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## Intelligent labelling for food safety: New generation

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Responsibility for food producers is not just about product's quality but first of all about the safety. Final consumer should have all the information required about potential allergenic foods and possible implication for health. It is important that one universal code could help to represent potential hazards. YOPI category (young, old, pregnancy and immunodeficiencies) needs to be protected specifically from food that could be potentially harmful in that specific category. To easily get the right information in that regard, some specific paints and colours could be used. For example a red colour could be used to strongly warn people with heart conditions (example salty food in people with systemic hypertension and heart failure), sugary food in people with diabetes, raw seafood in immuno depressed. A yellow triangle could be suggested for show an important hazard (example pregnant need to be advised against potential presence of toxoplasma in some raw vegetables). By using this simple advice consumers have a proactive opportunity for preventing many dangerous events that could threaten their health.

### Biography

Massimo Cecaro achieved a Master Degree in Veterinary Medicine and Specialization in the field of Public Health and Preventive Medicine. At the age of 24 he obtained a qualification to practice as a Journalist and in 2007 he was admitted to the National Association of Medical Press (ASMI), where he currently holds the position of National Councilor. He is Resident Member of MJA Medical Journalists' Association (London). He has been invited as Keynote speaker, mentor, chairman, Honorable Guest at International events in the field of Public Health and Safety in Canada, USA, Europe and Asia. He is also director in Italy of a prestigious Educational Centre for work safety and public health. 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 recognitions. He is serving as an Editorial Member of several reputed journals, and Editor-in-Chief in the "Occupational Medicine & Health Affairs" and in "Journal of Mass Communication & Journalism". He is Founding Editor in Chief of "Journal of Occupational Health & Research". He is OCM of several International Conferences in US and in Europe.

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