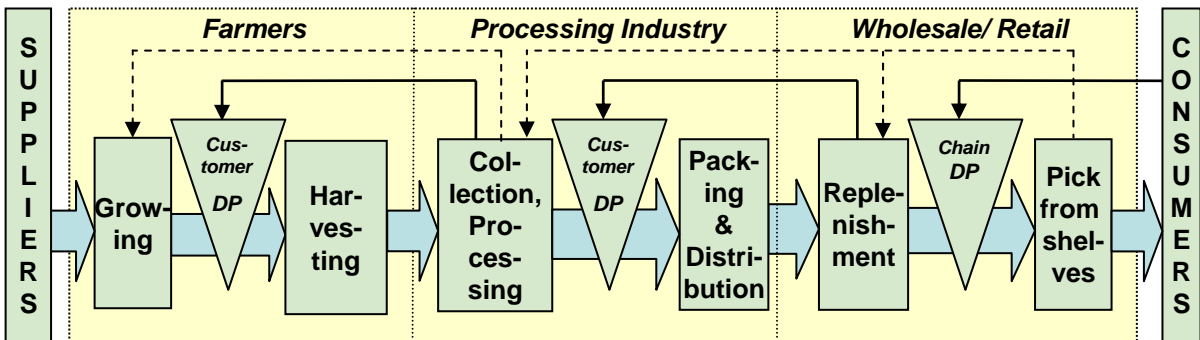


FOOD Dynamo

Food On Demand by Dynamic Information Modeling

Background

It is widely recognized that food companies have to participate in agile demand-driven chains that are able to sense and react dynamically to changes in the increasingly turbulent marketplace. However, especially for SMEs this is not easy to realize.



Main Targets

The overall objective of this sub-project is to support design and implementation of best practice information systems that enable SMEs to participate in agile, demand-driven food chains. This by transfer of knowledge on demand-driven food chains from research organizations to SMEs, and cross-industry learning between SMEs in the participating regions. A reference model approach is chosen to capture and share best practice design knowledge of demand-driven food chains. These models can be used by SMEs as blueprints for chain redesign and implementation of chain information systems.

Target Groups

The primary target groups are farmers, processors and service providers in pork and olive oil chains. Other important target groups are authorities, public institutes and research organizations in the involved regions.

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Acronym	FoOD-Dynamo
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Duration	February 2006 – October 2007
Project approach	<p>The project phases are:</p> <ol style="list-style-type: none"> 1. Start-up; 2. Design generic reference model on basis of existing models and standards; 3. Application to pork chains (NRW) and olive oil chains (Liguria): <ol style="list-style-type: none"> a. Determining the sector and region specific requirements; b. Development of a sector specific model based on the generic model and in accordance to the defined requirements; c. Validation in Proof of Principle information integrations; 4. End-reporting and evaluation.
Expected results and outputs	<p>Main expected output of this sub-project is a knowledge base of recommended practices that facilitate design and implementation of agile demand-driven food chains. Core of this knowledge base are reference models, concrete predefined process and information models that capture best practice experiences and concepts on design of demand-driven food chains. The knowledge base will have a central role in the transfer of knowledge from research organizations to the food SMEs and in the exchange of experiences between participants.</p> <p>All participating regions have a substantial part of their economy based on food production by SMEs. These companies can use the models from the knowledge base as blueprints for chain redesign and implementation of chain information systems. Thus the project is expected to have a substantial impact on the competitiveness of pork and olive companies in the involved regions.</p>

