Food Fraud: Are We Prepared?

Dr. Sylvain Charlebois
Dean, Faculty of Management
Professor, Food Distribution and Policy
Dalhousie University

Sylvain.charlebois@dal.ca
Twitter: @scharleb
Canada Not Immune

- Mucci Case
- Subway Case
- Cericola Farms Case
- Intercontinental Hotel Case
- Recent Meat Case in Québec
CEO of the Food Supply Chain
Initial Report

Food fraud and risk perception: Awareness in Canada and projected trust on risk mitigating agents
Survey 2017-01
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Prepared by:
Dr. Sylvain Charlebois
Dr. Mark Juhasz
Lianne Foti
Sarah Chamberlain
Survey performance

- **Aim of survey** (1) Determine latent determinants on consumers' risk perception of food fraud in general (2) Evaluate projected trust linked to awareness and vulnerability and risk mitigating agents (public regulators, industry, consumers);
- **Survey duration**: 3 weeks, January 2017;
- **Sample size**: $n=1088$;
- **Bilingual survey**, Cross-Canada study (including Québec);
- Respondents were required to be 18 years old and must have been living in Canada for at least the last 12 months;
- **Completion rate**: 90%;
- **Average duration of survey**: 5 minutes.

(1) Note: Margin of error, 3.1%, 19 times out of 20.
Please indicate your level of agreement with the below statement: I’m **generally concerned** about counterfeited, adulterated food products, or products that are misrepresented.

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I’m generally concerned about counterfeited, adulterated food products, or products that are misrepresented and **MADE IN CANADA**.

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I’m generally concerned about counterfeited, adulterated food products, or products that are misrepresented coming from OVERSEAS.

Source: Charlebois et al. (2017)
I am aware that I have purchased at least one counterfeited/adulterated food product in the past.

Source: Charlebois et al. (2017)
Please indicate which type of counterfeited/adulterated food product you think you have purchased in the past.

Source: Charlebois et al. (2017)
How did you find out that you had purchased counterfeit/adulterated food product in the past?

- Through social media or news outlet: 42.9%
- Through my own research or investigation: 35.7%
- Through recall by the retail establishment: 19.0%
- Through recall by manufacturer or other business: 2.4%

Source: Charlebois et al. (2017)
Where did you buy your product you suspect has been counterfeited?

Source: Charlebois et al. (2017)
What do you suspect was **wrong** with the counterfeited/adulterated food product (you can choose more than one)?

- Food label did not display accurate list of ingredients: 35.7%
- The product was partially adulterated with a cheaper ingredient: 28.6%
- Product sold as organic product, but was not: 23.8%
- Inaccurate Country of Origin: 21.4%
- The label mentioned one product, but it was something else entirely: 21.4%

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I believe **public regulators** (government) to be the most competent to protect Canadians from counterfeited/adulterated food products in this country.

- **Strongly agree**: 16.0%
- **Agree**: 56.6%
- **Neither agree nor disagree**: 27.4%
- **Disagree**: 12.3%
- **Strongly disagree**: 3.8%

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I believe the food industry in general to be the most competent to protect Canadians from counterfeited/adulterated food products in this country.

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I believe it is up to consumers to protect themselves from food fraud when shopping or eating at a restaurant.

Source: Charlebois et al. (2017)
Cross-Tabs and Correlations

Source: Charlebois et al. (2017)
The End of Growth?
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