



**“How Norway succeeds in reducing  
food waste”**

Collaboration between trade and Government

# Matvett works on behalf of the whole food industry



70 %  
Industry

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



30 %  
Government

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

**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

2 employees

Key partners



Owned by 5 sectoral federations  
representing the food and  
hospitality industry



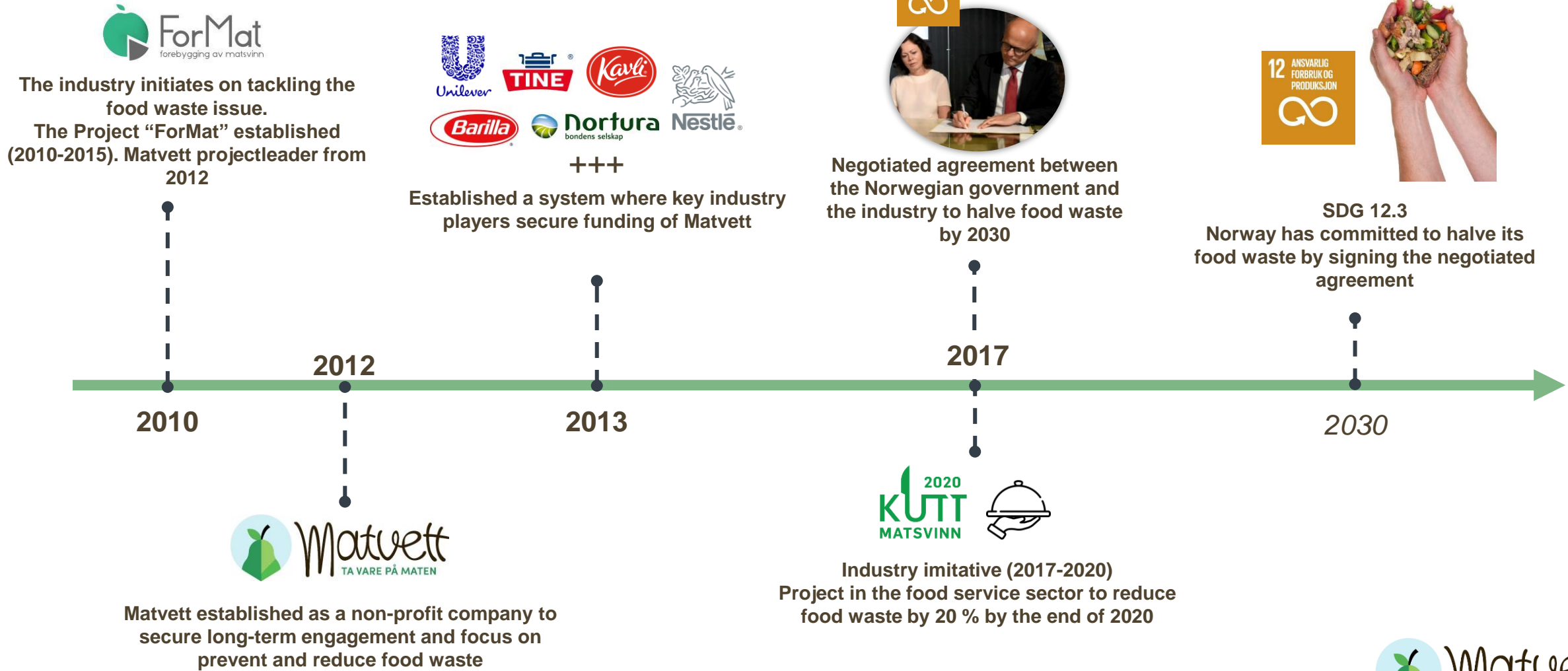
Anne Marie Schrøder  
Head of  
Communication and  
Public Relations



Anne-Grete Haugen  
Managing Director



# The Norwegian food waste timeline



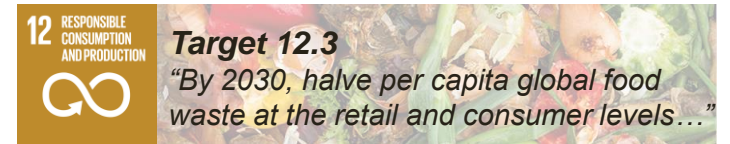


# The negotiated agreement in Norway

2017



The Norwegian Government and the food industry have signed a **negotiated agreement to reduce food waste**



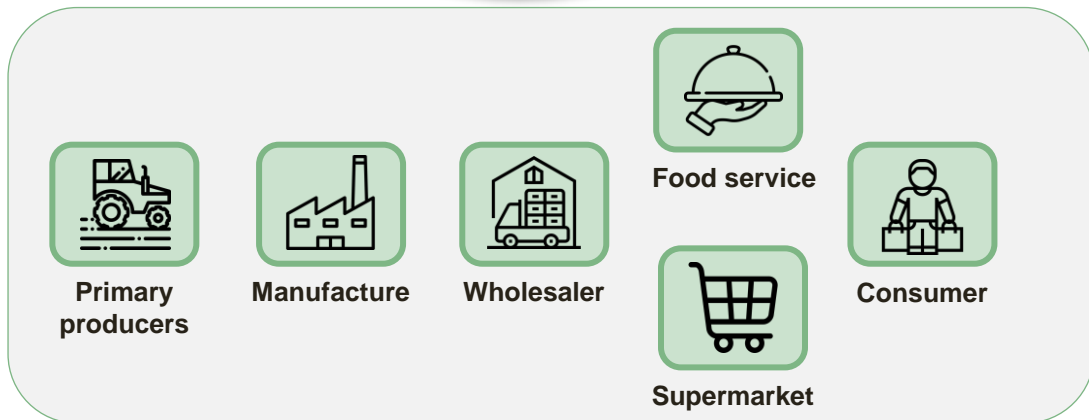
2030



**Long term goal: 50 %**

**food waste reduction across the food value chain**

**in line with...**



# Commitment from leading companies to sign the agreement

103 companies have signed the negotiated agreement, representing:



Manufacture



Wholesaler



Food service



Supermarket


Overall aim



Contribute to the **50 %** reduction goal

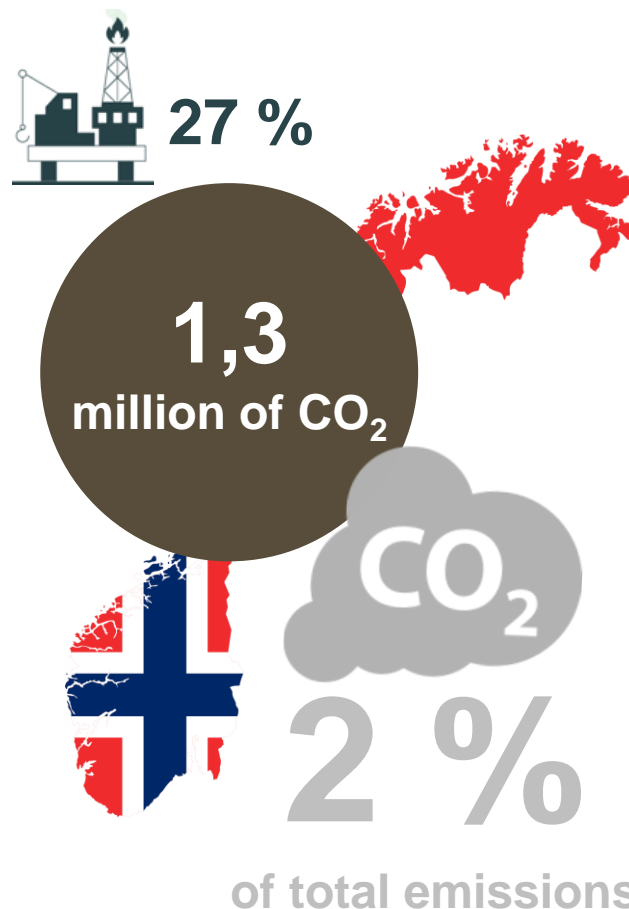
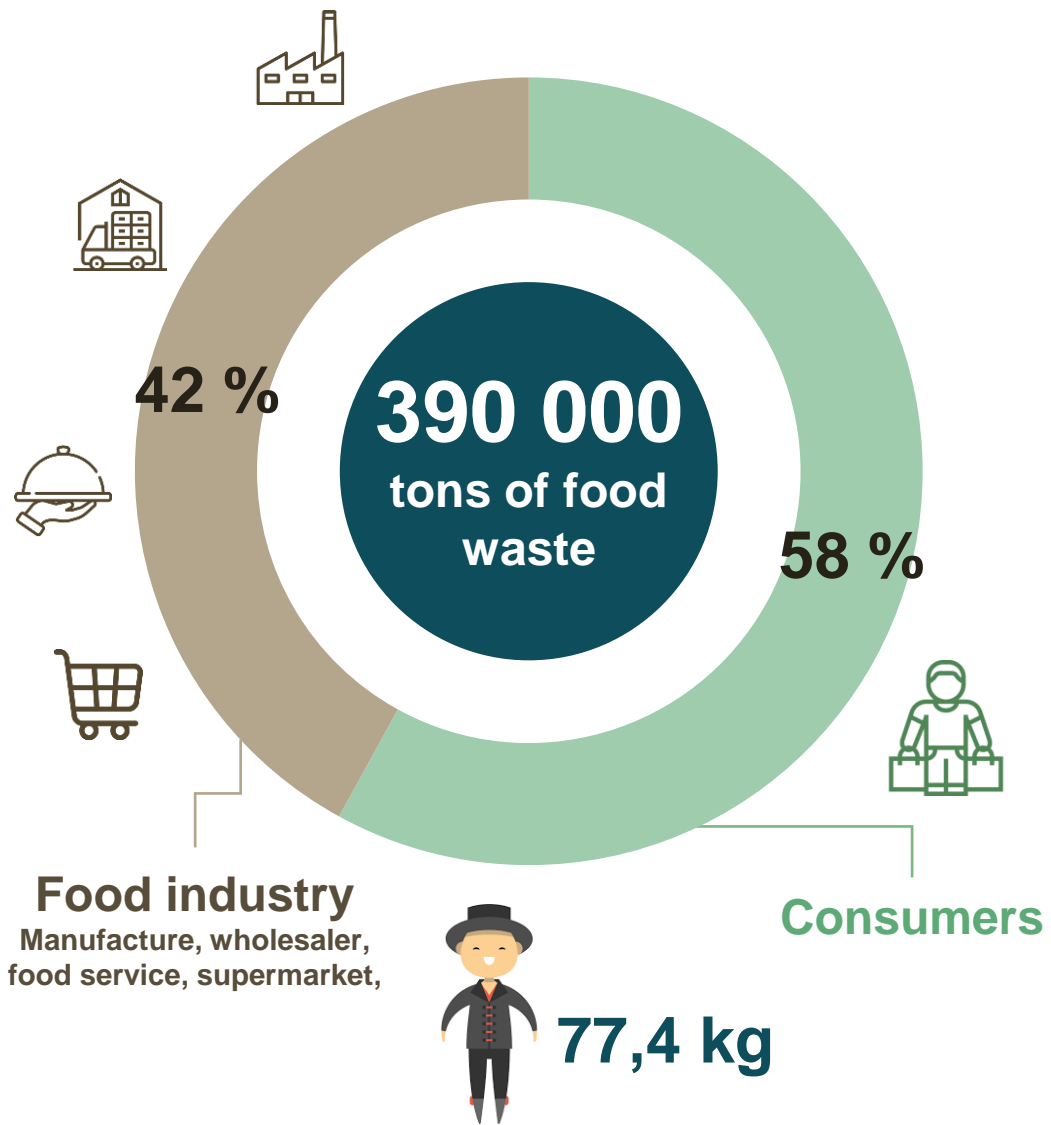
The commitments



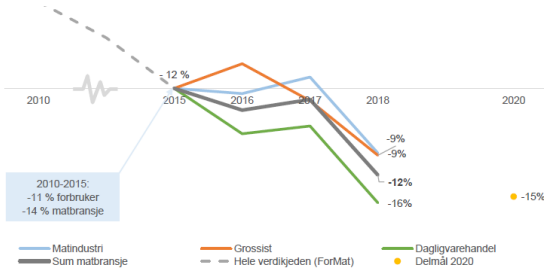
- Measure and report on food waste once a year
- Share implemented measures – both internally and within the value chain

# Food waste is still a challenge - all resources are needed

The food industry in Norway make up 42 % of the total food waste



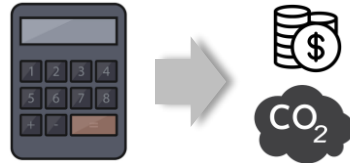
# How Matvett supports the industry



**System for monitoring and reporting**

**Introduce and coordinate initiatives in the industry**

Online food waste calculator



**Developing tools to estimate effect**

**Developing different guidance**

Campaign towards consumers to prevent food waste



**Content marketing towards consumers**

Encyclopedia in food reuse



**Marketing campaigns to visualize the company engagement**

Additional labelling



Guide for monitoring (Horeca)



Guide for food rework



Ads in different marketing channels