



## Quality and integrity in food: a challenge for chain communication and transparency research



### TRANSPARENT\_FOOD

Contract No.: FP7-KBBE-2009-245003

#### Overall objective of the project

The overall objective of the TRANSPARENT\_FOOD Project is to contribute to the development of transparency in the sector by supporting understanding of its complexities, identifying the present state-of-the-art, learning from experiences, making stakeholders aware of specifying deficiencies and research needs, and formulating a research framework for facilitating future research initiatives.

#### Working definition of transparency in the food chain

##### **Process based approach**

- Transparency is measures for building up credibility for consumers and customers, through openness and accountability on activities along the food chain, by underpinning the verity of messages and by generating the perception of being informed to allow informed decisions.
- This is achieved by making appropriate signals/information available and understandable on the verity of messages (claims, statements) on:
  - specific characteristics of products, processes, production environment, activities of actors
  - which can't be substantiated by the usual quick and simple methods.

##### **Power balance based approach**

- The valid needs of consumers, customers for facilitating their informed decisions and the sound balance with confidentiality needs of food chain members are considered.

#### Results of the project

- Inventory with "Best Practice" examples of transparency
- General procedure for analysing transparency cases in different domains for successful practices
- Successful solutions and techniques for transparency, typical problems
- Recommended transparency practices
- Procedure for building up transparency systems
- Procedure and documentation tool for data transformation and documentation to serve users' needs of transparency
- Web-based European Transparency Platform available for consultation and dissemination
- European tracking and tracing backbone solution requirement analysis and feasibility study
- Safety and quality characteristics of different food categories have been analysed and described
- Different domains were analysed, namely:
  - food safety,
  - food quality,
  - food integrity, including:
    - origin
    - environmental issues
    - ethical issues
    - social issues
  - economic issues,
  - enabling technologies for transparency

#### Further expected results

- Best practice guide on transparency in preparation
- Summary compendium on state-of-the-art on present knowledge on transparency
- Strategic Research Agenda for the identification of deficiencies, future research needs, and research priorities
- Blueprint information backbone scheme
  - agreement on information exchange between system providers
  - development of a European communication network
  - facilitate interaction between existing and developing transparency initiatives
- General procedure for analysing transparency cases in different domains for successful practices
- Recommendations for different stakeholders such as the industry – particularly SMEs, policy makers, solution providers, standard providers, etc.
- Training material on recommended practices for transparency
- Concise consumer information on potential use of transparency information

**Potential for stakeholders involvement:**

- Consultations through the web based European Transparency Platform
- Expressing opinion through the National Technology Platform for ETP 'Food for Life'
- Participation on events:
  - National workshops from June 2011 to October 2011
  - Stakeholder meeting September 2011
  - Final project workshop October- November 2011

**Project Coordinator:** Prof. Dr. Gerhard Schiefer - Rheinische Friedrich-Wilhelms Universität Bonn (Germany)

**Project Partners:** Project partners are "centres of excellence" in food related R&D, cooperating with the food sector:

- Rheinische Friedrich-Wilhelms Universität Bonn – UBO/Germany
- Kuratorium für Technik und Bauwesen in der Landwirtschaft e.V. – KTBL/Germany
- Technische Universität Berlin - TUB/Germany
- European Association for Food Safety (SAFE consortium) – SAFE/Belgium
- Institutet för Livsmedel och Bioteknik AB – SIK/Sweden
- Aarhus Universitet - AU/Denmark
- City University London – City/Great Britain
- RLabs Market Research Ltd – Rlabs/Greece
- Ghent University – UGENT/Belgium
- SAFE Consortium
- Campden BRI Magyarország Nonprofit Kft. – CCH/Hungary

**Further are involved:** Other invited experts and all interested stakeholders are welcome.

***More information***

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