

Food Fraud Overview

Food and Agriculture Sector Joint Quarterly Meeting (SCC/GCC)
Critical Infrastructure Partnership Advisory Council (CIPAC)
Tuesday, September 10, 2013 – 1:30 to 3:00

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Director, Food Fraud Initiative

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Curriculum

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

MOOC – Food Fraud Overview – **Nov 12 & 19**

Executive Education – Food Fraud – **Oct 22 & 23**

Working Definition of EMA

“The fraudulent, **intentional** substitution or addition of a substance in a product for the purpose of increasing the apparent value of the product or reducing the cost of its production, i.e., for **economic gain**. EMA includes dilution of products with increased quantities of an already-present substance (e.g., increasing inactive ingredients of a drug with a resulting reduction in strength of the finished product, or watering down of juice) to the extent that such dilution poses a known or possible health risk to consumers, as well as the addition or substitution of substances in order to mask dilution.”

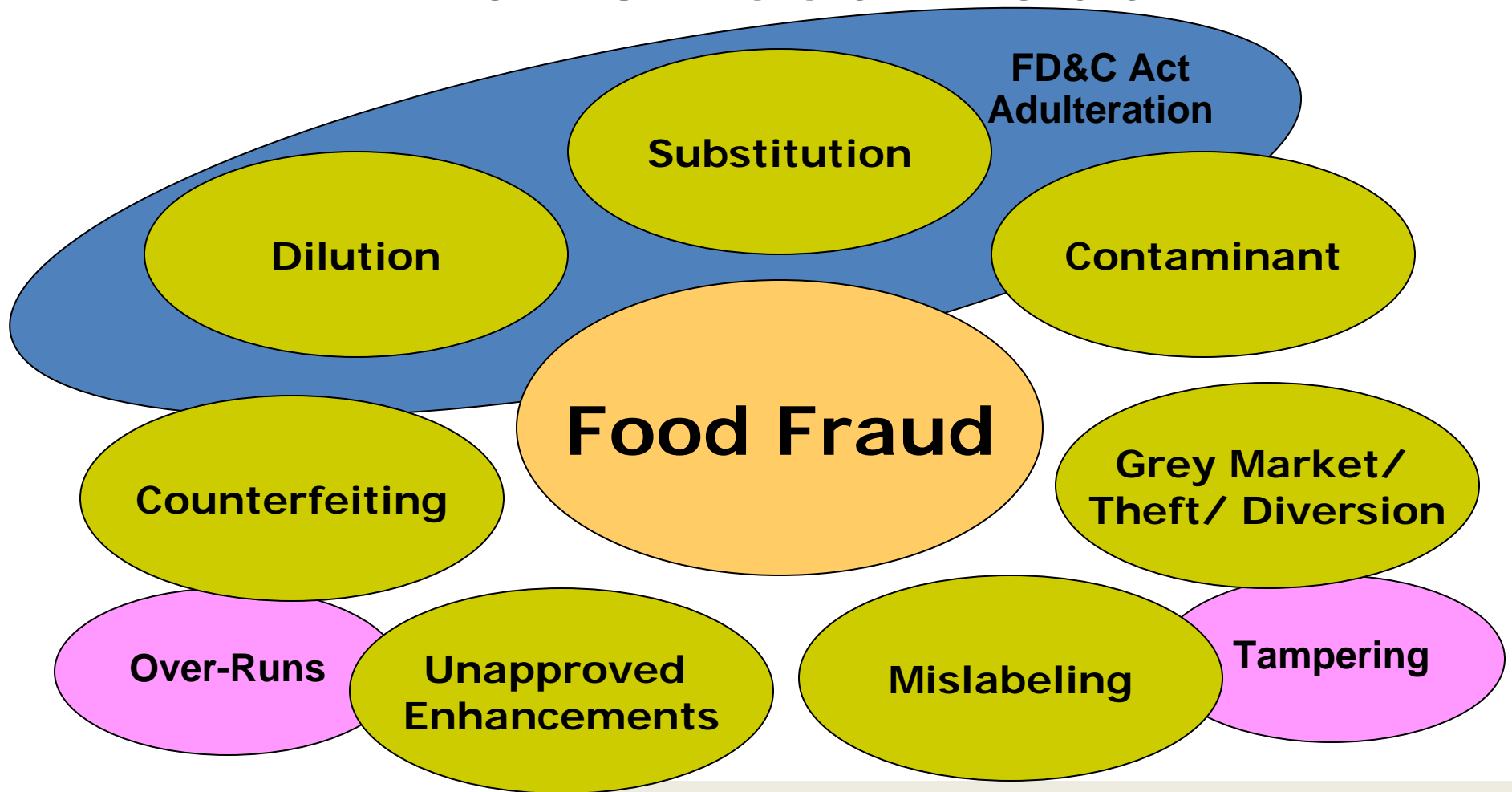
Source: Stiber, Food
Baltimore, MD, 2 M

-- *Federal Register*, April 6, 2009

HHS reply to GAO (October 7, 2011):

“This working definition has been used to generate dialogue between the FDA, the regulated community, and advocacy groups. It has gained traction as a practical working definition, and although it does not serve as a legal definition or require conformance or uniform acceptance, it is a functional and adaptable means of identifying situations of EMA that may concern multiple Centers, enabling them to focus their discussions and encouraging communication and collaboration.”

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		

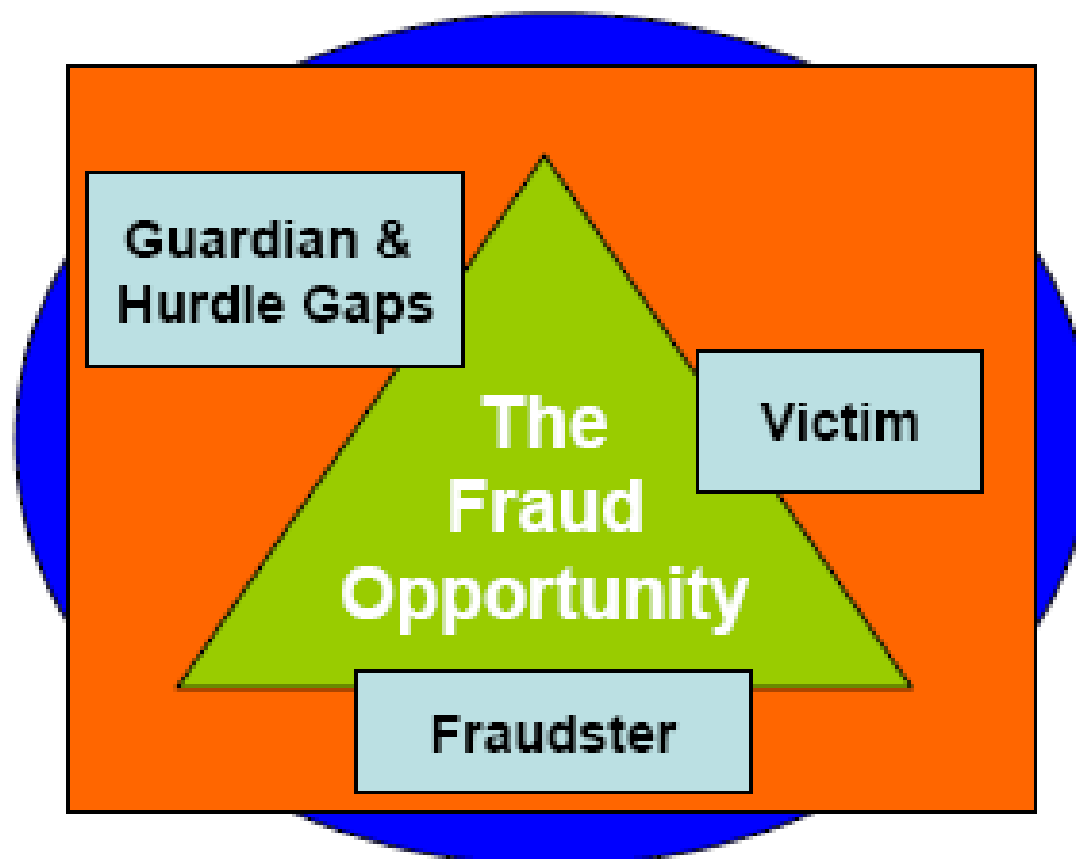
Source: Adapted from: Spink (2006), The Counterfeit Food and Beverage Threat, Association of Food and Drug Officials (AFDO), Annual Meeting 2006; Spink, J. & Moyer, DC (2011) Defining the Public Health Threat of Food Fraud, Journal of Food Science, November 2011

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**

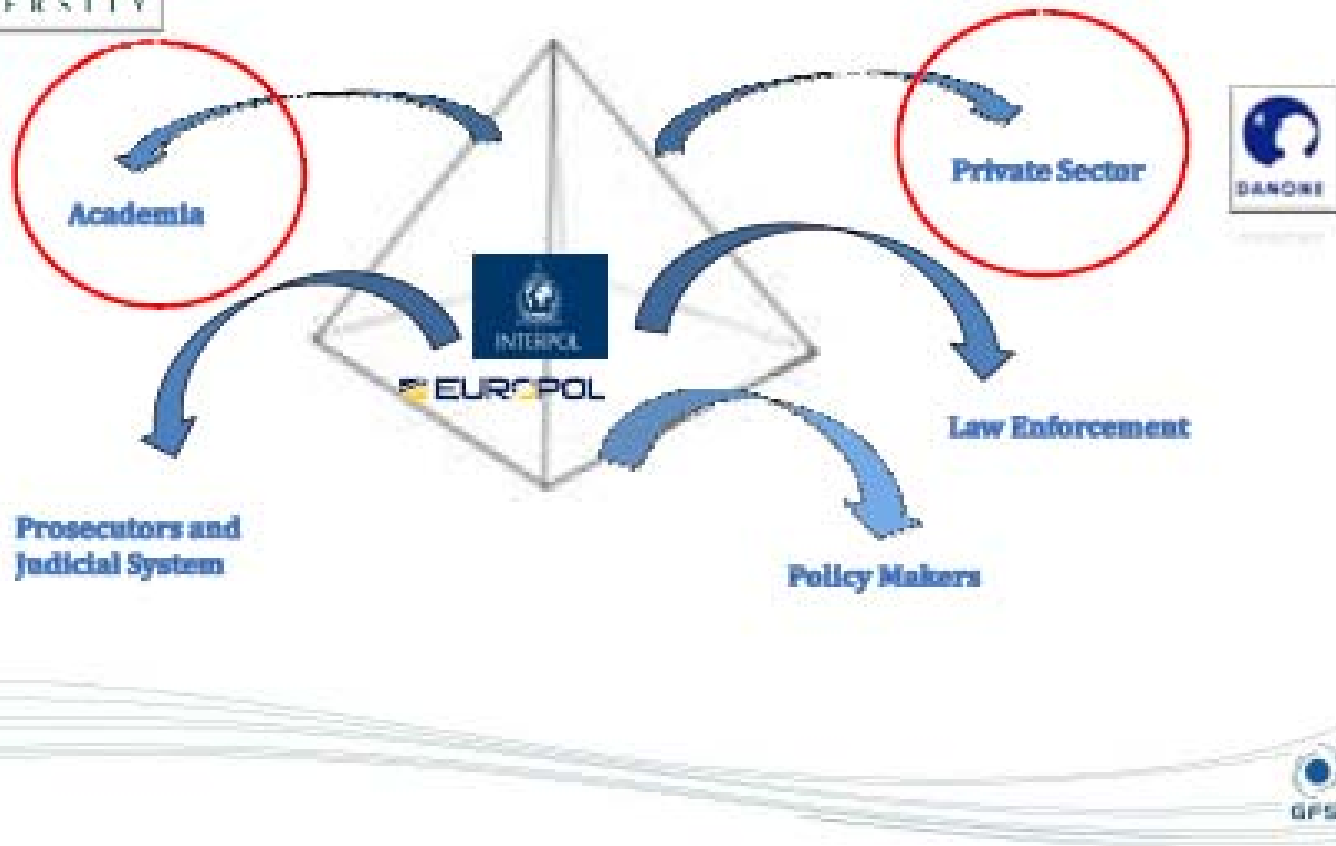
INTERNATIONAL WEEK
OF ACTION (IWA)
TARGETING COUNTERFEIT
AND SUBSTANDARD
FOODSTUFF

WWW.INTERPOL.NET
WWW.EUROPOL.JRC.PA.UJ

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

Acknowledgements

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Discussion

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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

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