The ClearFarm project and the EU food labelling legislation

[EU Regulation 1169/2011](#) on the provision of food information to consumers establishes a labelling system with a list of indications that each food label is obliged to include (name, list of ingredients and allergens, etc.).

In addition to these obligatory elements, Article 36 provides for the possibility to include additional information on the label on a voluntary basis: in this case, the information must not mislead the consumer, must not be ambiguous or confusing, and, where appropriate, must be based on "relevant scientific data".

Uneven labelling schemes

The reference to animal welfare only appears on the label through the voluntary channel (as this parameter is not included among the declarations indicated as mandatory).

This has led to the development of different animal welfare labelling schemes in the different Member States, each based on different criteria, mostly unknown to the consumer, which often carry the risk of having a misleading impact on the them.

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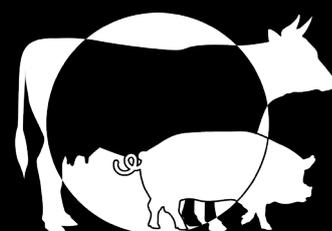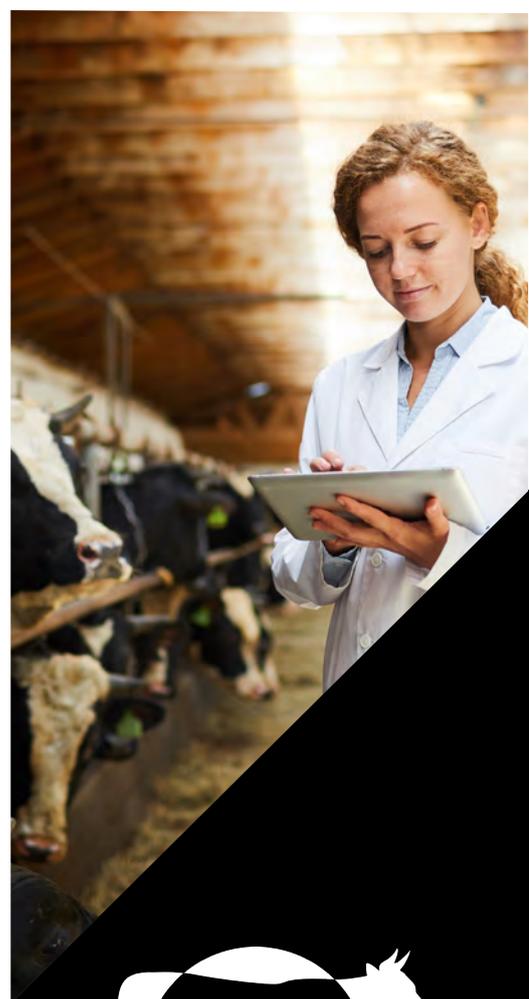✉ clearfarm@uab.cat

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The ClearFarm project is based on the development of a software platform capable of collecting data from various types of sensors, integrating them and extrapolating information on animal welfare to make it available to producers and consumers (by entering the data on the label) to help them in their decision-making.

Thus, the project creates a digital system powered by precision livestock technologies that allows not only to monitor the welfare of each animal but also to constantly verify in real time the supply chain's compliance with current regulations, reinforcing the final consumer's confidence. Therefore, everything is based on objective and scientific analysis methods, i.e., detectors (IoT [Internet of Things] sensors, optical readers, NFC [Near-Field Communication] devices, etc.) based on animal-based measurements (ABM) —such as behavioural, physiological, pathological, and production parameters— which are constantly updated with the latest scientific evidence.

The use of the latest precision livestock farming (PLF) technologies confers absolute reliability, transparency, and immediacy to the system, drastically reducing the possibility of consumer deception and confusion and the risk of providing potentially misleading information.

ClearFarm system is, therefore, not only fully in line with European provisions on voluntary food labelling, but also capable of adding value to European agri-food communication, providing consumers with essential information to guide them towards more informed consumption choices.

ClearFarm