

## Food Fraud Business - Short Course

September 21-22, 2015: Food Fraud Basics – Short Course  
 February 1-2, 2016: Food Fraud Basics – Short Course  
 September 19-20, 2016: Food Fraud Basics – Short Course

### Executive Education Program Overview:

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 Basics*, led by Dr. John Spink, Director of the FFI. This course is specifically tailored to those who need a thorough understanding of the fundamental concepts. The content is applicable to all functions and levels – from entry level engineers to executives.

The course is based on the graduate course *Anti-Counterfeit Strategy and Product Protection* (also led by Dr. Spink, since 2008). In this Short Course we examine Food Fraud prevention strategy based on Situational Crime Prevention and Routine Activity Theory including the Crime Triangle: the fraud opportunity defined by the victim, fraudster, and guardian or hurdle gaps. We also address business decision-making concepts of Enterprise Risk Management and COSO Accounting Principles.

The format is very interactive and we keep the class sizes smaller for more 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.

MSU's Food Fraud Initiative contributes to or helps lead many of the world's strategic Food Fraud prevention activities. MSU is a recognized leader in Food Safety education as well as Food Science scholarship. Recent activities have expanded to include leadership in Dietary Supplement Fraud and Veterinary Product Fraud. Other projects are contributing to assessing the vulnerability and risk.

### Concepts Covered:

- Food Fraud
- Economically Motivated Adulteration (EMA)
- Anti-Counterfeit Strategy
- Diversion/Smuggling
- Tamper-Resistance/Tamper-Evidence
- 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)
- Dietary Supplement Fraud
- Veterinary Product Fraud

### Enrollment Information:

**Fee:** The fee is \$1500 (US) for the two day session. Payment: Payment can be made by check or credit card.

**Registration:** To register see [https://commerce.cashnet.com/msu\\_3794](https://commerce.cashnet.com/msu_3794)

[Note: 2016 event registration not open yet]

**Location:** The course will be conducted on the campus of Michigan State University at the Henry Center,

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

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

### Lodging Recommendations:

- Candlewood Suites, MSU, PH: (800) 541-4998 (adjoining The Henry Center)
- Kellogg Center, MSU, PH: (800) 875-5090
- 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:

Fellow, Foreign Subject Matter Expert, Chinese National Center for Food Safety risk Assessment-CFSA (2015-16)

Member, Food Fraud Think Tank, GFSI

Advisor, Brand Protection Project, GMA

Advisor, Economic Adulteration of Food Project, GMA

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

Member, 3 USP Expert Panels: Food, Drug, Dietary Supplements

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

Testified, FDA Open Meeting on Economically Motivated Adulteration, May 1, 2009

Contact

Dr. John Spink  
[SpinkJ@msu.edu](mailto:SpinkJ@msu.edu)

517-381-4491

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

