



The smarter food vision: inclusive, safe, traceable

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Based on materials from:

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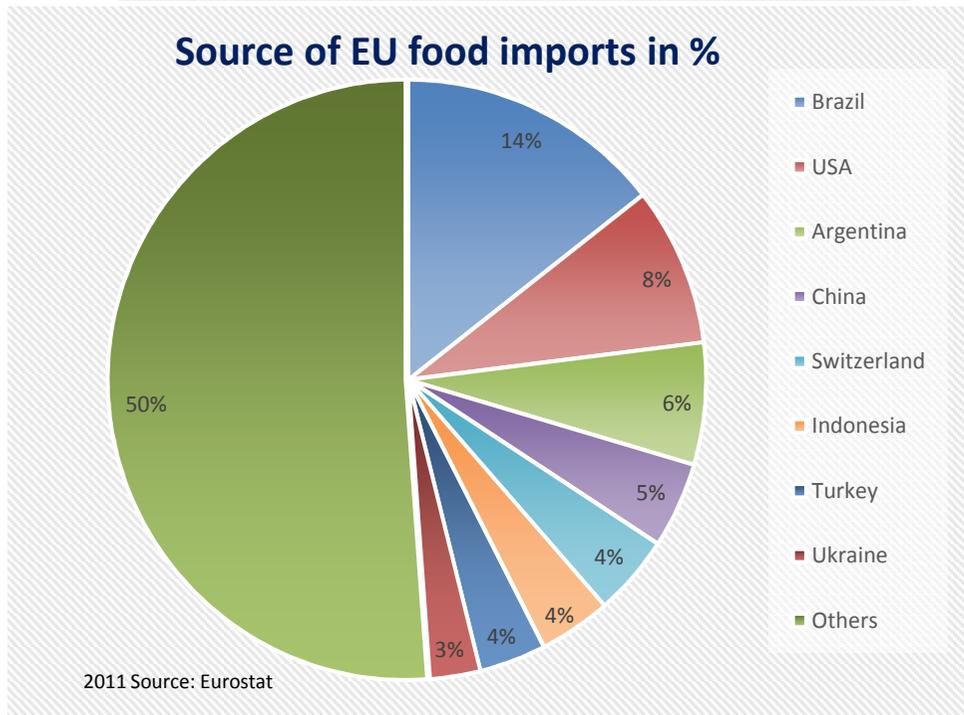
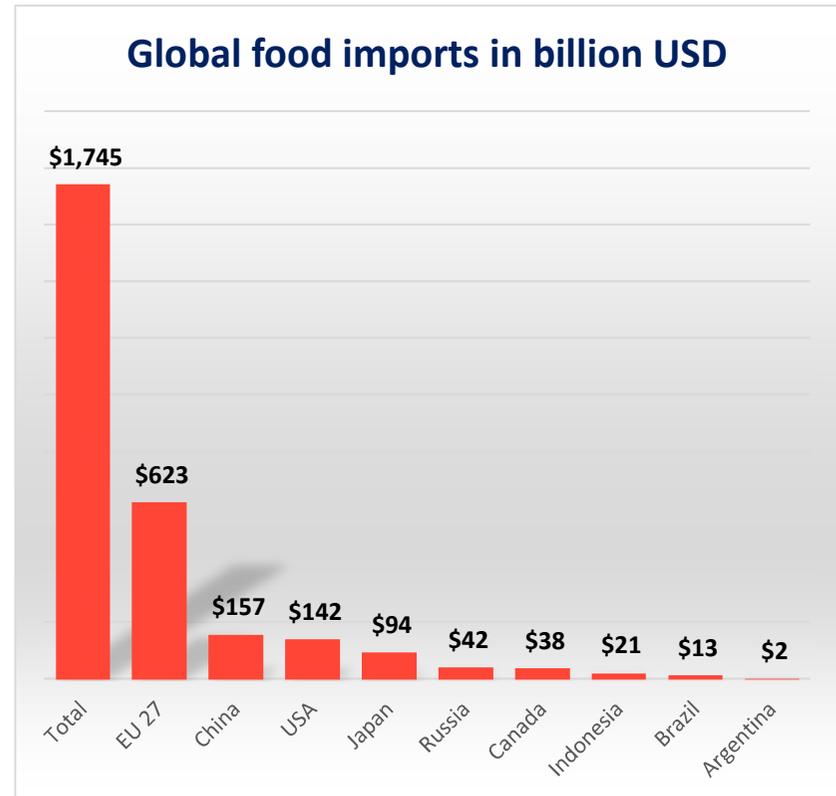
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The agenda

- The global food trade system
- The example of the European Union
- Information systems
- The vision of smarter food

The European Union (EU)

- The world's largest importer and exporter is the European Union
 - 38% of global exports
 - **36% of global imports**
- **Trading with THE WORLD!**



- Which led to the General Food Law EC 178/2002 – ***Traceability was required from 01 January 2005***

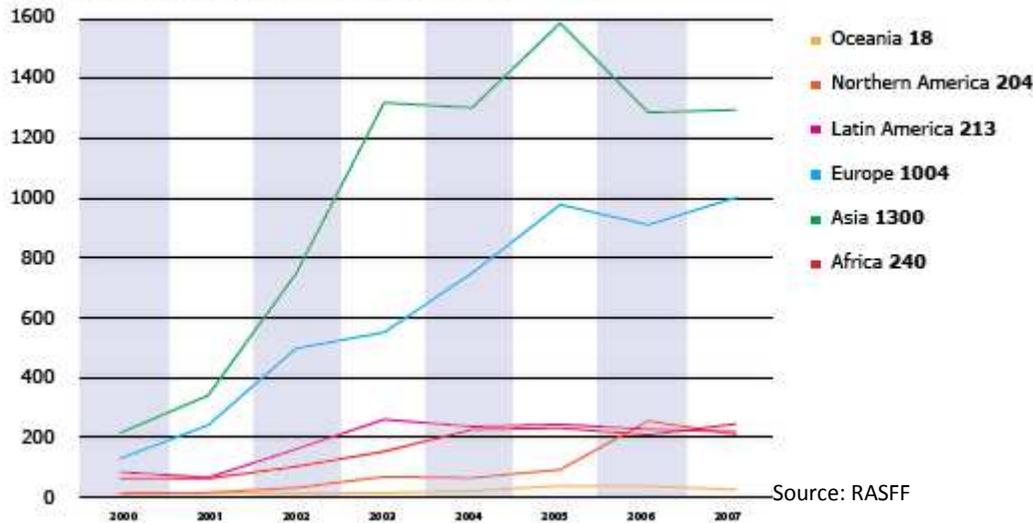
And sometimes things go wrong

- Food is a sensitive commodity!
- Countries monitor food and reject and report suspect food
- Products will be withdrawn or recalled if necessary – even on suspicion (“The Precautionary Principle”)

Notifications by country of origin of the product

COUNTRY	Number	COUNTRY	Number	COUNTRY	Number	COUNTRY	Number
CHINA	352 ↑	BANGLADESH	15 ↓	GAMBIA	4 ↑	GREENLAND	1 ↑
TURKEY	293 ↑	SENEGAL	15 ↑	FY.R.O.F MACEDONIA	4 ↓	GUINEA	1 =
THE UNITED STATES	191 ↓	RUSSIAN FEDERATION	15 ↓	MEXICO	4 ↓	HAITI	1 ↓
SPAIN	177 ↑	AUSTRALIA	14 ↓	SAUDI ARABIA	4 ↑	ICELAND	1 ↓
IRAN	133 ↓	LATVIA	14 ↓	SEYCHELLES	4 ↓	JORDAN	1 ↓
GERMANY	122 ↑	THE PHILIPPINES	13 ↓	GEORGIA	3 ↓	MACAO	1 ↓
INDIA	113 ↑	CANADA	12 ↓	KENYA	3 ↓	HONKONG	1 ↓
FRANCE	109 ↑	CYPRUS	12 ↑	REPUBLIC OF KOREA	3 ↓	SAN MARINO	1 ↓
THAILAND	92 ↑	IRELAND	11 ↓	MALTA	3 ↑	YEMEN	1 ↓
POLAND	77 ↑	PANAMA	11 ↑	MAURITIUS	3 ↑	ZIMBABWE	1 =
ITALY	75 ↓	AUSTRIA	10 ↓	REPUBLIC OF MOLDOVA	3 ↓		
BRAZIL	58 ↓	IVORY COAST	10 ↓	MOZAMBIQUE	3 ↓		
THE NETHERLANDS	52 ↓	NICARAGUA	10 ↓	ROMANIA	3 ↑		
UNITED KINGDOM	52 ↓	PORTUGAL	10 ↓	SLOVENIA	3 ↓	azerbeijan	
CHINA (HONG KONG)	50 ↑	SINGAPORE	10 ↑	ALGERIA	2 ↑	afghanistan	
NIGERIA	49 ↑	SWEDEN	10 ↑	BOLIVIA	2 ↑	benin	
ARGENTINA	48 ↓	SWITZERLAND	10 ↑	CAMBODIA	2 ↓	camodia	
INDIA	45 ↓	SYRIA	10 ↓	ETHIOPIA	2 =	comoros	
JAPAN	40 ↓	JAPAN	9 ↑	FIJI	2 ↓	congo	
SOUTH AFRICA	40 ↑	SOUTH AFRICA	8 ↑	GABON	2 ↓	el salvador	
Ecuador	35 ↑	ECUADOR	7 ↓	JAMAICA	2 ↓	eritrea	
NAMIBIA	34 ↑	NAMIBIA	7 ↑	MALAWI	2 ↓	grenada	
ANGOLA	32 ↑	ANGOLA	6 ↑	MYANMAR	2 ↑	honduras	
BULGARIA	31 ↑	BULGARIA	6 ↓	NEW ZEALAND	2 ↓	kosovo (UNSCR1244)	
COLOMBIA	31 ↓	COLOMBIA	6 ↓	CHAD	2 ↓	kuwait	
COSTA RICA	27 ↑	COSTA RICA	6 ↑	PARAGUAY	2 ↓	luxembourg	
LITHUANIA	26 ↓	LITHUANIA	6 ↓	SIERRA LEONE	2 =	madagascar	
SURINAME	24 ↑	SURINAME	6 ↑	SUDAN	2 ↓	the maldives	
URUGUAY	23 ↑	URUGUAY	6 ↑	UGANDA	2 ↑	mongolia	
CROATIA	22 ↑	CROATIA	5 ↓	UZBEKISTAN	2 ↓	reunion	
ISRAEL	22 ↓	ISRAEL	5 ↓	ALBANIA	1 =	serbia and montenegro	
KAZAKHSTAN	21 ↓	KAZAKHSTAN	5 ↑	ARMENIA	1 ↓	togo	
NORWAY	19 ↑	NORWAY	5 ↓	BOSNIA AND HERZEGOVINA	1 =	tonga	
SERBIA	18 ↑	SERBIA	5 ↑	CAPE VERDE	1 ↓	united arab emirates	
TAIWAN	17 ↑	TAIWAN	5 =	CUBA	1 =	venezuela	
TANZANIA	16 ↑	TANZANIA	5 ↑	ESTONIA	1 ↓	yemen	
DOMINICAN REPUBLIC	16 ↑	DOMINICAN REPUBLIC	4 =	FINLAND	1 ↓	zambia	5

Notifications by world regions 2000 - 2007

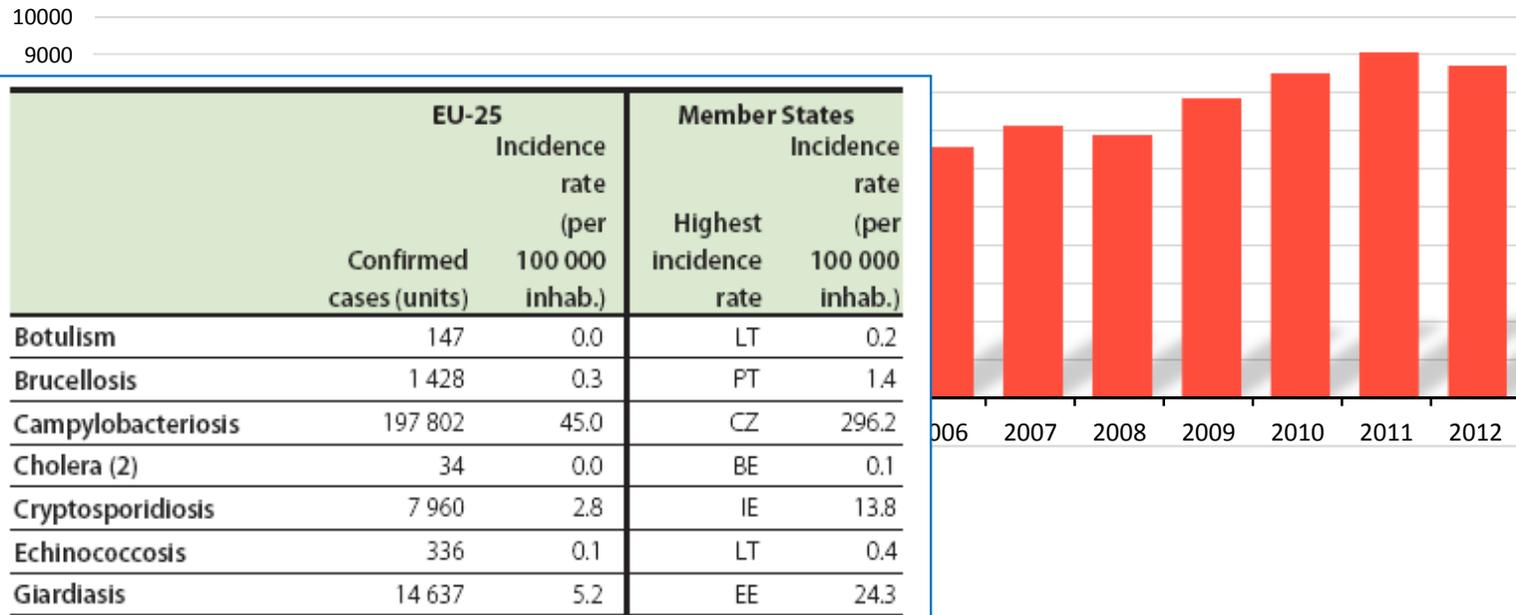


Has food safety improved over time?

Total RASFF alerts 2004-2010

Source: RASFF

us foodborne and waterborne diseases, 2005 (1) Source:



	EU-25 Incidence rate (per 100 000 confirmed cases (units) inhab.)		Member States Highest incidence rate (per 100 000 inhab.)	
Botulism	147	0.0	LT	0.2
Brucellosis	1 428	0.3	PT	1.4
Campylobacteriosis	197 802	45.0	CZ	296.2
Cholera (2)	34	0.0	BE	0.1
Cryptosporidiosis	7 960	2.8	IE	13.8
Echinococcosis	336	0.1	LT	0.4
Giardiasis	14 637	5.2	EE	24.3

Questions:

- Has the General Food Law improved food safety?
- Has increased traceability resulted in safer food?
- Do consumers feel safe and capable of making well-informed decisions?

If not, why not?

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equal information

systems

Electronic systems

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tays the same

; limited by physical capacity

e-used

pecific location – might be
ccess when needed

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: *A national library*