

## Practice Abstract

### Gap analysis in 6 food supply chains

#### Description

The outcomes of the Watson project's needs analyses have been revealed, focusing on the critical domain of fraud prevention systems across the six pilot supply chains.

Through meticulous interviews conducted from farm to retail, insights directly from industry stakeholders have been unearthed, shedding light on critical challenges and opportunities. Food fraud issues are pervasive, underlining the necessity for tailored systems to effectively manage these risks. Traceability emerges as a paramount requirement for most supply chain participants, emphasising the demand for heightened transparency and accountability.

Despite this imperative, many stakeholders exhibit a lack of technological maturity and limited awareness of emerging systems, indicating a notable gap in knowledge and adoption readiness.

The integration of advanced technological solutions presents a significant avenue for improvement, although concerns surrounding cost implications and adoption complexities persist. Regulatory consistency emerges as a non-negotiable prerequisite for any prospective system, ensuring conformity and trust within the marketplace.

The efficacy of suggested solutions and the cultivation of effective communication channels between business and IT sectors are crucial for successful implementation. Stakeholders have provided invaluable input, shaping the project's trajectory towards innovative solutions bespoke to their needs.

#### Author(s)

Sotiris Gayialis  
National Technical University  
of Athens  
[sotga@mail.ntua.gr](mailto:sotga@mail.ntua.gr)

#### 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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