

# Trace & Trust Hubs for MED food

## The Problem

Even though Mediterranean food products are generally recognized for their high nutritional and sensorial value, there is a lack of trust concerning the origin of raw materials (e.g. fruits, vegetables, livestock, fish) and the quality of the processes starting from cultivation and breeding until packaging and transport. This lack of trust poses obstacles to the sustainability and competitiveness of small and medium agro-enterprises (SMAEs) into local and global value chains (LVCs and GVCs).



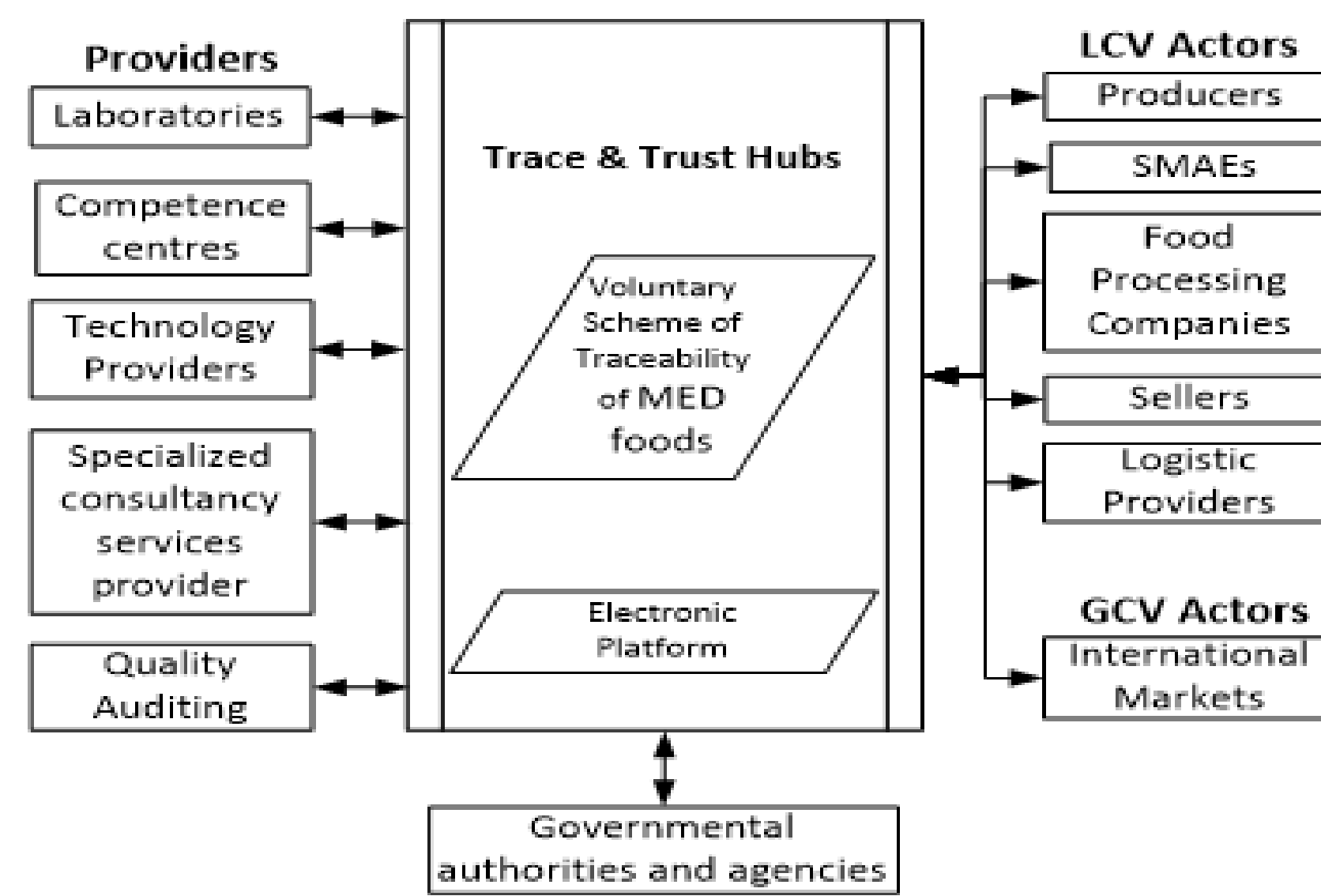
## Med Food TTHubs Overall Objective

Med Food TTHubs brings is geared to achieve safer and more sustainable Mediterranean food products for people around the world as well as full transparency concerning the traceability and authenticity of these products towards the creation of an end-to-end trust-chain in the food sector.

Therefore, Med Food TTHubs aims to i) establish and ii) operate of seven Trace & Trust Hubs, which will form a permanent transnational network playing the role of a one-stop-shop for traceability and authenticity for 'added value' Mediterranean food products.

## The Project

Med Food TTHubs project will support the implementation of full-path tracing practices through the whole distribution channel from seed to shelf. For that purpose, Med Food TTHubs develop and support the operation of a "Voluntary Scheme of Traceability of MED foods", which will be a common protocol for the network of these Hubs, acting as a point of reference for the products of the different involved areas.

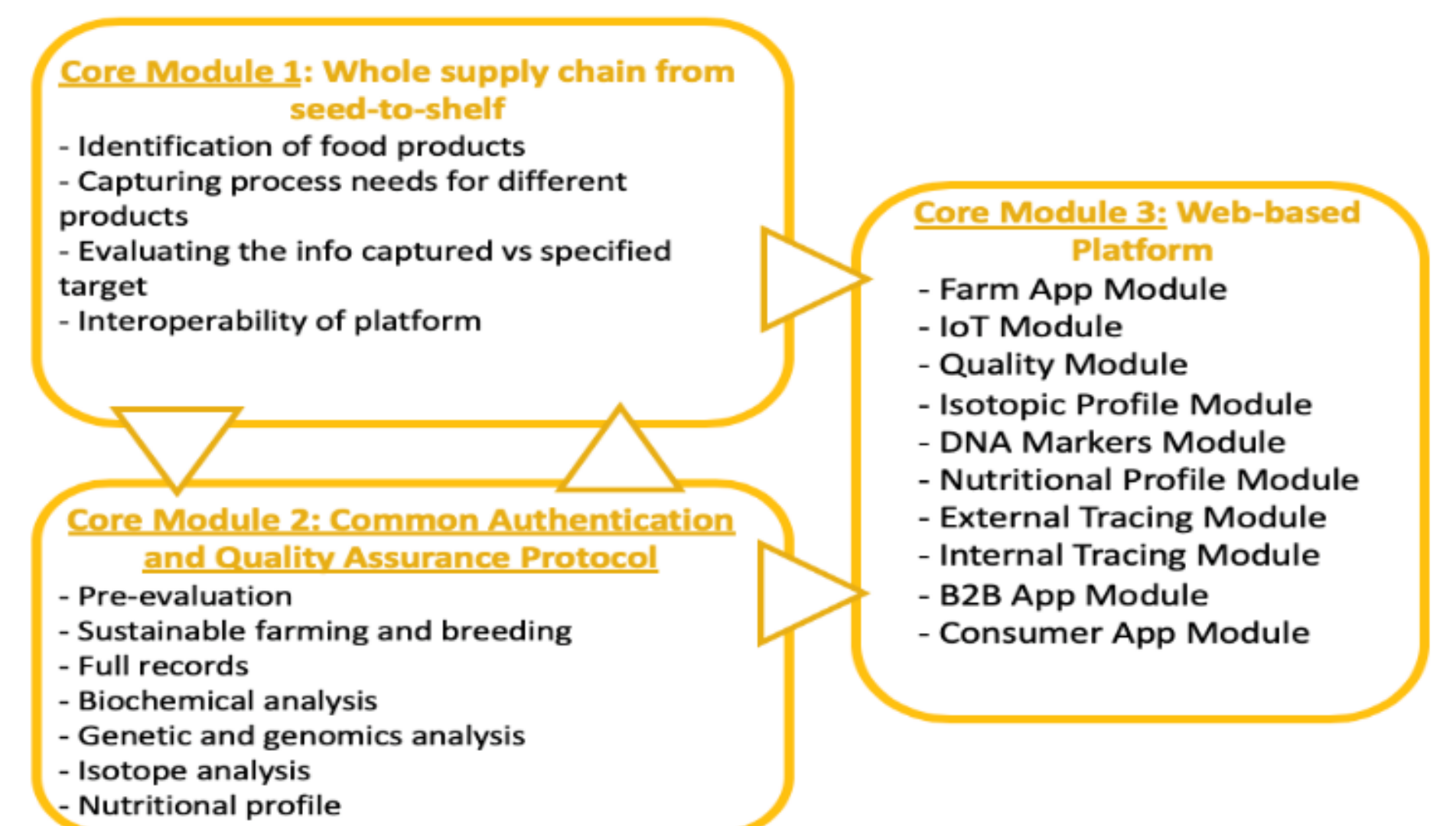


*The general structure of the TTHubs*

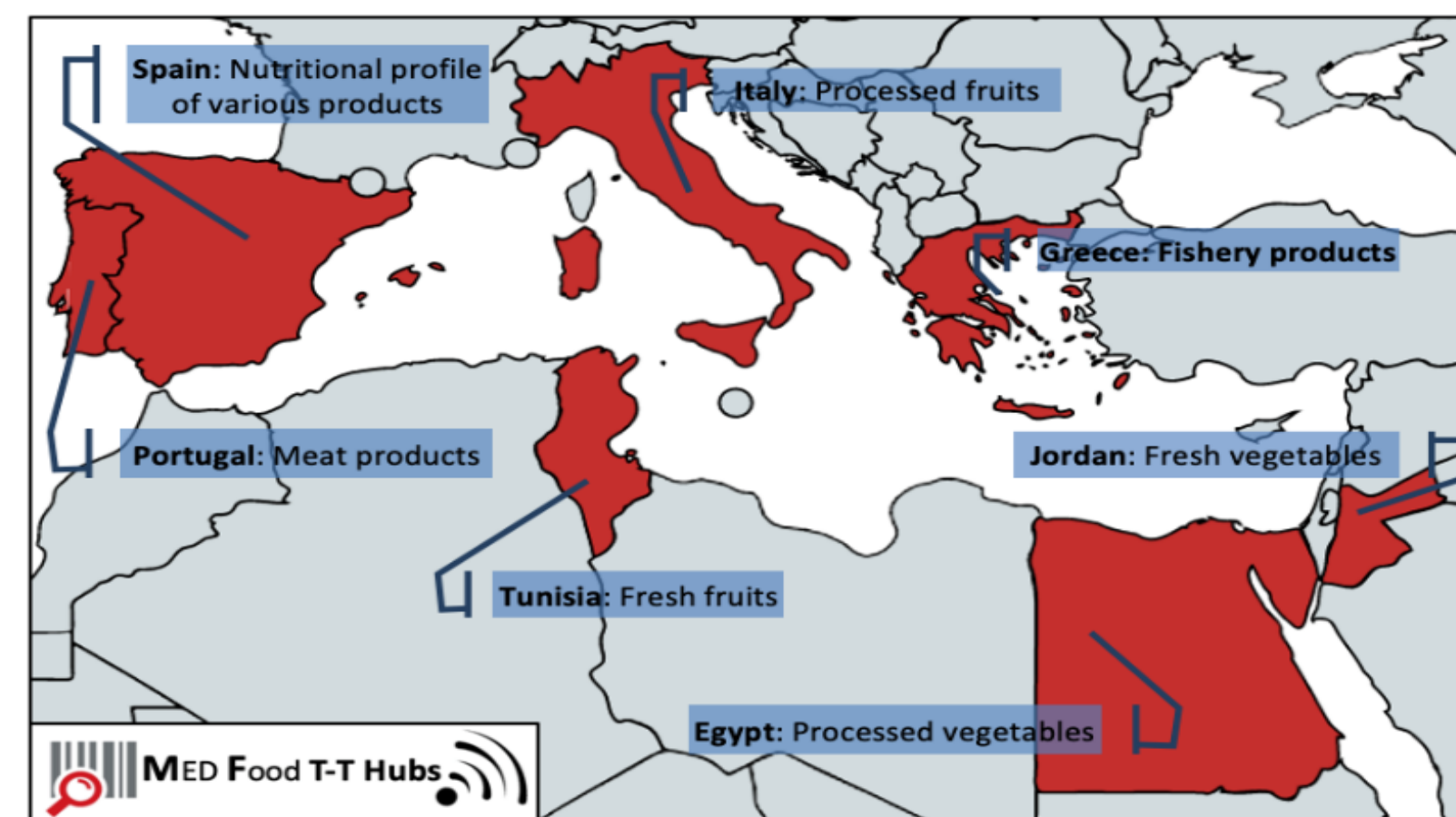
Through this T-T Hubs network, the Voluntary Scheme of Traceability (VST) of MED foods will be developed and implemented in 3 Core Modules, aiming at preserving added value information related to origin, species, isotope of the product, but also manipulations during the passage in the supply chain from one actor to another, by the use of a "certification" process based on blockchain technology.

## The Approach

Seven Trace & Trust Hubs will be established in the participating countries bringing together various actors belonging to services providers and services requesters/users. An e-platform will fully support the operation of these TT-Hubs that will form a transnational network, which will play the role of a one-stop-shop for traceability and authenticity for Mediterranean food in each country.



*The overall approach of Core Modules*



*Countries of the pilot operation of 7 Trace & Trust Hubs*

## Expected Impacts

- Support the food industry in addressing both the demand for food security and food origin;
- Promote the usage of quality and authentication certificates for raw materials;
- Provide full transparency concerning the traceability and authenticity of food products towards the creation of an end-to-end trust-chain in the food sector;
- Provide access to safer and more sustainable Mediterranean food products for people around the world

## The Project Partners



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