



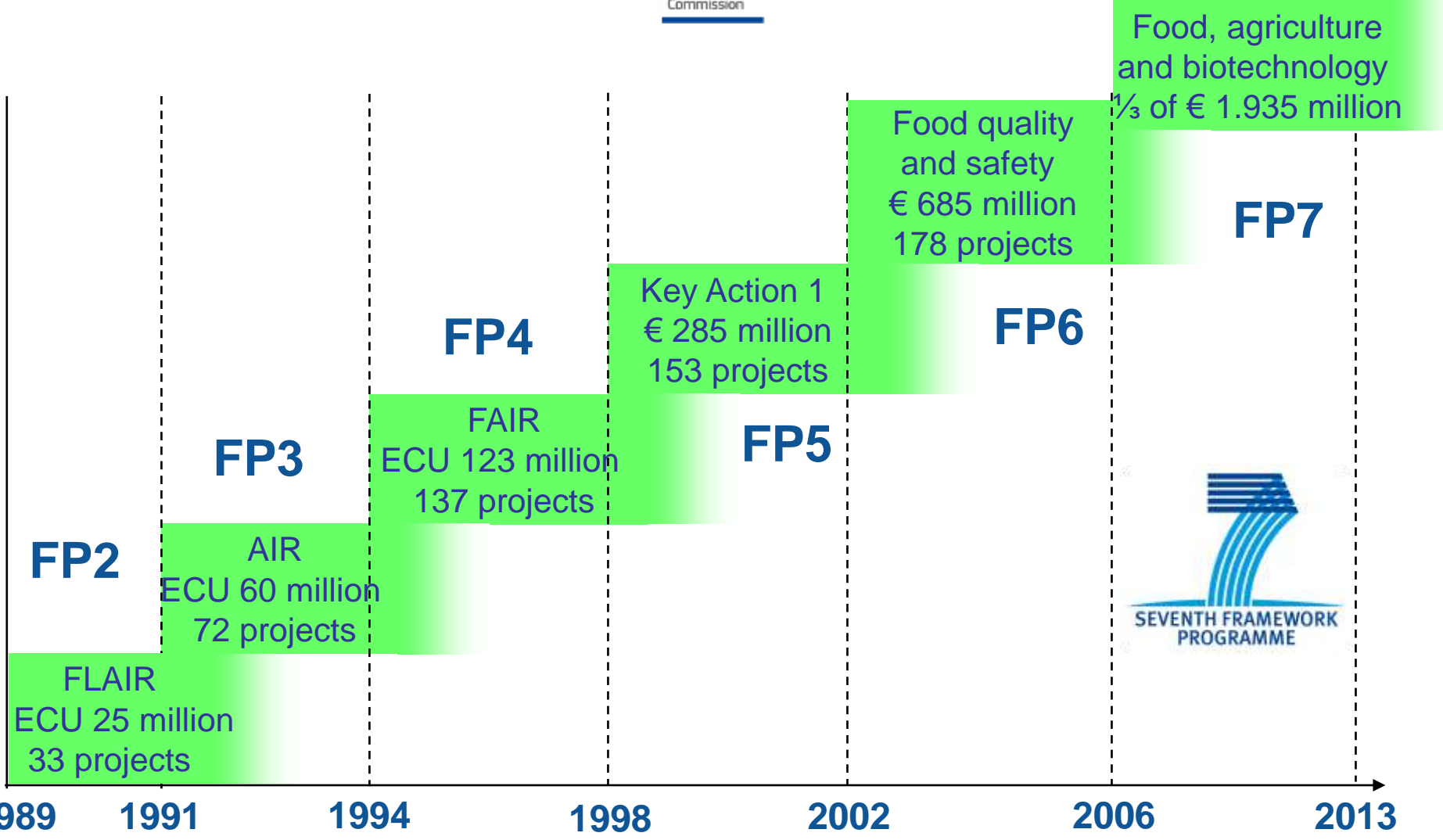
# FOODINTEGRITY PROJECT

**Plenary meeting of the Advisory Group  
on the Food Chain, Animal and Plant Health**

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European Commission  
DG Research and Innovation  
Unit F.3 Agri-food chain

Brussels, 12 December 2014

# European food research



# Food, Agriculture and Fisheries, and Biotechnology

Knowledge - Based Bio - Economy ( K B B E )



## Activity 2.1

Sustainable production and management of biological resources from land, forest and aquatic environments



## Activity 2.2

“Fork to farm”: Food (including sea-food), health and well being



## Activity 2.3

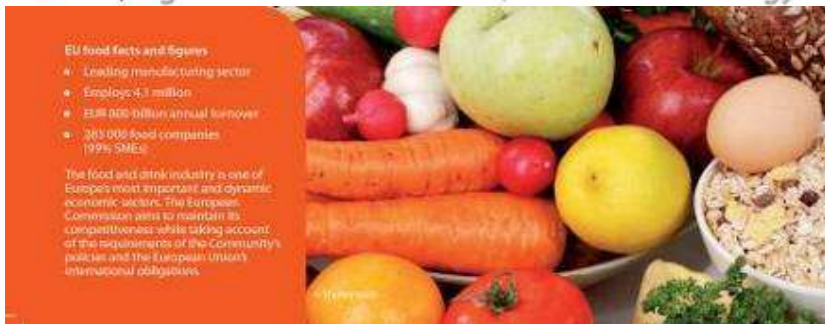
Life sciences, biotechnology and biochemistry for sustainable non-food products and processes



## FP7 KBBE activity 2.2 Fork to Farm: Food (including seafood), Health and Well being



Food, Agriculture and Fisheries, and Biotechnology



- Consumers
- Nutrition
- Food processing
- Food quality and safety
- Environmental impacts and total food chain

# Food, Agriculture and Fisheries, and Biotechnology Knowledge - Based Bio - Economy ( K B B E )



- Theme: Assuring quality and authenticity in the food chain
- Funding scheme: Collaborative Project (large-scale integrating project)
- Additional eligibility criteria
  - requested EU contribution  $\leq$  EUR 9 000 000 per proposal



# Expected impact

- To offer authentic, high-quality food from sustainable production to consumers
- To strengthen the competitiveness of European food producers by enabling them to add value to their products
- To help food producers to communicate better the qualities, characteristics and attributes of the different food commodities
- To determine the authenticity of foods to reduce trading blocks and prevent fraud
- To allow consumers to make informed choices and restore consumer confidence
- To support EU policies on food quality, marketing standards and food information to consumers

# Ensuring the Integrity of the European Food Chain



[www.foodintegrity.eu](http://www.foodintegrity.eu)

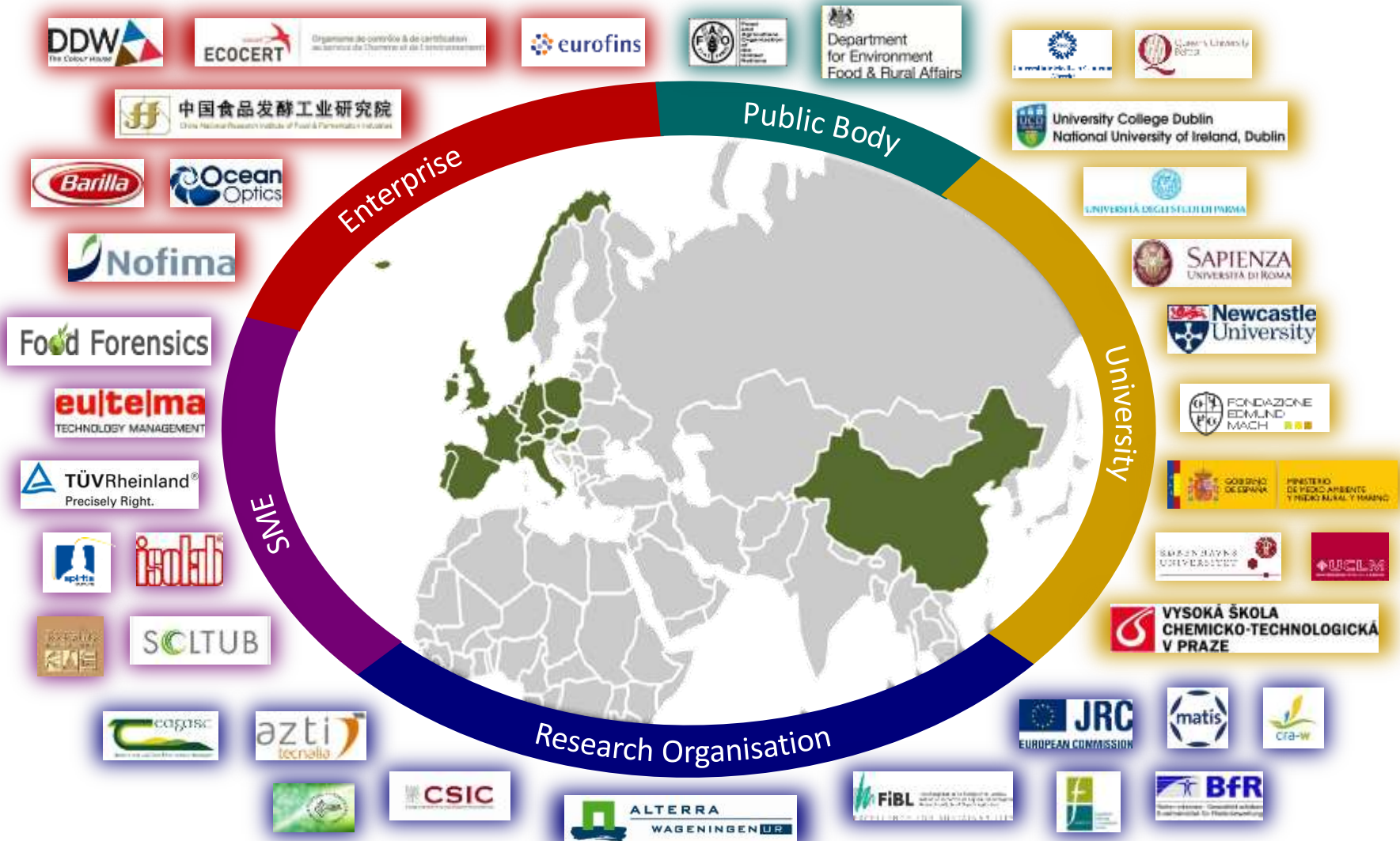


[foodintegrity@fera.gsi.gov.uk](mailto:foodintegrity@fera.gsi.gov.uk)



# FoodIntegrity Project: 2014-2018

€12M (€9M EC contribution) FP7 project with 38 partners







To provide Europe with a state of the art and **integrated** capability for detecting fraud and **assuring** the integrity of the food chain



To provide a **sustainable** body of expertise that can inform high level stakeholder platforms on food fraud / authenticity issues and priorities



To **bridge** previous research activities, assess capability gaps, commission research and inform EU future research needs

**ADDING VALUE TO THE EUROPEAN AGRI-FOOD ECONOMY BY PROVIDING FOOD SAFETY, AUTHENTICITY AND QUALITY ASSURANCE**

# Key Activities

- Global independent **network** of experts
- **Scientific opinions** to support regulations and enforcement
- **Stakeholder** secure forum

- Food integrity **database hub**
- **Harmonisation** of existing methods / approaches
- Identifying **research gaps**

Expertise

Evidence

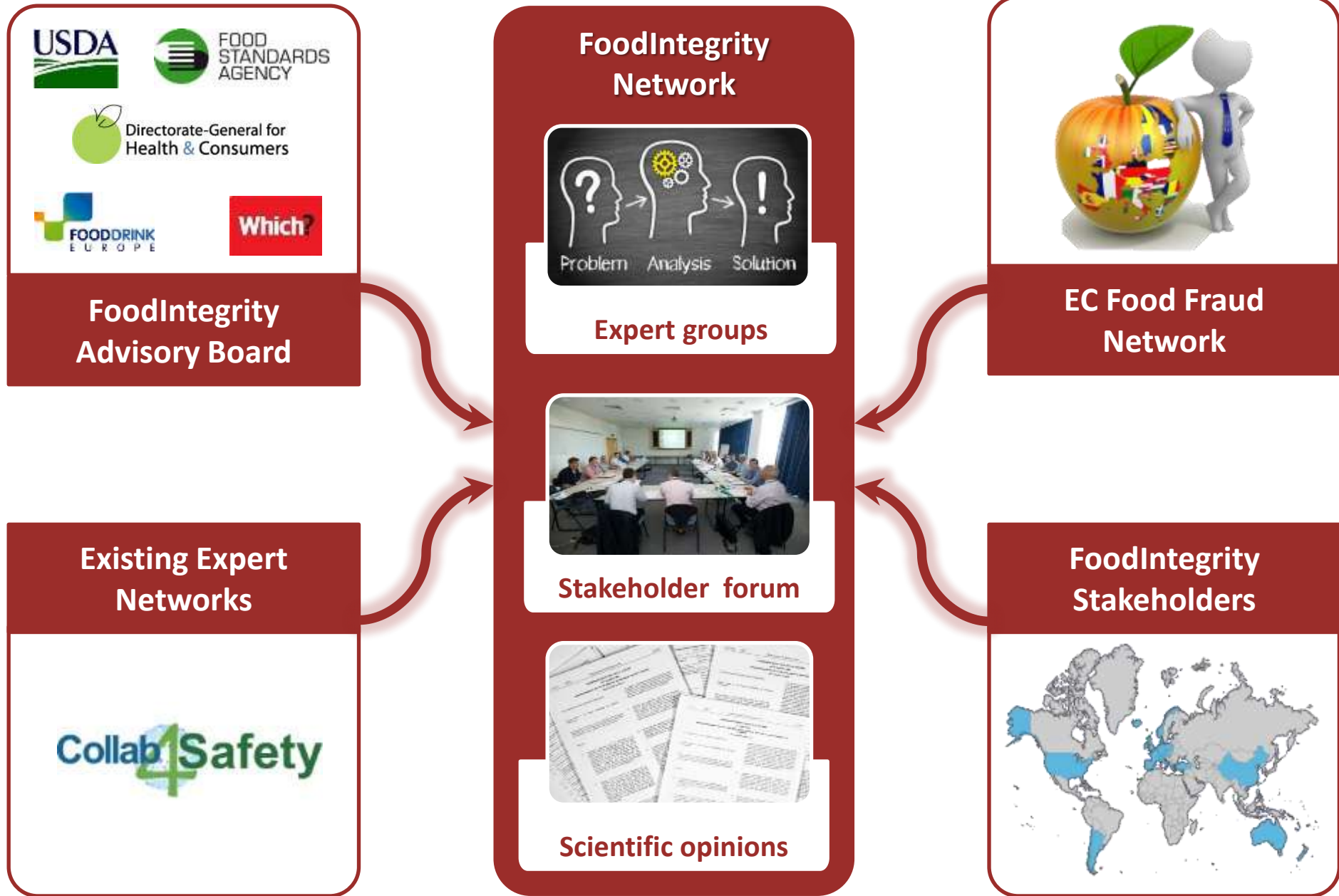
R&D

Innovation

Impact

- Anticipating food fraud: early **warning system**
- Development of new **analytical and screening methods** for olive oil, fish, spirit drinks
- **Commissioning** €3M of new research

- **Industry integration**
- **Global perspective** (consumer behaviour at export)
- Knowledge/technology transfer and **dissemination**



**FoodIntegrity  
Advisory Board**

**FoodIntegrity  
Network**



**Expert groups**



**Stakeholder forum**



**Scientific opinions**



**EC Food Fraud  
Network**

**Existing Expert  
Networks**



**FoodIntegrity  
Stakeholders**



**Commodity / Ingredient**



**Issue**

- *Origin*
- *Species*
- *Variety*
- *Brand*
- *Product*
- *Production method*

## FoodIntegrity Database Web-tool

Inventory of existing analytical tools

**Analytical Methods**

**Reference Data**

Inventory of reference datasets

Standards for reporting, comparison and integration

Guidelines for sharing analytical data



2018  
2017  
2016

**2015**

**Future research needs**



Consolidating existing information

Harmonising current methods

Collaborative trials

Modeling

Collecting and analysing information

Food Fraud Early Warning system; FRAME-Food



Olive Oils

Developing field devices

Producing protocols

Training

Documenting mis-description

Spot checks and verification



Seafood

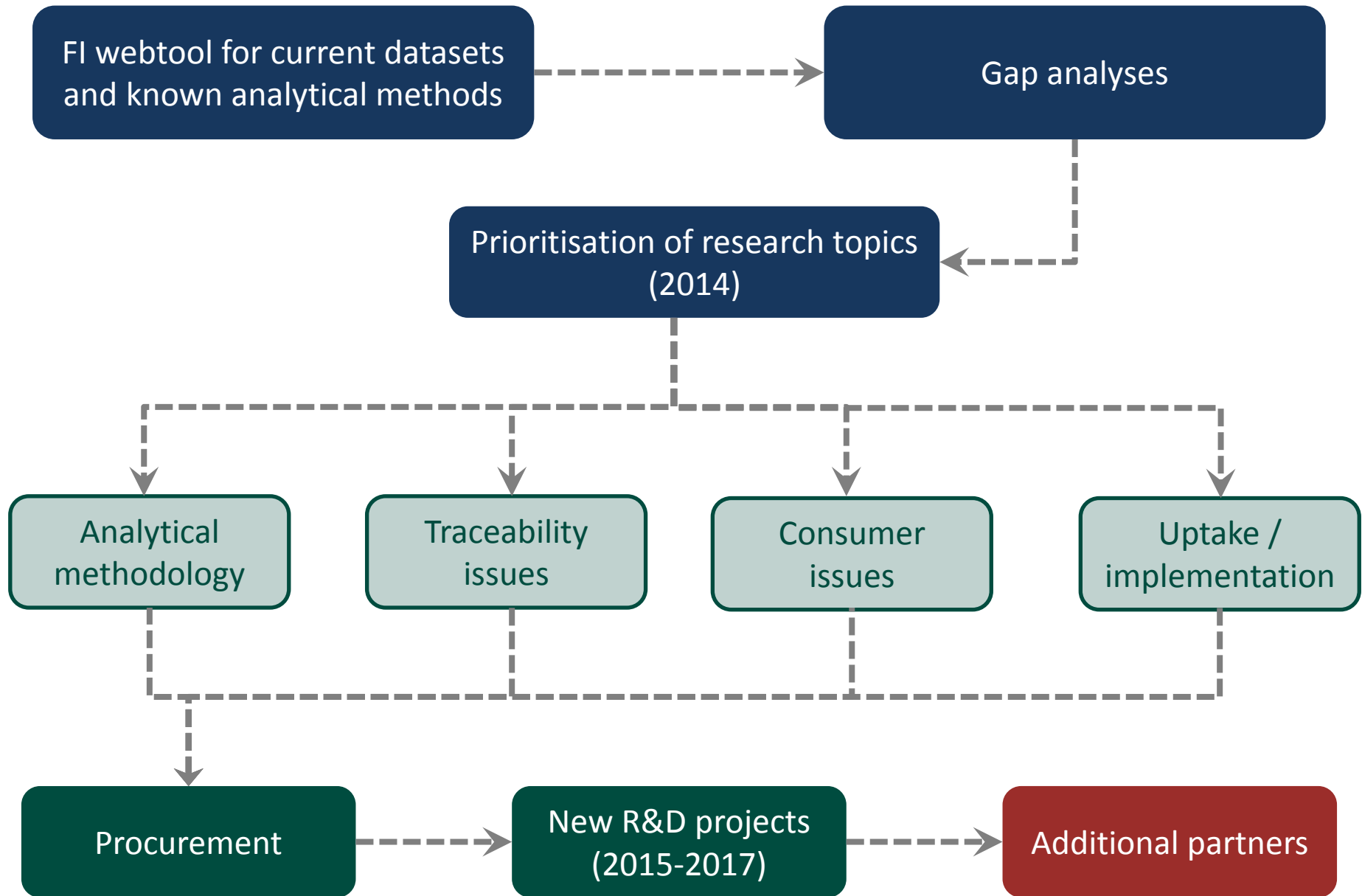
Integrated toolbox to link product claims to analytical and paper-trail methods

Spirit Drinks





# Commissioning R&D Projects







## Industry integration

- guidelines and toolboxes
- new methods and screening



## Consumer behaviour (China)

- expectations
- attitudes
- preferences
- needs



## Dissemination

- conferences
- workshops
- training
- website
- publications



# How to Get Involved



Join FoodIntegrity network



Visit FoodIntegrity website  
[www.foodintegrity.eu](http://www.foodintegrity.eu)



E-mail FoodIntegrity  
[foodintegrity@fera.gsi.gov.uk](mailto:foodintegrity@fera.gsi.gov.uk)



## Next steps competitive calls

Timing	Action
2014	Prioritisation of research needs
Early 2015	Publication gap analysis topics
March 2015	Annual Meeting, Bilbao (ES)
	Publication of draft call texts + EC project review
April 2015	Publication of call texts for competitive calls
2015-2017	New R&D projects in FI

## Annual meeting BILBAO: 26-27 March 2015

Assuring the integrity of the food chain:  
food authenticity research priorities  
and funding opportunities

Registration:

<http://www.azti.es/foodintegrity/>

