



Approach of WP6 of the project TRANSPARENT FOOD:

To compile a “Best practice” inventory, which will help to achieve the project goals:

- Helps to make the concept of transparency more understandable,
- Provide useful examples from different transparency domains
- Illustrates the difficulties of transparency
- Provide successful experiences to:
 - improve existing transparency systems
 - develop new transparency systems.

First phase: 72 best practices across various domains identified.

Best practice inventory

	Domain	Nr. of BPs	Some examples
1.	Food safety	21	Animal health, animal identification, traceability, hygiene, etc.
2.	Food quality	15	Product composition, production method, health and nutrition claims, etc.
3.	Food integrity		
3.1	• Origin	6	Food origin, sustainable agriculture etc.
3.2	• Environment	9	Environmental impact etc.
3.3	• Ethical and social aspects	11	Fair trade, ethical and social welfare, etc.
4.	Economic issues	5	Cost efficiency, etc.
5.	Enabling technologies for transparency	5	Electronic product code, Codecheck, Animal ear tags

Second phase: 21 examples selected

Best practice examples:

- Sharing information with clients on specific lots (using identification codes) through:
 - Web-based systems
 - Detailed documents
- Sharing information with consumers on specific lots they purchased through web-based systems using a lot identification code on the retail packaging.
- Traceability information about:
 - The chain members who were involved in the supply of the product
 - Their operations and practices
 - Their products (illustrated by descriptions, videos, photographs, virtual and actual site visits)
 - Information about the location of their sites and origin of their ingredients
- In the inventory of “Best practices” the use codes (instead of real names) of chain members ensured confidentiality.

- Providing free access to consumers to requirements of standards on which transparency statements and signals are based.
- “Open days” of agricultural and food processing plants.
- Understandable explanation of the different transport documents for consumers.
- Provision of indicators, benchmarking and self-assessment tools showing information on advantages and disadvantages of products and system to support informed decision making (e.g. TetraPak carbon footprint calculator, toolboxes).
- Collective website for SMEs for sharing information in order to improve transparency.

Third phase: 8 best examples in-depth analyzed

Main results (in-depth analysis)

- Optimal Transparency system
 - Full transparency ≠ Optimal transparency
 - Optimal transparency system = Optimal level of information
 - Different stakeholders (market vs. public authorities)
 - Different optimums/interests
 - Understanding problem → Goal definition
 - How to make it operational? (e.g. European Food Prices Monitoring Tool)
- Cost & Benefits of Transparency System
 - Stakeholders: no/limited transparency wanted
 - Reason: Cost!! ↔ Benefits??
 - Polemics: We pay, others get returns e.g. BSE-crisis
 - Harmonized regulation ↔ Region-to-region implementation (e.g. AOC-wines)
- Multi-target Transparency system
 - Multi-target e.g. sustainability (environmental, economic, social)
 - Confusing when communicating
 - Hard to score
 - Lack of focus (e.g. Gut so!)

Research challenges

- Goal 1: OPTIMAL TRANSPARENCY SYSTEM
 - Understand the differences in stakeholders' interest
 - Identify the optimal level of information
 - How can the optimal level be realized?
- Goal 2: COSTS & BENEFITS OF TRANSPARENCY SYSTEM
 - Determinants of limited transparency and its effect on costs & benefits
 - To determine how to create a balanced distribution of costs & benefits
 - To compare internationally (within EU) transparency systems
- Goal 3: MULTI-TARGET TRANSPARENCY SYSTEM
 - To determine how the different targets can be bundled into one denominator
 - How to communicate with different stakeholders?
 - To extend food safety towards other management practices

WP6 project partners

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