



WP400 Smart Food Awareness

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Current challenges

Consumers' trust in food, food production, the origin of food, and the actors involved is a core requirement for the functioning of European food markets and the competitiveness of industry involved.

With the experience of the BSE crises and subsequent food scandals in mind, consumers increasingly expect **transparency** on which trust can build.

Transparency is not meant to know everything but to **create awareness** on the issues consumers are interested in, involving information on the safety and quality of products and processes, and increasingly on issues around environmental, social, and ethical aspects.



Role of WP400

To represent the stakeholders related to Smart Food Awareness scenario in the project, providing

- a bidirectional communication channel between them and the project,
- gathering their visions, shaping them in the form of pilots
- and evaluating them against their expectations concerning FI.

Vision for FI application potentials

Introduction

Given that transparency depends on the information on the activities of all actors in the value chain, the design of appropriate transparency systems requires cooperation within the sector and a suitable IT infrastructure on which information can be collected, processed and moved towards retail and the consumer.

The baseline for such an infrastructure is the ability to clearly identify products and the link between products and the transparency information. This so-called 'tracking and tracing' ability is the base on which all information and services can build.



Vision for FI application potentials

Scope of the scenario

The use case is focused on serving the information needs of the final customer in the food value chain

Supply
Chain



Vision for FI application potentials

Pull scenario vs Push scenario

Check our
great local
apples!!

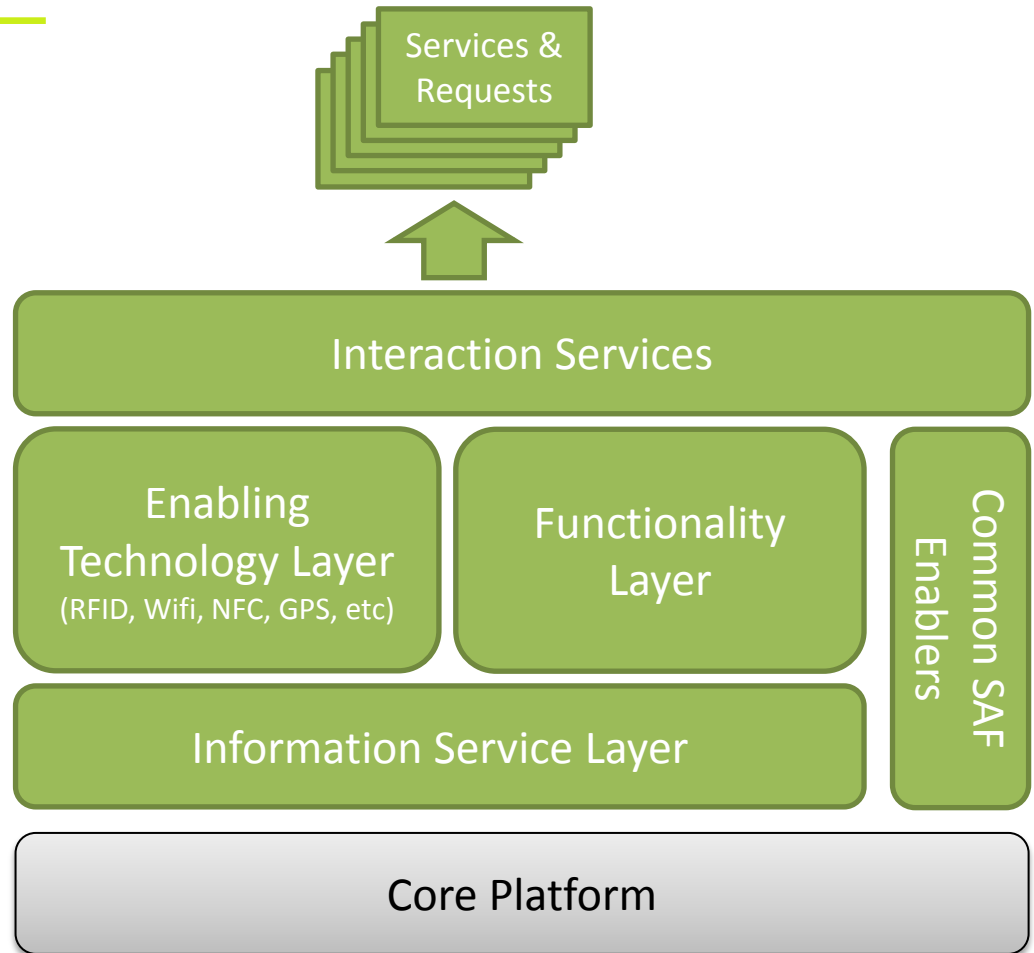
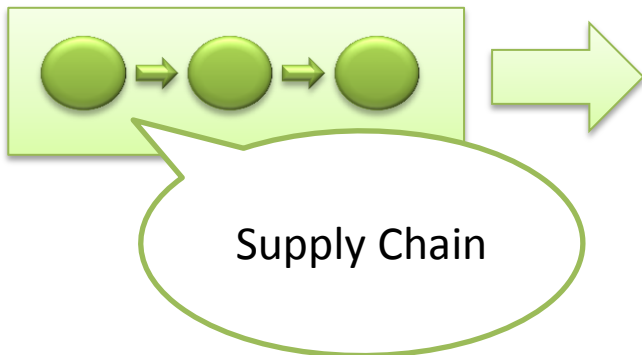
I wonder
which of these
apples are
grown closer



MOH017041 [RF] © www.visualphotos.com

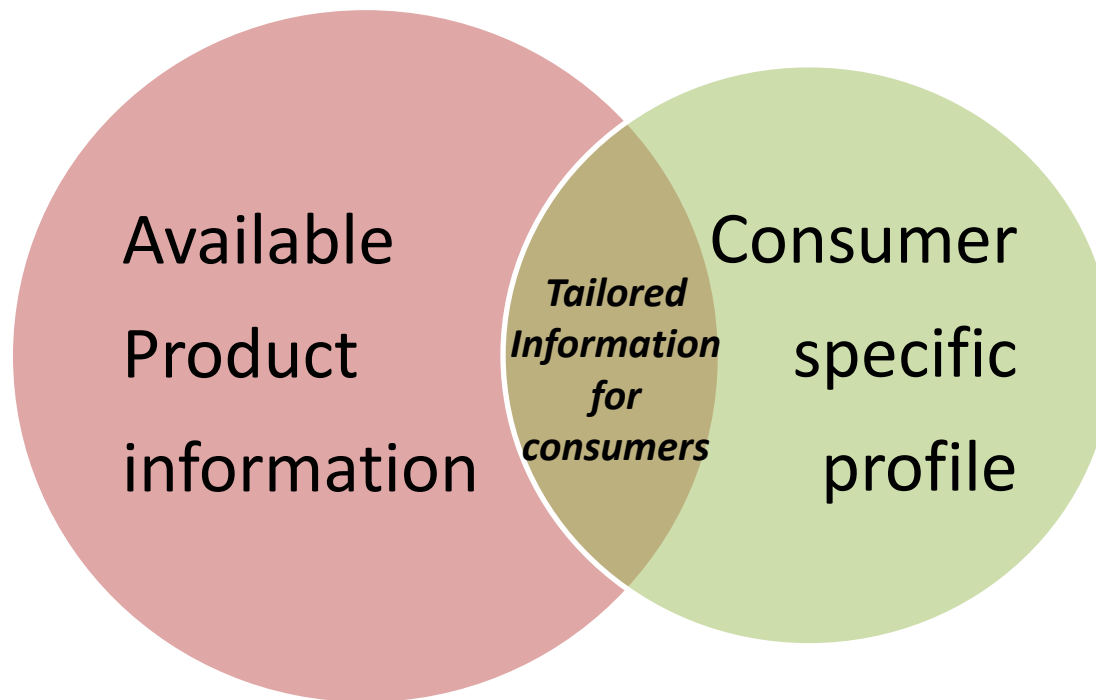
Vision for FI application potentials

Identification of Enablers

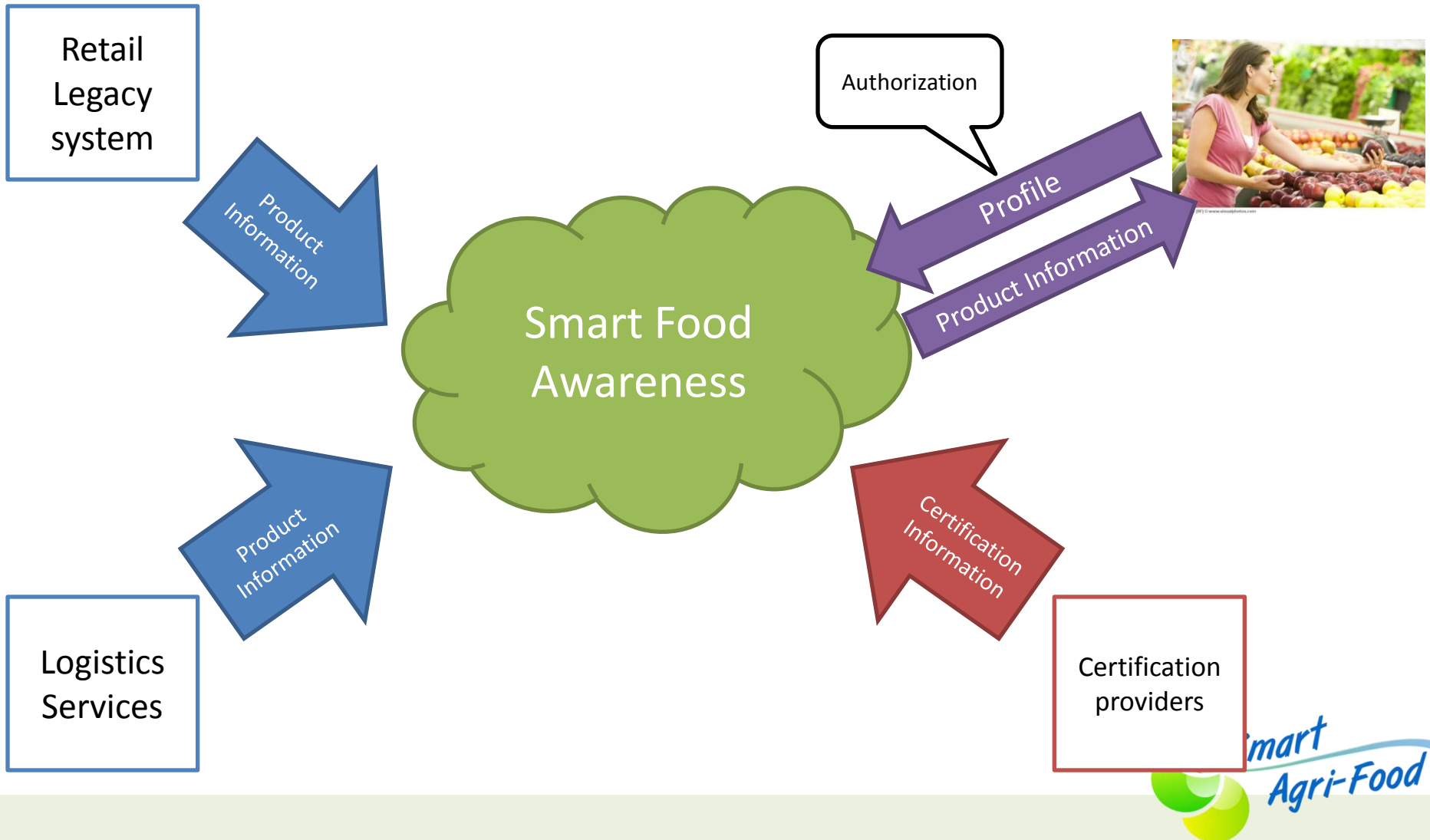


Pilot description

- To match consumer specific profile with available product information, then provide a tailored shopping that satisfies consumer needs.

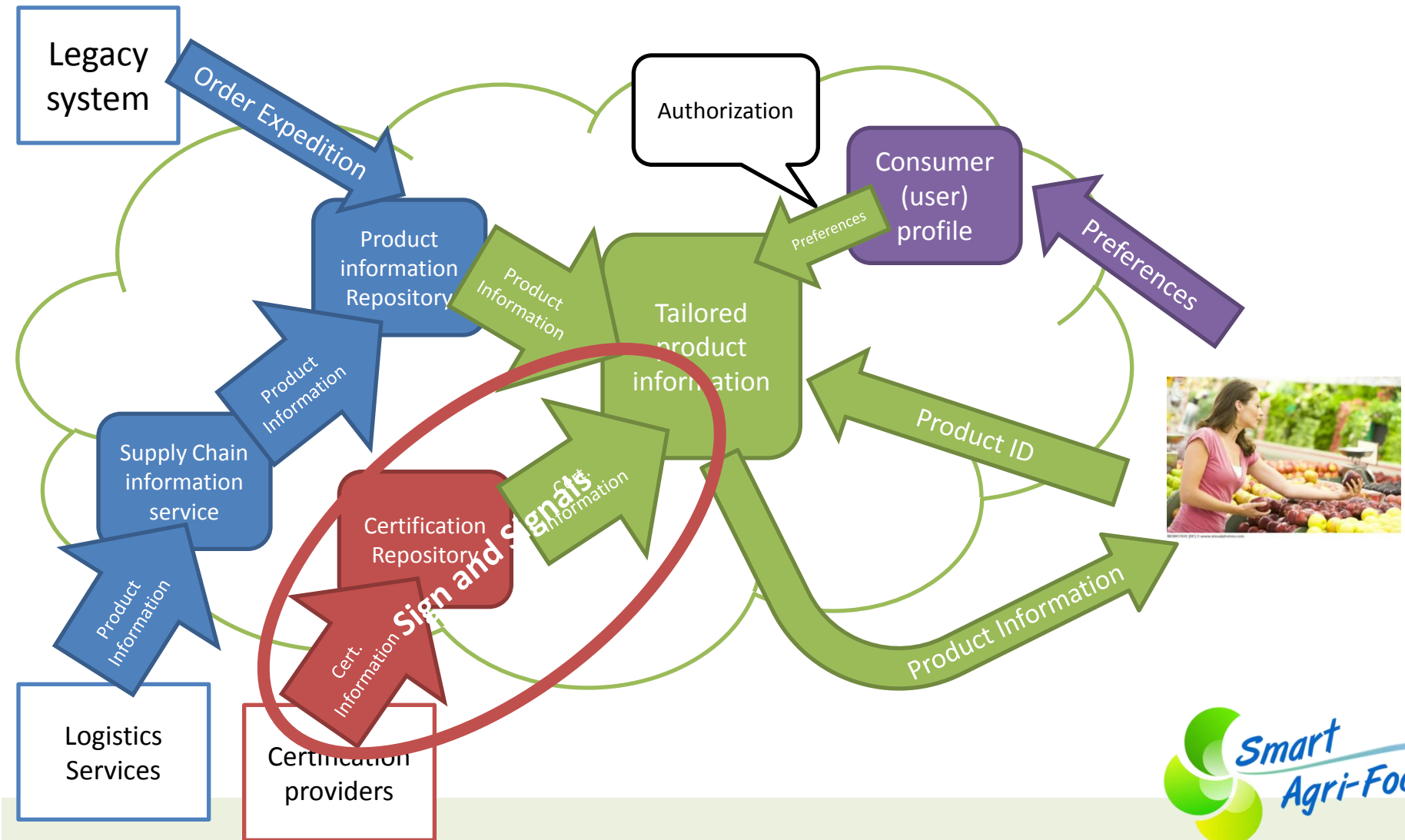


Tailored information for consumer – Information flow



Smart Food Awareness

Tailored information for consumer – Information flow



Application: Signs and Signals

Already included:

Food safety aspects
Food quality aspects
Food integrity aspects

Implications:

Regular controls
„Sector pressure“
Consumer demand



Agriculture
Biologique



AMA Biozeichen



Bio Austria



BIO KNOSPE



BIO SUISSE
KNOSPE



BIO-Fisch und
BIO-
Meeresfrüchte von
"Deutsche See"



Bio-Zeichen
Baden-
Württemberg



Biokreis



Bioland



Biopark



Demeter



Ecoland



Ecovin



EU-Bio-Siegel



Gää e.V.



Gallica - Der neue
Bio-Geschmack



Garantiert bio-
dynamisch.
Demeter-Bund



Naturland



Naturland Fair



Öko-Qualität
garantiert -
Bayern



Ömax-Siegel



Staatliches Bio-
Siegel



UMSTELLUNGS-
KNOSPE

Signs and Signals: Background

Standardization body



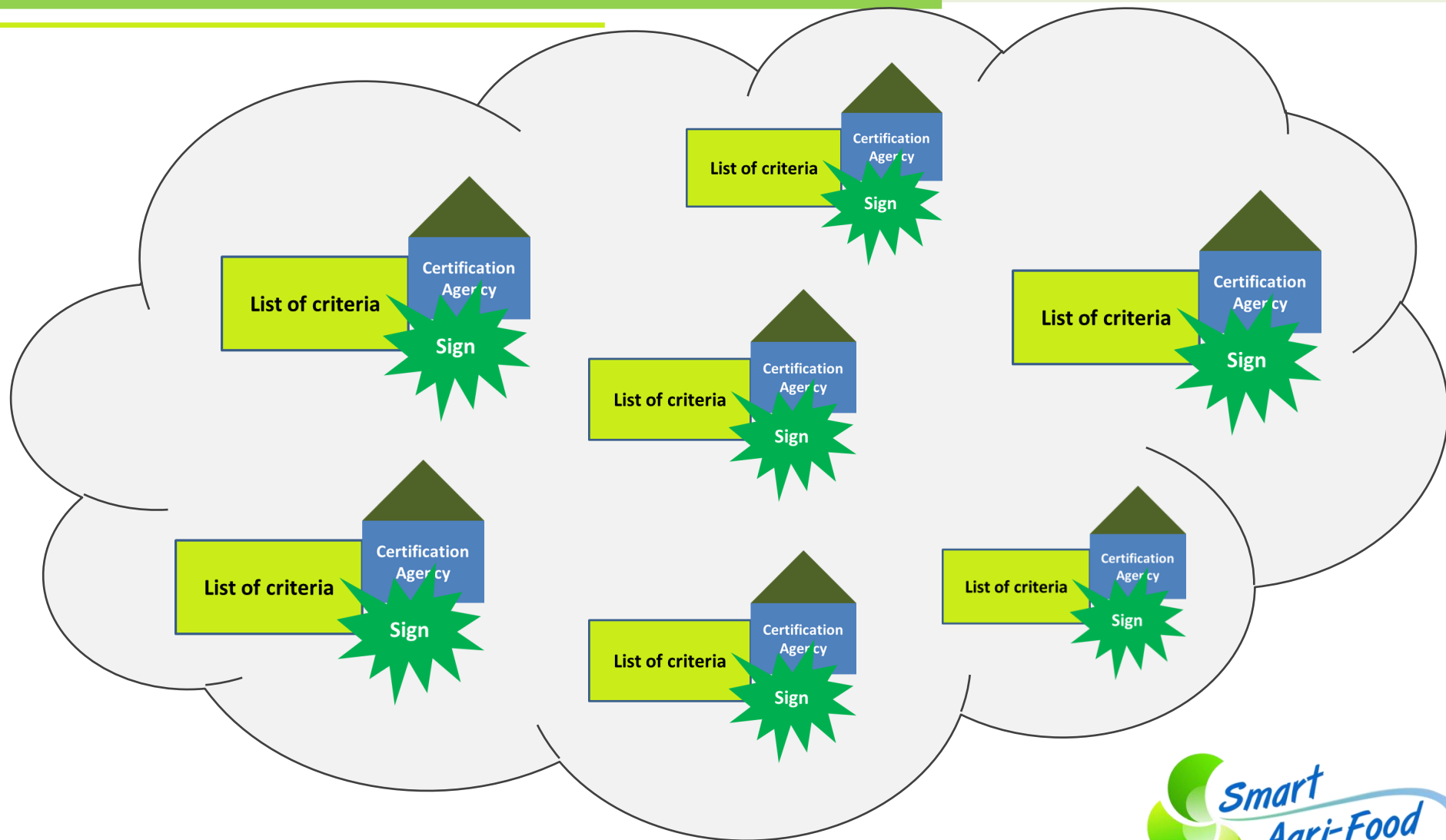
**External
Audit**



**If successful:
Right to print sign on product**

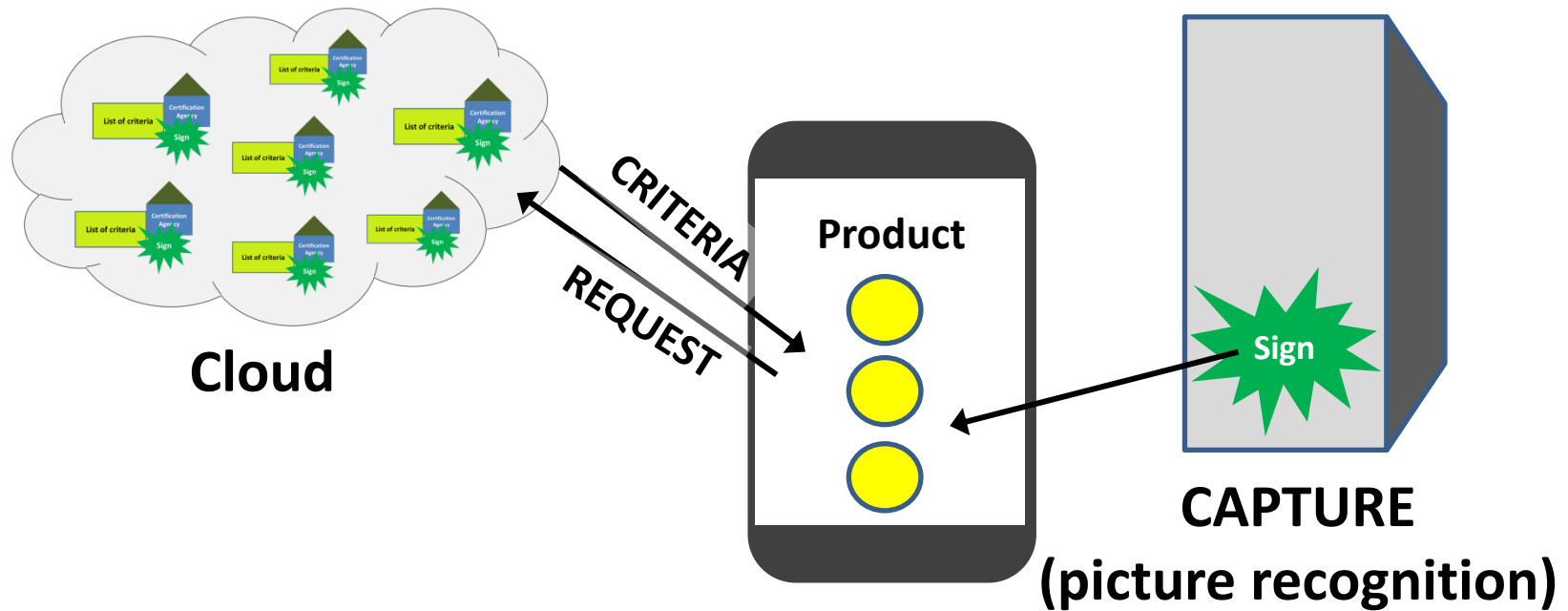


Landscape of Signs and Signals



Prototype Scope

→ Make hidden information transparent!



Advantages

- Can directly be developed without identification of product batches
 - No investments in labeling technology required
- Signals and signs are standardised
 - Enables picture recognition algorithm
- Database with criteria is easy to develop
 - Already in development
- **Useable for a wide range of products and not limited to single product categories**

Thank you

