

Let's shape our FOODure

Metrology as a tool to provide high value food products and services and respond to consumers' demand

Espace Banca Monte Paschi Belgio, Brussels
Avenue d'Auderghem 22-28
19th December 2017 – 15h00-18h30

The role of consumers in food systems is getting more and more important. Despite consumers are well informed and can choose and afford healthy, nutritious, safe and (possibly) sustainable food, confusing and often conflicting information on food origins, content and properties may hamper their trust and confidence. Furthermore, alongside 'traditional' food, novel, reformulated, personalized, functional or alternative food products available on the market have increased so far.

Metrology gives the opportunity to objectively demonstrate food quality and safety, as well as the authenticity of raw materials and products through chemical and biological markers and fingerprints. In order to develop a reliable system to determine the quality of locally or internationally traded food products, a common structure for measurements and testing is needed. Besides favoring the quality and safety of the entire food chain and helping to meet consumers' desires and expectation, metrology fosters innovation and sustainability in food production and allows the development of research in various disciplines related to the food system, with important impacts on the entire food value chain.

In line with the current policy initiatives, where the development of food authenticity and safety systems is among the priorities of FOOD 2030 and helps to support some targets of the SDGs 2, 3 and 12, and taking into account other debates such as that on traffic light labeling, the proposed workshop is an opportunity to discuss how the metrological tools could effectively strengthen the agrofood sector and the role of METROFOOD-RI in designing and implementing future scenarios of food traceability in Europe.