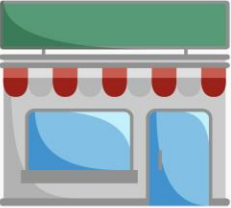




This is FoodDrinkNorway

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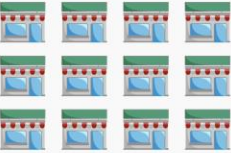
Number of member companies:

1900



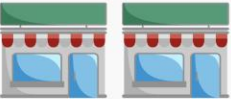
Number of FTEs in member companies:

40 000



Share of small member companies:

88%



Share of medium sized member companies:

7%



Share of large member companies:

5%

Number of FTEs in the top 100 largest member companies:



31 250



Number of regional offices:

10



Number of industry associations:

5



Number of legal advisory cases:

1500+

Key words:

Plastics Strategy - packaging

Packaging and waste

Extended Producer Responsibility

Infrastructure for sorting and recycling

Food sustainability

Diet and health

Labelling

Food Waste



Areas of priority in 2023:

- Energy and cost crisis
- Sustainable food systems
- Cross border trade
- Competition suppliers/retail chains



The EEA Agreement guarantees equal rights and obligations within the Internal Market for individuals and economic operators in the EEA.

It provides for the inclusion of EU legislation covering the four freedoms — the free movement of goods, services, persons and capital — throughout the 30 EEA States.

In addition, the Agreement covers cooperation in other important areas such as research and development, education, social policy, the environment, consumer protection, tourism and culture, collectively known as “flanking and horizontal” policies.



What is the EEA not?

The EEA Agreement does not cover the following EU policies:

- Common Agriculture and Fisheries Policies (although the Agreement contains provisions on various aspects of trade in agricultural and fish products);
- Customs Union;
- Common Trade Policy;
- Common Foreign and Security Policy;
- Justice and Home Affairs (even though the EFTA countries are part of the Schengen area); or
- Monetary Union (EMU).



Extended Producer Responsibility (EPR) in Norway

Terje Sletnes, Director of Food Policy and Industrial affairs

28th of March 2023



Key indicators for Norway:

- Around 45 per cent of household waste and similar waste from business was recycled in 2020.
- The proportion increased from 41 per cent in 2019 to 45 per cent in 2020.
- 29 per cent of plastic packaging was recycled in 2020.
- EU goals: 50 per cent recycled plastic packaging within 2025 and 55 per cent within 2030.



ERP in Norway

- EPR has been in use in Norway since the 1990s, primarily as a waste policy tool to promote recycling and proper waste management.
- Today, we have extended producer responsibility for EE waste, vehicles, car tires, batteries, packaging (including beverage packaging) and insulating glass panels that contain PCBs.
- EPR for fishing equipment and textiles are coming.



- The Norwegian Environment Agency are reviewing the producer responsibility schemes, and will propose changes aiming to increase efficiency, make the schemes more robust and support the circular economy.
- Producer responsibility must also be adapted to new requirements for extended producer responsibility in e.g the revised EU framework directive on waste (2008/98/EC), directive on plastic products (EU 2019/904) and Packaging and Packaging Waste Regulation (EU 2019/1020).



ERP in Norway

The basic model for EPR in Norway:

- The duties are on the producers (both *producers of packaging and packers/fillers*).
- Membership in the packaging ERP scheme is mandatory if you put more than 1000 kilos packaging on the market.
- The packaging EPR schemes are required to fund and organize collection, sorting out and recycling *their share* of products put on market.
- EPR schemes coverage must be national.
- Remuneration must be transparent.



Grønt Punkt Norge



NORSIRK

INFINITUM

EU Single-use Plastic Directive

Art. 8: Extended Producer Responsibility – economical responsibility for littering.

- Negotiations with the government if Art. 8 could be implemented through an agreement, not regulation. The Ministry of Climate and Environment is more inclined to regulation.

Art. 4: Reduction of certain single-use plastic products.

- Ongoing negotiations with the Ministry of Climate and Environment on a *plastic pact* regarding reduction of plastic cups and food containers.



Proposal for a Regulation on packaging and packaging waste (PPWR)

- The producer/supplier should be the subject for EPR
- Requires the Member states to establish a register to monitor the compliance of producers/suppliers.
- Eco-modulation for plastics based on percentage of recycled content.
- A number of targets concerning reuse and refill, but also exemptions.



Sorting and recycling facilities

The major challenge in reaching the EU targets on recycling plastics lies in a deficient infrastructure.

Estimated: 80 per cent of plastic packaging must be sorted out from household waste to be able to reach targets

Household sorting contributes to quality, but not sufficiently.

Municipalities cooperate on coarse sorting facilities

The packaging businesses are now investing in a fine sorting facility.

Building starts in 2023.



Areas of conflict/discussions:

- Cost sharing between municipalities and producers for transport, collection, sorting and recycling og packaging from households.
- Fair competition both between ERP schemes and between ERP schemes and other, private businesses.
- Financial responsibility also for littering – but how?
- «Free passengers», e.g. from internet shopping is a problem.
- Targets on reuse and refill may be in conflict with DRS.





Diet and health



DET KONGELIGE
HELSE- OG OMSORGSDEPARTEMENT

Intensjonsavtale om tilrettelegging for et sunnere kosthold

mellom

næringsorganisasjoner, mat- og drikkeprodusenter og dagligvarehandel heretter omtalt som matbransjen

og

Helse- og omsorgsdepartementet heretter omtalt som helsemyndighetene

1. Formål

- Intensjonsavtalen skal føre til et mer helhetlig og overordnet samarbeid mellom matbransjen og helsemyndighetene for å gjøre det enklere for forbrukeren å ta sunnere valg. Målet er å øke andel av befolkningen som har et balansert kosthold i tråd med myndighetenes kostråd. Et langsiktig perspektiv er nødvendig for å oppnå ønskede endringer.
- Samarbeidet gjennom intensjonsavtalen kan bidra til at de nasjonale målene for folkehelsepolitikken nås. Disse er:
 - Norge skal være blant de tre landene i verden som har høyest levealder.
 - Befolkningen skal oppleve flere leveår med god helse og trivsel og reduserte sosiale helseforskjeller.
 - Vi skal skape et samfunn som fremmer helse i hele befolkningen.

2. Bakgrunn

- Norge har sluttet seg til World Health Organizations (WHO) målsetting om å redusere for tidlig død av ikke- smittsomme sykdommer som kreft, kronisk obstruktiv lungesykdom, diabetes og hjertekarsykdommer med 25 % innen 2025.
- Det globale sykdomsbyrdeprosjektet (GBD 2010) publiserte i begynnelsen av mars 2013 tall for dødelighet, sykelighet og risikofaktorer. Tallene for Norge viser at usunt kosthold gir flest tapte leveår.
- De nasjonale kostholdsundersøkelsene (Norkost 3, 2011 og Ungkost 3, 2015) viser at mange har et for lavt inntak av grønnsaker, frukt, bær, fullkorn og fisk og et for



The Partnership for a healthier diet, 2016-2021 and 2022-2025

- The Norwegian health authorities and the food industry
 - Food and trade organizations, food and beverage manufacturers, food retailers and food service industry

The Partnership for a healthier diet, 2022-2025

Reduce the occurrence of non-communicable diseases in the population



Salt, added sugar and saturated fat – **Reduce intake**

Fruits and berries, vegetables, whole grain foods, fish and seafood - **Increase intake**



Measures:

Reformulation, innovation, marketing, portion sizes, etc.

The Norwegian government's public health report

- Regulation - Marketing of unhealthy food to children under 18 years of age (by Jan. 2024)
- Ban the sale of energy drinks to children under 16 years of age
- Investigate possible economic or other health-related measures
- Continue the Partnership for a healthier diet

18.12.2023

Meld. St. 15

(2022–2023)

Melding til Stortinget

Folkehelsemeldinga

Nasjonal strategi for utjamning av sosiale helseforskjellar

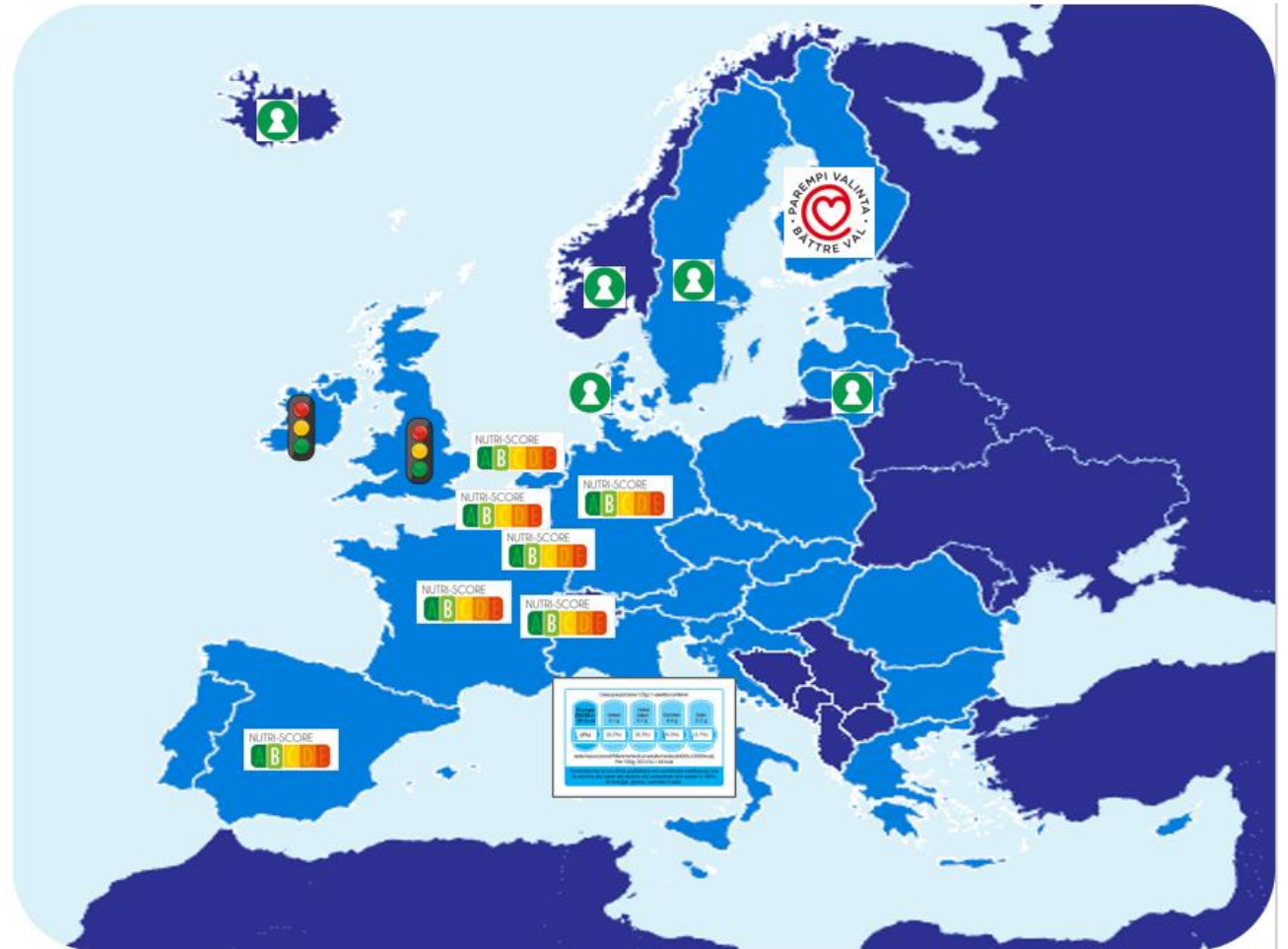


Front of pack nutrition labelling (FOPNL)

- The European Farm to fork strategy – Action nr. 20:

Proposal for harmonised mandatory front-of-pack nutrition labelling to enable consumers to make health-conscious food choices.

- Highly polarized debate in the EU/EEA



The Nordic Keyhole label

- Preferred FOPNL by the Norwegian food industry
- Positive green symbol – Endorsement
- Very high consumer recognition (90-98%)
- Stimulates product development
- Long history in the Nordic countries
 - *Sweden (1989)*
 - *Norway and Denmark (2009)*
 - *Iceland (2013)*
- Nordic letter to EU-comm. Stella Kyriakides in 2022
 - *The Nordic Keyhole must not be put at risk.*
 - *Any future harmonised EU scheme must be made voluntary, rather than mandatory.*



“Matvett” is the food and hospitality industry's organization for preventing food waste in Norway through collaboration with research organizations and the authorities, on behalf of the industry.

The target is to reduce food waste in Norway with 50 percent by 2030, aligned with SDG 12.3 and the written agreement between Norwegian authorities and the whole value chain for food.

Food waste is reduced by 14 per cent from 2015 to 2021.

The government are considering implementing a food waste law.



Hovedrapport 2020

Bransjeavtalen om reduksjon av matsvinn