description

The project will seek to exploit a number of geographically localized pilots, where each includes a number of stages in the supply chain. The technology development will consider the key themes such as optimization, time-to-market, quality and traceability through these main activities: information modelling and architecture, systems integration and database construction. The RFID technology will collect a specific data and send reports via HTTP connections to a database that will be accessible to a number of different stakeholders, who will have access to different levels of information.
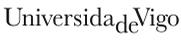
target

The 'Farm to Fork' philosophy gives particular attention to the development of effective functioning pilots in supply chain management linked up together on a national and EU level.

This could give many of them the opportunity to be recognized and raise awareness on the potential benefits associated to the use of RFID technology. It will federate international producers, processors, logistics, retailers and consumers around a data system which will deploy standardized solutions to allow the traceability and authentication of foodstuff.
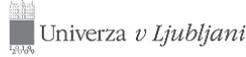
partners

University of Wolverhampton (GB)
www.it-futures.com

University of Vigo (E)
www.sistemasradio.com

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www.tvtecnologia.it

Santer Reply S.p.a. (I)
www.reply.eu

University of Ljubljana (SLO)
www.fri.uni-lj.si/en

Technical University of Cartagena (E)
www.upct.es/en

IDxS (B) and **SEDEV** (BG)
www.idxs.eu

University of Salento (I)
www.dii.unisalento.it

IFR - Institute of Food Research (GB)
www.ifr.ac.uk

European Food Information Resource (B)
www.eurofir.org

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F2F FARM TO FORK

Strengthening SME competitive advantage through RFID implementation

rationale

"RFID – From Farm to Fork" is a recently launched European project funded through the CIP ICT PSP programme. The aim of the project is to showcase RFID technology to SMEs in the food & drink industry and to identify and trace food information across Europe from the producer (farm) to the end consumer (fork).

This project will give advantage to the food and drink sector by providing a more efficient tracking model, for example by providing authentication of the origin of foodstuffs or by reducing wastage and optimizing logistics costs or by increasing quality of goods to the consumer.

highlights

The project will showcase the ability of RFID technologies to make a return on investment for SMEs in the food and drink industry via optimized and improved business processes.

A pan-union resource will be created which will allow producers to demonstrate unequivocally the safety and quality of their products.

This will have the effect on both of increasing consumer confidence, and increasing producer margins, making the use of RFID a leverage of competitive advantage.

salami

This pilot focuses on the retail sector, a specialist shop selling products sourced from across the Europe. The pilot will provide a number of near field RFID equipped mobile phones, which customers may borrow to scan the tagged products on sale, thereby gaining information on their origin and condition. The pilot will be extended backwards to cover the complete supply chain, through the wholesale, logistics, processing to the producer.

wine

Local wine producers and sellers need to prove to the consumers the genuineness of their products through nutritional characteristics and information about provenance. Identification and assessment of the conditions in which products are handled and transported is needed since the farm level. For example winery conveys pressed grapes to tankers and during fermentation and ageing, cellars and wine information can be monitored in order to help the enologists.

fish

Traceability of a fish farm activity provide the consumers the quality and safety of their fish. From hatchery to farm fish are carried in labeled tanks and it is necessary to report origin and transportation details. Also feeding data has to be monitored to provide quality, using bar code and labeling bags. At the slaughterhouse fish is prepared to the processing. During the transport quality can be assured by monitoring temperature

cheese

To provide product knowledge and confidence to customers, quality information for milk and cheese should consider the condition of the product at various stages of manufacture (condition of the cows producing the milk, temperature, farms, transport and storage). Every information can be retrieved in barcodes that will be part of the label and will be the interface between the traceability system and the final consumer.