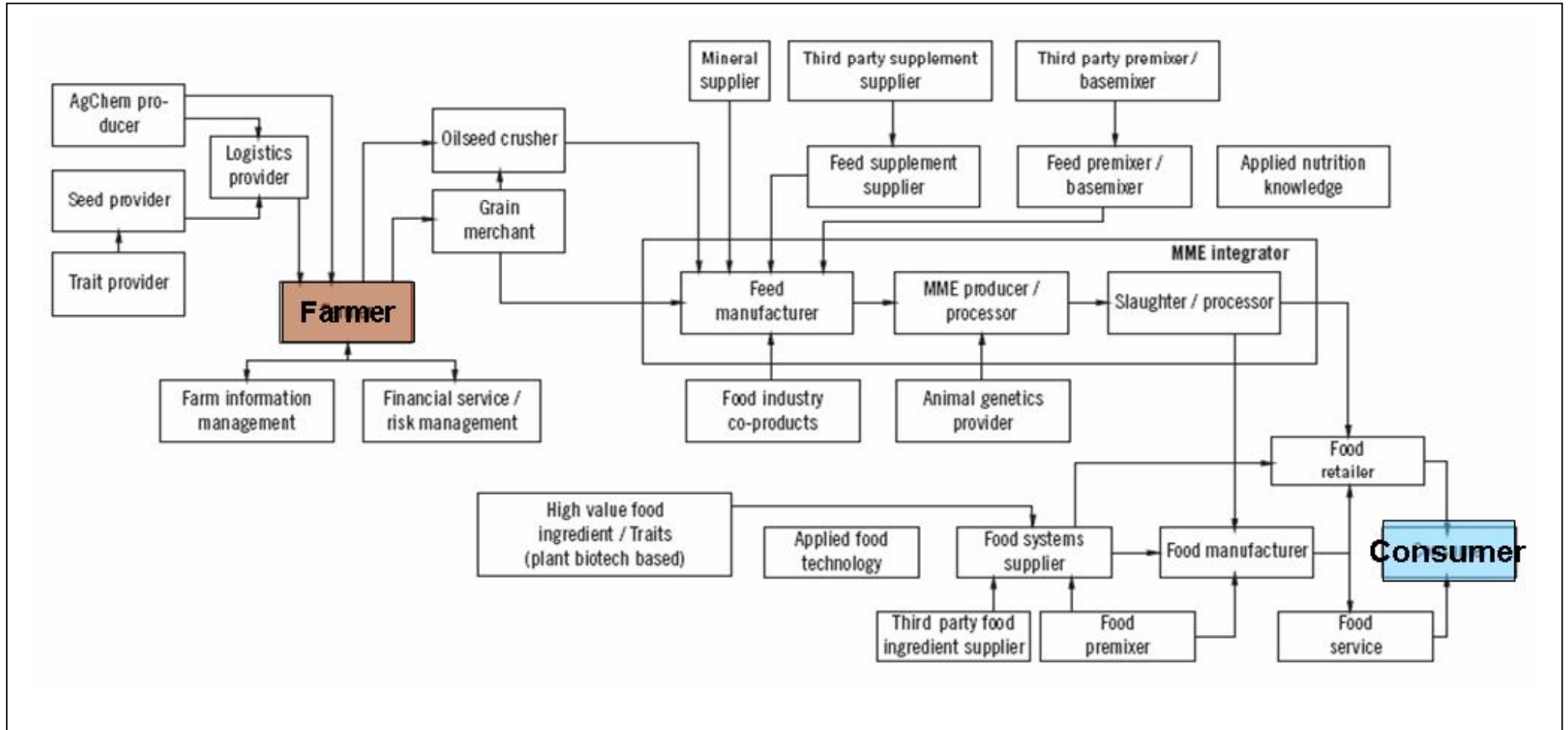


**Socio-economics
of food safety and quality regulations:**

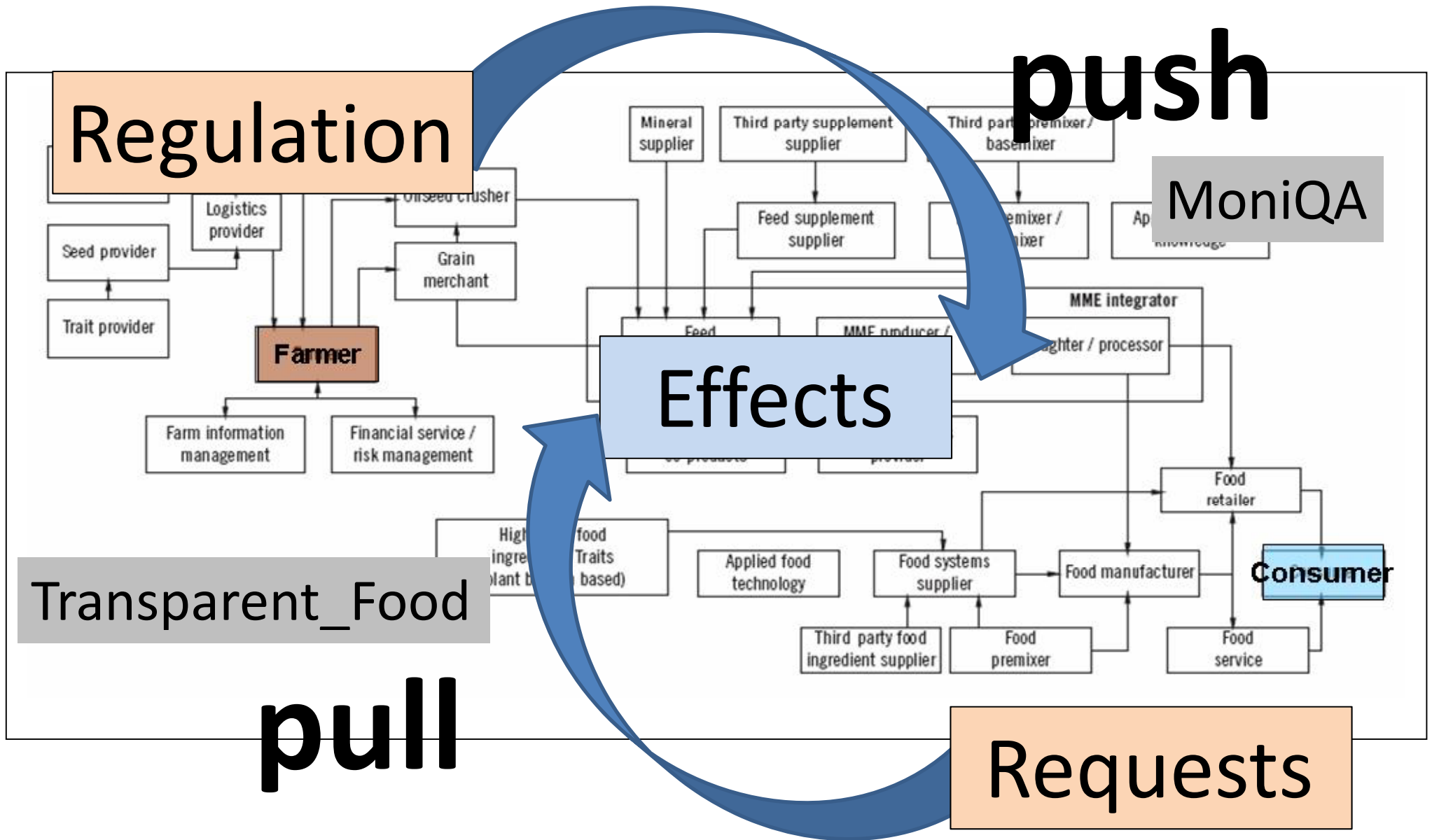
**Dealing with transparency and
impact assessment needs**

Prof. Gerhard Schiefer
University of Bonn, Germany

Food (Chain) Network Complexity



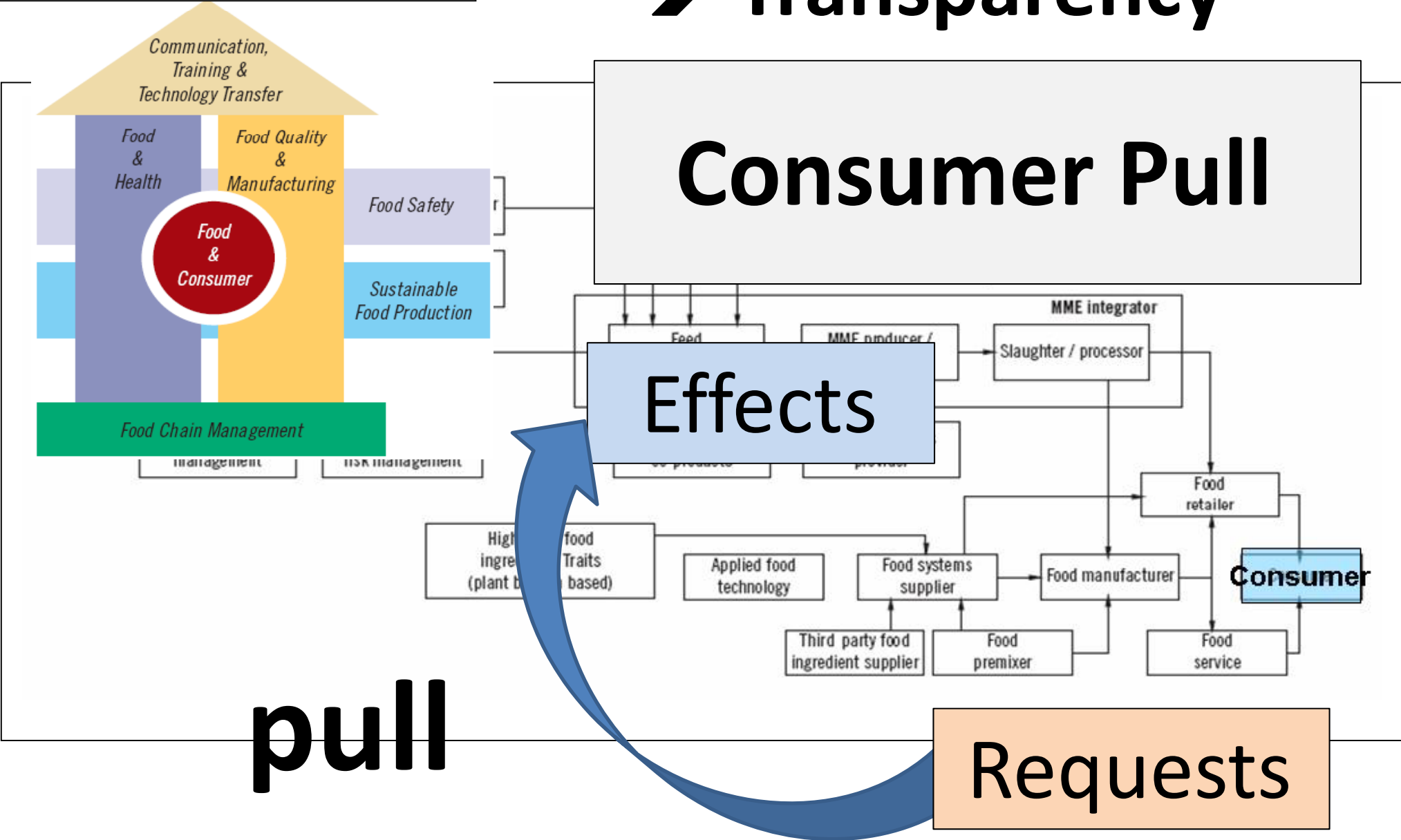
Consumers pull – policy pushes



The pull option (consumers)

ETP: Food for Life

➔ Transparency



Transparency ?

FOCUS ?

Food miles

Food Integrity

Fair miles

**Environmental
Social
Ethical
concerns**

Carbon footprint

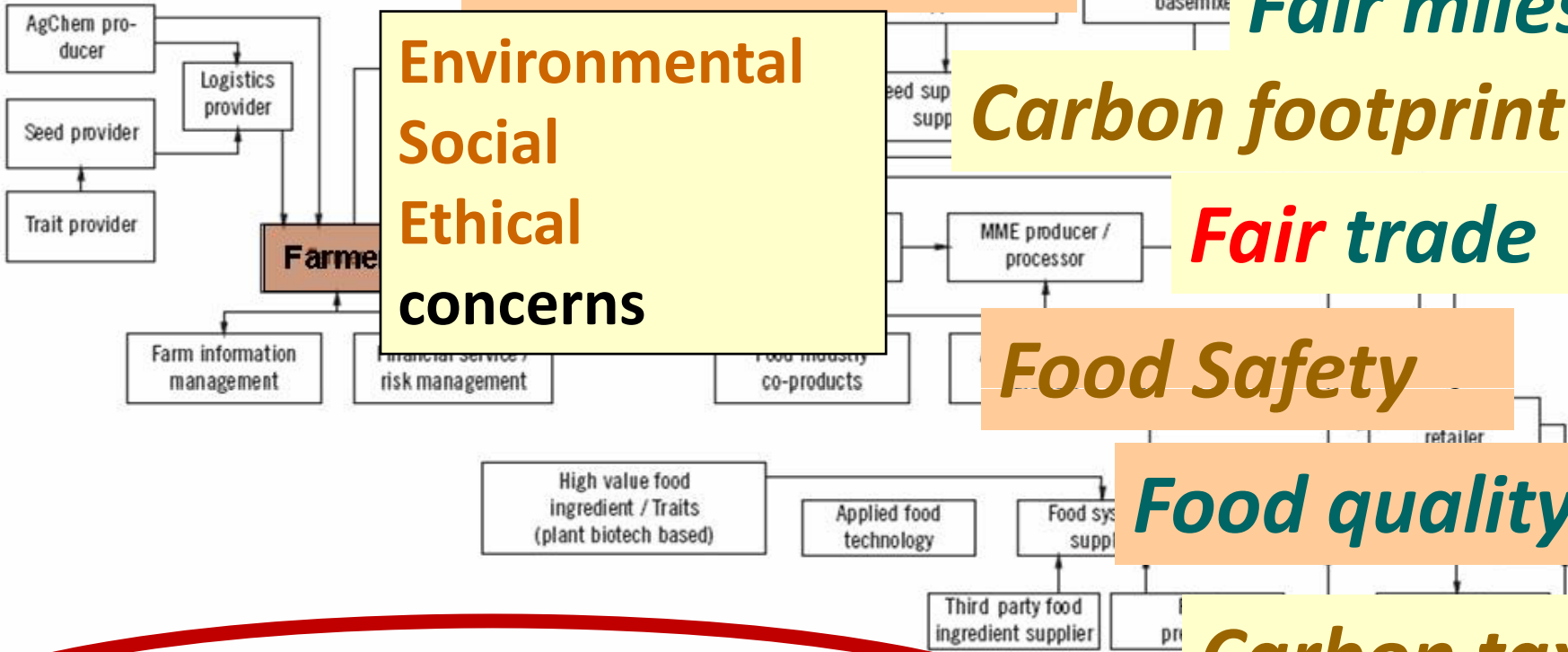
Fair trade

Food Safety

Food quality

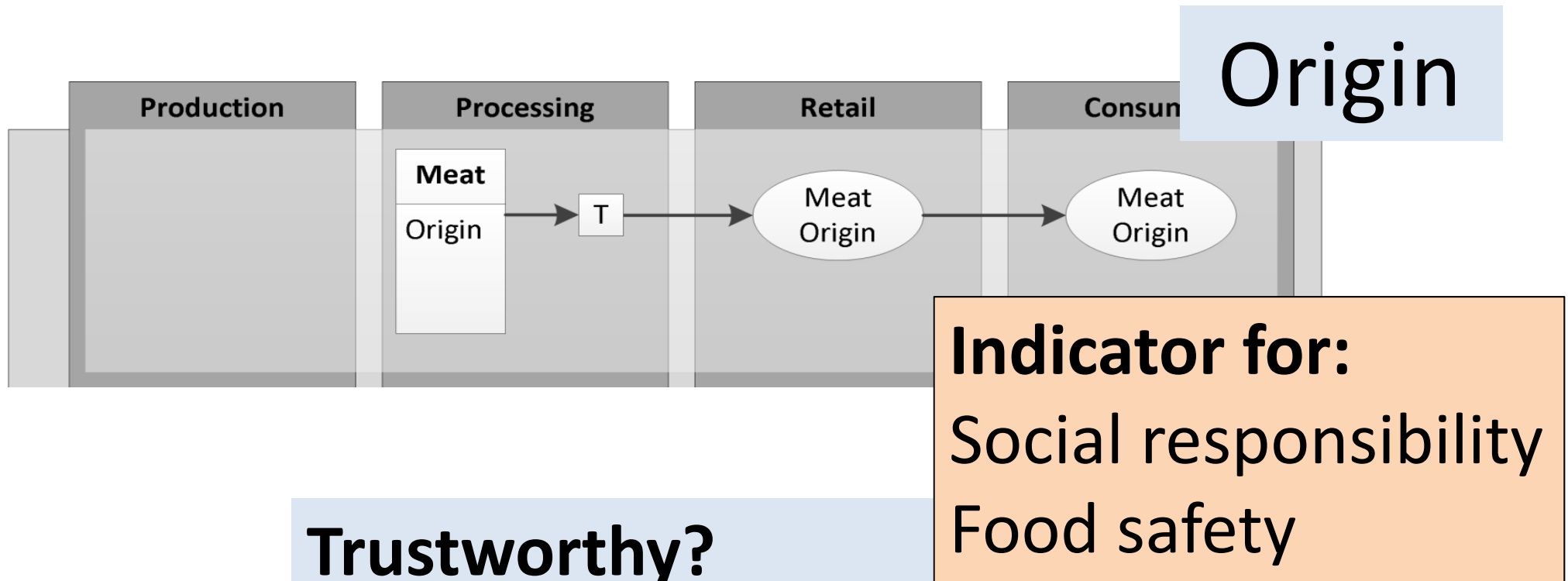
Carbon tax

Eco label



How to serve ...

How to serve ...



Trustworthy?

→ or need for additional monitoring information

How to serve ...

When:

- > Regular
- > On Demand
- > Exception reporting

Where from:

- > Monitoring
- > Standard data
- > Certificates

How:

- > Calculation along chain (LCA etc.)

Complex

Meat

Te

Service Meat Safety

DOD SAFE

Animal

**But how to
realize impact?**

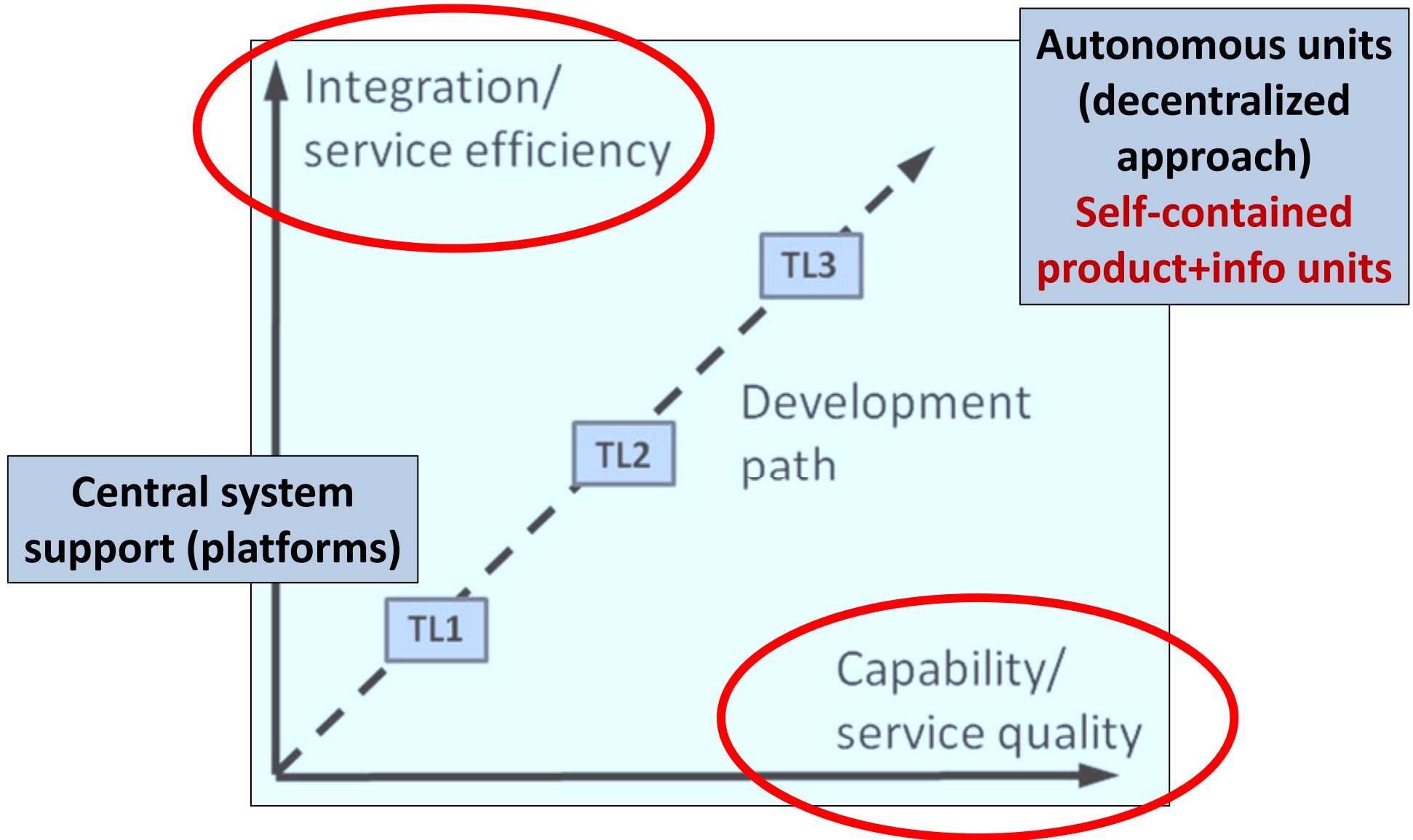
Impact based on T-readiness

- Capability
- Technology (E-readiness)

Facilitation:

- Information markets (buy transparency)
- Substantiation of claims
- Book and claim
(buy production characteristics)

Technology development



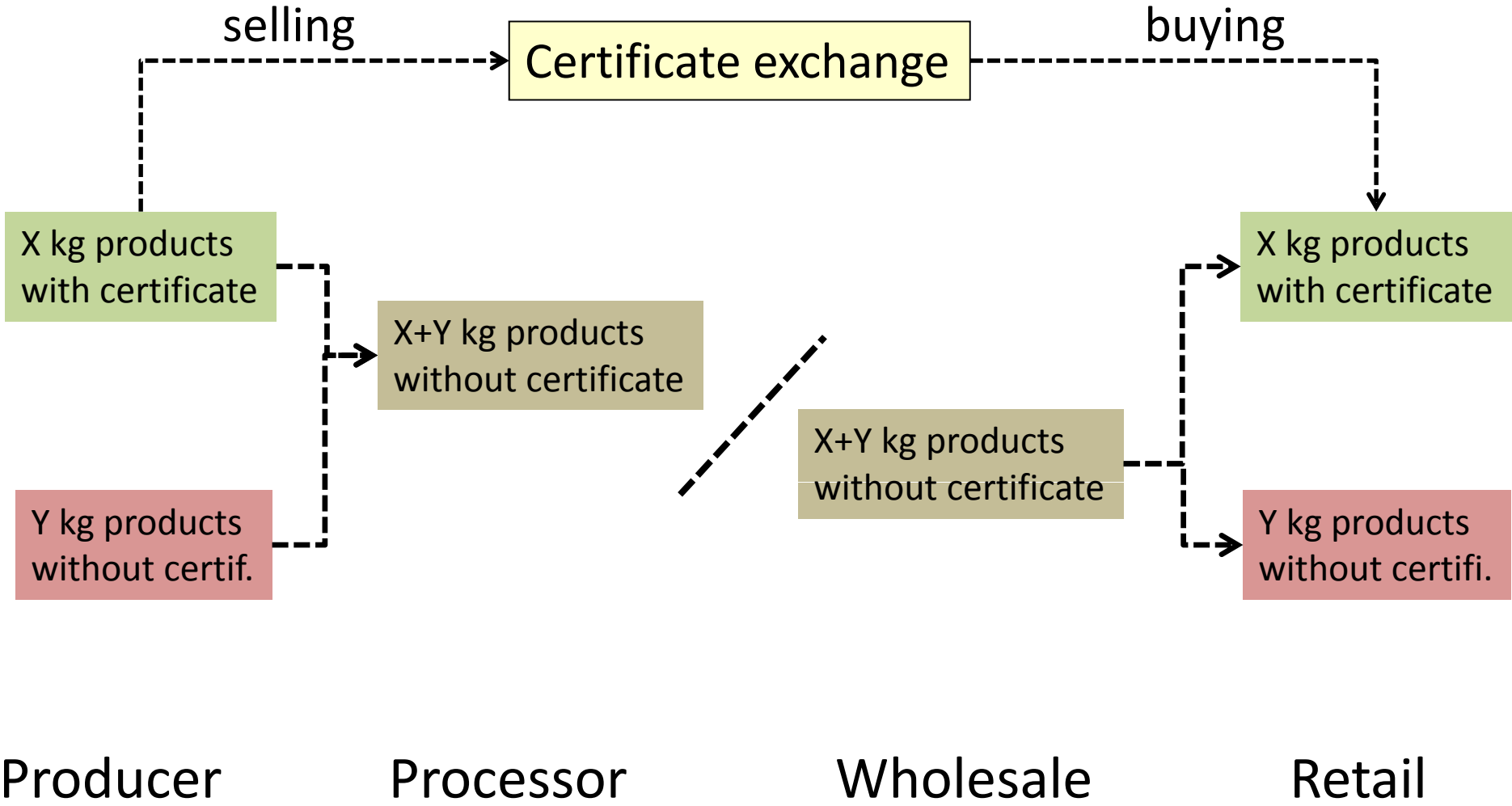
Impact based on **T-readiness**

- Capability
- Technology (E-readiness)

Facilitation:

- Information markets (buy transparency)
- Substantiation of claims
- Book and claim
(buy production characteristics)

Book and Claim



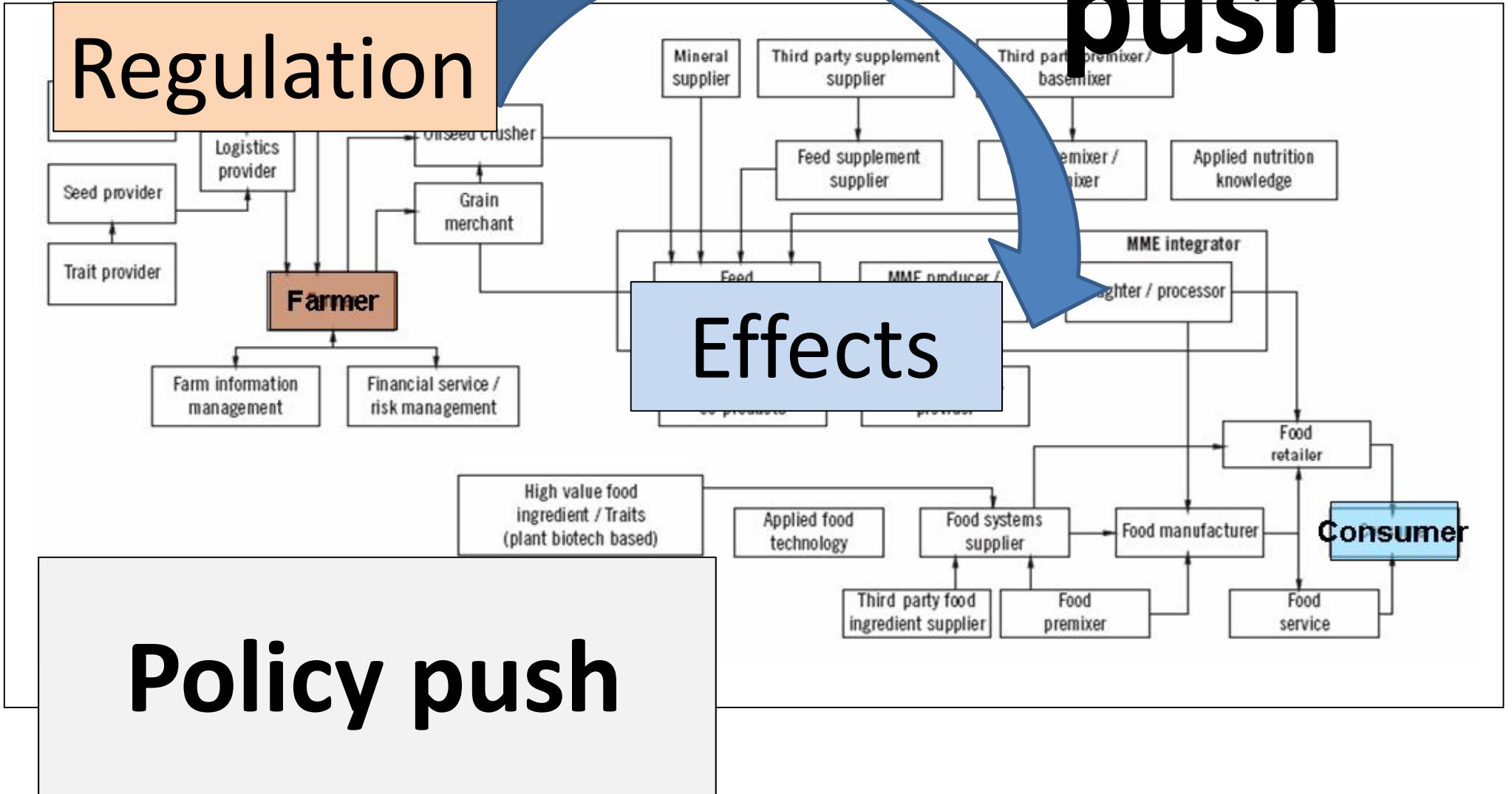
The push option (policy)

Regulation

push

Effects

Policy push



Government

objectives



Health Trade



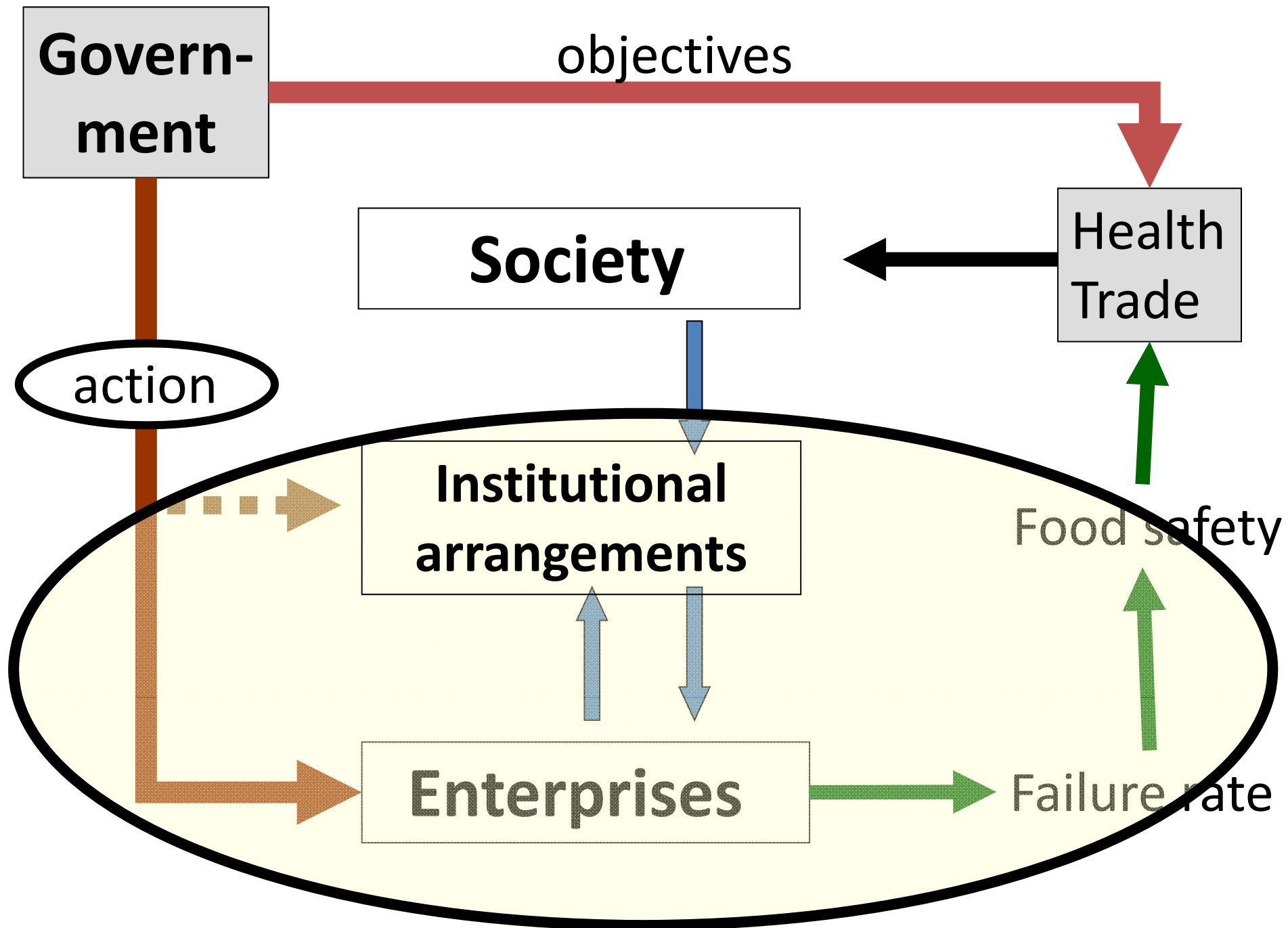
Society

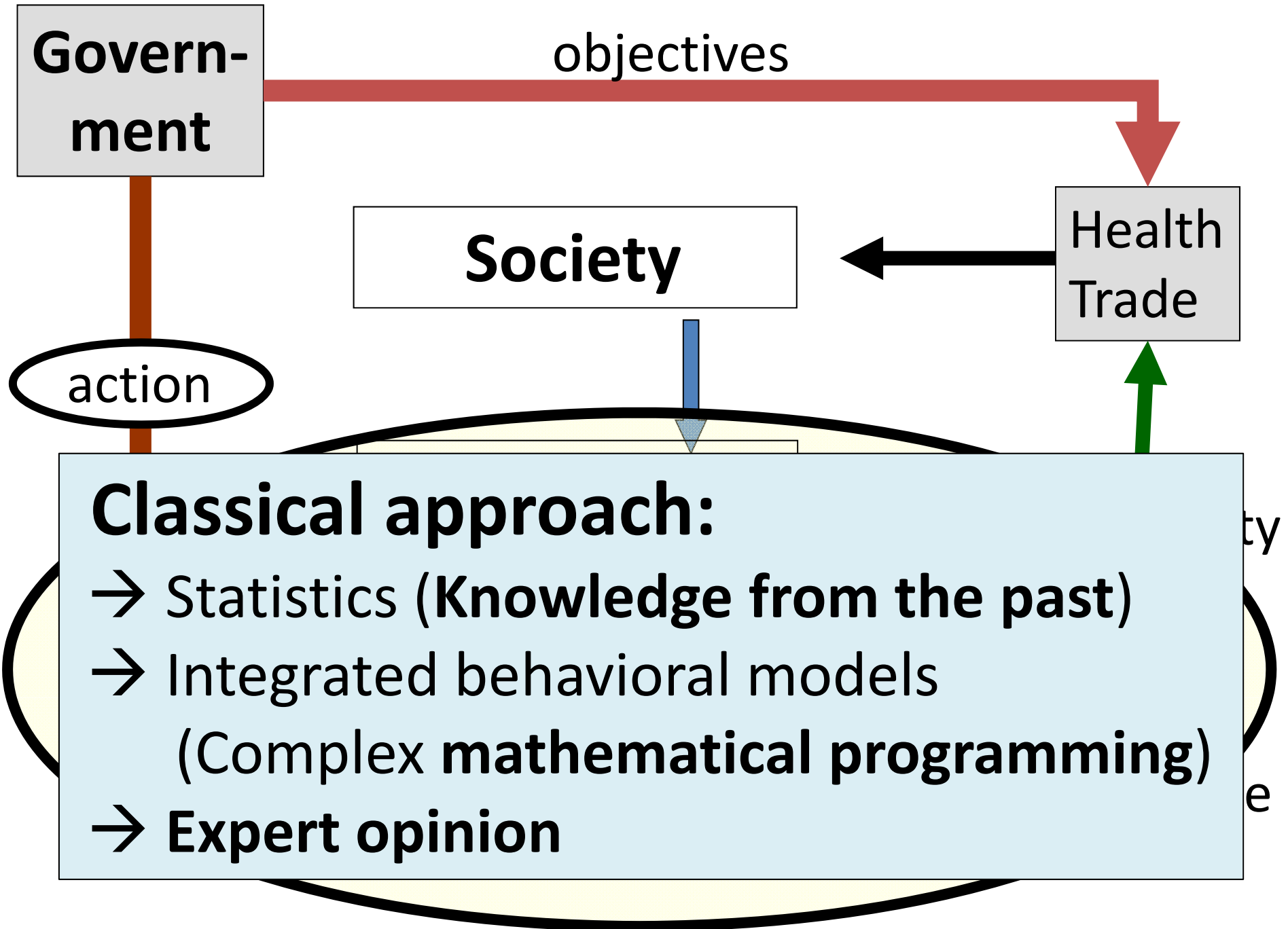


Institutional arrangements



Enterprises





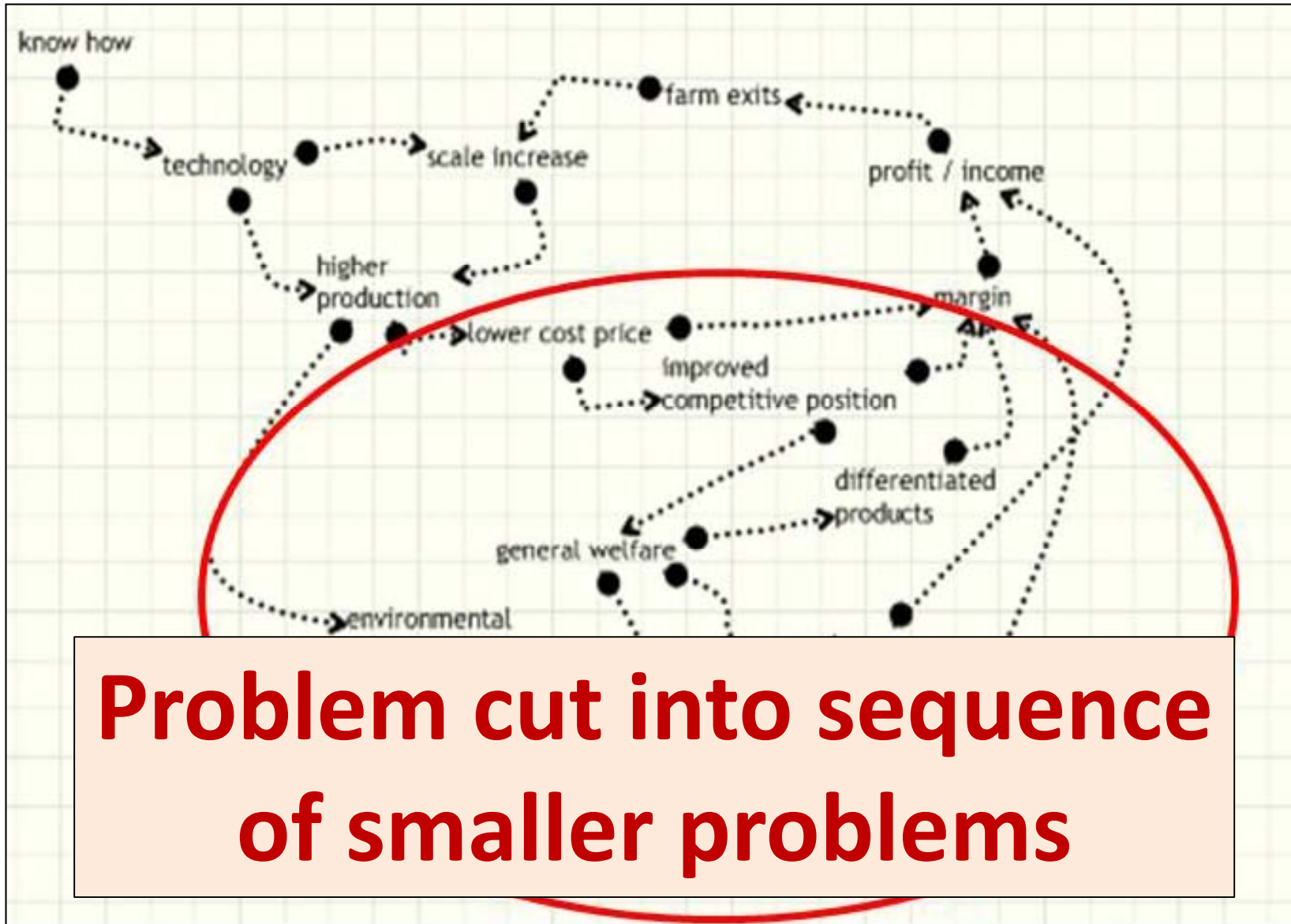
Alternative

'Evidential Reasoning'

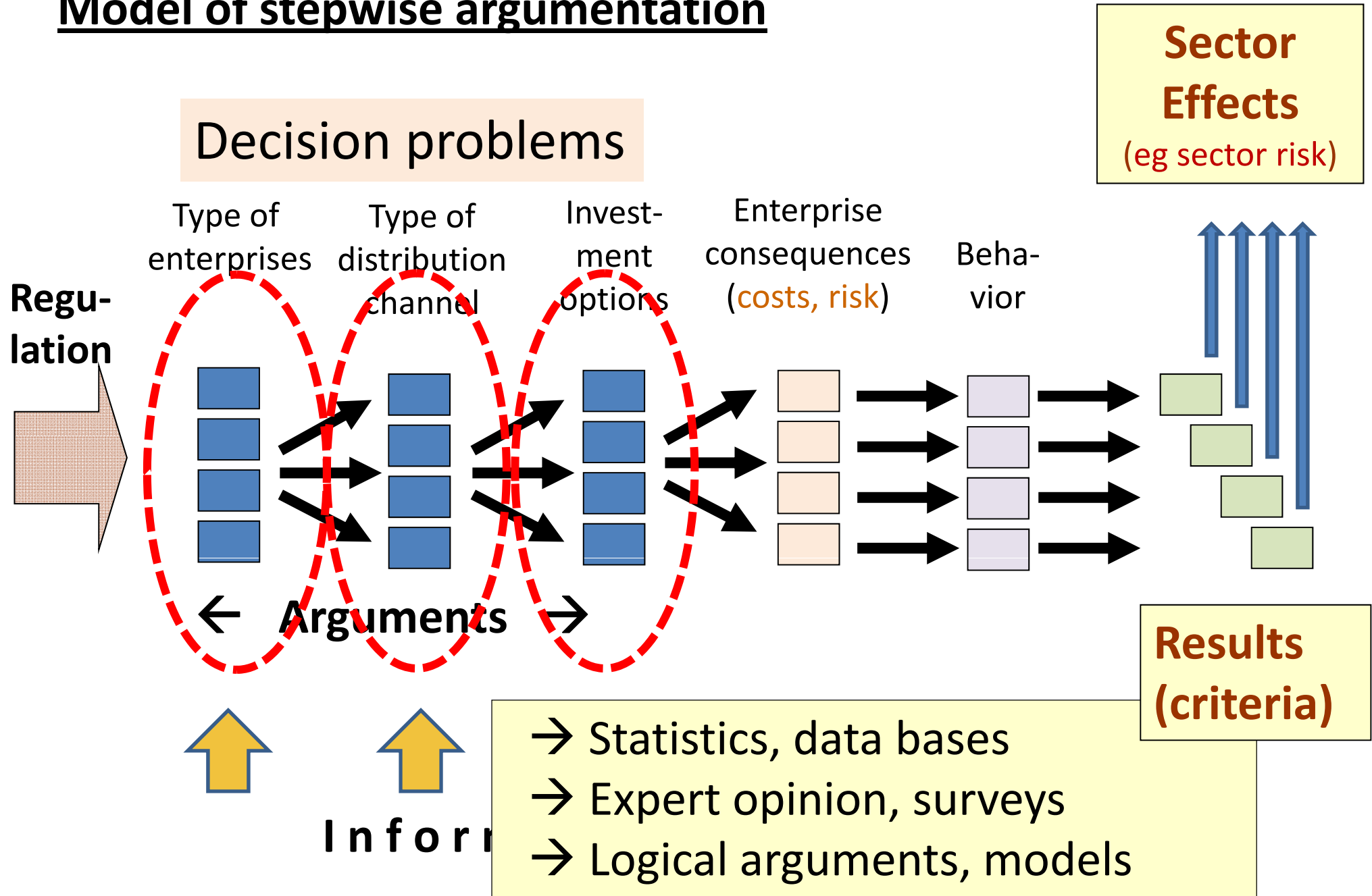
to understand what is going to happen

Based on sequence of
arguments / decisions

Model: Sequence of arguments



Model of stepwise argumentation



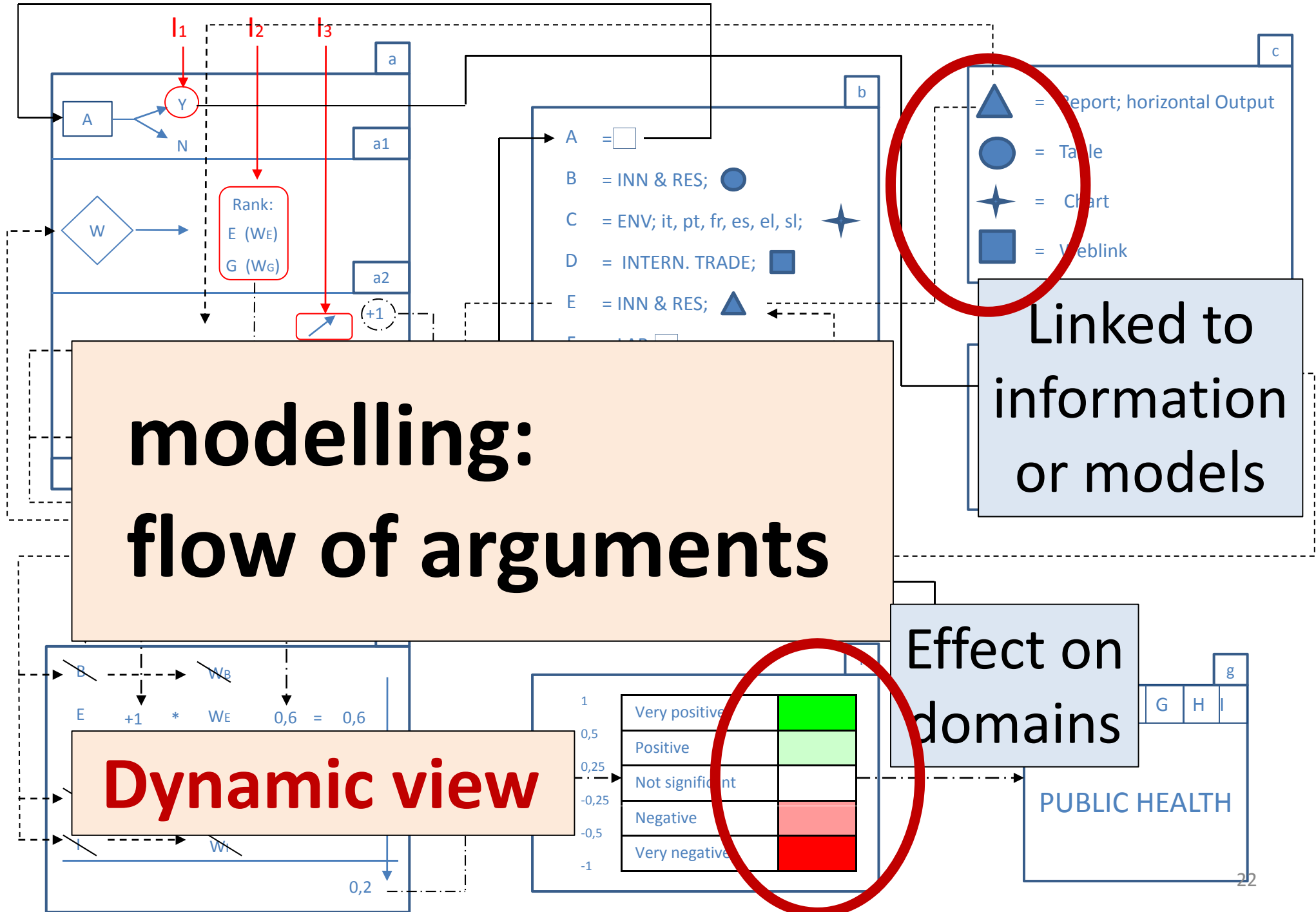
modelling: flow of arguments

Dynamic view

Linked to
information
or models

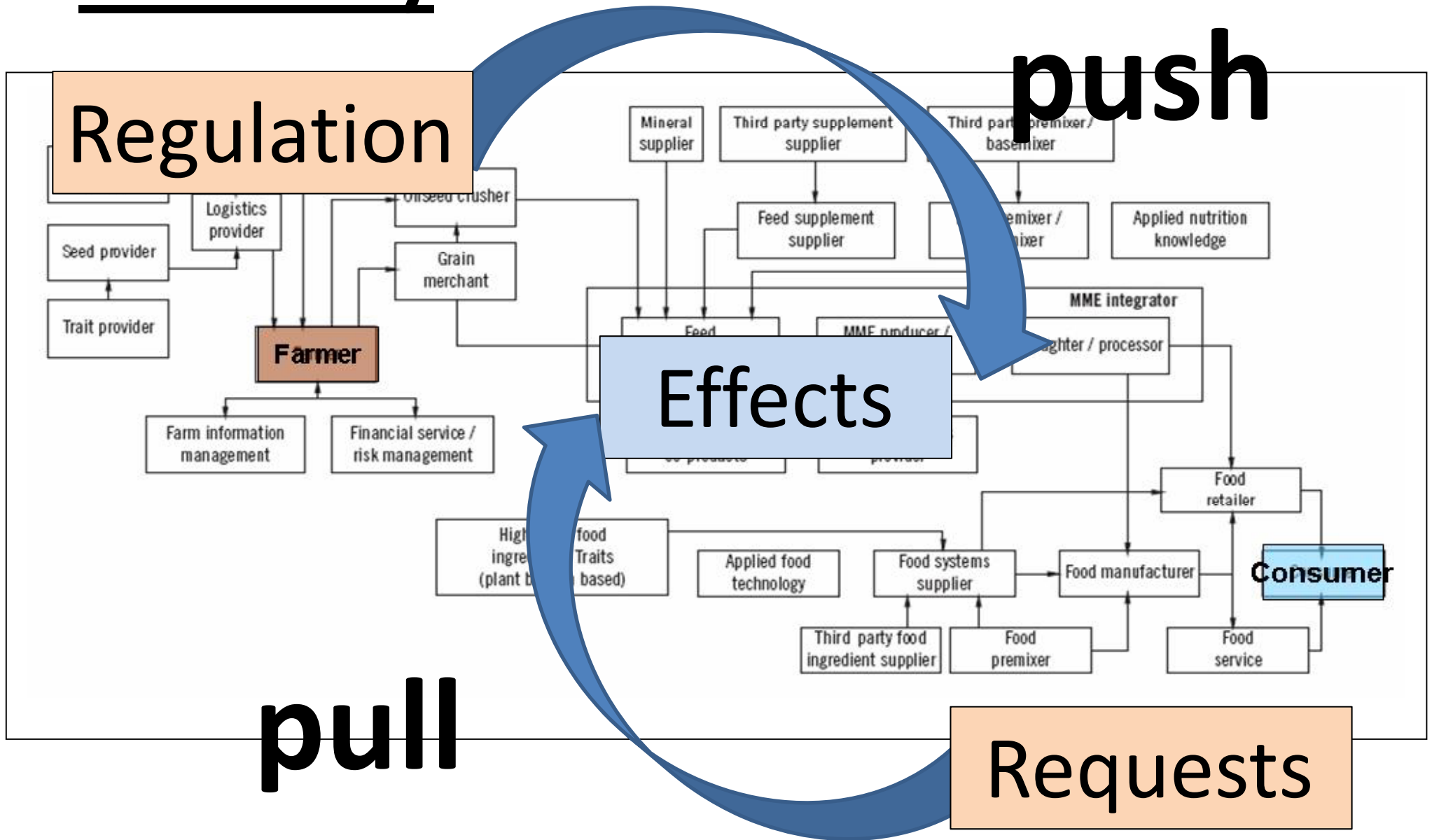
Effect on
domains

PUBLIC HEALTH



Summary and combination

Summary



Thank you