

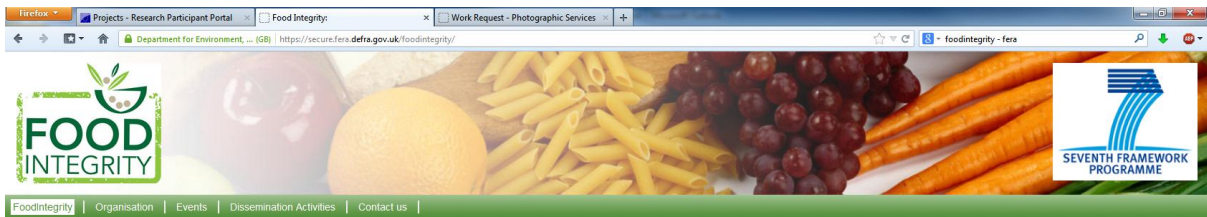


613688 - Ensuring the Integrity of the European food chain

Deliverable: 12:3 Project Website active

Due date: 31/03/2014

Delivered: 27/02/2014



Site Navigation You are here: [Home Page](#)

FoodIntegrity

FoodIntegrity is the state of being whole, entire, or undiminished or in perfect condition. Providing assurance to consumers and other stakeholders about the safety, authenticity and quality of European food (integrity) is of prime importance in adding value to the European Agri-food economy. The integrity of European foods is under constant threat from fraudulently labelled imitations that try to exploit that added value. The FoodIntegrity project will directly address this issue and will be an international focal point for harmonisation and exploitation of research and technology for insuring the integrity of European food. Comprising an inner core of project participants from industry, academia, research institutes, technology providers and a global network of stakeholders, FoodIntegrity will rationalise and harmonise capability to provide a coherent structure and process for assuring the food supply. FoodIntegrity will facilitate the sharing of information between stakeholder groups regarding European food integrity, establish processes for harmonising & exploiting existing databases; establish fit for purpose methodology to address stakeholder needs; identify and address research gaps by procuring and delivering eSM of commissioned projects; establish a self-sustaining Foodfraud early warning system for identifying emerging fraud risks; establish a self-sustaining worldwide network of stakeholders to ensure maximum uptake of the project legacy; improved verification procedures will be developed for food control and industry stakeholders using 3 key commodities as exemplars: olive oil, spirit drinks & seafood. In addition a consumer study in China will assess their consumer attitudes in the face of substantial counterfeiting of European food. Finally it will establish expert food authenticity platforms that will supply independent expert opinion on food authenticity/food fraud to the European Commission, Codex and other national/international bodies.

Project News

FoodIntegrity Kick Off Meeting
The first meeting of the FoodIntegrity consortium was held at the Food and Environment Research Agency on 25th-26th February... [read full article](#)

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Coordinated by:

foodintegrity@fera.gsi.gov.uk
Built by klu@fera

<https://secure.fera.defra.gov.uk/foodintegrity/>

Website for FoodIntegrity went live on 14th February 2014.

RE: Job 91742 - Food Integrity Site LIVE

Matthew Young
You replied to this message on 14/02/2014 18:19.
Sent: Fri 14/02/2014 16:04
To: Claire Charlton; Oliver Wardman
Cc: jobssystem@fera.gsi.gov.uk

Ok, looks like <http://www.foodintegrity.eu/> is now working

Claire, you may need to do a Ctrl+F5 to get it to appear in the browser (this forces a refresh).

Cheers,
Matt

From: Matthew Young
Sent: 14 February 2014 15:59
To: Claire Charlton; Oliver Wardman
Cc: jobssystem@fera.gsi.gov.uk
Subject: Job 91742 - Food Integrity Site LIVE

Hi Claire, Ollie

I wasn't sure if we definitely wanted the food integrity site live externally or not, but thought it was better to make it live when it wasn't needed than vice versa. Especially as Ben is off home soon I think. Therefore I asked Ben to set up the required DNS entries.

Anyway, this site is live externally at <http://foodintegrity.fera.defra.gov.uk> however the domain <http://www.foodintegrity.eu/> isn't working. I think we'll need to change the settings with the domain registration company or it could be that it takes time to work (Andrew Taylor mentioned it may take 48 hours).

So, at least the site is accessible externally if needed, but I would wait until we're sure the <http://www.foodintegrity.eu/> address is working before advertising it.

Hope I made the right decision! The bus and a beer we're calling.

Cheers,
Matt

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