

# PROJECT TIMELINE

START DATE: 01.01.2012

END DATE: 30.06.2014

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL

**MARKET ANALYSIS**  
Jan 2012 - June 2012

**FRAMEWORK FOR A DIGITAL FOOD SUPPLY CHAIN**  
April 2012 - March 2014

**PILOTS**  
July 2012 and Feb 2014

**eFOODCHAIN CONFERENCE**  
June 2014

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# eFoodChain

ASSISTING SMEs TO PARTICIPATE IN DIGITAL FOOD SUPPLY CHAINS



ASSISTING  
SMEs TO  
PARTICIPATE  
IN DIGITAL  
FOOD SUPPLY  
CHAINS



CONSORTIUM:



[www.efoodchain.eu](http://www.efoodchain.eu)



## The Challenge

The **agro-food industry is strongly populated by SMEs** and plays a substantial role in the European economy. It is a significant contributor to employment and growth, and is essential for economic, social and environmental welfare, as well as for health of European citizens.

Despite significant developments and increased usage of ICT, there is still a great deal of **inefficient trends in the supply chain management** of the European agro-food sector. **The multiplicity of incompatible business standards, data models and ICT solutions** affect competitiveness and efficiency of European businesses, making cross-border and cross-

sector transactions difficult and affecting also security, authenticity and integrity issues.

The permanent **need for innovation is one of the most important challenges** faced by the agro-food sector. Innovation and new information technologies have become determining factors for its competitiveness and for strengthening exchanges with other sectors linked to it. **Innovation requires better collaboration** not only between the public and private sector but also between different business sectors. In this respect an increased use of ICT and the emergence of innovative B2B (business-to-business) services can help achieve this goal.

## The eFood Chain Solution

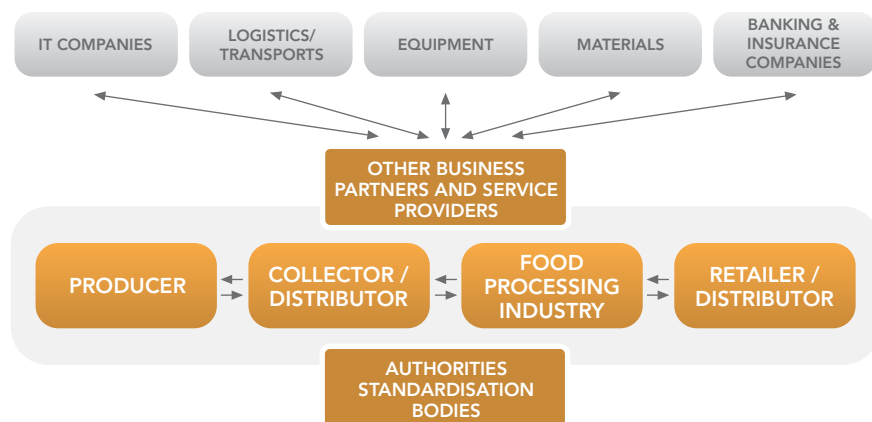
The **eFood Chain project** is an important step towards the promotion of innovation in the food supply chain. Its main goal is to improve the competitiveness and efficiency of this industry by stimulating an innovative and seamless use of ICT along its value chain. **SMEs are at the centre of interest of this action**, as it aims to facilitate their participation in global digital food value network and reinforce business relationships between SMEs and their business partners across borders.

Through its framework for a digital food supply chain the project is expected to identify and diminish the existing technical and organisational barriers, as its ultimate goal is to create an innovative, seamless eBusiness environment that will stimulate the uptake of ICT and eBusiness technologies in this highly SME-intensive sector.



### The eFood Chain project's key objectives are to:

- Provide an in-depth market analysis in terms of the current use of ICT and eBusiness solutions in the agro-food sector.
- Develop a framework for a digital food supply chain, which will set the principles and rules for interoperability among business processes and data exchange models in order to allow for seamless, paperless information and data flows.
- Demonstrate the feasibility and validity of the framework through sectoral and cross-border pilot-prototypes.
- Promote awareness raising and dissemination of the framework and the results achieved.
- Establish a governance model for future maintenance of the framework and propose policy recommendations for mass market adoption.



ICT is not fully exploited, particularly by SMEs. The challenge is how to facilitate, enable and promote a seamless ICT environment underpinning the food supply chain in Europe.