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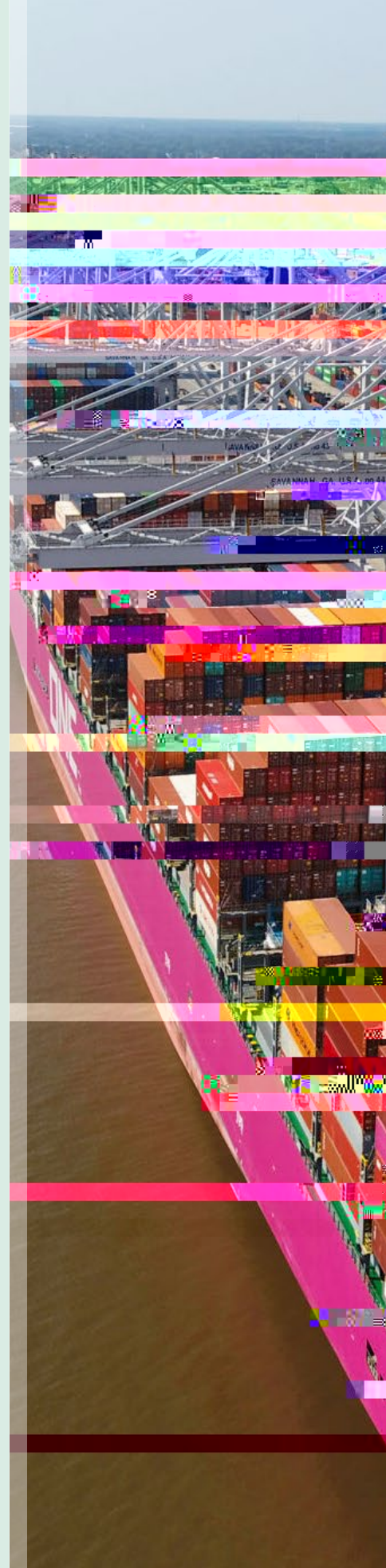
CHAPTER

Protecting the international food supply chain from fraud

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Abstract



Introduction

Food fraud is nothing new – it has been around for

TABLE 1

Solutions to help combat and reduce food fraud



Data and technology

Data and technology are key tools to help both the public and private sectors combat fraud. Data analytics and emerging artificial intelligence technologies are being used by leading businesses to help identify potential areas of risk as well as solutions. The sharing of data between the public and private sectors can play a key role in combating fraud. There are many new and emerging technologies that can assist in the prevention of food fraud (e.g. blockchain, predictive diagnostics). SSAFE has developed a free guide, <https://www.ssafe-food.org/standards/industry-4-0-and-food-safety-guide>,^{***} which can be of assistance in the fight against food fraud.

Finally, technological advancements in testing methodologies and fraud identification systems help determine what we need to look for and identify fraudulent activity.

Education and training

Educating suppliers, employees and customers on food fraud is another tool in the toolkit to help combat fraud and is being done by leading businesses around the world. Education on how to identify fraud, spot internal weaknesses, set up mitigation systems, and how to communicate internally and externally regarding fraud can help prevent fraud from occurring or help it be identified.

Organizational culture

One of the strongest links in fraud can be found with the organizational culture – and leading businesses are working to change this culture. Since a significant amount of fraud may be caused within the direct sphere of influence and control of a food business, the stronger a food company's culture generally (and food safety culture in particular), the less likely that food fraud incidents will happen within the company itself (see Box 1).

Collaboration

Particularly in the case of trading food, collaboration between the public and private sectors is fundamental, and leading food businesses are trying to boost this collaboration. Borders provide a key opportunity for authorities to verify authenticity. Even though they cannot check everything, spot checks go a long way in helping to identify fraud. Furthermore, most companies (i.e. the good actors) appreciate the opportunity to work with authorities to help ensure their product remains safe from fraudulent activities.

* The SSAFE tool (which is available in ten languages) can be downloaded for free at <https://www.ssafe-food.org/tools/food-fraud-vulnerability-assessment-tool>.

** See https://committee.iso.org/ISO_37000_Governance.

*** Available from <https://www.ssafe-food.org/standards/industry-4-0-and-food-safety-guide>.

BOX 1

Resources available from SSAFE

To help strengthen food safety culture across the food industry, SSAFE provides a free assessment to measure the people element of a food business's culture.*

Together with the British Standards Institution, SSAFE co-sponsored the development of PAS 320:2023,

which is a free practical guide to implementing a strong food safety culture in a food business.**

Additional free resources from SSAFE include:

- Food Fraud Vulnerability Assessment Training Modules⁺
- SSAFE Lecture Series in Food Crime Prevention⁺⁺



* Available at <https://www.ssafe-food.org/tools/food-safety-culture-tool>.

** Available at <https://www.bsigroup.com/en-GB/standards/pas-320>.

*** Available at <https://www.ssafe-food.org/tools/food-fraud-vulnerability-assessment-tool>.

⁺ Available at <https://www.ssafe-food.org/capacity-building/food-fraud-vulnerability-assessment-training-modules>.

⁺⁺ Available at <https://www.ssafe-food.org/masterclasses/ssafe-lecture-series-in-food-crime-prevention>.

⁺⁺⁺ Available at <https://www.ssafe-food.org/standards/industry-4-0-and-food-safety-guide>.

