

## Practice Abstract

### Socioeconomic drivers of food fraud and behavioural analysis - Results of expert interviews

#### Description

Expert interviews were carried out in the 6 Watson project pilot supply chains to assess their vulnerability and the opportunity to introduce digital traceability tools. Due to contextual difference in the supply chains requires a diverse set of approaches that include regulation and social and technological innovations. The main conclusions per pilot from these interviews can be summarized as follows:

- In the honey supply chain, reliance on traditional production methods and gaps in knowledge make social innovation crucial.
- The wine supply chain has already implemented efficient anti-fraud technologies. High entry costs and need for compliance can lead to the exclusion of smaller producers.
- In the dairy supply chain actors are closely connected. Food fraud has been tackled by pricing strategies. Digital solutions can help tackling remaining vulnerabilities.
- In the fish supply chain, due to the complexity and global nature, technology is essential. This helps address both fraud and unintentional alterations.
- In the meat supply chain, new technologies need to be developed to detect a wide range of potential alterations. The reliance on technology plays an important role due to health implications.
- In the olive oil supply chain social innovation and technology must be combined. Technology can assist in monitoring and ensuring quality. Social innovations can enhance the integrity of the supply chain.

Before investing in a technology or other measures to combat food fraud, actors of a supply chain should analyse its adequacy with their needs and context.

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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

Portugal  
Spain  
Italy and Greece  
Germany  
Finland  
Norway



# 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



## 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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