

Guidelines for
«A sustainable
Food trade fair»



NORGE SKAL HALVERE
MATSVINNET INNEN 2030

Matsvinn er en utfordring vi må løse i felleskap. Vi må slutte å kjøpe, lage og forsyne oss med mer mat enn vi klarer å spise. Vårt mål er å kaste så lite som mulig. **Vil du være med å bidra?**

Purpose

- This «best practice» model provides examples of why and how different actors can work together to carry out a sustainable food trade fair with the goal of the least possible food waste and the best possible resource utilization.
- The target group for these guidelines is four operators, actors in the supply chain for food & beverage, waste management companies, food banks and more.



How to succeed?

This guide provides guidelines on the following key areas:

1



Cooperate with the actors involved

2



Set goals for food waste reduction and utilization of surplus food

3



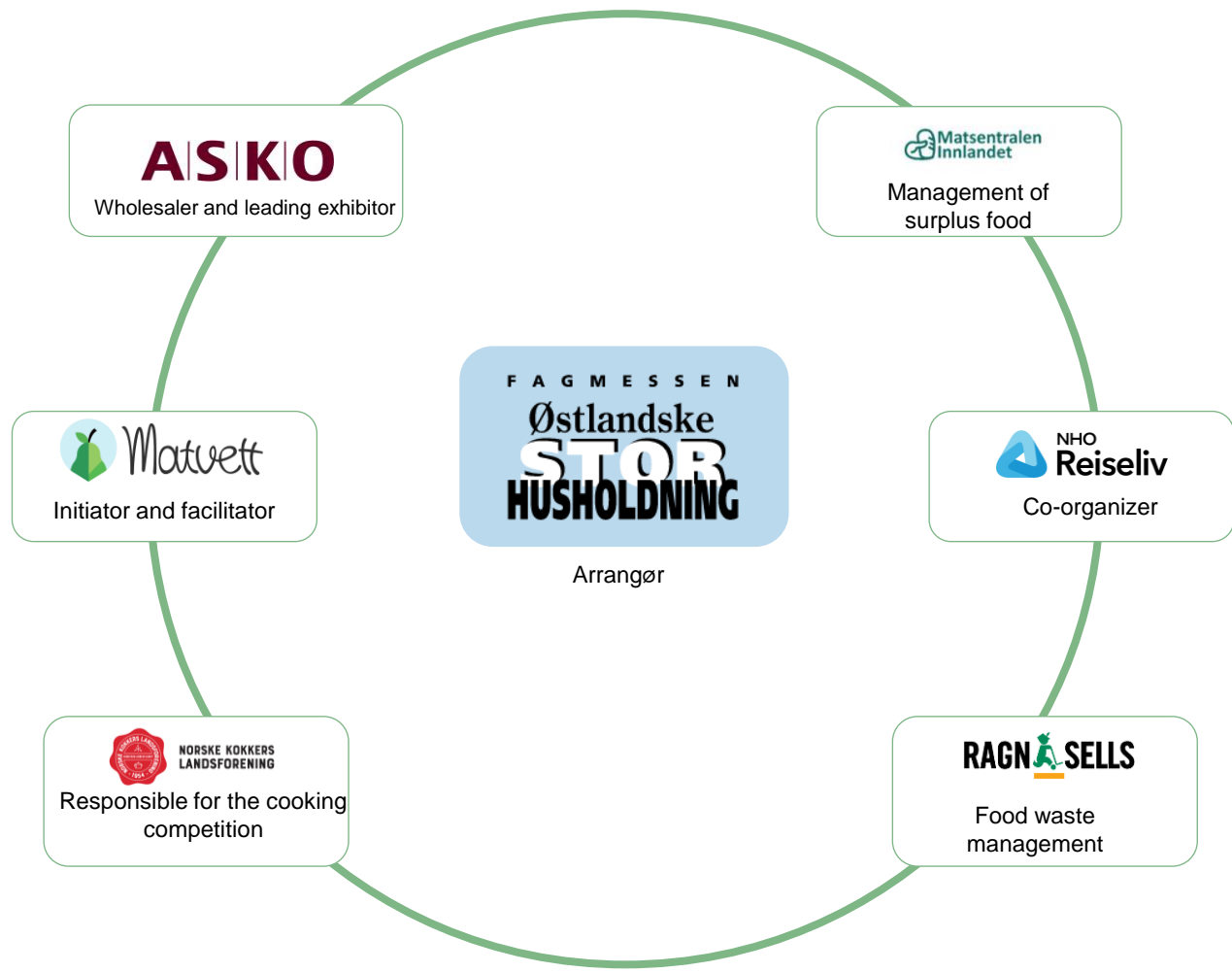
Use the “Toolbox” for sustainable food trade shows and best utilization of surplus food



1. Cooperation

Establish a Cut-Food-Waste Network

Example from Østlandske Storhusholdningsmesse



- Contributors
- Scandic
 - bama
 - NATUR OG UNGDOM
 - ATTENSI

Planning of the “Sustainable food trade fair”

Important phases for the success of arranging food trade fairs



Planning

- Communication on the event’s website about why this is a sustainable food trade show
- Communication about handling surplus food for exhibitors.
- Network meeting with organizers and potential resources such as Too Good To Go, the local food bank, the local animal park or farm, local waste management company, etc.
- Set goals for resource utilization. Use the figures from previous experiences.
- Agree on a system for handling surplus food/ food waste. Define tasks and roles.



Implementation

- Organize a professional seminar on «Sustainable food trade fairs» where the actors in the network present their role in the strategy.
- Invite each actor involved to have a stand, to communicate their role to both visitors and exhibitors.
- Use of communication materials such as rollups, flyers, photo exhibitions, etc. including the image of the resource pyramid to describe the strategy.
- Sort out surplus food and waste both from the stands and in common areas.



Evaluation

- Make an evaluation of exhibitors
- Communicate results to the media
- Set goals for the next food trade fair



2. Set goals

Set goals for the utilization of surplus food

- Matvett's resource hierarchy defines the most sustainable solutions

The goal should be that most of the food is eaten:



MATVETT'S RESOURCE HIERARCHY

- \$ Full price
- % Reduced price
- Person icon Donation
- Pig icon Animal feed
- Bus icon Compost + biogas
- Flame icon Incineration

Here are examples of activities to carry out:

- Have all the exhibitors calculate the amount of food based on the number of visitors (forecast)
- Make a plan to use food for tasting samples on day two or cooperate with the restaurant at the fair
- Make a plan to sell surplus food through TGTG or donate the food to the local food bank.
- Make an agreement with a feed producer or potential recipient of fruit/vegetables and bread for animal feed (zoos, farmers)
- Make an agreement with a waste company to deliver to biogas



3. Toolbox

ORGANISE A SEMINAR ABOUT “THE SUSTAINABLE FOOD TRADE FAIR” WITH FOCUS ON FOOD WASTE

Examples of Matvett’s seminar at The Østlandske storhusholdningmesse

Seminar program 6. oktober

| | | |
|------|---|---|
| 1330 | Hvorfor KuttMatsvinn Servering er viktig og hvordan kan serveringsaktørene få hjelp på veien? | Innledning ved Matvett |
| 1335 | En bærekraftig storhusholdningsmesse fra A-Å | Intervju med messesjefen |
| 1345 | Hvorfor bør innkjøpskjedene engasjere seg i arbeidet? | Samtale med NHO Reiseliv Innkjøpskjeden |
| 1355 | Hvorfor er verdikjedesamarbeid så viktig for å kutte matsvinn? | Samtale med BAMA |
| 1405 | Hva forventer de unge av mat- og serveringsbransjen? | Appell fra Vilde Haugen Gjems – leder Natur og ungdom Hedmarken |
| 1410 | Lansering av KuttMatsvinn-spillet | Demo av nytt spill på scenen med Attensi |



Seminar program 7. oktober

| | | |
|------|---|--|
| 1330 | Hvorfor KuttMatsvinn Servering er viktig og hvordan kan serveringsaktørene få hjelp på veien? | Innledning ved Matvett |
| 1335 | Gjestene må med for å nå halveringsmålet. Hvordan jobber Scandic med matsvinn? | Intervju med hotelldirektøren på Scandic Hamar |
| 1345 | Hvordan påvirke og inspirere fremtidens kokker til best mulig ressursutnyttelse? | Intervju med ASKO og en kokkelærling |
| 1355 | Hvordan sikre godt samarbeid om donasjon av mat i regionen? | Samtale med Matsentralen Norge og Matsentralen Innlandet |
| 1405 | Hvordan sikre god håndtering av matavfallet fra messen? | Samtale med markedssjefen i Ragn Sells |
| 1410 | KuttMatsvinn-spillet | Test av spill i plenum og kåring av beste spiller |



Make the food waste focus visible in all arenas, both inside and outside the food trade fair site

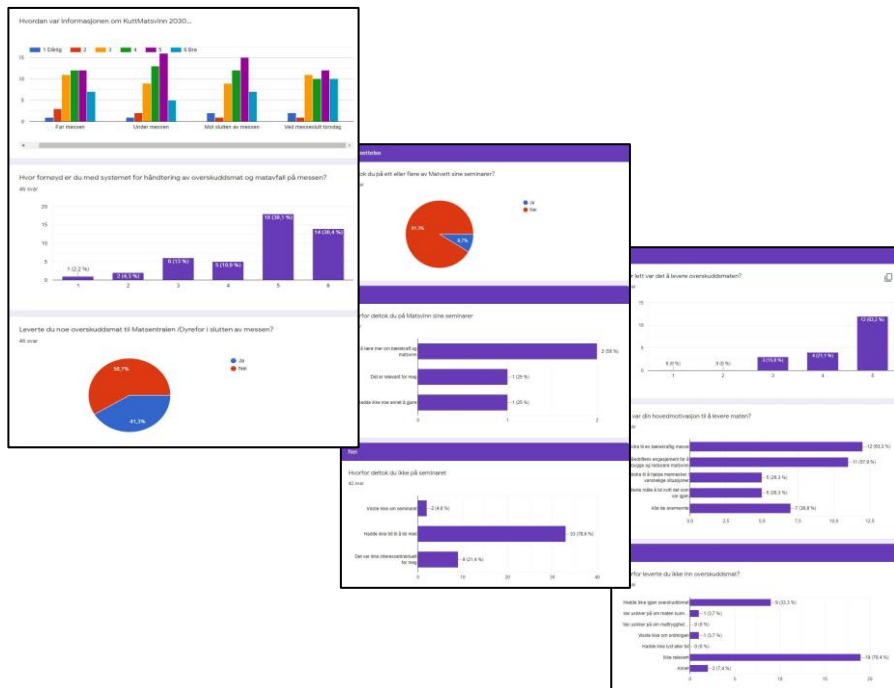
Example from Scandic Hamar in connection with Østlandske Storhusholdningsmesse



... In addition, the hotel had focus on measuring food waste from dinners organised for the exhibitors during the food trade fair.

Evaluate the experience of a “sustainable food trade fair”

Design a survey for exhibitors and other participants



Evaluate and summarize the results Example from the Østlandske Storchusholdningsmesse

70 % of the exhibitors were satisfied with the system for handling surplus food and food waste at the food trade fair

85 % of the exhibitors think it was easy to deliver the surplus food

75 % Of exhibitors said that earning more about sustainability and food waste was one of the most important reasons to participate in Matvett's seminar

Main motivation for donating the surplus food to the local food bank

“To contribute to a sustainable food trade fair, and our own commitment to prevent and reduce food waste”



«Model for a sustainable food trade fair» - Summary



1. Make a plan for cooperation

- Establish a Cut Food Waste Network
- Use the resource hierarchy as a management tool
- Arrange collaborative activities before, during and after the fair



2. Set goals

- Use "food waste in grams per visitor" as an indicator
- Compare with available key figures from previous events
- Make sure to weigh the food



3. Use the toolbox «Sustainable food trade fair»

- Go through the toolbox together with the network



4. Make your efforts visible

- "Sustainable food trade fair" model on the fair's website
- Consider other channels also



5. Make the handling of the food visible

- Use roll-up with the resource hierarchy in the exhibition area
- Create info writing for exhibitors



6. Make an impression with a photo exhibition

- Use large posters with pictures of different ingredients to have in the stand and common areas



7. Use gamification

- Matvett has developed a food waste game to engage both exhibitors and visitors



8. Food waste seminar

- Arrange a seminar about food waste
- Invite actors in the network to speak at the seminar
- Use the seminar to visualize food waste reduction focus at both the food trade show and at the activities of suppliers and exhibitors



9. Partner hotels and other arenas

- Consider other relevant areas such as dining rooms and hotels for visualizing your commitment



10. Evaluate & share results

- Send out a survey to evaluate the concept «Sustainable food trade fair» and management of surplus food to exhibitors and other relevant actors
- Create a press release and share the results with the media