



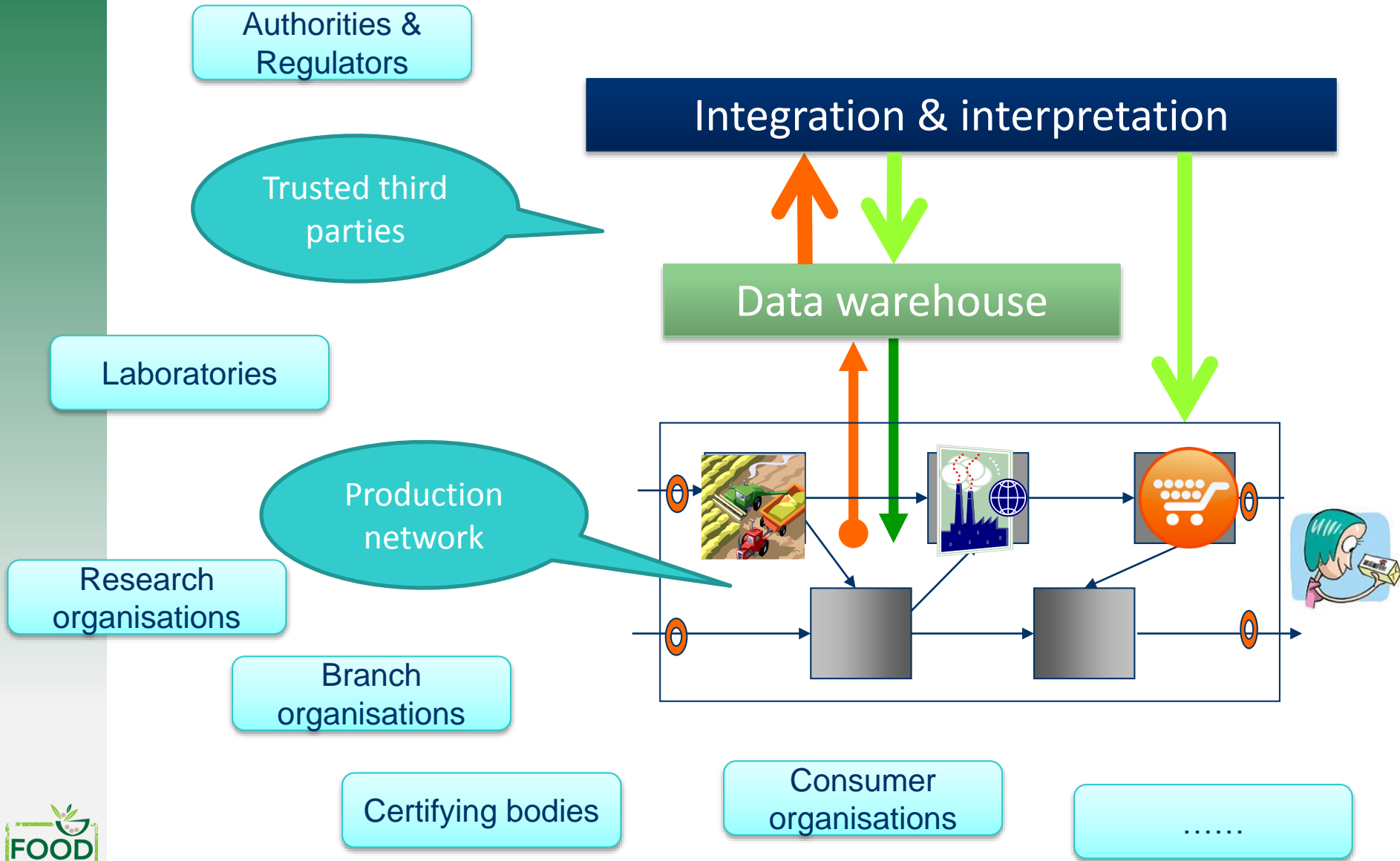
Ensuring the Integrity of the European food chain

Feasibility study on information sharing and analysis along the food chain to identify emerging food integrity issues

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Stakeholders in information sharing



Background

Integrity: is the product what it says it is?

Challenge for FBOs:

- Detect food fraud
- Get early warnings on potential fraud or integrity issues

Network cooperation is essential... but a challenge!

Exchange of information

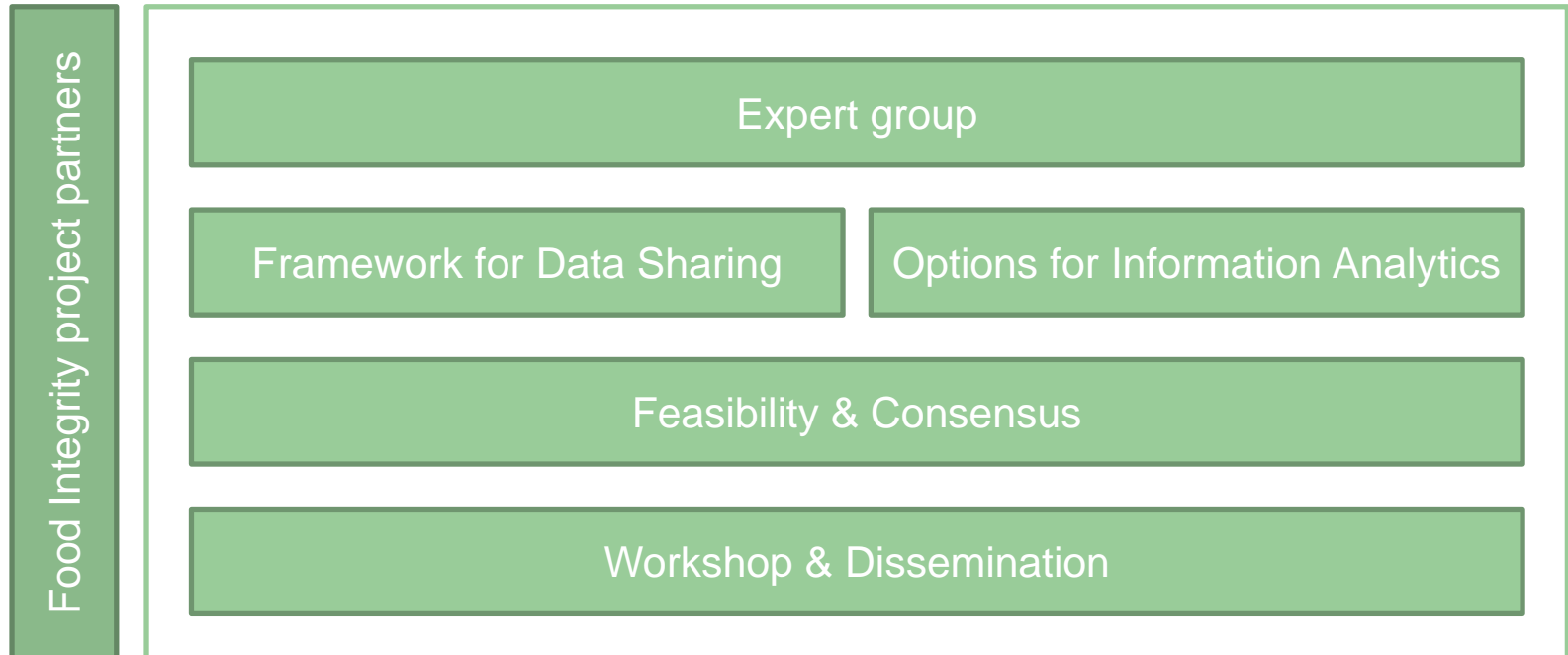
- As early as possible
- Permanent basis

Difficult to establish a firm and sustainable basis to exchange information in the network

Objectives

1. To demonstrate the technical possibilities of sharing information without competition issues and the potential of information analytics to identify food integrity issues at an early stage
2. To research the actual feasibility (and willingness) in the food chain of setting up, managing and using a system for the early identification of food integrity issues among food chain stakeholders

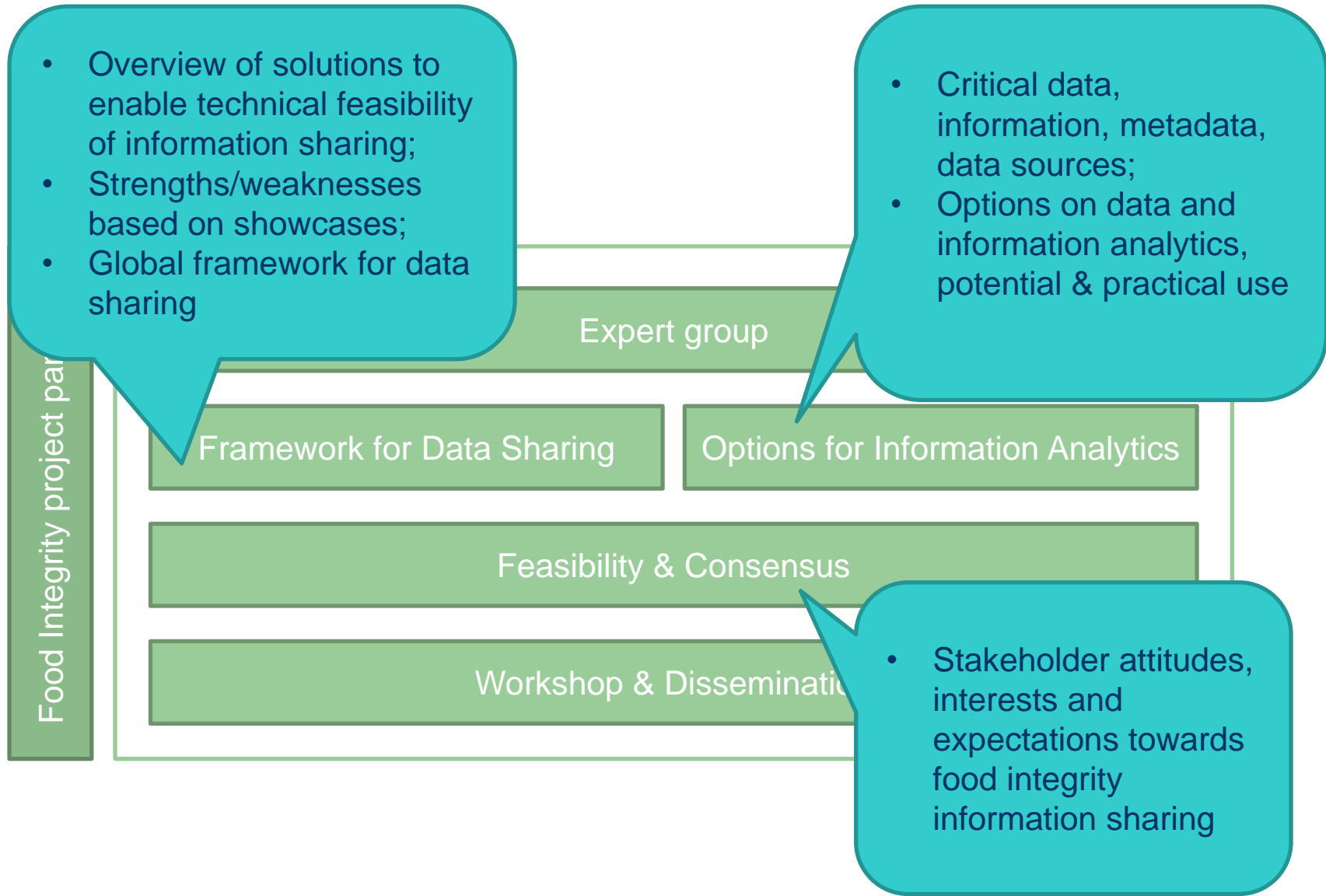
Feasibility study: Graphical abstract



Feasibility study: Questions to be answered

- Overview of solutions to enable technical feasibility of information sharing;
- Strengths/weaknesses based on showcases;
- Global framework for data sharing

- Critical data, information, metadata, data sources;
- Options on data and information analytics, potential & practical use



- Stakeholder attitudes, interests and expectations towards food integrity information sharing

What are we looking for?



Existing showcases of data sharing systems/
platforms for the food supply chain

DATA

DATA

What type of data is available, can be shared
and relates to food integrity



Current solutions for data analysis, integration
and interpretation



Interaction with stakeholders



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