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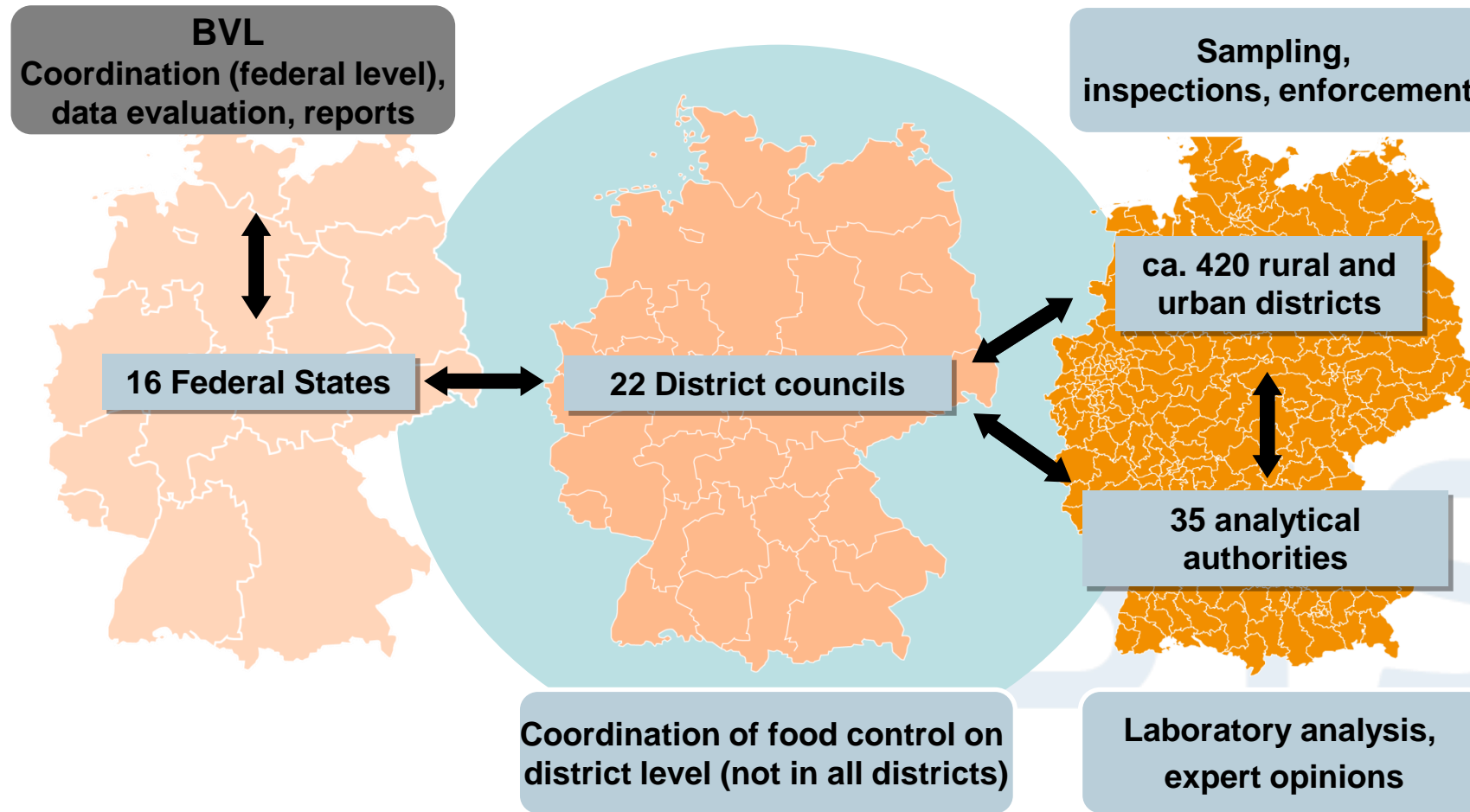
Setting up an IT unit — Alexandra KREWINKEL

Contract number 2017 96 05 – New Food Investigation Techniques –
Phase II - *Course 2a: E-Commerce of food standard*

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BTSF Food control in Germany



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Central unit “Control of e-commerce of food, feed, cosmetics, commodities and tobacco” (G@ZIELT)

- Decision by all Federal States (“Länder”) Ministers of Consumer Protection
- Online product search conducted by a central unit
- Financed by the Länder
- Administrative agreement between federal government and Länder

Objective: Creation of an internet marketplace with a similar level of product safety as on conventional markets

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Central unit “Control of e-commerce of food, feed, cosmetics, commodities and tobacco” (G@ZIELT)

- 2008: Online product control was recognized as an **important challenge** for the CAs
- 2009/10: First **concept for food control** on the internet was established by German Federal Office of Consumer Protection and Food Safety (BVL)
- 2011/13: **Pilot project** “Control of e-commerce of food” conducted in BVL
- 2013: Concept extended to parts of the non-food sector and **establishment** of a German **central unit**
- 2016: Establishment of **G@ZIELT** as permanent unit

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Actions and measures of G@ZIELT

- risk orientated product searches
- coordinated online - control programmes
- comprehensive e FBO searches
- Trust marks & information material for consumers/eFBOs
 - trust marks, flyer, website, FAQs, demo-shop
- online sampling
- cooperation with stakeholders

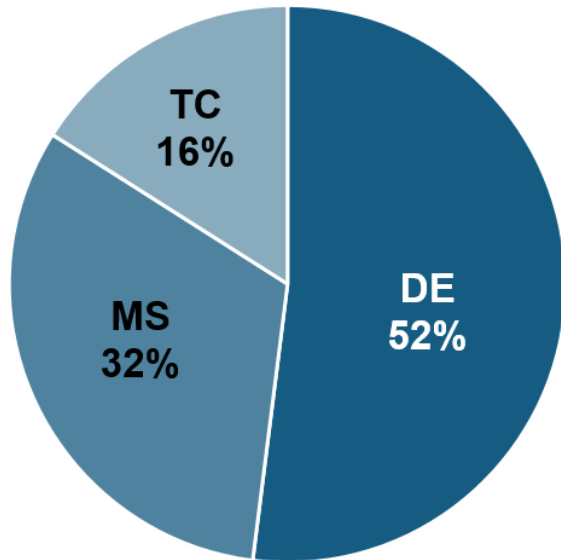
BTSF Types of searches

search type	legal basis	search by	trigger	risk-based	scope	degree of automatization
eFBOs	§3(2) a) VwV ¹ §38a LFGB ²	BZSt ³	BZSt ³ : continuous search → ~3-4 data deliveries to G@ZIELT/year	N	all DE eFBOS	BZSt ³ : automated → Xpider G@ZIELT: → macro-based distr. → upload to FIS-VL
product	§3(2) b-d) VwV ¹	G@ZIELT	RASFF/RAPEX etc. Länder request	Y	offers for DE consumers (specific products)	mainly manual → macro-based distr. → upload to FIS-VL
annual plan	§5 VwV ¹	G@ZIELT	coordinated programmes (DE)	Y	search for DE vendors (product categories)	manual & automated → automatization with prototype of HAW ⁴

¹ **VwV**: Administrative agreement for the establishment of G@ZIELT; ² **LFGB**: German food and feed law

³ **BZSt**: Federal Central Tax Office; ⁴ **HAW**: University of applied sciences (Hamburg)

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G@ZIELT – Facts and figures

- G@ZIELT product searches per annum:

~ 220

- Identified online offers for German consumers per annum:

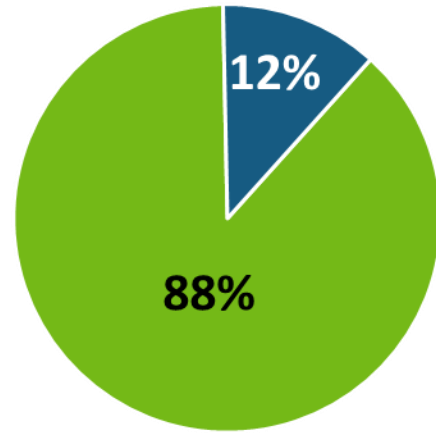
~ 1100

BTSF G@ZIELT – Facts and figures

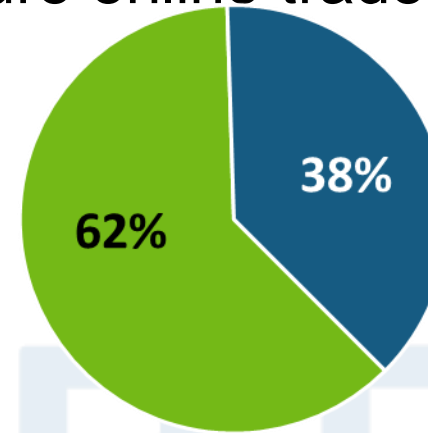
Identified online FBO's:

~ 10.000

multichannel traders



pure online traders



Registered as FBO

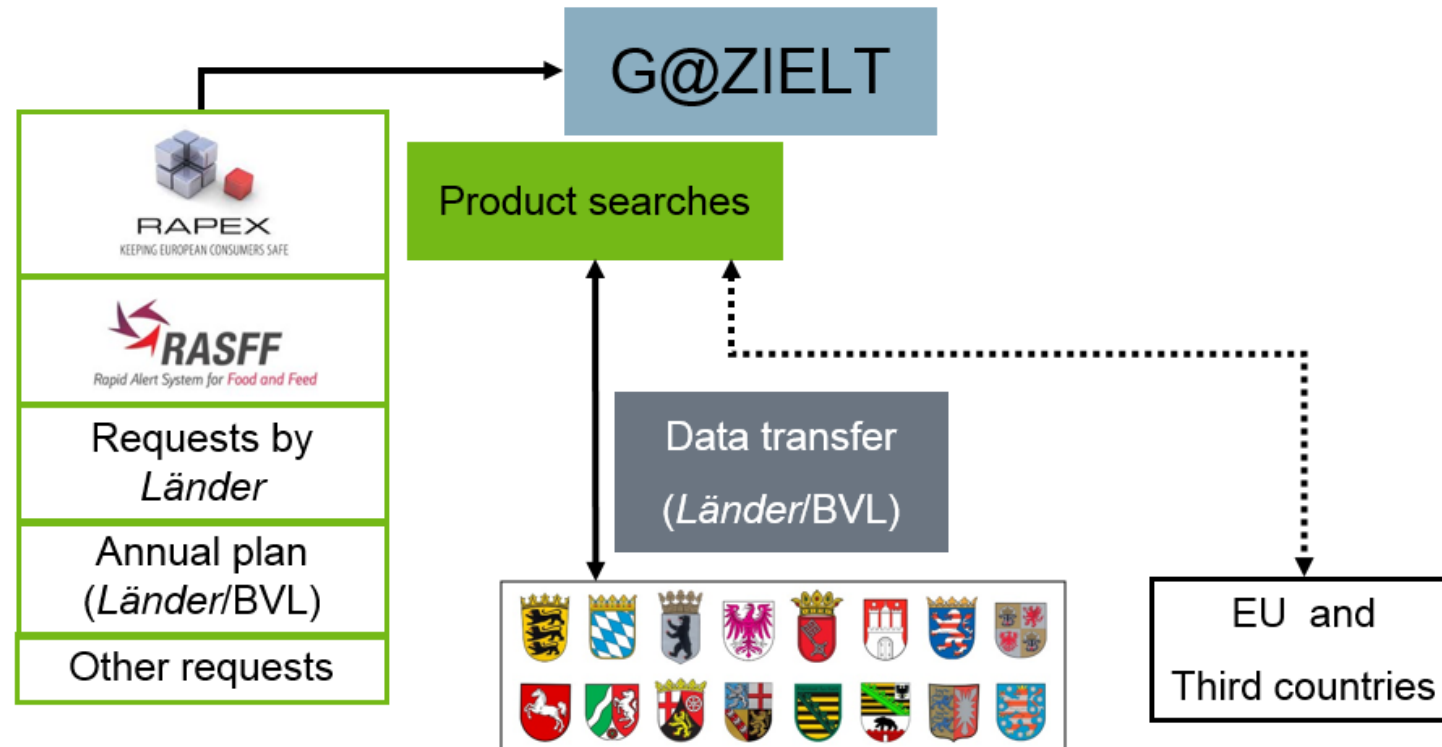


NOT registered as FBO

n = 1400

n = 873

BTSF Product search



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Product search

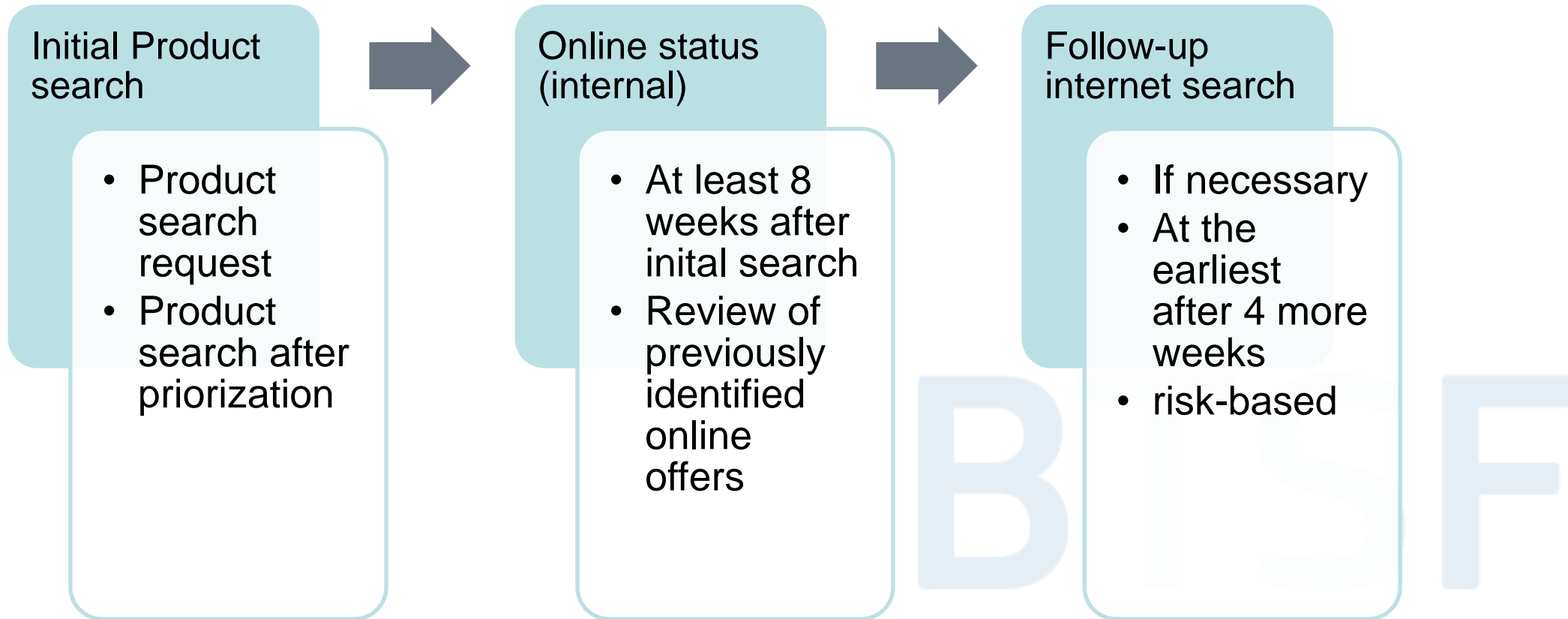
If identified vendors are based outside Germany, product search results are forwarded via the competent unit in BVL

- Product searches based on **RASFF** notifications as **fup-notification**
- Product searches based on **RAPEX** notifications as **“Reaction”**
- In other cases via **AAC** as **“request/information”** or **“response”**

BTSF Product search – statistics 2016

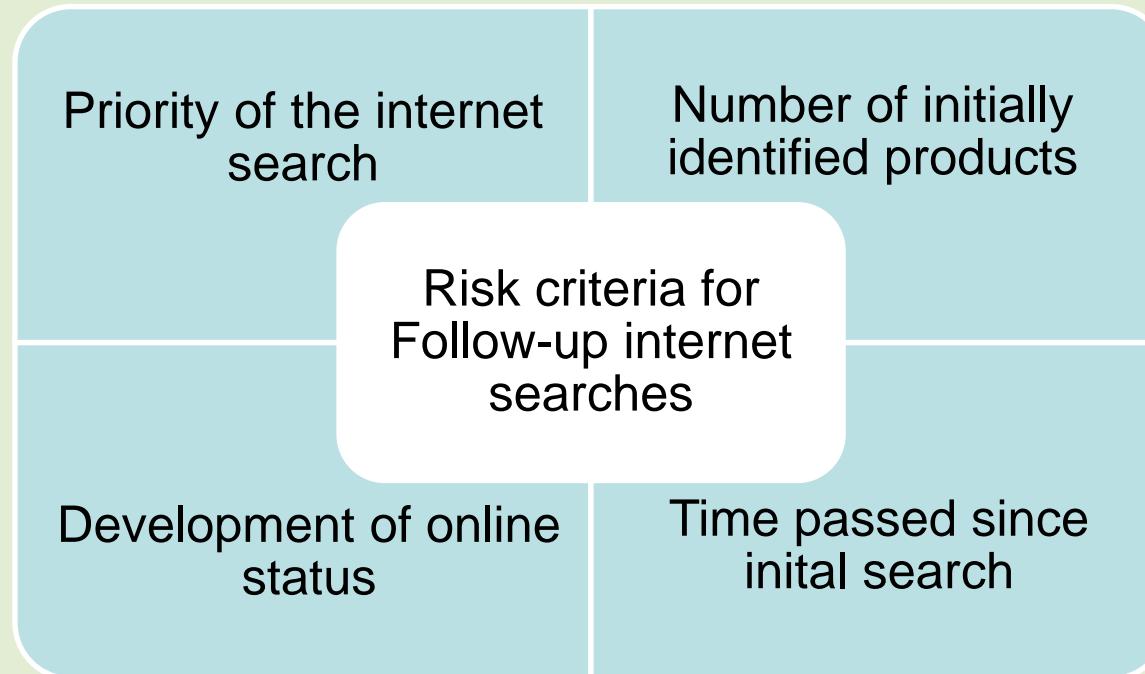
Product category	Number of searches	Identified offers
Food	122	974
Commodities	117	53
Cosmetic products	40	74
Tobacco products	1	-
Feed	-	-
Total	280	1101

BTSF Product search procedure



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Product search Criteria for Follow-up internet searches

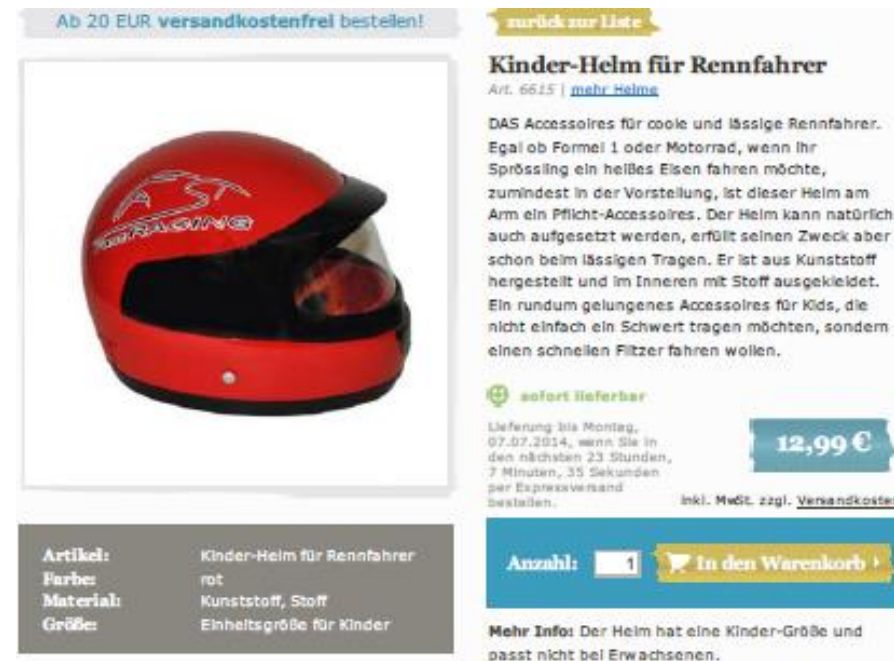


BTSF Product search - example

Example: Health hazard caused by children's toys

Forwarded to G@ZIELT by German federal state authority

- Consumer purchased the helmet on Amazon; competent authority was notified due to strange smell
- Laboratory analysis: Extremely high content of polycyclic aromatic amines



Online offer (Screenshot)

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Product search - example

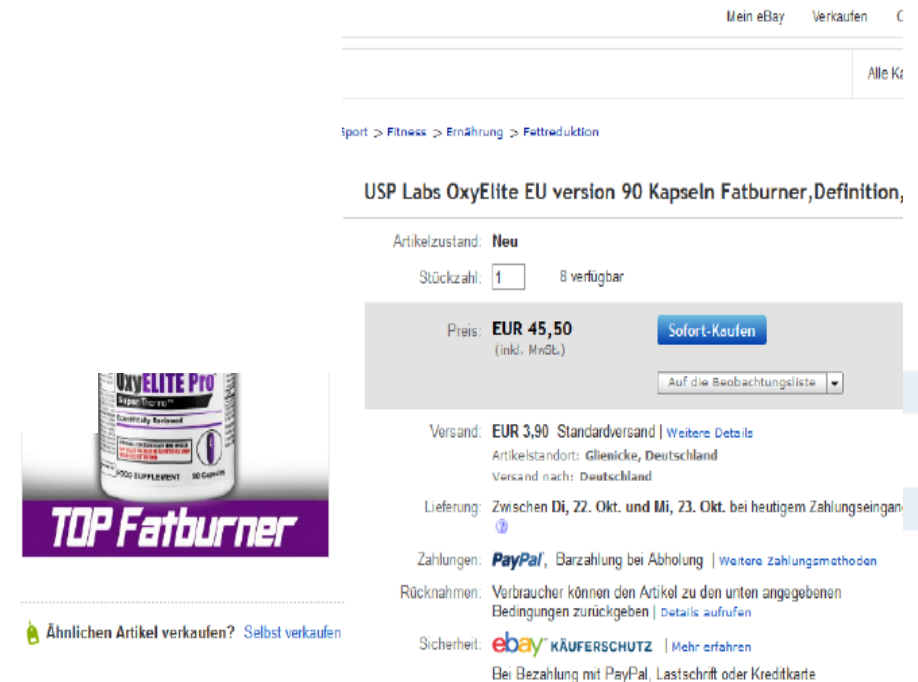
Example: Health hazard caused by children's toys

- **Measures**
 - Notification of Amazon
 - Offer was removed the same day
 - Product search and notification of competent authorities (national, international) about online offers (within 1 week)
- **Success**
 - All online offers offline (after 2 weeks)

BTSF Product search - example

Example: Food supplements with health hazard

- Public [US-FDA warning](#)
 - Outbreak of nonviral hepatitis in the US
- Measures
 - Product search revealed 8 online offers from traders based in Germany (after 4 days)
- Success
 - All online offers offline (checked after 1 month)



Online offer on eBay.de

BTSF Product search - example

Example: Source: RASFF/RAPEX alerts

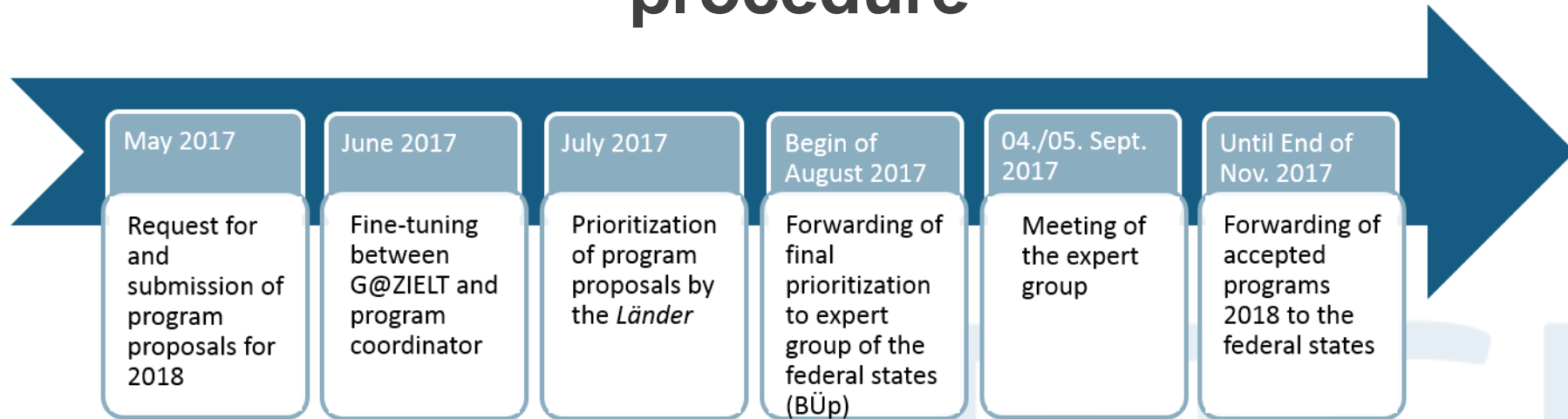
- Example: RASFF
 - Non compliant ingredient in food supplement: ovine placenta powder
- Measures
 - Product search revealed 7 online offers from German fbo's
 - Results forwarded to competent authorities (30/03/15)
- Result
 - All offers offline (30/05/2015)



Identified online offer (30/03/15)

BTSF Coordinated online-control programme: “Annual plan”

Annual plan 2018: program submission procedure

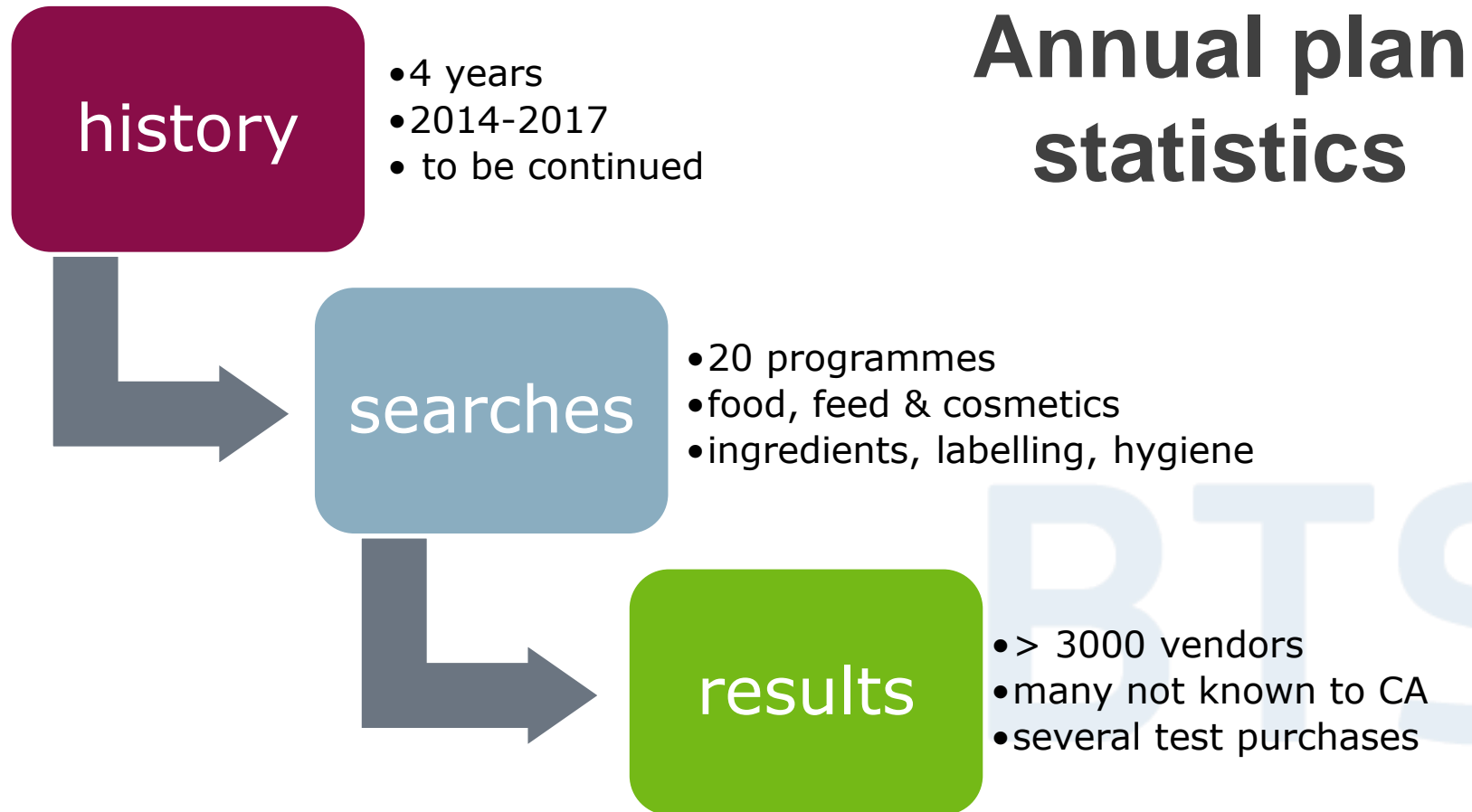


BTSF Coordinated online-control programme: “Annual plan”

Identification of online retailers of specific product groups



BTSF Coordinated online-control programme: “Annual plan”



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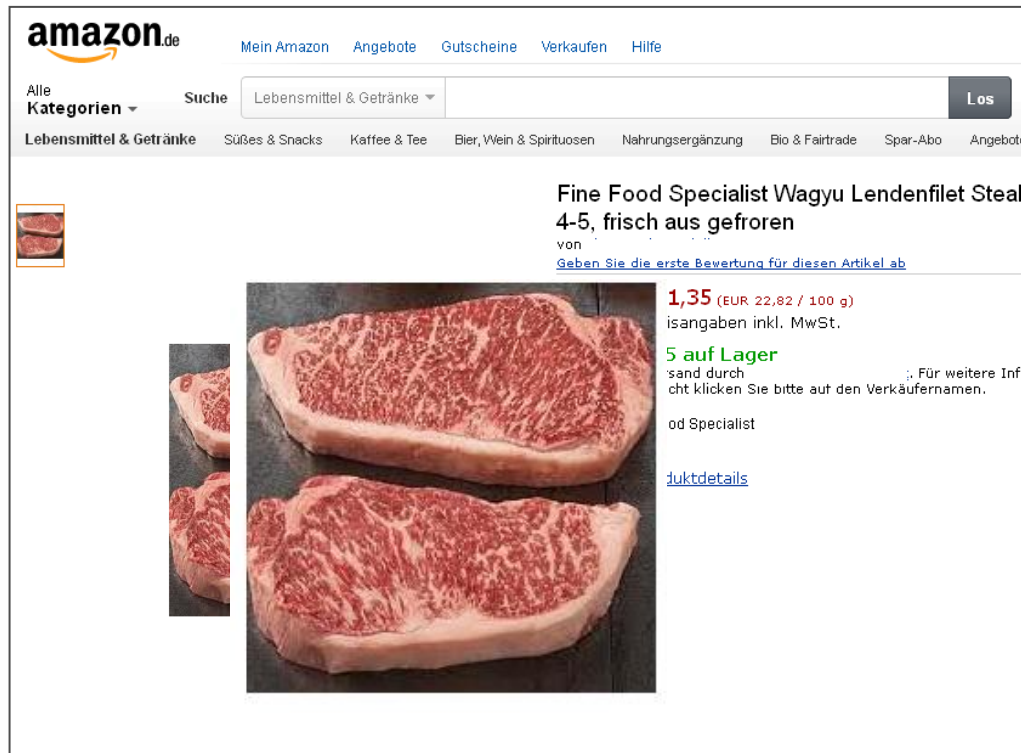
Coordinated online-control programme: “Annual plan”

Results of the program „Perishable / refrigerated foods“

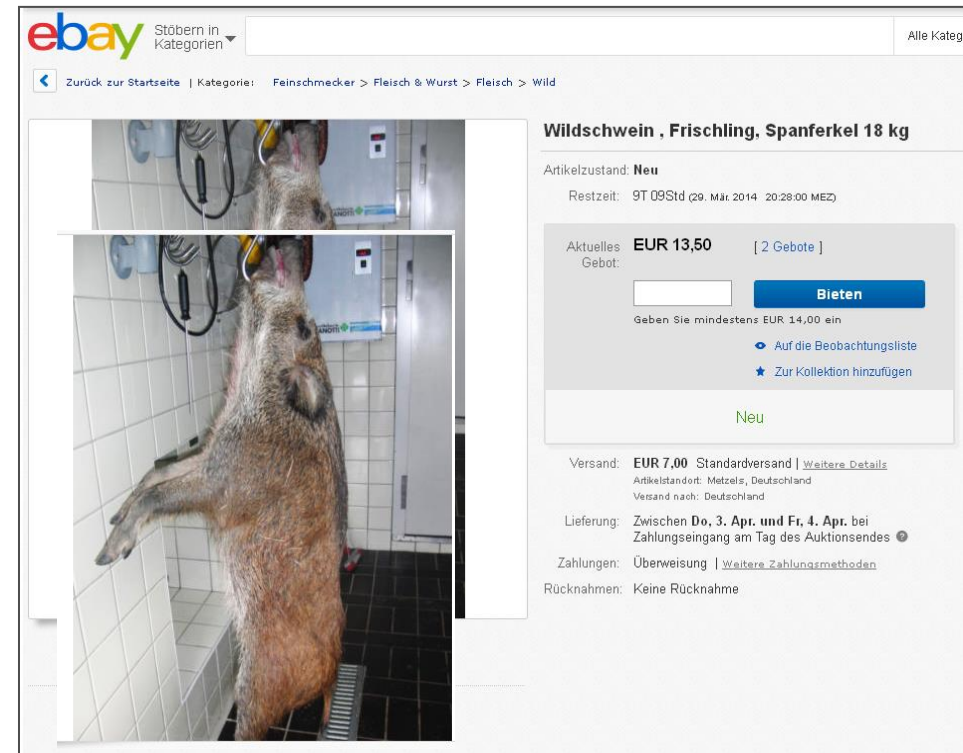
- 173 online retailers identified
- 8 test purchases coordinated by G@ZIELT
- 9 test purchases coordinated by “Länder” authorities
- 7 times cold chain not sufficiently managed
- 9 retailers were not registered as food business operator

BTSF Coordinated online-control programme: “Annual plan”

Results of the program „*Perishable / refrigerated foods*“



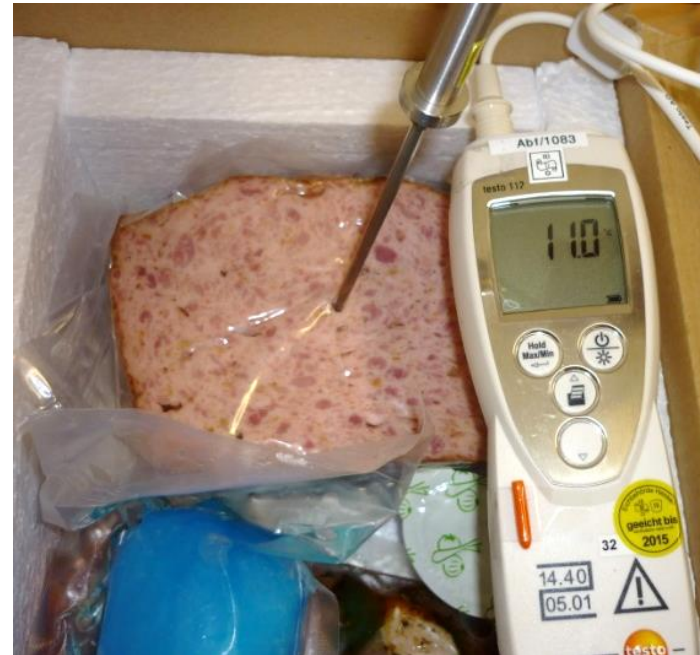
Online offer on platform Amazon



Online offer on platform eBay

BTSF Coordinated online-control programme: “Annual plan”

Results of the program „*Perishable / refrigerated foods*“



Cooling packs do not always ensure sufficient temperature control

(Source: Task Force Lebensmittelsicherheit Hessen)

BTSF Coordinated online-control programme: “Annual plan”



no cooling packs → cold chain interrupted

(Source: Task Force Lebensmittelsicherheit Hessen)

BTSF Coordinated online-control programme: “Annual plan”



(Source: Task Force Lebensmittelsicherheit Hessen)

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Coordinated online-control programme: “Annual plan”

Annual plan program 2016: Gels and nail varnish for artificial nails

- 126 vendors identified in DE
- Program included also identification of products sold as “*no cosmetic agent*” / “*art supplies*”

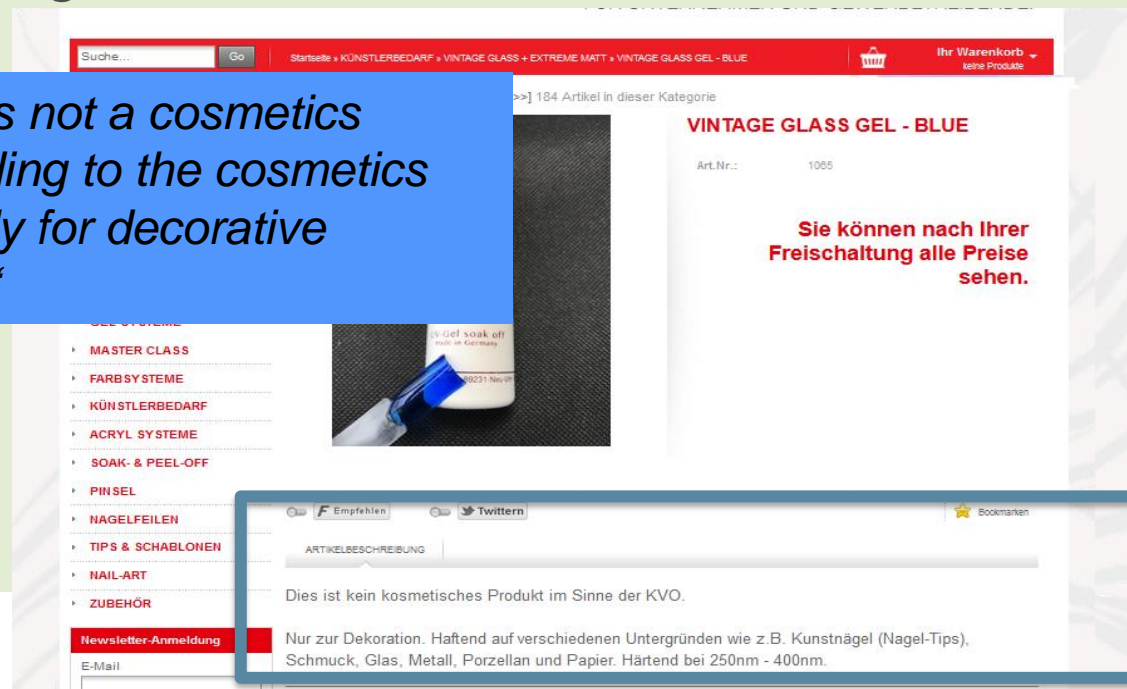
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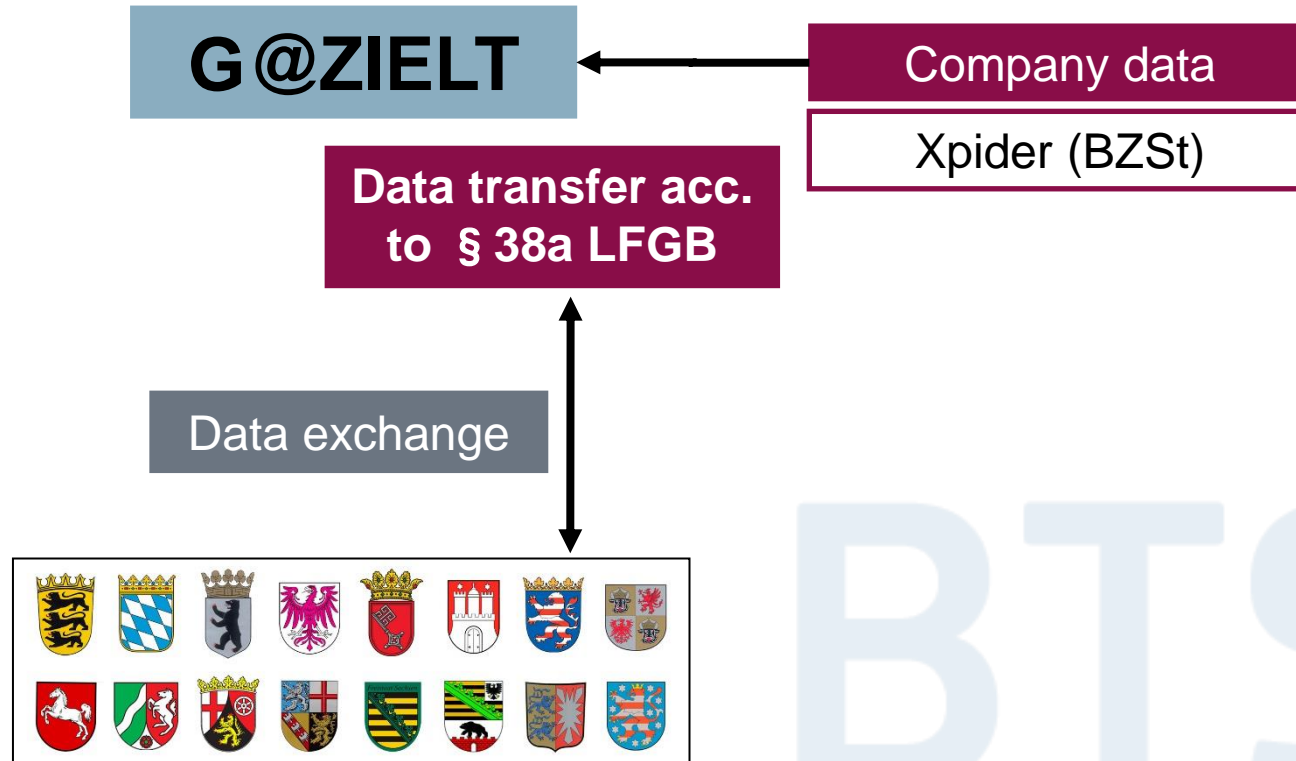
Coordinated online-control programme: “Annual plan”

Annual plan program 2016: Gels and nail varnish for artificial nails

„This product is not a cosmetics product according to the cosmetics regulation. Only for decorative purposes. [...]“



BTSF Comprehensive search for eFBOs

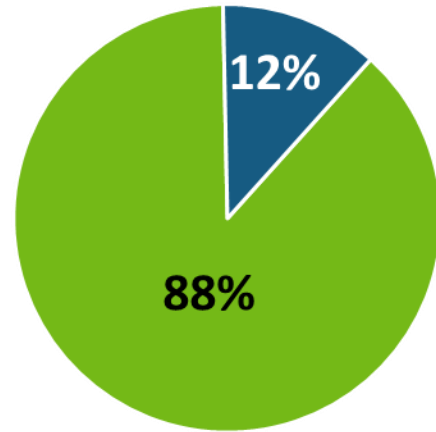


BTSF G@ZIELT – Facts and figures

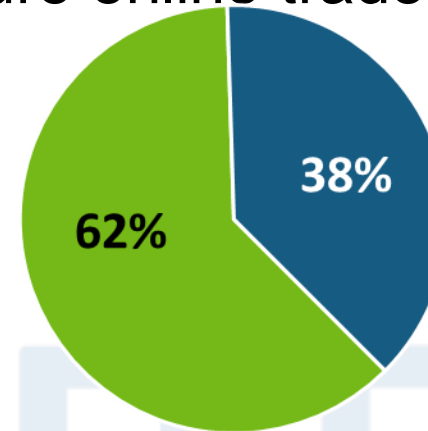
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Registered as FBO



NOT registered as FBO

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BTSF Trust marks & information material for consumers/eFBOs

Labelling of registered food shops

Seals which meet certain quality criteria (D21)



- Online food merchants with trust marks
 - registered & subjected to official controls
- Consumers can shop as safely as in conventional retail stores

BTSF www.bvl.bund.de/internethandel

www.bvl.bund.de/internethandel

- General information on the central unit G@ZIELT
 - Flyers
 - Information for consumers on safe online shopping of food and cosmetics
 - FAQs for online retailers
 - FAQs for food business operators
 - FAQs for feed business operators
 - FAQs for cosmetics retailers
 - Virtual demo shop
 - Interactive tutorial for consumers on safe shopping on the internet
- <http://download.gsb.bund.de/BVL/bvl-demoshop/index.html>

BTSF Online sampling

Challenges

- ✓ Delivery address
- ✓ Payment methods
- ✓ Second sample
- ✓ Information of FBO

Anonymous online sampling:
Art. 36, Reg. (EU) No. 2017/625
Date of application : 12/2019



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Thank you

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