Towards a more transparent and sustainable food system

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Main facts

Call: HORIZON - CL6 - 2021 - FARM2FORK - 01 – 17

Increasing the **transparency** of EU food systems to boost health, sustainability and safety of products, processes and diets

Budget: 11.8 mln EUR

4 years project: 01/09/2022 – 31/08/2026

Type of action: Innovation Action

27 partners representing the food system of which SMEs (12), Universities /Research centres (12), and NGOs (3)

15 call pilots

8 Open call pilots

14 countries (Norway, Finland, Poland, United Kingdom, Netherlands, Germany, Belgium, France, Switzerland, Italy, Spain, Portugal, Serbia, Greece)

TITAN Key Expertise Areas (KEAs)

1. Enabling consumers to make informed food choices

- Ensuring Food safety and authenticity:
- Informing and educating the consumer

2. Facilitating supply chain sustainability

- Environmental & Social,
- Economic support for SMEs,

3. Implementation of new innovative technologies

- Faster and/or more accurate detection methods,
- Disruptive digital technologies,

4. Taking the food system approach

- Towards a sustainable food system
- Successful innovation

SAVE THE DATE

IMPLEMENTING INNOVATIVE TECHNOLOGIES TO BUILD SUSTAINABLE SUPPLY CHAINS FOR A BETTER FOOD SYSTEM

17 and 18 JUNE 2026, BRUSSELS

Scientific program

80+ oral presentations (three parallel sessions),

40+ poster presentations,

Marketplace

30+ start-ups (incl. EIT Food),

8+ EU projects (e.g. EFF-CoP, Catalyse),

Networking area for one-2-one meetings,

Food Safety Pilots

Food Safety pilots:

- Open Food Chain – #Blockchain #authenticity #olive
- AI Talentum – #AI #tracebility #allergens
- MicroBion – #Omics #safety #fermentation cultures
- UCSC – #Omics #safety #microbiological #LS products
- Agroknow – #IoT #data sharing #honey quality

Open Call pilots:

- Tellspec – #NIR #AI #Fish freshness
- Microfy AI - #microscopy # AI #Authenticity #Honey
- UrTech Water - #disinfection #technology #fresh cut veg-s

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Health Pilots

Health pilots:

- QualityChain – #Blockchain #affordable #SMEs
- QualityChain - #QR codes #anti-counterfeight
- AI Talentum – #chatbot #healthy nutrition #kids
- QUB – #FOPL #SUS-HEALTH index

Open call pilots:

- Color sensing - #InkTelliPack #Qr codes #reactive inks
- Chiefchain - #Blockchain #local ingredients

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Sustainability Pilots

Starting pilots:

- Agricolus – #Precision farming #tomato #rice
- AgriMarketPlace – #Carbon certification #almonds
- Consentio – #Common language #fresh produce
- Open Food Chain – #Blockchain #first mile #shrimps
- TotalCtrl – #IoT #Digital inventory #hospitality

Open Call pilots:

- Huggin Munin – AgriSyncAI – Predictive intelligence
- Primo Principio – Agri-Cluster – Transparency
- Zunibal – TunaTech – Traceability tuna

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Transparency & Traceability

In the context of food, **transparency** means providing clear and accessible information about a product's production, ingredients, and sourcing, enabling consumers to make informed choices.

This includes knowing how and where the food was grown or made, ethical practices, and the source of the food.
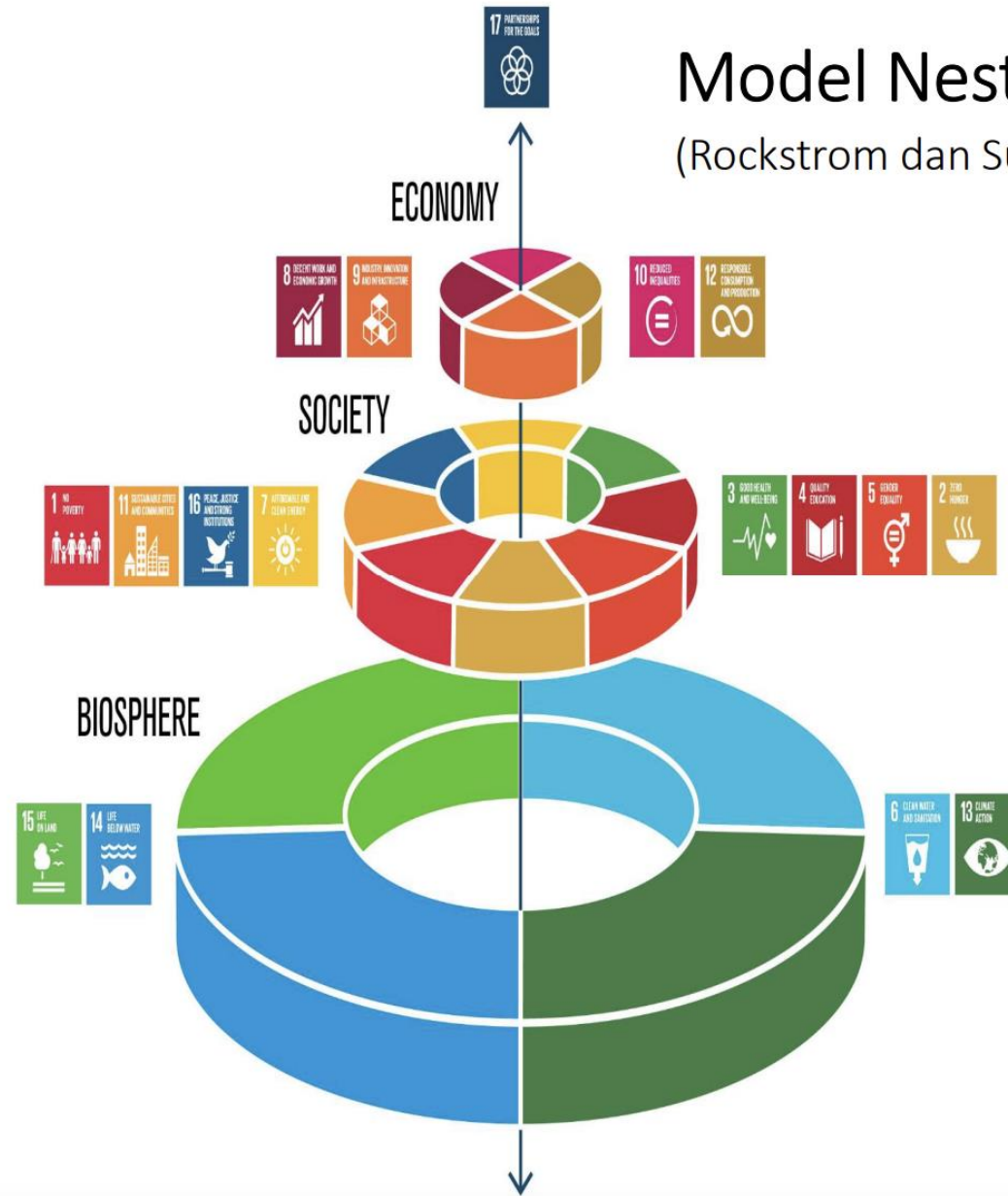
Transparency also involves understanding a company's environmental and social impact, supply chain, and operational practices.

Food traceability is the ability to follow the movement of a food product and its ingredients through all steps in the supply chain, both backward and forward.

Traceability involves documenting and linking the production, processing, and distribution chain of food products and ingredients.

eit Food

WHAT IS DIGITAL TRACEABILITY?

Digital traceability is the ability to digitally identify and trace the history, distribution, location and application of a product, to ensure the reliability of sustainability claims, in the areas of human rights, labour (including health and safety), the environment and anti-corruption.[1]

Farmers and producers can document the source of their food and confirm they have followed a set of standards.[2]

Manufacturers and distributors can digitise data on secure, unalterable ledgers.[2]

Consumers can scan food products and quickly access relevant information online.

Retailers can gauge the freshness of products, communicate authentically with consumers, make business operations more efficient and reduce food waste.[2]

Funded by the European Union

SOURCE: 1. UNITED NATIONS GLOBAL COMPACT. 2. IBM

UN sustainable development Goals (ESG)

Model Nested SDGs
(Rockstrom dan Sukhdev, 2016)

- SDGs uses *nested logic*, not *triple bottom line*.
- With *nested*, the aims of SDGs cannot be separated
- *Economy* is part of *society*, both are part of *biosphere*.
- To fulfill the needs for both Economy and social, only can do on our *planetary boundaries*.

Triple Bottom Line

INFORMED DECISION-MAKING

General recommendations

Maybe it is an idea to look in every choice we have to make for society, to get well informed about the <u>costs</u>:
  - what are the <u>costs</u> (investments), when we take certain measures,
  - what are the <u>costs</u> when we do not take measures.

Examples:

Relationship between fossil fuel use, energy use and <u>costs for society </u>due to climate change.

Relationship between food offer, food environment and <u>costs for society </u>due to an unhealthy population.

Transparency

Regulate social media; it allows very free speech, but it is threatening our society and democracies. WHO and partners recognize that misinformation online has the potential to travel further, faster and sometimes deeper than the truth.

Promote digitalization: the EU private sector is competing with China and the US. We need to have a strong long-term plan to support our industries and make them competitive. Special attention is needed to help SMEs to go digital.

https://www.who.int/teams/digital-health-and-innovation/digital-channels/combatting-misinformation-online

https://digital-strategy.ec.europa.eu/en

Sustainability

Recommendations - Profit

Support the EU economy with long term plans that are science (= fact) – based!

Support promising start-ups now to build the future European economy. Some of these will be the unicorns the EU needs to stay competitive.

Invest in R&I with a long-term vision to guarantee a pipeline of continuous innovations

The innovation gap is at the root of Europe's slowing productivity growth relative to the US. The Draghi report on EU competitiveness 2024.

Sustainability

Recommendations – People

Invest sufficiently in a healthy society:
- promote consumption of healthy nutrition,
- Help consumers to make informed food choices,
- Optimize the food environment,

Invest in a society where no one is left behind:
- maintain a strong education system,
- make sure every citizen feels part of society,
- respect human rights, also in food supply chains

The case for investing in public health - A public health summary report for EPHO 8. WHO 2020.

Leaving No One Behind: Equality and Non-Discrimination at the Heart of Sustainable Development. A Shared United Nations System Framework for Action. UN 2017.

Recommendations – Environment

Stop climate change :

- stop the use of fossil fuels,
- support measures to save energy,
- facilitate the energy transition,

Invest in a healthy planet:

- protect biodiversity,
- stop deforestation,
- reduce food losses and waste,
- promote the circular economy,

The EU aims to be climate-neutral by 2050 – an economy with net-zero greenhouse gas emissions. The European Climate Law 2021.

The EU's bioeconomy strategy aims to use renewable biological resources sustainably for food, materials, and energy, contributing to a circular and low-carbon economy while also safeguarding biodiversity. EU 2018.

Sustainability

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Thank you!