A national food strategy for Sweden – more jobs and sustainable growth throughout the country

- until 2030
- framework
- the entire food chain
- growth and employment
- contributing to sustainable development
- an action plan
Three strategic areas

1. Rules and regulations
2. Consumers and markets
3. Knowledge and innovation
Rules and regulations

- To support a competitive and sustainable food chain
- Regulatory simplification
- Administrative relief
- Appropriate taxes and charges
Consumers and markets

- consumers have a confidence in food
- consumers are able to make informed and sustainable choices
- efficient competition
Knowledge and innovation

- support
- increase
Action plan

- Health
- Public consumption
Health

- Keyhole labelling
- Promote good eating habits and physical activity
Public consumption

• The National Agency for Public Procurement
• Competence Center for Food in the Public Sector
• (The Swedish Food Agency)