



Smart Food Chain consortium

AIPIA is preparing a funded initiative: **MINIMIZE WASTE IN FOOD SUPPLY**

Developing and implementing effective smart packaging technologies to restructure conventional food supply chains.

AIPIA is currently preparing a R&D project on technologies for smart packaging for food products' supply chains. To minimize food & packaging waste in the supply chain we aim to develop a project comprising parties from all over Europe. We intend to submit this project for a European grant program for the development of the smart food supply chain.

In the past decade, several R&D-projects on smart packaging have been carried out by individual industries as well as consortia. We currently see, however, that many technologies are not applied, despite their potential to make a great impact on food waste reduction and increase the circularity of products and packages. In our view this is caused by several issues such as costs and the imbalance in distribution of costs and revenues across the various parties in the supply chain. This combined with the strong compartmentalization and existence of various silos in the supply chain.

Vision and approach

AIPIA has the vision that only a complete and radical new approach will be effective in reinventing and revitalizing the food supply chain. Therefore, we aim to re-design this supply chain by building a seamless integrated digital and physical one. This new system will enable us to study and quantify the impact of smart packaging devices along the supply chain for various food items in relation to the organization of their particular supply chains.

By this approach, AIPIA seeks to set up a project, which not only leads to relevant new technologies and software, but which also solves problems which already exist in these food supply chains. It is expected that more and stricter governmental regulations on waste reduction, health care, and circularity of products and packages, are likely to force the industry to generate solutions for a more sustainable and predictable food supply chains. AIPIA would like to anticipate these developments and take positive action.

Your participation and contribution

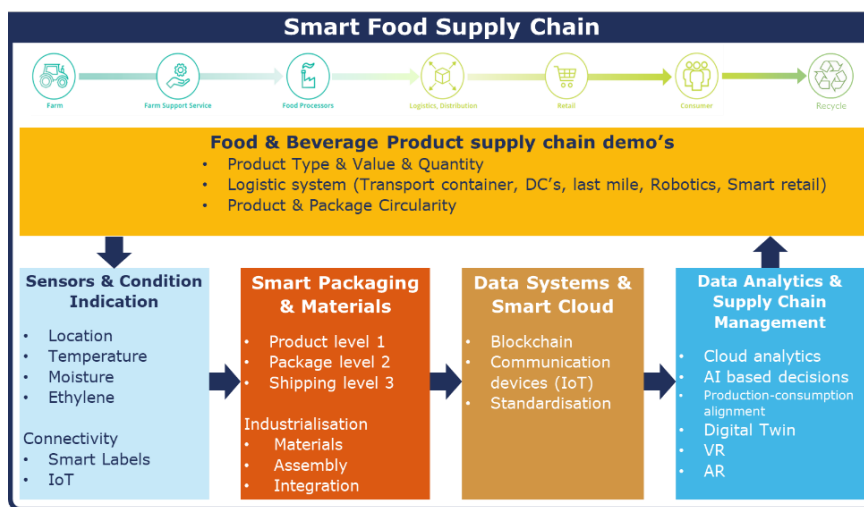
Your participation in the project will be highly welcomed, however, it comes with the need that you contribute, together with a stakeholder, an existing or anticipated project in your own current food supply chain activities. That partner will be eligible for the subsidy as well.

This partner/stakeholder is either a:

- Food Brand
- Logistics company
- Retailer

Furthermore you need to join through an European office or representative.

The structure of the project is shown in the diagram/schematic below. Please let us know what knowledge and experience you can add to the project and what activities you intend to carry out within the project. Thank you!



Invited organizations are:

- ZEBRA TECHNOLOGIES
- ABINBEV
- OPEN MONITOR
- BLOCKSTORE
- SENOPTICA
- DIGIMARC/EVRYTHNG
- SAP
- T-SYSTEMS
- EVIGENCE
- GS1
- HOLST CENTRE
- RECYCL3R
- WAGENINGEN UNIVERSITY
- UNILEVER
- KEEP IT
- APTAR
- NXP
- TETRA PAK
- HUHTAMAKI
- IOTA Foundation
- ACCENTURE
- ZAPPAR
- FLEETECH
- RFXL ATARIS