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Setting up an IT unit — Alexandra KREWINKEL

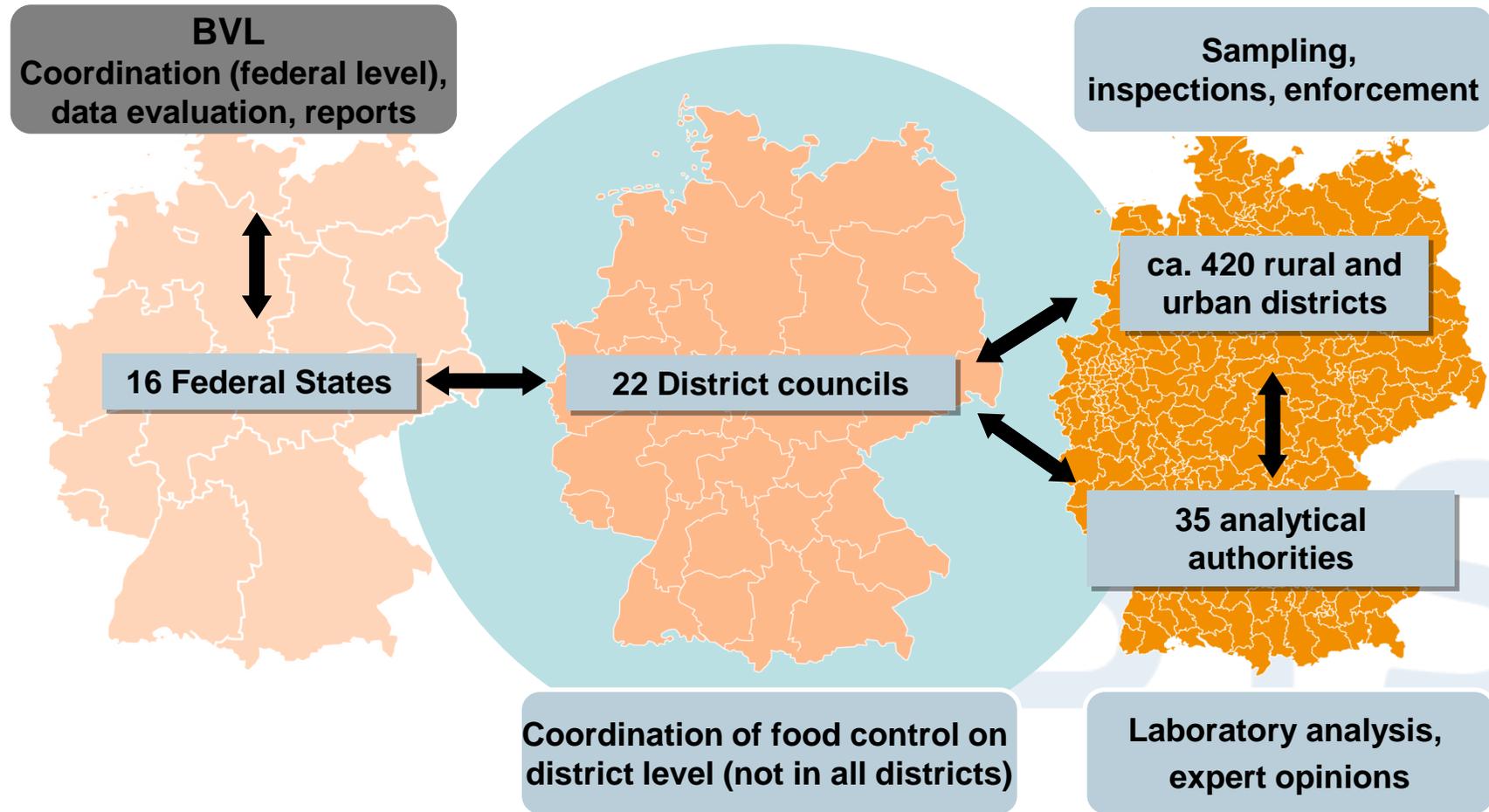
Contract number 2017 96 05 – New Food Investigation Techniques –
Phase II - *Course 2a: E-Commerce of food standard*

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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

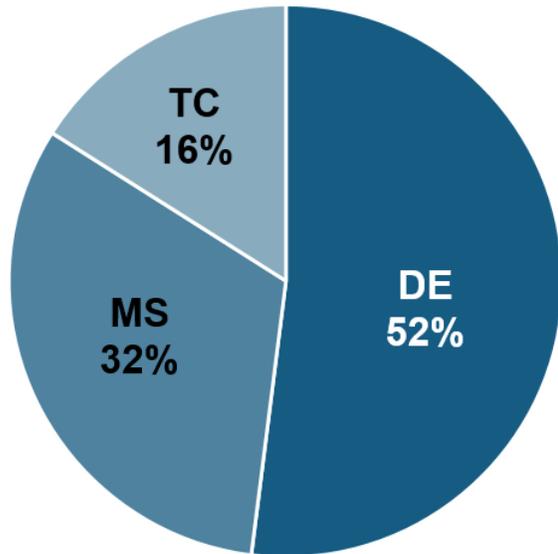
BTSF Types of searches

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

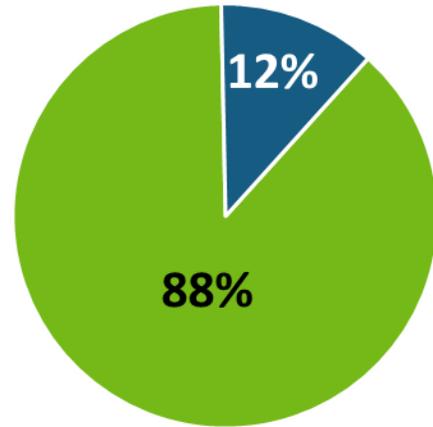
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BTSF G@ZIELT – Facts and figures

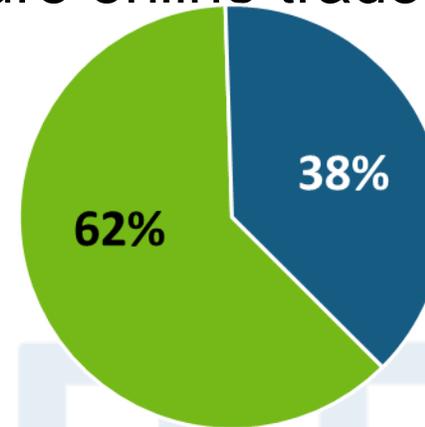
Identified online FBO's:

~ 10.000

multichannel traders



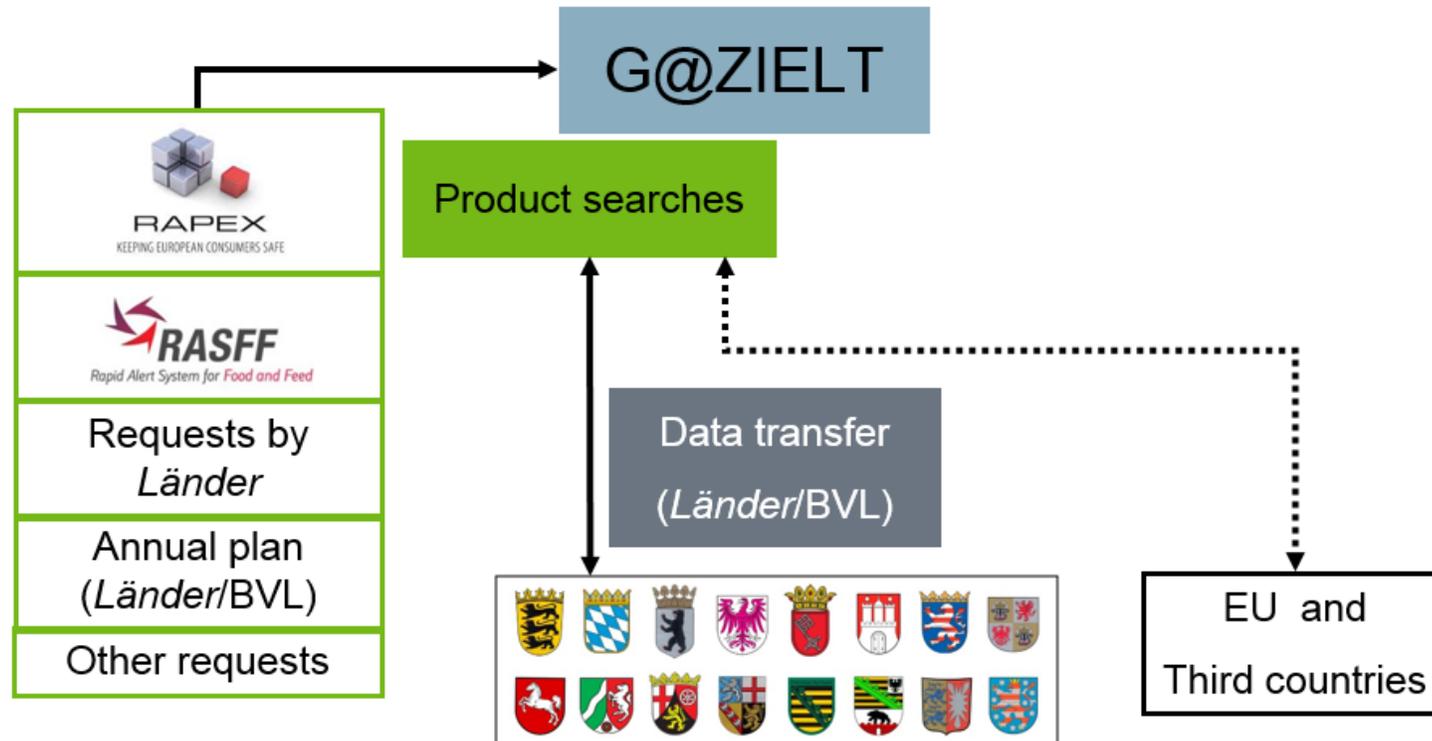
pure online traders



n = 1400

n = 873

BTSF Product search



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Product search

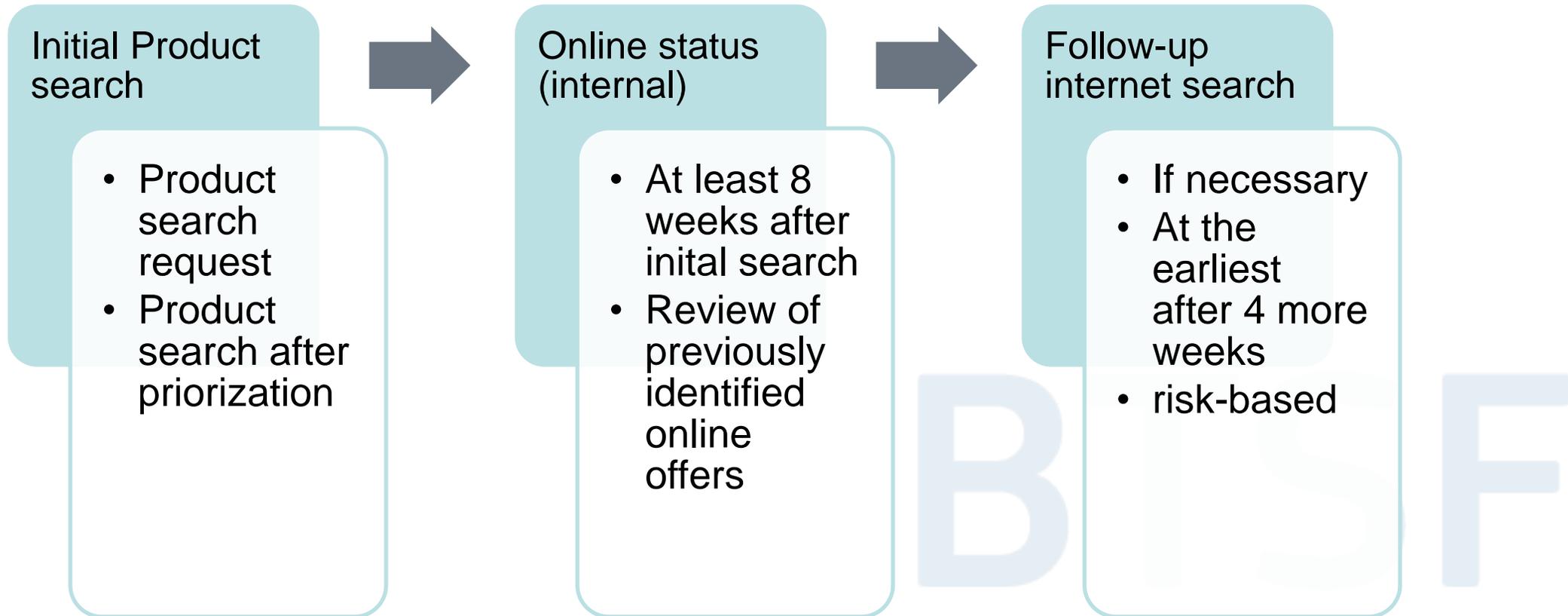
If identified vendors are based outside Germany, product search results are forwarded via the competent unit in BVL

- 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

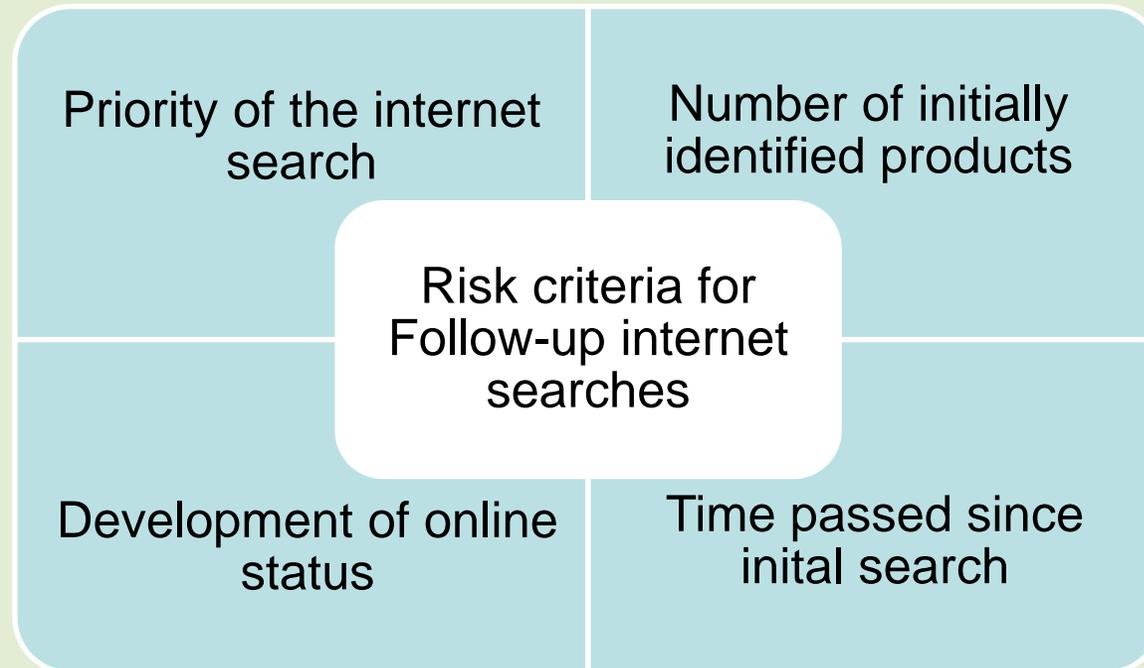
Product category	Number of searches	Identified offers
Food	122	974
Commodities	117	53
Cosmetic products	40	74
Tobacco products	1	-
Feed	-	-
Total	280	1101

BTSF Product search procedure



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Product search Criteria for Follow-up internet searches



BTSF Product search - example

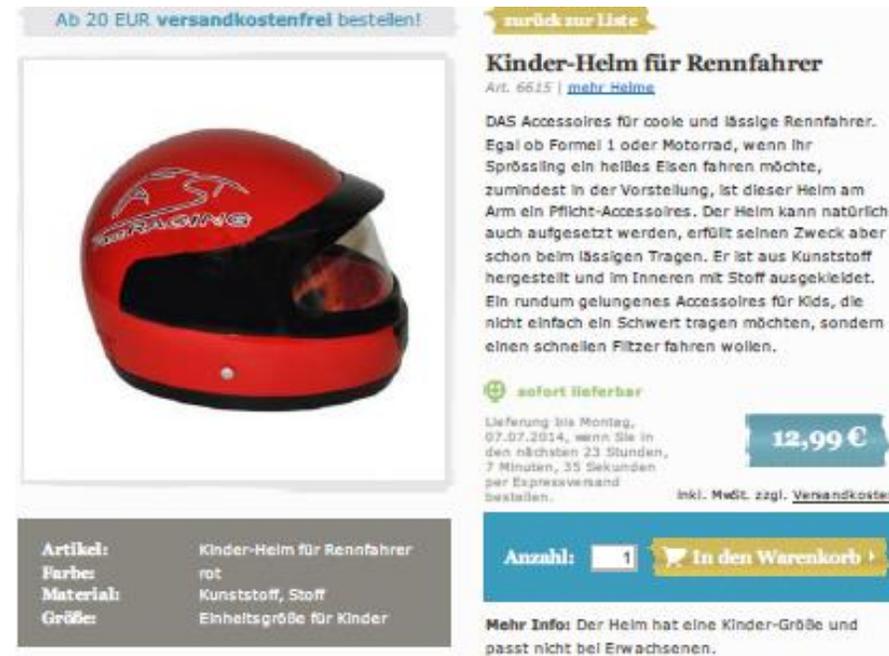
Example: Health hazard caused by children's toys

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

Ab 20 EUR versandkostenfrei bestellen!

[zurück zur Liste](#)



Kinder-Helm für Rennfahrer
Art. 6615 | [mehr Helme](#)

DAS Accessoires für coole und lässige Rennfahrer. Egal ob Formel 1 oder Motorrad, wenn Ihr Sprössling ein heißes Eisen fahren möchte, zumindest in der Vorstellung, ist dieser Helm am Arm ein Pflicht-Accessoires. Der Helm kann natürlich auch aufgesetzt werden, erfüllt seinen Zweck aber schon beim lässigen Tragen. Er ist aus Kunststoff hergestellt und im Inneren mit Stoff ausgekleidet. Ein rundum gelungenes Accessoires für Kids, die nicht einfach ein Schwert tragen möchten, sondern einen schnellen Flitzer fahren wollen.

sofort lieferbar

Lieferung bis Montag, 07.07.2014, wenn Sie in den nächsten 23 Stunden, 7 Minuten, 35 Sekunden per Expressversand bestellen.

12,99 €

Inkl. MwSt. zzgl. Versandkosten

Anzahl: [In den Warenkorb](#)

Mehr Info: Der Helm hat eine Kinder-Größe und passt nicht bei Erwachsenen.

Artikel:	Kinder-Helm für Rennfahrer
Farbe:	rot
Material:	Kunststoff, Stoff
Größe:	Einheitsgröße für Kinder

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)



Ähnlichen Artikel verkaufen? [Selbst verkaufen](#)

Mein eBay Verkauften C

Alle Kr

Sport > Fitness > Ernährung > Fettreduktion

USP Labs OxyElite EU version 90 Kapseln Fatburner, Definition,

Artikelzustand: **Neu**

Stückzahl: 8 verfügbar

Preis: **EUR 45,50**
(inkl. MwSt.) [Sofort-Kaufen](#)

[Auf die Beobachtungsliste](#)

Versand: **EUR 3,90** Standardversand | [Weitere Details](#)
Artikelstandort: Glienicke, Deutschland
Versand nach: Deutschland

Lieferung: Zwischen **Di, 22. Okt.** und **Mi, 23. Okt.** bei heutigem Zahlungseingang

Zahlungen: **PayPal**, Barzahlung bei Abholung | [weitere Zahlungsmethoden](#)

Rücknahmen: Verbraucher können den Artikel zu den unten angegebenen Bedingungen zurückgeben | [Details aufrufen](#)

Sicherheit: **eBay KÄUFERSCHUTZ** | [Mehr erfahren](#)
Bei Bezahlung mit PayPal, Lastschrift oder Kreditkarte

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

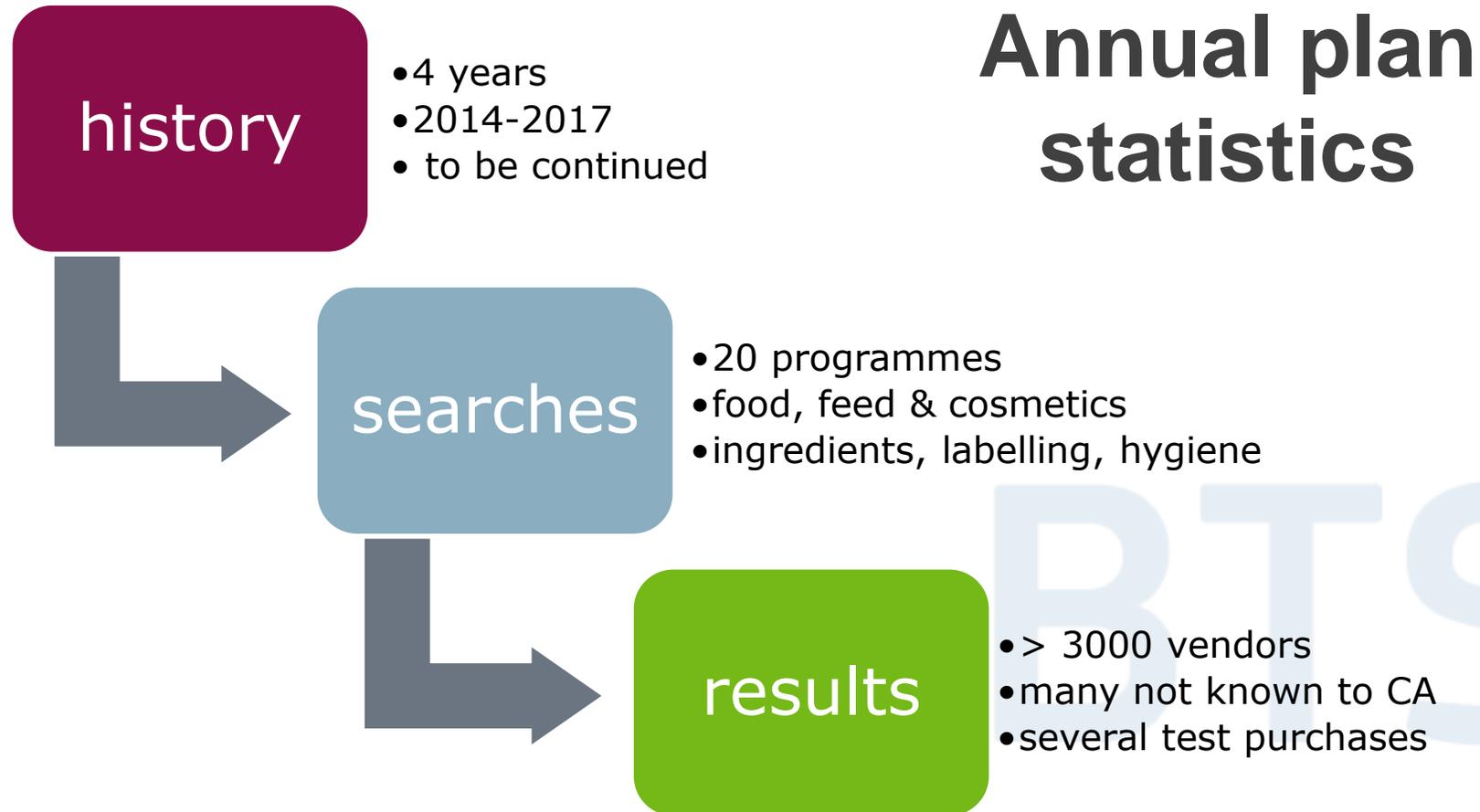


BTSF Coordinated online-control programme: “Annual plan”

Identification of online retailers of specific product groups



BTSF Coordinated online-control programme: “Annual plan”



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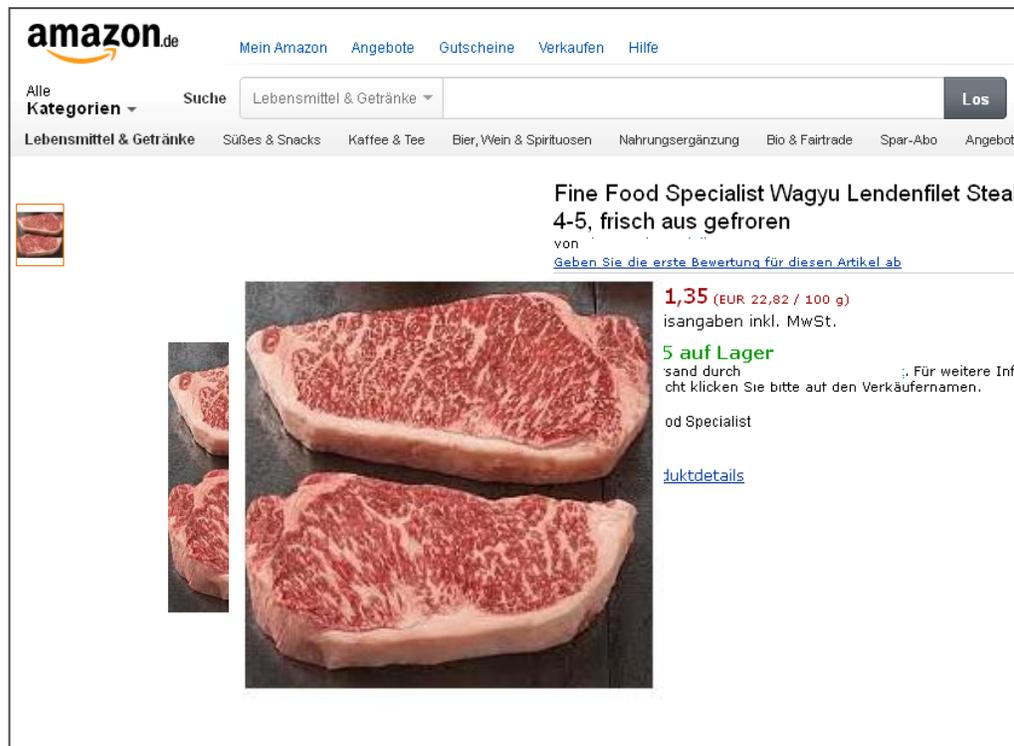
Coordinated online-control programme: “Annual plan”

Results of the program „Perishable / refrigerated foods“

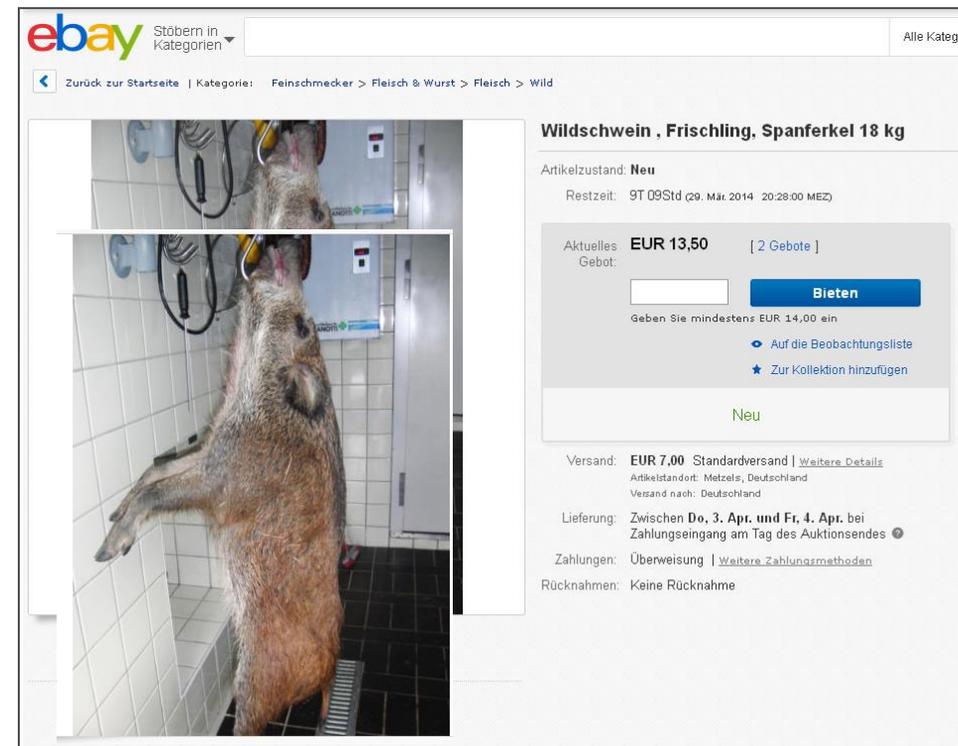
- 173 online retailers identified
- 8 test purchases coordinated by G@ZIELT
- 9 test purchases coordinated by “Länder“ authorities
- 7 times cold chain not sufficiently managed
- 9 retailers were not registered as food business operator

BTSF Coordinated online-control programme: "Annual plan"

Results of the program „Perishable / refrigerated foods“



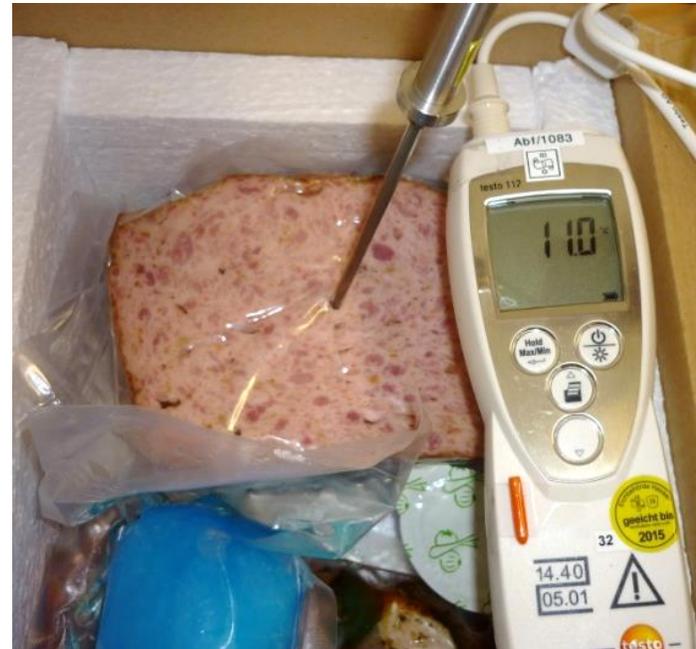
Online offer on platform Amazon



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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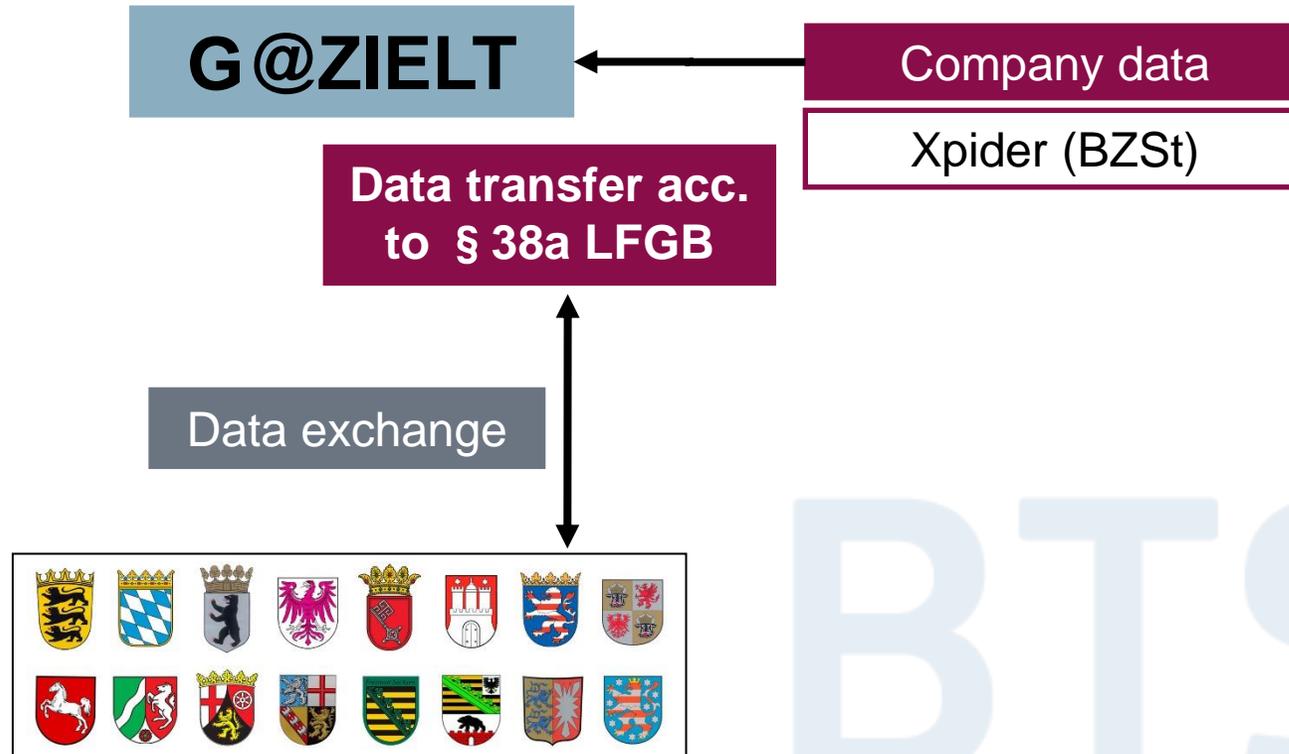
Coordinated online-control programme: “Annual plan”

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. [...]“

The screenshot shows a product page for 'VINTAGE GLASS GEL - BLUE'. The page includes a search bar, a navigation menu, and a list of categories such as 'MASTER CLASS', 'FARBSYSTEME', 'KÜNSTLERBEDARF', 'ACRYL SYSTEME', 'SOAK- & PEEL-OFF', 'PINSEL', 'NAGELFEILEN', 'TIPS & SCHABLONEN', 'NAIL-ART', and 'ZUBEHÖR'. A blue callout box is overlaid on the page, containing the text: „This product is not a cosmetics product according to the cosmetics regulation. Only for decorative purposes. [...]“. Below the callout box, there is a section titled 'ARTIKELBESCHREIBUNG' which states: 'Dies ist kein kosmetisches Produkt im Sinne der KVO. Nur zur Dekoration. Haftend auf verschiedenen Untergründen wie z.B. Kunstnägel (Nagel-Tips), Schmuck, Glas, Metall, Porzellan und Papier. Härtend bei 250nm - 400nm.'

BTSF Comprehensive search for eFBOs



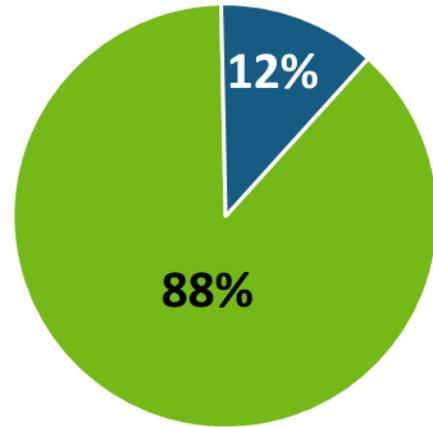
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BTSF G@ZIELT – Facts and figures

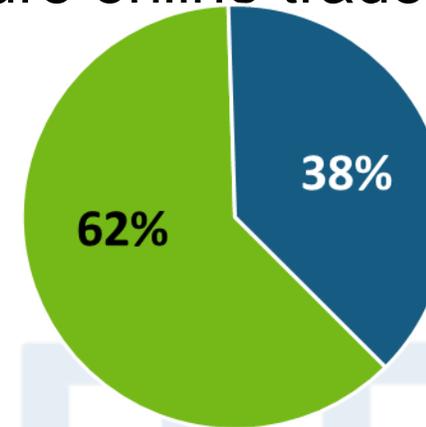
Identified online FBO's:

~ 10.000

multichannel traders



pure online traders



Registered as FBO



NOT registered as FBO

n = 1400

n = 873

BTSF 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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