



Overview of the history of the Food Pillory project

- On 10th July 2012, the website „Food Pillory” was launched for the public on www.potravinynapranryi.cz. Company FUTURA SOFT, s.r.o. was responsible for the technical implementation of the project.
- The aim of the joint project of the Czech Agriculture and Food Inspection Authority and the Ministry of Agriculture is to make detections on poor-quality, adulterate and unsafe foodstuffs public for both Czech and European consumers and provide thus a tool facilitating orientation on the complex food market.
- The reason for the formation and development of the project was, among other reasons, the fact that the number of non-compliant lots of foodstuffs detected within systematic official inspections did not show a downtrend. Food Pillory exerts a pressure on the inspected persons and contributes thus to their significant self-reflection.
- The website enables the visitors to search for information on non-compliant foodstuffs according to their name, category, seller, country of origin, distributor, address, ZIP code of the place of inspection or GPS location. Clear arrangement, transparency and promptness are its strong points.
- 200,000 of visitors viewed the website during its first 24 hours of operation and at the present time, more than 12,500 users receive the *Food Pillory Newsletter*.
- In 2012, the Food Pillory project was awarded for the first time by the *Crystal Magnifying Glass* – Czech Internet Award, namely in the *Public Service* category. 87,000 voters took part in the voting.
- In 2013, the webpage of the Food Pillory was adjusted for the purblind. Consumers could find information according to the address, ZIP code of the inspection or GPS co-ordinates ever since. A map with highlighted places of inspection where non-compliant products were detected or a list of those shops is a result of such searching.
- Sections *Information* and *Thematic Inspections* were further added. In the section “Information”, CAFIA in a clear form and in a well arranged manner provides consumers with answers to frequent and repeatedly asked questions. Users can find explanation of elementary food definitions here, as well as introduction to food law, various manners of food adulteration and further information increasing erudition and position of consumers.
- Section “Thematic Inspections” provides consumers with information on foodstuffs that complied with legislation and those that failed.
- On 10th September 2013, a mobile application for smartphones and tablets was launched. By means of GPS localization, information on non-compliant lots of foodstuffs in the very

surroundings is available for consumers. Due to this application consumers may submit a suggestion for inspection directly from the shop and send a photo made by their mobile device. The application further enables browsing in the news and press releases published by CAFIA and it is connected with the Food Pillory section *Thematic Inspections*. The application is for free and could be downloaded for Android (mobile phones and tablets), Windows Phone (mobile phones) and iOS (iPhone). During the first two months, it has been used by more than 11,000 users.

Android:

<https://play.google.com/store/apps/details?id=cz.futurasoft.android.potravinynapranryi>

Windows Phone:

<http://www.windowsphone.com/cs-cz/store/app/potravinyna-pran%C3%BD%C5%99i/3ffb7d7c-b566-46e7-b46d-76f541b0dfb1>

iOS:

<https://itunes.apple.com/cz/app/potravinyna-pranyri/id750792889>

In December 2013, application for Windows 8 (tablets) was launched, of which development was ordered by company Microsoft at its partner company FUTURA SOFT, s.r.o.

<http://apps.microsoft.com/windows/en-us/app/0d002fb7-8c74-44fb-a2ed-6f3090702409> In

– Second victory of the *Crystal Magnifying Glass Award* (20th November 2013).

– On 26th February 2014, a Facebook profile of the Food Pillory was launched. The profile provides regular information on the results of inspections; with its series of popular-educative content, the profile instructs consumers and using less formal language, it communicates with the wide public with the aim to address younger generation of users/consumers. Its exclusive visual style of contributions is also interesting. At the present time, it has almost 8,000 followers.

– On 18th June, the mobile application of the Food Pillory won the *category Application for Better World* of the *Mobile Application of the Year Inquiry*. At the present time, the application is used by more than 27,000 users.

1,635 non-compliant lots of foodstuffs were published on the website since it was launched until 30th June 2014, out of which 761 were classified as unsafe, 494 as adulterated and 380 as of poor-quality. Results of 32 thematic inspections were released here too during the period mentioned. The website was visited by more than 2.7 million of users, whereas the mobile application was downloaded by almost 30 thousand of users.