



Our partners



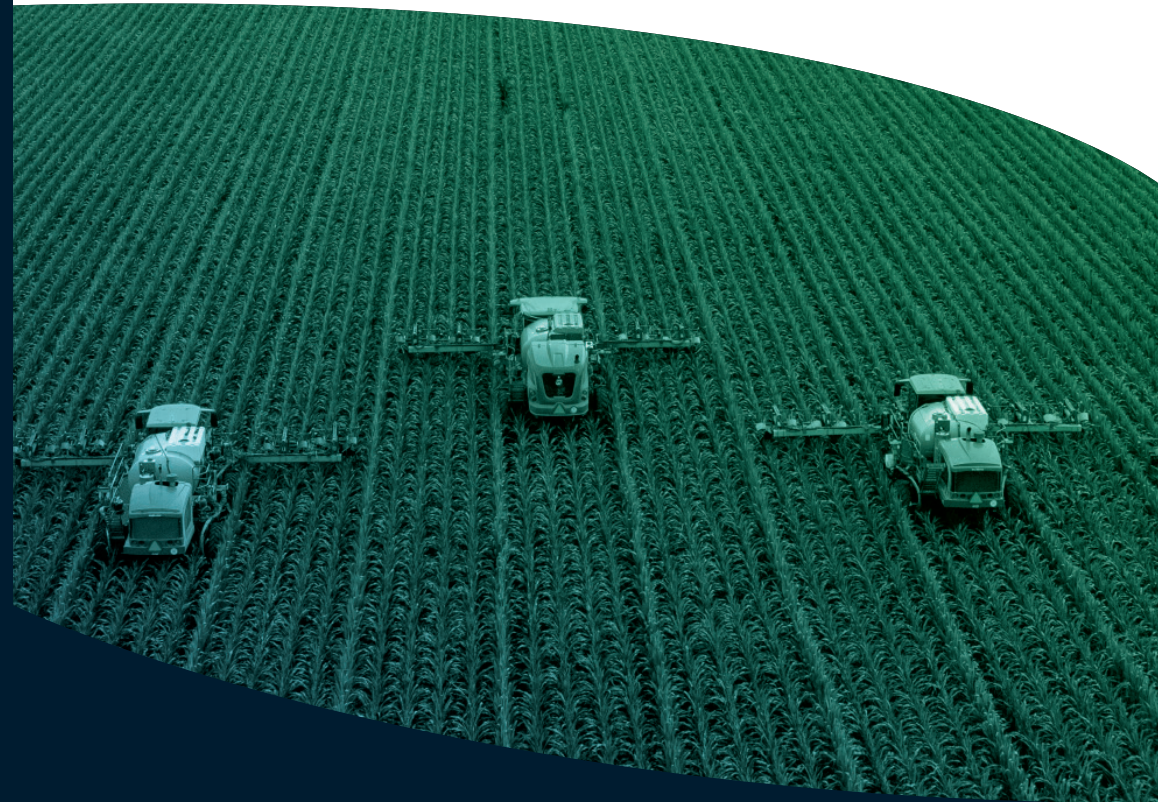
www.alliance-heu-project.eu



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ALLIANCE



A PARADIGM SHIFT
IN THE FOOD SUPPLY CHAIN
SYSTEMS MANAGEMENT
FOR THE COMBAT

against food fraud



Ensuring quality in 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 billions** 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 an 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** geographical indication and organic quality-labelled food will be healthier **from farm to fork**.



Our goals



Develop a holistic framework that **ensure 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 use-cases in the European Union geographical indication food



PDO/PGI Extra Virgin Olive Oil

1

This pilot will extract a genetic ID of extra virgin olive oil and olive oil. This will allow to ensure the authenticity of products while increasing the transparency for all stakeholders and granting full traceability to consumers.



PDO Feta Cheese

2

This pilot will enable all stakeholders in the Feta cheese food supply chain to retrieve and share information verified through a blockchain technology.



Organic Honey

3

This pilot will leverage the capabilities of BeeMark, a certification standard that applies decentralised verification to ensure the integrity of data. ALLIANCE will provide a fully integrated solution based on blockchain technology to ensure the integrity and automate verification processes along the complex honey supply chain.



PGI Asturian Faba Beans

4

This pilot will develop a portable solution to verify the authenticity of the PGI label on faba beans as an economic and accessible alternative to expensive instruments or expert judgement.



PGI Lika Potatoes

5

This pilot will drastically improve the traceability and transparency of Lika potatoes supply chain by moving from a QR-code based certification to a blockchain-based data storage that uses sensor data to verify the authenticity of Lika potatoes.



Organic Pasta

6

This pilot will enable an overarching control on pasta at the retail level to ensure the validity of the organic label close to the consumer.



PDO Arilje Raspberries

7

This pilot will improve the traceability and monitoring system of quantities and origin of the PDO Arilje raspberries based on a blockchain-ensured data integrity in the digitalised supply chain.