



**Presentation at the Horticulture days of the Dutch Embassy  
Almeria, Spain, September 29th 2011**

## **Title**

***Can digitalization increase the food safety of the fresh produce chain?  
Or is it an opportunity to win back customers trust in fresh produce?***

## **Summary**

The EHEC-crisis made clear that tracking & tracing is essential in fresh produce. Our food is basically safe but a 100% guarantee is not possible. If a crisis like EHEC happens, our systems have to be able to track and trace products and distinguish different product flows so that we can prove which food is safe. Our traditional paper way will not do. Digitalization of information in the fresh produce chain is necessary for chain partners, governments and consumers; everybody who wants information about the origin of their food. But how do we make that transformation in international fresh produce chains? Harrij Schmeitz gives an introduction to international information standards and how to use them well.

## **About the Author**

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**Vice-chair of International Federation for Produce Standards**

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Six years ago, Harrij became the managing director of Frug I Com, the platform for fresh produce chain information. This is a framework for cooperation that consists of growers, traders and retailers in the fresh chain (fresh fruits and vegetables).

He is also managing team member of Tuinbouw Digitaal, the Dutch Digital Greenport Community, where fresh produce, flowers, plants and flowerbulbs associations are working together on information management and information standards in ICT in horticultural chains. Besides that he is vice – chair of the International Federation for Produce Standards, which is working globally on standards for food safety, product identification and chain information management.

## About



Frug I Com is a unique framework of cooperation in the chain of fresh fruits and vegetables in the Netherlands. It aspires to increase the use of electronic information in the chain, based on a demand-driven approach.

The partners in the project are Frugi Venta (trade and processing), the Dutch Produce Association (growers associations), LTO Netherlands (growers), the Product Board for Horticulture (chain), the Central Bureau for the Grocery Trade (retailers), AGF Wholesalers Foundation (education) and GS1 Netherlands (standardisation).

For more information, visit [www.frugicom.nl](http://www.frugicom.nl).



Dutch horticulture has been active on the subject of digital information and information standards for several years. But the development of knowledge is fragmented. Different chains use different solutions and don't share information.

Tuinbouw Digitaal was founded to connect and promote knowledge on information management from different chains and because of that: to accelerate the development and use of digital information in horticultural chains.

For more information, visit [www.tuinbouwdigitaal.net](http://www.tuinbouwdigitaal.net) (het is een NL site, heeft dit zin?)



IFPS is the International Federation for Produce Standards (IFPS) consists of national produce associations from around the globe.

The long term objective of the federation is to improve the supply chain efficiency of the fresh produce industry through developing, implementing and managing harmonized international standards.

The working fields of IFPS are food safety, product identification and chain information management.

For more information, visit [www.ifpsglobal.com](http://www.ifpsglobal.com).