



Norwegian Ministry  
of Climate and Environment

## Preventing food waste in Norway

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My name is Marianne Gjørsv.

I work in the Ministry of Climate and Environment in  
Norway.

I am the Norwegian National Focal Point of 10YFP.  
(UN's 10-Year Framework Programme on Sustainable  
Consumption and Production)

I will talk about preventing food waste in Norway.



If food waste were a country, it would be the third largest emitter of greenhouse gases.

This is because a lot of productive land and soil go to waste. So food waste is linked to climate change.

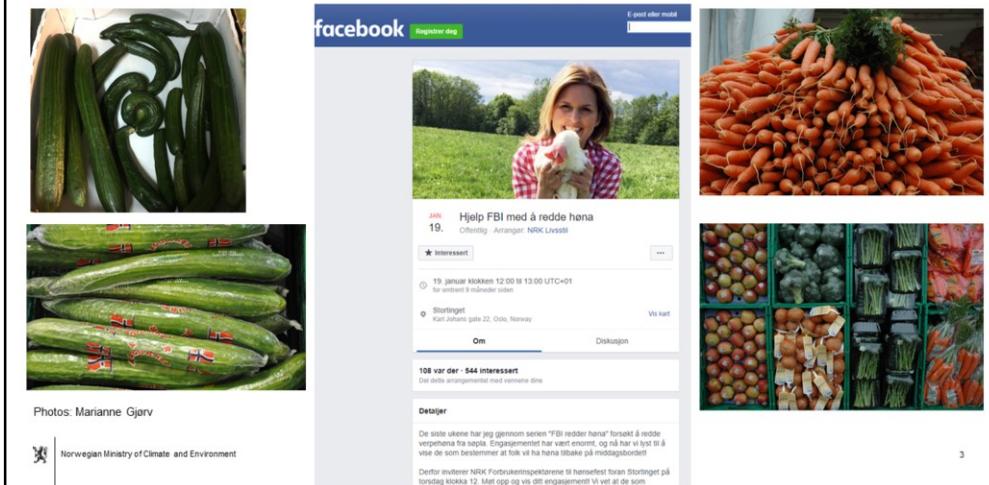
Food waste also has to do with

- biodiversity,
- resource efficiency,
- energy- and water consumption.

Besides, food waste is bad for

- household economy,
- productive capacity and
- transport capacity.

## Food or waste? TV programme created debate in social media



A Norwegian TV programme about food waste, created a debate in social media. In the program, the food industry told us that people prefer to eat chicken instead of hen meat.

We also learned that as soon the egg production of a hen is going down, the hen is killed by gas and added to concrete, as a binding agent, rather than being used for dinner.

In the programme, we also saw that huge piles of carrots and onions were thrown away, simply because they were crooked or did not fit into standard packaging.

The TV programme was an eye-opener to many of us. A campaign was started in social media about using crooked vegetables and hen meat as food.

You can now find both crooked vegetables and hen meat in several supermarkets, due to consumer demands.



This photo shows one person's food waste in one year, in Norway. One out of eight shopping bags go to waste.

Food waste actually fell in Norway by 12 per cent between 2010 and 2015. In this period, we have had the work of Matvett.

Matvett is a partnership between the food industry, the wholesalers, the grocery trade, the hospitality industry, research bureaus and the authorities.

Matvett provides information and advice to both consumers and businesses, with the aim to prevent food waste.

Matvett has its own website and books with recipes and recommendations on how to handle food and leftovers.

Matvett is one of the "10YFP Nordic Best Practices", mentioned in Gaia's report on consumer information.



Photos: Marianne Gjør



## Agreement to reduce food waste

News story | Date: 2017-06-28

The Norwegian Government and the food industry have signed an agreement to reduce food waste in Norway by 50 percent by 2030.

On June 23rd 2017, five Ministries on behalf of the Norwegian government and twelve food industry organizations, signed a binding agreement to halve food waste across the food value chain in Norway within 2030. Food waste in Norway refer to the edible part of food waste. This reduction target is in line with the UN sustainability goal 12.3 and in fact a bit more ambitious because the goal applies to the entire food value chain from primary production to consumers.



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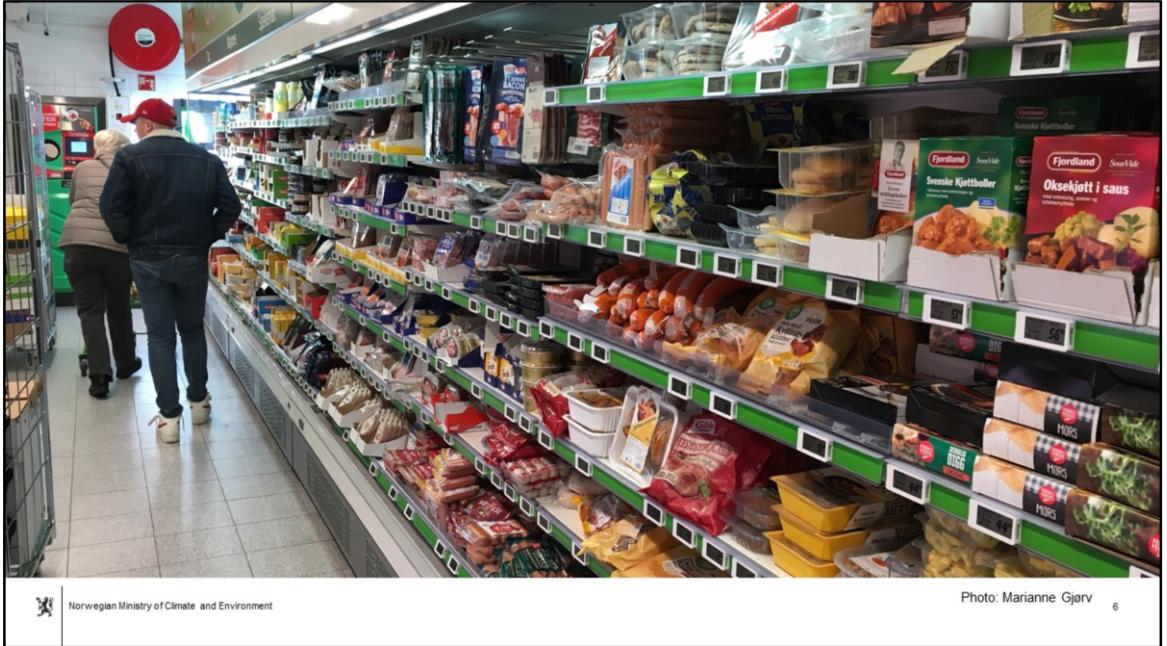
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The Norwegian Government has this year established a unique negotiated agreement, building partnership with the entire food sector.

This is a binding agreement which involves five ministries and twelve sector organizations from the industry.

It has a target of reducing food waste by 50 percent by 2030.

All key stakeholders are involved: farmers, fish and seafood producers, food manufacturers, restaurants, supermarket chains, convenient stores, kiosks and gas stations.



We believe this agreement is ground breaking and could serve as a model for other countries,

- because it covers the entire value chain, not only consumers and retail levels,
- because partners will meet at a regular basis to take stock and exchange lessons learnt,
- because we will trigger friendly competitions and cooperation between the actors, and
- because we will have systematic mapping of food waste.

## Best before – but not bad after



Photo: Marianne Gjerv



Photo: Matvett

**Discount when best-before date is about to expire**

We can all do our share. We can do better at seeing, smelling, tasting, freezing, and repeating our meals.

We can learn from the milk producer, who has labelled the milk box "best before, but not bad after".

We can "Save the environment and money", if you get a discount when the best-before date is about to expire.

## Buy less – throw away less

One for the price of one



Photo: Matvett

Small-sized bread for small households



Photo: Matvett



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Many grocery chains in Norway now have special offers.

They offer

- smaller bread for smaller households,
- better packaging for better durability,
- 50 percent off the price on items approaching expiry date.

And they even have this fantastic offer: Buy one, pay for one.

You might have heard about "Too Good to Go", where you can eat well, save money and save the planet at the same time?

If you download the "Too Good to Go" app on your cell phone, you can order food at reduced price from local restaurants, cafes, bakeries and other stores.



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**Thank you!**

Photo: Marianne Gjørsvik

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I would like us all to pay attention to food waste,  
- both at a personal level and at a political level.

We will then achieve

- less pressure on biodiversity,
- less greenhouse gas emissions,
- better use of resources,
- and a lot of other benefits.

It's really a multiple win-win opportunity, and the best thing of all, it's actually quite a low hanging fruit.

Thank you!