



INVITATION to FoodIntegrity OPEN DAY at ASSET 2018

30 May, 2018 • Belfast, Northern Ireland, UK

Belfast Waterfront, Foyer, 9:00–17:00, exhibition hours during coffee and lunch breaks

WHAT CAN YOU LEARN?



FoodIntegrity Knowledge base: An information resource on food authenticity, description of the database and demonstration of its functionality

To bring together available information on suitable analytical tools and associated reference data for the detection of food fraud in a **Knowledge Base**, to facilitate access to this information for industry, regulatory authorities and research organisations



Industrial perspective of relevant food chains vulnerabilities vs Current analytical methods and technologies that can be applied

App & Infographics using mobile devices to bring together available data on industrially exploited analytical tools for detection of food fraud, and identify reliable indicators/markers



Chinese consumer attitudes to food fraud, short description of the survey and its outcomes

Video on examination of Chinese consumers' attitudes and perceptions towards the safety and integrity of imported European foods



"Hands on" demonstration of food products authentication by portable technologies



Workshop introducing Early Warning System to the industry and the food safety authorities (12:30 to 14:00, Hall 2B - you may enjoy your lunch during the workshop)



Do you really know the fish you eat?

Demonstration of the F.I.S.HUB software enabling identification of fish species from its digitized picture using a user-friendly App for mobile phones and other portable devices.



Improving Supply Chain Integrity through Data Sharing

Video on integrity management solution Check X helping to prevent fraud in food supply chains with food fraud vulnerability



Do you wish to receive information about FoodIntegrity events and trainings?

Join us at the Open Day and learn more on opportunities we offer!

QUIZ:

Test your knowledge on the food integrity and win a bottle of whisky!

All oral explanations on-site from 13:00 to 14:00

BECOME INVOLVED AND SIGN-UP AS A STAKEHOLDER!

You may register on-site for the project COMMUNICATION or on www.foodintegrity.eu/ page Contact us

Join us and discuss with FoodIntegrity experts the latest developments and strategies in the field of food integrity: safety, quality, authenticity and traceability!

FoodIntegrity is a European five-year project, which will draw from a well of experience consisting of 60 partners in the EU, China and Iceland to tackle issues surround the authenticity of food. The project will provide a focal point for the sharing and exploitation of European research aimed at protecting the integrity of food production in Europe.

The aim of the FoodIntegrity demonstration is to provide you with a brief update on some of the progress on this multi-faceted project and let you know how you can get involved. We hope you find it useful.