



La géotraçabilité, un concept qui lie les données de traçabilité et l'information géospatiale pour une meilleure valorisation du lieu de production

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Résumé :

- Les enjeux de la géotraçabilité :
 - Pour le consommateur : plus de transparence
 - Pour les distributeurs : plus d'efficacité
 - Pour le commerce mondial : qualifier l'origine des produits
 - Pour le développement économique des territoires enrichir leur image avec les produits d'origine

Traçabilité ascendante et descendante

Information pro active

Farm to fork

Producteur

Collecteur

Transformateur

Distributeur

Consommateur

Fork to Farm

Information réactive

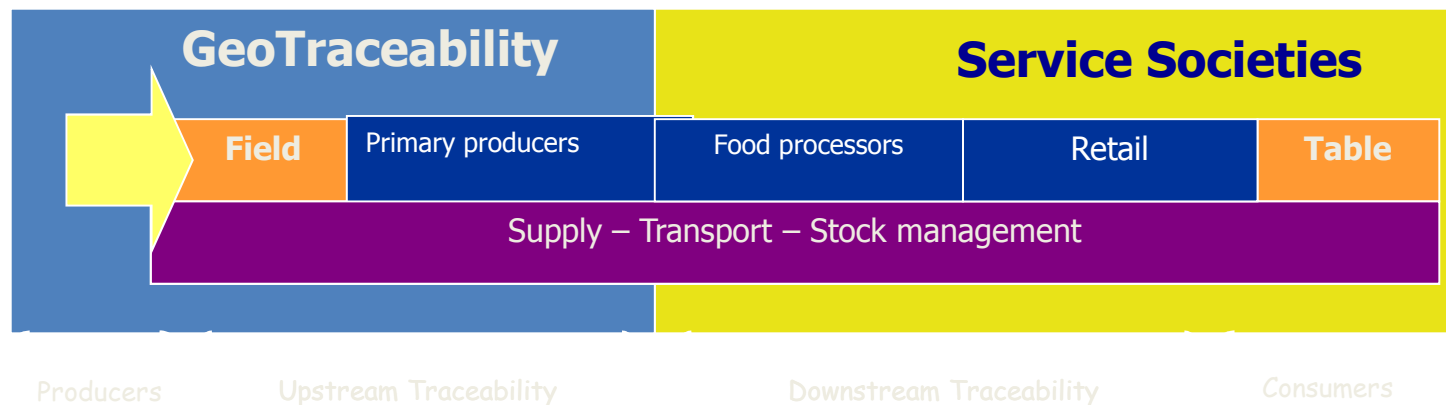
Traceability aspects

Traceability generally covers two basic principles: **Tracking and Tracing**

Geotraceability aims at :

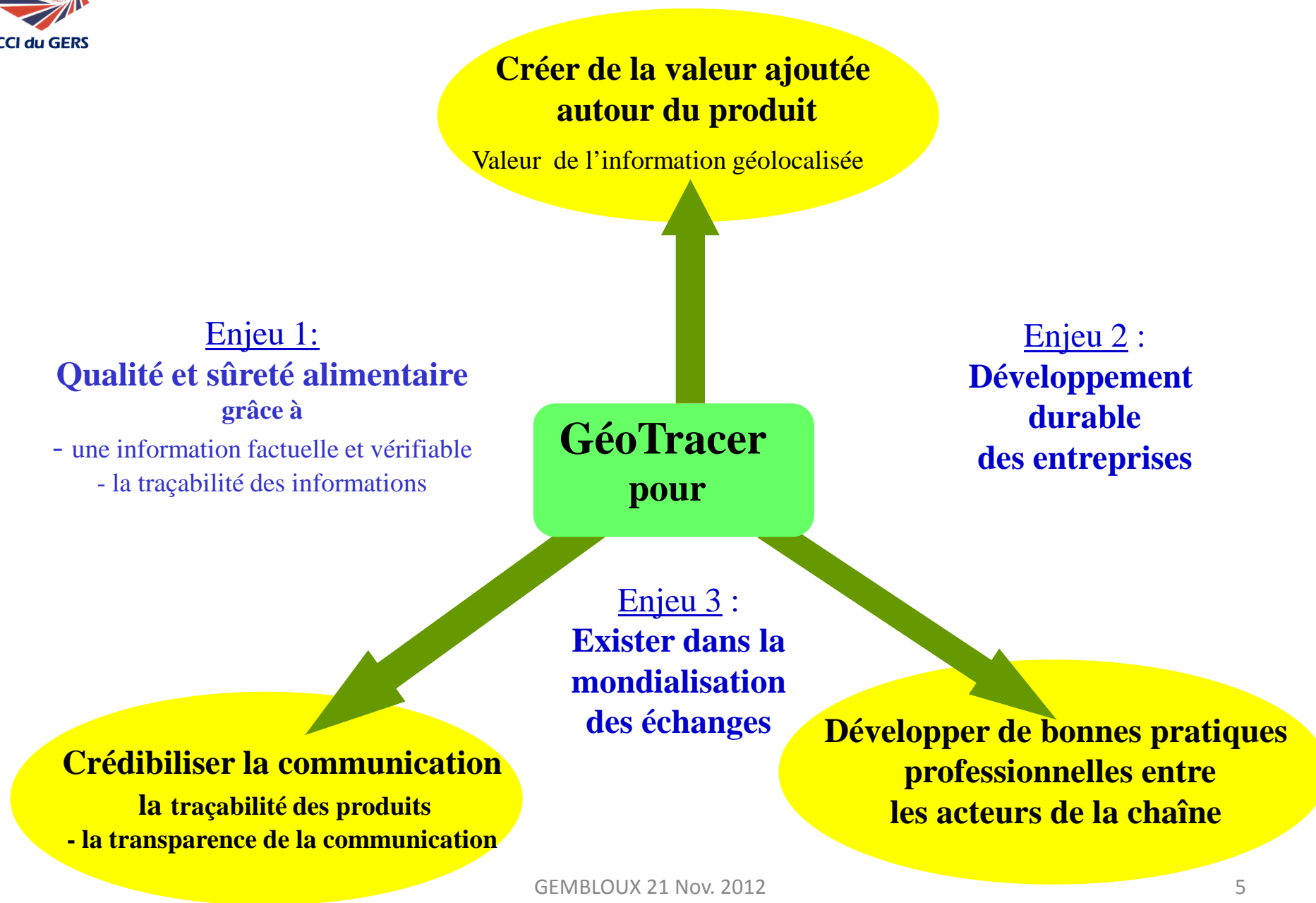
- Linking traditional traceability data with information on the geographical context of the production parcels.
- Completing the geographical context knowledge with available parcel traceability information.

Geo-Traceability is related to tracing



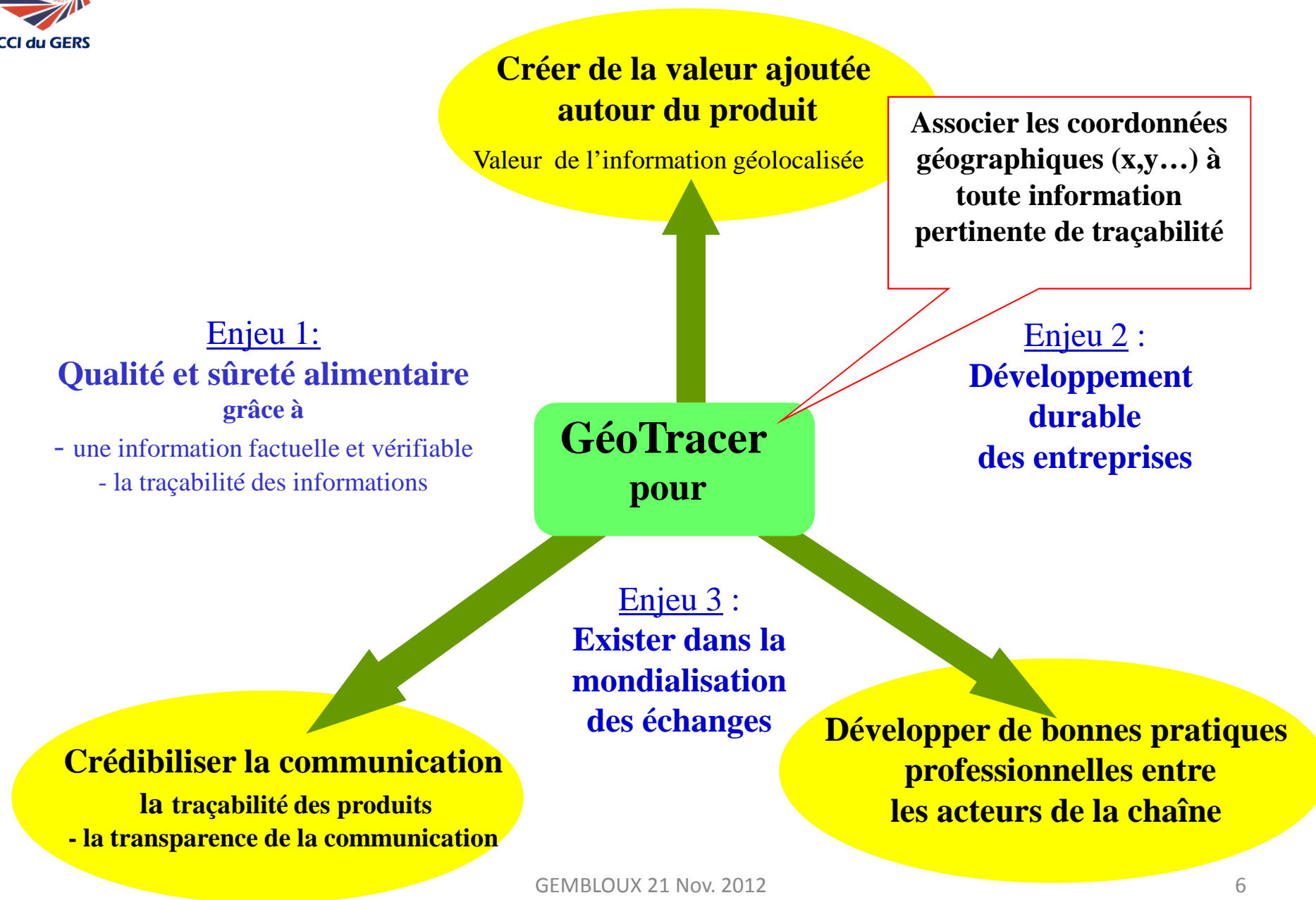


Les 3 enjeux et les 3 objectifs de la géotraçabilité



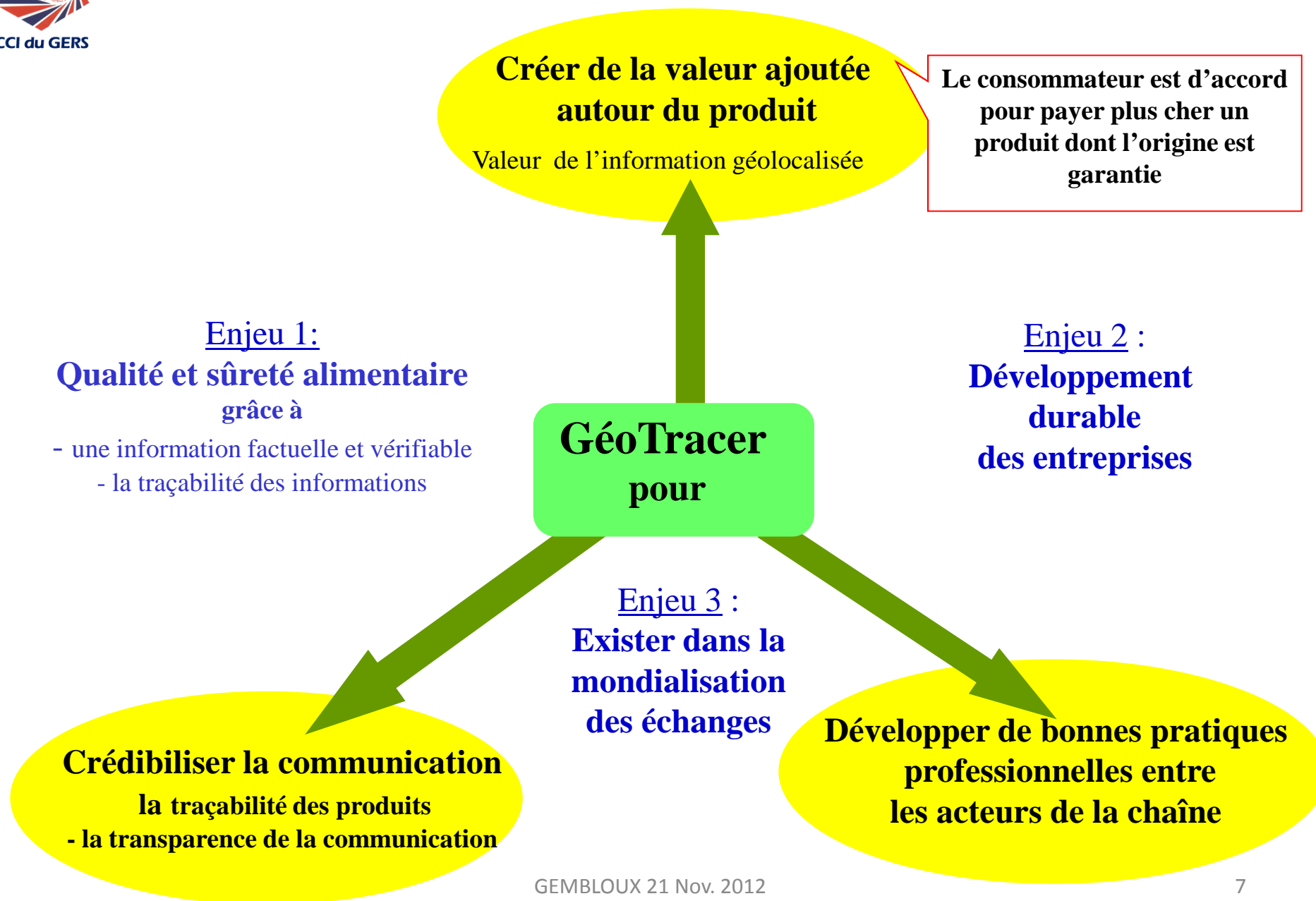


Les 3 enjeux et les 3 objectifs de la géotraçabilité





Les 3 enjeux et les 3 objectifs de la géotraçabilité





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Les 3 enjeux et les 3 objectifs de la géotraçabilité

Une information géolocalisée est crédible et intéressante pour le consommateur. Elle associe au produit l'image de son territoire

Créer de la valeur ajoutée autour du produit

Valeur de l'information géolocalisée

Enjeu 1 :

Qualité et sûreté alimentaire
grâce à

- une information factuelle et vérifiable
- la traçabilité des informations

Enjeu 2 :

Développement durable
des entreprises

GéoTracer
pour

Enjeu 3 :

Exister dans la mondialisation
des échanges

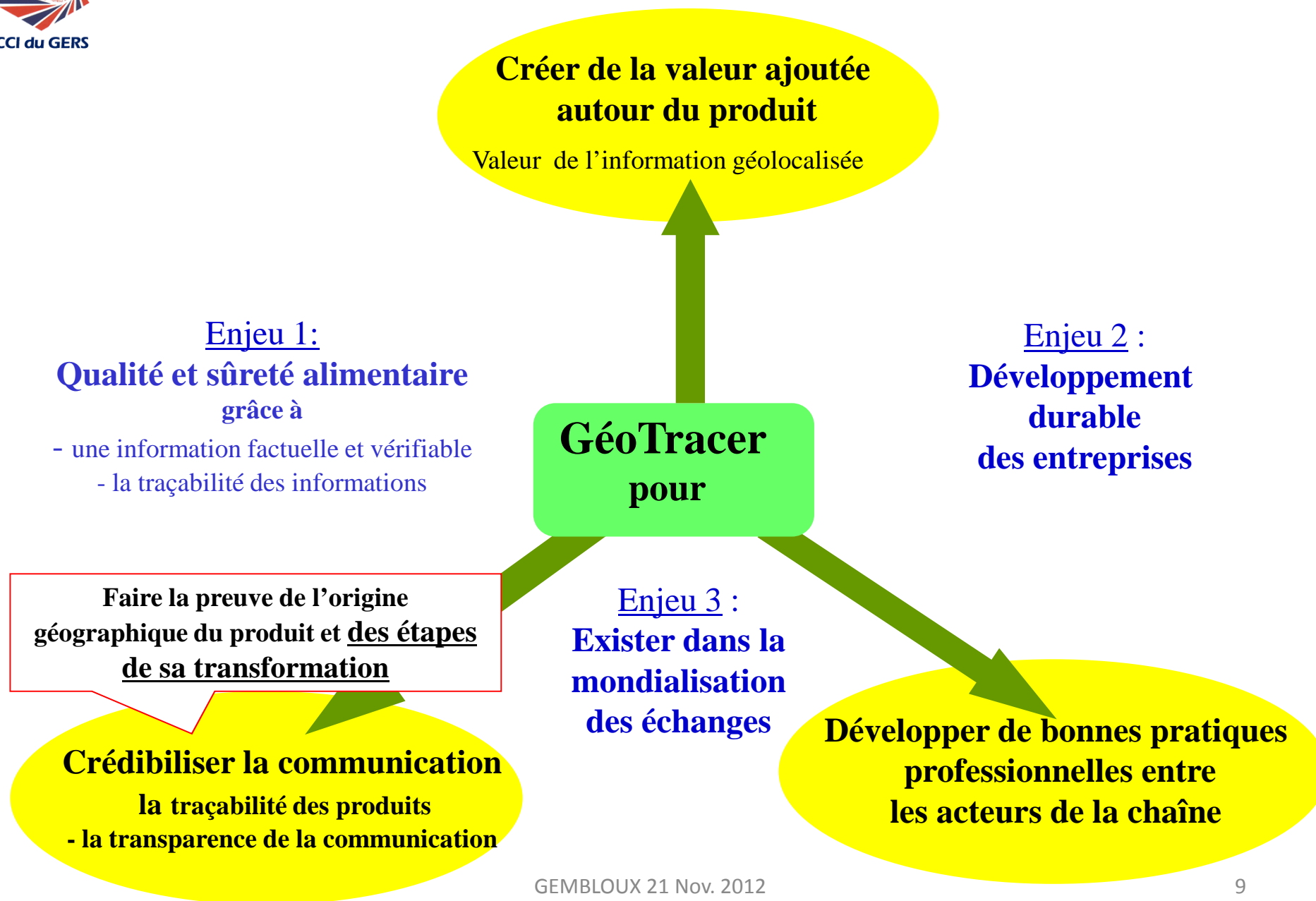
Crédibiliser la communication

la traçabilité des produits
- la transparence de la communication

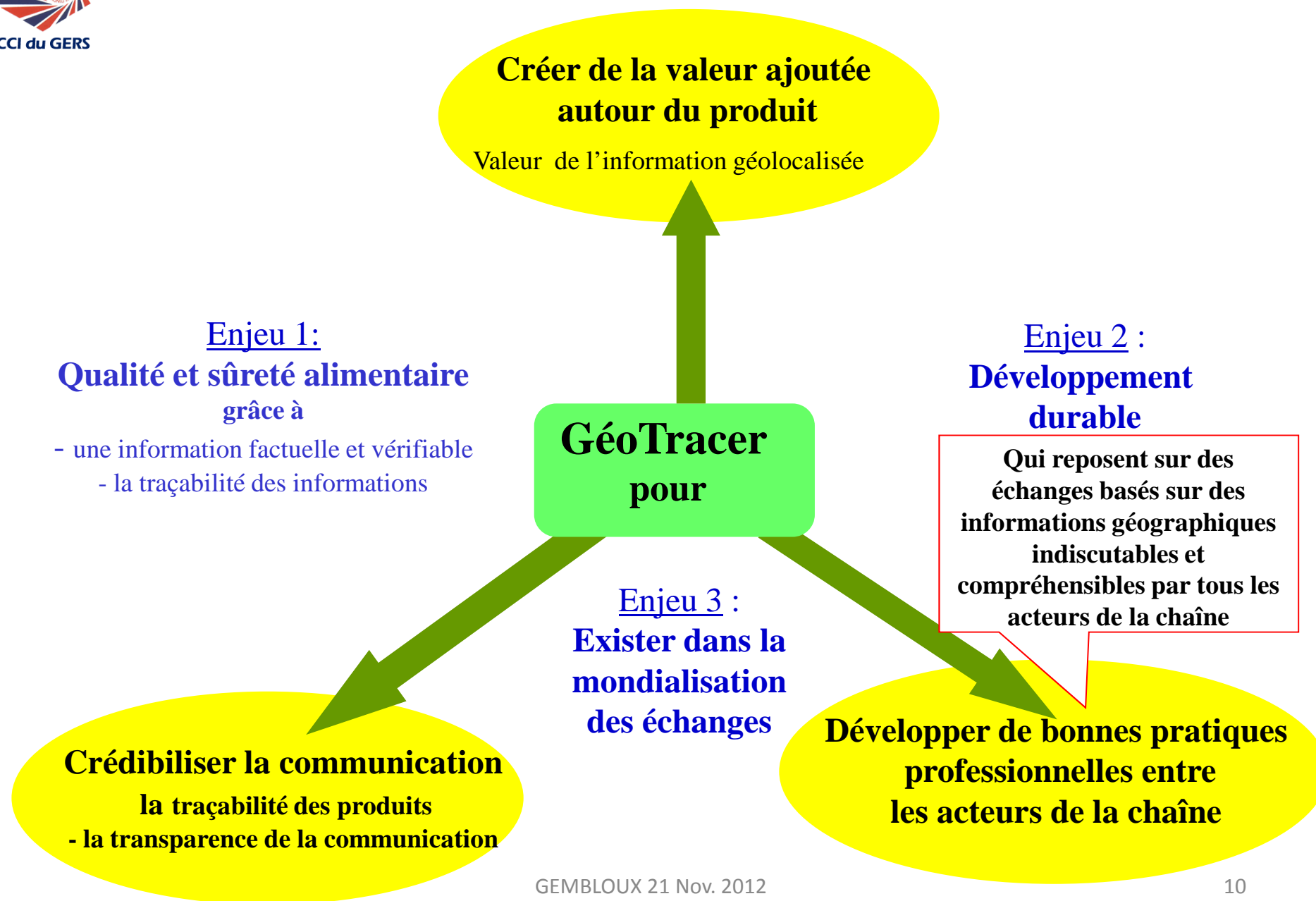
Développer de bonnes pratiques
professionnelles entre
les acteurs de la chaîne



Les 3 enjeux et les 3 objectifs de la géotraçabilité



Les 3 enjeux et les 3 objectifs de la géotraçabilité





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Les 3 enjeux et les 3 objectifs de la géotraçabilité

L'identification en temps réel grâce à une plate forme informatique qui rassemble les données géotracées permet de remonter la vie du produit

Enjeu 1:

Qualité et sûreté alimentaire
grâce à

- une information factuelle et vérifiable
- la traçabilité des informations

**Créer de la valeur ajoutée
autour du produit**

Valeur de l'information géolocalisée

Enjeu 2 :

**Développement
durable
des entreprises**

**GéoTracer
pour**

Enjeu 3 :

**Exister dans la
mondialisation
des échanges**

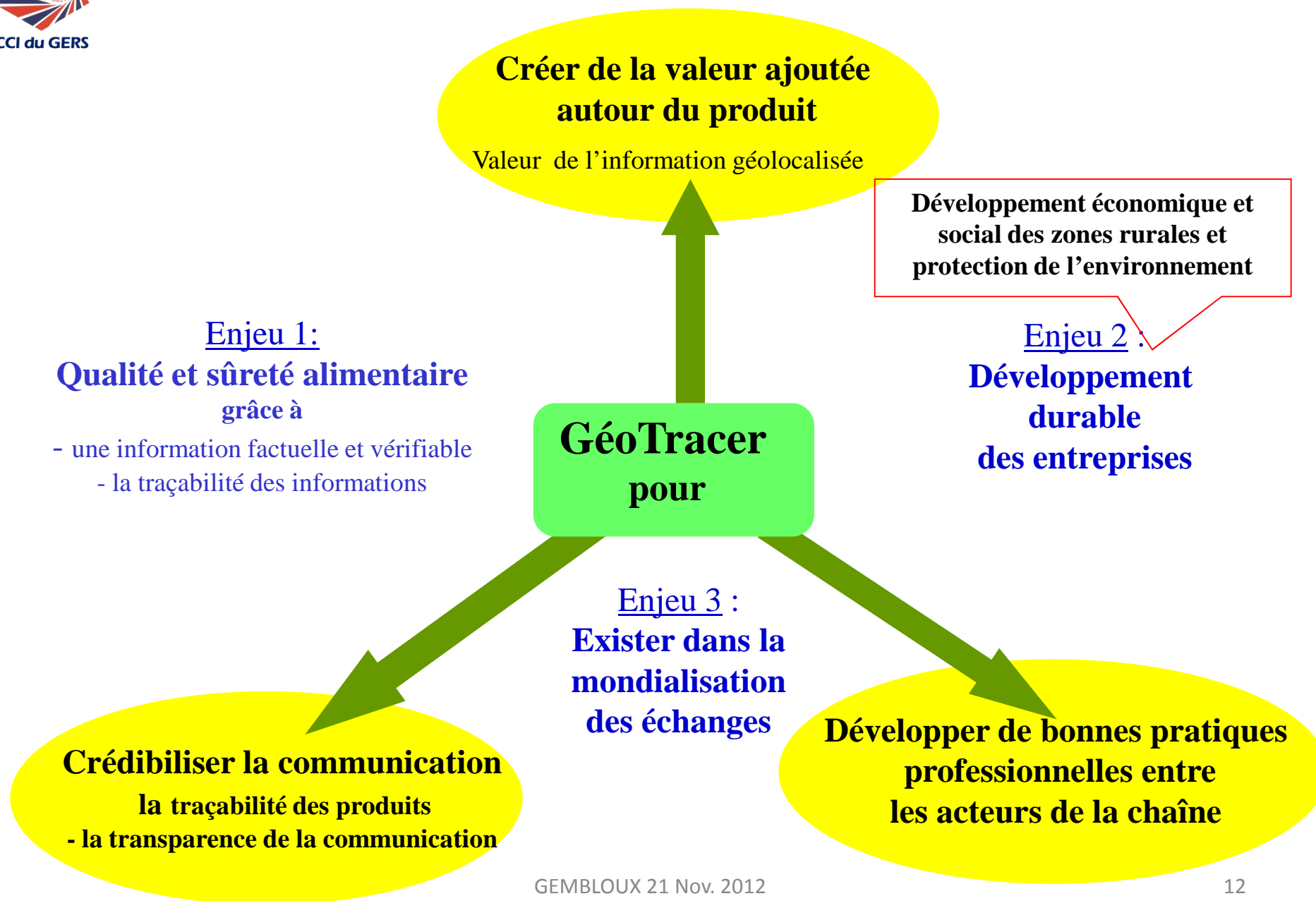
Crédibiliser la communication

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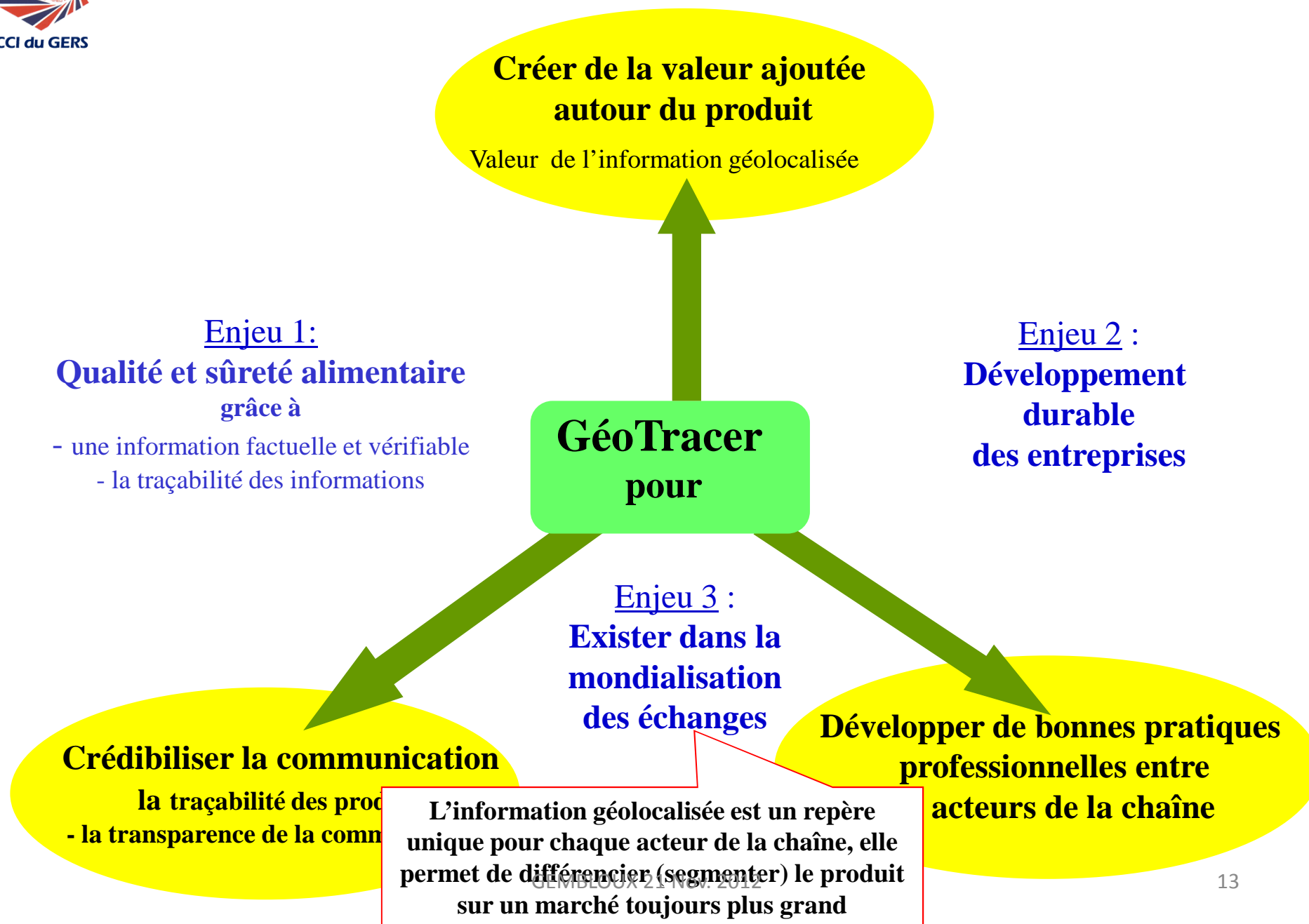


Les 3 enjeux et les 3 objectifs de la géotraçabilité

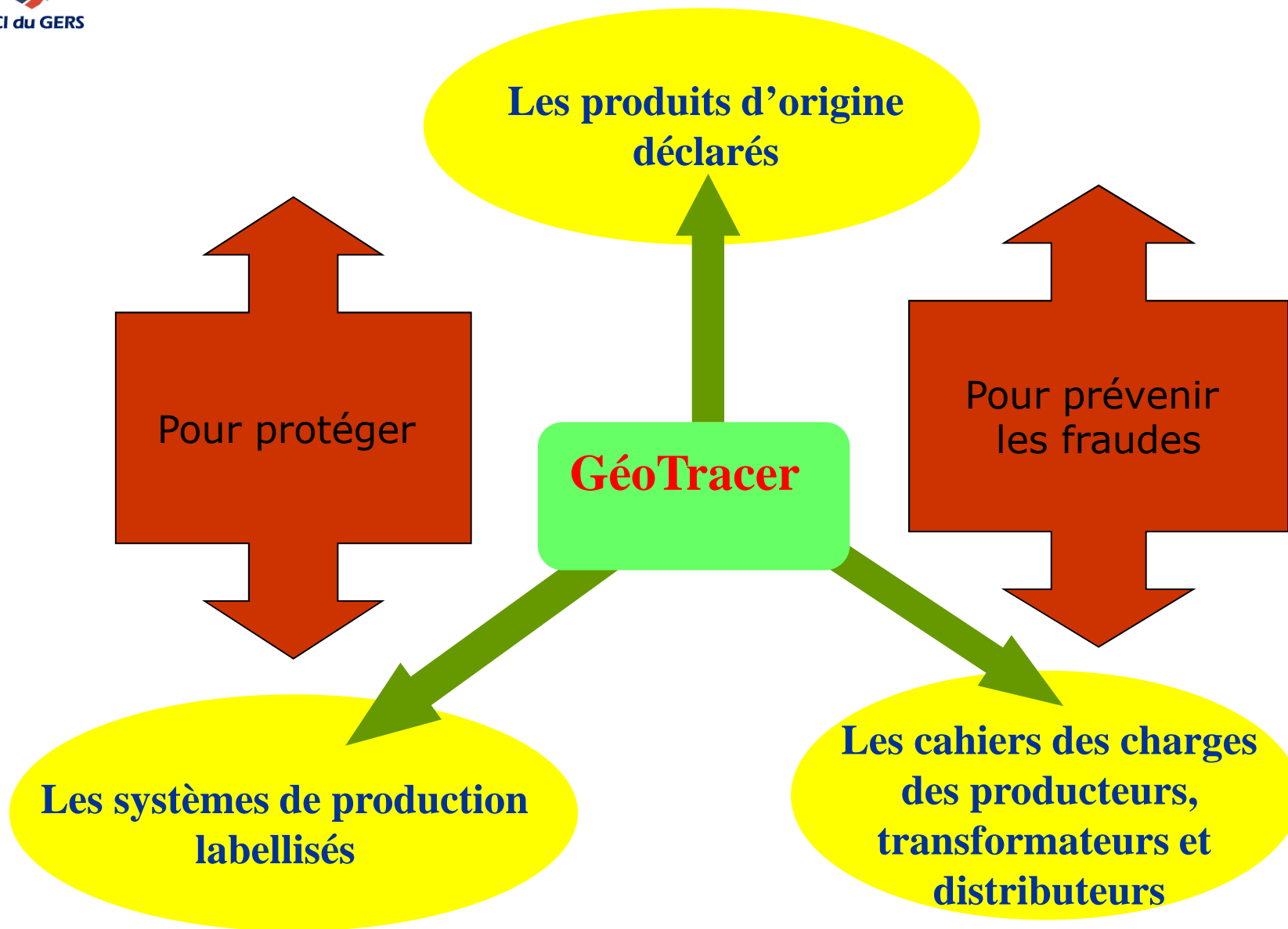




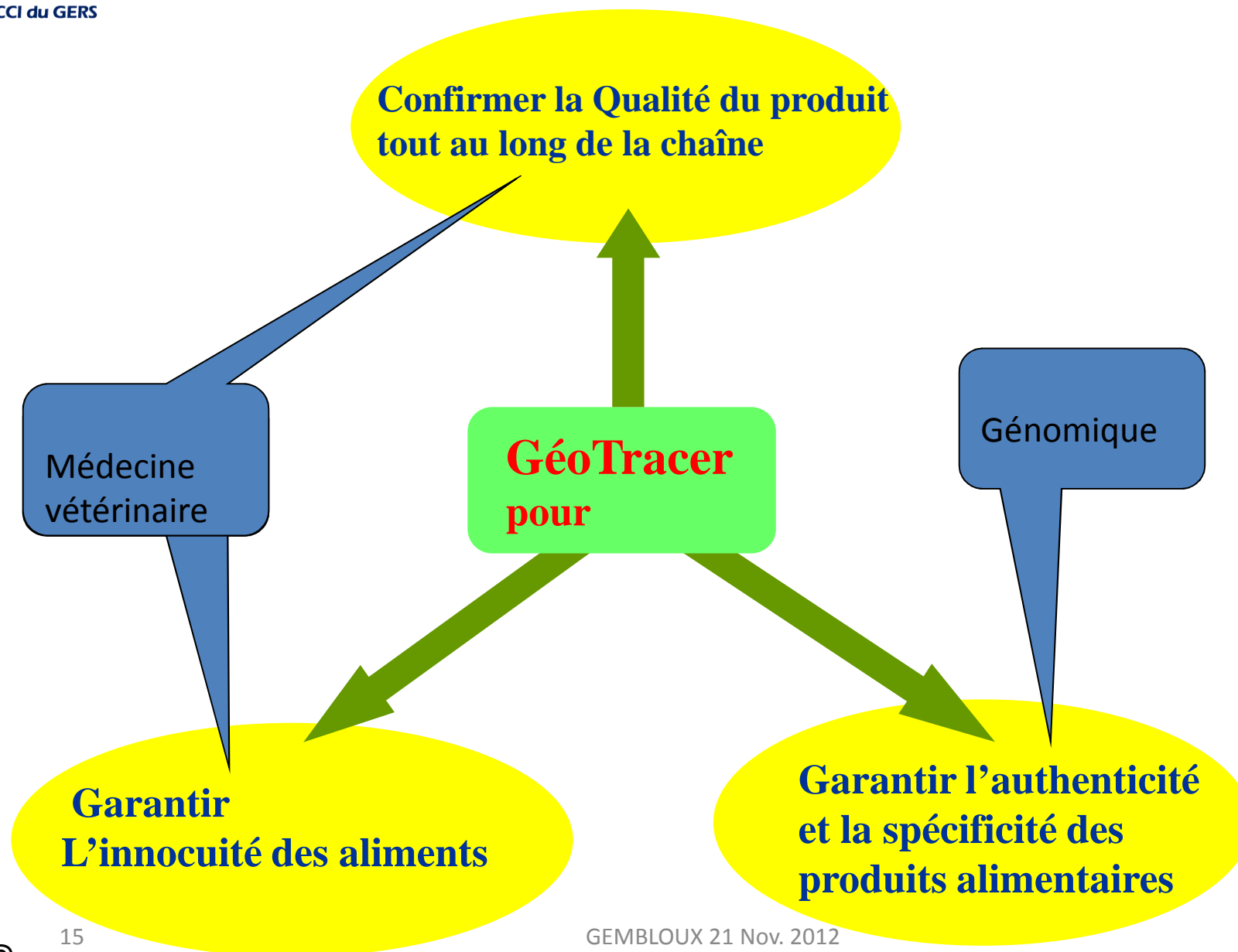
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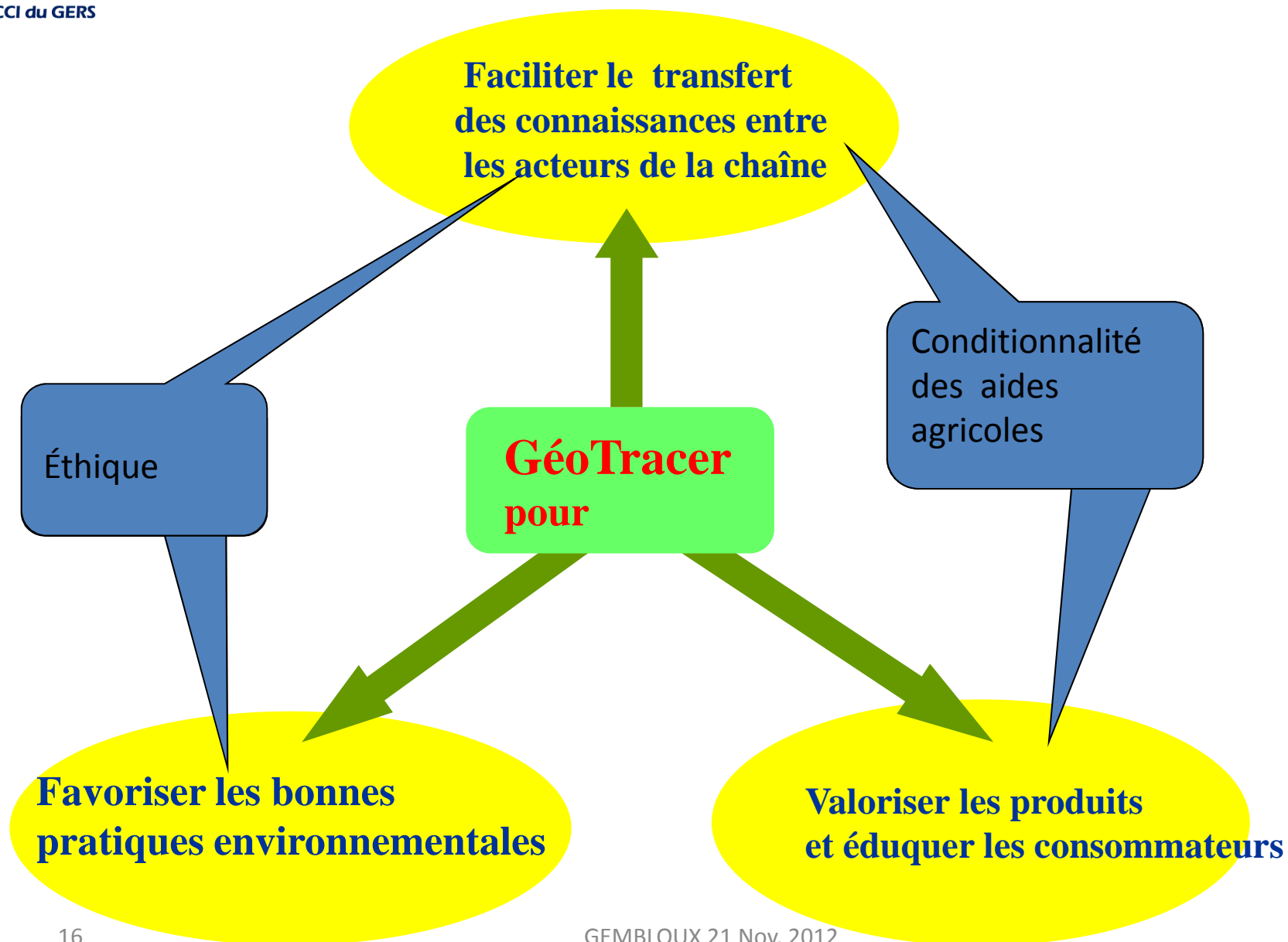
Résultat : Accroître la confiance des consommateurs

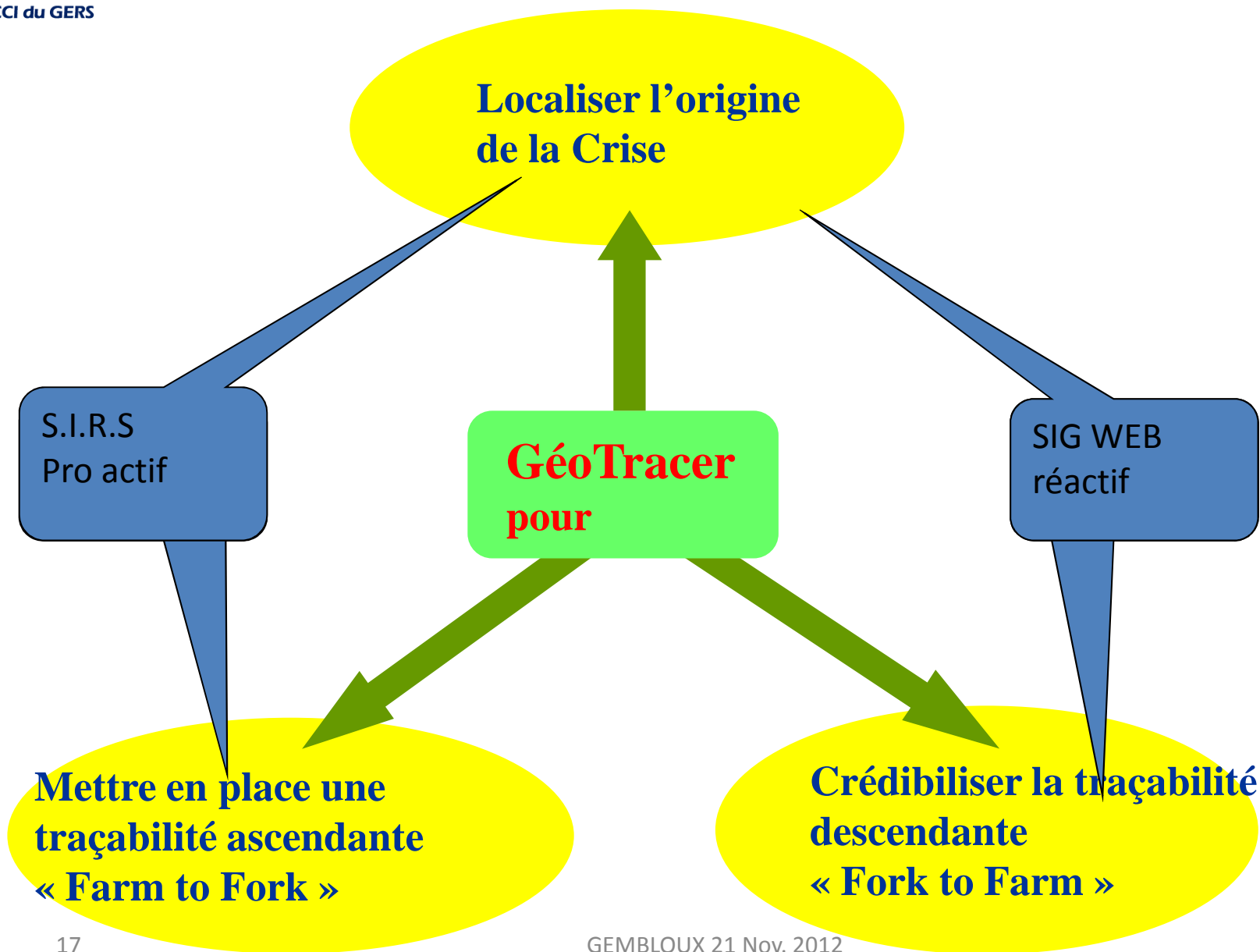


Associer la Recherche médicale et génomique

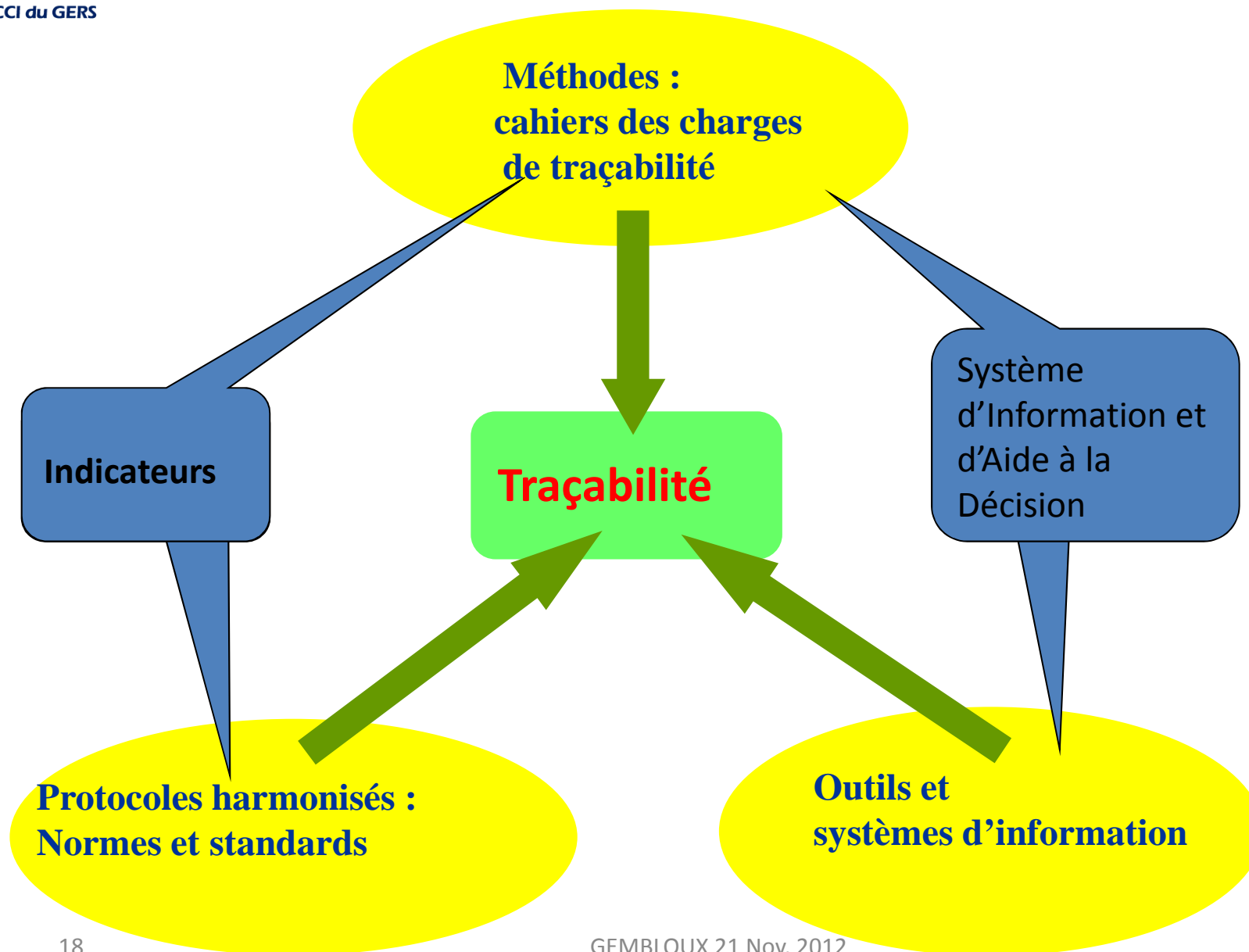


Besoin de prendre en compte l'environnement de la traçabilité





Élaboration des méthodologies, protocoles et standards





Géotraçabilité : L'enjeu coca –champagne

MONDIALISATION

TERRITORIALISATION

Standardisation



Labellisation

Délocalisation



Géolocalisation

Produit déraciné

Banalisation de son origine



Produit enraciné
d'origine identifiée

Développement
mondial des marques et du
marché



Développement durable du
territoire

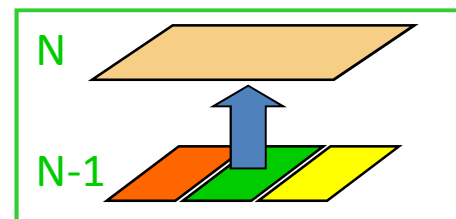
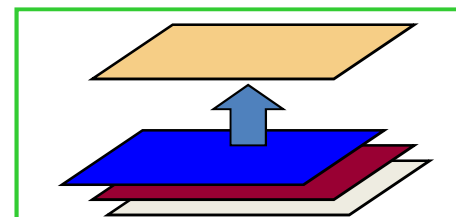
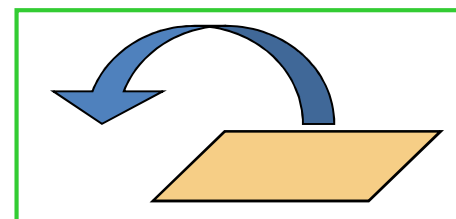
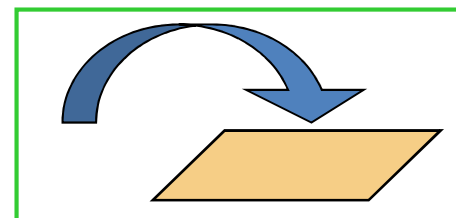
Consommation de masse



Consommateur sélectif et
responsable

Importance of the geography in the agricultural production

- The impact of the environment on the production of the plot of land
 - The impact of agricultural practices of the plot of land on its environment
 - The impact of the characteristics of the plot of land on production
 - History of the plot of land
- Need to implement spatial analysis tools





Geotraceability indicators

- **Geotraceability indicator ?**
 - Aggregation of variables, in particular geographic ones, explaining an issue in traceability
- **Why use Geotraceability indicators?**
 - Synthetic, user friendly, and easy to understand (maps...)
 - Facilitates Decision making
 - Utilised by all the actors within the industry
- **Examples**
 - Respect of defined specifications (distance to roads, to pollution source, ...)
 - Evaluation of the risks of contamination of cultivations

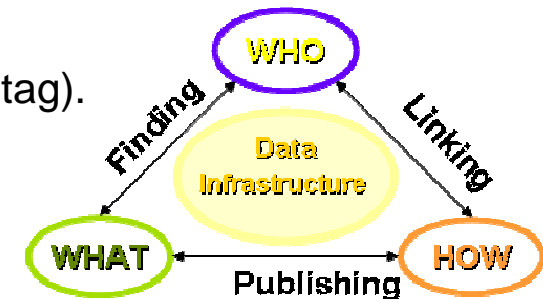
Traceability aspects

The Geo-identifier concept

In a traceability context, an identifier represents a key used to uniquely identify information. It enables access to all available data about the history, application or location of an entity.

In geographical traceability, a **Geo-Identifier** is a **metadata** geocode assigned to a spatial object (production parcel) , that provides:

- Information about the **geographic location** of the object (geotag).
- Information allowing to **spatially characterise the object**.
- Information allowing to retrieve **traditional traceability data**.

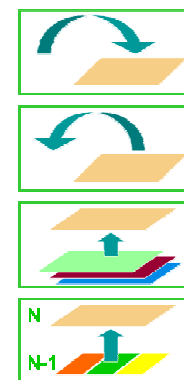


Traceability aspects

The Geo-indicator concept

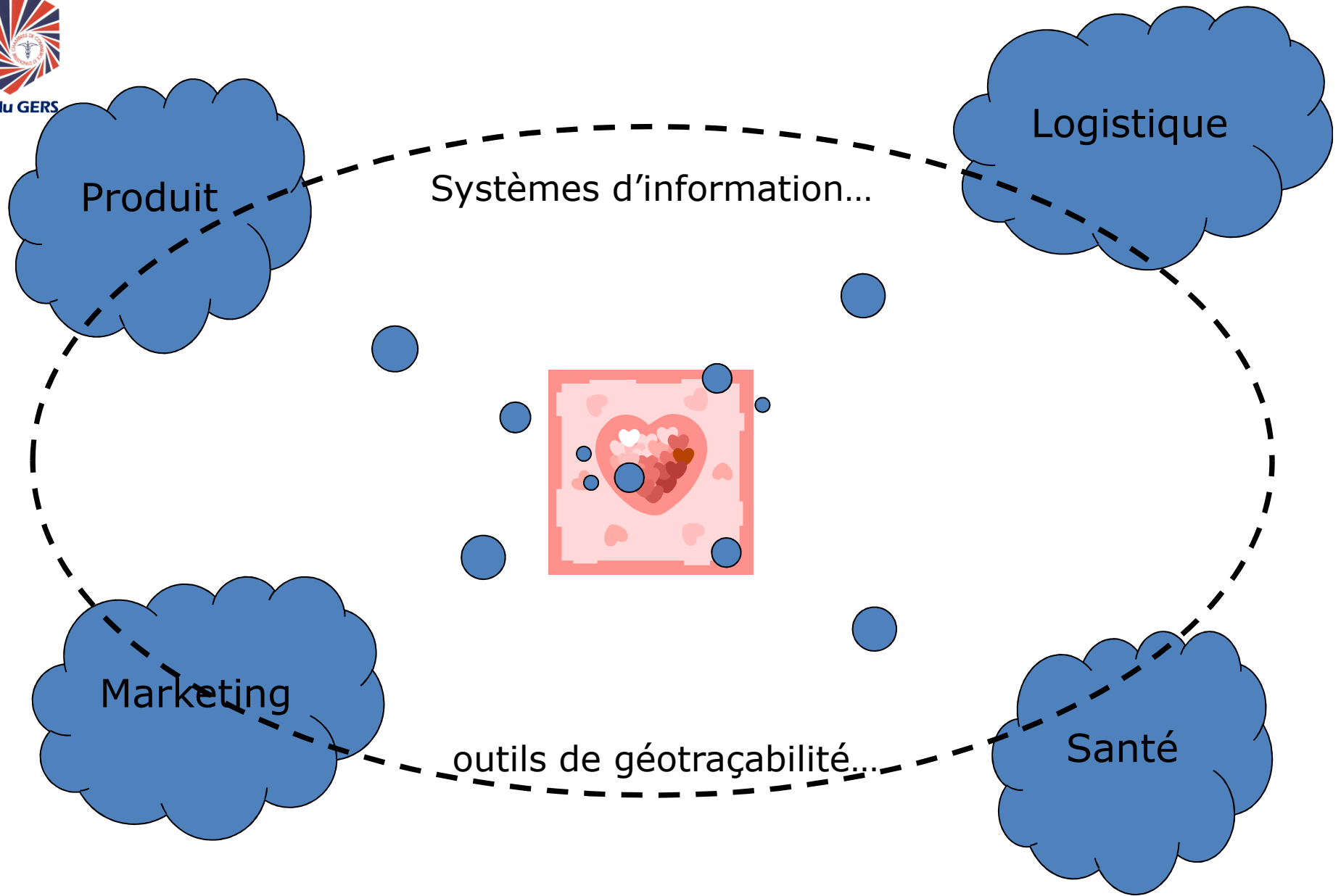
A geographical indicator of traceability is a combination of raw traceability and geographical data providing information on an aspect useful for agro-food traceability purposes and **describing the relationship between the production parcel and its environment (context)**.

- Impact of environment on agricultural parcels
- Impact of agricultural practices on surrounding parcels.
- Influence of parcel characteristics on the agricultural products
- Parcel history



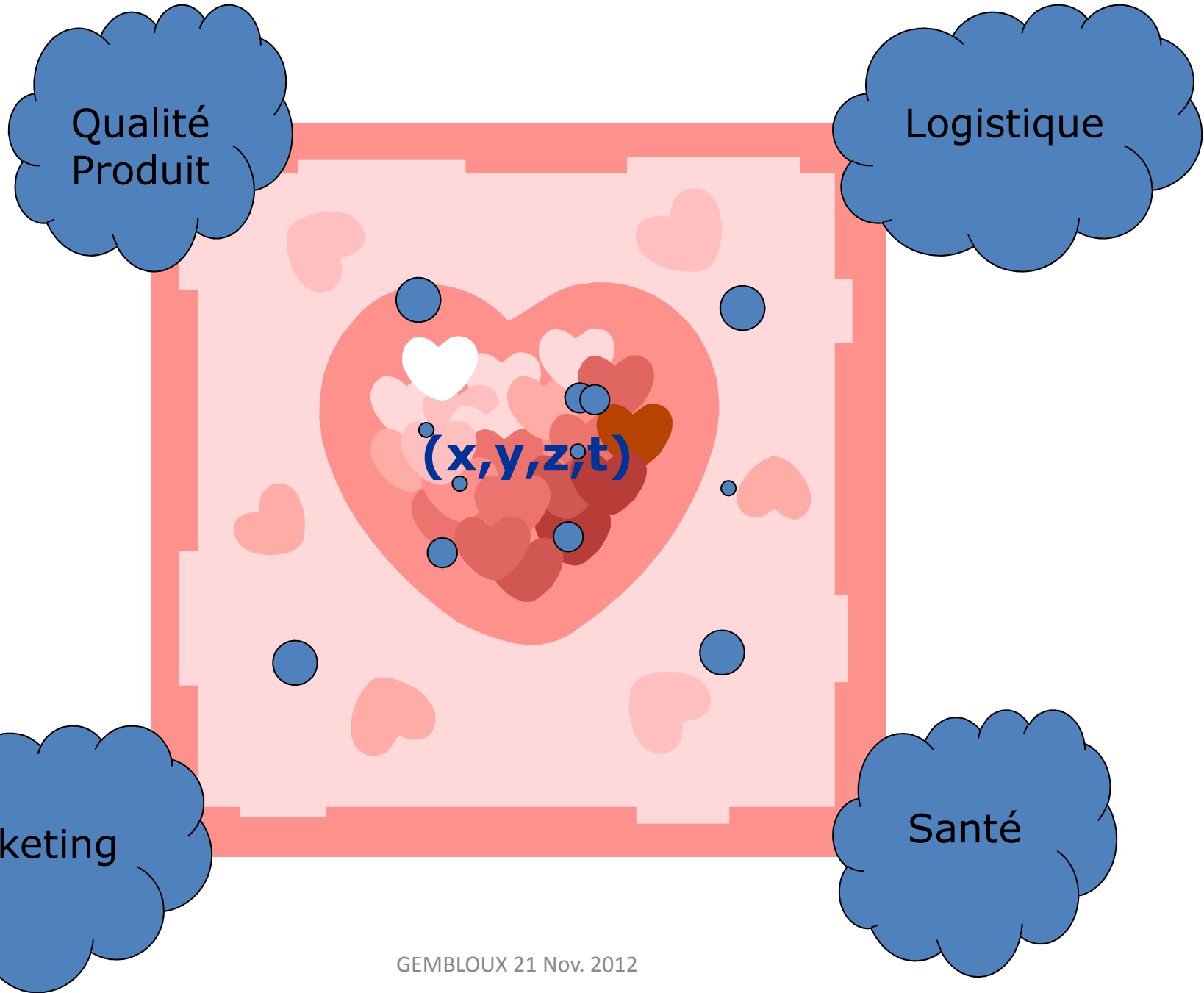


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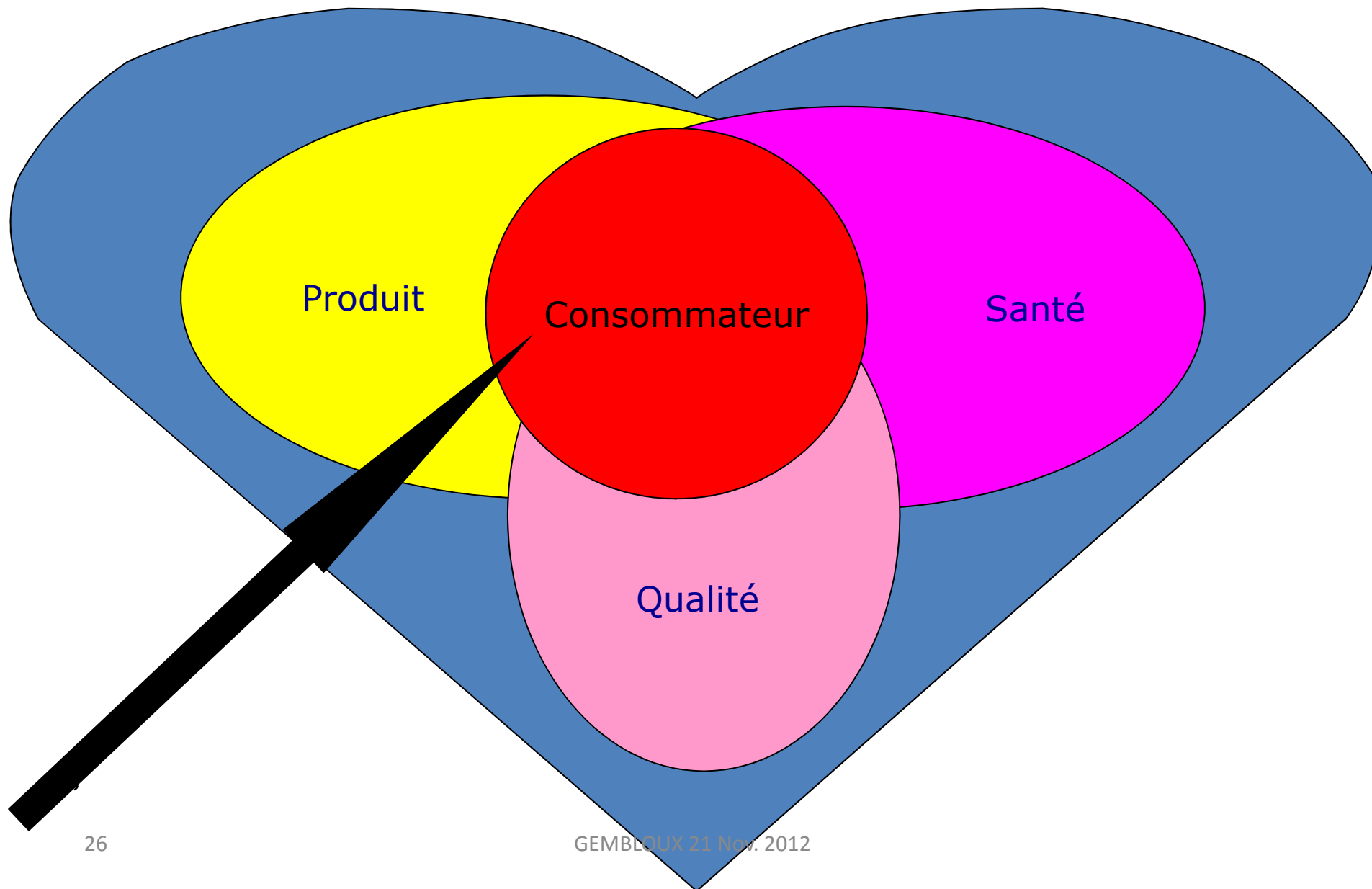




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Systeme et outils d'information de traçabilité





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Budget: 3.4 M€

Coordinator: CCI Gers (FR)

Project type: STREP (FP5)

Partners: 6

Countries: 3

Start date: April 2002

End date: December 2004

<http://www.geotraceagri.net>



GeoTraceAgri

Geographical Traceability in Agriculture

A prototype system to help tracing the geographic origin of food "from farm to fork"

Main results

- A methodology for the **sampling, acquisition** and **processing** of georeferenced farm level traceability data.
- Geographical **traceability indicators** providing useful information on the relationships between the production parcels and their environment.
- A **reference system** for geographical traceability build for various agricultural sectors (cereals, potatoes, hay production, vegetables and fruits).
- Definition of an **interoperable web based infrastructure** enabling the management of geographical traceability information.



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Budget: 0.75 M€

Coordinator: CCI Gers (FR)

Project type: SSA (FP6)

Partners: 7

Countries: 2

Start date: September 2004

End date: December 2005

<http://www.gtis-cap.net>

GTIS-CAP

GeoTraceability Integrated System for Common Agricultural Policy (CAP)

Innovative concept of integrating systems in CAP schemes

Main results

- A **geomatic frame of reference** for geographical traceability based on the Integrated Administrative and Control Systems (IACS) used for managing CAP subsidies.
- Use of **remote sensing** images as support to farm level traceability.
- Definition of a **Geo-Identifier** that provides meta-information allowing to spatially characterize a production unit (parcel) and to retrieve farm level traceability data.
- To implement and validate an integrated system in two test regions in order to produce **recommendations** for European and national administrative bodies.





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PETER



Budget: 0.95 M€

Coordinator: CCI Gers (FR)

Project type: SSA (FP6)

Partners: 9

Countries: 5

Start date: April 2006

End date: March 2008

<http://www.eu-peter.org>

Promoting European Traceability Excellence & Research

PETER is an **EU-sponsored** Specific Support Action (SSA) providing an international forum for focusing and disseminating the results of the EU's €100m investment in research from **9 key EU traceability projects**

Main results

PETER will establish a **platform** for focusing key traceability aspects to:

Increase inter-project dialogue and co-operation

Maximise impact of EU food traceability research

Minimise duplication of effort

Achieve co-ordinated dissemination at European and global level

Provide platforms for inter-governmental and inter-agency discussion

Facilitate technology transfer to the industrial sector





CCI du GERS



Budget: 2,2, M€

Coordinator: CCI Gers (FR)

Project type: Research AgriMip Innovation

Partners: 7

Countries: 1

Start date: September 08

End date: June 2011

<http://www.geowine.net>

Geowine

Geowine aims to develop a Geotraceability and authentication system for wine produces of the Midi-Pyrenees Region, but also for the rest of France as well as Europe.

The project will provide wine producers with a strong value-added tool, to be used in response to future wine directives from The European Commission's Department of Agriculture.

GeoWine has three objectives:

1. To anticipate directives from the European Commission concerning wines (directives aiming to reform and to simplify bottle labelling)
2. To better prevent forgery, which today represents 8-10% of international commerce and 20-30% of wine in certain countries
3. To develop a partnership between research enterprises who together will develop a new innovative geotraceability product in authentication.





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Geo Fair Trade



Budget: 2, M€

Coordinator: CCI Gers (FR)

Project type: Research FP7 STREP

Partners: 12

Countries: 1

Start date: April 09

End date: March 12

<http://www.geofairtrade.eu>

How to foster collaboration between Fair Trade key actors and RTD performers

The Geo Fair Trade project aims to develop four Geo Sustainable Development Indicators (SDI)

Main Objectives

1. To select sustainable development indicators with a spatial component and related to the three dimensions of Fair Trade (social, economic and environmental).
2. To adapt the Geo-Traceability Integrated System, set-up in the previous research projects, enabling finding and browsing of all relevant information corresponding to the needs of Fair Trade actors.
3. To validate this approach with five case studies chosen by the CSOs.
4. To develop training and educative tools to disseminate this approach.



Merci pour votre attention

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