

**Service ID** S00223

**Location** Italy



## Combating forgery in the agri-food chain

### Provider service

Università degli Studi di Napoli (UNINA)

### Link to content

<https://agrifoodtef.eu/catalogue-of-services/combating-forgery-agri-food-chain>

### Type of Sector

Arable farming, Food processing, Greenhouse, Horticulture

### Accepted type of products

Data, Design / Documentation, Software or AI model

### Type of service

AI model training, Certification, Data analysis, Data augmentation, People training, Performance evaluation, Test execution

### Description

The service focuses on developing customised holographic technology to fight the counterfeiting of agricultural products. It provides a tailored security system using advanced holograms that strengthens product integrity, builds consumer trust, and supports the broader goal of safeguarding the agri-food sector from fraud.

## How can the service help you

The service helps by ensuring the authenticity and traceability of agricultural products, protecting your brand from counterfeiting and building consumer trust.

In particular:

- Authenticate products across the entire supply chain
- Protect the origin, identity, and quality of food items.
- Feature unique markings and built-in security elements
- Enable consumers to verify authenticity and trace provenance easily.

## How the service will be delivered

Product-Specific Features: Holograms can be tailored to match the unique characteristics and packaging of each agricultural product.

Brand Integration: Visual elements such as logos, colours, and design patterns can be customised to align with brand identity.

Security Levels: Different levels of security (e.g., overt, covert, forensic) can be selected based on the risk of counterfeiting and distribution needs.

Supply Chain Requirements: Customisation can reflect specific checkpoints or traceability needs within the producer's supply chain.

## Service customisation

The service will be delivered through the design and integration of customised holograms into product packaging, ensuring secure identification across the entire supply chain.