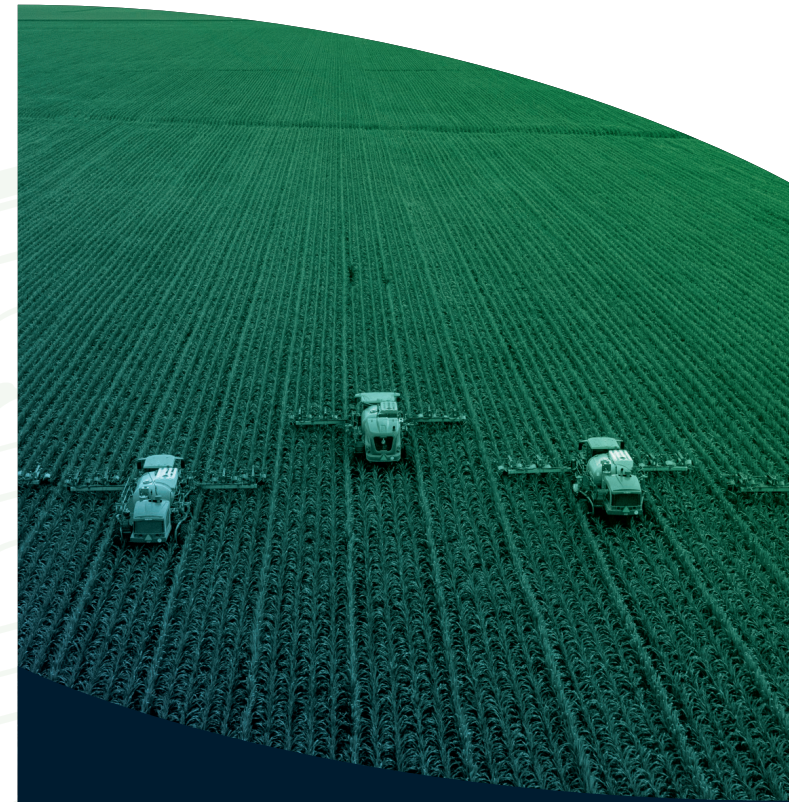




Our partners



ALLIANCE



www.alliance-heu-project.eu



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

against food fraud



The context

ALLIANCE brings together 25 leading organisations and institutions with long-lasting expertise in various food supply chains, research, innovation and policy making.



Food quality is threatened by increasing food frauds. Tampered products put at risk individuals health and cause economic and reputation losses to the food supply chain actors.



With **ALLIANCE** stakeholders are able to rely on an holistic framework that enables vulnerability risk assessment and early-warning systems to **counter food fraud**.



ALLIANCE develops an holistic framework that ensures data integrity, hence traceability and food quality. This will benefit quality-labelled food supply chain from farm to fork both from a quality and environmental **sustainability perspective**.



Our goal

The main goal of ALLIANCE

is to provide an holistic framework that safeguards data integrity and veracity, enhances **traceability** and reinforces **interoperability** in quality-labelled food supply chain and fosters evidence-based decision making for proactive interventions and actionable planning.



The result of ALLIANCE

is a framework that improves social and economic sustainability of quality labelled food supply chains by ensuring **quality** and **authenticity**, **increasing food safety**, while also considering climatic and **environmental impacts** of food products.



Our mission



ALLIANCE establishes a more resilient ecosystem for quality-labelled food supply chains by developing an holistic framework that ensures early warning systems and vulnerability risk assessment upon a strengthened data governance



ALLIANCE leverages the power of emergent technologies to ensure capillar data collection, data veracity and integrity, and proactive risk management.



ALLIANCE strengthens the geographical indication and organic food quality labels by ensuring the integrity and authenticity of these labels and by improving the traceability of the environmental impact and the sustainability of these products.