

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)

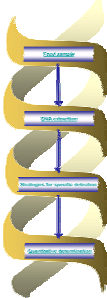
For the **dissemination of the results** to the public, as well as the conventional methods of communication to the public (media, press, peer reviewed publications, congresses) the web tools have become a major information channel. The main objective of the TRACE website is to disseminate European information 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
 Cohen, B., Hebebrand, M. J., & Baeten, V. M. C. (2006). Facilitating the application of Support Vector Regression to a chemical Traceability Problem. *Journal of Food Quality*, 29(1), 1-10.
 Vermeulen, P., Lofthouse, J., Brereton, P., Smith, J., Kehagia, O., Roussou, A., Krafft, A., & Baeten, V. (2006). The TRACE project: A European Union funded project for food authenticity and traceability. *Food Control*, 27(12), 1752-1756.
 Vermeulen, P., Hebebrand, M. J., & Baeten, V. M. C. (2005). Best practices for support vector regression in the growing grape: food market. *Food and Food Science & Technology*, 18(1), 101-104.

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 2007
 Training session in Training site A (Spain) (Profiling methods)
 20-22 February - 23 March 2007
 Training of food control officers in Training site B (Belgium) (Profiling methods)
 4-6 November 2006
 Training of food control officers in Training site C (Belgium) (Profiling methods)
 4-6 November 2006
 Training of food control officers in Training site D (Belgium) (Profiling methods)
 16-18 April 2007
 Training of food control officers in Training site E (Belgium) (Profiling methods)

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



Workshops



18 April 2005
 TRACE 1st annual meeting - Traceability and the origin of food
 (Workshop TRACE: Introduction to analytical techniques for tracing the origin of food)
 York - UK
 more...

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



<http://www.tracefood.org>

Demonstration activities



Brochure



Communication to the consumers

What information is available for consumer?
 Consumer brochure

Workshop



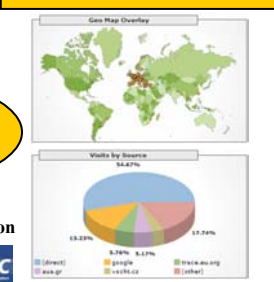
27 June 2006
 TRACE-BEUC meeting
 Workshop 1 dedicated to the consumer associations
 Athens - Greece
 more...

Collaboration



<http://www.beuc.org>

Information about visits to the website



E-Newsletter



Food authenticity and traceability e-Newsletter

Issue 1 - April 1, 2007

Welcome! Food authenticity and traceability e-Newsletter reader!
 In this issue:
 - TRACE DELIVERING ITS RESULTS
 - NEW ANALYTICAL PARAMETERS PROVIDED BY THE TRACE SCIENTISTS
 - SHOULD A PEACE CONTRACT TO ASSESS THE TRACEABILITY SYSTEMS OF SEVERAL COUNTRIES
 - A FRESH BROCHURE FOR CONSUMERS
 - THE FUTURE OF TRACEABILITY PROJECTS TO BE LAUNCHED
 - A NEW ANALYTICAL METHOD TO TRACE AND REGULATE THE PRODUCTS
 - A NEW LOCAL FOODS IN THE FRESH FOODS AND HORTICULTURAL MARKETS
 - THE HAZARD OF BLENDED
 - LA BRANDS FOR THE BELGIAN AND THE FRENCH MARKETS
 - NEW LABELS FOR THE BELGIAN AND THE FRENCH MARKETS
 - SHOULD THE LABELS BE MANAGED BY THE PROducers
 - SHOULD THE LABELS BE MANAGED BY THE PROducers

News and Events on-line



Date	Title of the news	Date of update
04 Jun 2007	RFID - An Essential Tool to Manage the Food Chain	22 Jun 2007
04 Jun 2007	The Role of Support Vector Regression in a Chemical Traceability Problem	22 Jun 2007
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04 Jun 2007	The Role of Support Vector Regression in a Chemical Traceability Problem	22 Jun 2007

Communication with other projects

CommNet
 Network of communicator scientists and communication managers involved in FP6 food projects

Peter
 SSA to focus and disseminate results in research on food traceability
<http://www.eu-peter.org>

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References

Vermeulen, P., Oger, R., van Raamsdonk, L., Monjeio, A.-S., Martinez, M., Baeten, V. & Dardenne, P. (2005). Development of the STRATEFIELD Internet-Oriented computer system (WPS). 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.