



The Consumer Voice in Europe

Food Fraud: the consumer perspective

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WHO IS BEUC?

- Bureau européen des Unions de Consommateurs
- Established in 1962 by consumer organisations from 6 countries
- 40 member organisations
- 31 European countries (27 EU Member States)
- Food is one of our top priorities





Which? finds fake goats' cheese in shops



Which? bought **76 samples** of goats' cheese from supermarkets, delis and markets from 8 locations around the UK and tested them to see what they really were.

In total, **9 samples were adulterated:**

- 3 contained more than 80% sheep's cheese
- 3 contained more than 50% sheep's cheese
- 3 around 5% sheep's cheese








Which?

October 2014

Which? works for you

Look and you will find: lamb take aways

- Which? lamb take-away testing: 60 samples from Birmingham and London

	BIRMINGHAM		LONDON	
	LAMB CURRIES (15 tested)	MINCED LAMB KEBABS (15 tested)	LAMB CURRIES (15 tested)	MINCED LAMB KEBABS (15 tested)
 Lamb	11	3	11	6
 Lamb and chicken	1	6	0	0
 Lamb and beef	0	2	0	3
 Lamb and beef and chicken	0	2	0	3
 Beef and chicken	0	2*	0	0
 Beef	3	0	0	2
 Could not be identified	0	0	4	1
OVERALL	16/30 samples were adulterated		8/30 samples were adulterated	

* One of these samples also contained less than 5% lamb



May 2014

Which? works for you

Fish substitution

- Which? fish testing of cod and haddock from 45 fish and chip shops across Birmingham, Manchester and Glasgow:

	Fish labelled correctly	Fish labelled incorrectly	DNA results
Birmingham - 15 cod samples	15	0	
Glasgow - 15 haddock samples	10	5	Whiting instead of haddock
Manchester - 15 cod samples	13	2	Haddock instead of cod



September 2014



Which? works for you



La fuerza
de tus decisiones

¿QUÉ LLEVAN LOS KEBABS?

- 20 out of 25 samples of beef kebabs contained chicken. In 6 over 60% was chicken. In other 11 ranged between 40% and 60%. Three of the samples had a small amount (less than 1%).
- Horse and turkey: horse meat was found in 7 samples and turkey in 13, albeit in small amounts (less than 1%).
- 100% Beef?: only 1 of the 25 samples fulfilled what it promised and it was a real beef kebab.



Olive Oil FRAUD



○ Análisis

Aceite de o Hay extras que no lo son

El aceite de oliva representa la esencia de la cocina mediterránea y es, sin duda, el producto de mayor consumo de los 15,50 litros de aceite que consumimos cada año, casi dos litros por persona, incluyendo los litros de aceite virgen.

La calidad viene del cuidado. El aceite de oliva virgen se elabora del prensado de las aceitunas y se extrae por métodos físicos, sin ningún tratamiento químico ni aditivos. Por tanto, para conseguir un aceite de buena calidad, el aceite debe ser extraído en condiciones adecuadas, almacenado en recipientes adecuados y envasado en condiciones adecuadas.

Nueve marcas no superan la prueba de cara para ser extra y otras dos tienen una calidad tan baja que ni siquiera se deberían vender sin pasar antes por un refinado.

5 VIRGEN Y 14 VIRGEN EXTRA
Nuestro análisis se ha centrado en el aceite de oliva virgen, con 14 marcas que pertenecen a las categorías 'virgen' y 'extra' pero que son simplemente 'virgen'. Se trata de productos de gran consumo, casi todos

12 on 40 bottles did not have the quality labeled and two were not even acceptable for direct food consumption

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2012



Low level of consumer confidence

- **Over half (55%)** of people are worried that a food fraud incident will happen again.
- **A third (32%)** aren't confident that the food they buy contains exactly what's stated in the ingredients list.
- **Half (49%)** aren't confident that the food they buy from take-aways is correctly described and contains the ingredients stated.
- **A quarter (23%)** say that in the last 12 months they've changed the type of meat products they buy because they're worried about food fraud.



Populus, on behalf of Which?, interviewed 2106 UK adults online between 5th and 7th September 2014. Data were weighted to be demographically representative of all UK adults.

Which? works for you

Consumers expectations

- **8 in 10 (80%)** think that it's important that local authorities test food to make sure that food companies are correctly labelling it
- **7 in 10 (69%)** think that more action needs to be taken to reduce food fraud in the UK.
- Nearly **6 in 10 (57%)** think that the Government hasn't been giving enough attention to enforcing food labels.



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Which? works for you

Consumers expect more action from local authorities

	Too little	About the right amount	Too much	Don't know
Supermarkets	44%	38%	2%	16%
The regulator- Food Standards Agency	49%	32%	3%	16%
National government	51%	29%	3%	18%
Local Councils	47%	29%	2%	22%
Food Manufacturers	55%	27%	2%	16%
Food outlets, e.g restaurants & takeaways	54%	23%	3%	20%

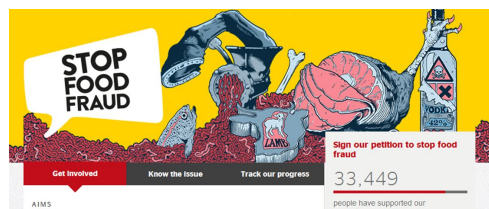
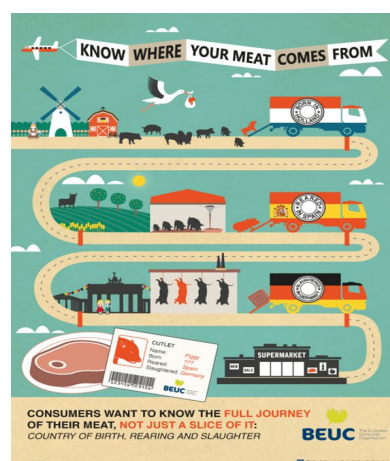
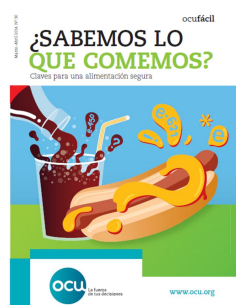


Do you think each of the following are doing too much, too little or about the right amount to tackle food fraud in the UK?
Base: all respondents (2106)

Which? works for you



Transparency and awareness



Recommendations (I)

1. Ensure food is safe, authentic and of high quality
2. Restore consumers confidence and trust in the food industry
3. Put in place a consumer friendly mechanism to report incidents
4. Inform consumers of products recalls and other measures taken by the competent authorities in incidents of food fraud
5. Give food fraud full attention and make the prevention of food fraud an integral part of EU policy
6. Introduce a common EU/International definition of food fraud
7. Enlarge the focus of FVO audits to include food fraud
8. Assure stronger risk based controls
9. Conduct unannounced inspections – as part of industry audits and official controls
10. Guarantee the independence of controls

Recommendations (II)

11. Guarantee better law enforcement on the ground
12. Allocate adequate funding for combating food fraud
13. Extend the fees system to ensure the sustainability of controls
14. Adopt a coordinated and coherent approach towards food fraud at International, EU, national and local level
15. Increase cooperation and exchange of information among competent authorities
16. Improve data and intelligence gathering
17. Invest in analytical capability to keep on top of the fraudsters
18. Improve the organizational capacity and the skills of those combating food fraud
19. Create the right conditions to enable whistle-blowers to denounce malicious practices safely and anonymously
20. Increase sanctions for food fraudsters. Ensure that penalties are effective, dissuasive and off set the economic gain from the fraudulent action

Thank you



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