The «Norwegian model»

By

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The Norwegian model started with the ForMat-project 2010-2015

The «Norwegian model» is based on:

- Initiative from the food sector
- Private – public partnership
- Collaboration within the value chain
- Systematic monitoring of food waste since 2010
- Sharing of food waste data by manufacturers, wholesalers and retail chains

Food waste 2010-2015: -12 %

“Format brings players in the value chain together and is an effective arena for solving common challenges to fight food waste”. -Managing director, food manufacture
An unique financial model with the food industry
New «ForMat-project» includes the hospitality sector

Previous project (2010-2015)

Supplier → Wholesaler → Retailer → Consumer

New project (2017-2020)

Supplier → Wholesaler → [HORECA / Convenience: Hotels, Restaurants, Cantines, Kiosks, Gas stations, Public sector] → Guest
Examples of initiatives

- «Best-before»
- Social responsibility
- Alternative labelling
- Discount
- Producers and retailers
- Hospitality
- Reduced size
- Sell, don’t throw away
- Wholesaler – surplus food

Examples

Social responsibility

Reduced size

Examples

Hospitality

Examples

Producers and retailers

Examples

Wholesaler – surplus food

Examples

Hospitality

Examples
Negotiated agreement strengthen public-private partnership

Key elements:

- Voluntary agreement
- Reduction targets in line with SDG 12.3
- Total food waste in the entire value chain in kilo per habitant
- Equal methods for measuring and reporting food waste
- Private and public initiatives across the value chain, including consumers

- We will reduce the food waste with 50 %
  – collaboration between businesses and authorities is the key.

- Vidar Helgesen, Minister of Climate and Environment
Examples of future actions proposed in the negotiated agreement

- **Actions for the entire food sector:**
  - R & D Product/packaging
  - Tools for measuring food waste in kilos, CO2, NOK
  - Collect and reporting of food waste data
  - Alternative distribution channels
  - Revising quality standards
  - Exploit resources fully and reuse of surplus food

- **Actions authorities:**
  - Establish systems for reporting and collecting food waste data from households
  - Overall administration of the agreement
  - Encourage public actors to reduce food waste

- **Private and public – joint efforts:**
  - Date labelling
  - Redistribution of surplus food
  - Consumer food waste
Summary

- ForMat has proven that collaboration is an effective way of reducing food waste.*
- Use of new technology and commercial forces will result in new ways to fight food waste.
- The negotiated agreement will upscale the efforts to prevent and reduce food waste across the entire value chain.
- Results and best practice from «The Norwegian model» will be shared with the EU-platform members.
- «The Norwegian model» will be strengthened with support of the EU-platform members.

Matvett – overview:

- Represents and is owned by the food sector:
  - NHO Mat og Drikke (Food and drink Norway)
  - DLF (Grocery Manufacturers)
  - DMF (Grocery Forum retailers/environmental)
  - NHO Reiseliv (Norwegian Hospitality Association)
  - VIRKE (Enterprise Federation of Norway)

- Supported financially 50/50 food sector/authorities

- Objective: 50 % reduction in food waste by 2030

- Role: Encourage businesses to engage in food waste prevention

- Different partners (Østfoldforskning, Nofima, NOK)