## **ICITY TRUST VERIFIED**

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

THAPSALE

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

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

Prosecute: Use this evidence to prosecute bad actors.

UNIVERSITY &GUELPH





Information from Spotlight: Food Fraud in Canada produced by Arrell Food Institute and Research Innovation Office at the University of Guelph. Discover more about this topic at https:// arrellfoodinstitute.ca/spotlight/