Abstract: The quality of food is closely related with food safety, highlighted by their authenticity and traceability. Essentially the food it is a carrier of information, his quality reflecting off the capability of the body to decode them and so to provide a healthy lifestyle. Each individual, as well as the community, is preoccupied by the great problems of food, eating and the food behaviour, seeking the right solutions to the questions: what, how, when, and where do we eat to satisfy our physiological necessities. Food and food behaviour are essential determinants of our numerous pathologies, appreciating that many of the severe diseases may be prevented by lifestyle changes where the food is playing a key role. For authentic products, in this article there are presented information regarding benefits of traceability of products. The traceability of food products can be obtained by registering the ups and downs of the physical flux obtained during the production process. The objective of traceability is to obtain total control on products by individual and group identification to intervene in case of post-processing defects or any inconvenience. In traceability the "one step back, one step ahead" principle is applied. This means that any company has the obligation to have all the necessary information regarding the product, including the nature of raw and auxiliary materials and to possess information regarding the date and delivery destination. For the accomplishment of this wish, the individual identification of the goods, products, locations and place is indispensable. The traceability of the product is based on the identification code. It is monitored the changes that have occurred during the production processes, transport, storage and distribution flux.

Keywords: Foods, consumer, safety, health, sustainable development

JEL classification: M10, Q01

Food authenticity
The authenticity is a component of food and can be defined by the compliance of food to the referential genuine. The concept of authentic, defined by something original, true, undoubtedly etc. applied to food, certifies that these products are from a certain origin in concordance with standards and force rules and with the inscriptions of the presentation label.
The authenticity, as a part of quality components, must be certain and certified and every product must have a name accompanied by a set of legal features to avoid every type of confusions on the market.
Due the diversity of authentication criteria and the high number of products, the methodology of deceleration of authenticity and estimation of the amplitude of fraudulent products includes a series of methods and techniques of general/specific
investigation: chromatographic methods, spectroscopic methods, biochemical methods, immunological methods, AND analysis, electrophoretic methods, radiological methods, microscopical methods. The criteria which define authenticity of food are numerous and variable from product to product (see fig.2) and the authentication and/or detection of possible frauds requires 3 steps:

**Figure.1:** The stages of detection possible fraud  
*Source: Bulancea, M. and Rupeanu, G., 2009*

The processing of food data even from raw materials represents a basic link for ensuring the accuracy of the results. For this purpose, is required to make a sampling plan which details the way of sampling the data, for these samples to sufficiently representative for the product which is under investigation.

**Figure.2:** Defining elements for authenticity of food  
*Source: Mencinicopschi, G. and Raba, D., 2005*
The traceability of food

Food safety represents compliance of hygienic-sanitary in the process of production-distribution, for guaranteeing the health of population by consuming safe food in terms of sanitation, nutritional values and respecting the environment (Mencinicipuci G and Raba D., 2005).

Food safety can only be reached by the growth of quality and food services monitored through the whole food chain, an indispensable instrument being the achievement of realizing the traceability.

The management system of food safety it’s found in ISO standards 22000 which specifies the requirements of the system in a food chain.

The transposition of this standard in Romania by the Law 150/2004 regarding food safety, represents the legal and juridical base for assuring a high level of consumer health protection and the interests of those towards food, considering the offer diversity, traditional products, correlated with the efficient operation of internal market.

The mentioned law defines traceability as being the identification possibility and following during all stages of production, processing, distribution, of food, animal food, of an animal dedicated to food production or a substance which follows or might be incorporated in food or animal food.

For commercial and food safety the monitoring of food is required from the producer to final consumer, this implying a series of complex solution and implicitly, and traceability assurance of the product according to the concept “from farm to table”.

By the standard ISO 9000/2000 is defined that traceability is the ability to manage the history of a product, application or localization of an entity by recordings.

The traceability offers the possibility to reconstitute/follow the route course of a product from the beginning of his manufacturing until the consumer, through all phases of production, packing, conservation, transport, manipulation, depositing, and commercialization.

In the sphere of food, traceability makes bonds between raw materials, their origin, processing, distribution and their location after marketing.

The Codex Alimentarius commission by traceability emphasizes the capacity of following the course of food in different specific phases of production, processing and distribution.

The main elements which affect in certain mode the politics of an organisation regarding traceability are:

- monitoring the entire supply chain;
- objectives set by the organization to ensure food safety.

Traceability benefits resulting from:

- identifying sources of contamination;
- managing crisis situations;
- withdrawal from the market of products that may endanger the health or life of the consumer.

For a food production unit, traceability can be translated as “logistics management” and in this case there will be highlighted two key concepts: the traceability and the system of traceability as much (Pascu E., 2010):

- traceability - the possibility to identify and follow by the entire course of all stages of production, processing and distribution of food, animal food,
an animal dedicated to food production or a substance which follows or might be incorporated in food or animal food (according to Law no.150/2004);

✓ the traceability system, the total data and operations capable maintaining the informations needed of a product and its components during a part or the entire production and use chain (according S.R EN.ISO 22005).

Food traceability should cover basically two objectives:
✓ to provide information to users of the product;
✓ to contribute to food security by enabling, where appropriate, product withdrawal and recall nonconforming lots.

Figure 3: Benefits of food traceability

Source: European Commission, 2007

Traceability requirements in Article 18 of Regulation 178/2002 of the European Parliament are determined as follows (Pascu E., 2011):
✓ the traceability of food, pet food manufacturer or any other substance intended or expected to be incorporated in food or any other food products shall be established in all the stages of production and processing;
✓ food and feed operators must identify any person from whom did the food supply, feed, food-producing animals and any substance to be incorporated into food and also must have systems/procedures that will allow information to be made available to authorities on request;
✓ operators of food and feed business must have systems/procedures to identify other operators who have delivered these products. information will be provided to the competent authorities at their request;
foods/feeds that are placed on the market or to be placed on the market within the European Union will be properly labeled / identified to facilitate their traceability.

Conclusions
The customer protection was and continues to be one of the European essential values, fully reflected, over time, into community law.
At the proposal of European Commission is to be achieved by the end of the year 2013, an internal market more integrated and efficient, particularly in the retail sector, commercial agents, technologies and selling methods in retail markets in the EU, based on an equally high level of protection, competitive markets, open, transparent and fair, reliable products and services and not least commercial agents, especially the IMM to be able to sell products in the EU without barriers.

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