



## What does transparency mean?

Appropriate and true information



To ensure informed decisions of the consumers to satisfy their realistic needs for information

## How can transparency on food help you?

### Simple guidance to consumers

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

**TRANSPARENT\_FOOD**

Contract No.: FP7-KBBE-2009-245003

### Consumers' expectation



#### More specific demands

ON:

- Food production
- Higher disposable income
- Reliable and credible information
- Increased life expectancy

#### Consumers want information

ON:

- Exact area of the production
- Method of production and processing
- Dietary factors
- Affirmation that the food is safe
- Appropriate evidences and guarantees
- The impact of environmental and ecosystems
- Social and ethical aspects



## Definitions:

### **Awareness:**

→ You have the ability to **perceive information** and to show additional evidences that the positive statements on food quality, environment, and ethical production are true.

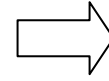
### **Traceability:**

→ The ability that you can **follow a product** from the first step of production or processing till you buy the product.

## What does transparent information help for:

- It helps to **reduce your concerns** regarding to food safety and food processing
- Leading to **trust**
- To help you **in decision making** by organizing information into several layers.
- First you can get **simple messages** based on signals that the food **meets your expectation**. If you are interested in **more information**, you can look for the **details at several places**.

## What type of transparency information you can get?



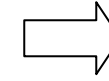
### Label-based information

#### 1) **Mandatory information**

e.g. list of the ingredients, weight, volume, indication of allergens, GMO, users' instructions

#### 2) **Non-mandatory information**

e.g. environmental information on carbon footprint, on ethical trading



### Non label-based information

#### **Where can you get this information?**



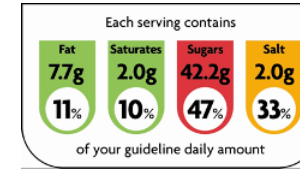
- in-store
- through leaflets
- by dedicated staff for consumer information, by operation staff by specific request or by promotion staff at specific actions
- external sources for transparency information include
- corporate social responsibility reports
- consumer phone line
- media /advertising
- open days
- detailed documents
- you can monitor the products' movement during processing methods on the website
- or get information with the use of an identification code on product's batch→ just write it in the company's web-site

## How you can get information?

1. → Some information is delivered with the products routinely; this is called “**general delivery**”.
2. → Some information you can get when you ask for it or searching for it. You can search in the in store, through leaflets, on websites etc. The name of this type of delivery is “**on demand**”.
3. → Some information you do not need in standard life conditions but there is an **assurance** built into the system that you get **additional warning guidance** on **protective** measures applied if something goes wrong you can get information also about products and product lot affected. This is called “**exception reporting**”.

## How can transparency be communicated?

- **Indicators/signals:** Are provided on the quality of products, on the reliability of information by the cultural background of producers, local customers, location of production
- **Labels:** Labels are specific forms of signals, which are indicated on the product or on the attached documentation.



[http://www.inclusionventures.co.uk/Inclusion\\_Ventures/Smart\\_Shopping.html](http://www.inclusionventures.co.uk/Inclusion_Ventures/Smart_Shopping.html)

- **Logos:** e.g. Ecological Footprint, Recycle logo, Eco leaf, Union eco flower
- **Brands:** Brands are different from signals. While brands are related to one brand owner or manufacturer signals can be used by more than one business.
- **Environmental, ethical or other certification schemes** e.g. Bio Suisse, ISO 14001, Global GAP, MSC Fishery Standard Principles and Criteria for Sustainable Fishing

**Transparent Food:**

Transparent\_Food, a European Union project, was collected and analysed the applied transparency methods / practices to identify the transparency needs of consumers and to ensure consumers satisfaction by they consumer can check the verity of information of products.

**Transparent\_Food(Contract n. FP7-KBBE-2009-245003) is an Integrated Project financed by the EC under the FP7**

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