We are delighted to invite all representatives of funding bodies, food retailers, processing food industries, quality brands, public administration, control laboratories, NGOs and the research community who work in the food authentication area, to attend conference ‘Assuring the integrity of the food chain: fighting food fraud’.

This conference, part of the 3rd meeting of the FoodIntegrity project (www.foodintegrity.eu), will focus on the latest research outputs on developments and strategies in the field of food integrity - safety, quality, authenticity and traceability, from the project and beyond, including:

- **New project activities** on
  - (i) Non targeted analysis,
  - (ii) Complex foods,
  - (iii) Transparency along the food chain
  - (iv) Rapid methods

- **Food Fraud System** in the EU (and beyond - worldwide network)

- Demonstration how a [European knowledgebase on analytical methodology and databases for food authenticity](www.foodintegrity2016.eu) can be exploited by stakeholders

- **Analytical tools for food authentication**

In addition, series of workshops will be organised to include:

- **Food Crime, occurrence, motivations and mitigations**

- **Industrial applications for assuring food authenticity** (technical workshop on analytical approaches for food authentication)

- **Authenticity of herbs and spices**

- **Citizen science potential approaches to food integrity**

For the information on the conference please check regularly the [conference website](www.foodintegrity2016.eu) or contact us at foodintegrity2016@vscht.cz.