



eFoodChain

ASSISTING SMEs TO PARTICIPATE IN DIGITAL FOOD SUPPLY CHAINS

**STIMULATING INNOVATION IN THE FOOD SUPPLY-CHAIN
THROUGH SMART USE OF ICT: ASSISTING SMES PARTICIPATE
IN DIGITAL SUPPLY CHAINS IN THE SINGLE MARKET**

Project Overview

Brussels, 9th July 2012

AIM OF THE PROJECT



- To improve the **competitiveness and efficiency** of the food industry in Europe by stimulating an **innovative use of ICT** along its value chain.
- To complete a common **framework for digital value networks**;
- To support creation of a **seamless eBusiness environment** that will stimulate and enable the uptake of ICT and eBusiness technologies, notably by SMEs, in this **highly SME-intensive sector**.

CONSORTIUM



PROJECT OPERATIONAL GOALS

- To conduct an **in-depth market analysis** in terms of the current use of ICT and eBusiness solutions along the agro-food supply chain.
- To **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.
- To demonstrate the feasibility and validate the framework through the **set up, monitoring and evaluating sectoral and cross-border pilot-prototypes**.
- To **establish a governance model** for the maintenance of the framework and its follow-up after the end of this action and propose policy recommendations for mass market adoption.
- To **organise a European conference** to present and validate the framework and the results of the pilot-prototypes.
- To **promote awareness raising and dissemination** of the framework and the results achieved.

SPECIFIC SUPPLY CHAINS TARGETED



Fresh Fruits and Vegetables

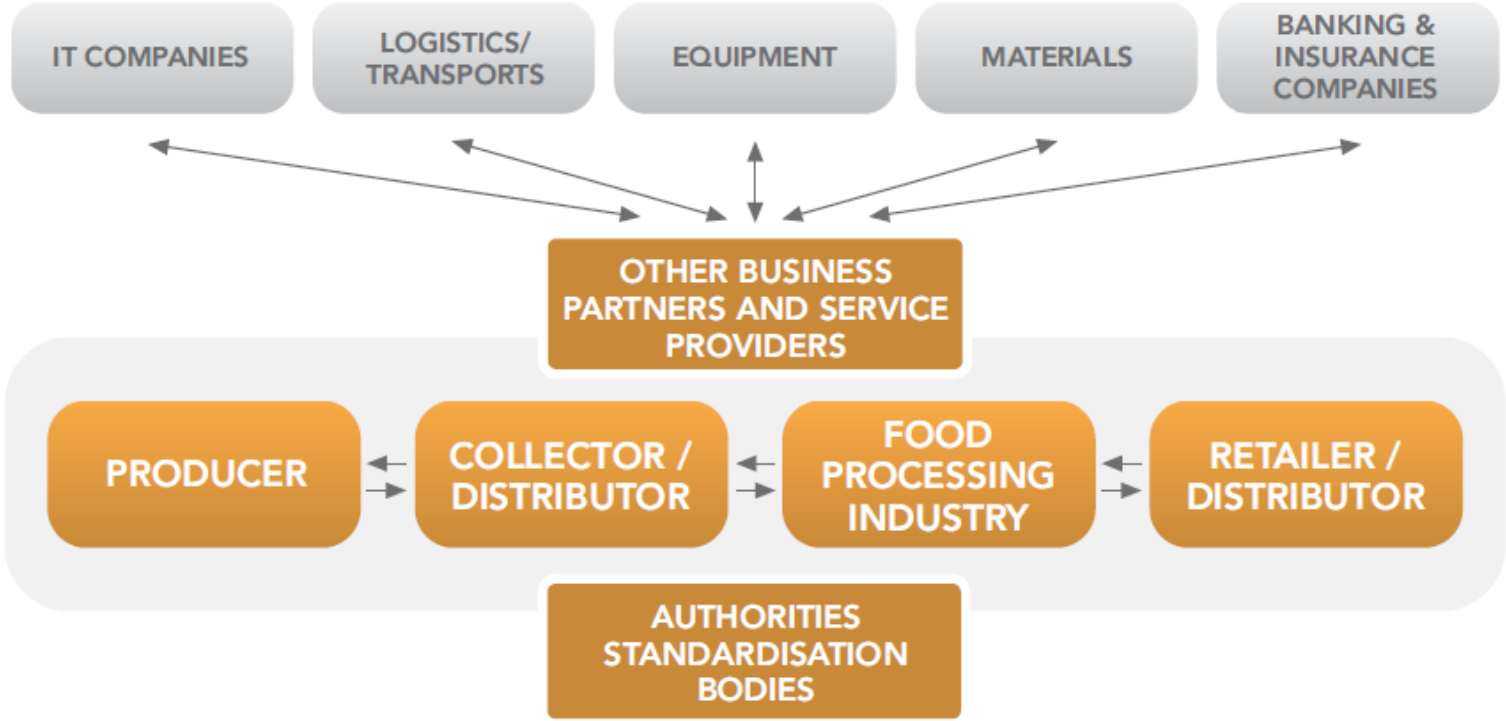


Dairy Products



Cereals

EUROPEAN SUPPLY CHAIN



Holistic approach of the project:
FROM FARM TO FORK

PROJECT TIMELINE





Thank you for your attention

Catarina Azevedo