TIME'S UP FOR FOOD WASTE!

SETTING THE EU ACTION AGENDA TOWARDS 2030

CONFERENCE
BRUSSELS | 12·12·2019

EU2019FI
THE NATIONAL FINNISH FOOD WASTE PREVENTION PROGRAMME

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CONTENT

• Timeline of Food waste activities in Finland
• Establishing a national food waste measurement system
• Building a road map to halve food waste
TIMELINE OF FOOD WASTE ACTIVITIES IN FINLAND

2008 Food waste quantification
2013 Donation guidelines
Annual Food Waste awareness week
2014 Food waste (total) chain
2015 ECA audit
2016 Food waste bill
2019 Voluntary agreement
Delegated Act ➔
2020 Updated results
RoadMap

2012-2016 EU FUSIONS

2016 – EU platform FLW

2013 - 2017 Nordic Project

FOOD WASTE RESEARCH:
• Household: amount, composition, attitudes, packaging
• Primary production, industry, retail, hospitality: waste and losses
• Means to decrease food waste in food chain
• Economic and environmental impacts of food waste
• Food aid – needs and development

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Visualization of household waste
23 kg/person/year

Respective amounts:
- Bread (16%)
- Vegetables (12%)
- Meat and fish (11%)...
CONSUMER REFLECTION ON DATE LABELS EVOLVES WITH INCREASED AWARENESS

Consumers (%) who fully agree
Comparison in 2017 before and after food waste week

- I buy products with reduced price, which are close to the use by -dates.
- I buy food with a long date marking, even if I use it today.
- Food is ‘old’ after the best before –date.
- I don’t know how the best before and use by -dates differ.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Before, n = 1022</th>
<th>After, n = 1002</th>
</tr>
</thead>
<tbody>
<tr>
<td>I buy products with reduced price</td>
<td>77%</td>
<td>79%</td>
</tr>
<tr>
<td>I buy food with a long date marking</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>Food is ‘old’ after the best before –date</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>I don’t know how the best before and use by -dates differ</td>
<td>12%</td>
<td>11%</td>
</tr>
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European Commission - Press release

Preventing food waste, promoting Circular Economy: Commission adopts common methodology to measure food waste across the EU

Brussels, 6 May 2019

Each year around 20% of food produced in the EU is lost or wasted, causing unacceptable social, environmental and economic harm. EU is committed to solving this problem and putting its food system onto a sustainable path. To be able to take effective action, we need more data on food waste than we currently have.

In order to address this knowledge gap, the Commission has adopted a Delegated Act laying down a common food waste measurement methodology to support Member States in quantifying food waste at each stage of the food supply chain. Based on a common definition of food waste, the methodology will ensure coherent monitoring of food waste levels across the EU.

Preventing food waste was identified as one of priority areas in the Circular Economy Action Plan adopted by the Commission in December 2015. Furthermore, food waste is one of ten major indicators of the Circular Economy Monitoring Framework, telling us how advanced we are in the transition from
DEVELOPMENT OF FOOD WASTE MONITORING SYSTEM AND FOOD WASTE PREVENTION ROADMAP IN FINLAND 2018-2020

WP 1. PRIMARY PRODUCTION
WP 2. RETAIL AND FOOD INDUSTRY
WP 3. RESTAURANTS / HOSPITALITY SECTOR
WP 4. HOUSEHOLDS
WP 5. Roadmap, forum, overall picture of the chain, communication
WP 6. Final roadmap and communication (2020)

Ministry of Agriculture and Forestry, Ministry of Environment, Ministry of Economic Affairs and Employment, Finnish Food and Drink Industries’ Federation, Finnish Grocery Trade Association and Finnish Hospitality Association
PERMANENT FOOD WASTE QUANTIFICATION SYSTEM & FOOD WASTE ROADMAP IN FINLAND BY 2020

Hanna Hartikainen, Luke
~ 80 KILOS / PER PERSON
EDIBLE FOOD WASTE
SOLD FOR HUMAN CONSUMPTION

FOOD PRODUCTION

NOT SOLD FOR HUMAN CONSUMPTION

PRODUCED FOR FOOD

NOT PRODUCED FOR FOOD

DESTINATION

SEPARATE REPORTING

EDIBLE FOOD WASTE

FOOD WASTE

OBS!
INCLUDING HARVEST LEFT IN FIELD

Picture: Hartikainen (2019)
COLLABORATION BETWEEN FOOD CHAIN AND KEY STAKEHOLDERS

- Common definitions and boundaries
- Following and adjusting to international agreements (Commission, UN).
- Coordinating data collection.

Data collection method(s)
- Data specifications
- Required sample size, representativeness

Picture: Hartikainen (2019)
<table>
<thead>
<tr>
<th>METHODS</th>
<th>PLANNED SAMPLE SIZE</th>
<th>RESULT</th>
</tr>
</thead>
</table>
| ✓ Questionnaires  
✓ Statistical data: e.g. beef, pork  
✓ Interviews: supplementary | Q: 30 % volume | Data from 2016-17  
Rest to be done 2020 |
| ✓ Questionnaire  
✓ Interviews: supplementary | Q: 30 % volume | In progress: now 15-20% |
| ✓ Data collected by retail groups | 90 % volume  
(3 big chains) | Over 90 % |
| ✓ Food waste diary (D)  
✓ Questionnaire (Q): supplementary | D: over 140 food serving places  
Q: 500 food serving places | D: 78  
Q: 900 |
| ✓ Online-questionnaire (Q): supplementary  
✓ Waste composition analysis (W)  
✓ Food waste diary (online) (D) | Q: 1,000 households  
W: 5,000 households  
D: 200 households | Q: over 1,000  
W: over 5,000 (2018)  
D: over 200 |
Date when waste occurred
Number of people attended
Special notes

Type of food waste
Amount estimate: gram, pcs, dl, plate, spoon
Reason for waste
Food services: food eaten, edible waste, bio-waste g/customer

Number of respondents: 78

- Student restaurants: 7
- Staff restaurants: 14
- Restaurants: 8
- Schools: 11
- Day care centres: 10
- Nursing homes: 6
- Hospitals: 1
- A la carte: 8
- Hotels: 7
- Service stations and cafes: 6
- All: 78

Food eaten (g/customer) | Originally edible FW (g/customer) | Kitchen bio waste (g/customer)

20 %
Efficient regulation
Intelligence from technology
Nudging towards sustainability
Strength from education, new beginnings
Material resources into view
More together
Evolving research and facilitating its integration
THANK YOU!