

Executive Education

Food Fraud Management Strategy

This course focuses on the management strategy education required to create, implement, and manage a holistic and all-encompassing Food Fraud Prevention Strategy.

Schedule: • Sep 10-11, 2019, at MSU - • Feb 4-5, 2020, at MSU
CLOSED

Executive Education Program Overview:

The Food Fraud Initiative (FFI) within the College of Veterinary Medicine (CVM) at Michigan State University is proud to offer this Executive Education program on *Food Fraud Management Strategy*, 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 **Food Fraud Prevention** textbook – the first on this topic – that was authored by course director Dr. Spink. It is also based on the graduate course *Anti-Counterfeit Strategy and Product Protection* (also led by Dr. Spink, since 2008). We examine Food Fraud prevention strategy building upon Food Science authentication to 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.

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
- Animal and Veterinary Product Fraud

Enrollment Information:

Fee: The fee is \$1950 for the session. Payment can be made by credit card. The course includes a Certificate of Completion for 10 Contact Hours of training.

Registration: Register at https://commerce.cashnet.com/msu_3794

Location: Henry Center, Michigan State University, East Lansing, MI, USA.

Time: The course will run each day from 8am to 4pm with an evening session on the first day.

Lodging Recommendations: Candlewood Suites (at the Henry Center), 517.351.8181; Kellogg Center, MSU, 800.875.5090; Marriott of East Lansing, 517.337.4440.

Program Leader
John Spink, PhD

Director and Assistant Professor, Food Fraud Initiative, College of Veterinary Medicine, MSU

Affiliations:
Member, Food Fraud Think Tank, GFSI (2012-2014)

Advisor, Economic Adulteration of Food Project, GMA

Member, US Codex Alimentarius Delegation to EWG on Food Fraud

Founding Chair, US Technical Advisory Group to ISO Technical Committee 247 Fraud Counter-Measures

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

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

Creator and Lead Instructor:
Packaging for Food Safety, Quantifying Food Risk, & Product Protection (Anti-Counterfeiting), Master of Science in Food Safety Program, College of Veterinary Medicine, MSU

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

With:
Douglas C Moyer, PhD
Assistant Professor
Counterfeit Medicines Program in Public Health
College of Human Medicines, MSU

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