HOW NYT NORGE BENEFITS FROM KSL
40,000 farmers

3% of the total area is farmland

40% self-sufficient

3 retail chains
The Matmerk Foundation

• Independent foundation established by Ministry of Agriculture and Food
• Aim to enhance the competitiveness of Norwegian food production and highlighting the origin and quality of Norwegian food products

Main areas:
• KSL - Quality System for Agriculture
• Labeling schemes for food
KVALITETSSYSTEM LANDBRUKET + NYT NORGE = SANT
KSL is unique
KSL a common quality system to meet society’s expectations

OR
The KSL-standard

The standard is divided in 12 separate checklists:

• Two checklists with general requirements for running a farm, including occupational health and safety and requirements concerning farm environment pollution control.

• Separate checklists for different types of production.

• Each farm uses the checklist that are relevant according to the production(s) on the farm.

• Consequently: The farmer relates only to one system, regardless of what production(s) she or he has.
99,7%
2016: 5000 audits – 7400 deviations

4867 farmers visited in 2016

<table>
<thead>
<tr>
<th>Productions</th>
<th>Number of audits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diary</td>
<td>1578</td>
</tr>
<tr>
<td>Cattle</td>
<td>2316</td>
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<tr>
<td>Pig</td>
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<tr>
<td>Sheep</td>
<td>1763</td>
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<tr>
<td>Goat</td>
<td>107</td>
</tr>
<tr>
<td>Egg</td>
<td>136</td>
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<tr>
<td>Broilers</td>
<td>192</td>
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<tr>
<td>Grass forage and pasture</td>
<td>3521</td>
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<tr>
<td>Grain / oilseed</td>
<td>1219</td>
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<tr>
<td>Potatoes</td>
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<tr>
<td>Vegetables</td>
<td>135</td>
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<tr>
<td>Fruit and berry</td>
<td>147</td>
</tr>
<tr>
<td>Green Care</td>
<td>163</td>
</tr>
</tbody>
</table>
The process

Food Safety Authority

130 industrial audits

5,000 external audits

40,000 self-audits
Nyt Norge requirements

1. Raw materials
   • Meat, milk and eggs: 100% Norwegian origin
   • Processed/mix food: up to 25% imported ingredients

2. Raw materials from KSL-approved farm

3. Produced, processed and packed in Norway
3500 products – 80 companies (1. Nov)

Meat and poultry: 2200
Fruit and vegetables: 835
Dairy: 130
Egg: 60
Grain: 220
Other products: 55
Total awareness of Nyt Norge

Looking for Nyt Norge in the grocery store

Nyt Norge makes me want to buy Norwegian food

If I had to choose, I prefer Nyt Norge

If I had to choose, I prefer Nyt Norge

Total awareness of Nyt Norge

Looking for Nyt Norge in the grocery store

Nyt Norge makes me want to buy Norwegian food

If I had to choose, I prefer Nyt Norge
75% of Norwegian consumers want a law that regulates the use of the Norwegian flag on food products

Norstat, 2016
More questions?

www.matmerk.no

Nina.sundqvist@matmerk.no

+47 917 85 620

@9na.sundqvist