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Established in 1984

- the UK's only non-commercial trade association for the Automatic Identification and Data Capture Industry (AIDC)
- technologies include : Barcodes, 2D codes, RFID, Biometrics and Smartcards
- technologies used in virtually every business sector : retail, logistics, manufacturing, healthcare and FOOD SUPPLY CHAIN
- in fact, any area where items have to be tracked, traced, authenticated & where accurate data has to be gathered
- And our members range from one-person consultancies to multi-national corporations.

- TRACEABILITY in the food supply chain is assuming ever greater global importance.
- To exploit the world's major markets producers must be able to demonstrate high levels of traceability.
- AIM UK has been involved with numerous EU- funded projects.
- Two in particular concerned traceability in the food supply chain.
- FoodTrace and the Peter Project



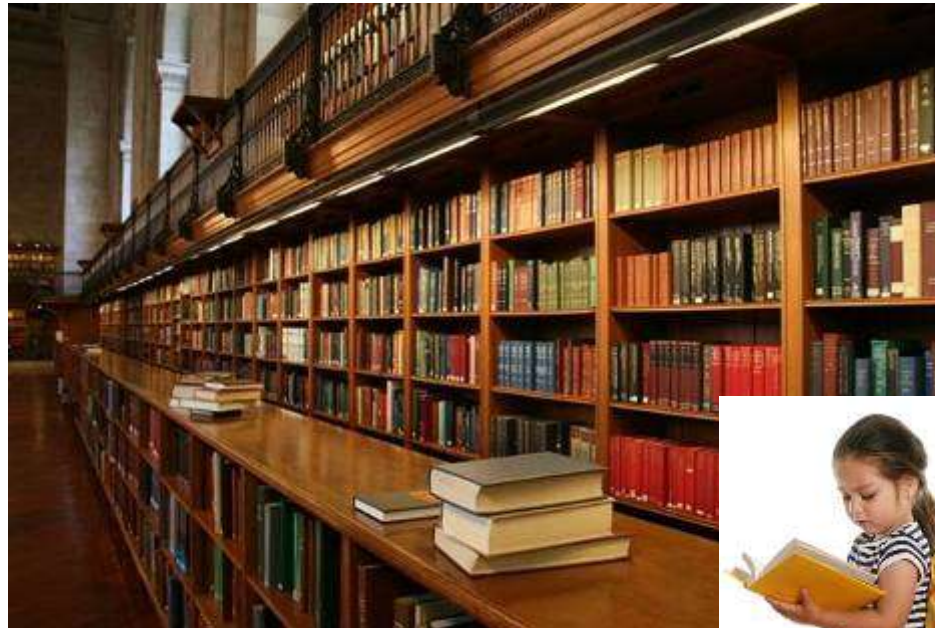
In Bright Animal AIM UK is responsible for dissemination

- conferences
- newsletters
- website
- PR
- and producing and publishing the PROJECT BOOK



## Books are wonderful things

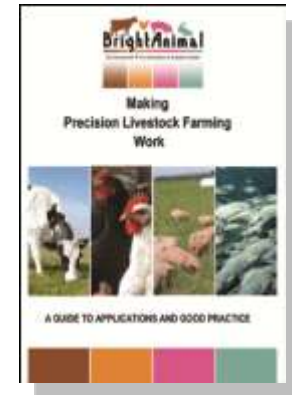
- they provide knowledge, power and wisdom.....



.....but only if they are opened and read

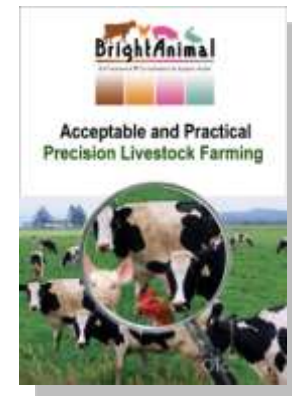
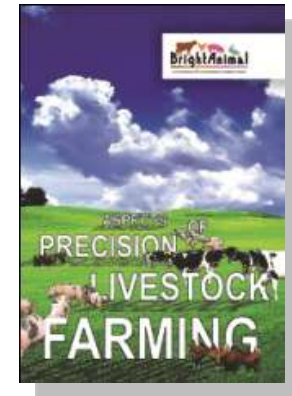
To fulfil its task the BrightAnimal book must be:

- ✓ attractive
- ✓ easy to read and understand by its audiences
- ✓ authoritative
- ✓ and not frighteningly technical for the audiences identified



## What will the book look like?

- A5 format
- Approx. 208 pages
- Full colour cover
- Colour and b/w illustrations throughout



## Who is the book aimed at?

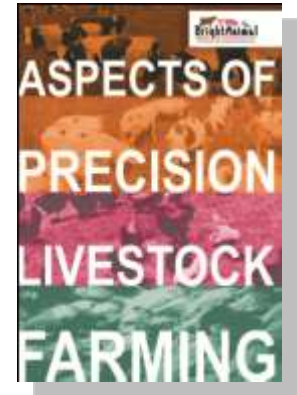
- **end-users** – the people who will have to make PLF work on their own farms and in the supply chain
- **farmers** – mainly SMEs
- **food processors**
- **exporters**
- And even perhaps **consumers** who want to know the pros and cons of PLF

**IMPORTANTLY : THE BOOK  
WILL BE AVAILABLE FREE**



The book must reflect the BrightAnimal aim of furthering “**ACCEPTABLE AND PRACTICAL PLF**”

- That means “practical and acceptable” to the farmer and his colleagues.
- So the book must explain how PLF can help small businesses grow and exploit new market opportunities
- improve the livelihood of producers
- contribute to greater sustainability



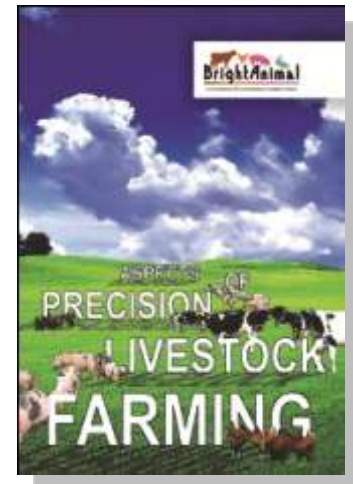
## WHAT SHOULD THE BOOK CONTAIN?

BrightAnimal is divided into a number of Work Packages and each will contribute a chapter :

- Ethical and societal implications on PLF
- Economic implications on PLF
- Food information management & traceability
- Animal welfare, behaviour, health and environment
- Identification, sensory data collection and integrated systems for PLF
- Good practices in PLF

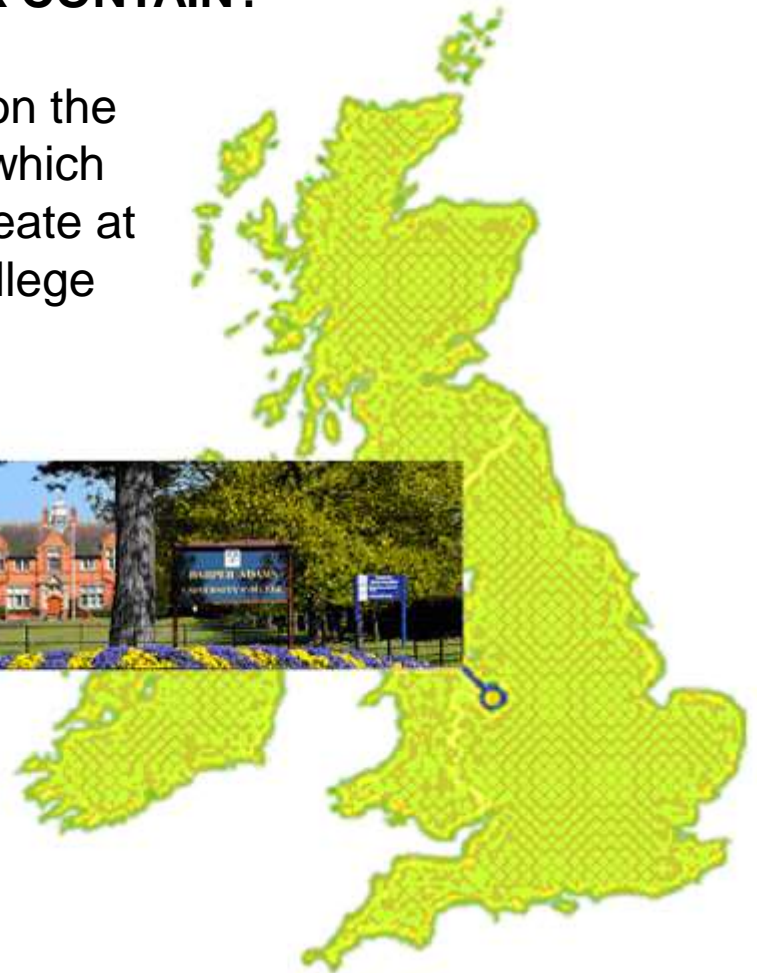
PLUS case studies of PLF in action based on partner field visits to:

- Estonia
- Malaysia
- Australia
- South Africa



## WHAT SHOULD THE BOOK CONTAIN?

There will also be a chapter on the proposed demonstrator unit which BrightAnimal is working to create at Harper-Adams University College in the UK



## ARE WE ON THE RIGHT LINES?

- What else should be in the book – *and what should not?*
- We want your views, and some of the authors are here – *so let's discuss*

Thank you for your attention

