Food Fraud Prevention – A Global Perspective on Global Collaboration

15th Annual FERA/JIFSAN Symposium
Wednesday, June 11, 2014 – 11:00 to 11:30am
York, United Kingdom

John Spink, PhD
Director & Assistant Professor, Food Fraud Initiative

WWW.FoodFraud.MSU.edu  Twitter @FoodFraud  and #FoodFraud
Acknowledgements

• **MSU Online Master’s of Science in Food Safety:** Director Julie Funk, Kristi Denbrook, Heather Ricks, Peggy Trommater, Heidi Chen, Dr. Gary Ades
• **MSU Veterinary Medicine:** Dean Christopher Brown, Chair Ray Geor, Dr. Wilson Rumbeiha 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

© 2014 John Spink
Curriculum

MOOC – Food Fraud Overview – November 11 & 18
  http://foodfraud.msu.edu/mooc/

Graduate Courses (Online, Three Credits)
• Anti-Counterfeit & Product Protection (Food Fraud)
• Quantifying Food Risk
• Packaging for Food Safety
• Food Protection and Defense
• Global Food Safety

Certificate (Online, Four Courses Each)
• Graduate Certificate in Food Fraud Prevention (Food Safety)
  – http://online.foodsafety.msu.edu/
WARNING: Counterfeiters Attend Anti-Counterfeit Conferences
The Food Risk Matrix

The **Cause** leading to the **Effect** of Adulteration Prevention is understanding the motivation

<table>
<thead>
<tr>
<th>Food Quality</th>
<th>Food Fraud(^1)</th>
<th>Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Gain: Economic</td>
</tr>
<tr>
<td>Food Safety</td>
<td>Food Defense</td>
<td>Harm: Public Health, Economic, or Terror</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unintentional</td>
<td>Intentional</td>
<td></td>
</tr>
</tbody>
</table>

**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?
ERM/ CRO

- Enterprise Risk Management (ERM) and a Chief Risk Officer (CRO) are becoming more common.
  - Understand and speak the language of risk
  - Use a Risk Matrix and Risk Summing
  - CFO/CRO expanding focus to all-hazards within their structure
  - Focus on strategic nature of risk: pro and con
Enterprise Risk Management Continuum from Operational Risk

Operational Risk

Tactical
Quantitative
ROI

Enterprise Risk

Strategic
Qualitative
Vulnerability

Metal Shavings ↔ Shoplifting ↔ Counterfeiting


© 2014 John Spink
COSO (Accounting Principles)

Committee of Sponsoring Organizations of the Treadway

- Enhancing risk response decisions
- Reducing operational surprises and losses
- Identifying and managing multiple and cross-enterprise risks
- Seizing opportunities
- Improving deployment of capital
Global Activities

- UK Elliott Review (Food Fraud/ Food Crime)
- EP/EU Resolution (Food Fraud)
- Interpol Operation Opson I, II, III (Food Crime/ IP)
- US Food Safety Modernization Act –
  - Intentional Adulteration/ Economically Motivated Adulteration
  - Congressional Research Service report on Food Fraud (1/2014)
  - GAO report on FDA and EMA (10/2013)
- GFSI Guidance Document
- PAS 96 Food Defence (Intentional)
- ISO TC 247 Fraud Countermeasures and Controls
- GMA: Brand Protection, Consumer Product Fraud, etc.
- US Pharmacopeia/ Food Chemicals Codex (Adulteration)
- Corporate Processes and Systems
  - Quality/ Six Sigma
  - Enterprise Risk Management/ Chief Risk Officer
  - COSO (Committee of Sponsoring Organizations – business executive management and governance).
Call to Action

• Academia
  – Lead with the behavioral sciences and criminology
  – Shift from intervention and response to prevention
  – Define the value of technology and countermeasures in terms of the impact on prevention (re: lawsuits, enforcement, prosecution)

• Industry
  – Engage in request for comments/ Federal Register Notices
  – Risk assessment/ vulnerability frame
  – Food Fraud Prevention focus – holistic, consumer confidence

• Governments
  – Define Food Fraud in laws not just in regulations or guidance documents
  – Create and engage public-private partnership forum
  – Risk assessment/ risk summing for all population-wide risks

• State and Local Agencies
  – Collaborate to define the risk- and science-based approach
  – Evaluate safety of food inspectors

© 2014 John Spink
Discussion

John Spink
spinkj@msu.edu
www.FoodFraud.msu.edu
twitter: @FoodFraud

MOOC – Food Fraud Overview – March 31 & April 7
http://foodfraud.msu.edu/mooc/