



Food waste reduction in Norway 2019

2019 was a good year for everyone working to prevent and reduce food waste in Norway. Together with the Food Industry and the Government, we have reached important milestones. Below is a summary of some of the most important actions in the past year.

Negotiated Agreement - 103 companies on board

It has been two years and seven months since the "Negotiated Agreement on Food Waste Reduction" was signed between the Norwegian Government and the Norwegian Food Industry. The engagement for the Agreement has been great, especially among the retailers, manufacturers and the hospitality- and service sectors. A total of 103 businesses have joined the Agreement so far. As a result of the signing event in Arendal and a recruitment campaign in December, 24 new companies signed the declaration of endorsement in 2019. The new sectors that have joined the agreement are bakeries, kiosks, gas stations and convenience stores. There are already many good examples of how companies are working purposefully to prevent and reduce food waste. See all the companies involved and examples of good initiatives [here](#).

Food waste is reduced by 12 %, still more work to do

From 2015 to 2018, food waste in the manufacturing-, wholesale and grocery sectors was reduced by 16,000 tons, which corresponds to a reduction of 3.8 kg per capita or 12 %. This is in addition to the 14 %-reduction achieved by the industry between 2010 and 2015. This indicates that the industry is on track to reach the first sub-target in the Negotiated Agreement of 15 % food waste reduction by 2020. Greenhouse gas emissions and economic loss were also reduced during the same period, by 2 % and 12 %, respectively. The survey report with key figures for 2015-2018 can be found [here](#).

Although the food industry as a whole is well-positioned to reach the first sub-target in the Negotiated Agreement (15% by 2020), the report also shows that further work must be purposefully and intensively to meet the targets, that are intensified towards 2025 (30 %) and 2030 (50 %).

- More work on the large commodity groups measured in terms of volume across the value chain is needed: fruits/vegetables and bread/baked goods
- Food should not be used as a shelf heater in hotel buffets and in shops/bakeries
- It needs to be greater consumer acceptance of narrower selections towards the end of supermarket's and buffet's opening hours.
- The free return of bread and fruit and vegetables scheme should be revised.
- Grocery chains must cut 3 for 2 promotions on the same fresh item in the store.
- There is a need for increased transparency between suppliers and customers for more precise planning and tracking.
- We need more flexibility in the distribution of shelf life limits between supplier, wholesaler and grocery chain when goods have good residual durability. More food must be donated to Food Banks. Only 2000 tons of food are redistributed today from the food industry. In other words, there is a great potential here.
- Sustainable solutions and common measures against food waste should be emphasized in tender processes and procurement.



- More exposure of meager fruits & vegetables in stores and restaurants to ensure consumer acceptance is needed.
- There should be lower quality requirements regarding shape and size of fruits and vegetables.
- The authorities should work to raise awareness in schools and kindergartens, to close the gap related to general food knowledge and resource utilization among children and young people. By focusing more on the quality of raw materials, the use of the senses and how to store food in food and health-related subjects in primary and secondary school, it is possible to facilitate less food throwing in the future.

"KuttMatsvinn2020" - more than 2.000 food service businesses have now joined!

Matvett is leading "KuttMatsvinn2020", an Industry Collaboration in the Food Service sector with the goal of reducing food waste by 20 % by the end of 2020 from participating companies. The project was launched in 2017 and after three years, businesses representing over 2000 eating places have joined. The main focus of the project is to get food service businesses to measure food waste systematically and work on waste reduction measures. Dedicated focus on both routines and employees gives results. Up to the present time, 42 % of hotels, 46 % of restaurants and 63 % of the canteens that have delivered food waste data have already achieved the reduction target of at least 20% food waste reduction. In 2019, several actors from the public sector, kiosks and convenience stores, as well as bakeries, have joined the project.

The steering group decided to continue the project through 2020 with good support from the participants in the project, both to include even more food service businesses, especially restaurants, and to ensure that even more participants measure and report on food waste data. The long-term goal is to help the food service industry to reach the halving target by 2030.

Read more about implemented measures [here](#).

KuttMatsvinn2020 Research concludes with conference

2019 was the last of three years of KuttMatsvinn2020 Research. The aim of this collaborating project was to develop industry statistics, analyze food waste in the food service industry and develop tools for measurement and measures. The latest reporting round showed that as many as 626 food service locations provided data. This is 39 % more than in 2018. Most measured total volume of food waste, but some also measured food waste broken down by process or meal. 80 % of the participants reported data that they have weighed themselves, the remaining 20 % supply data from waste management services. The KuttMatsvinn2020-app developed by Unilever, was the most used tool for those who weigh and record their food waste themselves.

The results show that 9,000 tons of food were discarded in the first half of 2019 and that the most food waste per guest is found in the hotel sector (116 grams per guest). Compared to the beginning of the project in 2017, food waste per gram of food waste per guest for the hotels has been reduced by 8 %, while canteens have achieved a reduction of 27 %.



The collaboration project between NHO, Eurest and Matvett has produced results

Eurest and Matvett collaborated on the project "Best practice canteen" at the headquarters of The Confederation of Norwegian Enterprise (NHO). The project implemented various measures to cut food waste from meetings and canteens. The results from the work show that food waste from meetings and conference food was reduced by 54 % in grams per guest. Food waste from guest's plates at the canteen was reduced by 25 %. Two "Food waste weeks" (January and October) were arranged and included serving smoothies to all employees, serving surplus food at the canteen and communication with staff and guests. The entire Eurest team at the site was involved in coming up with proposals for food waste reduction measures. Read more about the most important measures implemented [here](#).

"Guidelines for Safe Reuse of Food" will reduce food waste

A survey about food waste in the food service industry shows that one of the main causes of food waste is due to overproduction, especially related to buffet serving and food that has been presented in sales counters. Many are unsure whether this food can be reused, but there is a great deal of flexibility in the regulations that makes it possible to reuse a lot of this food.

As part of KuttMatsvinn2020 Research project, Matvett and the research institutes Nofima and Østfoldforskning developed a guide with practical tips and advice on how to ensure safe reuse of food. The purpose of the guide is to provide professional support and inspiration to those who make and sell ready-made food, so that they become confident in their assessment of whether food that has been presented can be used again or whether it should be discarded. Read more about the guidelines and download them [here](#).

Cut Food Waste Week and Festival in May

In May last year, a "Cut Food Waste" week was arranged to mobilize actors in the food service industry to make their efforts reducing food waste visible. The Cut Food Waste Week gained attention in social media, both through examples of how some of the participating food businesses communicate with their guests to throw less food and in connection with a "Look, smell, taste" campaign that Matvett conducted in social media. Read more about the campaign [here](#).

A festival was also held in downtown Oslo, in Opland Bakgård by the city's main Train Station, on Saturday, May 25. The event was arranged in collaboration with The Environment Agency at Oslo's Municipality, Oslo European Green Capital, a network of actors working to reduce food waste in Norway, such as Too Good To Go, the Network of Norwegian Food Banks, the movements "Eat your food!" and "Foodlist", as well as several food service business. "Food with meaning" was served and knowledge-building activities were performed, both on stands and through small posts on the stage. Through collaboration with the food industry, the Norwegian Government and a network of committed businesses and individuals, we will achieve halving the food waste by 2030. It is important to mark these efforts with a special event to get the attention of social media and more businesses. The "Cut Food Waste Week" will be repeated in 2020.

Joint effort against food waste with Findus

We throw away five tons of edible food every 10 minutes in Norway, and this is what Findus wanted to draw attention to. Together with Matvett, two different events were conducted in 2018 and 2019, supported by PR work and digital campaigns, to highlight the amount of food waste we throw away and share tips on how to reduce it. The goal was to invite to a cross-industry collaboration to strengthen joint efforts against food waste. Read more about the cooperation, arrangements and measures that Findus has implemented [here](#).

Revision of education plans at secondary schools and restaurant and food science programs

"Sustainable Development" is one of three interdisciplinary themes that will be integrated into all subjects in connection with updating the curricula in Primary and Secondary Education. The new curricula will be implemented from the start of the schoolyear in 2020. Furthermore, sustainability is one of four selected core elements in the Education Program for Food Service and Food Sciences. This means that sustainability and food waste will become more central in both competence goals and teaching activities at all levels. It will be especially important to update the education for vocational teachers and education for students in Food Service and Food Sciences with knowledge of food waste and tools from the food service industry.

Matvett held several presentations on sustainability and food waste for both students and teachers at secondary schools in 2019, as a result of new competence requirements for sustainable development, as well as dialogue with various networks for teachers in Food Service and Food Sciences.

Collaborate with other actors and the media to spread the message

Matvett collaborates with many different actors to spread the message of taking care of food, both in the form of information on food waste and tips on various websites, in articles/radio and television interviews in national and local media and through activities. In 2019, we have also been involved in the production of the TV program, "Food shock" on NRK. Some examples follow below:

- Save money on throwing less food/Dagbladet: <https://www.dagbladet.no/mat/sparer-tusenvis-pa-Shopping-basket-tricks---rart-not-multiple-and-/70903164>
- Dry goods and canned foods have a long shelf life/KK: <https://www.kk.no/helse/sa-lenge-holder-torrvarvaren-seg/71056318>
- Innovation with new app that keeps track of lunch guests in canteens/Finansavisen: <https://finansavisen.no/nyheter/service/2020/01/05/7486286/sparer-millions-with-lunsjapp>
- The case for bread wastage in groceries and bakeries/Bakeri.net: <https://www.bakeri.net/ma-finne-sustainable-solutions-pa-brodsvinnet/>
- The bakery industry joins KuttMatsvinn2020: <https://www.bakeri.net/klart-for-flere-bakerier-i-kampen-mot-brodsvinn/>
- Websites about different product groups in connection with the "Food shock" program:
 - <https://www.nrk.no/livsstil/79-ting-du-kan-lage-av-potetrestene-1.14744313>
 - <https://www.nrk.no/livsstil/biffen-kan-bli-bedre-nar-den-har-gatt-ut-pa-date-1.14759852>
 - <https://www.nrk.no/livsstil/15-ting-du-kan-lage-av-tort-brod-1.14744297>
 - Radio broadcasting on food waste and "Food shock"/NRK Ekko:
 - <https://radio.nrk.no/serie/ekko/MDSP25021619/30-10-2019>

- <https://radio.nrk.no/serie/ekko/MDSP25023719/28-11-2019>
- Matvett at NRK "Norway now": <https://tv.nrk.no/serie/norge-naa/201910/ENRK10102119/player>
- Food at the cabin that has expired but can be safely eaten/NRK: <https://www.nrk.no/nordland/denne-maten-fra-fjorarets-hyttur-kan-du-trygt-pise-1.14517771>

Food Banks from south to north

Food Banks rescue surplus food from the food industry and ensure that the food is redistributed safely and effectively to nonprofit organizations that help disadvantaged people. By the end of the year, there were seven food banks around the country: Oslo, Vestfold and Telemark, Southern Norway, Rogaland, Bergen, Trondheim and Tromsø. The umbrella organization Food Banks Norway coordinates various relevant national projects and works for a more comprehensive financing of the network. The country's food banks redistributed in 2019 over 2625 tons of food, which equals 5.25 million meals. In the worst-case scenario, this food had been thrown away, therefore Food Banks make a significant contribution to giving food, people and the environment another chance.

EU Food Waste Platform launched report with recommended measures

The research institutes Nofima and Østfold Research together with Matvett participate as a consortium in the EU Food Waste Platform, which was established in 2016 and will be completed in 2021. One of the most important deliveries over the past year has been a major report on recommended measures at all stages of the value chain: "Recommendations for Action in Food Waste Prevention". The Norwegian consortium has participated in the working group behind the report, and it is positive that several of the measures adopted are based on the Norwegian work. The report can be read [here](#).

Expectations for 2020

We believe that 2020 will be the start of the "Sustainability Decade", and that industry actors, academia and authorities will work towards a more circular economy and a green shift where sustainability becomes a hygiene factor. Matvett will at least continue to pave the way for the Food Industry to succeed in halving food waste by 2030 and will help to share knowledge and spread good examples and inspiration. Knowledge dissemination, making visible the positive effect of reduced food waste, the Cut Food Waste Week and conducting industry workshops and networking projects are some of the activities that we will work on this year.

We look forward to continuing the good cooperation with industry actors, authorities and other organizations that support the fight against food waste. Please visit us at matvett.no and read more about our activities.