INVITATION

Stimulating innovation in the agri-food chain through the use of the Future Internet

-Stakeholder event organized by the SmartAgriFood project-

5th March 2013

Venue:

DG Connect

Avenue de Beaulieu (Buildings no. 25) B - 1160 Brussels, 0/S1 room

Over the past thirty years, a great many ICT technologies have been introduced in the agriculture and food sector. The uptake of these solutions, however, has been slow due to a number of important yet unresolved issues. Some of the key challenges for ICT in the agri-food chain sector are related to information management, whether within specific domains or across the whole supply chain from farm to fork. The challenges of information management are compounded by specific characteristics of the sector, including the very large number of actors along the supply-chain and the heterogeneity of those actors. Although these issues have not been resolved, new ICT technologies are challenging the sector: all kind of sensors have been introduced producing quantities of 'big data' that potentially can be used for smarter production. The internet or 'the cloud' seems to be everywhere and not only computers but all kind of devices can communicate with each other. Last but not least social media are revolutionizing the way stakeholders in the supply chain network can communicate with each other.

The EU's Future Internet Public-Private Partnership (FI-PPP) program aims to make service infrastructures and business processes more intelligent, more efficient and more sustainable through tighter integration with Future Internet (FI) technologies. The SmartAgriFood project is one of the eight use cases in FI-PPP and addresses the challenge of applying ICT to three sub-domains: agricultural production ("Smart Farming"), the transport and logistics sector ("Smart Agri-logistics") and improving food awareness for consumers ("Smart Food Awareness"). For each of these sub-domains, the project has gathered user requirements and is currently developing pilot implementations. The aim is to explore the FI's capabilities to enable data integration amongst different systems, to allow easy and secure access to information along the supply chain, to simplify the discovery of stakeholders and services and the publishing of data to other stakeholders, to host software modules in the cloud to reduce costs, and to enable service composition and mash-ups to enhance the functionalities of applications offered.

The objective of the event is to present the results of the SmartAgriFood project, and show how they can be used and applied in the agri-food chain and in the relevant sectors, and to contribute to the exchange of knowledge and views between the agri-food users and the ICT solution providers.

The event will start with a plenary opening session to introduce the project and several key note speakers will present the pilot cases developed in the project. After the plenary a series of separate discussion groups will be organized in order to collect feedback from the participants, and then a plenary closing session will conclude the conferences.

We would be pleased if you could actively participate to this EU event and join us in Brussels the 5th March 2013. Please find below the Agenda of the meeting and the registration form.

The cost of the event is financed by the SmartAgriFood project.

Each participant is responsible for its travel and accommodation costs.

Preliminary programme

09:30 Registration

10:00 Introduction
Dr. Sjaak Wolfert, Project Coordinator, LEI Wageningen UR.

10:05 Presentation by the representative of the European Commission – DG Connect
Speaker: to be confirmed

10:25 Objectives and benefits of the SmartAgriFood project
Dr. Sjaak Wolfert, Project Coordinator, LEI Wageningen UR.

10:40 Introduction of the pilots developed
10:40 – 10:55   Reducing environmental impact by Smart Spraying
10:55 – 11:10   Improved greenhouse management with the future internet
11:10 – 11:25   Higher resource efficiency in a smart flower supply chain

11:25 Coffee break

11:40 Introduction of the pilots developed – 2nd part
11:40 – 11:55   Tracing vegetables with smart boxes
11:55 – 12:10   Tailored Information for Consumers
12:10 – 12:25   Tracking & Tracing for Awareness in Meat Chain

12:25 Challenges and opportunities of the FI for the food processing sector – towards the food factory of the future
dr. András Sebők, General manager Campden BRI Hungary

12:40 Questions /plenary

12:55 Introduction to the group discussion
István Gábor, Campden BRI Hungary

13:00 Lunch

14:00   **Guided group discussion with the audience**

15:10   **Feedback of the groups**

15:45   **SmartAgriFood in the scope of the FI-PPP – next steps and potentials for Industry and Research for being involved in phase 2 (April 2013-March 2015) & phase 3 (April 2014-March 2016) and beyond**
Dr. Sjaak Wolfert, LEI Wageningen UR

16:00   **Conclusions with respect to ICT developments and European policies**
Dr. Sjaak Wolfert and Krijn Poppe

16:10   **End of the event**

For further information please contact:
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OR
Please visit the website of the project:
www.smartagrifood.eu

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Registration form

Name of participant: …………………………………………………………………………………………………….

Company/Organisation: ………………………………………………………………………………………………..

E-mail: ……..

Phone: ……..

Fax: …….

Special dietary request (if any): …………………………………………………………………………………….

Guided group discussion:
Priority of interest (Please tick first priority):

- Smart Farming ☐
- Smart Agri-logistics ☐
- Smart Food awareness ☐
- Applications of the FI in the food processing ☐

Please send back this registration form
via e-mail to István Gábor (i.gabor@campdenkht.com) or via fax to +36-1-433-1480,
not later than 23rd 02.2013.