

Food Fraud Executive Education

May 12-13, 2014:

Food Fraud Executive Education - including Dietary Supplement Fraud and Veterinary Product Fraud

Executive Education Program Overview:

MSU's Food Fraud Initiative contributes to or helps lead many of the world's strategic Food Fraud prevention activities. Recent activities have expanded to include leadership in the prevention of Dietary Supplement Fraud and Veterinary Product Fraud.

The Food Fraud Initiative (FFI) within the Master of Science in Food Safety Program and the College of Veterinary Medicine at Michigan State University is proud to offer this Executive Education program on Food Fraud prevention, led by Dr. John Spink, Director of the FFI. It is based on the graduate course Anti-Counterfeit Strategy and Product Protection (also led by Dr. Spink since 2008). In this Executive Education program we examine Food Fraud prevention strategy based on 1: the fraud opportunity (the crime), 2: the fraudster (the types of counterfeiting and of counterfeiters), and 3: the victim (the brand owners, retailers, consumers, etc.). We also address the consumer role in product authentication.

Food Fraud Executive Education is a structured, education-focused program that provides attendees with an insight into the emerging corporate management function of Food Fraud prevention. The format is very interactive and we keep the class sizes smaller for one-on-one engagement. We incorporate many real-world applications and problem-solving exercises that will provide you with an effective framework for addressing your organization's product protection needs. In addition, there are presentations by industry and agency experts, determined by the topics covered. Attendees also participate in a vulnerability/risk assessment workshop, which will include the emerging concept of VACCP - Vulnerability Assessment and Critical Control Plan.

Concepts Covered:

- Food Fraud
- Economically Motivated Adulteration (EMA)
- Anti-Counterfeit Strategy
- Diversion/Smuggling
- Tamper-Resistance/Tamper-Evidence
- Roles in Authentication
- Theft Prevention: Shoplifting, Cargo Theft, Warranty Fraud and Employee Theft
- The VACCP, TACCP, and HACCP continuum
- Supply Chain Security
- Retail and Transportation Vulnerability
- Packaging and Tampering
- Legislation and Regulations – including US FSMA, EU, UK, GFSI, and ISO
- Criminology and Behavioral Sciences
- Consumer Behavior and Brand Equity
- Enterprise Risk Management (ERM) /Corporate Risk Management
- Dietary Supplement Fraud
- Veterinary Product Fraud

Enrollment Information:

Fee: The fee is \$1950 (US) for the two day session. Payment can be made by check or credit card.

Registration: To register, visit <https://noncredit.msu.edu/listSections.action?offeringid=942>

Location: The course will be conducted on the campus of Michigan State University at the Food Safety & Toxicology Building, 1129 Farm Lane, East Lansing, MI 48824.

Campus map: <http://maps.msu.edu/interactive/>

Time: Day 1 will be 8:30am to 5:00pm, with an optional dinner. Day 2 will be 8:30am to 3:30pm.

Lodging Recommendations:

- Kellogg Center, MSU, PH: (800) 875-5090. It's recommended to make reservations early!
- Candlewood Suites (The Henry Center), MSU, PH: (800) 541-4998
- Marriott of East Lansing, PH: (517) 337-4440

Program Leader
John Spink, PhD

Director and Assistant Professor, Food Fraud Initiative, Master of Science in Food Safety Program

Affiliations:

Member, Food Fraud Think Tank, Global Food Safety Initiative (GFSI)

Advisor, Brand Protection Project, Grocery Manufacturer's Association (GMA)

Advisor, Economic Adulteration of Food Project, GMA

Chair, US Technical Advisory Group to ISO Technical Committee 247 Fraud Counter-measures and Controls

Member, USP Expert Panels: Food Ingredient Intentional Adulteration, Drug, Dietary Supplements

Member, State of Michigan's Ag & Food Protection Strategy Steering Committee

Testified and Presented, "Defining Food Fraud," FDA Open Meeting on Economically Motivated Adulteration, May 1, 2009

Contact

Dr. John Spink
SpinkJ@msu.edu

517-381-4491

FoodFraud.msu.edu

