FAKE REAL FOOD

WHAT CAN WE DO ABOUT FOOD FRAUD?
Dr. Sylvain Charlebois is Dean of the Faculty of Management at Dalhousie University in Halifax, Nova Scotia. He is also a Professor in food distribution and policy for the Faculty of Agriculture at Dalhousie.

From 2010 to 2016, he was affiliated with the University of Guelph’s Food Institute, which he co-founded. While at the University of Guelph, he was also the Associate Dean of Research for the College of Business and Economics.

His current research interest lies in the broad area of food distribution, security and safety, and he has published four books and over 500 peer-reviewed and scientific publications in his career. His research has been featured in a number of newspapers, including The Economist, the New York Times, the Boston Globe, the Wall Street Journal, Foreign Affairs, the Globe & Mail, the National Post and the Toronto Star.

He has authored five books on global food systems; his most recent one in early 2017 published by Wiley. He conducts policy analysis, evaluation, and demonstration projects for government agencies and major foundations focusing on agricultural policies and community development both in Canada and in development settings. Dr. Charlebois is a member of the Global Food Traceability Centre’s Advisory Board based in Washington, D.C., and a member of the National Scientific Committee of the Canadian Food Inspection Agency (CFIA) in Ottawa. He has testified on several occasions before parliamentary committees on food policy-related issues as an expert witness. He has been asked to act as an advisor on food and agricultural policies in many Canadian provinces, in the United States, Brazil, Austria, Italy, France, Belgium, China, Great Britain, Finland, and the Netherlands.
Food Fraud: Are We Prepared?

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Canada Not Immune

- Mucci Case
- Subway Case
- Cericola Farms Case
- Intercontinental Hotel Case
- Recent Meat Case in Québec
CEO of the Food Supply Chain
Food fraud and risk perception: Awareness in Canada and projected trust on risk mitigating agents

Survey 2017-01
Last Modified: 02/01/2017

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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.

- Strongly disagree: 11.7%
- Disagree: 3.6%
- Neither agree nor disagree: 21.6%
- Agree: 40.5%
- Strongly agree: 22.5%

63%

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?

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.

![Bar chart showing the percentage of respondents who agree or disagree with the statement.]

- **Strongly agree:** 16.0%
- **Agree:** 40.8%
- **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.

27.7%

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?
Food Fraud: Are We Prepared?

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QUESTIONS?