

A collage of images related to food and agriculture, including a wine glass, a bunch of grapes, a loaf of bread, and a spiral pattern.

# Food authenticity and traceability

## NEWSLETTER

Welcome to the 3<sup>rd</sup> edition of the newsletter. The newsletter provides a summary of latest information in the area of food authenticity and traceability and is funded through the *TRACE* project .

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## In the spotlight



### **TRACE at the fourth SeaFoodPlus conference**

#### **The TraceFood Framework - Good Traceability Practise**

*Jostein Storøy, SINTEF Fisheries and Aquaculture, Norway*  
[leaderwp4.GTR@trace.eu.org](mailto:leaderwp4.GTR@trace.eu.org)

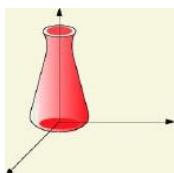
The [Fourth Open SEAFOODplus Conference](#) held 5 - 6 June in Bilbao in Spain was organized by the TRACE and SEAFOODplus partner [AZTI](#). The latest innovative SEAFOODplus research results of highest relevance for the industry, scientists of various disciplines, and policy makers was presented during a [full two day programme](#). In the 2nd session entitled "New seafood supply from aquaculture and the need for traceability", Jostein Storoy, [SINTEF](#), gave a [lecture](#) on the TraceFood framework, including the TRACE contribution, and the good traceability practise. The latest results from technological testing of tags were presented too.

More information on <http://www.trace.eu.org/ft/>



## How to verify the authenticity of food?

### **From fork to farm via chemometrics**



*Bernard Vandeginste, TRACE WP6 Leader, VICIM, Nijmegen*  
[leaderwp6.STS@trace.eu.org](mailto:leaderwp6.STS@trace.eu.org)

The Annual Symposium on Chemometrics of the Dutch Chemometric Society aims at presenting the current state of the art in chemometric research in the Netherlands. The [23th Annual Symposium on Chemometrics](#) entitled "Chemometrics for food, food for chemometrics" held on 31 May 2007 in Wageningen was dedicated to "Chemometrics and Foods". Bernard Vandeginste, leader of the [workpackage on statistical specifications](#) in the TRACE project, gave a lecture "from fork to farm via chemometrics" stressing on the outputs of this work group.

During the workshop organised on 28 and 29 June in Nijmegen, the chemometrics tool-box developed in the framework of the TRACE project, was delivered to all interested within the TRACE analytical tools group (ATG). The toolbox comprises state-of-the-art chemometric methods that are applicable in food traceability studies. These methods are: Robust PCA and SIMCA, Classification and Regression Trees (CART), D-PLS, Kohonen Neural Networks and Support Vector Machines. The tool-box will be available also after finishing the TRACE, and training courses for interested users will be organized by [VICIM](#).



## How does the food industry trace the foodstuffs ?



### Work progress in the TRACE Traceability systems group (TSG)

*Petter Olsen, TRACE TSG group leader, NIFA, Tromsø*  
[leadergroup2.TSG@trace.eu.org](mailto:leadergroup2.TSG@trace.eu.org)

"The Traceability Systems Group of TRACE (that is the people in WP4 and WP5) had a very good meeting in Reykjavik, Iceland on September 18th and 19th. 10 people attended, and all TSG participants were represented. The main discussion was about the TraceFood Framework and in particular about the TraceCore XML, intended to be a standard language for electronic interchange of food information. The TraceFood Framework is one of the main deliverables of the TRACE TSG, and it contains principles, methods and standards for how food traceability should be implemented in the supply chain. The intention is to collaborate with other projects and initiatives to ensure that the framework lives on after the TRACE project has finished, and a separate website has been set up to ensure this ([www.tracefood.org](http://www.tracefood.org)). A major issue at the Reykjavik meeting was the design and release of a new version of the TraceCore XML. The first version of the XML was released early in 2007, and a discussion group has been set up at <http://tech.groups.yahoo.com/group/TraceCore> where users and developers can discuss the design and ask questions. After freezing the XML design for 6 months to allow developers and users a chance to test it, it was now time to collect experiences and feedback, and release a new version. The content of the new XML version was decided on at the meeting, and important decisions were also made with respect to how to incorporate sector-specific parameters.



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## What information is available for the consumer?



### “Consumer associations’ opinion on the food traceability information

*Eleni Alevritou, TRACE WP8 leader, EKPIZO, Athens*  
[leaderwp8.CNA@trace.eu.org](mailto:leaderwp8.CNA@trace.eu.org)

At the international conference entitled “FOOD PROCESSING INNOVATION NUTRITION CONSUMERS’ held on 23 - 26 September 2007 in Radenci – Slovenia, the TRACE consumer representative Eleni Alevritou, [EKPIZO](http://www.ekpizo.org), co chair of the session ‘[Food and consumers](#)’ held on 24<sup>th</sup> September, gave a speech entitled “[Consumer associations’ opinion on the desirable kind-amount of food traceability information accessible to the individual consumer](#)”. After a short presentation of TRACE project, she focused on the results of the survey conducted among consumer associations.

Marjana Peterman, the consumer representative sitting in the [TRACE advisory board](#), during the same session, gave a speech entitled ‘*Research, Innovation and consumers, perception of Slovenian Consumer Association*’. She also participated in a round table discussion under the title ‘Challenges coming with globalization’



## Other *TRACE* News

### *TRACE* in Slovenia (23-26 September 2007)



### **3<sup>rd</sup> Congress of Slovenian Food Society "FOOD PROCESSING-INNOVATION- NUTRITION-HEALTHY CONSUMERS"**

*Marjana Novič, TRACE WP6 Partner, NIC, Ljubljana*  
*Paul Brereton, TRACE Coordinator, CSL, York*  
[TRACE Enquiries](#)

[Slovenian Nutrition Society](#), [Slovenian Chamber of Commerce – Food Industries Association](#), and [University of Ljubljana](#), Biotechnical Faculty, have prepared scientifically and professionally sound meeting of Slovenian and international food experts working in the field of food processing, innovation, nutrition, and consumers behaviour. In the pre-congress activities on 23<sup>rd</sup> of September 2007 a number of lectures were presented concerning the FP7 Priority: Food, Agriculture, Fisheries, and Biotechnology. Important information was provided and possible co-operations between experts from different fields and countries facilitated. Formal and informal program was designed to encourage contacts and information exchange between participants. As the organizer professor Peter Raspor from University of Ljubljana, Biotechnical Faculty, stressed several times: everything is in information, knowledge and contacts.

Several FP6 EU Projects were reported, as can be seen from the [pre-congress program](#) below. The report on TRACE project was prepared by the coordinator Paul Brereton from [CSL](#) and partner involved in WP6, Marjana Novič from [NIC](#), who attended the conference and gave the lecture. Besides reporting the achievements and goals of the TRACE aimed to provide consumers with added confidence in the authenticity of European food through complete traceability along entire fork to farm food chains, information on a WP6 task was given. The tool-box developed for data exploration tailored for food analyses was described. The tool-box will be available also after finishing the TRACE, and training courses for interested users will be organized by [VICIM](#).



## News in Europe

### USURPED APPELLATION IN WINE

07 September 2007

A third of AOC French wine does'nt deserve their label following a survey conducted by the consumer association "UFC-Que choisir".

*Information supplied by Vincent Baeten, TRACE web-correspondent (CRA-W)*

Source : UFC QUE CHOISIR

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### WILD VS. FARM FISH TEST DEVELOPED

09 August 2007

UK scientists have developed a method based on differences in the composition of the fatty component to discriminate wild or farm sea bass. This method may help to solve mislabelling problems for wild and farmed products.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : Science Daily

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### TRACKING CHEESE FROM PRODUCTION TO THE SHOP

02 August 2007

A system has been developed by scientists from the University of Dortmund which allows them to follow the movement of a Spanish cheese from production, through ripening and into the shop. The system, which uses a combination of a RFID transponder and a serial number, would also enable customers to view this production information for the cheese that they have purchased.

*Information supplied by Janice Lofthouse, TRACE Web-Correspondent (CSL)*

Source : Food Production Daily

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### A UK STUDY REVEALS A LACK OF PUBLIC TRUST OVER FOOD ALERTS

27 July 2007

UK consumers are turned off by products recalls: 70 % of 1000 interviewees are not aware of national product alerts. 80 % don't trust information given by manufacturers and retailers.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : Food Quality News

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## **ISO 22005: NEW INTERNATIONAL STANDARD FOR TRACEABILITY**

27 July 2007

ISO 22005:2007, published this month, gives the principles and specifies the basic requirements for the design and implementation of a feed and food traceability system. It can be applied by an organization operating at any step in the feed and food chain.

*Information supplied by Monika Tomaniova, TRACE web-correspondent (ICT-Prague)*

Source : FoodProductionDaily

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## **THE EU'S ACTIONS REGARDING THE FOOD TRACEABILITY**

26 July 2007

Traceability is a risk-management tool which allows food business operators or authorities to withdraw or recall products which have been identified as unsafe. It is a cornerstone of the EU's food safety policy.

*Information supplied by Vincent Baeten, TRACE web-correspondent (CRA-W)*

Source : EC Health and consumer protection DG

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## **THE GERMAN CITIZEN ASKS FOR INFORMATION ON FOOD ORIGIN**

25 July 2007

The German citizen asks strongly to be informed about the source and origin of their food. Over 95 % of the population feel that they are not properly informed!

*Information supplied by Hermann Broll, TRACE web-correspondent (BfR)*

Source : Verbraucher Zentrale

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## **ITALIAN POULTRY LABELLING REJECTED BY EUROPEAN COMMISSION**

23 July 2007

EU Commission has deemed illegal the country-of-origin labelling for poultry in Italy, because it could cause market discrimination. Italy's processors would have to source their poultry from the country's producers – usually they source their ingredients from the cheapest country.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : Food navigator

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## EUROPEAN COMMISSION IS REVIEWING LABELLING REQUIREMENTS

20 July 2007

The European Commission are revising Food Labelling Directive with the aim of reducing the burden on industry. At a meeting held by the UK Food and Drink Federation, UK food manufacturers and retailers stated need simpler and more consumer friendly labels.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : FoodNavigator

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## A NEW SYSTEM TO TRACE HAM

19 July 2007

The new food-labelling and traceability system developed by Eurofins/Biolab jointly with the university of Bologna uses vegetable tracer with known DNA fingerprint to trace the ham.

*Information supplied by Vincent Baeten, TRACE web-correspondent (CRA-W)*

Source : EUROFINS

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## IBM REPORT HIGHLIGHTS TRACEABILITY AS THE KEY TO CONSUMER TRUST

16 July 2007

According to a recent study conducted in US and UK by IBM, 3 out of 5 consumers report increased knowledge about the contents of the food they buy as well as a desire for even more knowledge about product sources and contents.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : IBM

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## FOOD TECHNOLOGISTS AGAINST REDUCED HACCP REQUIREMENT FOR SMALL BUSINESSES

13 July 2007

The Institute of Food Science and Technology is against exemption of small businesses (with fewer than ten employees ) from HACCP requirement. This amendment is proposed by the European Commission and aims at reducing administrative burdens.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : Food production daily

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## FOOD FRAUD: ITALY REACTS

04 July 2007

The Italian farmers' union, Coldiretti, have launched a campaign against global food fraud, principally about mozzarella and Parmesan. They explained that food pirates falsify the geographical identity of food to deliberately confuse the consumer.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : The Times

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## 'LOCAL MILK' SOLD BY RETAILER PRODUCED 240 KM AWAY

03 July 2007

TESCO are selling milk labelled as "Local Choice Milk" that was produced 150 miles away from where it was sold, the BBC News reports. BBC article highlights the difficulty in defining "local".

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : BBC news

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## News outside Europe

### A NEW MARK TO AUTHENTICATE CHINESE FOOD

17 September 2007

The "CIQ" mark (china Inspection and Quarantine) on the packaging of Chinese food will guarantee both food safety and authenticity of products manufactured in China.

*Information supplied by Philippe Vermeulen, TRACE web-correspondent (CRA-W)*

Source : Food Production Daily

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### US CONSUMER WANT COUNTRY OF ORIGIN LABELLING FOR FOOD

10 August 2007

Consumers and family farmers call for enacting country of origin Labelling (COOL) laws. The labelling requirement is supported by 92 % of consumers, but face an uncertain outcome in the US Senate.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*

Source : YubaNet.com

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## **BOTULISM OUTBREAK CANNED MEAT RECALLS**

26 July 2007

The US government has warned Monday consumers and retailers to take urgent action to rid their shelves of more than 90 different products produced by Castleberry's Food co. So far four cases of botulism have been reported in the USA.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*  
Source : the Seattle Times

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## **MISLABELLED MEAT IN KENYA**

18 July 2007

The Kenian Governement discovered that wild animals were sold as beef. Animals are illegally slaughtered and can be infected by dangerous diseases such as ebola or anthrax. Beef is usually sold with higher price than bush meat.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*  
Source : The News Journal

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## **"FAKE" DRINKING WATER PROBLEM HITS BEIJING**

12 July 2007

According to the Beijing Times newspaper, half of the water coolers (100 millions barrels) use counterfeit branded water. Tap water or purified water substitute quality bottled water brands.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*  
Source : Reuters

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## **CONCERNS OVER BASMATI RICE**

10 July 2007

Concerns over the authenticity of rice purporting to be Basmati have been raised in India

*Information supplied by Fanny Golfier, TRACE Web Correspondent (CSL)*  
Source : [economictimes.indiatimes.com](http://economictimes.indiatimes.com)

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## **CONSUMER ASSOCIATION ACCUSES SOME US FARMERS OF MISLEADING CONSUMERS**

07 July 2007

The US Organic Consumers Association claims that some US dairy farmers have practice of storing cows under cramped factory farm conditions, exploiting loopholes in US Organic legislation. They spotlight the need for strong organic standards in the USA.

*Information supplied by Fanny Golfier, TRACE Web-Correspondent (CSL)*  
Source : Foodproductiondaily

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## Upcoming Events

**24 - 26 October 2007**

2ND INTERNATIONAL CONGRESS ON FOOD  
AND NUTRITION  
Istanbul - Turkey  
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**07 - 09 November 2007**

3RD INTERNATIONAL SYMPOSIUM ON  
RECENT ADVANCES  
IN FOOD ANALYSIS  
Prague - Czech Republic  
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**20 - 21 November 2007**

THIRD INTERNATIONAL CONFERENCE ON  
COEXISTENCE BETWEEN GM AND NON-GM  
BASED AGRICULTURAL SUPPLY CHAINS  
Seville - Spain  
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**27 - 28 November 2007**

FEEDSAFETY 2007:  
METHODS AND CHALLENGES  
Namur - Belgium  
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**23 - 25 January 2008**

10TH EUROPEAN SYMPOSIUM ON STATISTICAL  
METHODS FOR THE FOOD INDUSTRY  
Louvain-La-Neuve - Belgium  
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**TRACE: 4TH ANNUAL MEETING**

Torremolinos - Spain

**23 April 2008**

WORKSHOP "TRACEFOOD  
FRAMEWORK AND TRACECORE XML"  
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**24 - 25 April 2008**

CONFERENCE

"LOST WITHOUT TRACE:  
NEW APPROACHES FOR TRACING  
THE ORIGIN OF FOOD"

This work is funded by the European Commission, under the FP6 Food Quality and Safety Priority, within the framework of the Integrated Project *TRACE* – 006942 – entitled “Tracing Food Commodities in Europe”. This project is carried out by a consortium coordinated by the CSL – Central Science Laboratory (UK) and includes 51 partners. The information reflects the authors views, the European Commission is not liable for any use of the information contained therein.

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