MED Food TTHubs seeks to support the implementation of full-path tracing practices through the whole distribution channel from seed to shelf in order to achieve safer and more sustainable Mediterranean food products.

Therefore, MED Food TTHubs establishes and operates seven pilot Trace & Trust Hubs forming a transnational network playing the role of a one-stop-shop for traceability and authenticity for “added value” Mediterranean food products.

Seven product cases with diverse characteristics and nutritional profiles represent the real test field for designing and implementing the business processes for providing added-value services concerning the traceability and authenticity control through one-stop-shop units.

Project name:
MED Food TTHubs - Trace & Trust Hubs for MED Food

Grand Agreement:
1931

Type of action:
PRIMA Call-2019 | Section 1 - RIA & IA

Start date:
01/04/2020

Duration:
36 months

PRIMA contribution:
1,519 M€

Project Coordinator:
Centre For Research & Technology Hellas

The MED Food TTHubs Consortium consists of 10 partners from 7 countries, covering a wide range of expertise:

CERTH CENTRE FOR RESEARCH & TECHNOLOGY HELLAS
Centre for Research and Technology Hellas, **Greece**

Green Projects
Green Project SA, **Greece**

Arab Academy for Science and Technology and Maritime Transport, **Egypt**

INOV inesc
Instituto de Engenharia de Sistemas e Computadores Inovação, **Portugal**

Jordan University of Science & Technology, **Jordan**

PlantLab UNIVERSITY OF PATRAS
University of Patras, **Greece**

ESIM
Higher School of Engineers of Medjez El Bab, **Tunisia**

TECNOALIMENTI
TECNOALIMENTI S.C.p.A., **Italy**

ENGINEERING
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#MED_Food_TTHubs

MED FOOD TT HUBS

Trace & Trust Hubs for Mediterranean Food

A new PRIMA Programme for providing safer and more sustainable Mediterranean food products for people all around the world

PRIMA
This project is part of the PRIMA programme supported by the European Union’s Horizon 2020 Research and Innovation programme under Grant Agreement No 1931.

Aiming to implement full transparency concerning the traceability and authenticity in the food supply sector, MED Food TTHubs taps into cutting edge technologies and "Internet of Things" (IoT) solutions and builds on standardised approaches to food production processes and location identification, transparent monitoring procedures and innovative business partnerships.

Are you a company supplier?

MED Food TTHubs can help accelerate supplier onboarding and lifecycle management, trust your supplier creates a trusted, digital identity for suppliers that can be used to begin relationships with multiple buyers. This helps you avoid redundant submission of the same information, reducing the time to first transaction.

Are you an exporter, an importer, a freight forwarder, or a customs authority?

MED Food TTHubs can open and neutral supply chain platform underpinned by blockchain technology.

Are you a distributor and a retailer?

MED Food TTHubs supports collaboration which is delivering real business results and boosting confidence in the world's food supply, and creating a smarter and safer food system.

Are you a farmer?

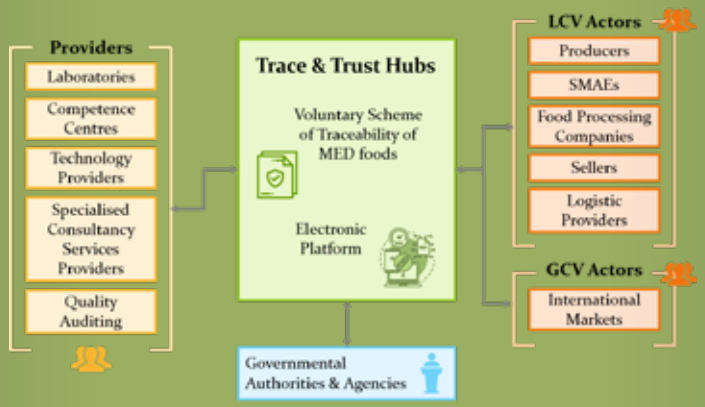
MED Food TTHubs can support the integrity behind the product or the commodity and can provide sound guarantees at retail from farm to fork.

Are you a consumer?

MED Food TTHubs can support you to be big winners with blockchain adoption throughout the agriculture sector, providing certification that food adheres to the high standards expected by consumers.

MED Food TTHubs Approach

MED Food TTHubs promotes documented traceability of the whole "seed-to-shelf" food supply chain, through proofs of authenticity for final products and ingredients, including also detailed information on their nutritional profile.



To this end, our underlying concept is simple: Establish seven Trace & Trust Hubs (T-T Hubs) bringing together various actors from service providers to end-users and consumers, aiming at providing transparency and trust throughout the whole supply chain.

The T-T Hubs will support the designing and proper implementation of comprehensive quality systems concerning the entire product lifecycle, with an extra focus on circular economy practices for optimal usage of resources.

The main features that characterise our approach are:

Electronic platform

Voluntary Scheme of Traceability of MED foods

E-Platform

MED Food TTHubs e-platform along with its various modules and apps will fully support the operation of the 7 Trace & Trust Hubs. The web-based platform will employ blockchain technology, which will ensure increased transparency and provision of trusted information. On this platform, users will be able to share information across the whole food supply chain. As such, nutritional profiles of Mediterranean food products will be developed and further enhance the documentation of products' traceability and authenticity. Through the Consumer App module, consumers from around the world will be able to access detailed and accurate product information from ground to mouth, by using TraceID or QR code.

The e-platform will also act as a common interface for the involved in the Mediterranean food-industry stakeholders. Implementation, monitoring and provision of Authentication and Quality Assurance Protocols and certifications concerning the entire product lifecycle will also be supported improving market and consumers' confidence

Voluntary Scheme of Traceability

The Voluntary Scheme of Traceability (VST) of MED foods will act as a common protocol including detailed guidelines, audit procedures and key performance indicators in relation to practices and processes towards traceable, authenticated and of high nutritional quality products. VST will be developed and implemented, aiming at preserving added value information related to origin, species, isotope of the product, but also manipulations during the passage in the supply chain from one actor to another, by the use of a "certification" process based on blockchain technology.