to the initiative among young people <30yrs
 - **9 out of 10** understand the purpose of the additional date 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



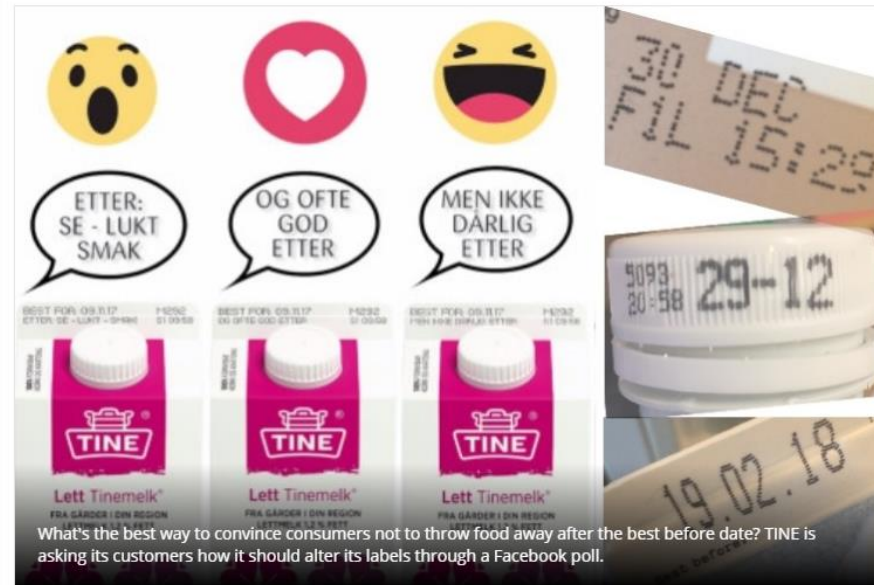
Example of how TINE engaged the consumers in choosing the final message

The Facebook post has already received more than 170,000 views and responses.

TINE using Facebook to ask public to vote on new best-before labeling to reduce waste

By Jim Cornall

04-Jan-2018 - Last updated on 04-Jan-2018 at 11:02 GMT



«Egg» was a logic product to use for testing of the additional labelling*

- Some highlights from a survey by NorgesGruppen – the largest retailer in Norway – results from use of additional labelling:
 - 58 % of the respondents will feel more confident to eat a product after the «Best before-date» has expired
 - 72 % of the respondents will use their senses before throwing the food away
 - 55 % of the respondents will prefer to buy a product with additional date marking



Campaign «Look, smell, taste» launched in 2019

- Aim is to encourage the consumers to use their senses before throwing away «best before» - labelled food



Symbol to use on pack or on companies' websites



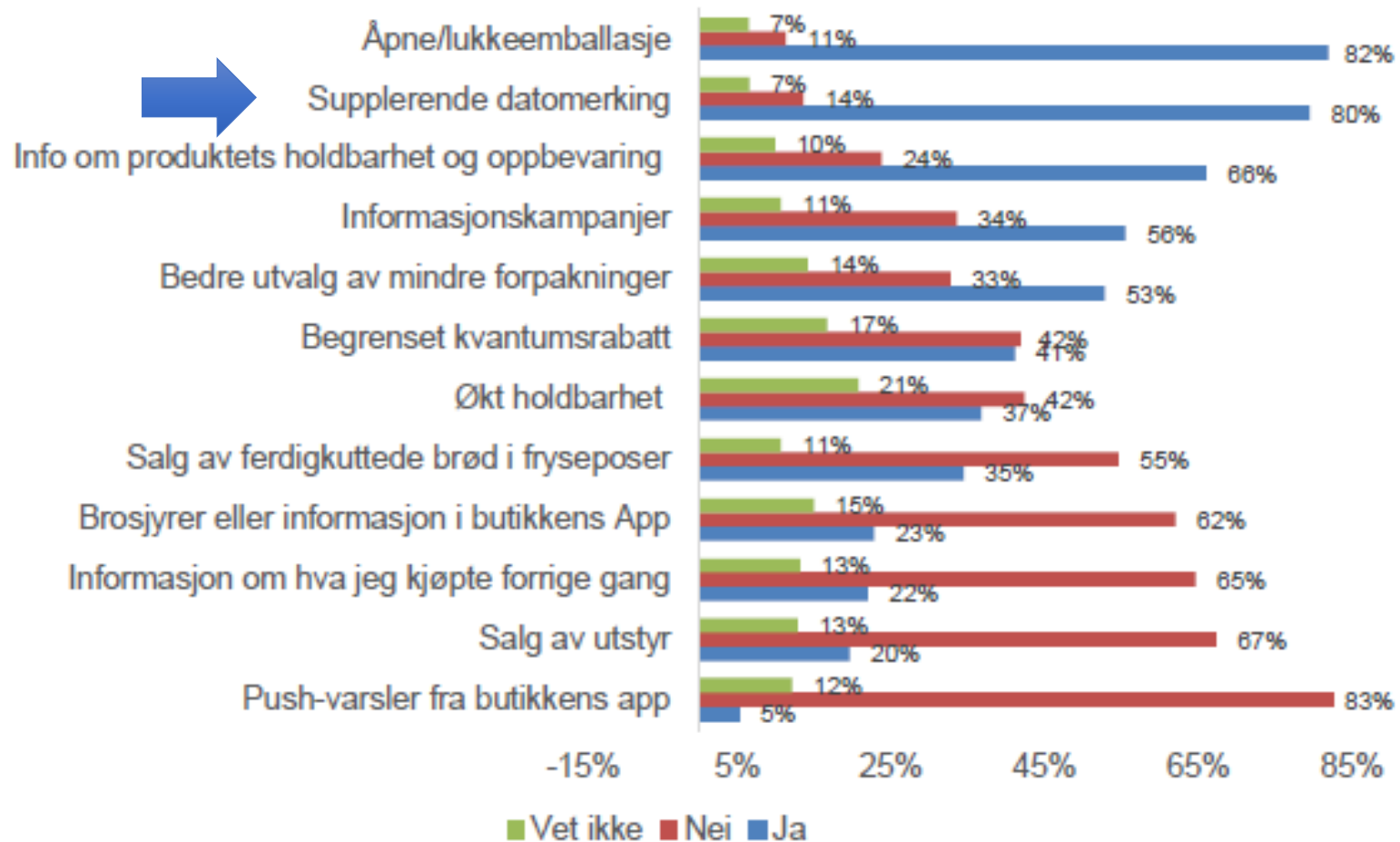
Film to be used in social media

Example of how TINE was engaged in the campaign



Research shows that additional date marking initiative already has gained **high awareness** among the consumers

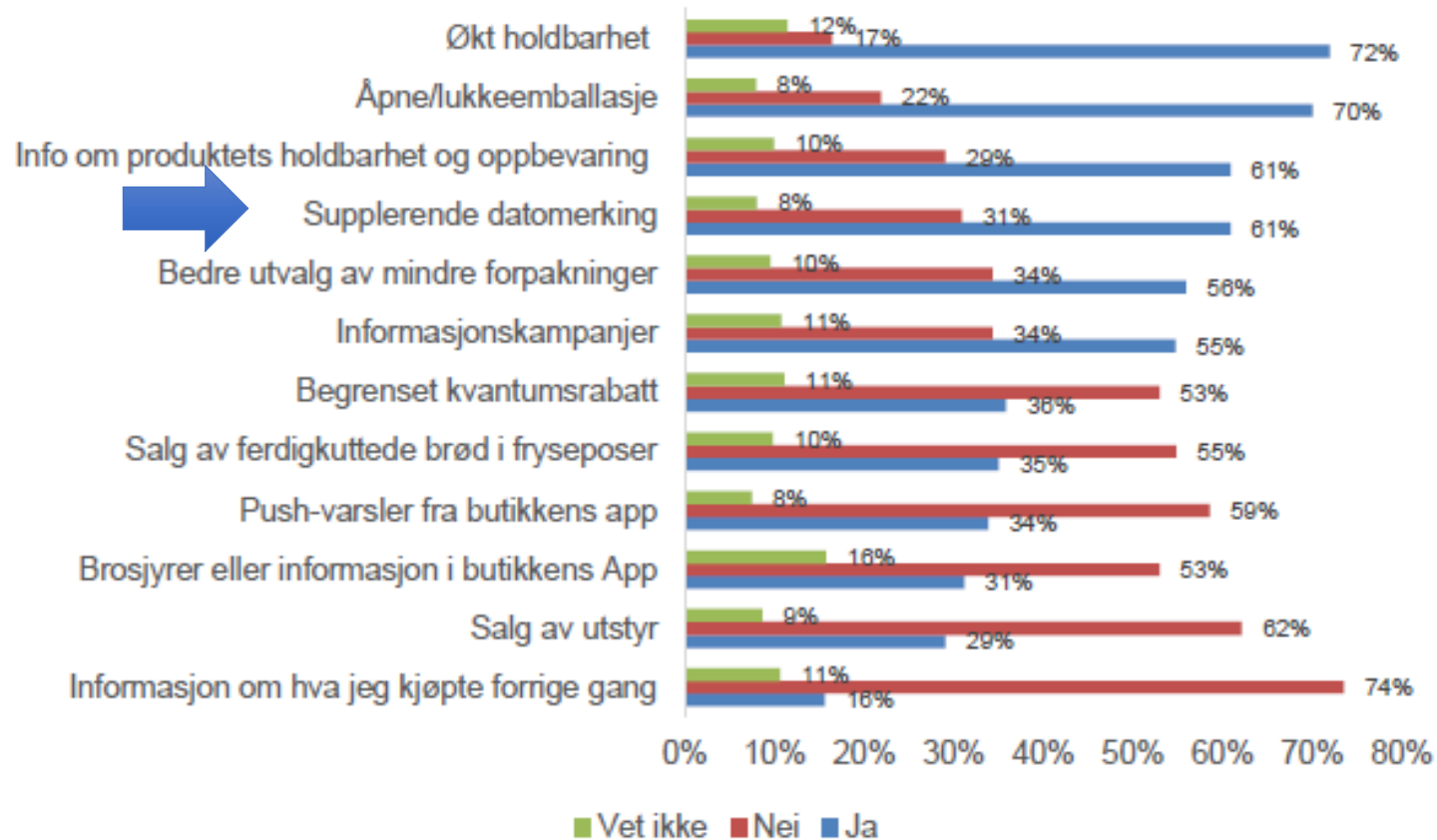
Awareness of different initiatives from food sector



80 % of the respondents are aware of the additional date marking initiative

Research shows that additional date marking contributes to reduce the food waste in the households

Initiative helping reducing the food waste in the households



61 % of the respondents say that the initiative with additional date marking has reduced the food waste in the households