

A horizontal line of out-of-focus, glowing circles in shades of yellow, orange, and pink against a dark blue background, resembling a bokeh light effect.

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KICKSTARTING SWAT

SMARTER FOOD FROM GREECE - Food information systems for better exports

The United Nations Economic Commission for Europe has developed the **smarter food vision** to facilitate global agricultural trade. The vision is based on putting information technology consistently at the service of agricultural exports: by collecting and providing relevant information along the supply chain smaller producers can participate in export chains, food becomes safer to produce and to eat. Most importantly of all, consumers get the chance to make informed choices about the food they eat.

Implementing the vision will help to turn disadvantages of Greek agricultural production into competitive advantages.

In the case of Greece, with its long history of **excellence in small-scale food** production, the vision is best realised through the creation of a **premium, IT-enabled brand**.

The cornerstones of such a brand are:

- Quality
- Origin
- Tradition



smarter food

inclusive

70% of food globally is produced by smallholders, most of which are excluded from the global food chain. Information technology is used to integrate smallholders in international supply chains.

safe

Food has to be safe to produce and safe to consume. Safe food uses information technology to improve controls over environmental and social impact of its production as well as its safety to be consumed.

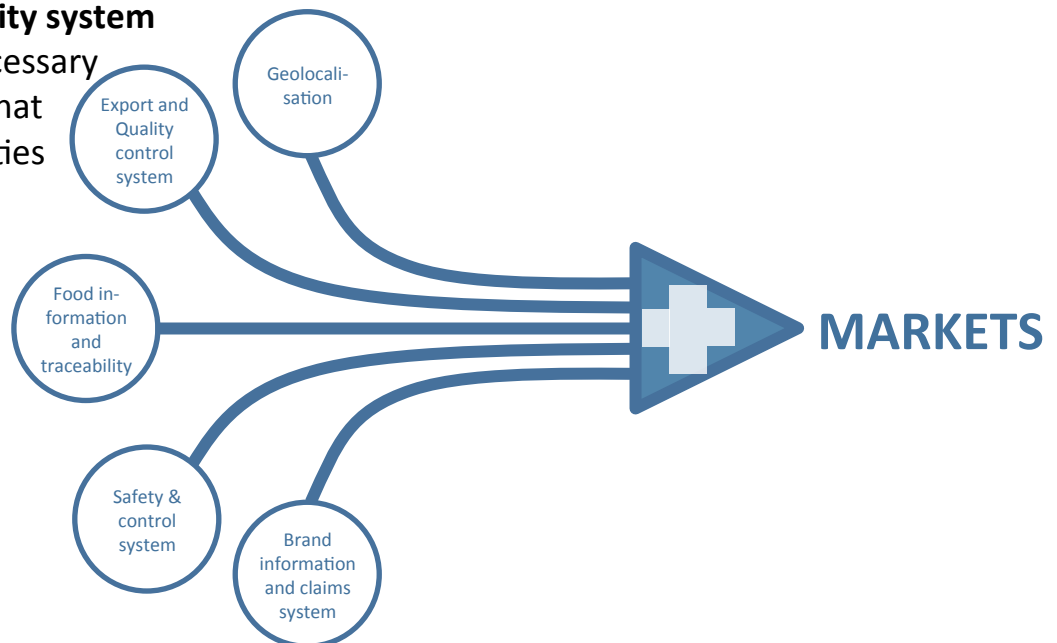
traceable

Consumers want to make informed choice of the food they buy for religious, environmental or health reasons or simply for preference. Traceable food is food of which information is recorded along its elaboration process. Consumers can access such information and eat in accordance to their needs.

To reach the **modern IT-savvy consumer** such a brand will be supported by the **Smarter Food Single Window**, a comprehensive food information management system as described in the Guide Agrifood Chain Information Management For Trade Facilitation, published by UN ESCAP/UN ECE.

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- The Smarter Food Single Window will consist of several components, some of which are already in place in Greece.
 - **Geolocalisation** will place the products sold under the brand on the map and connect them with local stories to create a link between the vastly different Greek regions and the consumer.
 - The **export and quality control system** ICISnet and MENO will guarantee the highest standards of this premium brand to avoid consumer deception.
 - The **safety and control system** will support the public sectors regulatory mandates and its obligations with the WTO.
 - The **brand information and claims system** will manage information fed into consumer websites, adapted in their presentation and message to specific target markets.
 - The **food information and traceability system** will provide consumers with the necessary information about the product, so that they are able to appreciate its qualities better and choose **This is Greece!** products over and over again.



This is Greece!®

Food how it should be.

Remember kickstart actions

- **Kickstart action 1: Implement electronic LPC system**
 - Use BPA+ for gap analysis to find needed paperless systems and low hanging fruit
 - Implement LPC systems as layer 1 systems
- **Kickstart action 2: Establish international cooperation on SWAT**
 - Use international experience in implementation of Single Window Systems to avoid errors
 - Use contacts and gained trust to implement G2G layer systems
- **Kickstart action 3: Implement risk-based inspection systems**
 - Put the effort where the need is: more efficient inspections
 - Establish Authorised Exporters and Authorised Economic Operators as means to incentivise good behaviour
 - Monitor exports for continuous improvements

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_4730

