

ACTIVE & INTELLIGENT PACKAGING

IN RELATION TO

FOOD SAFETY

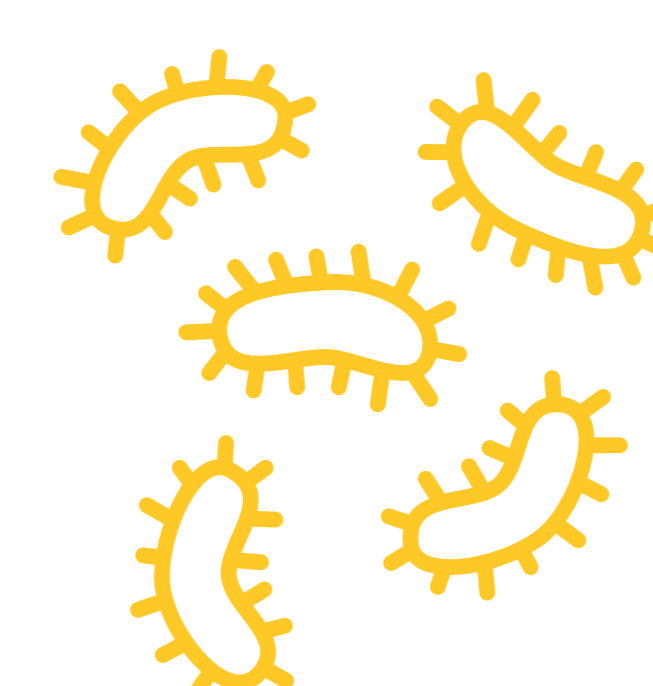


37%

OF EUROPEANS WORRY ABOUT FOOD SAFETY. THEY ARE MAINLY CONCERNED ABOUT:



QUALITY & FRESHNESS

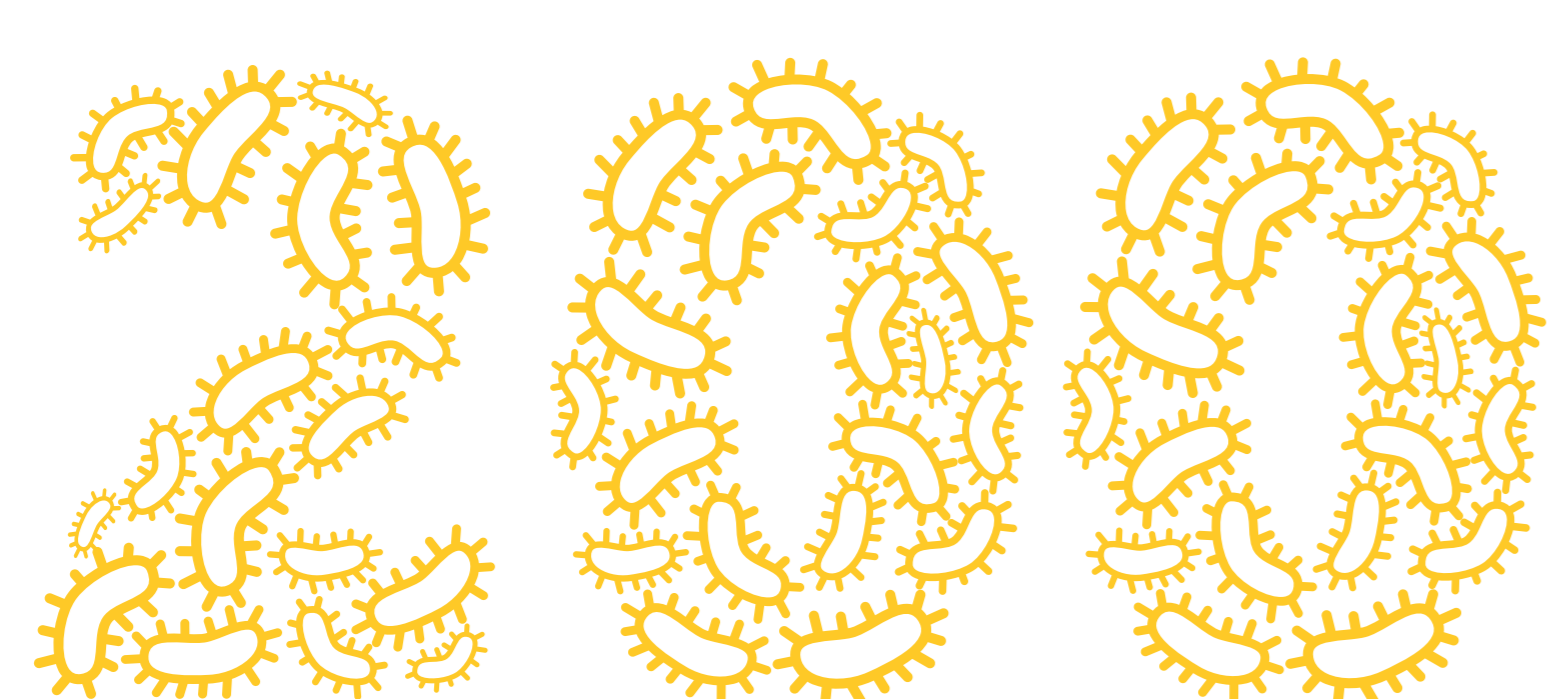


FOOD POISONING

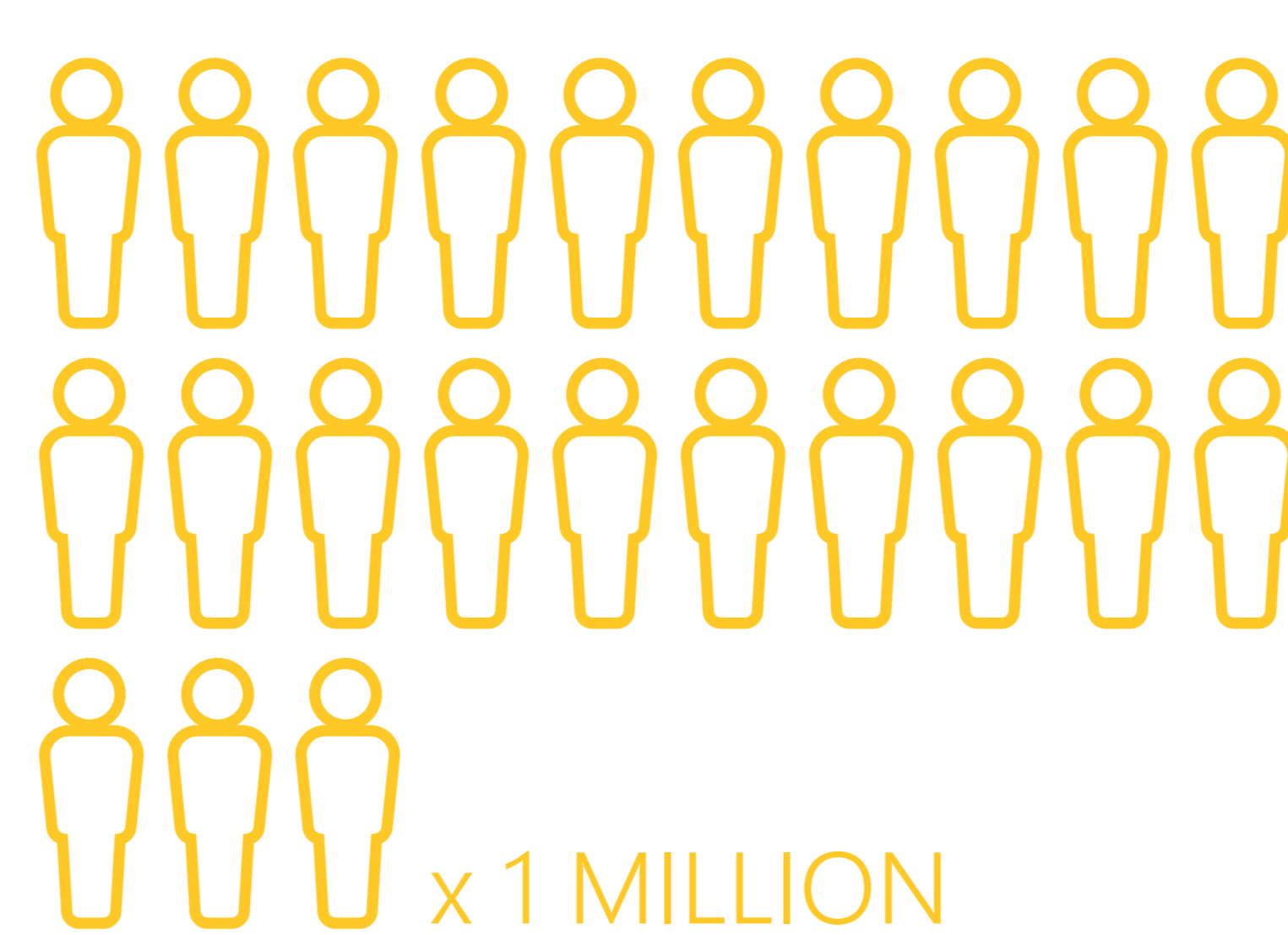


ADDITIVES & PRESERVATIVES

AND RIGHTLY SO, BECAUSE:



THERE ARE OVER 200 DIFFERENT DISEASES THAT ARE SPREAD THROUGH FOOD

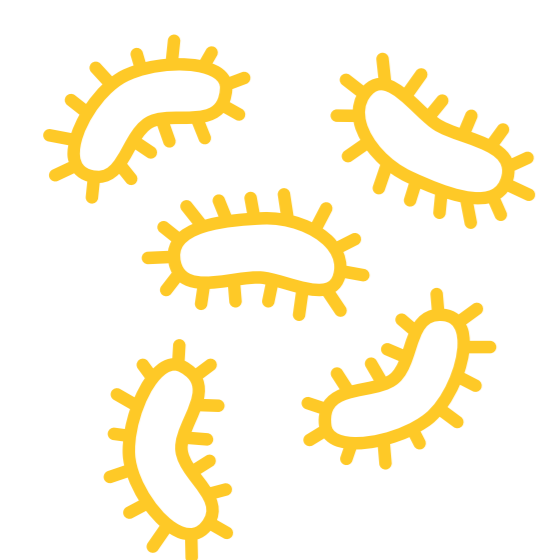


23 MILLION EUROPEANS FALL ILL EVERY YEAR DUE TO FOODBORNE ILLNESSES



1 IN 8 COUNTERFEITED PRODUCTS ARE FOODSTUFFS

HOW ACTIVE & INTELLIGENT PACKAGING CAN HELP:



REDUCE GROWTH OF MICRO-ORGANISMS RELATED TO FOODBORNE ILLNESSES



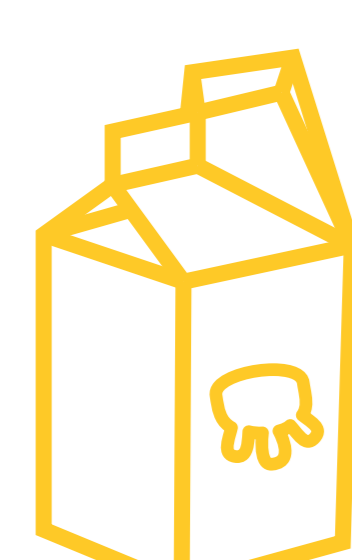
GUARANTEE THAT PRODUCTS ARE AUTHENTIC AND HAVE NOT BEEN TAMPERED WITH



REDUCE THE NEED FOR ADDITIVES & PRESERVATIVES IN FOODSTUFFS



DETERMINE REMAINING SHELF-LIFE MORE ACCURATELY AND REAL-TIME



MAINTAIN QUALITY & SAFETY AFTER THE PACKAGING HAS BEEN OPENED (SECOND SHELF-LIFE)



COMMUNICATE MORE CLEARLY ABOUT FOOD SAFETY & SHELF-LIFE

This infographic was developed by Anouk Dantuma as part of COST Action FP1405 ActInPak. ActInPak aims to identify and overcome the key technical, social, economic and legislative barriers to a successful deployment of renewable fibre-based functional packaging solutions such as active and intelligent packaging. For more information please visit www.actinpak.eu
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Sources: WHO, EFSA.