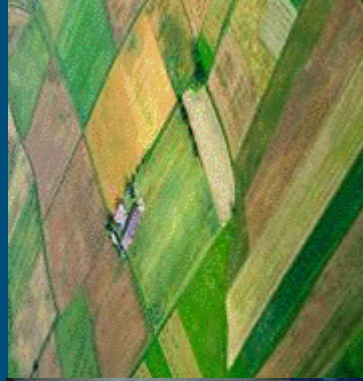


Future Internet for Safe and Healthy Food from Farm to Fork

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Agri-Food-specific characteristics and needs

- Natural conditions (e.g. soil, weather, pests)
- Seasonal growing
- Natural products: growth, decay, high quality variations
- High demands from consumers and society (legislation, certification, food safety)
- High volume distribution
- Governance: large processors, many SME's in global chains

Generic	Specific
augmented reality, geo-information, wireless sensors and networks, mobile (real time) data handling, context-sensitive eContent, web mashups	precision farming, product storing and conservation
eBusiness, eGovernment eHealth	on-line business intelligence, integrate scientific knowledge ('active publishing')
social/semantic web, (ERP) cloud software (BPM, SOA, Saas)	crop production message, flower web shops, veterinary issues (I&R), animal knowledge networking (at distance), chain info-integration, dynamic planning, tracking & tracing, transparency

Agri-Food use case in FI-PPP

- Agri-Food is an interesting area for a large use case, and has also interesting links with e.g. energy, health, eContent, transport & logistics
 - support from FI-core platform expected at several functionalities
- Existing EU networks and associations)
 - FoodforLife, Maatland.nl
 - Collaboration@Wageningen UR
 - Wageningen UR participants
 - Large (ICT) companies like Deere
- Experimentation and innovation driven, open innovation

