A holistic frameWork with Anticounterfeit and inTelligence-based technologieS that will assist food chain stakehOlders in rapidly identifying and preveNting the spread of fraudulent practices

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Practice Abstract

Authenticity verification tools for milk products and cereal chain

Description

In this pilot, tools enabling authenticity verification are created for milk products. An item-level track and trace solution is being implemented which can track and trace items and their raw materials at product level.

The purpose of the pilot is to implement a data collection chain targeting the weak points of the dairy supply chain, where each individual product has its own authentication process.

Raw material information is collected, including elements such as the origins, manufacturers, ingredients and shelf life of each product. This information is included in a single QR code that can be used to obtain information about the product at different stages of the supply chain. The accuracy of the information can be determined at different levels (consumer, authority, etc.).

The pilot is also implementing a simple blockchain-based product lifecycle management to support authenticity verification. A smaller pilot will be implemented in Christmas 2024 and a larger one in summer 2025.

The developed solutions will also be piloted in cereal chain in a brewery at the same time. This solution will help to provide information on the origin and quality of dairy products so that consumers are able to verify this information first hand.

The pilots will benefit different actors of the food chain including manufacturers and authorities.

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Stakeholders

Food Industry
Food Safety Authorities
Policy Makers
Consumers
Academic and Research Community
Industry Association
Trade Organizations
Technology and Data Analytics Experts
Supply Chain Partners

Country

Finland

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About Watson

Watson is a 3-year project funded by the Horizon Europe programme, aimed at tackling fraudulent practices in the food supply chain. Our interdisciplinary consortium of 47 partners from 20 EU and non-EU countries is collaborating to develop a holistic traceability framework that integrates data-driven services, intelligence-based toolsets, and risk-estimation approaches, enabling food safety authorities to detect and prevent food fraud more effectively.

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