

The potential role of open data in supply chain integration

Christopher Brewster
Aston University

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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 non-obvious approaches?