



Ensuring the Integrity of the European food chain



INVITATION to

FoodIntegrity OPEN DAYS at RAFA

4–5 November, 2015 • Prague, Czech Republic

Clarion Congress hotel Prague, Stella hall, 10:30–16:00, exhibition hours 13:30–16:00



1st OPEN DAY is organised as satellite event of the

7th International Symposium on Recent Advances in Food Analysis, www.rafa2015.eu

HOW TO GET INVOLVED ?

Do you wish to receive information about news, progress and events related to the FoodIntegrity project?

Please register for the project COMMUNICATION on www.foodintegrity.eu/ page Contact us

FoodIntegrity is a European five-year project, which will draw from a well of experience consisting of 38 partners in the EU, China and Iceland to tackle issues surround the authenticity of food. The project will provide a focal point for the sharing and exploitation of European research aimed at protecting the integrity of food production in Europe.

The aim of the 1st FoodIntegrity OPEN DAY is to provide you with a brief update on some of the progress on this multi-faceted project and let you know how you can get involved. We hope you find the OPEN DAY useful.

You can join us and discuss with FoodIntegrity experts the latest developments and strategies in the field of food integrity - safety, quality, authenticity and traceability.

WHAT CAN YOU LEARN?



FoodIntegrity Knowledge base: an information resource on food authenticity, description of the database and progress achieved so far

To bring together available information on suitable analytical tools and associated reference data for the detection of food fraud in a Knowledge Base, to facilitate access to this information for industry, regulatory authorities and research organisations



Identifying the gaps in current research on food authenticity

Industrial perspective of relevant food chains vulnerabilities vs Current analytical methods and technologies that can be applied

To bring together available data on industrially exploited analytical tools for detection of food fraud, and identify reliable indicators/markers to use for horizon scanning of possible fraud events



Chinese consumer attitudes to food fraud, short description of the survey and its outcomes

To examine Chinese consumers' attitudes and perceptions towards the safety and integrity of imported European foods



Survey of the Olive oil sector, description of the survey and its outcomes

Sensory analysis of olive oils: Do you recognise adulterated product?



Investigation of available and potential future technologies for authentication of branded spirits and/or categories

"Hands on" demonstration of authentication of spirit drinks



How to reduce product misdescription in the seafood sector?

Fish sampling in restaurants: help us to recognise whether you eat what you have ordered!



Do you wish to participate in the FoodIntegrity events?

Do you wish to be trained in food authentication strategies?

Join us at the Open Day and learn more on opportunities we offer!