



## INVITATION to DEMO CORNER

### Demonstration of approaches developed by the FoodIntegrity for food authentication

10 & 11 May, 2017 • 13:30-14:30

## WHAT CAN YOU LEARN?



**FoodIntegrity Knowledge base: An information resource on food authenticity, description of the database and demonstration of its functionality**

To bring together available information on suitable analytical tools and associated reference data for the detection of food fraud in a Knowledge Base, to facilitate access to this information for industry, regulatory authorities and research organisations

*Oral explanation on-site from 13:30 to 14:00*



**Industrial perspective of relevant food chains vulnerabilities vs Current analytical methods and technologies that can be applied**

*Infographics in your mobile devices* to bring together available data on industrially exploited analytical tools for detection of food fraud, and identify reliable indicators/markers



**Chinese consumer attitudes to food fraud, short description of the survey and its outcomes**

*Video* on examination of Chinese consumers' attitudes and perceptions towards the safety and integrity of imported European foods



**Investigation of available and potential future technologies for authentication of branded spirits and/or categories**

*"Hands on" demonstration of authentication of spirit drinks*

*Sensory analysis of whisky*



**Sensory analysis of olive oils: Do you recognise adulterated product?**

Specific *Virgin olive oil tasting session: The nose - the most advanced analytical instrument* will be organised on **10<sup>th</sup> May, 13:45-14:15**. In this session, the differences in the aroma of samples of virgin olive oils and their relation to quality and authenticity will be presented. It will be your opportunity to learn more about one of the most appreciated food products in the Mediterranean diet and put some authenticity and integrity issues in practice.



**Do you really think you know the fish you eat?**

Humans have eaten fish for millennia, but post-industrial urbanisation has weakened the cultural links between wild living resources and consumers.

We argue that educating societies about the diversity of species that still underpin a significant portion of our foods is a key step to instil awareness in consumers and achieving seafood sustainability.

*Here you can test your own ability to recognise fish species that are mainstays of European markets.*



**Do you wish to participate in the FoodIntegrity events?**

**Do you wish to be trained in food authentication strategies?**

Join us at the Demo Corner and learn more on opportunities we offer!

## HOW TO GET INVOLVED ?

Do you wish to receive information about news, progress and events related to the FoodIntegrity project?

You may **register on-site** for the project **COMMUNICATION** or on [www.foodintegrity.eu/](http://www.foodintegrity.eu/) page **Contact us**

**FoodIntegrity** is a European five-year project, which will draw from a well of experience consisting of 38 partners in the EU, China and Iceland to tackle issues surround the authenticity of food. The project will provide a focal point for the sharing and exploitation of European research aimed at protecting the integrity of food production in Europe.

The aim of the FoodIntegrity demonstration is to provide you with a brief update on some of the progress on this multi-faceted project and let you know how you can get involved. We hope you find it useful.

**You can join us and discuss with FoodIntegrity experts the latest developments and strategies in the field of food integrity: safety, quality, authenticity and traceability.**