



Ministry of Economic Affairs



Food waste in The Netherlands & cooperation in the food chain

*Alexia Michel,
Ministry of Economic Affairs, NL*



food

- 1- buy it with thought
- 2- cook it with care
- 3- use less wheat & meat
- 4- buy local foods
- 5- serve just enough
- 6- use what is left

don't waste it

U.S. FOOD ADMINISTRATION

US Food Administration
World War I (1917)



Definition

reducing the amount of food which is intended to be eaten by humans but **which is actually not eaten by humans**



Current food waste policy

Ambition: 20% less in 2015

5 action lines:

1. Monitoring and transparency
2. Consumer awareness
3. Best before date
4. Facilitating the industry
5. European and global strategy



Sustainable Food Alliance: food chain wide cooperation and agenda



*Federation of
Agriculture and
Horticulture*



*Food processing
industry*



Retail



*Food Service
Industry*

VENECA Vereniging
Nederlandse
Cateringorganisaties

*Federation of
Catering
Organisations*



1. Monitoring and transparency

FOOD & BIOBASED RESEARCH
WAGENINGEN UR

- “What gets measured, gets managed”
- Monitor on food waste: 89-211 kilo per capita (measured in the whole food chain, 2011)
- An increase compared to 2009!
- However
 - Agreement on definition
 - Development of methodology
 - Insight were the problem is most urgent



Monitor Voedselverspilling

Mid-term rapportage



Han Soethoofd en Toine Timmermans

Rapport 1372

Destination food waste 2009 (in %)



■ animal feed (21.3%)

■ anaerobic digestion (6,8%)



Monitoring and transparency

- Consumers waste the most:
± 47 kilo is wasted per person per year (2012)
- Top 5: Dairy, bread, vegetables, fruits, sauce and fats
- But a lot of consumers don't think they waste that much food

Consumer's food waste

- € 2.4 billion per year
- 13% of the food they buy





2. Consumer awareness: Dutch nutrition centre and cooperation with the food industry



- Consumer campaigns
- Public Private Partnerships with over 50 partners (Lidl, Deen, AH, Coop)
- 2014 “Stop Food Waste year”
- Encouraging companies to adopt information from the Nutrition Centre in communication materials towards consumers
- EZ: campaign on sustainable food jointly with the food industry.



3. Date labeling on food: best before

Confusion (Dutch terminology)

Actions:

- Do not use the choice of date as a marketing instrument
- Ask the Commission to expand the list of products without data requirement
- Information through Nutrition Center and clarify information on labels
- Clarification of information on product labels

10% -> fresh
products

5% -> other
products

BEST
BEFORE
24/06/17



4. Industry: support front runners, share knowledge, remove bottlenecks



7 proposals for business models (Provalor (Proviand), catering in Zoo), bakery



Disseminate knowledge through ‘breakthrough projects’ and helpdesk food waste



Stimulating cooperation Sustainable Food Alliance and Food banks



5. Europe and global



Collaboration with leading countries and creating a level playing field



FL: Improve the efficiency of production chains through knowledge and experience

Dec. 2014 - International conference on food waste & food losses



Lessons learned

1. It takes a long time to change consumers behavior
2. Deal with the opinion "There is no waste"
 - Industry (economic/technical feasibility)
 - Consumers (don't patronize)
3. It's valuable to have a centre of expertise on consumer awareness and behavior
4. Collaboration with the food chain (Alliance on sustainable food) is necessary to make further progress
5. Exchange best practices with other countries

So: we're not there yet!



Thank you for your attention!



a.s.michel@minez.nl

t.h.m.tennapel@minez.nl

conferenceFLW@minez.nl