

Major Stakeholder Event on Transparency in the Food Chain

Situation, Expectations, Barriers and Research Needs

Presentation of results of the European project Transparent_Food to stakeholders
in preparation for publication to the public

September 26, 2011, Brussels, State Representative of North-Rhine-Westfalia, Germany
Rue Montoyer 47, B-1000 Brussels

Agenda

- From 09:15 Welcome coffee and registration
- 10:00 – 10:45 **Setting the stage:** Welcome and Introduction
- 10:00 – 10:15 Dr. Agata Pieniadz, European Commission, Brussels
 - 10:15 – 10:45 Transparent_Food: Quality and integrity in food: a challenge for chain communication and transparency research (University of Bonn, DE)
- 10:45 – 12:30 **The Transparency Challenge: Deficiencies, Barriers and Research Needs**
- 10:45 – 11:00 Signals for transparency and consumer communication (City University London, UK and RLabs, GR)
 - 11:00 – 11:15 Transparency on chain integrity (Aarhus University, DK and SIK, SE)
 - 11:15 – 11:30 Transparency on Food Safety and Food Quality (SAFE, BE and TUBerlin, DE)
 - 11:30 – 11:45 Best Practices: Conclusions from case studies (Gent University, BE)
 - 11:45 – 12:00 Uptake support (backbone for tracking and tracing systems): (KTBL, DE)
 - 12:00 – 12:30 First round of discussion
- 12:30 – 13:10 **Lunch**
- 13:10 – 14:00 **Related follow-up projects**
- 13:10 – 13:35 EU Project TransFOP: Transparency in pricing
 - 13:35 – 14:00 EU Project SmartAgriFood: Smart Food and Agribusiness: Future Internet for Safe and Healthy Food from Farm to Fork
- 14:00 – 14:30 **Coffee Break**
- 14:30 – 16:00 **Discussion Groups**
- Room A: Transparent_Food and TransFOP
 - Room B: SmartAgriFood
- 16:00 – 16:30 **Final discussion and Conclusion**