

# Food Fraud from a Business Perspective

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# It's complicated

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## Economically Motivated

Has been occurring for thousands of years

- Same basic methods today
- Supply chains have lengthened, complicated, and accelerated (Spink and Moyer)

## Distancing the criminals from the victims

- Cost Benefit Analysis = Benefit of Cheating – (risk of getting caught x the penalty when caught cheating)
- New market realities influence traditional morals

# Imagine you are a Pizza Shop in Derbyshire actually using ham and cheese

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## Headline from UK Newspaper

“Two-thirds of takeaway 'ham and cheese' pizzas from this county in England don't contain any ham or cheese”



**Just 25%  
of ham &  
cheese pizzas  
actually  
contain ham  
& cheese**

Data: Derbyshire trading standards

What if you are the pork and dairy farmer, does this affect you?  
... and the pork abattoir and dairy, and what about the employees?

# Let's be Proactive

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## Food Integrity Initiative

- Industry and government
- Three objective
  - Increasing Awareness
  - Identifying priority areas
  - Promoting tools to combat food fraud

## Consumers support... so far

- Government control
- Confirmation bias
- No life threatening cases

# ...Let's be Proactive

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Maintaining customer and consumer confidence in local foods

- Foodland Ontario
- Local claims of every producer
- Provincially inspected plant still feel the effects of 2003 events

# Forensic Fingerprint for Ontario Beef\*

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## Partners

- Beef Farmers of Ontario (funds committed)
- Ontario Independent Meat Processors
- Oritain
- VG Meats
- Many Ontario abattoirs
- Many Ontario Beef Farmers

\* pending application for and approval of funding

# Going Forward

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Co-operative partnerships between industry and government

Demonstration to consumers we are working to improve our industries

Protecting the value current claims

- Leads to R&D and Investment in our sector

Future claims like sustainable

Preparing for the future technological advancements

- NIR
- Self scanning
- Forensic tests
- DNA analysis
- Packaging technologies
- Traceability

# Thank you

Contact the food integrity initiative (FII) via myself  
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## FII Objectives

- Increasing Awareness
- Identifying priority areas
- Promoting tools to combat food fraud