

The Criminology of Food Fraud

International Association for Food Protection (IAFP)

2013 IAFP Annual Meeting

S33 Food Defense Reprised: What Do We Need to Know about Fraud, Counterfeiting, and Tampering?

Wednesday, July 31 – 8:30 to 10:00am

John Spink, PhD

Director, Food Fraud Initiative

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Curriculum

MOOC – Food Fraud Overview – Nov 12 & 19

Graduate Courses (Online, Three Credits)

- Anti-Counterfeit & Product Protection (Food Fraud)
- Quantifying Food Risk (including Food Fraud)
- Food Protection and Defense (Packaging Module)
- Packaging for Food Safety

Certificate (Online, Four Courses Each)

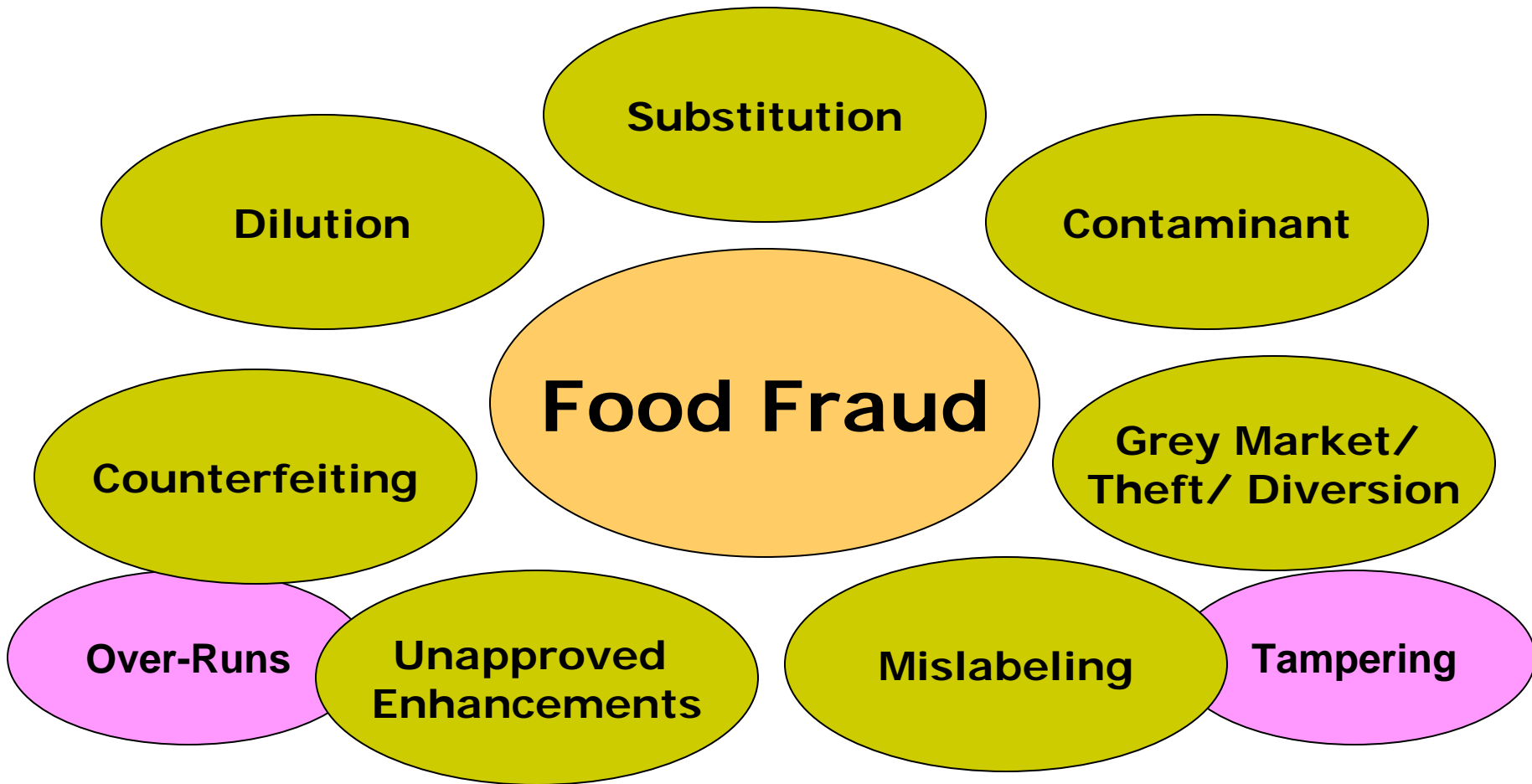
- Certificate in Food Fraud Prevention (Food Safety)

Graduate Degree (Online)

- Master of Science in Food Safety
 - www.online.FoodSafety.msu.edu

WARNING:
Counterfeiters Attend
Anti-Counterfeit
Conferences

What is Food Fraud?



Source: Food Fraud Think Tank Presentation, GFSI, 10/2012

The Food Risk Matrix

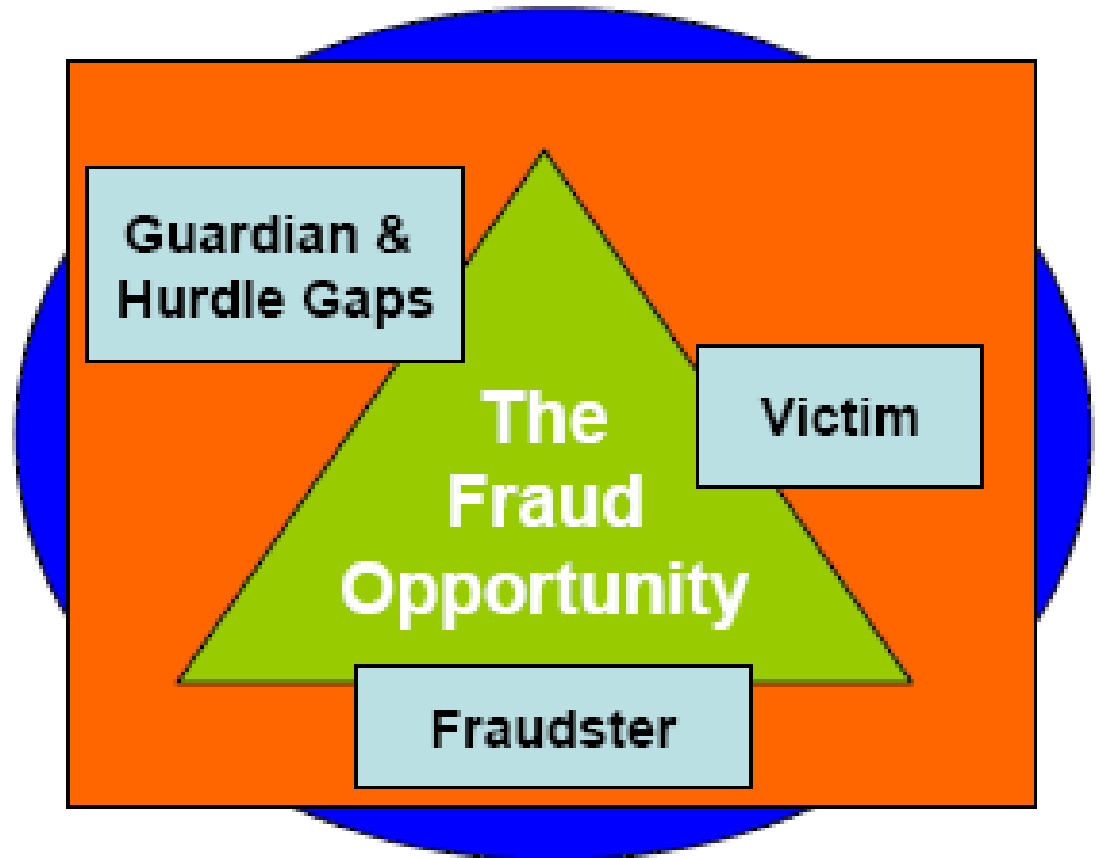
The **Cause** leading to the **Effect** of Adulteration

Food Quality	Food Fraud ⁽¹⁾	Motivation Gain: Economic
Food Safety	Food Defense	Harm: Public Health, Economic, or Terror
Unintentional	Intentional	
Action		


Source: Adapted from: Spink (2006), The Counterfeit Food and Beverage Threat, Association of Food and Drug Officials (AFDO), Annual Meeting 2006; Spink, J. & Moyer, DC (2011) Defining the Public Health Threat of Food Fraud, Journal of Food Science, November 2011


The Chemistry of the Crime


Detect
Deter
Prevent



Are we disrupting the Chemistry of the Crime?




INTERPOL
TRAFFICKING IN ILLICIT GOODS PROGRAMME


EUROPOL
FOCAL POINT COPY

**OPERATION
OPSON II**

**INTERNATIONAL WEEK
OF ACTION (IWA)**
TARGETING COUNTERFEIT
AND SUBSTANDARD
FOODSTUFF

WWW.INTERPOL.NET
WWW.EUROPOL.IT/OPALII

INTERPOL Programme to Combat Trafficking in Illicit Goods

Public Private Partnership and beyond

MICHIGAN STATE UNIVERSITY



Approaches to Prevent Food Fraud



A Strategic Solution to Food Fraud

- Monitoring all imported product is not practical.
- Monitoring all international food manufacturing is not practical.
- Focus on the root of the risk and actions...
 - *The Chemistry of the Crime*: Criminal, Victim, and Guardians/Hurdles
- Detection > Deterrence > PREVENTION
- Food Fraud IS our Food industry responsibility
- The Strategy
 - Intelligence Gathering
 - Create a Public Forum
 - Create Awareness & Harmonization
 - FSMA, GFSI, ISO, USP
 - Food, Dietary Supplements, Drug, Medical Device, Cosmetics, Tobacco, etc

Food Fraud Concepts

- [Does Traceability Really Help Fight Fraudsters?](#)
- [Food Fraud Criminal Cases...Keep your Boss Out of Handcuffs!](#)
- [Rats! More Food Fraud. \(No Really, Rat Meat!\)](#)
- [Food Fraud Prevention is More Like Fighting Purse Counterfeiters than Controlling Microbes](#)
- [The Impact of the Horse Meat Scandal on the Food Industry](#)

MSU Engagement 2013

	Outcome	Benefit	Commitment
Graduate Course	Share your knowledge and set direction of research	Develop the internal talent to support initiatives in the AC space	14 Weeks, online, May to August, ~\$1500
Executive Education	Share your knowledge and set direction of research	Develop the internal talent to support initiatives in the AC space, meet other thought leaders (“invitation only” sessions for brand owners)	2 Days on-campus (\$1950) June 19-20 Oct 22-23
Multi-Client Studies	Research the why’s of AC/D, understand underlying drivers	Uncovering the drivers may lead to new strategies to combat Counterfeiting	Teleconference Meetings with option for on-campus meeting, \$varies
MOOC	Engage global network of Food Fraud thinkers..	Two, 2-hour on-line webinar format with assessment. Students earn an MSU “credential”.	May 10 & 17, 2013 Nov 12 & 19

Acknowledgements

- **MSU Online Master's of Science in Food Safety:** Director Julie Funk, Kristi Denbrock, Heather Ricks, Peggy Trommater, Heidi Chen, Dr. Gary Ades
- **MSU Veterinary Medicine:** Dean Christopher Brown, Chair Ray Geor, Dr. Wilson Rumbelha and Dr. Dan Grooms, Cindy Wilson
- **MSU Global:** Associate Provost/ Executive Director Christine Geith, Jerry Rhead, Gwyn Shelle, Lauren Zavala, Associate Provost/ EVP Dr. Karen Klomparens, Rashad Muhammad
- **MSU NFSTC:** Dr. Scott Winterstein, Trent Wakenight,, Dr. Kevin Walker, Sandy Enness, Jen Sysak, Dr. Rick Foster, to name a few critical contributors and supporters.
- **MSU Food Safety Policy Center:** Dr. Ewen Todd
- **MSU School of Packaging:** Dr. Bruce Harte, Dr. Robb Clarke, Dr. Laura Bix, Dr. Paul Singh, Dr. Diana Twede, Dr. Gary Burgess, Dr. Harold Hughes, Dr. Mark Uebersax, Dennis Young, and Director Joseph Hotchkiss
- **MSU Communication Arts/ Consumer Behavior:** Dr. Maria Lapinski and Dr. Nora Rifon
- **MSU Criminal Justice:** Dr. Jeremy Wilson, Director Ed McGarrell, Dr. Justin Heinonen, Roy Fenoff, Zoltan Fejas, Barbara Sayre, and Sara Heeg
- **MSU Supply Chain Management:** Dr. Cheryl Speier, Dr. Ken Boyer, Dr. John MacDonald, Chair David Closs, Dr. Stan Griffis, Dr. Judy Whipple
- **MSU College Social Science:** Dean Marietta Baba and Assoc Dean Chris Maxwell
- **MSU College of Law:** Dr. Neil Fortin and Dr. Peter Yu
- **MSU Program in Public Health:** Director Michael Rip and Douglas C Moyer
- **MSU Libraries:** Anita Ezzo, Nancy Lucas, Kara Gust
- **MSU International Programs:** Dr. Mary Anne Walker, Dr. John Whimms
- **State of Michigan's Ag & Food Protection Strategy Steering Committee:** Dr. John Tilden, Brad Deacon, Gary Wojtala, Byron Beerbower

Discussion

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Twitter: [@Food Fraud](https://twitter.com/FoodFraud) and [#FoodFraud](https://twitter.com/FoodFraud)

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