Topic 2 Innovative approaches to assure the integrity of complex foods

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In general food traceability and authenticity projects have concentrated on commodity products or 'single products' such as meat, dairy or olive oil. However multi-ingredient foods such as ready-to-eat meals, pizzas, etc. are products of many separate supply chain. The further processing of these ingredients further complicates traceability and authenticity issues.

Food integrity has two major components

- explicit claims made about the food product

- methods of verification must exist to support these claims. For complex food products there is a significant challenge to prove their integrity.

Topic 2 (Continued)

For a number of complex food products widely available to the consumer and where some ingredients have been shown to be subject to fraud, the development and validation of innovative systems of product documentation and verification must be established. This will entail improving the current state of the art in terms of verification of all the implicit and explicit claims made about the product. The level of transparency and information available to the consumer in a simple to understand manner must be shown to be substantially enhanced.

Topic 2 (Continued)

A multidisciplinary approach to developing a model system which can be applied to a wide range of complex foods is sought. A range of good practice recommendations should be provided for a systematic approach on how to improve food integrity for complex food products. These recommendations should be of relevance for the food industry and regulators.

Meaningful industry participation in the project is a requirement

Maximum project duration of 24 Months

The requested European contribution should not exceed EUR 500,000

More than one project may be funded.

Topic 2 (Continued)

Expected Impact

The results of this project are expected to help food producers to deliver improved systems to verify the integrity of complex food products they manufacture. The ability to better communicate the qualities, characteristics and attributes of their produce to the consumer will be key.

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