



## Technologies such as AI and blockchain, partners to ensure food safety and sustainability

**Food 4 Future - Expo Foodtech, which will be held from 16 to 18 April in Bilbao, Spain, will analyse the latest innovations in the field of food safety with global experts**

**Technologies that detect products in poor condition or the minimisation of risks in the supply chain of fresh produce or beverages, among the topics to be addressed by the more than 450 experts participating in the Food 4 Future World Summit**

**Madrid, 9 April 2024** - Technology is fundamental in ensuring food safety, especially in a world where the demand for fresh food and quality beverages is growing. In this context, the incorporation of exponential technologies, led by artificial intelligence (AI), machine vision or blockchain, becomes a lifeline to ensure that food reaches consumers without compromising quality or durability. Thus, as a hot topic in the food sector, [Food 4 Future - Expo Foodtech 2024](#), which will take place **from 16 to 18 April at the BEC in Bilbao**, will feature experts who will study the best strategies with which to maintain the properties and conditions of food products.

The exponential growth of AI and its integration with other solutions has enabled the industry to address critical challenges in the supply chain. These technologies not only detect potential errors in the production chain efficiently, but also improve the shelf life of food and ensure its safe transport from the origin to the final consumer. The [Food 4 Future World Summit](#) will bring this reality to the table, a topic that is even more relevant in the case of perishable foods, which are subject to sensitive factors such as temperature or oxygen levels, something that generates even more risks.

Another of the topics for debate will focus on the objectives set by European initiatives, such as the **Green Deal or the Farm to Fork strategy**, which are aimed at a food system that is more respectful of the environment, and therefore more sustainable, but without harming food safety. Matthew Ramon, Team Leader Strategic Engagement of **EFSA**; Isabel Peña-Rey, Managing Director of **AESAN** and Francisco Javier Domínguez, Secretary General European Green Deal of the **European Commission**, will present different actions implemented to achieve it and the best strategies to achieve success in the binomial sustainability and safety.

New technologies that are helping to reduce waste in the food sector or those aimed at ensuring food safety and quality in a beverage factory, such as advances in sensor technology, quality control systems and real-time monitoring tools, will be among the other topics to be discussed together with Antón Rodríguez Otero, Quantum Computing Scientist at **Fujitsu International Quantum Center**; Maria Sanz Puig, R&D Manager Microbiology at **Christeyns**; Nadia Khaled, Department Manager Digital Food Safety at **Nestlé**, María Paredes, Research Technician at **Hijos de Rivera SAU** (Estrella Galicia), and Ainara Llona, Head of Innovation at **Eroski**.

Representatives from **Tellspec, Chefchain and MicroBion** will present the new technologies that are essential to guarantee sustainability and food safety, from precision agriculture techniques that optimise the use of resources, to blockchain to supervise supply chains. These innovations safeguard consumer health and mitigate environmental impact, which is essential for the growth and resilience of the industry. Nerea Bascaran, from **Angulas Aguinaga**, and María Luisa



Álvarez, director general of **Fedepesca**, will analyse how technological advances, such as blockchain and RFID (product identification system), contribute to real-time control and traceability, ensuring transparency in the fishing industry value chain, which is crucial to safeguard consumer health, address regulatory compliance and strengthen the overall integrity of the industry.

In addition, the role of chemistry and additives will also be discussed during Food 4 Future. In this regard, experts in the field will analyse the role played by additives in preserving food safety, especially in products such as sausages. In addition, intelligent detection solutions for optimising different aspects of the food chain, such as production processes, quality control and supply chain management will be presented together with representatives from **Fraunhofer-Institut für Graphische Datenverarbeitung IGD**, **Eurofins**, **Tecnia** and **CNTA**. The aim is to provide plant managers with the necessary knowledge to take advantage of these advanced technologies in order to improve operational visibility, decision-making and ensure the overall success of a smart and efficient food production chain.

Finally, ultra-processed foods and the debate around the need or not to legislate them and their influence on health will also have its place in the programme of the Food 4 Future World Summit with experts such as Natalie Bond, Category Technical Manager at **Waitrose**; Caroline Saunders, Senior Director Global Health and Wellness at **Pladis**; Paul Gately, Professor of Exercise and Obesity at **Leeds Beckett University** and Ben Davis, founder of **Vypr**.

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**About [Food 4 Future – Expo Foodtech](#):** F4F - Expo Foodtech (April 16-18, 2024, Bilbao, Spain) is the innovation event for professionals of the entire food industry value chain. For three days, F4F - Expo Foodtech will bring together, at the Bilbao Exhibition Centre (BEC), more than 8,000 food industry professionals and 250 exhibiting firms to present the latest solutions in foodtech, robotics and automation, processing and packaging machinery for the different segments of the food industry, as well as food safety and food science. In addition, it will host the Food 4 Future World Summit, the largest European congress in which to discover the latest trends, success stories and tools to transform the food and beverage industry from the hand of more than 450 international experts. F4F - Expo Foodtech is organized by NEBEXT and AZTI. This year, F4F - Expo Foodtech 2024 will be held simultaneously with Pick&Pack for Food Industry, the only event in Spain specializing in packaging and logistics solutions for the food industry.