

Philippe Vermeulen¹, Janice Lofthouse², Paul Brereton², Joel Smith², Olga Kehagia³, Aggeliki Roussou³, Alain Krafft¹ and Vincent Baeten¹
¹ Quality Department of Agro-food Products, Walloon Agricultural Research Centre (CRA-W), Chaussée de Namur, 24, B-5030 Gembloux (Belgium)
² Central Science Laboratory (CSL), Sand Hutton, York, YO41 1LZ (United Kingdom)
³ Agricultural University of Athens (AUA), Iera Odos Str., 75, GR-118 55 Athens (Greece)

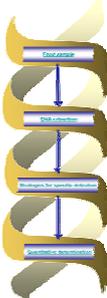
For the **dissemination of the results** to the public, as well as the conventional methods of communication to the public (media, press, peer reviewed publications, congresses) the web tools have become a major information channel. The main objective of the TRACE website is to disseminate European information on food authenticity and traceability, as well as information regarding the project itself to several target publics: **to the scientists** through description of analytical methods, international congresses, peer reviewed publications, training sessions and workshops; **to the industries** through standards delivery, good traceability guide and demonstration activities; **to the consumers** through brochure, workshops and collaboration with BEUC; **to the general public** through bibliographic references database, e-newsletter as well as news and events on-line.

Several computer utilities such as Reference manager web publisher, Adobe flash player, Advanced web statistics and Google analytics are used as well to display references or lectures and to manage the website performance. The website can be accessed at <http://www.trace.eu.org>.

TRACE project provides its expertise in other networks as FP6CommNet which is an informal network of communicator scientists and communication managers involved in FP6 food projects or as SSA PETER (<http://www.eu-peter.org>) dedicated to disseminate the results of European research projects on food traceability.



Analytical Methods



International Congresses



Peer reviewed publications

Publications produced in the TRACE project framework

Journal article peer reviewed
 Urban, B., Hebeaux, M. J., & Baeten, V. (2006). Facilitating the application of Support Vector Regression to a chemical Traceability Problem. *Journal of Food Quality and Safety*.
 Hebeaux, M. J., & Baeten, V. (2006). Facilitating the application of Support Vector Regression to a chemical Traceability Problem. *Journal of Food Quality and Safety*.
 Hebeaux, M. J., & Baeten, V. (2006). Facilitating the application of Support Vector Regression to a chemical Traceability Problem. *Journal of Food Quality and Safety*.

Communication to the scientists

How to verify the authenticity of food?
 Light isotopic measurements
 Trace elements and heavy isotopes methods
 Rapid and profiling methods
 Molecular biology methods
 Chemometrics

Training sessions

Training sessions organized in the framework of the TRACE project
 16-18 April 2006
 Training session in Trarignon a 4 days training session
 20-22 February - 23 March 2007
 Training of 100 scientists in Trarignon a 3 weeks training session
 4-6 November 2006
 Training of 100 scientists in Trarignon a 3 weeks training session
 4-6 November 2006
 Training of 100 scientists in Trarignon a 3 weeks training session

Communication to the general public

News and events history, Publications, links
 Bibliographic references
 Events
 News
 Links
 Publications
 Press releases
 Jobs

Bibliographic references database



Public website <http://www.trace.eu.org>



E-Newsletter



News and Events on-line



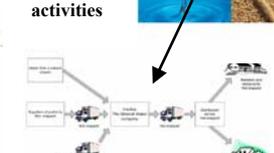
Communication to the industries

How does the food industry trace food and (feed)stuffs?
 Traceability systems overview
 Standardised electronic transmission of traceability parameters
 Good Traceability Practice guide for the food industry

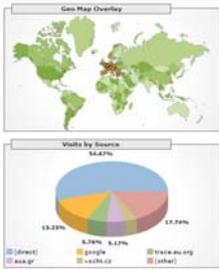
Toolbox



Demonstration activities



Information about visits to the website



Brochure



Communication to the consumers

What information is available for consumer?
 Consumer brochure

Workshop



Collaboration



Acknowledgement

This work is funded by the European Commission, under the FP6 Food Quality and Safety Priority, within the framework of the Integrated Project TRACE - 006942 - entitled "Tracing Food Commodities in Europe". This project is carried out by a consortium coordinated by the CSL - Central Science Laboratory (UK) and includes 50 partners.

References

Vermeulen, P., Oger, R., van Raamsdonk, L., Monjeio, A.-S., Martinez, M., Baeten, V. & Dardenne, P. (2005). Development of the STRATEFIED Internet-Oriented computer system (WPI). In: *Strategies and methods to detect and quantify mammalian issues in feedstuffs*, Dardenne, Pierre, Bruxelles, European Commission, 18p.
 Vermeulen, P., Lofthouse, J., Brereton, P., Smith, J. & Baeten, V. (2006). *Information dissemination system outside the EU integrated project "TRACE": the website*. Proceedings in: TRACE 2nd annual meeting: Traceability and the consumer, Prague, 24-25/04/2006, 158.

