



# The smarter food vision: inclusive, safe, traceable

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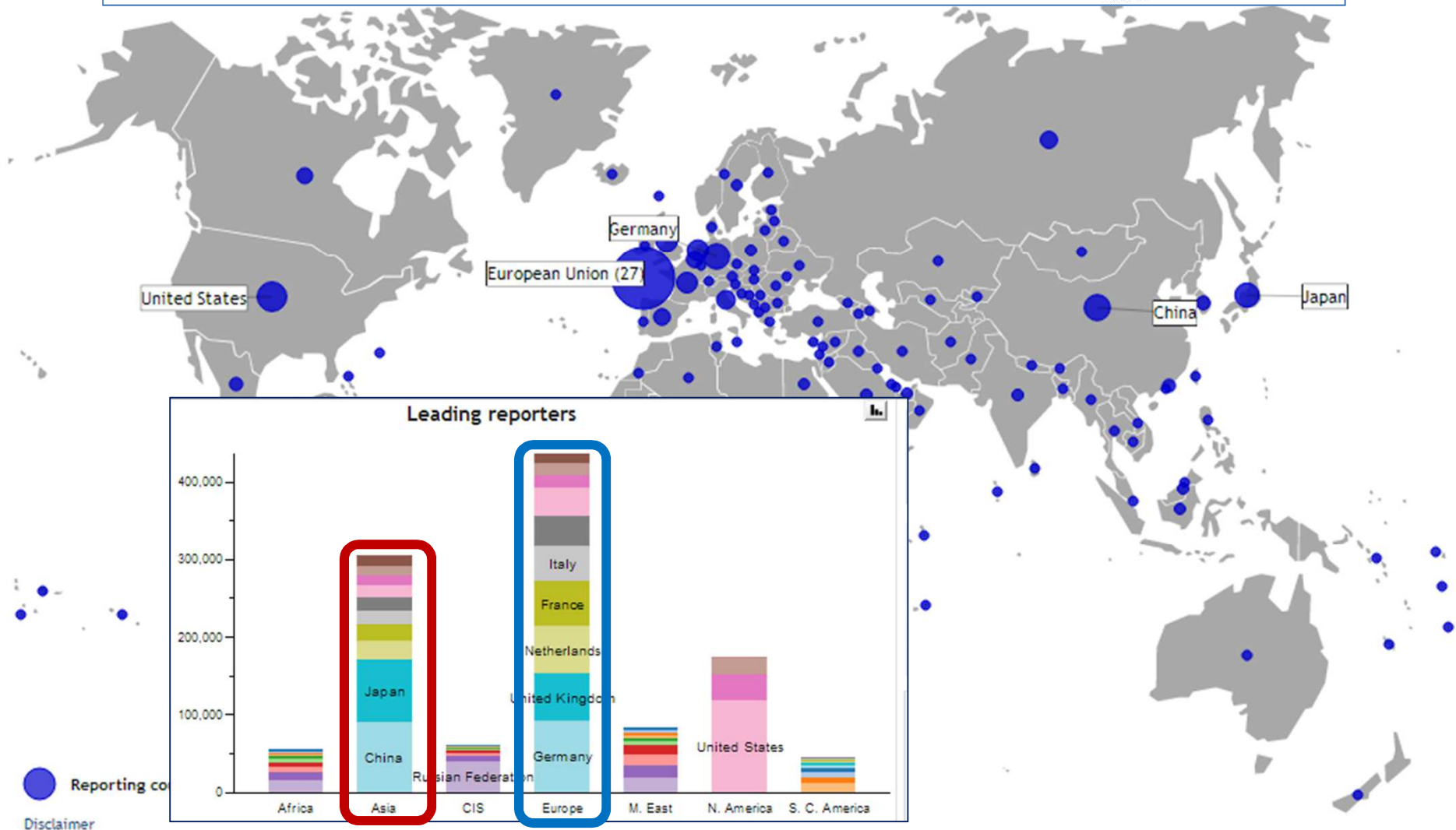
## The agenda

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

## Some simple facts: the origin of food

The global food trade is estimated to be worth about 1.45 trillion USD

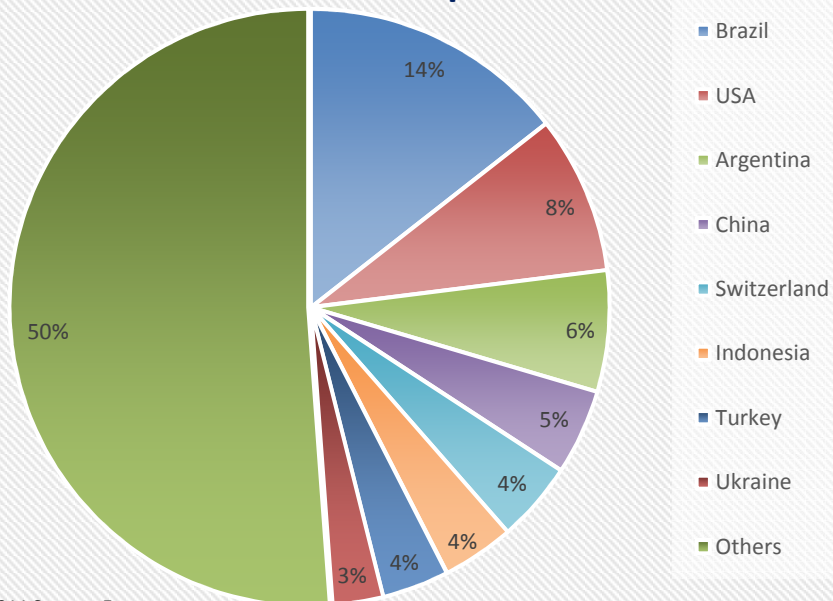


Src: Global Imports of Food, WTO

## The European Union (EU)

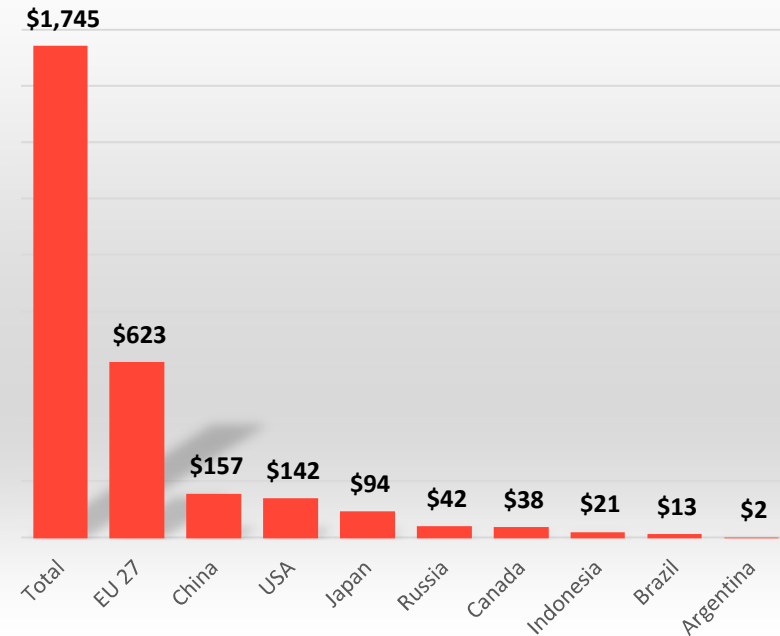
- The world's largest importer and exporter is the European Union
  - 38% of global exports
  - **36% of global imports**
- **Trading with THE WORLD!**

Source of EU food imports in %



2011 Source: Eurostat

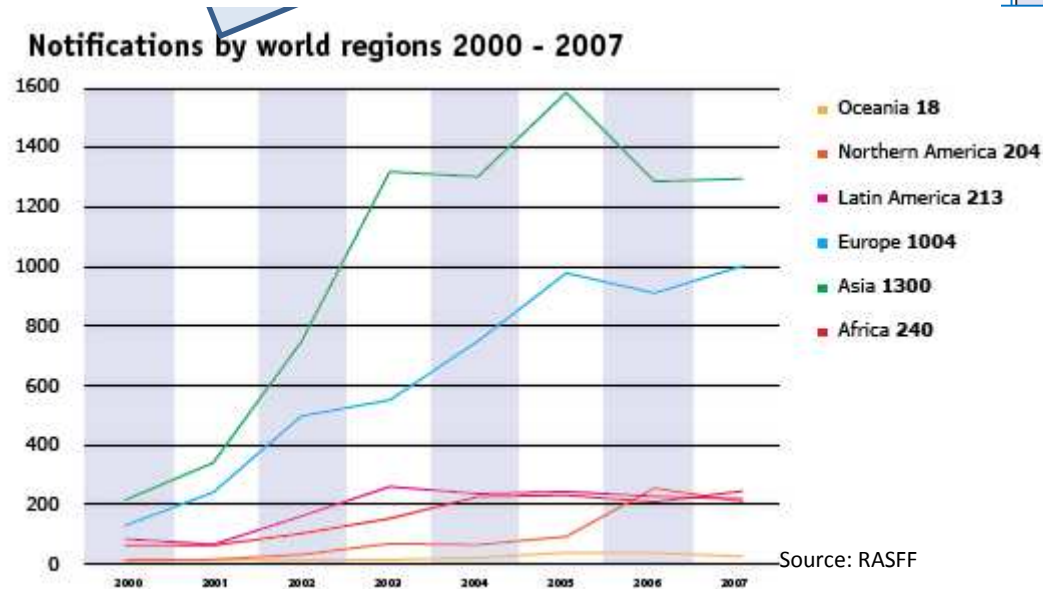
Global food imports in billion USD



- 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- Products will be withdrawn or recalled if necessary – even on suspicion (*“The Precautionary Principle”*)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	↑	F.Y.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	↓	MONACO	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	↓	AZERBAIJAN		↓
CHINA (HONG KONG)	50	↑	SINGAPORE	10	↑	ALGERIA	2	↑	AFGHANISTAN		↓
NIGERIA	49	↑	SWEDEN	10	↑	BOLIVIA	2	↑	BENIN		↓
AFRICA	48	↓	SWITZERLAND	10	↑	CAMEROON	2	↓	CAMBODIA		↓
AFRICA	45	↓	SYRIA	10	↓	ETHIOPIA	2	=	COMOROS		↓
AFRICA	40	↑	JAPAN	9	↑	FIJI	2	↓	CONGO		↓
AFRICA	40	↑	SOUTH AFRICA	8	↑	GABON	2	↓	EL SALVADOR		↓
AFRICA	35	↑	ECUADOR	7	↓	JAMAICA	2	↓	ERITREA		↓
AFRICA	34	↑	NAMIBIA	7	↑	MALAWI	2	↓	GRENADA		↓
AFRICA	32	↑	ANGOLA	6	↑	MYANMAR	2	↑	HONDURAS		↓
AFRICA	31	↑	BULGARIA	6	↓	NEW ZEALAND	2	↓	KOSOVO (UNSCR1244)		↓
AFRICA	31	↓	COLOMBIA	6	↓	CHAD	2	↓	KUWAIT		↓
AFRICA	27	↑	COSTA RICA	6	↑	PARAGUAY	2	↓	LUXEMBOURG		↓
AFRICA	26	↓	LITHUANIA	6	↓	SERRA LEONE	2	=	MADAGASCAR		↓
AFRICA	24	↑	SURINAME	6	↑	SUDAN	2	↓	THE MALDIVES		↓
AFRICA	23	↑	URUGUAY	6	↑	UGANDA	2	↑	HONGKONG		↓
AFRICA	22	↑	CROATIA	5	↓	UZBEKISTAN	2	↓	REUNION		↓
AFRICA	22	↓	ISRAEL	5	↓	ALBANIA	1	=	SERBIA AND MONTENEGRO		↓
AFRICA	21	↑	KAZAKHSTAN	5	↑	ARMENIA	1	↓	TOGO		↓
AFRICA	19	↑	NORWAY	5	↓	BOSNIA AND HERZEGOVINA	1	=	TONGA		↓
AFRICA	18	↑	SERBIA	5	↑	CAPE VERDE	1	↓	UNITED ARAB EMIRATES		↓
AFRICA	17	↑	TAIWAN	5	=	CUBA	1	=	VENEZUELA		↓
AFRICA	16	↑	TANZANIA	5	↑	ESTONIA	1	↓	YEMEN		↓
AFRICA	16	↑	DOMINICAN REPUBLIC	4	=	FINLAND	1	↓	ZAMBIA	5	↓

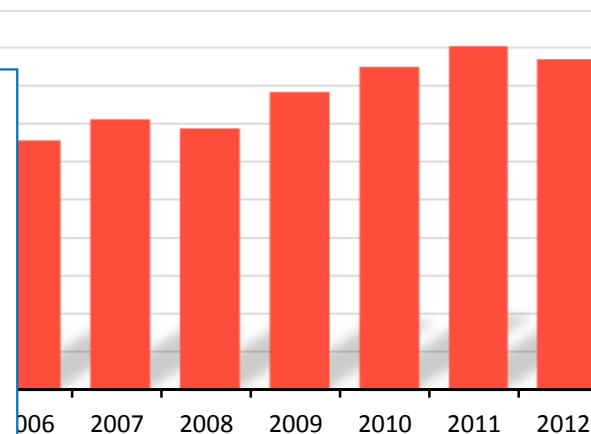
# Has food safety improved over time?

## Total RASFF alerts 2004-2010

Source: RASFF

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

	EU-25		Member States	
	Confirmed	Incidence	Highest	Incidence
	cases (units)	rate	incidence	rate
		(per	rate	(per
		100 000		100 000
		inhab.)		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

ement

tays the same

; limited by physical capacity

e-used

pecific location – might be  
ccess when needed

l information chains

: *A national library*