

KEYNOTE SPEAKER
DAY 1
SESSION 1



CHRIS ELLIOT
FACULTY OF MEDICINE, HEALTH & LIFE SCIENCES
QUEENS UNIVERSITY, BELFAST

FOOD FRAUD

a year of DISCUSSION

AND ACTION

FOOD FRAUD 2017



GLOBAL UNDERSTANDING

NEW FORMS
UNTARGETTED
ANALYSIS

STANDARDIZATION
OF TECHNIQUES

MOBILE
TECH



EU-CHINA
LABORATORY
SHARE BEST
PRACTICES

WHEREVER
WE LOOK FOR
FRAUD, WE FIND

WATCH OUT



HUMAN
EXPLOITATION



NUTRITIONAL
RISKS



HEALTH
RISKS

FOOD FRAUD
FOOD?

DECEPTIVE
ACTIONS

VICTIMS

INDIVIDUAL
COMPANIES

GLOBAL
FOOD
INTEGRITY
HUB

INNOVATORS
DIGITAL

HOW DO WE
COME TOGETHER
to CHALLENGE
FOOD FRAUD

DEFINITIONS
SAFETY?
FRAUD

GROWING AWARENESS

COSTS
IMPACT

ENVIRONMENT



TIM HAMONS



keynote DAY 1
SESSION 1

from FARM to FORK

OPPORTUNITIES for FRAUD

FOOD = NOT A COMMODITY
~~PRICE WARS~~

FOOD FRAUD 2017

GLOBAL UNDERSTANDING

TOM HEILANDT
FAO/WHO CODEX
ALIMENTARIUMS COMMISSION

WHAT CAN WE DO FOR FOOD SAFETY?

HEALTHY
WE DARE NOT TOUCH IT

Respect

WHAT FOOD IS ALL ABOUT



LET'S WORK IN MORE SYSTEMATIC METHOD



NOW

NEW AREAS OF DECISIONS
IDENTIFY GAPS

OUR STANDARDS CAN HELP!

SET STANDARDS

WHAT WERE DOING

WHAT COUNTRIES NEED

EXCHANGE INFO

FRAUD? VS CLAIMS

IDENTIFY GAPS

ADDITIVES
SUGAR+++...

FRAUD = NOT FAIR PRACTICE



MEMBERS DECIDE



TIM HAMDNS

KEYNOTE DAY 11
SESSION 2



THE IMPACT OF FOOD FRAUD ON CHINA

FOOD FRAUD 2017 GLOBAL UNDERSTANDING



Here's WHAT WE'RE DOING:

YONGNING WU
CFSA CHINA

EU-CHINA FORUM ON FOOD SAFETY



RESPONSIBILITY OF FOOD PRODUCERS

NEED MORE INTERNATIONAL CO-OPERATION

TAKE IT SERIOUSLY



WE NEED MORE RESEARCH

REGULATION

SCIENTIFIC RESEARCH

WHAT'S HAPPENING?



WE HAVE the BEST DETECTION

CHINA

OUR GOAL:

- EMA
- MORE CONCERN
- HEALTH RISK
- PUBLIC CONCERN

NON-EDIBLE MATERIAL

BLACK LIST

EU AUTHENTICITY

US: INTENTIONAL ADULTERATION

BLACK LIST:

NON-EDIBLE SUBSTANCES IN FOOD:

EASILY ABUSED

48 NON-CHEMICAL

CFDA AGAINST FOOD FRAUD

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SESSION 1



UPDATES ON AVAILABILITY

TOOLS & METHODS
GUIDANCE

ASSOCIATED with
FOOD FRAUD
PREVENTION
& MANAGEMENT

FOOD FRAUD 2017 GLOBAL UNDERSTANDING



JAMES DONARSKI
FERA SCIENCE

FUTURE WORK

SCIENTIFIC OPINIONS
GUIDANCE ON HOW TO USE THEM

FOCAL POINT FOR ANALYSIS
CAPABILITIES

HERES WHAT WE'RE LOOKING AT:
GAPS

CONTACT US TO WORK ON THESE W.P.



TIM HAMDON'S

BEIJING · OCT 30-31

FOOD FRAUD 2017

GLOBAL UNDERSTANDING



Keynote DAY 1
session 2



ANDY MORLING
NATI FOOD CRIME
UNIT · LONDON

INTELLIGENCE

EVIDENCE

of FOOD FRAUD + CRIME

BUILDING

FOOD CRIME IS THE MOST DIFFICULT BY FAR..

PREMIUM OVERLAP...
CHARACTERISTICS
IMPORTED
↑ HIGH VALUE DEMAND SPIKE

PRODUCT PROFILING

SUBJECT



GLOBAL RESPONSE
CAPACITY

PREVENT PROTECT
DECISION TO ACT PURSUE
PREPARE



HEY!
HUMAN SOURCES

WERE VICTIMS HERE

WE NEED TO LOOK AT INDUSTRY

INFO DEVELOPMENT ANALYSIS



SOLVES CRIME
DRIVES ACTION
STRATEGIC

DEFENSE = series of WELL-DIRECTED BLOWS



HUMAN BEHAVIOUR

HOW DO WE MEASURE

WHISTLE BLOWER

PEOPLE DECEAID PEOPLE



INDUSTRY INSIDER
elephant IN THE ROOM...

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Keynote DAY 1
Session 2



STEPHEN OSTROFF
US FOOD & DRUG ADMIN.

TOWARDS A
GLOBAL
APPROACH

FOR THE
PREVENTION
OF ECONOMIC
MOTIVATED
ADULTERATION

there's NO FRAUD
Greater than a
PROMISE
NOT KEPT



FSMA

OUR
AREA OF
FOCUS

FOOD
SAFETY

QUALITY

FRAUD

FOOD FRAUD 2017
GLOBAL UNDERSTANDING



IS THIS
REASONABLY
FORE-
SEEABLE

NOT JUST
A PROBLEM
FOR
REGULATORS

INDUSTRY

ACADEMIC +
INSTITUTIONS



DEVELOP
PLAN
SHOW HOW
IT WORKS

EMA
INVESTIGATORS
INT'L
COMMS



FRAUD

QUALITY SAFETY

INFO
SHARING



FOOD ADULTERATION
ONCE YOUVE
BEEN CAUGHT
IT'S DIFFICULT TO
GET BACK OUR
REPUTATION



YOUVE
RIPPED ME
OFF



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KEYNOTE DAY 22
SESSION 3

FOOD FRAUD PREVENTION: a CASE STUDY Parmigiano Reggiano

FOOD FRAUD 2017
GLOBAL UNDERSTANDING



EMILIANO
de DOMINICIS

WE FOUND
8%
& PREVENTED

WE PERFORM
RANGE of
ANALYSIS

AUTHENTIC

MILK
QUALITY

ACID?

LINK TO
BIO-MARKER

ANIMAL
FEED



PROCESS:
IS IT
AUTHENTIC?

ORIGIN:
WAS IT
COMPLIANT or
NOT?

WE NEED TO
PROTECT
OUR FOOD

UNDERSTAND
LINK BETWEEN
MOLECULES
+ TESTING



TEAM of ANALYSTS

CONSORTIUM
PROTECTS

ORIGIN
PROCESS

DETECT



DETER



PREVENTION



4th
MOST
ADULTERATE
FOOD

PARMIGIANO
REGGIANO

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KEYNOTE DAY 2
SESSION 3



LOT OF WAYS TO INTERACT WITH US

INTEGRATING FOOD FRAUD PREVENTION INTO WHOLE SUPPLY CHAIN MANAGEMENT SYSTEM

FOOD FRAUD 2017
GLOBAL UNDERSTANDING



JOHN SPINK
FOOD FRAUD INITIATIVE

WHY?

A... B...

WE STUDY
DECISION
MAKING

FOOD FRAUD COMPLIANCE REQUIREMENTS
□ VULNERABILITY ASSESS
□ WRITTEN

YES OR NO

IMPLEMENT STRATEGY
□

FOOD SUPPLY CHAIN VULNERABILITIES

HOW DO YOU MEASURE

DIFFERENT FROM OTHER FOOD RISKS

GOAL

HORIZON SCAN

RISK ASSESSMENT

SCREEN

MOTIVATION

REVIEW INCIDENTS

GUARDIAN

FRAUD OPPORTUNITIES

RANK

WE NEED TO GET READY

PUBLIC POLICY

FRAUDSTER

COUNTER-MEASURES

FOOD FRAUD PREVENTION CYCLE

MOVING FAST

IT'S REAL SCIENCE

SOCIAL SCIENCE

HOW TO ACT

WHERE TO START

HOW MUCH IS ENOUGH

HOW TO MEASURE

FOOD FRAUD PREVENTION SCIENCE

FOOD FRAUD BOTTOM LINE

TIM HAMONS

KEYNOTE SESSION 3 DAY 2



JANET BALSON
UNITED STATES PHARMACOPIA USP

FOOD FRAUD: PRIORITIZING AREAS of INTERVENTION

FOOD FRAUD 2017 GLOBAL UNDERSTANDING



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KEYNOTE DAY
SESSION 4



MARC HAMILTON
ENVIRONEX, QUEBEC

FOOD FRAUD
IN
CANADA!

EARLY RESULT
ON PERCEPTIONS
AWARENESS

FOOD FRAUD 2017
GLOBAL UNDERSTANDING



ACROSS CANADIAN FOOD SUPPLY
SUPPLY CHAIN

PAY 1-5%
MORE
ONLY

ARE
CONSUMERS
WILLING TO?
PAY

I THINK
CONSUMERS
DONT KNOW...

NEED MORE EDUCATION

RESPONSE

WE TRUST OUR
GOVERNMENT
TRUST...



ITS WORLDWIDE
PROBLEM...
Economic
industry

CANADIAN CUSTOMER

WE WANT TO BE
BETTER
INFORMED

NO
CONSENSUS

WE NEED
AGRI-FOOD
INPUT

WE'RE READY
IN CANADA
FOR
FOOD
FRAUD



WERE
READY

NOT JUST
CANADIAN

TAKE
OUR
SURVEY
EASY
IMPORTANT



RESPONDANTS
25 YRS
EXP
OWNER/
ENTREP'NR
COLLEGE
EDUCAT'N



WE TRUST THE ANALYSIS



PACKAG-
ING

GOV'T

TIM HAMONS

KEYNOTE DAY 2
SESSION 4



KAREN GUSSOW
NVWA NETHERLANDS

the DUTCH CASE OF fipronil in eggs



FOOD FRAUD 2017 GLOBAL UNDERSTANDING



AS A REGULATOR
economic criteria to
set priorities

WHO'S
to BLAME?

FARMERS
INDUSTRY
REGULATOR

BLAME

EVERYONES
SCARED
OF eggs

ARE THERE
OTHER WAYS
to SOLVE
this?

- LINK ECONOMICS & FRAUD
- HOW DO WE SET PRIORITIES?



I HATE THESE

FIPRONIL!

IT'S in eggs!

STABLE
CLEANING
COMPANY

PROBLEM



CHICKEN
MITE



SOLUTION

DISCOVERY



MAJOR INCIDENT
& TRACEABILITY

X KILLS BEES



PANEL 1

AIMING FOR MOBILIZATION of RESOURCES and STRUCTURING collective Action for FOOD FRAUD prevention & MANAGEMENT

FOOD FRAUD 2017 GLOBAL UNDERSTANDING



- WIL WE ARE
- LYSTRA N. ANTOINE GFSP
- TOM HEILANDT CODEX
- RYAN NEWKIRK FDA CENTER
- ANDY MORLING FOOD STANDARD AGENCY
- JOHN SPINK FOOD FRAUD INITIATIVE
- JUNSHI CHEN CFSA
- KAREN GUSSOW NETHERLANDS FOOD & SAFETY
- RONALD JOHNSON AOAC INTL
- CHRIS ELLIOT QUEENS UNIV. BELFAST
- PETER BEN EMBEREK INFOSAN, WHO



WE NOW ALL UNDERSTAND that FOOD FRAUD IS REAL

HOW TO START HOW MUCH IS ENOUGH HOW DO WE MEASURE SUCCESS?

EMA ECONOMICALLY MOTIVATED ADULTERATION

GFSPP WHAT IF CALLED...

GLOBAL FOOD INTEGRITY PARTNERSHIP

easy to do... DIFFICULT to DETECT

DAY 1 PANEL

- RYAN NEWKIRK
- ANDY MORLING
- LYNSTRA N. ANTOINE
- CHRIS ELLIOT
- KAREN GUSSOW
- PETER K. BEN EMBEREK
- STEPHEN OSTROFF
- SAMUEL GODEFROY

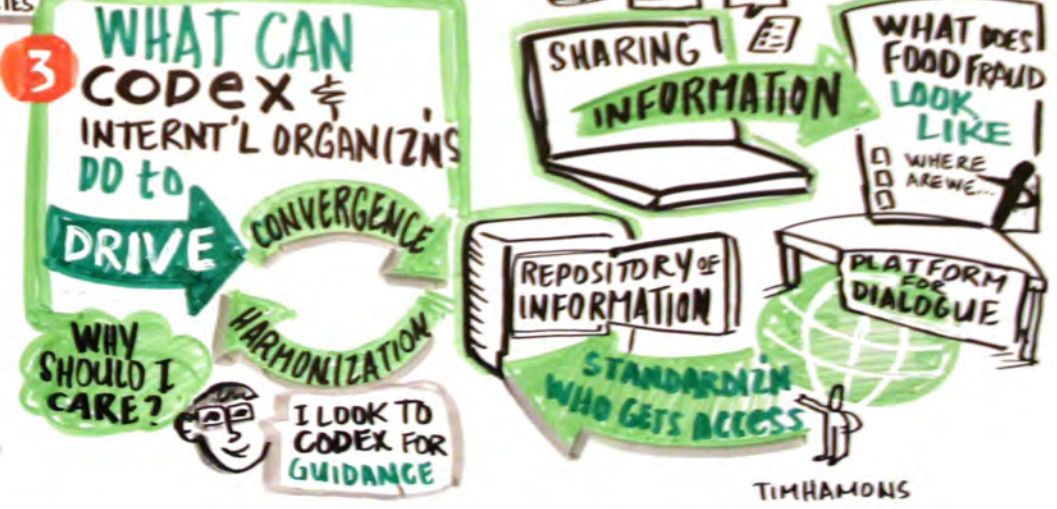
1 WHAT IS NEEDED TO PREVENT FOOD FROM PERSPECTIVE OF REGULATION, LAW ENFORCEMENT, INDUSTRY & ACADEMIA?



2 WHAT WAS ACCOMPLISHED TO DATE BY REGULATORS & WHAT ARE THE GAPS IN GLOBAL UNDERSTANDING?



3 WHAT CAN CODEx & INTERN'T'L ORGANIZ'NS DO TO DRIVE CONVERGENCE & HARMONIZATION?



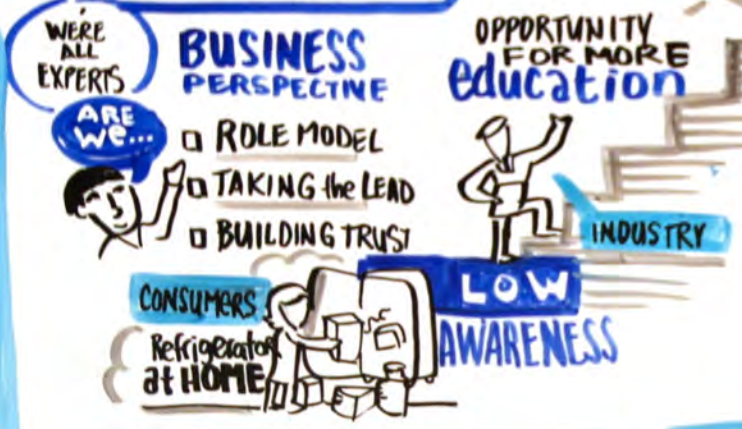
DAY 2: PANEL 3

LEVEL OF RISK AWARENESS
ACROSS FOOD SUPPLY CHAIN
OR RECIPIENT PRODUCER
LONG WAY TO GO

FOOD FRAUD 2017
GLOBAL UNDERSTANDING



- JIE LIU
- JOHN SPINK
- YONGXIANG FAN
- ZHINONG YAN
- ROBERT BAKER
- JAMES DONARSKI
- ZHONG CHEN
- DAVID WANG
- BO SHI ALIBABA
- YONGSHENG JIA



2 PREDICTIVE TOOLS and their effectiveness



DAY 2:
PANEL 4

- RONALD JOHNSON
- SAMUEL GODEFROY
- PAUL SADEK
- SASAN AMINI
- YONGXIANG FAN
- MARY McBRIDE
- MARC HAMILTON
- JAMES ROBERTS
- YONGNING WU
- EMILIANO De DOMINICIS



what will
DRIVE the ENGINE
of PREVENTION

FOOD FRAUD 2017 GLOBAL UNDERSTANDING

