

# Food Fraud Prevention Overview

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[WWW.FoodFraud.MSU.edu](http://WWW.FoodFraud.MSU.edu) -- Twitter @FoodFraud and #FoodFraud



# Curriculum

## Massive Open Online Course (MOOC – free, open, online)

- Food Fraud Overview, Two Session Course, November 10 & 17, 2014
  - English and **Mandarin Language**
  - [www.FoodFraud.msu.edu](http://www.FoodFraud.msu.edu)

## Graduate Courses (Online, Three Credits)

- Anti-Counterfeit & Product Protection (Food Fraud)
- Quantifying Food Risk (including Food Fraud)
- Global Food Safety (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)

## Master of Science in Food Safety (Online)

- [www.online.FoodSafety.msu.edu](http://www.online.FoodSafety.msu.edu)

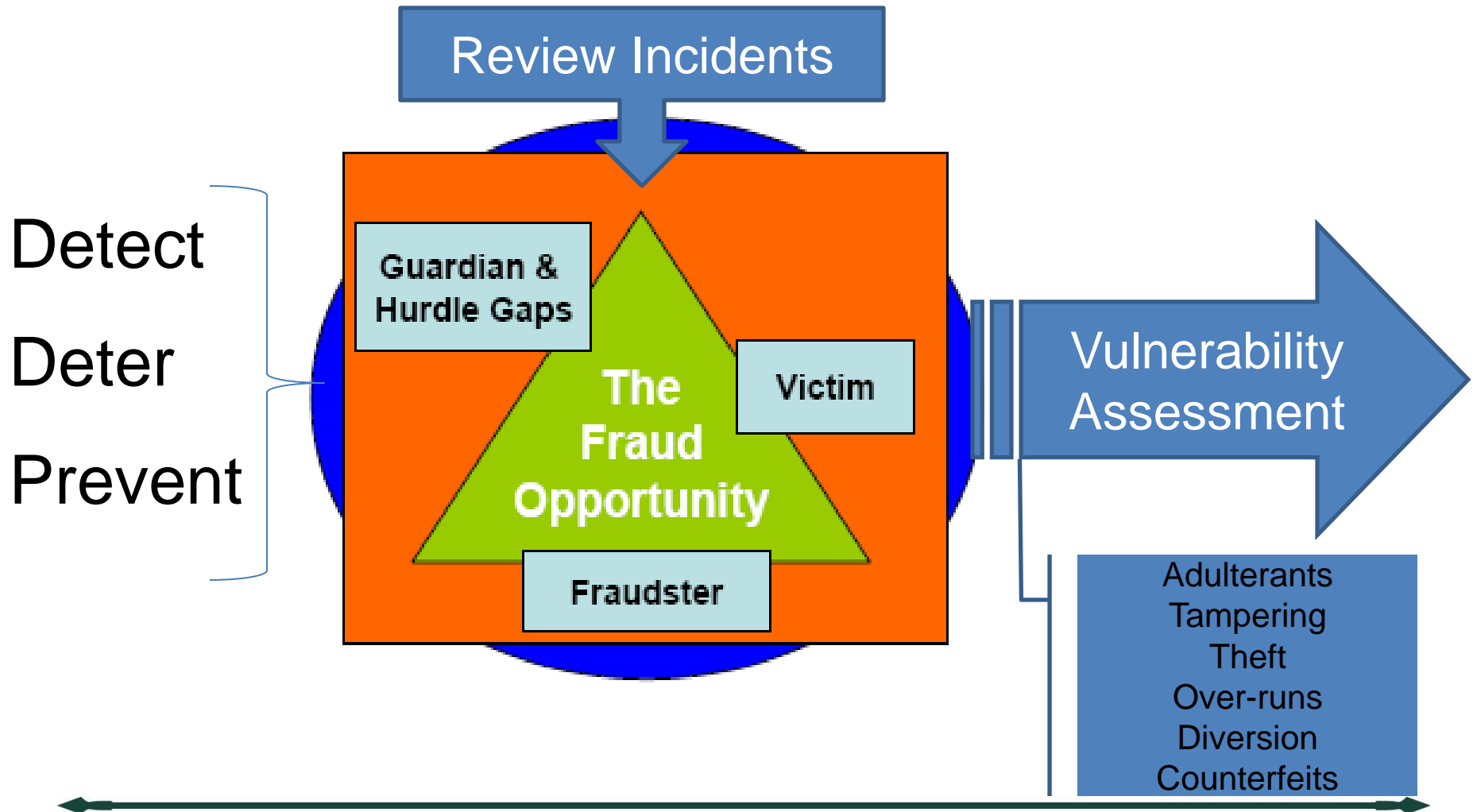
# The Food Risk Matrix

*Prevent by Understanding the Motivation*

<b>Food Security</b>	<b>Food Quality</b>	<b>Food Fraud<sup>(1)</sup></b>	Motivation
			Gain: Economic
	<b>Food Safety</b>	<b>Food Defense</b>	Harm: Public Health, Economic, or Terror
	Unintentional	Intentional	
	<b>Action</b>		

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

# Criminology: The Chemistry of the Crime



# Call to Action

- Academia
  - Focus first on the motivation using 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
- Industry
  - Discuss the topic with governments and non-governmental organizations
  - Risk assessment shift to vulnerability assessment
  - Food Fraud Prevention focus
    - Consider all types of fraud not just adulterants
    - Begin by focusing on prevention not detection
- Governments
  - Define Food Fraud rather than only addressing adulterants in laws not just in guidance documents
  - Create and engage public-private partnerships
  - Assess Food Fraud separately from Food Safety and Food Defense

# Resources

- Food Fraud Reference Sheet
  - <http://foodfraud.msu.edu/food-fraud-reference-sheet/>
- Crime Triangle Introduction and Application to Food
  - <http://onlinelibrary.wiley.com/doi/10.1111/j.1750-3841.2011.02417.x/abstract>
- Types of Product Fraud/ Food Fraud
  - <http://www.crimesciencejournal.com/content/2/1/8>
- Types of Counterfeiters/ Fraudsters
  - <http://www.crimesciencejournal.com/content/2/1/8>
- Product Counterfeit Incident Clustering
  - <http://www.crimesciencejournal.com/content/3/1/3>
- Case Study of Food Fraud Incidents – Challenges of Enforcement
  - <http://nopr.niscair.res.in/handle/123456789/11577>

# Discussion

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

[www.FoodFraud.msu.edu](http://www.FoodFraud.msu.edu)

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# MSU Engagement 2014

	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, ~\$2200
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) September 22-23 September 24-25 February TBD
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”.	November 10 & 17, 2014