

Together we begin

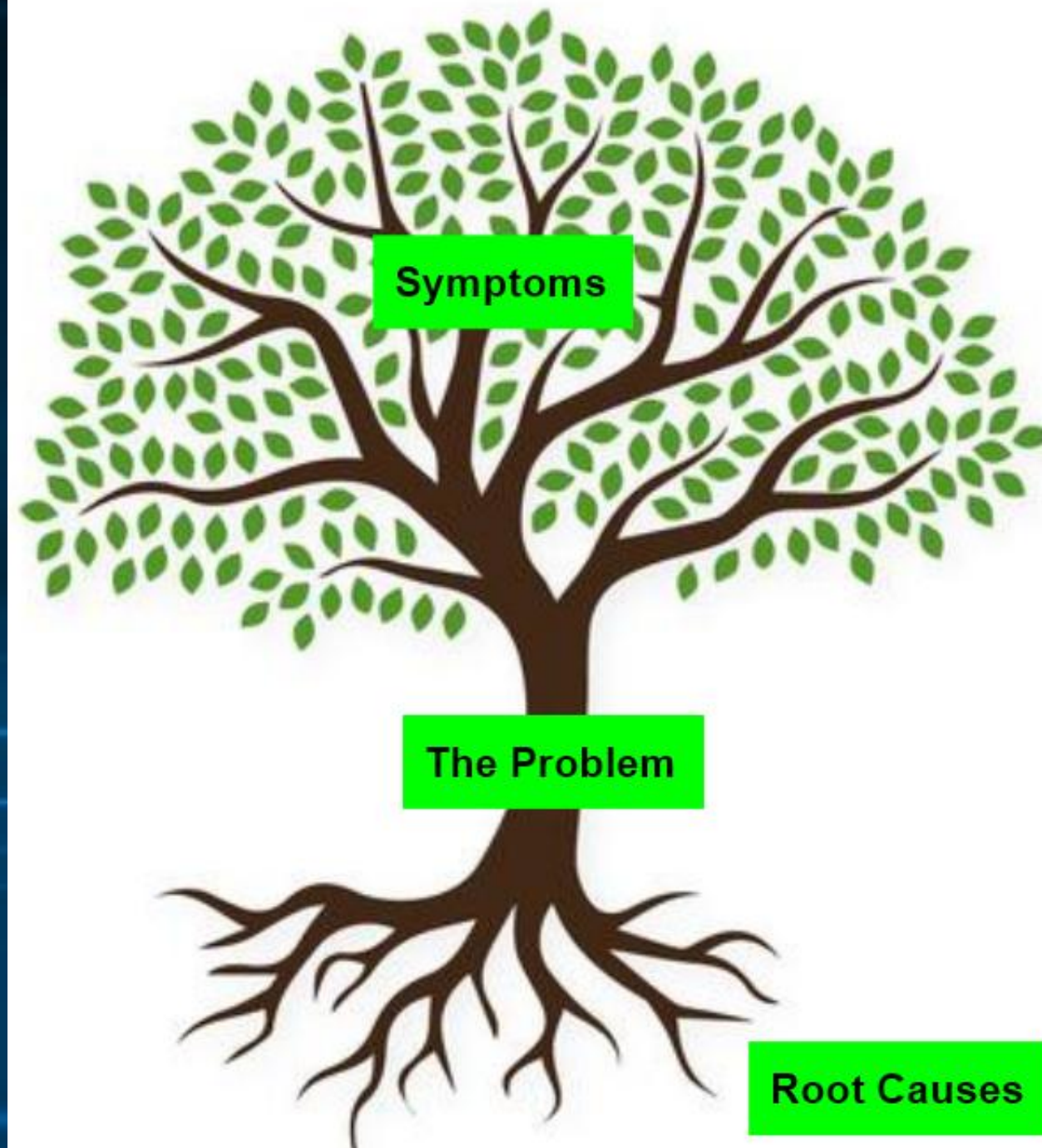


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↖ R134
R110
Bóthar Nangor
NANGOR ROAD
Bóthar an Mhíle Fhada
LONGMILE ROAD

Luimneach
LIMERICK
Cluain Dolcain
CLONDALKIN

R110





Traffic lights!
More roundabouts
Re-routed streets
Temporary roadblocks

Chaos persists: Symptom trap





MICROBES



POLLUTANTS



PESTICIDES



FOOD



**HUMAN
ADVERSARY**



**ARE YOU
AN HONEST
PERSON?**



just
a little
white lie

Food Fraud Root Causes



Technical
opportunities



Opportunities in
time and place

Economic
drivers



Behavioural
drivers

Technological
control measures



Managerial
control measures

Economic crimes differs from other crimes

=>We have to search for the victim first

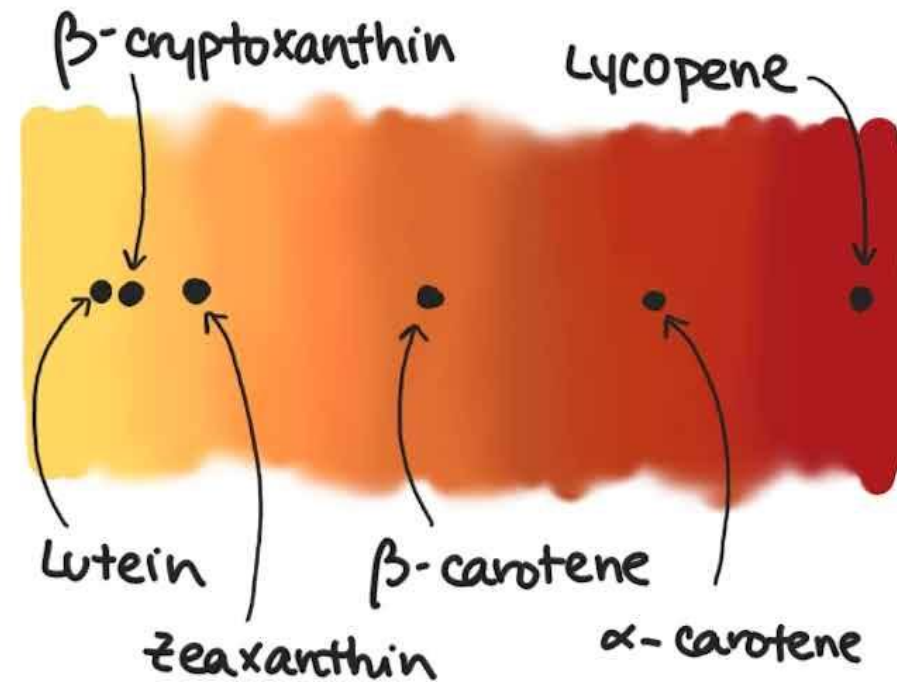
Analytical detection methods for organic products

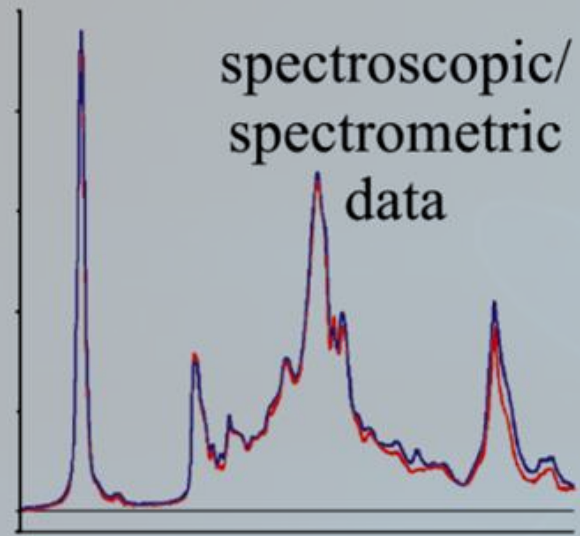
- Confirming authenticity
- Detection of compounds that indicate potential fraud
 - Pesticide residues
 - Stable isotope ratios
 - Particular dyes
 - Other unapproved additives
- Any other type of adulterant/adulteration seen in the type of product: e.g. watering down, bulking out, extraction of valuable fractions, geographical origin, processing etc.



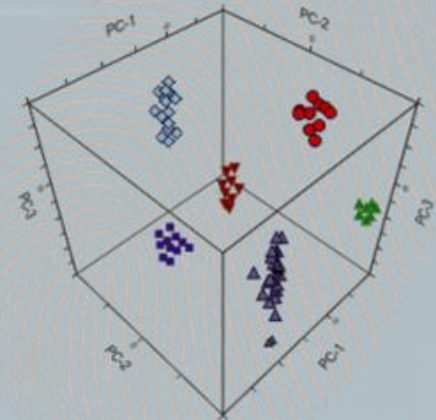
EGGSPECTION JOURNEY

Authenticating organic ca. 40 egg samples for multiple clients using a carotenoid-based fingerprint method





Statistical
data analysis



Emerging from the mist:
Multiple organic egg samples showing anomalies
=> presence of multiple low concentration artificial
carotenoids





Same feed supplier....



Sorry, sorry
accidental....
or deliberate?

Looking for the edge



AI Opportunities and challenges

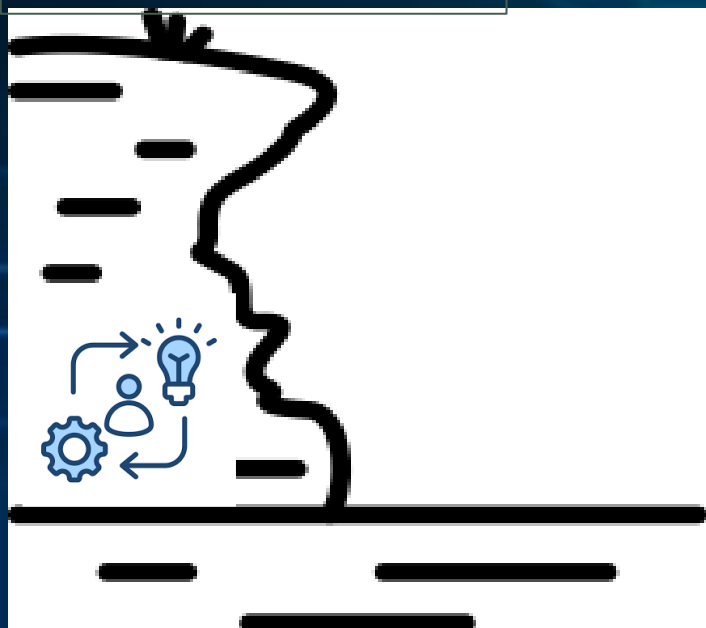
- Predictive analytics tool used for a long time
- Digitalisation of supply chains
- Next generation frauds: Gen AI brings a lot of new opportunities for economic crimes



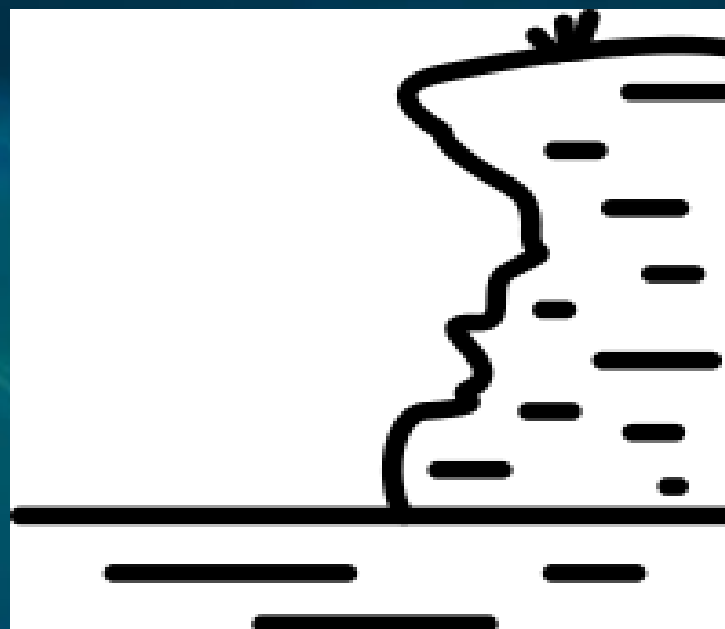
[Context: <https://www.crimrxiv.com/pub/eyy47is3/release/1>]

The gap

What we know



What we do



A communication problem: Are we a socially closed network?



The European Food Fraud Community of Practice (EFF-CoP)



- To facilitate encounters and create new conversations between organisations and existing networks
- To collect, collate and provide access to resources through EFF-Hub

EFF-CoP: A network of networks

EFF-HUB:
Repository
with research
and
innovation
resources

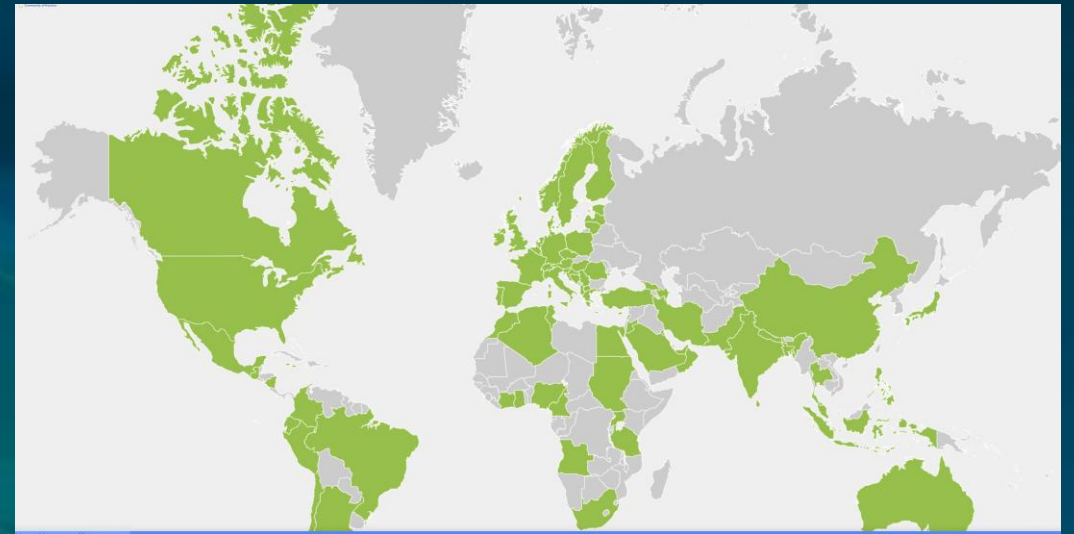
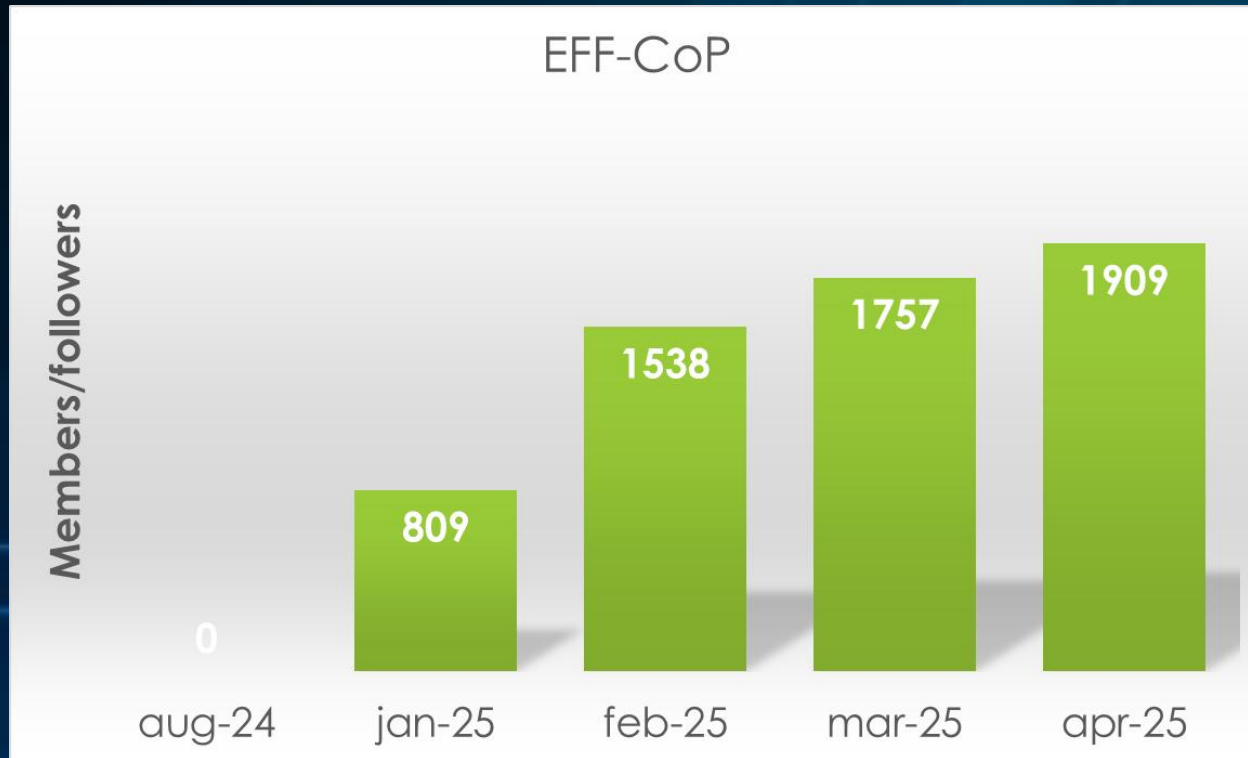


Interactive
virtual and
live events

Growing and understanding the structure
and needs of the landscape

Sustain for the future

Growing the community



EFF-CoP Flashmob: No body, no crime!



WEBSITE: WWW.EFF-COP.EU



THANK YOU FOR YOUR ATTENTION

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