Abstract: The digital revolution marks radical changes in consumer behavior. Dependency on data and devices is indisputable. But what are the implications for other actors in the food system? This presentation delves into the challenges for manufacturers of food industry equipment to meet the demands of the connected consumer who is always online. It draws upon the EU Richfields project and the work of Herning’s Innovate Food Centre. The presentation concludes with questions about the implications for both manufacturers of equipment and their partners in the food industry.

Digital challenges & End2End data integration in food processing
Bent Egberg Mikkelsen
Herning, Innovate Food, 13 November 2018

The consumer is unpredictable

Data & devices
Some challenges for Marel
- Which data to be collected and how?
- What is the added value for manufacturer?
- What’s the biz model for data driveness?
- How can data driveness support SDG strategies?

Richfields – new insight in food, consumers & digitalisation
- EU Richfields project 2016 -18
- 17 partners across Europe
- Studying the “data & devices” revolution
- Consulting with consumers, biz and academia
- In order to establish a consumer food data platform
What is Consumer4.0

- Uses mixed channels for communication
- Uses different shopping channels: web, brick & mortar and mixed
- Has relations with many different manufacturers incl. Direct2Consumer
- Like to share data under certain conditions
- App habits are everchanging
- Through SoMe they are potentially influencers

Designing for integrity & transparency

Chemists Detect Olive Oil Fraud

End2End integration of Supply chain

- Ledger - a shared "book of all", append only and distributed
- Privacy Transactions are visible, authenticated and secure
- Smart contract - business terms stored in transaction database
- Consensus - all parties agree to verified transactions

Farm
- Use of pesticides
- Salaries
- Energy Mix
- Provenance

Fork
- Block Chain Tech
- "No one is in full control
  But everyone is in some control"

What is End2End data integration?

I fremtiden skal fiskebådene kun fange de fisk, som er bestilt
Data & devices revolution
Some take home messages
• Data driveness needs to be in-built
• Requires organisational change & learning
• Data privacy top concern (DPO, CDS)
• Don’t forget the devices
• Standards/interfaces are crucial
• Make or buy – inhouse or contracted?
• Open data philanthrophics – something for you?

What L&F recommends
• Make trust and transparency in Danish food the strongest competitive advantage of the cluster
• Collaborate more closely on data from field2fork
• Get more young people with digital skills to choose a career within the food cluster at several internships and more education professionals.

Are you a Smart@Foodie?
Consider joining the COST action Smart@Foodie
• Its short for Harvesting potentials of the digital transition in food, nutrition & health.
• Lasts for 4 year
• Supports networking, short term scientific missions, conferences, publications;
• Want to be a co-proposer?
• Please drop me a mail bemi@learning.aau.dk
• Register by creating an eCost account at www.cost.eu
• Call closes on November 29