




# SISTERS



## Best practices for using QR codes for customer information

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### The problem

**QR codes improve information accessibility but are underutilized.** In fruit and vegetable production, consumers lack detailed data on treatment methods, harvesting processes, and product origins, including use-by dates, storage guidelines, and nutritional facts for processed products.

### The solution

The solution lies in widespread **QR code adoption, easily integrated into packaging or transport boxes**, offering consumers direct access to detailed product information. Innovators like Regioneo (SISTERS Short Chain Platform) encode online sales data into QR codes, ensuring transparency and accessibility. This solution enhances transparency, enables informed choices, improves traceability, and meets regulatory requirements.

### Benefits



Enhanced transparency



Informed consumers



Improved traceability



Regulatory compliance



Convenience & accessibility

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## PRACTICAL RECOMMENDATIONS



### Recommendations for implementing QR codes for enhanced customer information storage:

- **Incorporate QR codes** on product packaging for easy access to information.
- Ensure **QR codes link to comprehensive details** about product origins and handling.
- Provide **consumer education** on accessing and interpreting QR code information.
- Collaborate with **digital platforms** to integrate QR code technology seamlessly.
- Prioritize **security and privacy considerations** when implementing QR code technology.



#### About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2023

**Project dates:** from November 2021 to April 2026.

**Goal:** to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.