







The potential role of open data in supply chain integration

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Food is infrastructure

- An invisible system that supports our lives ("infrastructure is our life support system" @paulgrahamraven)
- "invisible" means it works
- "invisible" means it is not transparent













Transparency means data integrations

- Drivers for Data Integration
 - Need for transparency tracking and tracing
 - Desire for food awareness on the part of consumers, but not only
 - Regulatory pressure e.g.EU Regulation 1169/2011
 - New business opportunities



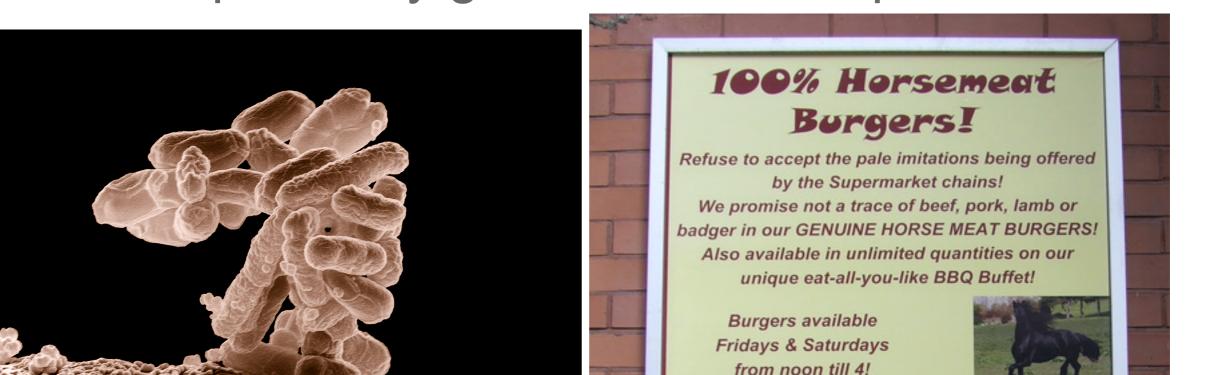






Food Crises and Scandals

- Major driver for greater data integration (whether open or closed).
- E. Coli in Germany in 2011 Spanish growers lost over €200M
- Horse meat scandal across Europe in 2013 impact very great on some supermarkets











Lack of Data Integration

- Both scandals suffered from lack of data and data integration
 - E. Coli who affected? what purchased? where? when? and who participated in the supply chain
 - Horse meat six months for Irish FSA to map the supply chain network
- Need for greater supply chain transparency = need for data integration









Data is Infrastructure

- "National Information Infrastructure" @jeniT
- Like all infrastructure somebody pays for it
- It moves like roads (in the 18th century) from a private invention to a public utility
- So agri-food data needs to become a "public utility"
- Where we draw a sensible line between public and private/commercial data is up for discussion and negotiation
- Cost of data capture is decreasing









Current Agrifood Open Data

• Mostly:

- Government/EC data statistics or lists of allowable additives/pesticides etc.
- Open research data AGRIS
- This is great but not enough









What we need!

- End-to-end supply chain data that is "as open as possible"
- Beginnings are occurring:
 - In UK Where's that From (app) using open FSA data
 - In France OpenFoodFacts food product ingredients crowdsources from labels









How to do this...

 What are the nonobvious approaches?