

TECH.FOOD

Solutions and interventions for the technological transfer and the innovation of the agro-food sector in South East regions

Activity 7.2 - TRANSNATIONAL FOCUS GROUP

TFG - Meeting: Traceability

15. June 2011, 13:30-16:30 pm

Vienna, Austria

Federal Institute of Agricultural Economics, CATT Innovation Management GmbH

Venue: Lebensministerium, 1010 Vienna, Stubenring 1, 1st Floor, Saal II

Contact persons:

Mr. Klaus Wagner

e-mail: klaus.wagner@awi.bmlfuw.gv.at

tel: +43 1 877 3651 7428

Mr. Martin Perndl

e-mail: perndl@catt.at

tel: +43 732 9015 5442

The traceability and labelling of food is an increasingly evolving trend in food production. Recurrent food scandals have reinforced consumer desire for safe and traceable products backed by legislation. From the producer point of view, traceability and labelling not only demonstrates additional effort on behalf of the consumer, but also minimises the risks in case of food-related health incidents and opens new marketing opportunities. Although implementation requires specific technologies, the topic will gain more and more importance – as the Austrian Governmental Program 2008 - 2013 mentions. Ultimately, controlled and reliable information regarding product origin and processing will strengthen consumer confidence.

Draft Agenda

- 12:00 – 13:30 Lunch
- 13:30 – 13:45 Introduction
K. Wagner, AWI,
M. Perndl, CATT
- 13:45 – 14:30 Opening Lectures
A. Herrmann, Agrarmarkt Austria
R. Nepf, AGES
- 14:30 – 16:30 Face-to-Face Meetings* Traceability

Registration:

If you are interested in taking part, please register under

<http://www.b2match.eu/techfood>. The registration will start at 15. April 2011.

Please visit our website regularly.

Note:

An additional TFG-Meeting concerning the topic “Regional Food, Local Food” will take place in the same room at 9 am.

*Appointments among two dialogue partners, change after 30 min. It's a kind of speed-dating for companies.

Project Partners:

