Innovators and Early Adopters Scheme

The eFoodChain project, funded by the European Commission (DG ENTR), aims to be an important step towards the promotion of innovation and ICT in the agro-food sector, with a view to facilitate digital connection of SMEs into the value chain.

eFoodChain team has been developing a collaborative Reference Framework for the digital food supply chain, which sets the principles and rules for interoperability among business processes and data exchange models in order to allow for seamless, paperless information and data flows underpinning B2B transactions along the agro-food supply chain.

Currently the project has initiated the stage of the demonstration and validation of the eFoodChain Reference Framework, with active involvement of various stakeholders, especially from the fresh fruits and vegetables, cereals and dairy sectors. The participants of this pilot programme, entitled **"Innovators and Early Adopters Scheme"**, will be the first beneficiaries of the proposed eFoodChain solution and will be able to freely exploit the innovative potential of standardized digital data exchanges.

The eFoodChain Innovators and Early Adopters Scheme is divided into two pilot phases:

eFoodChain Innovators and Early Adopters Scheme																								
2012						2013												2014						
VII	VIII	IX	X	XI	XII	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	I	II	III	IV	V	VI	
		PHASE 1 September 2012 – August 2013																						
											PHASE 2 June 2013 – May 2014													

➢ **Phase 1**: limited in time and scope, involving a smaller number of agro-food stakeholders and ICT solution providers that will validate the very first major guidelines defined in the draft of the framework (and provide feedback on its first draft). *September 2012 - August 2013* (ongoing)

➢ **Phase 2**: which envisages extending the demonstration scope geographically and involving a larger number of participants (covering the three targeted sectors, as well as representation of various levels of the food supply chain). *June 2013 - May 2014*

The feedback obtained along the process will contribute to fine-tuning of the Reference Framework.

Considering the real needs at the level of primary production, the first set of pilot prototypes focuses on developing standardized exchanges in the upstream of agriculture

and food sector. Thanks to input from external experts and the market analysis results, the main pilot areas have been identified as:

- eDocuments
- Food Safety and Quality
- Sustainable production and products

Considering the challenges identified along the value chain, at this stage the pilot projects that are currently in preparation within the **"Innovators and Early Adopters Scheme"** are:

- Accounting documents dematerialization in France - Eco farmer's issue (Cereals)
- Milk payroll dematerialization (Dairy Products)
- Portuguese pilot in traceability (Fruits and vegetables)
- Cultivation message and E-lab message implementation in the Netherlands (Fruits and vegetables)
- Traceability of produce from the plot to the miller in France (Cereals)
- Traceability of fruits and vegetables produce from the plot to the collector (Fruits and vegetables)
- Sustainable production and products in Germany (Dairy products)

The pilot scheme is currently open to new participants for Phase 2, and stakeholders particularly welcome to join the "Innovators and Early Adopters Scheme" include:

PRODUCER → ← COLLECTOR / DISTRIBUTOR → FOOD PROCESSING INDUSTRY ← RETAILER / DISTRIBUTOR

- Representatives of all levels of the agro-food value chain ("from farm to fork") in the three targeted sectors (fresh fruits and vegetables, cereals and dairy)
- IT Providers operating in this sector

All companies interested in becoming one of the eFoodChain Innovators and Early Adopters are encouraged to contact the project team (info@efoodchain.eu) or complete the Expression of Interest Form at the project website (www.efoodchain.eu).