

# Nordic Food Policy Lab

*Collecting, curating and co-producing policy tools for a consumer powered food transition*

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***Nordic policy solutions that are changing food consumption***

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# A new normal in the Nordics?



## Whole Grain

**75% increase** over 7 years  
2007: 36 g/day --> 2014: 63 g/day

## Kale (+vegetables in general)

**900% increase** in sales of Kale in Denmark over the past decade (cabbage 35%).  
**100% increase** in vegetable consumption (Sweden between 1980-2014, to 350 g/day)

## Organic

**Increase with +10%/year** for a decade in Denmark with similar trends in Swe + Fi

## Product innovation

**Whole Grain products: 800** in 2017 compared to 150 in 2009. **Keyhole label: 4000 products** today from 800 in 2009



## Meat consumption

**Decrease 2.2 kg/person/year**  
2018 in Sweden (lowest levels in 10 years) with similar trends in other Nordics.  
**1/3 of Nordic Millennials** interested in eating a more plant-based diet.



## Food waste

**9% reduction** at household level 2010-2015 (Norway)  
**14% reduction** at wholesale, grocery, food industry level 2010-2015 with further 13 % reduction 2015-2017 (Norway)



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