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Food safety: Improving public understanding and preventing foodborne illness

Strategic information on food safety should empower consumer healthy behaviour using new technologies. Smartphones could be used to understand what is safe or unsafe for a specific consumer and to remind what actions have to be taken to effectively reduce or get rid of the hazard. Indeed it is the consumer's responsibility to avoid ingredients that contain allergens, allergen derivatives or that are not suitable for specific conditions. QR code, now widely used for several different purposes, would make possible to match specific food/drink to people with limitations. This model could be integrated in every kitchen using just a QR code reader and an app. Using this system, it would be possible to create a profile that could be set considering age, sex, physiologic conditions (e.g. pregnancy) and co-morbidities with special regard to diabetes, heart diseases, metabolic and immunodeficiency disorders. In an easy way, just by selecting the own expertise on food safety topic, it would be possible to receive proper scientific information in regard to a specific condition. Barcodes, using an infrared reader, could also be used to detect microorganism, such as yeasts, moulds and bacteria in foods. Globalization has widened our food horizon and we are now dealing with products made from all over the world that travel even several thousands of miles before they get to our kitchen. Foods that sometimes are not part of our food culture and that we are not very familiar with, in that respect, it is crucial to ensure regarding basic rules of food preservation and to deliver proper and clear information that could be provided with technology in the form of QR and IR readers that could improve food culture and prevent foodborne illness.

Biography

Cecaro Massimo has completed his Master's in Veterinary Medicine at University of Camerino and his Specialization at University of Teramo. Since the age of 14, he has worked as Radio Speaker, TV Presenter and Reporter for a wide range of artistic and scientific events. At the age of 24, he completed a qualification to practice as a Journalist and in 2007 he was admitted to the National Association of Medical Press (ASMI) where he currently hold the position of General Secretary. He is a Resident member of MJA Medical Journalists' Association, London. He is a member of EFSA's Expert Database. He has been an invited speaker, mentor and chairman at international events in the field of Public Health and Safety in Canada, US, Europe and Asia. He has been the author of several scientific works in public health. He is also a Director of a prestigious educational centre for work safety and public health in Italy. He is actively involved in international projects to improve the role of mass-media in medical sciences and awarded in Philadelphia, Valencia and Las Vegas with international special recognition.

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