Highlighting gaps in the food fraud vulnerability assessment: An example of the meat supply chain

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Watson WP2: Socioeconomics Methodologies,

Tools and Approaches for Prevention of Food Fraud
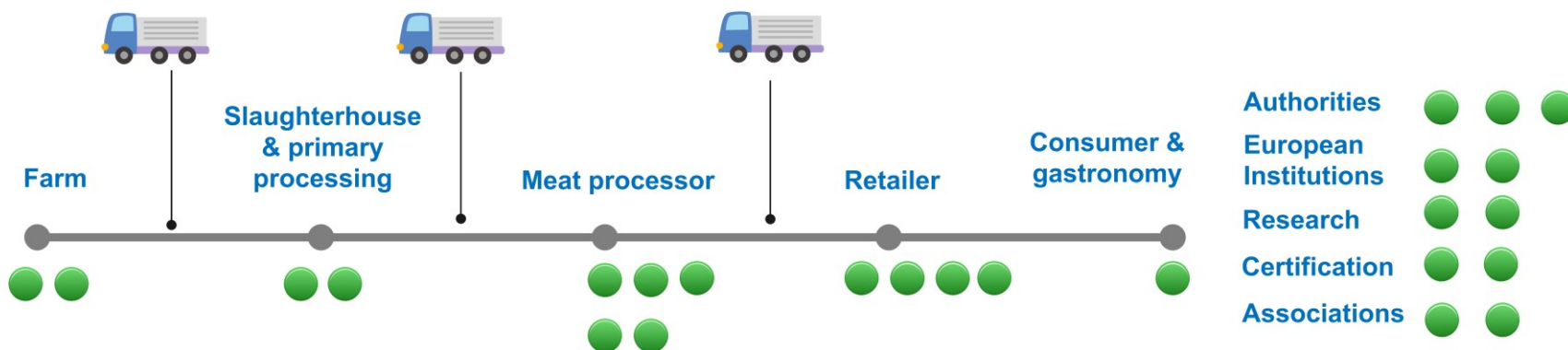
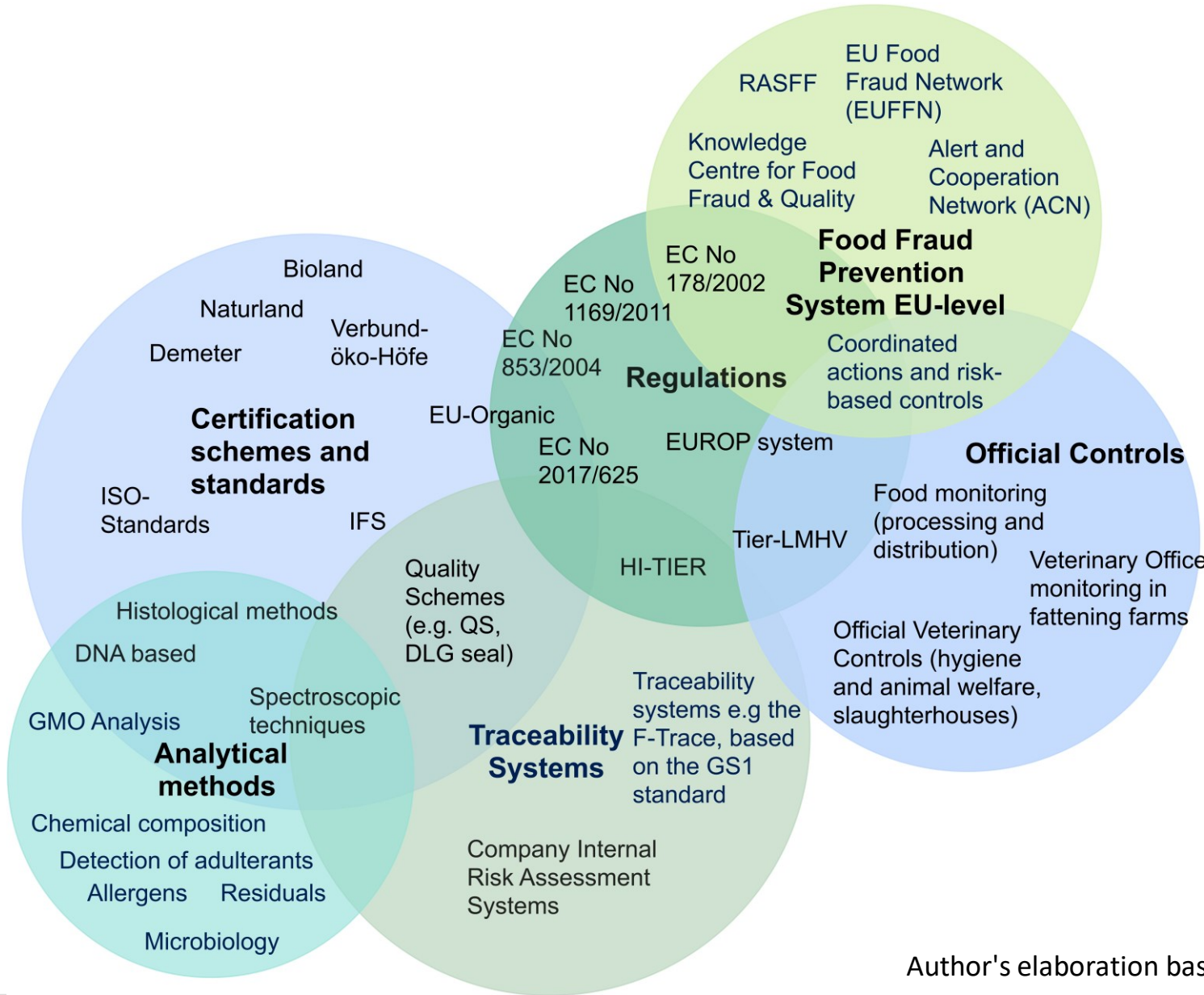HUMBOLDT-UNIVERSITÄT ZU BERLIN

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Introduction

- The European meat sector hardly affected by multiple crises
- Changes in consumption and stricter environmental and climate regulatory framework, are expected to lead to a substantial production decline by 2035 (EU 2023)
- Past food scandals have exposed the complexity of the fight against food fraud
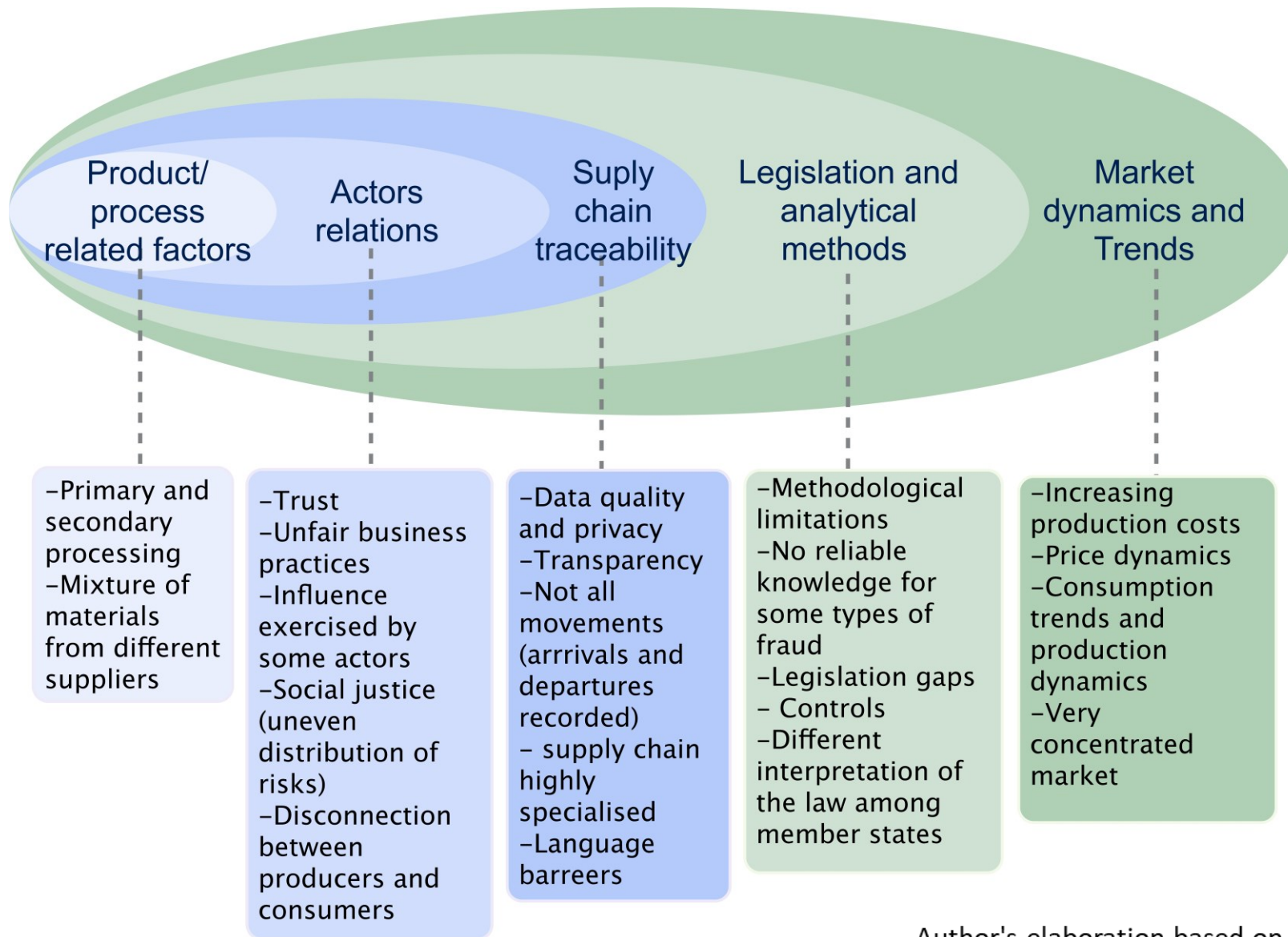
Research approach and methodology

- Investigating vulnerabilities in food fraud prevention including social, economic, political, and cultural factors
- Qualitative narrative analysis based on 25 interviews with meat supply chain experts and supply chain actors

Results: Food fraud prevention landscape

Author's elaboration based on interview material

Results: Perceived vulnerabilites with respect to food fraud prevention

Product/ process related factors

Actors relations

Suply chain traceability

Legislation and analytical methods

Market dynamics and Trends

–Primary and secondary processing
–Mixture of materials from different suppliers

–Trust
–Unfair business practices
–Influence exercised by some actors
–Social justice (uneven distribution of risks)
–Disconnection between producers and consumers

–Data quality and privacy
–Transparency
–Not all movements (arrrivals and departures recorded)
– supply chain highly specialised
–Language barreers

–Methodological limitations
–No reliable knowledge for some types of fraud
–Legislation gaps
– Controls
–Different interpretation of the law among member states

–Increasing production costs
–Price dynamics
–Consumption trends and production dynamics
–Very concentrated market

Author's elaboration based on interview material

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WHAT NEXT ?
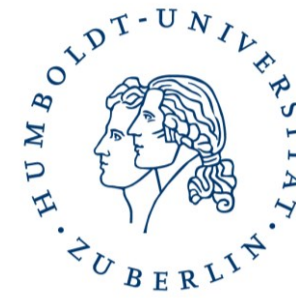
Explorations of relational and social justice factors

Author's elaboration based on interview material

Thank you!

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