Workshop on
360-degree traceability: experiences towards the future
Barcelona, 19th November 2009

Traceability as "the ability to track any food, feed, food-producing animal or substance that will be used for consumption, through all stages of production, processing and distribution" has been clearly defined by EU General Food Law. But what "realistically" and "practically" achieving such a goal does imply in food organizations and supply chains? There is a general consensus on considering traceability as both impacting and impacted by other organization processes and systems. We call such a phenomena and trend as "*360-degree traceability*", i.e. the ability to "properly" link traceability to the other dimensions, knowledge, business processes and systems, consumer confidence. This requires business process engineering and reengineering, integration with existing systems, acquisition of objective data from monitoring, integration of the data with information flow about the product, identification and solving of drawbacks and critical points, integration with external providers, changes or evolution of adopted technologies, knowledge management and so forth.

Many existing solutions have been addressing the problem by following different approaches, relying on different assumptions, imposing different constraints, and implementing different visions on 360-degree traceability. Moreover, most of such solutions have partially implemented the actual 360-traceability, due to many reasons and issues, including the obvious difficulties that the full problem imposes.

The ultimate objective of this workshop is to present, compare, and discuss different approaches to the 360-degree traceability domain in order to answer the main questions

  i)   Is it technologically feasible?
  ii)   Is it economically feasible?
  iii)   Is it really useful (for who?)
  iv)   Is it capable to make EU more competitive?

And therefore to answer the final question "Is the 360-degree traceability actually required?".

In order to answer these questions, the following must be the main research themes to be explored:

- What are the facets of the 360-degree traceability?
- What is not part of the 360-degree traceability? And why?
- Is the 360-degree traceability a target objective achievable incrementally by several stages? If yes, how?
- What is the role of Future Internet on 360-degree traceability?
- Is legislation enforcement needed for implementation of 360-degree traceability, or rather voluntary standards constitute a more relevant pressure?
- What is the role of food science and technology in providing new tools and possibilities for 360-degree traceability, and is the industry ready for them?
- What can be done to involve retailers towards understanding the benefits of 360-degree traceability
- What are the consumer's feelings about traceability, have they changed in the years since 2002, and is the true meaning of traceability clear to them?

Invited speakers, in presenting their approach to 360-degree (or still less) traceability are requested to provide an answer to the above questions related to their experience and activities, with illustrations of case studies and success/insuccess stories when possible.

Proposed agenda

9.00-9.15 - Welcome and introduction (ATOS)

9.15 – 11.00 - Session 1 – TRACEBACK (Chair Prof. Marmiroli)
- TRACEBACK: a new approach to traceability (15 min, R. Prugger)
- Reference models and standards for traceability (15 min, AINIA+ILiM)
- Innovative micro-devices for traceability (15 min, University of Parma)
- Reference architecture for traceability (15 min, ENGINEERING)
- Traceability in the real world: Integration issues (15 min, ATOS)
- TRACEBACK's success stories: pilots 1st run (15 min, UniKent)
- Traceability innovation models (15 min, SLU)

11.00 – 11.30 - Coffe break

11.30 – 13.30 - Session 2 – 360° Traceability: users' perspective (Chair R. Prugger)
- Introduction to 360° Traceability (Vito Morreale, N. Marmiroli) (10 min)
- Food **quality** as added value? (15+5 min)
- Food **safety** and traceability? (15+5 min)
- Traceability as strength for **brand names?** (15+5 min)
- **Consumers'** expectation, requirements, needs (15+5 min)

13.30 – 15.00 - Lunch

15.00 – 16.20 - Session 3 – 360° Traceability: providers' and supporters' perspective (Chair V. Morreale)
- **Standards** and **regulation** landscape for traceability: Is legislation enforcement needed for implementation of 360-degree traceability, or rather voluntary standards constitute a more relevant pressure? (15+5 min)
- World-wide institutions' perspective (15+5 min)
- What the **science** can do for traceability? (15+5 min)
- Information and system integration (15+5 min)

16.20 – 16.40 – Coffee break

16.40 – 18.00 - Session 4 – 360° Traceability: a step towards the future (Chair N. Marmiroli)
- EU **Research**: what's next issues on traceability (15+5 min)
- What is the role of **Future Internet** on 360-degree traceability? (15+5 min)
- Open discussion on questions proposed by the chairman (30 min)
- Conclusions (N. Marmiroli, V. Morreale, 10 min)