DRG4FOOD delivers 8 food tech innovations that put consumer trust first

"Brussels, [DATE]"

In an era where consumers are increasingly wary of how their food data is used, the EU-funded DRG4FOOD project has delivered a solution: 8 digital food innovations that foster trust alongside technological advancement.

Caption: After three incredible years, we concluded the journey of the #DRG4FOOD project with an amazing final conference in Brussels.

After three years and €1.9 million in cascade funding, a mentorship programme and the involvement of experts to deepen understanding of the relationship between food and data, the project culminated in a milestone conference showcasing **solutions in food traceability, targeted nutrition, and consumers' food choices, all built on a digital responsibility framework.**

"The DRG4FOOD project highlights the innovation potential in the food system coming out of Europe. Not only were solutions technically sound, but they also demonstrated real market success, proving that proactive investment in trust pays off," said Kai Hermsen, DRG4FOOD Project Coordinator.

These innovations address challenges in 3 key areas:

- **Food traceability:** ATTESTED and Cacao-Tech enable transparent supply chain tracking
- **Targeted nutrition:** NutriWell, SafeNutriKids, PINACLE, DISH, and GENIE deliver tailored dietary guidance while protecting health data
- **Consumers' food choices:** NutriSight empowers consumers with explainable AI recommendations

Throughout the process, the project focused primarily on:

- Giving researchers, start-ups, and innovators a real chance to turn their digital ideas into trustworthy food solutions.
- Creating a transparent, human, and impact-driven process.
- Implementing the 7 Digital Responsibility Goals (DRGs), guiding principles to make responsible behaviour in the digital world visible.

The legacy beyond the project

For investors, innovators, and SMEs shaping Europe's digital food future, DRG4FOOD leaves behind a comprehensive toolkit:

- **A strategic roadmap** for implementing ethical data practices in food technology
- **A Digital Responsibility Playbook** with actionable guidelines for tech development
- **A "Digital Food Podcast" series** featuring expert insights on food innovation
- **Industry case studies** from all eight funded projects
- **A comic book** translating complex data ethics for consumers

"The collaboration demonstrated in both projects will carry on – through our cluster work, the invaluable connections established between project participants and the solutions put forward by the OC projects," emphasised Kai Hermsen, DRG4FOOD Project Coordinator.

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About

DRG4FOOD

Launched in December 2022, DRG4FOOD is an EU-funded project dedicated to building trust in data-driven food systems through €1.9 million in funding, strategic frameworks, and the Digital Responsibility Goals playbook to create more trustworthy, sustainable, and responsible solutions.

Links:

- DRG4FOOD website: www.drg4food.eu
- DRG4FOOD projects: https://drg4food.eu/drg4food-projects/
- Summary of DRG4FOOD Final Conference: https://drg4food.eu/final-conference/
- Digital Responsibility Goals (DRG): https://identityvalley.org/drg
- DRG4FOOD Resources (Toolbox, roadmap, comic book podcast...): https://drg4food.eu/resources/

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