

OVERVIEW OF CURRENT RESEARCH AND PRACTICAL OUTCOMES OF FOODINTEGRITY PROJECT

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European foods is under constant threat of frauds & adulterations and the consumer does expect to buy products of which safety, quality and authenticity are assured: these parallel aspects represent a big challenge for the industry. FoodIntegrity project (FI) key activities are to share data and knowledge, evaluate mislabeling, develop both rapid and confirmatory methods and systems for industry, develop early warning systems, understand consumer behavior for export. FI have the ambition to make a fundamental step in advance for assuring the added value of the integrity in the European food chain with a positive impact on EU citizens well-being, guaranteeing at the same time EU food reputation in front of NON EU countries. The industrial partnership and collaboration in the project permits to fully understand the opportunities that this multi-faceted project presents to food businesses, contributing also to compare the perspective of food chain vulnerabilities vs current analytical methods and technologies.

Keywords: food integrity, industry, rapid and confirmatory methods, food business, added value

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