

## Foodexpo strengthens its focus on sustainability

Sustainability is on the agenda, when the largest trade fair for the food industry, Foodexpo, opens its doors on the 17-19. March 2024 in MCH Messecenter Herning. Among other things, the fair dedicates an entire hall to sustainability, and this arouses enthusiasm among both exhibitors and business partners.



Photo: Tony Brøchner, MCH

More meat-free dishes at the different restaurants at Foodexpo, food organisations collecting food leftovers from the exhibitors, a career day for students within the hotel, restaurant and food industry with focus on social responsibility and last, but definitely not least, an entire hall by the name 'Nature's Pantry'. It is quite clear that Foodexpo focuses more than ever on sustainability, when the fair takes place again in March. A development that is welcomed by the Diet and Nutrition Association of Denmark, "Kost & Ernæringsforbundet"

- It is important and super relevant that Foodexpo focuses on climate and sustainability, because the agenda is more important than ever, and the potential is large. When green and plant-rich food is served in the canteen, the care home, the hospital or in the kindergarten, it both increases health and gives inspiration and increased "food courage" in all of us and helps to spread greener and healthier food in Danish homes, states Ghita Parry, who is chairman of the Diet and Nutrition Association.

At the same time, she points out that the effort is of great importance for the climate, as food consumption allegedly accounts for 20% of Denmark's total consumption emissions.

- But it requires expertise, time and skills to make both tasty and plant-rich food and to ensure that the right nutrition goes hand in hand with the green and plant-rich diet, says Ghita.

### **Sustainability seminars on new initiatives**

In addition to the hundreds of exhibitors, prestigious competitions for food professionals and a multitude of activities, visitors at Foodexpo have the opportunity to participate in sustainability seminars held by the collaboration partner MLDK Mærkevareleverandørerne (MLDK Branded Suppliers):

- We are planning two seminars on sustainability. It is an area that will only become even more important in the upcoming time, both because we are in the middle of a climate and biodiversity crisis, and because we are looking into many regulatory initiatives which will have an impact on all companies – not only in terms of rising costs, explains Mogens Werge, CSR & Public Affairs Manager at MLDK:

- For example, we are at the forefront of the implementation of extended producer responsibility for packaging, just as we are working on a Danish climate label for food, which will make it possible for everyone to see how the individual food precisely affects CO2 emission. Furthermore, work is also underway to introduce a new EU directive, CSRD, which will require the largest companies with far more stringent rules to report on their work with sustainability.

### **Increased focus on sustainability throughout MCH A/S**

Foodexpo's many initiatives in relation to sustainability does not stand alone in MCH A/S, where a new Sustainability Team has been established. The team works purposefully to strengthen the company's sustainable efforts across fairs and other events, and on the company's three locations: MCH Messecenter Herning, MCH Herning Kongrescenter and Jyske Bank Boxen.

- We are in the middle of a sustainability process, where we are, among other things, work to become ISO-certified within sustainable experiences. This means, that we at MCH have chosen to focus on a number of areas, of which recycling and waste sorting are two of the primary ones. Naturally, we aim to get these focus areas to shine through at Foodexpo, and as an example both visitors and exhibitors will experience signs made of cardboard instead of PVC as well as an optimized waste sorting, says operations manager at MCH A/S, Henrik Munksgaard.

Foodexpo takes place in MCH Messecenter Herning 17.-19. March 2024.

## **Foodexpo fact box**

### **Three exhibitors talk about their work with sustainability and relate to Foodexpo's focus on the subject.**

#### **Søren Probst Jeberg, partner, Biotrans**

- Biotrans has sustainability as a central part of our business model. We work with a holistic approach to sustainability by working within the framework of the triple bottom line "People, Profit, Planet". In the "Planet" dimension, we turn our attention to environmental responsibility by implementing our green technology. By deploying our solution, we strive to generate a positive impact on society, the economy and the environment. This includes our dedication to significant reductions in CO2 emissions in waste transport, which is one of the biggest culprits when it comes to waste management.

- I find it very positive that Foodexpo has chosen to dedicate an entire hall to sustainability. This initiative reflects the growing awareness within the industry of the importance of acting responsibly towards the environment. By focusing on sustainability, Foodexpo gives industry players the opportunity to share knowledge, inspire each other and create a forum for discussion of innovative solutions. It's a step in the right direction and I look forward to seeing how this focus can inspire and influence the industry as a whole.

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**Andreas Nyborg, division director, Textilia HoReCa**

- At Textilia, we are delighted that at Foodexpo there is now even more focus on the environment and sustainability in our industry, as running a responsible company is no longer only about your core business. With the EU taxonomy and the ESG agenda, there will in future be an even greater need for solutions with a circular economy, which places completely new demands on your choice of business partners and not least their solutions, where the focus is on control over the value chain, reduction of CO2 emissions and minimization of waste become new and essential parameters.

Our business model is a circular economy with certified washing solutions, and our goal is to recycle 100% of our customers' discarded textiles by 2025.

- At FoodExpo, this time we are putting a sharp focus on our Textilia upcy concept, where together with the hotel and restaurant industry we focus on responsible consumption and production. Through Textilia upcy, the industry's discarded textiles are now given new life in the form of, for example, chef's jackets, waiters' shirts and aprons, which can be included in new solutions for our customers.

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**Søren Andreassen, CEO, Greenway-Denmark**

- At Greenway-Denmark, we consider sustainability a natural part of our business. We deal with all the products we work with based on a desire to promote sustainability.

- We work especially to make takeaway and disposable services more sustainable by constantly finding sustainable alternatives to the conventional products. As an example, we are launching a series at Foodexpo where, with the help of new technology, we reduce raw material consumption by 60%, and which can be recycled as paper after use. Sustainability is also about people, about treating customers, suppliers and employees in a proper way. We have set aside a large area for biodiversity, and we have insect hotels, solar cells and seepage systems. We are happy that Foodexpo focuses on sustainability – it is necessary that we all get it under our skin.

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