Setting up a national metric for food waste data in foodservice

Lessons learnt from the case of the Danish organic foodservice monitoring

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Big Foodservice
Big Foodwaste
Time to Rethink

STATISTICS DENMARK

The survey on foodservice

- Annual survey on "organic foodservice"
- Data collection by Statistics Denmark
- Funded by the Ministry of Environment and Food
- Five years finalized: 2013-2017, 2018 on its way
- Used for the follow-up of goals for organic foodservice
- Mandatory, *official statistics*

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Background

- Policy need of promoting organic production and consume
  - the survey is part of the policy benchmarking, e.g. in
    - 'Organic Action plan 2020': *transformation of public sector kitchens to organic food production*
    - 'Growth plan for Danish ecology': *market with potential of growth*
- Provision of a more complete picture of Danes' consumption of organic foods by supplementing existing statistics

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A more complete picture

Ecology:
- Farm structure, land use and livestock
- Account statistics
- Sale of Organic Foods in Retail Shops
- Foreign trade with organic products
- Organic foodservice

STATISTICS DENMARK

What makes official Statistics?

- Follows European Statistics Code of Practice
  - Professional independence
  - Impartiality and objectivity
  - Commitment to quality
  - Accessibility and clarity
- Statistics Denmark
  - Dissemination in standard programme
  - Mandatory participation
  - Consideration of burden
  - Broad relevance

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Preparations for the food survey statistics

- Predeseeding a survey made by the organic industry
- Questionnaire and methodology developed in cooperation with a reference group
  - Ministry of Environment and Food, Agriculture & Food association, Organic Denmark and others
- Pilotsurvey 2012 among food wholesalers
- Consultation with the industry
  - message received:
    - "no common classification of commodities or customers"
    - "consider response burden "

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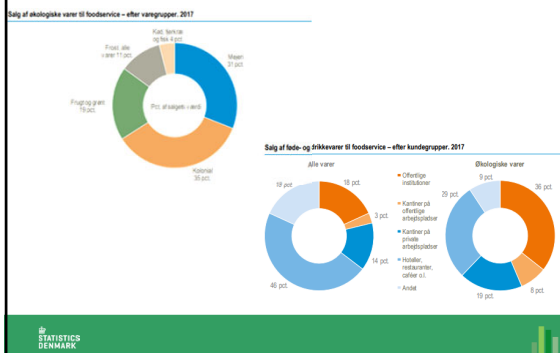STATISTICS DENMARK

Scope: What is foodservice?

- Foodservice concerns professional kitchens in institutions, restaurants, cafés, etc.
  - on other words: where meals are prepared and served
- Food wholesalers' sales of food and beverages to these kitchens (value, volume)
- Excluding
  - sales to other wholesalers or abroad
  - sales to retail stores
- Organic = certified food (national eco brand)

Indicators

- Sales for foodservice? Yes ↓   No →
  - Total foodservice turnover (DKK)
  - Breakdown by 6 customer groups (est., %)
- Sales of organic foods for foodservice? Yes ↓   No →
  - Distribution of organic sales into 35 product groups (DKK)
  - Distribution of organic sales by 35 product groups (kg)
  - Breakdown by 6 customer groups (est., %)

  - *Customer groups*
    - *Canteens government jobs, canteens private workplaces, hotels/restaurants/cafes, institutions, other*
    - *Decided by where the food is served*
  - *Main product categories*
    - *Grocery, dairy, fruits/vegetables, meat/poultry/fish and frost*

Example of results

Salg af økologiske varer til foodservice – efter varegrupper. 2017

Salg af føde- og drikkevarer til foodservice – efter kundegrupper. 2017

Population: Who do we ask ?

Suppliers	Sales	Customers
Food and foodservice whole salers	Food and beverages	Professional kitchens

- Register population of food wholesalers is merged with authorities' register of organic food establishments
- Total count with threshold: at least 30 million DKK in turnover
- Food Wholesalers in all: Ca. 700 companies (asked each 5th year).
  - Approximately half of these have sales to food service.
- Of these with organic foodservice: Approximately 125 (asked every year).
  - Assumed to cover cover at least 90 per cent of foodservice sales.

Data and reliability

- Almost total count
  - => little statistical uncertainty
- Respondent's burden kept down
  - no. of questions, no. of respondents
- ... But still difficult questions
  - = > Uncertainty on answers
    - Lack of central registration of eco-turnover
    - Another breakdown of food categories than the survey
    - Doubt about food service (grey areas, lack of registration)
    - Hard to know the user groups
  - = > Total organic revenue more certain than breakdown by product and customer groups

Dissemination

- Statistics Denmark's Newletter
- www.statbank.dk
- Thematic website dst.dk/oekologi

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How to set up new statistics

- User needs
  - e.g. national policy => need for national data
- The right tool
  - Survey, registers etc. (alternatives or supplements)
- What survey population?
  - who should be asked?
  - source of population, primary or secondary
  - selection of sample
- Contents
  - Scope + concepts => list of indicators, explanations
  - Operationalisation (understandability, feasibility, data accessability)
- Raising results to national level
  - Representativity: coverage of population, weighting survey results
- Ad hoc survey or official statistics?
  - regularity, duration, relevance

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Dimensions in food waste

- Where in the food chain?
  - professional kitchens
- How much?
- Categories of food waste
  - food category, process (storage, cooking, meal)
- Profile/background information on kitchens etc.
  - (subsector/customers, size, organic etc.)
- Soft indicators
  - measures/readiness/policy, obstacles, effect, reason for waste
- Remember response burden and answer fatigue…

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