



## INTERNET

## Cisco helps Barilla launch Safety for Food platform

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Italian food company Barilla Group has worked with Cisco, Penelope SpA and NIT Data to implement a new technology platform called Safety for Food that aims to give consumers the ability to trace the entire chain of production for the ingredients in their food. The platform is powered by Cisco's ValueGo software and enables consumers to scan a QR code on the back of limited edition Farfalle Pasta and Tomato and Basil Sauce packages to access a website that tells the story of the specific production batch, through a detailed analysis of all major phases of the supply chain. Consumers can find the limited edition Barilla pasta and sauce packages at the Coop Supermarket of the Future, part of the Future Food District at the Milan Expo 2015 world fair.

In a joint statement, Cisco and Barilla said the integrated tracking system helps to combat counterfeiting in the food supply chain and gives consumers greater transparency and traceability of their food.



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