

COVER PAGE



DELIVERABLE

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision	Date	Author	Organisation	Description
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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Executive Summary

The RFID-F2F project aims at showcasing the ability of radio frequency identification (RFID) technologies to make a return on investment for small and medium enterprises (SMEs) in the food sector.

The main goal is the use of one single system to perform the complete food traceability recording data at each stage of the food chain: from the farms where, e.g. fishes are farmed, through transport, processing, storage until the end-consumer.

Food producers, end-consumers and all handlers of the food chain would take advantage of such a system, as a high level of documentation, accomplishment with quality and hygiene standards as well as availability of transparent information for end-consumers can be achieved.

In order to provide greater awareness of the capabilities and potential of F2F, a project promotional video has been produced. The video provides a general description of the different ways in which F2F rises up the principles of transparency and visibility in the food supply chain processes. The video is intended for general viewers, opinion formers and decision makers and as a general awareness tool.

Use of the video is being encouraged especially for general audiences, e.g. during food and technology exhibitions, or as part of a conference programme.



1. Introduction

“RFID from Farm to Fork” is a pan-European project that covers the design of the complete information model and architecture applying state-of-the-art RFID technology. European SMEs in the food sector are involved in project pilots enabling also system’s usability testing at different stages of the food chain, i.e. in the companies and during food transport, as well as testing of acceptance and usage by end-users, in order to verify systems performance and accomplishment with users wants and needs.

The instant identification of a product, e.g. by a RFID-reader installed in a supermarket or an application on personal smart phones, will allow users and especially end-consumers to obtain a complete traceability report originating from a central database. Additional retrieval of food information from European food composition databases linked by EuroFIR will bring added-value for food producers along the chain, e.g. for recipe calculation, labelling and reformulation purposes, and will satisfy end-consumer information needs on healthy nutrition.

To promote the RFID F2F project a promotional video has been produced. This deliverable sets out the objectives for the video, describes envisaged usage and target audiences and outlines the messages it conveys. In addition, a brief description of the production process is provided.

A project promotion video has been produced for dissemination purposes. It involves a 4 minutes clip of the RFID-F2F project and is uploaded to the official project website as well as onto YouTube.



2. Objectives

The main objective of this video is to raise awareness of RFID F2F, and the messages the video conveys tell that the F2F is a system that:

- goes through the whole supply chain up to consumers in a comprehensible way
- supports food traceability practices (cold chain and environment monitoring, provenance, production control)
- exploits the information of SMEs in the food sector (gives visibility to each step of the production)
- gives reliability to companies and increases transparency towards the end consumer (clear nutrition values, graphics and maps about the single batch)
- suggests to privilege a traceable product over a non-traceable one
- lets people know the story of food through the latest technology

In addition to these specific messages the video has the aim of arousing viewers' curiosity towards the applications deployed within the companies involved in F2F, for which a set of more technical Pilot Videos is being edited.

3. Usage

The video has been embedded in the F2F project website (www.rfid-f2f.eu), uploaded on the YouTube channel of the project (www.youtube.com/user/RFIDfromfarmtofork) and shared with some web platforms (YouTube, Twitter, LinkedIn, Google+).

In addition to the presence of the video online it has been actively played by the project partners at international conferences and events. As far as possible, showing of the video to seated audiences – e.g. as part of a conference programme, or during a meeting – has been encouraged; beside this, the video is suitable for being played on a screen in a fair as a “sideshow”. Its easiness helps to maximise the impact, and ensure it is seen by the largest possible audience.

4. Target Audiences

The video is intended for non technical people and as a general awareness tool. The main audiences are expected to be:

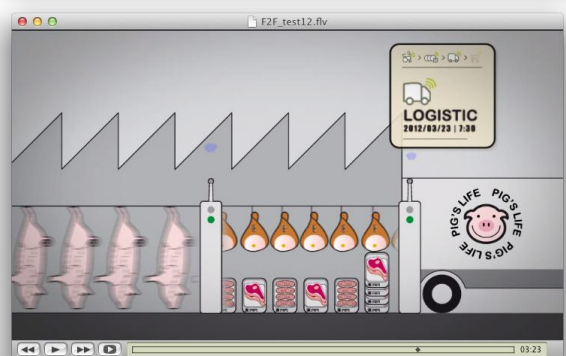
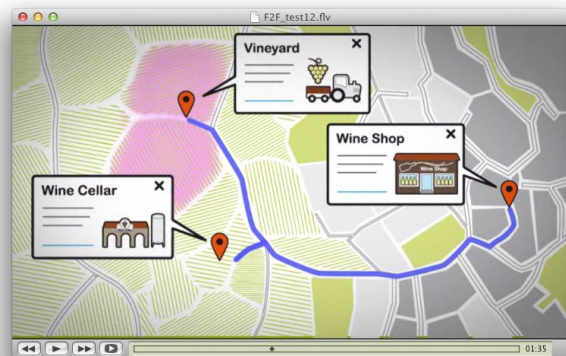
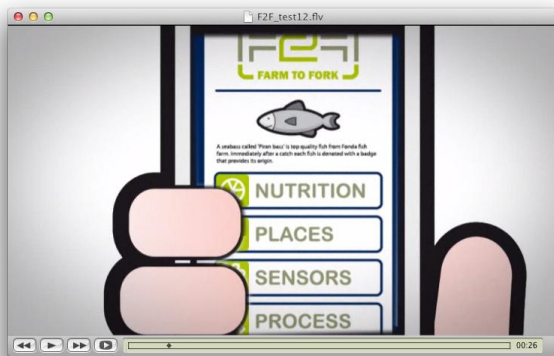
- End consumers, associations of consumers.
- Quality food producers, especially from the fish, dairy, meat and wine sector.
- Agrofood and system integrator companies engaging with the RFID technology or F2F project for the first time.
- Journalists and media, who are potentially important means of reaching target audiences like researchers and decision-makers.
- Other categories of stakeholders (public administrations, standards and regulatory organizations, etc.) who are interested in this project.

5. Additional Information

The story provides a description of four main aspects that are relevant in the information set tailored in the F2F platform for food consumers. Indeed, besides a description and a picture, for each product a consumer should know data about how, from where, and when a product has been handed over to the market.

The plot of this promotional video avails itself of a simple construction in which the four F2F categories are presented by two short stories set respectively in a restaurant and in a retail store, where a couple has to choose what to eat or to purchase:

- **Fish** is described through the RFID cold chain monitoring (*Sensors*)
- **Wine** production is shown starting from hills (Wireless Sensor Network on vineyards) up to the wine store, by way of the wine cellar (*Places*)
- **Cheese** is presented through nutrition facts, validated by the partner EuroFIR AISBL – Food Information Resource (*Nutrition*)
- **Meat** has been the prompt for describing some of the steps of the supply chain considered in the RFID F2F project (*Processes*)



6. Production Process

A team of a graphic designer, an editor and a psychologist has been involved in the production of the video. After conducting preliminary meetings to set up the main story, each part has been developed and released in order to get feedback from other partners.

The final video has been released on January 2012 with the following features:

- 4:20 min duration
- 16:9 aspect ratio (implying a resolution of 1920 pixels wide by 1080 high)
- released in two versions:
 - ProRes 422 codec (a standard-definition and high-definition lossy video compression format developed by Apple Inc. for use in post production) and
 - .mov H.264/MPEG-4 codec (a standard for video compression, currently one of the most commonly used formats for the recording, compression, and distribution of high definition video)

The video has been edited with modern techniques and graphics in order to present F2F in a professional and attractive manner. The animated cartoon style and the light music return to the viewers a pleasant presentation of the “Farm to Fork” project.



7. Conclusion

This particular activity results in a video which should be very well-received by the audience in terms of awareness of RFID F2F. A positive and significant impact had been noticed since the first sketch preview in some seminars (e.g. during the 1st National Meeting for Agro-food and Environmental Journalism on 12 November 2011, with an audience of 60 journalists, a short preview has been shown in the course of the presentation "Technology for agrofood traceability: the case of 'RFID from Farm to Fork'". Fiera Ecomondo 2011, Rimini, Italy).

