



Promoting European **TRACEABILITY** Excellence & Research

OUR OBJECTIVE

To provide an international forum for focussing and disseminating the results of European research on traceability. It will seek to

- Facilitate global trade by developing harmonised traceability practices

Guaranteeing the security, safety and quality of food is a global challenge.

It has become all the more urgent following well-documented food-related health crises such as BSE, foot and mouth disease, Creutzfeld-Jacob disease, dioxin contamination, avian flu and others.

Traceability throughout the food supply chain is acknowledged as key to the prevention of further crises. The EC quickly recognised this and in recent years has invested more than €100 million in eight separate traceability projects plus additional investment in more recent Framework 6 Calls. Consequently the EC now has an unsurpassed traceability knowledge database of immense value to:

- exporters & importers
- growers & breeders
- feed manufacturers
- food processors & manufacturers
- distributors, wholesalers and retailers
- in fact anyone operating within the food supply chain

It is essential that any country or business wishing to commence or increase food exporting to the EC understand the latest European developments in the area of traceability and the possible impact on their markets. The PETER project has a huge role to play in disseminating the appropriate information to the widest possible international audience.





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A EUROPEAN FORUM – WITH A GLOBAL MESSAGE

The **PETER Project** is essentially about communication.

As the world's largest single market the EC offers a massive trading opportunity for companies wishing to export to it. But success depends on understanding and complying with traceability standards and legislation.

PETER Project will help industries and individual companies to maximise their potential in the EC marketplace. The project will be of especial benefit to small and medium sized companies with limited resource who are looking for added value, low-cost traceability systems and solutions which will help them expand.

PETER Project will provide reliable guidelines and help avoid expensive and time consuming mistakes. It will make the EC's vast traceability resources available to current and potential business partners to make trade easier, fairer – and more profitable.

It will do this through:

- closer relations with INCO countries through international workshops, conferences and exhibitions
- a dedicated inter-active website for dialogue & discussion
- advice on best practice and standards for traceability
- speaker participation in conferences around the world
- co-operation with key EC Directorates – SANCO, AGRI, FISH, RTD and EFSA
- development of a better understanding (visibility) within industry
- development of a better communication with SMEs (technology transfer)
- production of best practice brochures/CDs
- regular electronic newsletters & update bulletins

PLUS 4 major global food trade forums provisionally scheduled for Brazil, Thailand, Japan and one additional venue to be selected.



The Project will also recommend guidelines to the European Commission and stakeholders highlighting gaps, redundancies and research needs.

PETER will develop and provide the EC with a workable overview of key recommendations from partner programmes. It will harmonise the points of common interest, tools, content and strategies of these current and prospective EC research programmes primarily through the involvement of their co-ordinators. This will establish a platform for focusing on key traceability aspects in order to:

- Increase inter project dialogue and co-operation
- Maximise the impact of European Food Traceability Research
- Minimise duplication of effort
- Ensure that the Food Priority's strategic goals on food traceability are met.
- Achieve coherent and co-ordinated dissemination at a European and global level.
- Provide platforms for initial intergovernmental and interagency discussion
- Facilitate technology transfer to the industrial sector.

PETER is a two year EC Specific Support Action project commencing in April 2006. The co-ordinators of the participating projects are the leaders of the **PETER** initiative. They are acknowledged international experts in food safety and traceability issues. Their projects included more than 400 partners



For more information about the **PETER Project** please visit the website:
www.eu-peter.org

Or email: enquiries@eu-peter.org



THE PETER PROJECT PARTNERS

The PETER Project has eight core partners – leading European food and research organisations – which will provide overall scientific and technical management and ensure that deliverables are of the highest order.

The eight participating partners are:-

Chamber of Commerce & Industry – Gers (France):

The department of the Gers is part of the Midi-Pyrenees region. Part of ancient Gascony, the Gers is one of the foremost agricultural areas of France renowned for its quality foods and wines.



The Chamber is also the co-ordinator of GeoTraceAgri (IST- 2001-34281) and GTIS CAP (SSA Food Safety). Michel Debord is the co-ordinator of PETER.

INRA (France): INRA is a research institute employing around 10,000 people in key areas of agronomic research ranging from fundamental to applied sciences. Since 1999, INRA has been responsible for co-ordinating the French “national network of detection, identification and quantification of GMO and derived products.” It also manages or contributes to many other government and Europe-wide research programmes.



INRA is also co-ordinator of Co-Extra (GM and non-GM supply chains: their CO-Existence and TRAcability). This is a European research programme on food quality and safety being conducted over four years.

AIM UK: founded in 1984, AIM UK is the not-for-profit industry association for all the identification and data capture technologies which include bar coding, radio frequency identification and mobile data communications.



It is part of a global organisations offering a complete range of dissemination tools. It also plays a leading role in various CEN and National Standards committees and has worked closely with the UK government on food traceability, healthcare, fraud prevention and security issues.

AIM UK co-ordinated the FoodTrace Concerted Action Project developing an effective framework for the implementation of traceability of products throughout the food supply chain.

Central Science Laboratory (UK): CSL is an executive agency of the UK government Department for Environmental Food and Rural Affairs (DEFRA). It specialises in the sciences underpinning agriculture for sustainable crop production, environmental management and conservation and in food safety and quality. Approximately 50 scientists work on methods to trace and authenticate food using state-of-the-art techniques.



Central Science Laboratory is co-ordinating TRACE a €19 million integrated project with 50 participants in 17 countries. Its strategic objective is to develop traceability methods and systems that will provide consumers with added confidence in the authenticity of European food.

Walloon Agricultural Research Centre –

Gembloux CRA-W (Belgium): the Walloon Agricultural Research Centre (CRA-W) at Gembloux is a government-funded multidisciplinary research institution affiliated with the Agricultural Administration of the Ministry of the Walloon Region.



It employs 520 people including more than 120 senior researchers. Its research activities include soil science, agricultural chemistry and physics, plant production, plant breeding and creation of new varieties, biotechnology, quality of agricultural products, agricultural engineering and mechanisation and plant protection.

CRA-W co-ordinated the GeoTraceAgri project whose aims were to link geographical information with classical traceability data to facilitate the certification of product origin. The project outputs concern the definition of geographical indicators, a reference system for geographical traceability for various agricultural sectors, and an inter-operable computer infrastructure to ensure geographical traceability through the internet.

University of Parma –

Department of Environmental Sciences (Italy):

the Division of Genetics and Environmental Biotechnologies is associated with the most relevant programmes on food safety and traceability financed by the Italian government, the National Research Council and the European Commission. The department team has experience of development of analytical methodologies for food traceability; development of high throughput screening methods; development of validation methods for mapping heavy metals in plant tissues and organs; molecular markers and evaluation of genetic diversity; dissemination of authoritative information through websites and comprehensive mailing lists.



Co-ordinator of DNA-TRACK which among other things investigated all aspects of the detection and tracking of DNA of alien origin in food and the food chain. In addition the University co-ordinated the OLIV-TRACK project, also concerned with DNA analysis based on PCR and metabolic profiling to develop molecular markers for application in advanced high-throughput platforms. Today the department participates in three Framework 6 projects – Co-Extra, CHILLON and TRACEBACK

Danish Institute for Fisheries Research: DIFRES is a government body carrying out research and providing advice on the sustainable exploitation of marine and fresh water resources.



It is particularly concerned with matters relating to the supply chain and maintaining the highest quality in seafood products from ocean to table. The institute acts as counsellor to the Danish Ministry of Food, Agriculture and Fisheries and other authorities, to international commissions, the fishing industry and fishery organisations.

DIFRES co-ordinated the EU SEAFOODplus project, an integrated programme designed to reduce health risks for consumers and to promote the benefits of consuming high quality seafood. It also co-ordinated Integrating Food Safety and Traceability, a project founded by the Nordic Innovation Centre and designed to develop methods of integrating traceability management systems.

CIRAD – (France): CIRAD is particularly involved in carrying out agricultural research for developing countries and several of its teams are already involved in traceability projects. In this area it is focusing on two main goals (a) added commercial value for the tropical foods exported to Europe and USA by using traceability tools to provide certification of origin and a label of quality (b) impact assessment of the socio-economic effects in developing countries generated by new European and North American regulations on food and feed safety.



CIRAD is a leading participant in the ALCUEFOOD consortium which includes European and Latin American bodies representing all stages of the supply chain. Traceability is one of its major topics and ALCUEFOOD proposes a “European fork to Latin American farm” approach to meet EU safety and quality requirements, develop safer food and feed chain production and provide high quality, health-enhancing foods.

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