The Power of New Technologies and Standards in the Food Chain

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FOOD & BIOBASED RESEARCH
WAGENINGEN **UR**

knowledge inside

WUR – Intelligent Systems

Upload grocery list

Choose recipes

Choose a shop

Cook your recipes

Select your products

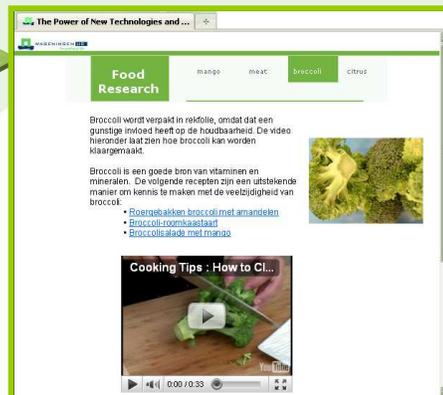Store your products at home

Buy your products
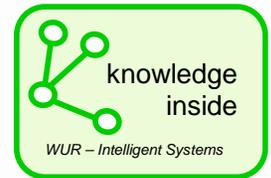
New technologies in the supermarket

- Information technology can be used for retailers and for consumers simultaneously

- Food products can be labelled with smart bar codes containing information about
  ◊ Shelf life, allergens, halal,...
  ◊ Origin, sustainability, ...
  ◊ Recipes, preparation help, combination advice, ...

- Consumers have access to information via
  ◊ Smart phones with sensors and specific applications
  ◊ Internet sites with recipes and background info

Lemon

Best before: 18-7-2010
Origin: Crete, Greece
Halal: yes

Access to product info in the supermarket….

Food Research

mango   meat   broccoli   citrus

Broccoli wordt verpakt in rekfolie, omdat dat een gunstige invloed heeft op de houdbaarheid. De video hieronder laat zien hoe broccoli kan worden klaargemaakt.

Broccoli is een goede bron van vitaminen en mineralen. De volgende recepten zijn een uitstekende manier om kennis te maken met de veelzijdigheid van broccoli:
- Roergebakken broccoli met amandelen
- Broccoli-roomkaastaart
- Broccolisalade met mango

Cooking Tips : How to Cl...

…. or more detailed info at home.