



## Report of the workshop

### ***“Electronic platform advantages for the agro-food business stakeholders”***

Rome, 17 March 2006

#### **ATTENDANCE:**

##### FROM E-MENSA CONSORTIUM:

- Paola Zaganelli, Fabio Ciannavei – AGER
- Roberto Tononi – ENEA
- MariaCristina Di Domizio, Alessia Verdesi, Daniele Rossi – FEDERALIMENTARE
- Angelo Maraglino - IAMB
- Laura Contini – TECNOALIMENTI

##### OTHER PARTICIPANTS TO THE WORKSHOP:

- Vittorio Silano – European Food safety authority
- Francesca Resio – Spread European Safety GEIE
- Françoise Gorga – Association Nationale des Industries Alimentaires
- Federico Morais - Federación Española de Industrias de la Alimentación y Bebidas
- Istvan Pauer – Élelmiszerfeldolgozók Országos Szövetsége
- Miroslav Koberna – Potravinárská Komora České Republiky
- Ole Linnet Juul – Foedevareindustrien
- Katelijne Strubbe – Fédération de l'Industrie Alimentaire
- Isabel Sarmiento – Federação Indústrias Portuguesas Agro-alimentares
- Robert Kastner - Fachverband Lebensmittelindustrie
- Georges Corrieu, Joseph Culioli, Marie Christine Montel – Institut National de la Recherche Agronomique
- Marina Leopardi, Domenico De Martinis, Federica Colucci - Ente per le Nuove Tecnologie, l'Energia e l'Ambiente
- Margrethe Hersleth – Matforsk
- George Nychas – Agricultural University of Athens
- Carlo Leifert – University of Newcastle
- Xavier Gellynck – Gent University
- Christophe Cotillon, Florence Postollec – Association des Centres Techniques Alimentaires
- Giuseppe Maiani, Laura Rossi - Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione
- John Samelis - Dairy Research Institute of Ioannina
- Luigi Montanari – University of Perugia
- Tim Hogg – Escola Superior de Biotecnologia
- Michele Contel, Valentino Piana Progetto Europa Regions s.r.l.
- Andras Sebok – Campden & Chorleywood Food Industry Development Institute
- Ales Gregorc – Agricultural Institute of Slovenia
- Matevz Pompe, Irena Rogelj, Romana Marinsek-Logar – University of Ljubljana





- Haris Giotis – Technical Educational Institute of Ionian Islands
- Daniela Erba, Alessandro Banterle, Stefanella Stranieri, Laura Carraresi – University of Milan
- Chris Loukoutos – ETAT S.A.
- Paolo Aureli, Anna Maria Ferrini - Istituto Superiore di Sanità
- Beate Kettlitz – Confédération des Industries Agro Alimentaires de l'UE
- Niccolò Montecchi, Giovanni Scola, Stefano Mussi – Agriconsulting
- Antonio Damiano – Studio legale Mosco

#### **PRESENTATIONS:**

The aim of this workshop was to disseminate the first project results to show the potentiality of the e-platform management systems to the business community.

After a brief introduction of project made by the coordinator, Mr. Roberto Tononi of Enea explained the model of e-platform addressed to the management of supply chain constituted by SMEs, the SMEC model. Public interest was related above all on the co-operative processes of the e-platform. In particular, once the cooperative processes are set up, they will be automatically monitored by the system along the time. The interest was about the success of the processes. Mr. Tononi explained that obviously, the human mistake made at the origin can't be cancelled but the system, by constantly monitoring the processes, highlights mistakes before the situation became critical.

The analysis of risks was also subject of investigation to understand what kind of investigations was possible. The question arose from a misunderstanding because risk was intended as environmental risk while the analysis of risk of SMEC system are related to the business risks. Mr. Tononi explained that there is a pre-imposed structure, the value and the parameters to simulate the functionality of the processes can be chosen by the operators.

A question on a particular issue was also done to Mr. Tononi highlighting a problem which hadn't been ever taken in consideration, the concealed labour. In particular, the question was related to understand if this system could have revealed the presence of concealed labour. This aspect was unexpected but by thinking it over the answer was positive because as the system automatically saves every passages of information and materials, a lack of information in a particular step could reveal something of uncorrected.

After the discussion, Mr. Ciannavei of Ager showed the results of the studies related to the opportunities of an e-platform management system for a successful integration of farmers with the food industries. Public was very interested to a specific kind of information solutions useful both for consumer guaranteeing transparency and for industries increasing the acquisition of useful information about raw materials. The information solutions are software previsional models which are capable of foreseeing the capacity of production of different fields on the basis of pre-imposed variables like climax, temperatures and so on. The interest was posed above all on the existence of these models and on their applicability. In fact, a reflection was made on the limits that the European legislation poses for the protection both of consumers and companies.





Finally, Mrs. Verdesi of Federalimentare explained the limits that actual legislation puts on the implementation of e-platform in food sector and highlighted the critical points to be overlapped to successfully take advantage of benefits of this management systems widespread Europe.

The workshop was concluded at 20,15

**ENCLOSED DOCUMENTS:**

1. Workshop agenda
2. Facsimile of e-MENSA workshop poster
3. Tecnoalimenti presentation
4. Enea presentation
5. Ager presentation
6. Federalimentare presentation

