



**CONGRESO
INTERNACIONAL**


**DE PROMOCIÓN
AL CONSUMO
DE FRUTAS
Y VERDURAS**


Reduction of food waste in Sweden

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Political priority

- Contribute to the UN's global sustainability goal to halve the global food waste by 2030
 - Agenda 2030
 - Goal of 20% waste reduction in Sweden from 2010-2020
 - Cooperation between the Swedish Environmental Protection Agency, the Swedish Food Administration and the Swedish Agriculture Agency
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Poclitical goals of the Nordic countries

Food waste reduced by 50% to 2030

2017 the Nordic countries decided on a common plan for food waste. The focus areas are:

- Primary production
- Date marking
- Redistribution




The Nordic Ministers presented the following overall recommendations:

- Create a Nordic network about food and resource efficiency in the food system that facilitates the exchange of good practice and can contribute to new joint initiatives.
- Collaborate on integrating work with food work into national Agenda 2030 strategies.
- Harmonize the rules for food distribution in the Nordic countries to prevent food habits and remove barriers to a common Nordic food market.



Growers

- The waste in the primary line will always be higher the lower product value is. Decisive is always the labor cost.
 - If there is a provision for the product in class 2 or industry. Which is connected with the product value.
 - High quality demands
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Growers

- Culture technique, investments
- Storage
- Plant protection
- Promotion Projects – what´s in Swedish season
- Cooperation with the universities and the food industries
- Cooperation with the wholesales regarding e.g education of staff, discussions on e.g the size of products (broccoli 250g or 400g)



Investment in Ultra-Low-Oxygen storehouses

Reduces losses during storage and prolongs the Swedish apple season



Wholesales and Supermarkets

- Logistics, warehouse temperatures
- Best before dates
- Education of staff
- Groceriebags, home delivery – recipies
- Juicebars and ready to eat food in the store, made of sorted food.
- "Environmental bags", sorted fruit in discount bags.

**Plänge
leve
mater** **MAT SMART**

Att minska matsvinnet är kärnan i det vi gör. Tillsammans med vårt hängivna community – våra kunder, leverantörer och partners – sätter vi med stolthet fokus på mat och hållbarhet.

Läs mer om Matsmart

The advertisement features a central text overlay on a background of various food products. The products include a bag of 'Käddfil & Lök' chips, a box of 'ALMUN' almond milk, a can of 'Green Gio' vegetable soup, a bag of 'Risenta' rice, a box of 'Knorr' tomato soup, and a bottle of 'HiPP' baby food. A green checkmark icon is positioned below the text 'Läs mer om Matsmart'.

Matsmart, “Smart food” a buissnes idéa for recuction of foodwaste

How make a sucessfull buissnes by selling and distributing products with a short date.



Restaurants

- The waste within the sector have increased
- Difficult to predict the number of guests
- Size of portions (buffés)
- Nordic council of ministers have made a series of guidelines
- Observe, register, inform, create routines, evaluate



Bloom in the park, a restaurant i Malmö

In this restaurant you can not order, they serve you a special menu based on whats in season. They use all they can of the product, and any leftovers become compost.



Schools

- Involve everyone at school.
- Let an adult serve the younger students.
- Reduce the size of the waste bin.
- Remind students that they can take a second time
- Talk about food and environment in the classrooms



School example

- The Rudbäck High School in Stockholm reduced their food waste with 30 % by switching to smaller plates.
- In the community of Vårgårda the schools had a competition where the schools weighed the food waste every day. The winner reduced the waste with 98% (40% average)



Consumers

- 50 % of the food waste in Sweden occurs in the households
- Food is relatively cheap in Sweden
- Consumption habits
- High pace of everyday life, lack of time to focus on cooking – bad planning
- We have a fairly low level of acceptance for diversity in quality in Sweden.
- Missread best before dates



Household waste becomes biogas

Developed system for recycling. Biological waste is being sent to the biogas plant.



Thank you for listening!