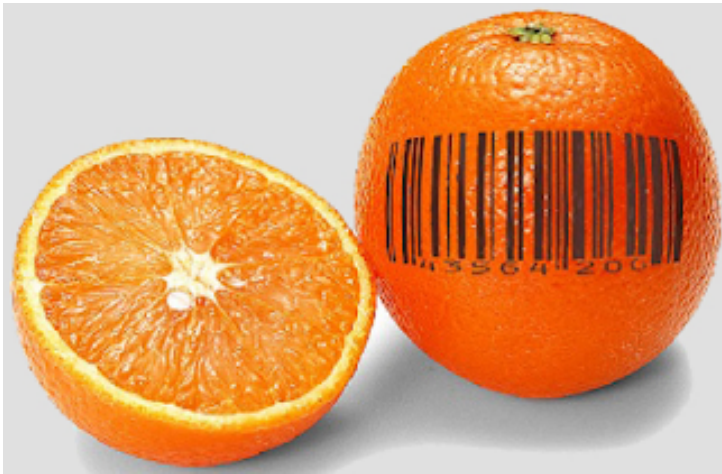


Korea to expand scope of information from food labelling to food traceability

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The Ministry of Food and Drug Safety (MFDS) of the Republic of Korea has been implementing a pilot project of providing food product information with the 'Smart Food QR' since September 2022. The Ministry will now expand the scope of information from food labelling to food traceability.

MFDS is promoting the pilot project to provide food product information and safety management functions in a digital way so that consumers and industries can utilise more diverse information without difficulties.

Based on the results of this project, the Ministry plans to build a 'digital food platform (K-Food D-N-A)' (2023-2026) that provides various food product data to consumers and industries and can be used by the government in response to food safety accidents.

So far, six companies have participated in the pilot project for a total of 13 products. In addition, nine food retailers, starting with Nonghyup HanaroClub's Yangjae store, will also participate in this pilot project to ensure that 'Smart Food QR' is smoothly applied to traceability management at the distribution and sales stage.

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