

Our partners



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ALLIANCE



A PARADIGM SHIFT IN
THE MANAGEMENT OF
QUALITY-LABELLED
FOOD SUPPLY CHAINS

against food fraud



Ensuring transparency in quality-labelled food supply chains

Consumers and food supply chain actors suffer both **health- related issues and economic losses due to food fraud**. Food fraud is the practice of altering food quality to achieve an economic profit, this costs us **€ 37-47 billion** a year in economic losses to the global food market.

With **ALLIANCE**, data can be gathered, harmonised and analysed enabling evidence-based decision making through an early-warning system, a vulnerability-risk assessment and a decision-support system.

ALLIANCE will provide a holistic framework and interoperable building blocks based on existing standards and protocols (e.g., GS1, BeeMark) in order to ensure data integrity, traceability and transparency along the food supply chains.

Thanks to **ALLIANCE** it will be easier to guarantee the quality of food products bearing a geographical indication or an organic certification, **from farm to fork**.



Our goals



Develop a holistic framework that **ensures data veracity** and accelerates transparency and trust throughout the EU quality-labelled food chains.



Equip food actors, farmers, consumers, and policy makers with meaningful insights to have the complete situational awareness of the **food supply chain**.



Provide systemic **solutions to the issue of food fraud** that encompass early warning, vulnerability risk assessment, and decision-support systems for preventive measures.



Increase transparency in **quality labeled supply chains**, of organic, PDO, PGI and GI food, through innovative and improved track-and-trace mechanisms from farm to fork.



Seven pilots to demonstrate the solutions in different quality-labelled supply chains



PDO/PGI Extra Virgin Olive Oil - ITALY

Deploying state-of-the-art portable DNA devices for quick sample analysis and comparison with established genetic markers will guarantee the authenticity of PDO/PGI Extra Virgin Olive Oil.



PDO Feta Cheese - GREECE

Digitalisation of traceability data, with milk information stored on a blockchain to allow all stakeholders in the Feta cheese food supply chain to verify the origin of the product. This will be complemented by an AI-enabled early warning and decision support system that will analyse data in real-time and send alerts when a possible fraud threat is detected.



Organic Honey - FRANCE

A fully integrated solution based on blockchain technology, with data from in-hive sensors paired with manual data and laboratory testing will ensure full traceability of organic honey along this complex supply chain. This pilot will leverage the capabilities of BeeMark, a certification standard that applies decentralised verification to ensure the integrity of data.



PGI Asturian Faba Beans - SPAIN

Portable Near-Infrared (NIR) devices, a cheaper alternative to expensive laboratory testing, will help confirm the true origin of faba beans and detecting instances of adulteration and substitutions, ensuring the authenticity of the PGI label on faba beans.



PGI Lika Potatoes - CROATIA

A drastic improvement in the traceability and transparency of the Lika potatoes supply chain with the shift from manual-entry forms to a blockchain-based data storage using sensor data to verify the authenticity and true origin of the product.



Organic Pasta - ITALY

Multi-residual analysis allowing the detection of pesticide residues in the finished product, combined with data from AI and IoT sensors in the fields, will ensure the validity of the organic label.



PDO Arilje Raspberries - SERBIA

Ready-to-use sensory analysis models tailored for the Arilje Raspberry will be deployed together with a digital monitoring system using blockchain to ensure data integrity along the supply chain.