Global Food Fraud Prevention Trends and Regulations

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John Spink, PhD
Director & Assistant Professor, Food Fraud Initiative
Visiting Scholar, Queen’s University Belfast (UK)
Member, Food Fraud Think Tank for GFSI
Member, GAA Economic Adulteration Work Group
Member, USP Food Ingredient Intentional Adulteration Expert Panel

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

What is Food Fraud?

FDA “Economically Motivated Adulteration”

Substitution
Contaminant
Grey Market/Thief/Diversion

Counterfeiting
Over-Runs
Unapproved Enhancements
Mislabeling
Tampering

Source: Food Fraud Think Tank Presentation, GFSI, 2012, 2013, 2014

Defining Food Fraud

Action: Deception Using Food for Economic Gain
– Including the sub-category of “Economically Motivated Adulteration” or EMA
– Note: FDA currently defines EMA as a “substance” for “economic gain”

Motivation: Economic Gain
– “Food Defense” motivation is traditionally harm or terror

Effect:
– Economic Threat
– Public Health Vulnerability or Threat

Examples:
– Horsemeat in ground beef
– Peanut Corporation selling known contaminated product
– Diluted or extra virgin olive oil
– Melamine in pet food and infant formula
– Over-icing with unsanitary water
– Unauthorized unsanitary repackaging (up-labeling or origin-laundering)
– Cargo Theft reintroduced into commerce/ Stolen products
– Expired product date code tampering or “refreshing”

Reference: Spink & Moyer (2015); Defining the Public Health Threat of Food Fraud, Journal of Food Science

The Food Risk Matrix

Prevent by Understanding the Motivation

Food Quality
Food Fraud
Food Defense
Motivation
Gain: Economic

Harm: Public Health, Economic, or Terror

Food Security

Unintentional Intentional Action


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Call to Action

- **Academia**
  - 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)
  - Lead with the behavioral sciences and criminology

- **Industry**
  - Food Fraud Prevention focus – holistic, consumer confidence
  - Engage Governments in request for comments
  - Risk assessment/ vulnerability frame

- **Governments**
  - Focus broadly on product fraud not just adulterants
  - 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

Resources

- **Food Fraud Reference Sheet**

- **Crime Triangle Introduction and Application to Food**

- **Types of Product Fraud/ Food Fraud**
  - [http://www.crimesciencejournal.com/content/2/1/8](http://www.crimesciencejournal.com/content/2/1/8)

- **Types of Counterfeiters/ Fraudsters**
  - [http://www.crimesciencejournal.com/content/2/1/8](http://www.crimesciencejournal.com/content/2/1/8)

- **Product Counterfeit Incident Clustering**
  - [http://www.crimesciencejournal.com/content/3/1/3](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](http://nopr.niscair.res.in/handle/123456789/11577)

MSU Engagement 2014-2015

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<th>Benefit</th>
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<td>Multi-Client Studies</td>
<td>Research the why’s of AC/D, understand underlying drivers</td>
<td>Uncovering the drivers may</td>
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<td>lead to new strategies to combat</td>
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<td>MOOC</td>
<td>Engage global network of Food Fraud thinkers...</td>
<td>Two, 2-hour on-line webinar</td>
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Contact: John Spink, SpinkJ@msu.edu – 517.381.4491 – [http://FoodFraud.msu.edu](http://FoodFraud.msu.edu)

Discussion

John Spink, PhD
SpinkJ@msu.edu
Twitter: @Food Fraud and #FoodFraud
www.FoodFraud.msu.edu
USA Activities - October 2014

- GAO Fruit Juice Adulteration (1996) "Economic Adulteration"
- GAO Seafood Fraud (2/2009)
- CRS Seafood Fraud (2009, 2013)
- FDA Public Meeting on EMA (5/2009) "Economically Motivated Adulteration"
- FSMA (1/2011) "Intentional Adulteration" (IA)
- GMA Consumer Product Fraud (1/2011)
- GAO Report on EMA (10/2011) "Prevent all threats"
- FSMA IA Rule (12/2013 open, closed 2/2014)
- CRS Report on Food Fraud (1/2014) "Food Fraud"
- FSMA PC Rule (Final, EMA open - 9/2014)
- Presidential Task Force on Seafood Fraud (8/2014)

Global Activities - October 2014

- UK Elliott Review (Food Fraud/ Food Crime)
- EP/EU Resolution (Food Fraud)
- Interpol Operation Opson I, II, III (Food Crime/ IP)
- GFSI Guidance Document, plus...
  - Food Fraud Think Tank/ Food Fraud Mitigation Position Paper
  - Food Fraud Vulnerability Assessment Workshop
- PAS 96 Food Defence (Intentional), plus...
- ISO TC 247 Fraud Countermeasures and Controls, plus...
- GMA: Brand Protection, Consumer Product Fraud, plus...
- US Pharmacopeia/ Food Chemicals Codex (Adulteration), plus...
- US Food Safety Modernization Act (FSMA), plus...
  - Requesting comments on "Economically Motivated Adulteration"
- Corporate Processes and Systems
  - Quality/ Six Sigma
  - Enterprise Risk Management/ Chief Risk Officer
  - C2OS (Committee of Sponsoring Organizations – business executive management and governance).

Update 9/20/2014

- Would the horsemeat incident be an EMA violation? Would it be regulated by FDA? TBD.
- FDA stated a conclusion that "intentional hazards, which are not addressed in traditional HACCP or other food safety systems, likely will require different kinds of controls and would be best addressed in a separate rulemaking."
- The specific request for comments includes:
  - Request for Comment 1: "... whether this preventive controls rule would be the most appropriate rule to address FSMA’s requirements to address hazards that may be intentionally introduced (for purposes of economic gain) and, if so,
  - Request for Comment 2: "what (if any) modifications to the proposed regulatory test would be appropriate. ... We are seeking comment on alternative ways to control such hazards."
- Question: To address prevention, cover only adulterants or all fraud?