AINIA provides big data solutions to boost innovation in the agri-food sector

AINIA is investigating a new technology that optimizes the recovery and analysis of relevant information for business decision making in the agro-food sector, within the framework of its BIGFOOD project, which has the support of the Valencian Institute of Competitiveness Empresarial (IVACE), through the call for aid for R & D, directed to technological centers of the Valencian Community in cooperation with companies.

> The BIGFOOD project develops applications based on big data technologies to convert the multiple information generated in the network, into knowledge of value that can be useful in decision-making in all areas of the agri-food company

This information will help companies in the sector increase their competitiveness in the global market. *Currently there is a large amount of information that is generated through digital sources and that is difficult to filter, analyze and process to obtain data of interest in the daily management of food companies.* Thus, most surveillance systems are not effective, either because they do not provide information of a relevant nature or because they provide so much information that it is impossible to process it adequately.

This intelligent pilot data processing system will also serve to analyze the tastes and preferences that consumers display in social networks, as well as to discriminate opinions and real perceptions and opinion states about products or families, minimizing information noise.

These solutions, in which AINIA works, can help make better business decisions, for example, before launching a new food or beverage, or when the redesign of an existing product is addressed, and maximize opportunities for market success.

Anticipate potential food alerts and emerging risks

Likewise, the BIGFOOD project *will allow to know the alerts and solutions related to food security worldwide, in order to develop their own action plans, in the face of possible crises related to food fraud or other global food security risks.*

Along the same lines, techniques will be applied to analyze in depth the contents published in digital sources related to emerging global risks, using semantic technologies for their previous automatic classification. The scientific and legislative content will be characterized and classified to facilitate the analysis that the experts have to do a posteriori, which will mean speeding up and saving time in a work that is currently done manually as well as minimizing the noise derived from automatic searches

Collaboration with companies

The BIGFOOD project in which AINIA works, with the collaboration of five Valencian companies, *aims to become a useful tool for the agri-food industry, based on the mass treatment of information available in public Internet sources related to product innovation , risk management, food safety and monitoring consumer perceptions of the agri-food sector.*

> The technological developments of BIGFOOD will be executed in the big data infrastructure in cloud of AINIA, endowed with high capacity of parallel processing and remote storage

This data intelligence system will be made available to companies through accessible applications with a browser and integrated into the email, for easy incorporation into the daily processes of the workers, technicians and management team of the companies.

Source: AINIA