Welcome to the fourth FoodIntegrity Newsletter. This five-year European project, led by Fera Science Ltd, is now in full swing, nearly entering its 4th year. In this edition, we will be updating you on the €3 million of new FoodIntegrity research that just started, the latest results from the project, conferences and finally recent advances in the fight against food fraud.

The new research topics in the areas of non-targeted analysis, complex matrices, transparent food chains and rapid methods added another 22 of the best European research organisations to the project bringing the total number of partners to 60!

Finally, we welcome the new members of the FoodIntegrity Advisory Board: Chair Michele Lees “retired”, Peter Whelan (FSA Ireland) and Lucy Foster (DEFRA UK) who join existing members John Spink (Michigan State University), Sue Davies (Which UK), Eric Marin (DG SANTE) and Beate Kettlitz (Food & Drink Europe) on the Board.

There are many different ways by which you can get involved with the project and keep up to date with news, events and activities, so don’t hesitate to visit our web site at www.FoodIntegrity.eu or sign up as an expert or stakeholder in the FoodIntegrity Network.

Please contact us (foodintegrity@fera.co.uk) with any suggestions for improvement.

Paul Brereton, Verda Fazlic and Claire Sykes, Fera Science Ltd.
FoodIntegrity Project Results:

Chinese Consumer Study:

As consumers are the ultimate customer for any product, it is vitally important to know their concerns, perceptions and attitudes regarding food safety and quality. Food authenticity, and the extent to which consumers perceive it as an issue, may influence their purchase behaviours as well as their trust in food policies and the food industry. FI has just completed a study looking at Chinese consumer attitudes to European food products. An international group led by Prof Lynn Frewer from Newcastle University undertook the two year study. The study involved 6 focus groups of Chinese consumers informing on the concerns held by Chinese consumers in relation to food safety and authenticity. The results were then used to compile a survey of 850 participants. Prof Frewer’s team found that the greater the level of concern about food safety, the greater the perceived risks associated with food safety, and quality. In addition, the perceived benefits of authenticity increased with increased risk perceptions. Authenticity cues, including association with European products, “guaranteed” food safety, quality and authenticity. The research concluded that demonstrating authenticity improves the trust of Chinese consumers in the food system, and policies designed to ensure consumer protection.
FoodIntegrity Publications:


Paul Brereton, Verda Fazlic and Vahid Mojtahed, FoodIntegrity - a European initiative to fight food fraud - Food Science and Technology, Volume 30, Issue 2 [http://www.fstjournal.org/features/30-2/food-integrity]


FoodIntegrity Events:

The 3rd Annual FoodIntegrity Conference: Prague, Czech Republic - Assuring the integrity of the food chain: Fighting food fraud

With over 250 participants from 37 countries and comprising 43 lectures, over 100 posters and three workshops, the event explored subjects ranging from Food Crime, latest technology, industry applications, early warning systems and a dedicated session on herbs and spices. (http://www.foodintegrity2016.eu/index.html)

USEFUL LINKS: Book of Abstracts can be downloaded here. Final FoodIntegrity 2016 program can be downloaded here


Other FoodIntegrity supported events that have taken place in 2016:

Geographic Origin and Authenticity of Food Products: from Tools to Legislation” Workshop, Faculdade de Ciências da Universidade de Lisboa, Portugal, 4 July 2016

China International Food Safety & Quality Conference, Shanghai, China, 2 - 3 November 2016 (http://www.chinafoodsafty.com/index.htm)

FoodIntegrity Early Warning System – Vahid Mojtahed

FoodIntegrity project has dedicated a set of activities to the development of an early warning system for food fraud and adulteration detection. These activities span around three main pillars: i) systematically collecting and analysing relevant information whether be triggers of a food fraud incident or hinting an emergent risk, or records of past fraud events; ii) developing innovative models for quantifying and estimating the likelihood of fraud events, and iii) assessing the health, environmental and economic impacts of food fraud incidents.

Research around the first pillar focuses on text and data mining algorithms that analyses market and non-market data that could collectively raise red flags about fraudulent attempts and schemes. Data collected about the past events can also help us to calibrate the models and build a prior about the types of fraud and the commodities most susceptible to fraudulent schemes. The second and more ambitious exploration will focus on estimating the prospects of an environment susceptible to food fraud. This part of the study is retrospective and tries to establish a link between the past incidents and the triggers of those events. A wide spectrum of data such as change in regulations, custom tariffs, costs of production, consumers’ attitude, etc. is required to comprehensively study the relationship between the causes and effects of fraud in variety of agricultural and food products. Last but not least, the third objective of this work package is assessing the negative impacts of food fraud incidents to the society, environment, and the industry. A non-exhaustive list of such impacts include erosion of consumers trust, recall costs, damage to brands, medical costs, loss of lives, adverse media, waste disposal, change in carbon footprint. All in all, the set of these activities will help the producers, retailers or authorities to allocate their resources more efficiently to preventing the food frauds from happening.

Dates for diary:

**Vibrational Spectroscopy and Chemometrics Training Session 13 March—17 March 2017**

The training will be hosted by the Valorisation of Agricultural Products Department (Henseval Building) of the Walloon Agricultural Research Centre (CRA-W) in Gembloux

[https://secure.fera.defra.gov.uk/foodintegrity/secure/downloadFile.cfm?id=401](https://secure.fera.defra.gov.uk/foodintegrity/secure/downloadFile.cfm?id=401)

For the 10th consecutive year, the CRA-W organises a complete training on vibrational spectroscopy and chemometrics.

In this 10th anniversary training you will have a complete overview of the theory of the spectroscopic and chemometric methods most commonly used. This will be completed with dynamical practical sessions in multidisciplinary laboratories, which will give you some tips and tricks useful when dealing with spectroscopy and chemometrics.

**The 4th Annual FoodIntegrity Conference: Parma, Italy 10-11 May 2017**

**Assuring the integrity of the food chain: Turning science into solutions**

**TOPICS OF PLENARY AND PARALLEL SESSIONS**

- Food safety implications within food authenticity & traceability strategies
- Counterfeiting of food & public health impact: EU law enforcement agencies
- Faster/cheaper, accurate, multi-target, non-targeted analytical directions
- Risk management strategies against food frauds
- Food Integrity in a global perspective

**WORKSHOPS**

- Good risk management requirements, trust in labels-claims & best practices
- GAPs analysis & future prioritization

**USEFUL LINKS:** [http://foodintegrity2017-parma.eu/](http://foodintegrity2017-parma.eu/)
How to get involved?

- Register for project communications.
- Please click here to register to be a part of the FoodIntegrity Network.
- Follow FoodIntegrity on Twitter or join the Network Group on LinkedIn.

We hope you have found this e-Newsletter interesting and informative. We would welcome your views on any of the issues covered. Please email foodintegrity@fera.co.uk. Please feel free to distribute this FoodIntegrity e-Newsletter to other interested parties.

Disclaimer: The information expressed in this e-Newsletter reflects the authors’ views; the European Commission is not liable for the information contained therein. The FoodIntegrity consortium cannot accept any liability for the e-Newsletter accuracy or content.

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