

WHAT IS FOOD FRAUD?

Food fraud takes place when food or food labeling is substituted, tampered or misrepresented for economic gain.



Only 33% of food business operators believe their business is safe from food fraud.

Canada is in an ideal position to collaboratively address food fraud with a multi-disciplinary approach that involves the entire value chain. We must build a system to:

D Deter: Build strong regulatory and legal deterrents to prevent food fraud.

I Identify: Use cutting-edge scientific methods to identify food fraud.

P Prosecute: Use this evidence to prosecute bad actors.