

Include Food Fraud Considerations in Food Traceability

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The Food Fraud Matrix

The Cause leading to the Effect of Adulteration

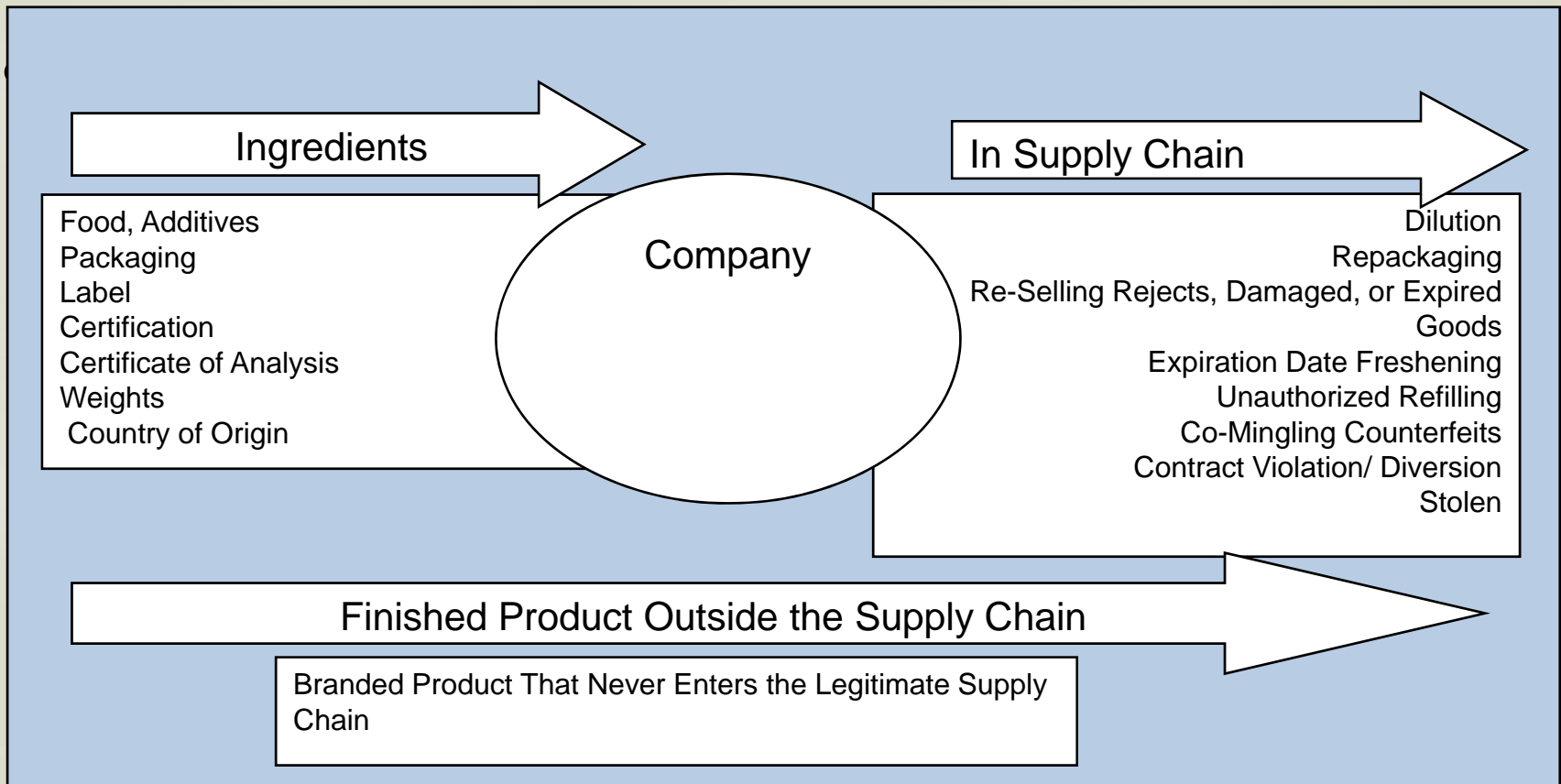
Food Quality	Food Fraud	Economic Threat
Food Safety	Food Defense	Public Health Threat
Un-Intentional	Intentional	

Source: Adapted from: Spink (2006), The Counterfeit Food and Beverage Threat, Association of Food and Drug Officials (AFDO), Annual Meeting 2006

Types of Counterfeiting to Consider

- Adulterate
- Tamper
- Over-run
 - Licensee-Fraud
 - Re-Manufacturing
 - Unauthorized Refill
- Theft
- Diversion
 - Smuggling
 - Parallel Trade
 - Origin Laundering
- Simulation
- Counterfeit

Food Supply Chain Vulnerabilities



Source: Chapter: Defining Food Fraud & The Chemistry of the Crime, Improving Import Food Safety, Institute of Food Technologists, 2010

Define the Countermeasure Objective

- Authentication
 - Prove Genuine
 - Prove Fake
 - Build Consumer Confidence
- Traceability
 - Where it has been
 - Where it is going
 - Find product
- Transparency...
- Supply Chain Optimization
- ***Integrate Systems Across all Food/Drug/Consumer***

A Strategic Solution to Food Fraud

- Monitoring all imported product is not practical.
- Monitoring all international food manufacturing is not practical.
- Focus on the root of the risk and actions...
 - *The chemistry of the crime*: Criminal, Victim, and Opportunity
- The Strategy
 - Intelligence Gathering
 - Create a Public Forum
 - Create Awareness & Harmonization

(Source: Spink, 2009, AAAS Conference)

End of FDA Presentation

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