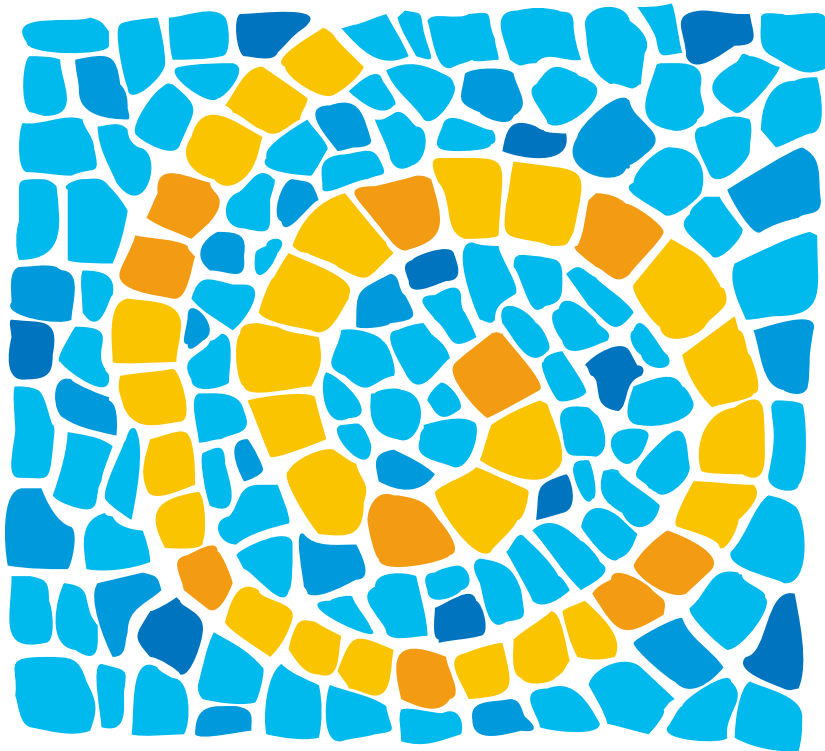


## TRACEABILITY:

PERSPECTIVES FROM SCIENCE,  
SUPPLY CHAIN AND THE CONSUMERS



26<sup>th</sup> - 27<sup>th</sup> April 2007

Limenas Hersonissou, Crete, Greece

KNOSSOS ROYAL VILLAGE CONFERENCE CENTER



TRACING FOOD COMMODITIES IN EUROPE  
FUNDED BY THE EUROPEAN COMMISSION,  
THROUGH THE SIXTH FRAMEWORK PROGRAMME



AGRICULTURAL  
UNIVERSITY  
of ATHENS

LABORATORY OF AGRIBUSINESS MANAGEMENT



## Background and Objectives

Traceability is essential to ensure that all food products are traced at every step of food production and distribution. The ability to trace the authenticity of food products is an issue of increased attention by both media and the public. The TRACE project aims to provide systems that can not only trace food but are also capable of confirming its origin. The TRACE also addresses the question of what information do consumers want from traceability systems.

This two day meeting aims to look at:

- Generic and commodity specific traceability systems and schemes for coding and electronic information exchange
- Traceability in the mineral water sector - Results of Demonstration
- Traceability in China and Asia
- Tracers and traceability techniques
- Consumer perspectives towards traceability and information required by consumers

*The TRACE project is developing traceability methods and systems that will provide consumers with added confidence in the authenticity of European food through complete traceability along entire fork to farm food chains.*

*TRACE's main output will be:*

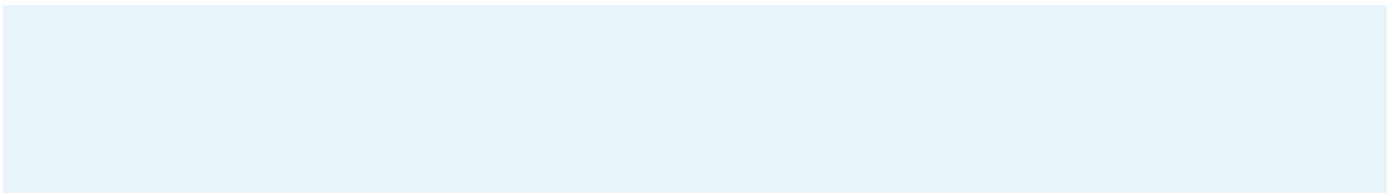
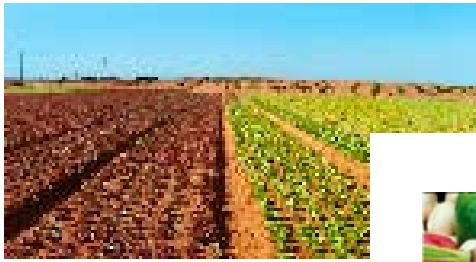
- *Integrated traceability systems*
- *Testing of a global traceability architecture*
- *A standardized language for traceability*
- *Good traceability guides*
- *Foodmaps*
- *Food verification systems*
- *Demonstration of the above in mineral water, honey, chicken, cereal and meat sector*

*This event is aimed specifically at directors and managers working in technical, quality assurance, quality control, supply chain and branding roles within the food industry as well as at representatives of control authorities and consumer's organizations.*



## Venue

This event will take place at the Knossos Royal Village Conference Center, Limenas Hersonissou, Crete. Crete is easily accessible by air or sea. The Conference Center is located in the Knossos Royal Village Hotel. Accommodation will be provided by Knossos Royal Village Hotel & Royal Mare Village Hotel, connected to each other by internal shuttle bus or 5 minute walk.




 Agenda

**Wednesday 25th April 2007 (Closed Session)**

09:30 - 16:15	<b>WP Meetings (tentative)</b>
09:30 - 16:15	WP 1 Closed Session Meeting (Agenda on Trace Intranet)
09:00 - 15:00	WP 2 Closed Session Meeting (Agenda on Trace Intranet)
09:30 - 16:15	WP 3 Closed Session Meeting (Agenda on Trace Intranet)
09:30 - 16:15	WP 4 & WP 5 Closed Session Meeting (Agenda on Trace Intranet)
16:30 - 18:00	Management and co-ordination
20:00 - Open	Informal welcome drink

**Thursday 26th April 2007 (Open Session)**


08:30 - 09:30	Registration
09:30 - 12:45	<b>Plenary session: Stakeholders' views</b>
09:30 - 09:45	Welcome and Introduction (George Chryssochoidis, AUA, GR – Judit Krommer DG Research, European Commission)
09:45 - 10:15	Food Traceability Incidents (Drazenka Tubin – Delic, Food Standards Agency, UK)
10:15 - 10:45	Consumer Co-operatives and food traceability: a retailer's perspective (Rodrigo Gouveia, Secretary General, EURO COOP, Brussels)
10:45 - 11:15	The geographical origin of wine (Claude Guillou, JRC, European Commission, Ispra, IT)
11:15 - 11:45	Coffee Break (Poster Session)
11:45 - 12:45	<b>Plenary session continued</b>
11:45 - 12:15	The new standard ISO 22005 – Traceability in the feed and food chain (Athanasios Blanas, EUROCERT, GR)
12:15 - 12:45	Ethical Traceability (Cristian Coff, Centre for Ethics and Law, Copenhagen)
12:45 - 14:00	Lunch
14:00 - 15:30	<b>Main Session: TRACE Results</b>
14:00 - 14:15	An introduction to TRACE (Paul Brereton, CSL, UK)
14:15 - 14:45	Traceability - What does the consumer want? Results of a pan European consumer survey (George Chryssochoidis - Olga Kehagia, AUA, GR)
14:45 - 15:15	Demonstration of traceability data interchange using TraceCore XML [Thor Jonatansson (Maritech), Heiner Lehr (FoodReg) and Havard Bjastad (TraceTracker)]
15:15 - 15:35	Food verification methods - verifying ligurian olive oil (Gerry Downey, Teagasc, Ireland)
15:35 - 15:50	Coffee Break

15:50 - 17:00	<b>Demonstration of TRACE systems in the mineral water sector</b>
15:50 - 16:20	Demonstration of Good Traceability Practice in the Insalus mineral water plant (Eskil Foras, Jostein Storøy SINTEF, Norway)
16:20 - 16:50	Verifying the geographical origin of mineral water (Susanne Voerkelius, Hydroisotop, Germany)
16:50 - 17:00	Demonstration Activities - Discussion
19:00 - onwards	Dinner

## Friday 27th April 2007 (Open Session)

### International forum on Food Authenticity and Traceability



09:00 - 09:15	TRACE Technology Transfer Activities (Jana Hajslova, ICT, CZ)
09:15 - 09:40	Promoting European Traceability Excellence and Research (Ian Smith, Aim, UK)
09:40 - 10:05	GM Traceability and control mechanisms (Yves Bertheau, INRA, France)
10:05 - 10:30	The use of Geomatic data in confirming the origin of food (Dominique Buffet CRA-W, Belgium)
10:30 - 10:55	A RFID –enabled supply chain traceability system for the food industry (Cleopatra Bardaki, AUEB, GR)
10:55 - 11:20	Coffee Break (Poster Session)
11:20 - 11:45	Developing Traceability of Bulk Agricultural Products (Charles R. Hurburgh, Iowa State University, U.S.A)
11:45 - 12:10	Stable isotope analysis as an alternative for the authenticity control of honey (Claus Schlicht, Bavarian State Institute for Health and Food Safety, Germany)
12:10 - 12:35	Traceability of the origin of beef via DNA markers (J.A. Hans Lenstra, University of Utrecht, NL)
12:35 - 13:00	PROOF: a view on integrated traceability methods from Australia (Garry Lee CSIRO, Australia)
13:00 - 13:10	Close of meeting
13:10 - 14:00	Lunch

## Friday 27th April 2007 (Closed Session)

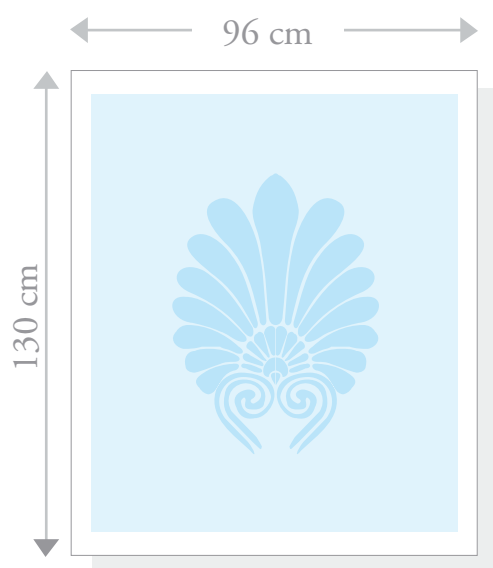
14:00 - 18:00	Scientific Committee
18:00 - 18:30	Coffee Break
18:30 - 19:30	Project Management Board

## POSTER

(DEADLINE: 16th of March 2007)

Each participant is free to present a poster that will be shown during the posters sessions. Poster size is 130 x 96 cm (height x width). The posters will be also printed in format A4, together with their abstract and delivered to each participant at the symposium. After the meeting they will be published on the public part of the TRACE website. All posters should be cleared by WPL and must include TRACE and EU logos. Please submit your abstract (one-page, A4-size, font Arial) of your poster as a word- file as well as your jpg file of your poster, by e-mail to:

[gg@agribusiness.aua.gr](mailto:gg@agribusiness.aua.gr)



Form for poster submission

### Best poster

The best poster presentation at the conference will be chosen and awarded by the Advisory Board.

### Language

The official language of the meeting will be English, no simultaneous translation will be provided.

## LOCATION - TRAVEL

During that period there will be about 10 flights a day from Athens to Heraklion city and also charter flights connecting directly European countries with Heraklion (Austria, Germany, Brussels, UK, France, etc.). Detailed information can be found at:

[http://www.cretetravel.com/To\\_and\\_from\\_Crete/Flights\\_Crete.htm](http://www.cretetravel.com/To_and_from_Crete/Flights_Crete.htm)

There is also the possibility of reaching Heraklion by boat from Athens (6 hours approximately). Schedules for coastal traveling change every season so these will be available after January 2007.

## TRANSPORTATION

An arrangement with taxis can be organized from the airport to the hotels (charge of about 7-10€ per person). For local everyday transportation from / to the Hotel there are buses (time schedules change every season) and taxis (24hour call from the hotel reception).

### LOCAL BUSES:

- *HERAKLION - LASITHI*  
(Hersonissos-Malia-Ag.Nikolaos-Ierapetra-Sitia-Viannos)
- *HERAKLION - HERSONISSOS - STALIDA - MALIA*
- *HERAKLION - AIRPORT - AGIOS NIKOLAOS - IERAPETRA*
- *HERAKLION - AIRPORT - AGIOS NIKOLAOS - SITIA*

## ACCOMMODATION

Available Hotels for accommodation:

*Aldemar Royal Mare Village*

*Aldemar Knossos Royal Village.*

[www.aldemarhotels.com](http://www.aldemarhotels.com)

The standard single rooms of the above hotels shall cost:

**Single room:** 80,00€ per night  
(including American buffet breakfast & taxes)

**Double room:** 95,00€ per night  
(including American buffet breakfast & taxes)

All rooms have view to pool or garden and prices apply for this meeting only. All rooms include dial up internet connection. Wireless facilities will also be available.

The Hotels' area, include restaurants, Greek taverns, wine bars, pools (around 30 in each hotel), snack bars, pool bars, play grounds etc.

For extra lunch or dinner in the hotels the charges are around 18,00€ per person.





## GENERAL INFORMATION

More information about the TRACE project can be found on [www.trace.eu.org](http://www.trace.eu.org)

### Key dates

February 16, 2007

Deadline of submission of an abstract	
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April 4, 2007

Deadline for registration	
Deadline for submission of a presentation	
Deadline for submission of a poster	

April 26, 2006

Registration desk open at the conference centre	08:30 - 09:30
Plenary Session: Stakeholder Views	09:30 - 12:45
Main Session: Trace Results	14:00 - 15:30
Formal Dinner reception for TRACE participants and invited guests	19:00

April 27, 2006

Registration desk open at the conference centre	from 08:00
International Forum	09:00 - 13:00
Poster session	11:00 - 11:30
Close of Meeting	13:00

April 27, 2006

Scientific Committee	14:00 - 18:00
PMB	18:30 - 19:30



## CONTACTS

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## *Some Information About Crete*

By far the largest of Crete's four regions, Heraklion is the seat of Crete's capital and largest city (population 127 thousand), Heraklion Town. A bustling metropolitan center, with traffic-clogged streets, disturbing air pollution levels, mainly due to the proximity of the city's extremely busy international airport, and constant infrastructure construction activity, Heraklion hosted part of the soccer competition of the 2004 Olympics in its brand new Olympic Soccer Stadium.

The biggest draw of Heraklion town is the Archeological Museum, the second most important exhibition space of antiquities in Greece, next to the National Archeological Museum in Athens. Minoan finds from Knossos and all over Crete are shown here, in airy rooms under mostly natural lighting: vases, frescoes, arms, figurines, everyday decorative and household items, and other exhibits, dating back three thousand years or more.



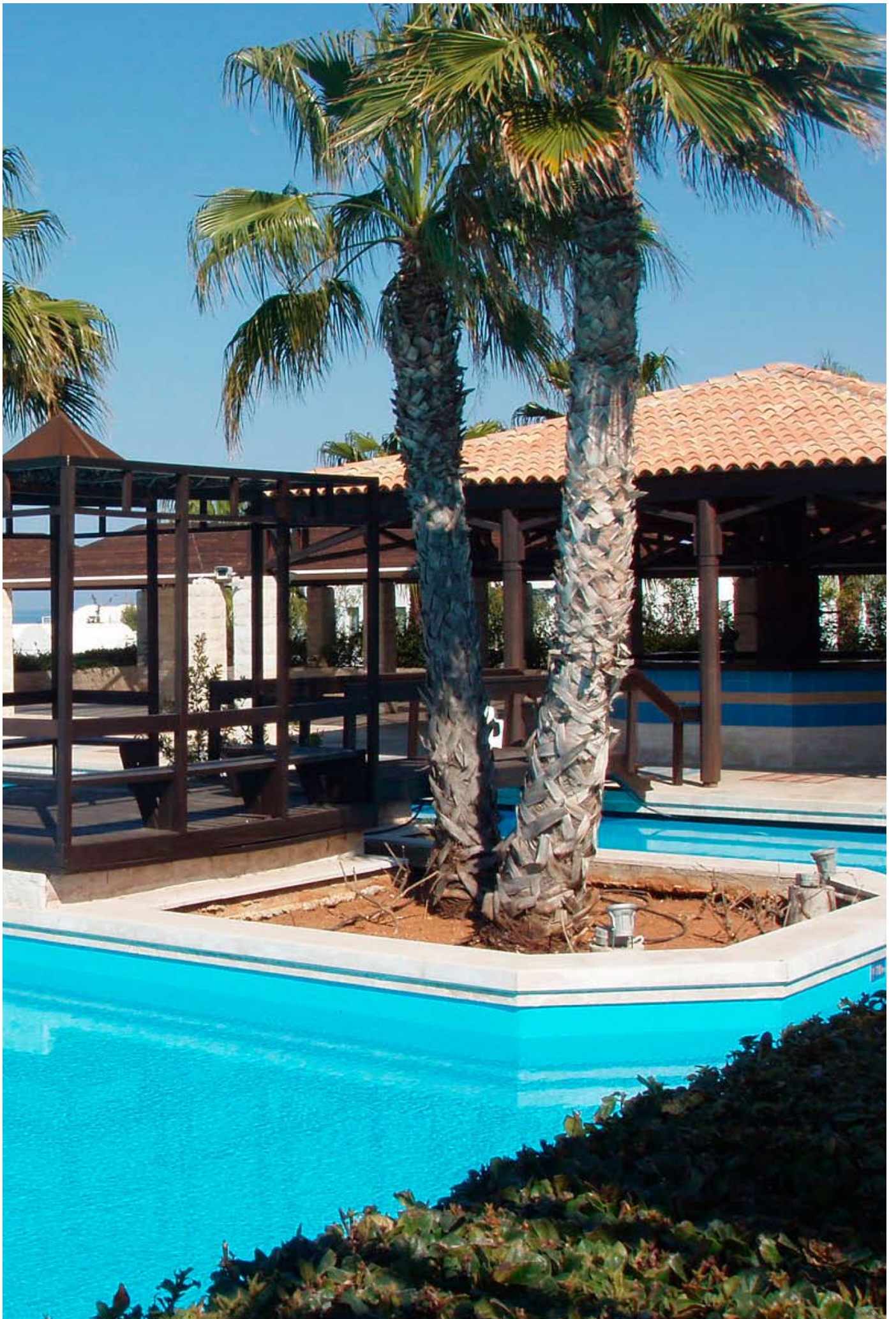
The number, range, and level of preservation of the finds are staggering. In addition, there is a good amount of other sightseeing to be done in the city and spending a morning walking around the bustling streets of the old center is rather pleasant.

The city was a major economic and administrative metropolitan center during the island's Venetian rule era (1204-1669) and it shows in its perfectly preserved, massive Venetian walls that line the perimeter of the old town. Its port, one of the biggest in the country, links Crete with Athens, Italy, and other destinations in the Aegean.

Just 10 km (6 miles) outside of Heraklion town lay the ruins of King Mino's palace in Knossos. Discovered and excavated by British archeologist Arthur Evans, starting in 1900, Knossos is one of the most important archeological sites in a country full of important archeological sites.

Occupying an estimated 20,000 sq.m., the palace was the seat of government of history's first naval power, the Minoan kingdom.

The lack of fortifications around the palace is a testimony to the Minoan's tight control of Crete and their absolute domination of the island's waters. Since there was no apparent threat, there was no reason to build walls around the seat of government.





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