



Handling Food Fraud in e-Commerce

Food Fraud Series Part 5 of 5

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Sponsored by the IAFP Foundation

Organized by the IAFP Food Fraud PDG



Webinar Housekeeping

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Webinar Housekeeping

- It is important to note that all opinions and statements are those of the individual making the presentation and not necessarily the opinion or view of IAFP.
- This webinar is being recorded and will be available for access by IAFP members at www.foodprotection.org within one week.



Food Fraud PDG Chair: Neil Bogart, Food & Beverage - Area
Technical Support – Ecolab

Food Fraud PDG Vice Chair: Karen Everstine, PhD, Senior
Manager, Scientific Affairs – Decernis





- Part 1: A Strategic Approach to Operationalize Food Fraud Mitigation (held on 2/20/19)
- Part 2: Challenges Identified with Food Fraud Implementation (held on 4/2/19)
- Part 3: Understanding Types of Risk (Regulatory, Operational, Enterprise)
- Part 4: Emerging Food Categories
- **Part 5: Ecommerce, Counterfeit, and Labeling (scheduled for 6/27/19)**

Food Fraud – E-commerce Risk

Lara Miller – Counsel, Vice President - Corporate Strategy
Dion Tang - Program Manager

June 27th 2019

International AntiCounterfeiting Coalition (IACC)

The largest multinational organization representing exclusively the interests of companies concerned with **product counterfeiting and copyright piracy**.

Established in 1979; based in **Washington, DC**

Members across all product sectors, including:

- Food & Beverage, Tobacco & Spirits
- Apparel, Footwear, Accessories, and Luxury Goods
- Automotive
- Electronics and Electrical Goods
- Motion Pictures and Music
- Pharmaceuticals and Medical Devices
- Business and Entertainment Software



Food Fraud in the United States

Food fraud is broadly addressed through various food safety, food defense, and food quality authorities as well as border protection and import authorities across a number of federal agencies.

- **No dedicated federal agency or U.S. law** directly addresses food fraud
- A number of existing laws and statutes provide the authority for various federal agencies to address fraud.
- **FDA and the U.S. Department of Agriculture** are the principle agencies that are working to protect the food supply from food safety risks in conjunction with border protection and enforcement activities by the U.S. Department of Homeland Security.

U.S. Food & Drug Administration

- Works with the private sector and other government agencies on activities related to food defense
- Develops tools and resources to help food facilities prevent, prepare for, respond to, and recover from acts of intentional adulteration of the food supply

The FDA Food Safety Modernization Act (FSMA)

- ➔ Prevents intentional adulteration from acts intended to cause wide-scale harm to public health
- ➔ With some exceptions, this rule applies to both domestic and foreign companies that are required to register with the FDA as food facilities under **the Federal Food, Drug, and Cosmetic (FD&C) Act.**

Food Fraud in European Union

- EU laws **do not provide for a “generally acknowledged definition of food fraud”** despite an extensive legislative framework focused on food safety
- The only general guideline is found in **EU regulations requiring that food labeling, advertising, presentation, and packaging “shall not mislead consumers.”**
- Requirements vary among EU member states and food fraud in Europe remains largely undetected, similar to that in the United States.
- The United Kingdom’s Food Standards Agency (FSA) describes “food fraud” as the deliberate placement on the market, for financial gain, with the intention of deceiving the consumer, covering two main types of fraud.
- Researchers and industry groups actively working in this area have myriad definitions of food fraud and EMA.

The EU Food Fraud Network

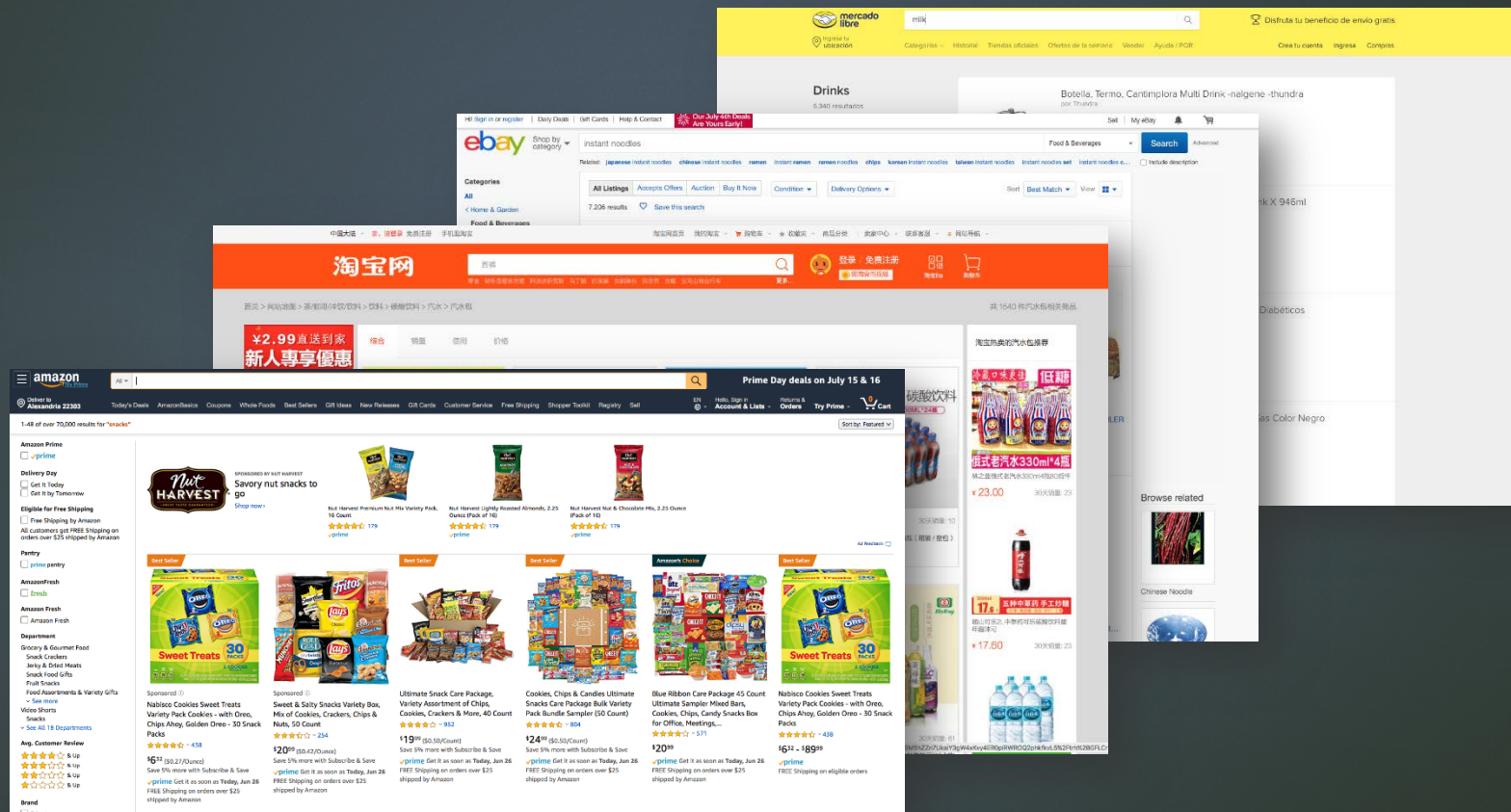
European Commission

- Allows Member States and some other European countries to **exchange information and to cooperate on a voluntary basis** in matters where they are confronted with violations of the EU agri-food chain legislation of **cross-border nature**.
- **Connects the bodies designated by each Member State**, some other European countries (Switzerland, Norway and Iceland), representatives from the European Commission services and representatives from Europol.
- Allows assisting and coordinating communication between competent authorities and, in particular, transmitting and receiving requests for assistance.

Food Fraud Contact Points

➔ https://ec.europa.eu/food/sites/food/files/safety/docs/food-fraud_contact_points.pdf

Despite the existing regulations, online marketplaces have become a hotbed of counterfeit food and beverages in recent years.



Trademark Infringement

➤ Counterfeit

- E.g. Test buys confirm counterfeit food
- E.g. Counterfeit indicators identified in photos
- E.g. Food safety marks being used

➤ Unfair Use of Trademark Rights

- E.g. Name of a beverage being used in the title of a listing by unauthorized sellers
- E.g. Registered trademarks being used in photoshopped images

Copyright Infringement

- Unfair Use of Copyrights

 - E.g. Beverage package designs being used by unauthorized sellers/manufacturers

- Image Infringement

 - E.g. Official promotional images/copyrighted images of an instant noodles brand are being stolen and used by unauthorized sellers

Notice and Takedown Programs

To remove infringing listings, rights-holders can make use of the statutorily required reporting processes which allow rights-holders to submit notices regarding IP violations directly to platforms .

- Both public and membership-based programs
- Varied interfaces, procedures, policies
- General requirements include:
 - Proof of IP ownership
 - Explanation of the infringement
 - Business licenses/certificates
 - Attestations or indemnification



Key Steps

1. **Internal Organization:** Documentation, distribution channels, internal roles
2. **Educate Yourself:** Engage with other brands and groups familiar with platforms and their challenges, learn platform protocols and requirements
3. **Find Infringing Listings and Collect Required Info:** in-house or 3rd party
4. **Engage with Platform:** Find points of contact if possible, set up account
5. **Start submitting:** set up account and submit infringing listings
6. **Track Results:** Pay attention to outcomes, transparency, explanations, timing, and adherence to stated policies. Get vocal about discrepancies.

Challenges faced by rights-holders

Platforms

- Variability
- Recidivism
- Inconsistency
- Difficult Interfaces

Rights-Holders

- Language Barriers
- Limited Resources
- Distribution and Re-sale Issues
- Unfamiliarity Platform Protocols



To address the challenges faced by rights-holders, we develop different initiatives with e-commerce platforms in order to help rights-holders enforce their IP more effectively.

The **IACC entered into an MOU with Alibaba in 2013** with the aim to improve rights-holder's IP enforcement success on Alibaba's platforms:



Overview

MarketSafe Expansion Program (MSE)

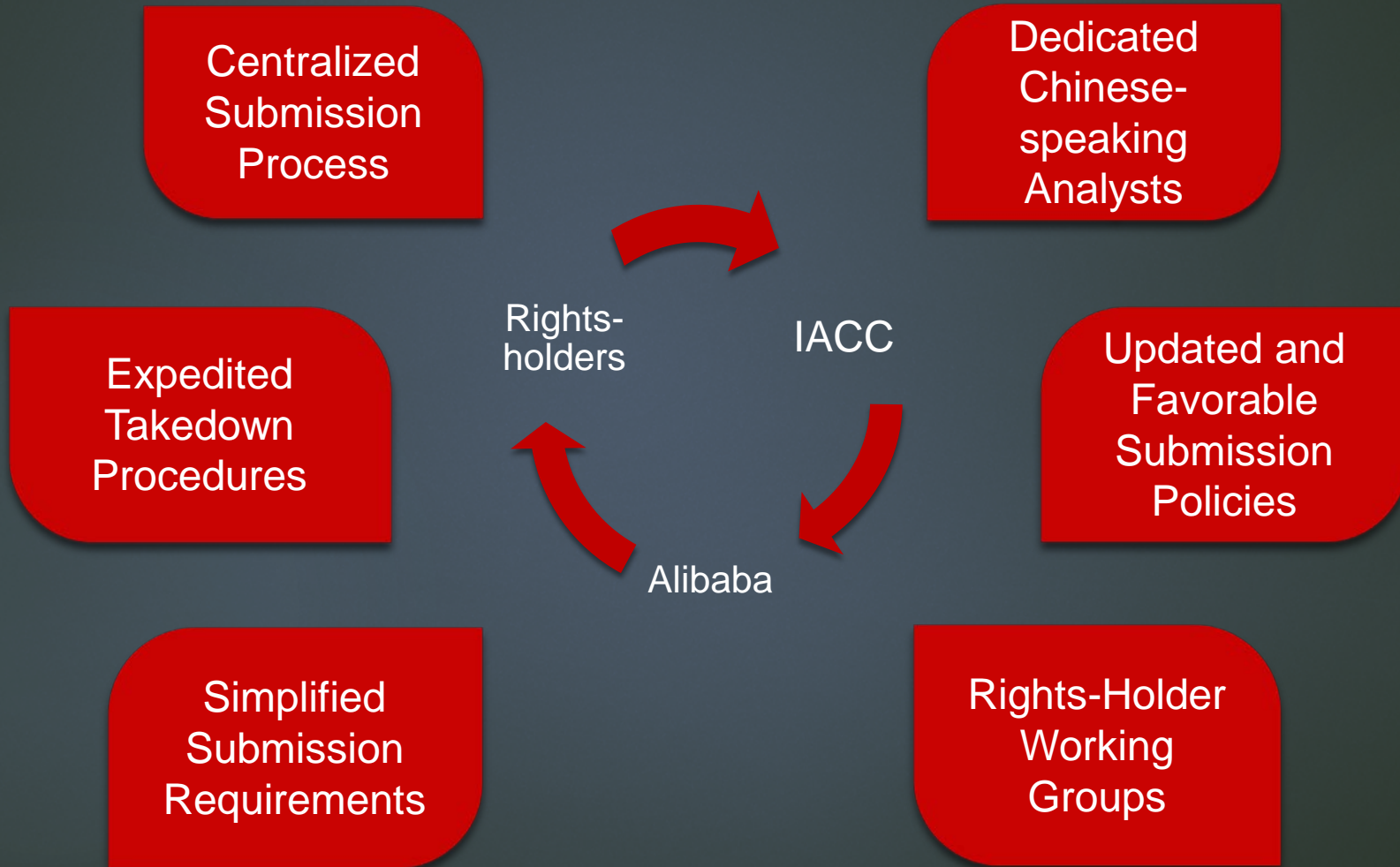
Term: 1 Year

Cost: FREE

Participants: Up to 100 Brands Per Year

- IACC members
- Non members
- Service providers/ representatives





The MSE Program **supports all of Alibaba's platforms through a centralized portal.**

淘宝网
Taobao

TaoProtect
&
AliProtect

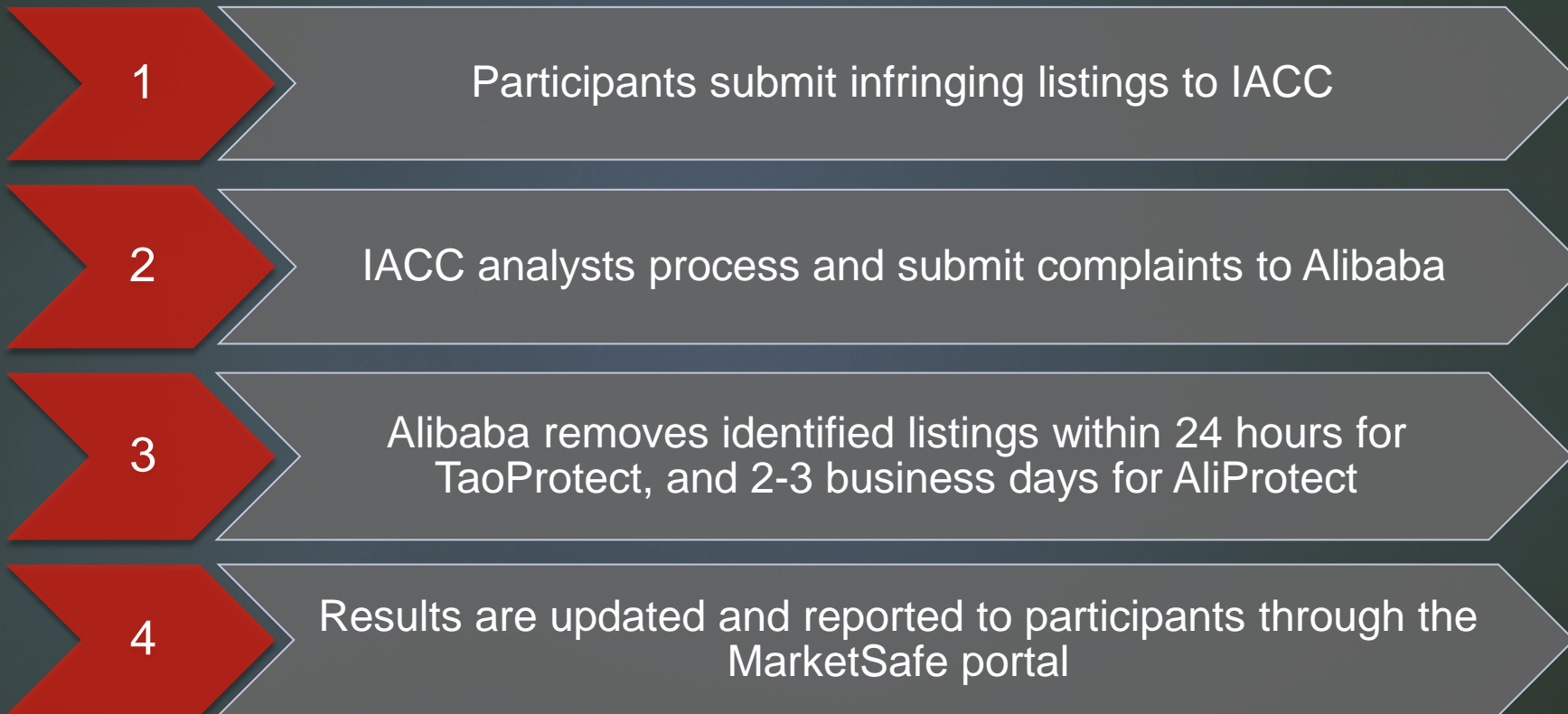
Alibaba.com

天猫 TMALL.COM

阿里巴巴
1688.com

AliExpress

Claims Submission Process



Counter-notices

- **Listings stay down** during the counter-notice process
- **Information** requested by IACC is **NOT passed on to Alibaba**



Rights-holder Working Group

Through the program, participants can **make recommendations** about **preventative monitoring**, **enforcement policies**, and other marketplace best practices.



Participants Demographics:

- 29 different industries
- 96 participants (including 32 SMEs)
- 12 different countries (16 brands from Europe)

Programs Results:

- **450,000+** listings removed
- **14,015+** sellers permanently banned
- **99%+** success rate



Applications are open

- Email marketsafeinfo@iacc.org for an application form
- Application form **must be submitted by the rights-holder**
- Participant orientation webinars on the first of each month
- After completing webinar, participants automatically receive login credentials and can begin submitting!





THANK YOU



Axel is widely recognised as an expert in Online Brand Protection, Shipments Intelligence and Investigations. He has a background in diverse disciplines, including six sigma and innovation consulting.

Since 2010 he has been engaged in Brand Protection, co-founding and managing ApiraSol GmbH in Germany. Axel has contributed to the fight against counterfeits with game-changing technical innovations that help to capture and share product intelligence. Axel has a Master's degree in International Business Consulting, with a focus on Supply Chain Management.



Online Monitoring



Shipments Monitoring



Online Monitoring



Finished Product that is branded with a Trademark (physically)

Finished Product that is not branded with a Trademark (physically)

Food Components or Packaging

Online Monitoring: Finished Product that is branded with a trademark (physically)

The screenshot displays the ApiraSol software interface. At the top, there is a navigation bar with icons for Leads, Jobs, Suspect Profiles, IPM, Image Tracking, Reports, Settings, and Admin. Below this is a search bar containing 'hennessy wine' and several filter dropdowns for Session, Result Type, Rating, Follow-Up Status, and Status. The main area features a table with columns: Seller, URL, Created, R, F, S, T, and Notes. One row is highlighted in yellow, corresponding to the detailed view below. This view shows a warning icon and the text 'Hennessy wines are Counterfeit'. It also displays the seller's name '洛阳市涧西区弘源糖酒副食店', phone number '100220796084', and location 'Luoyang, Henan, China'. A dropdown menu is open, showing various actions like 'Investigation planned', 'C/D Letter sent', and 'MH Special Report 1'.

Seller	URL	Created	R	F	S	T	Notes
上海骏德烟酒虫草回收商行	http://www.shidy1518.com/product/huishouxuannishiyangjiu8.html	11/09/2016	RE	Y	3	●	
	http://www.qqddqg.com/fiwz/2015/0619/429.html	11/09/2016	U	Y	3	●	
	http://busi.tikx.com/product/detail/323262.htm	11/09/2016	X	Y	3	●	
深圳市广粤烟酒有限公司	http://product.gongchang.com/c1097/CNC1106987520.html	11/09/2016	U	Y	3	●	
洛阳市涧西区弘源糖酒副食店	http://china.makepolo.com/product-detail/100220796084.html	14/07/2016	U	Y	3	●	
Guangzhou Patricia Import & Export Co., Ltd.	http://www.alibaba.com/product-detail/nice-hennessy-wine-bottle_1261949823.html	07/01/2016	U		2	●	



ApiraSol offers the only tool in the market that **combines online monitoring with Shipments Intelligence**. Easily request with 1-click the search for shipments, importers and amounts connected to online sellers.

Online Monitoring: Finished Product that is not branded with a trademark (physically)

Id	Campaign	Seller	URL	Created	R	F	S	T	Notes
726	MEPE-GRTN	Ninbo Huisen Rubber & Plastic Technology Co., Ltd.	https://www.alibaba.com/product-detail/Wholesale-China-suppliers-30ml-whiskey-elastic_29/01/2019	29/01/2019	U		4		●
725	ALIB-SHLG	Shenzhen Onwin Enterprise Limited	https://www.alibaba.com/product-detail/Onwin-hot-selling-empty-capsules-nespresso_607/29/01/2019	29/01/2019	U	Y	4		●
724	MEPE-GRTN	Mala Cheese	https://www.alibaba.com/product-detail/Parmesan-Cheese_124400253.html	29/01/2019	U		4		●
723	MEPE-GRTN	Anhui Oneco Foods Co., Ltd.	https://www.alibaba.com/product-detail/Bulk-Acacia-Honey_60892282503.html	29/01/2019	U		4		●
722	MEPE-GRTN	Anhui Herman Imoco Co., Ltd.	https://www.alibaba.com/product-detail/China-Supplier-Quality-Food-Grade-Refined_6079/29/01/2019	29/01/2019	U		4		●
721	OS-ORRG	Shandong Yuncheng Ruisheng Glass Co., Ltd.	http://www.nishengglass.com	25/11/2016	U		4		●

Product details for "NESPRESSO Compatible Capsules". Seller: Shenzhen Onwin Enterprise Limited. Price: USD 0.00. Product ID: 60775249766. Listing date: 09/11/2018. Includes image thumbnails and navigation options.

Alibaba.com navigation bar with search bar, categories, and user account options.

Product listing for "Onwin hot selling empty capsules nespresso coffee compatible". Price: US \$0.001-0.004 / Pieces | 5000 Piece/Pieces (Min. Order). Supplier: Shenzhen Onwin Enterprise Limited. Includes contact buttons, seller support, and payment/shipping options. A green arrow points to the product title.

Online Monitoring: Food Components or Packaging

ApiraSol BP Suite Search Results Leads Jobs Suspect Profiles IPM Image Tracking Reports Settings Admin @pirasol.com

Campaign: All Session: All Result Type: All Rating: All Follow-Up Status: All Status: All Search: Search for leads...

Id	Campaign	Seller	URL	Created	R	F	S	T	Notes
1302	ALIB-CMC	Weifang Ocean Trading Co., Ltd.	https://www.alibaba.com/product-detail/China-suppliers-Factory-price-supply-CMC_60609117153.html	14/02/2018	U		0	●	
1301	ALIB-CMC	Henan Premtec Enterprise Corporation	https://www.alibaba.com/product-detail/KOSHER-HALAL-HACCP-Thickeners-Sodium_718323536.html	14/02/2018	U		0	●	
1300	ALIB-CMC	Henan Bright Commercial Co., Ltd.	https://www.alibaba.com/product-detail/oil-drilling-food-detergent-grade-na_60581443920.html	14/02/2018	U		0	●	
1299	ALIB-CMC	Anqiu Eagle Cellulose Co., Ltd.	https://www.alibaba.com/product-detail/Anqiu-Eagle-CMC-Carboxy-Methyl-Cellulose_238975446.html	14/02/2018	U		0	●	
1298	ALIB-CMC	Shenzhen Bai Zhuo Trade Co., Ltd.	https://www.alibaba.com/product-detail/CMC-Sodium-Carboxymethyl-Cellulose-Textile-food_60665145598.html	14/02/2018	U		0	●	
1297	ALIB-CMC	Guangzhou ZIQ Chemical Co., Ltd.	https://www.alibaba.com/product-detail/Carboxymethyl-cellulose-sodium-CMC-for-food_60614735694.html	14/02/2018	U		0	●	
1296	ALIB-CMC	Anhui Suntran Chemical Co., Ltd.	https://www.alibaba.com/product-detail/Thickeners-for-food-25kg-bag-pharmaceutical_60644295727.html	14/02/2018	U		0	●	
1295	ALIB-CMC	Fushixin Polymer Fiber (Foshan) Co., Ltd.	https://www.alibaba.com/product-detail/Sodium-Carboxymethyl-Cellulose-NaCMC-for-many_6061752725.html	14/02/2018	U		0	●	
1294	ALIB-CMC	Benner	https://www.alibaba.com/product-detail/high-viscosity-cmc-powder-used-in_500337...	14/02/2018	U		0	●	

View 1 - 50 of 1,298

Give Rating Follow-Up

CMC for Food Industry offer identified, potential risk

China suppliers Factory price supply CMC for food and drink&cmc chemical

325.65 USD 401.00

Weifang Ocean Trading Co., Ltd. 60609117153 QingDao online 14/02/2018

Original

Alibaba.com Global trade starts here

Sourcing Solutions Services & Membership Help & Community One Request, Multiple Quotes Get the App

Categories Products What are you looking for... Search Sign In Join Free My Alibaba Order Protection Favorites

Supplier: Weifang Ocean Trading Co., Ltd. 7YRS

Product Range Home Company Profile Contact Us English

Home > All Industries > Chemicals > Catalysts & Chemical Auxiliary Agents > Chemical Auxiliary Agent > Petroleum Additives > Subscribe to Trade Alert

China suppliers Factory price supply CMC for food and drink&cmc chemical

7YRS Weifang Ocean Trading Co., Ltd. China (Mainland) | Trading Compi

Shipments Data availability per Country (countries with public data)

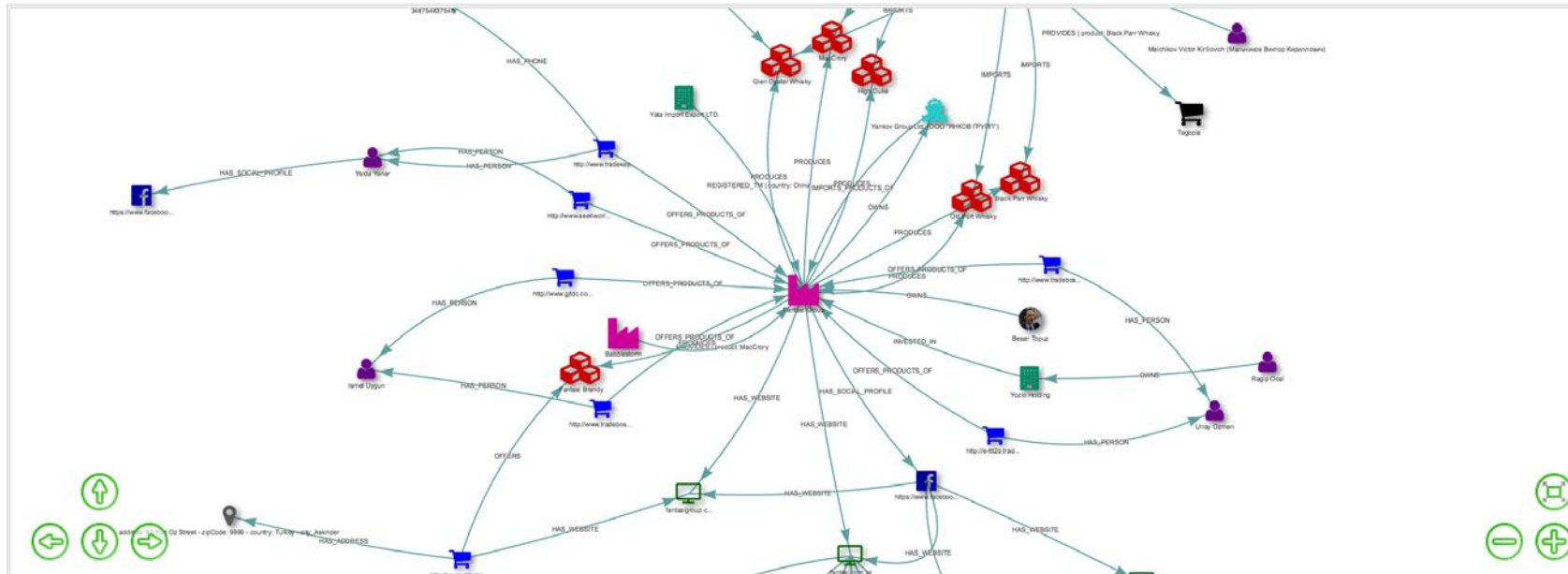
Not all countries in the world have public customs data. However, even if a company in a country without public data (for example France) trades with a Russian company (has public data), we can see both company names and trade history.



Customs Data is Public in this Country

This Country Database is available but eventually with limited data

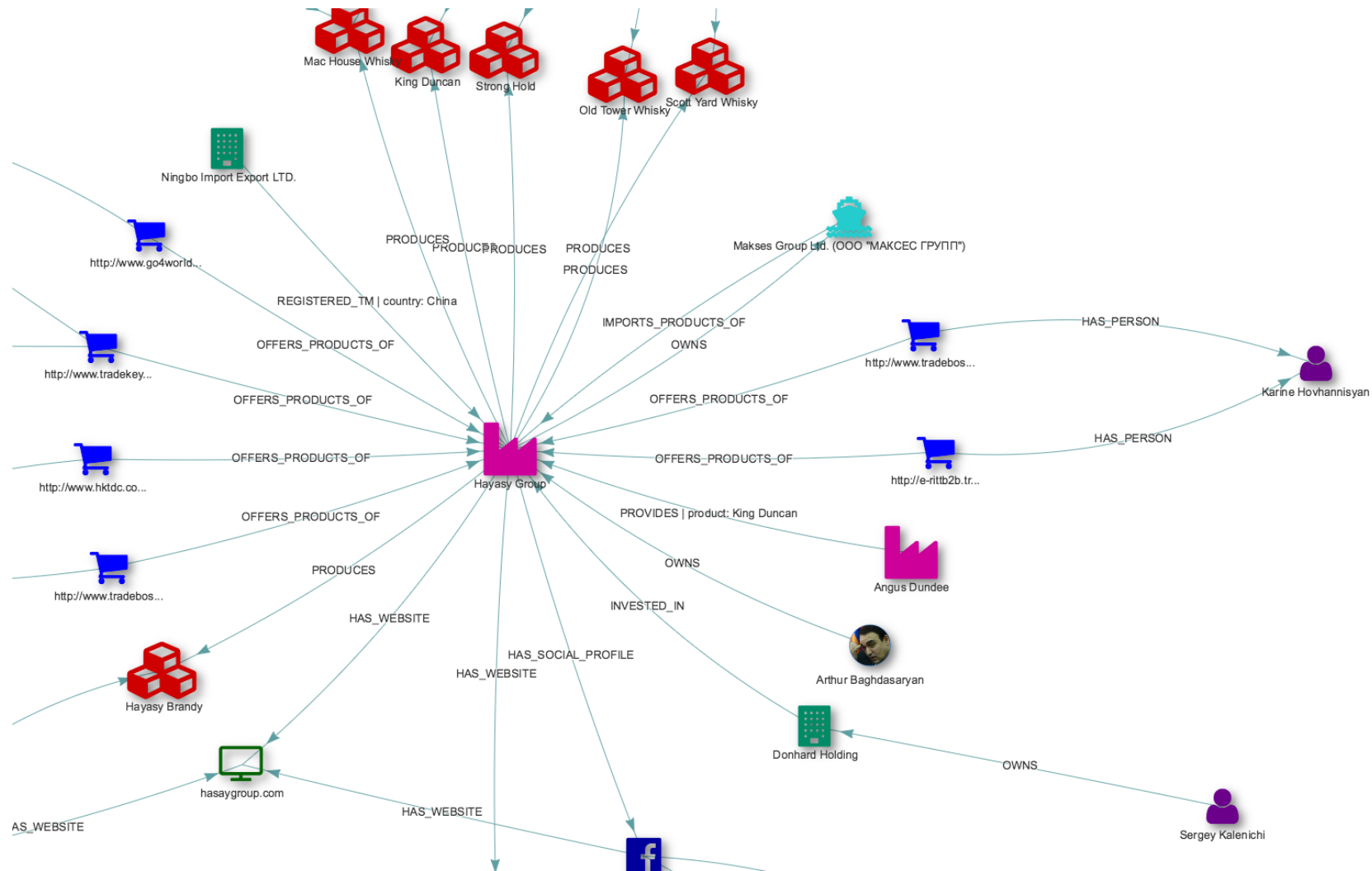
ApiraSol Cluster Analysis - Confidential Client



References

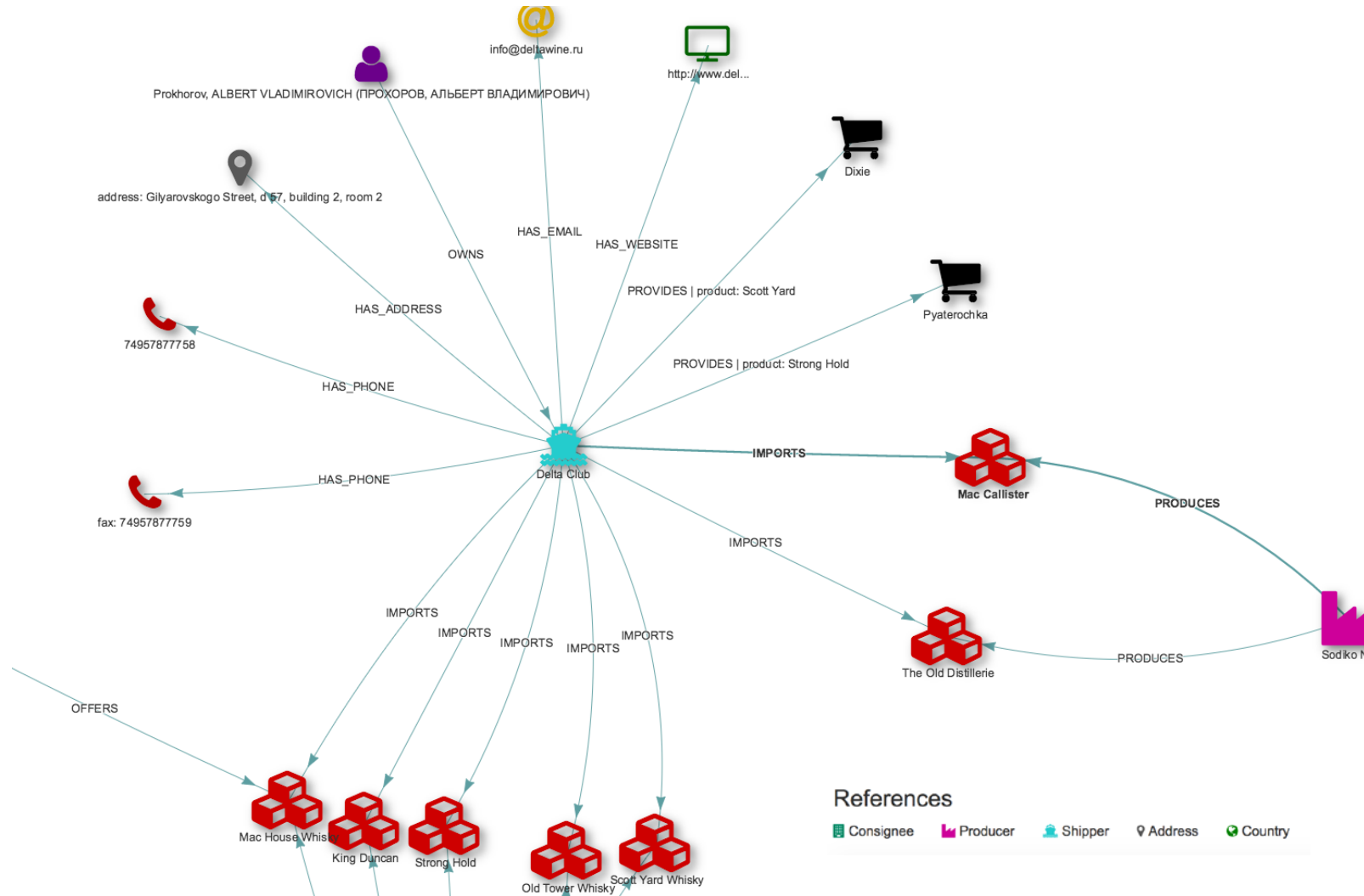
- Website
- Facebook
- Online Offer
- Person
- Producer
- Importer
- Company
- Product
- Phone
- Address
- E-mail
- Country

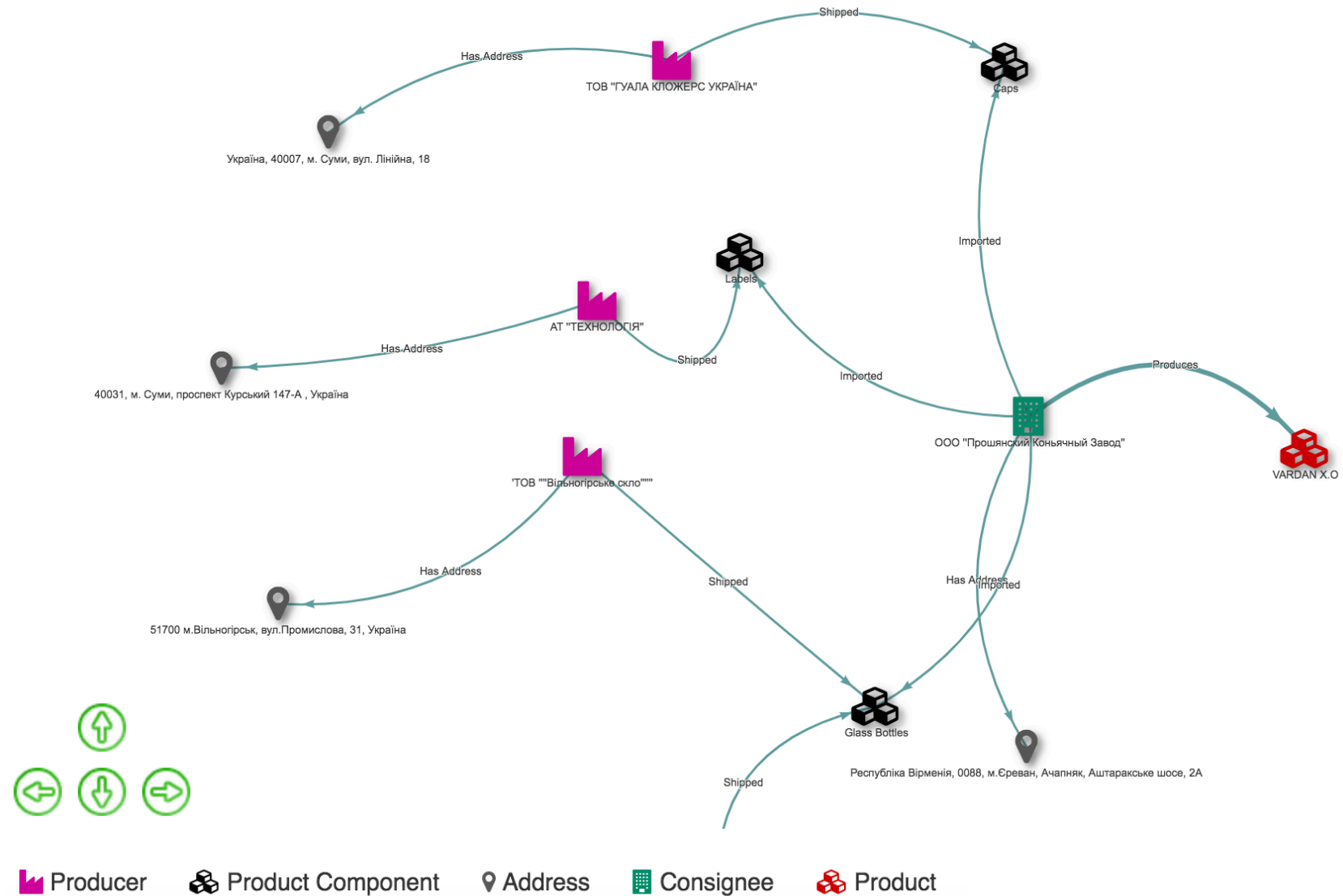
For a confidential client, we have prepared this cluster analysis that helps uncover hidden relationships between online sellers, producers, importers, investors, contact details, etc.. This analysis relies on trade data (import and export documents) and is combined with online intelligence.



References

- Consignee
- Producer
- Shipper
- Address
- Country





There are 4 Ukrainian companies producing dry-goods (labels, caps, bottles) and exporting to PROSHYAN in

Smirnoff Look-alike Златогор (Zlatogor)



GENUINE



We could identify 387 Shipments of this product to various countries including the US, Germany, Australia, Eastern Europe.

Obvious Signals:

FANTASY
BRANDS

PRODUCT
DESCRIPTIONS

SUSPICIOUS
SHIPPERS

SUSPICIOUS
CONSIGNEES



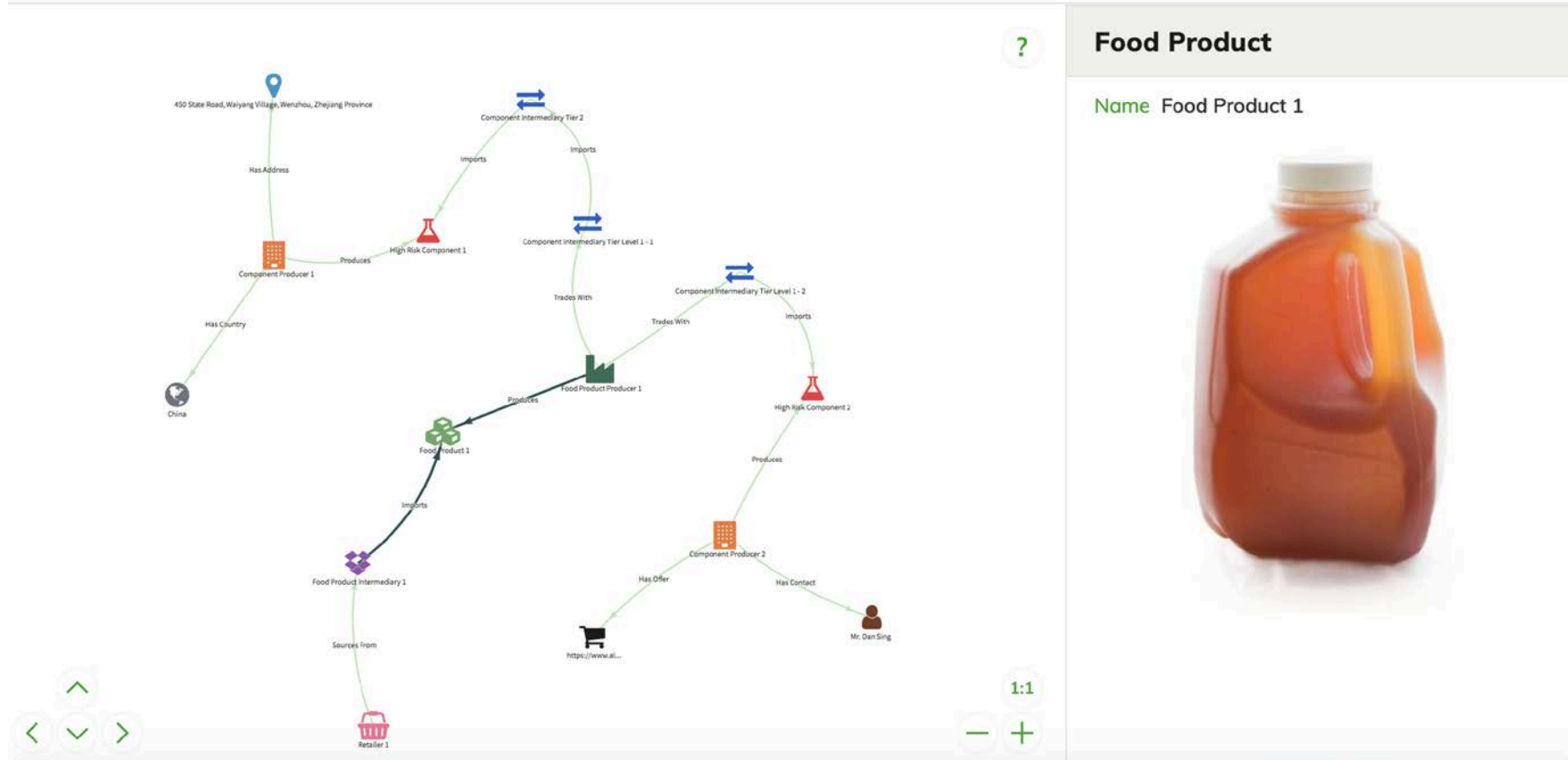
Advanced Signals:

SHIPPERS THAT
CLAIM A GIVEN
QUALITY, ORIGIN,
ORGANIC
CERTIFICATION

LOW FOB / KGS
RATIO

SUSPICIOUS
ROUTES

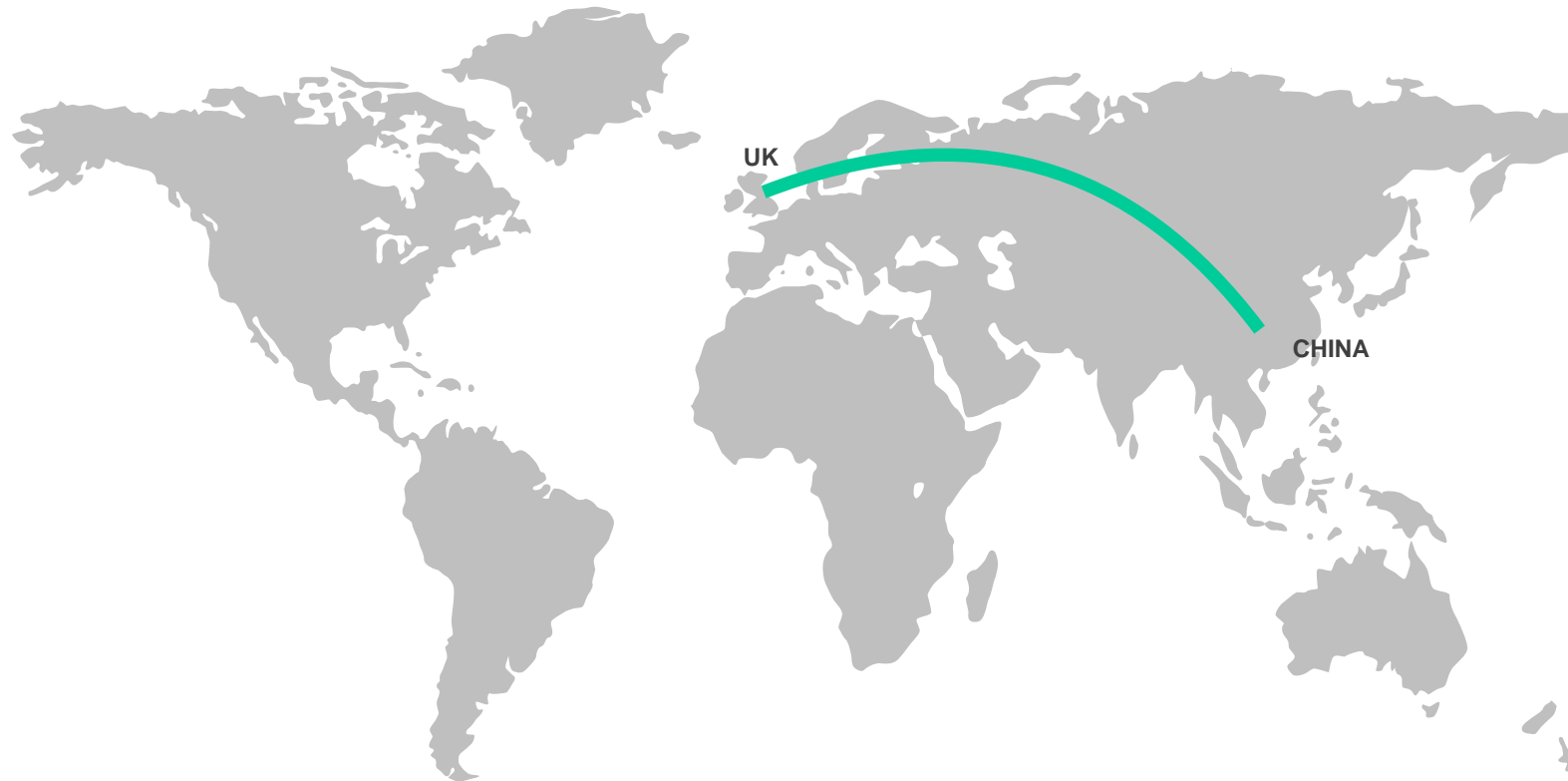
THIRD PARTY
MANUFACTURERS
(VOLUMES,
DESTINATION)



In this example, we can see how a retailer (left side) or a food standards authority can investigate the supply chain behind a finished product producer. Producers might import components (additives, stabilisers, flavours) that represent a high-risk or that do not meet the quality standards of the finished product.

<https://graph.apirasol.com/HirWDvgQXgqbyrfyh0zkZ4SZgMSDRo4c/index.html>

Monitoring routes where there is no public customs data



This Country Database is available but eventually with limited data fields and/or extra costs

This Country Database has no public data



Sourcing Solutions Services & Membership Help & Community

Ready to Ship Trade Shows Get the App English - USD

Categories

Products food whitener



Sign In Join Free My Alibaba

Order Protection

Favorites

Related Searches: teeth whitening teeth whitening pen teeth whitening kit teeth whitening powder whitening cream

RELATED CATEGORY

Beauty & Personal Care

- Teeth Whitening
- Face Cream & Lotion
- Face Mask
- Toilet Soap
- Men's Bath Supplies

Product Features

Ingredient

- Chemical
- Mineral

Age Group

- Adults
- Children

Sample Order NEW

- Free samples
- Paid samples

Min. Order: less than OK

Supplier Features

Supplier by Area

- Africa

Products Suppliers

Supplier Types: Trade Assurance Verified Supplier Supplier Location Past Export Countries

Product Filters: Min. Order: less than Price: - Ready to Ship NEW

Suggested Filters:



View 8,312 Product(s)

Sort By: Best Match



6 Photos

Add To Compare

Food Additive Lipase makes steamed bread whitening

US\$36,99 / Kilograms

100 Kilograms Min. Order

Type: Jiangsu YiMing Lipase
Certification: HALAL,KOSHER,ISO
Color: White Color
Appearance: White Powder
Place of Origin: Jiangsu,China (Mainland)
Model Number: 06

Jiangsu Yiming Biological Co., Ltd.

2 YRS CN

14.3% Response Rate

Sponsored Listing

Contact Supplier

Leave Messages

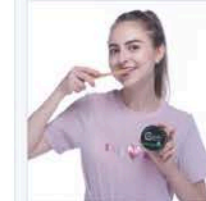
Na2hco3 sodium bicarbonate 99% purity food grade for

Tianjin Henghaixin International Trading Co., Ltd.

Premium Related Products



Dental Bleaching System
3ml Teeth Whitening Gel
Food Grade Hydrogen



FDA Certified Organic
Charcoal Powder Food
Grade 100% Pure Natural



My History

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Your browsing history has been disabled.

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Sgonek



6 Photos Video

Skin whitening raw materials tranexamic acid powder

Ready to Ship

US\$105,00-US\$109,00 / Kilogram





1 Kilogram Min. Order

Certification: ISO
Shelf Life: 2 years
Appearance: White Powder
Place of Origin: Shaanxi,China (Mainland)
CAS No.: 1197-18-8
Brand Name: Sgonek

Add To Compare [Similar Products](#)

[Contact Supplier](#) [Chat Now!](#)

Xi'an Sgonek Biological Technology Co., Ltd.



4 YRS | CN | Verified |    

93.0% Response Rate

\$ 120,000+ in 250 Transaction(s)

"Quick shipping" (11) "Good service" (8)

YASIN



6 Photos Video

fda approved hydrolysate pure bovine collagen supplements for whitening collagen drink

Ready to Ship

US\$9,98-US\$11,00 / Kilogram






500 Kilograms Min. Order

Certificate: ISO, Halal
Color: White
Shelf life: 2 years
Grade: Food Grade
Place of Origin: Hubei,China (Mainland)
CAS No.: 9000-70-8

Add To Compare [Similar Products](#)

[Contact Supplier](#) [Chat Now!](#)



Xiamen Yasin Industry & Trade Co., Ltd.

9 YRS | CN |     

76.9% Response Rate

\$ 250,000+ in 13 Transaction(s)

TANGZHENG



6 Photos Video

No-smell Emulsion Clouding Agent Food Turbid Agent

US\$6,00-US\$8,00 / Kilogram




10 Kilograms Min. Order

type: clouding agent
form: liquid,emulsion
certificates: HACCP,HALAL,ISO,FDA

Add To Compare [Similar Products](#)

[Contact Supplier](#) [Chat Now!](#)

Shenzhen Tangzheng Bio-Tech Co., Ltd.

8 YRS | CN | Verified |   

95.1% Response Rate

Production Capacity
R&D Capacity

Business Performance

Buyer Interactions
Ratings & Reviews
Transaction History









Additional Information

Trade Shows

Transaction Details

All Countries / Regions

This supplier has completed 28 Transactions.

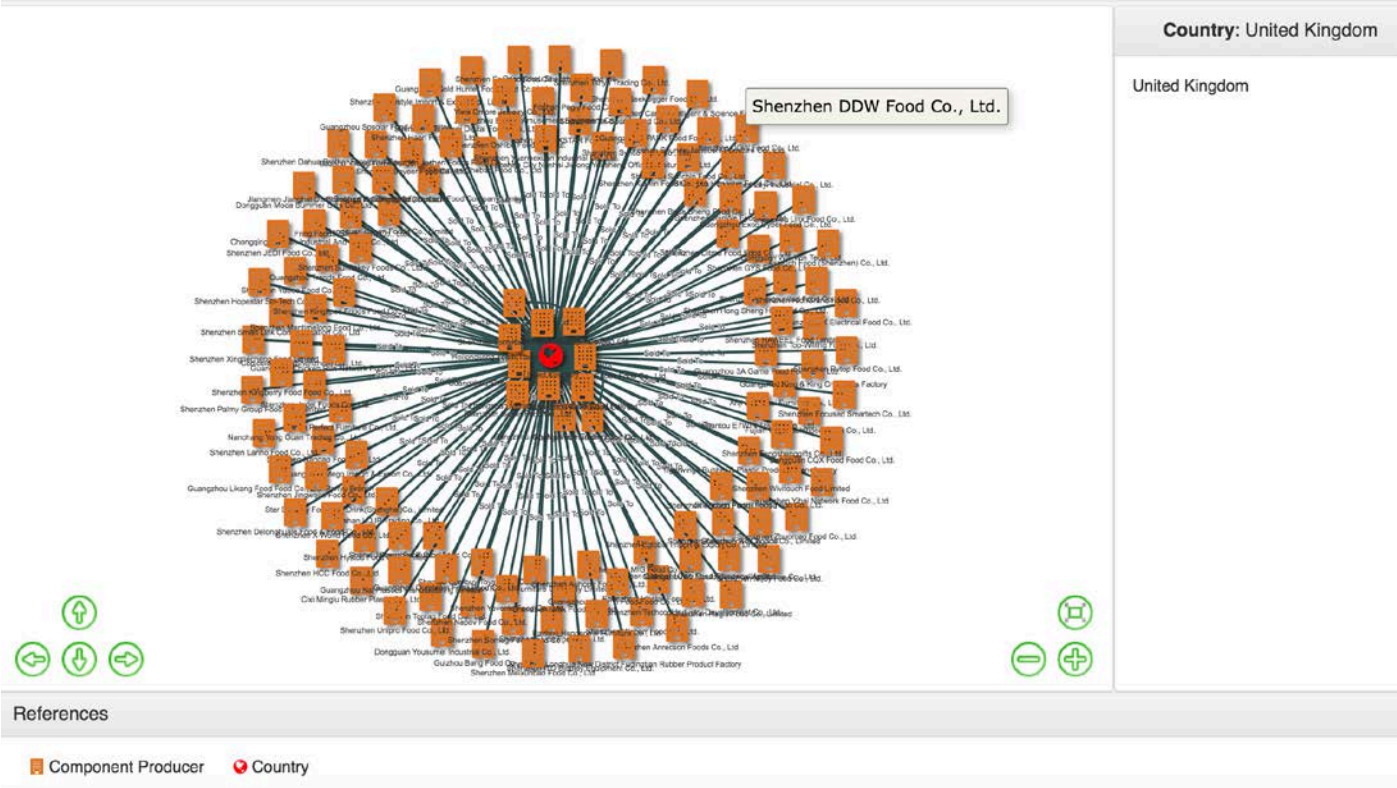
Shipping Destination	Transaction Value	Transaction Date
 South Africa	USD \$*,***.**	05/08/2019
 Benin	USD \$**,***.**	04/19/2019
 South Korea	USD \$***.**	04/08/2019
 Vietnam	USD \$**,***.**	03/22/2019
 Canada	USD \$**.**	03/19/2019
 United States	USD \$***.**	03/18/2019
 United States	USD \$*,***.**	03/17/2019
 United States	USD \$*,***.**	03/17/2019

us 1 2 3 4 >

Go to Page Go



ApiraSol Food Security Suite - Alibaba Food Component Transactions to UK

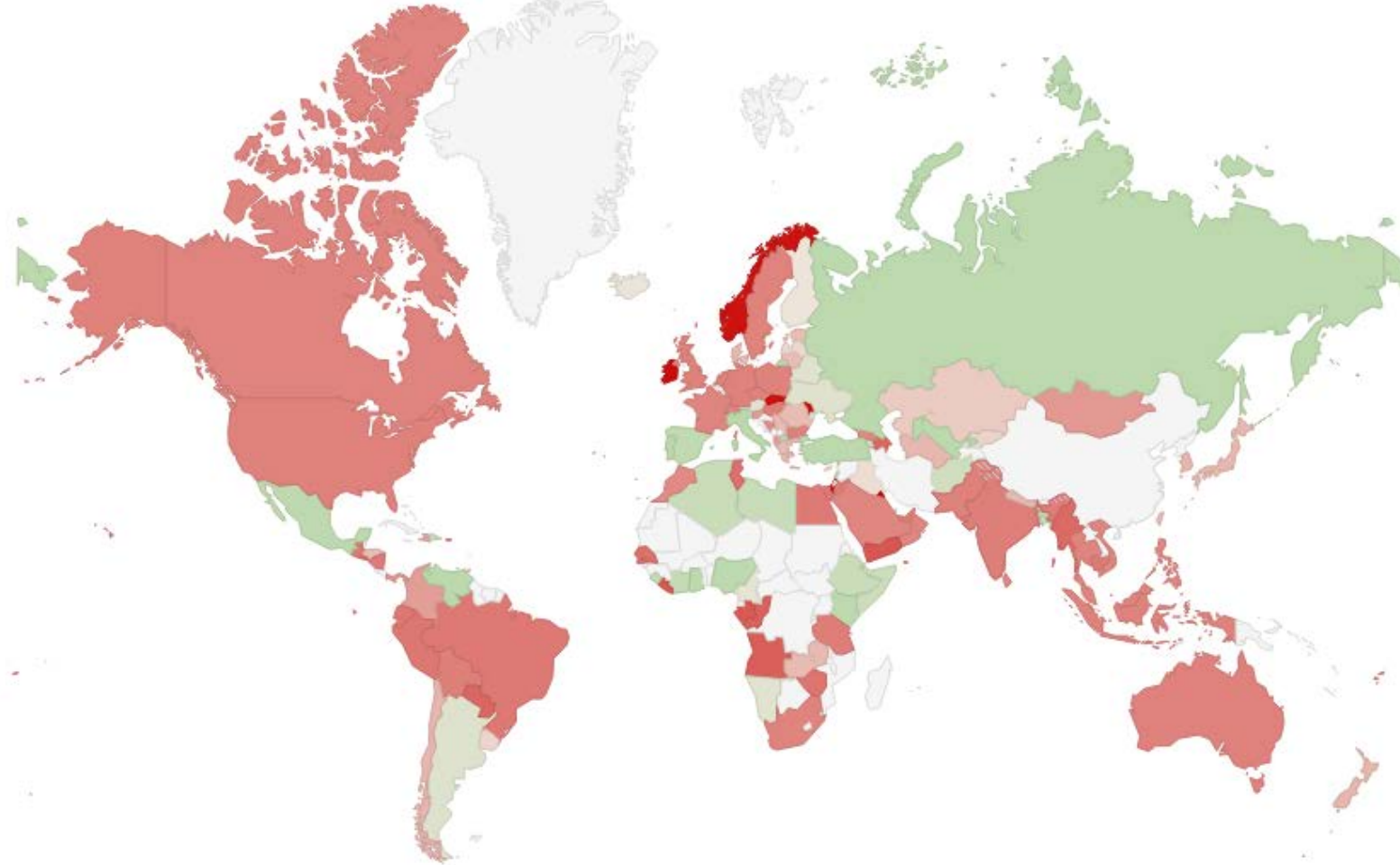


In this example, we captured thousands of ALIBABA Transactions (sales) related to food stabilisers. Also, manufacturer names, destination country and dates. With such database, we can run different analyses such as listing all manufacturers of a certain product group that had a recent transaction (shipment) to the UK.

While UK authorities may have access to UK Customs data, the company names used in Bills of lading may be hidden using a freight forwarder or by other means. Also, such customs data might be available too late to investigate or seize shipments.

However, using B2B Transactions data tells us instantly, that a company is preparing an order for a UK consignee. Also, while many company names in Alibaba may not be correct, many are correct

Amount of Transactions by Destination Country (Min Green - Max Red)



These graphs are part of an analysis of CMC Food additives offered in Alibaba. This report covered **2549 Alibaba offers** who registered 5349 transactions. A transaction can be understood as an individual export (shipment) to one of the countries highlighted above. Each transaction could represent thousands of kilograms.

Discovering the Top Exporters of a Product Category (CMC Food Additives Example)

CMC Additives Seller Ranking by Amount of Transactions (shipments) in Alibaba.com

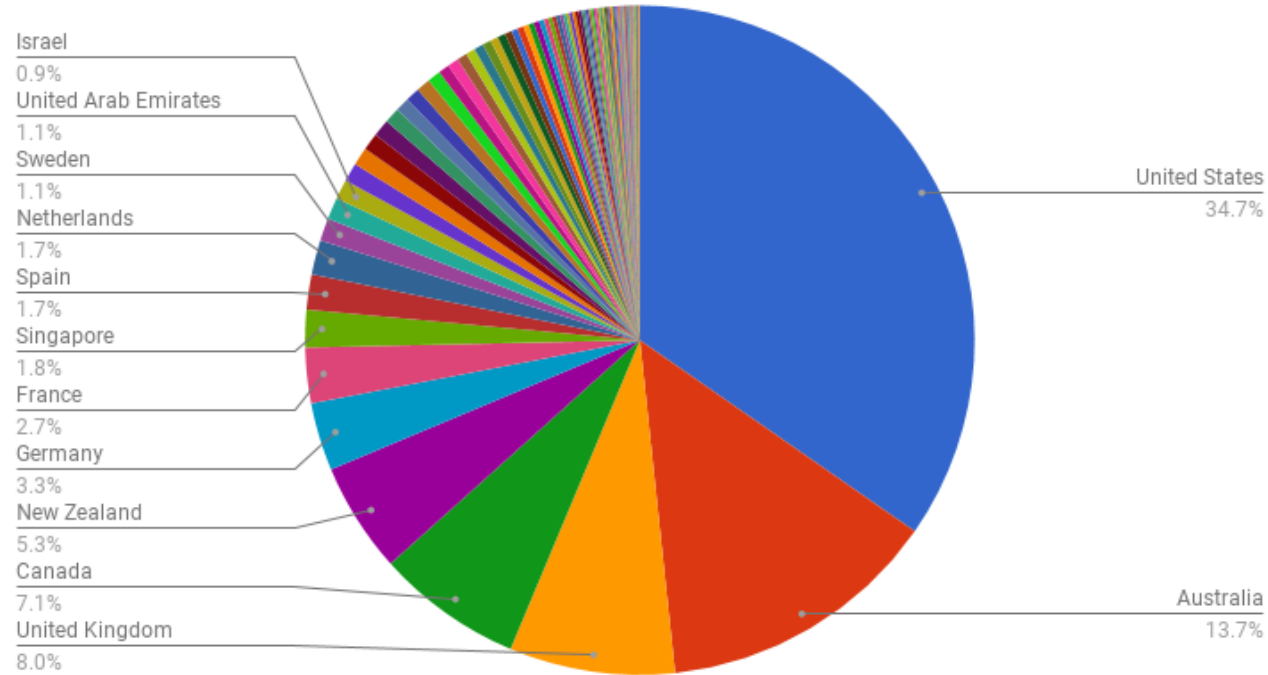
Seller Ranking by amount of Transactions in Alibaba.com	
Seller	Transactions
Hunan Arshine Biotechnology Co., Limited	250
	250
	250
	250
	250
	250
	250
	250
	243
	175
	159
	150
Shaanxi Yuantai Biological Technology Co., Ltd.	148
Zhuhai Ting Kai Trading Co., Ltd.	144
Shanghai Ruizheng Chemical Technology Co., Ltd.	138
Xi'an Hao-Xuan Bio-Tech Co., Ltd.	138
Shanghai ZZ New Material Tech. Co., Ltd.	135
Xi'an Imaherb Biotech Co., Ltd.	115
Anhui Herrman Impex Co., Ltd.	91
Hangzhou Union Biotechnology Co., Ltd.	89
Qingdao Z&F Sungold International Trade Co., Ltd.	80
Xinxiang Dayong Vibration Equipment Co., Ltd.	71
Tianjin Sunnier Trade Co., Ltd.	71
Shanghai Xinglu Chemical Technology Co., Ltd.	65
Xi'an Harmonious Natural Bio-Technology Co., Ltd.	61
Zhengzhou Sino Chemical Co., Ltd.	60
Guangzhou Longfine Biotechnology Co., Limited	58
Linyi Hengyu Import & Export Co., Ltd.	57
Dalian Future International Co., Ltd.	56
Shanghai Touchhealthy Biotechnology Co., Ltd.	53
Zhengzhou Allis Chemical Co., Ltd.	50
Zhengzhou Qiangjin Science And Technology Trading Co., Ltd.	49
Zhejiang Kedun Machinery Co., Ltd.	45
Shanghai Jinbao Packaging Machinery Co., Ltd.	43

**Company names
available upon
request.**

When looking at the 5349 transactions (shipments) of CMC sold via Alibaba, it was possible to create a ranking of the largest CMC sellers. Top seller names are hidden but available upon request.

This database of historic transactions data allows us to perform specific searches such as studying top CMC Sellers linked to a certain destination country or listing all countries and transaction dates that a CMC seller exported to.

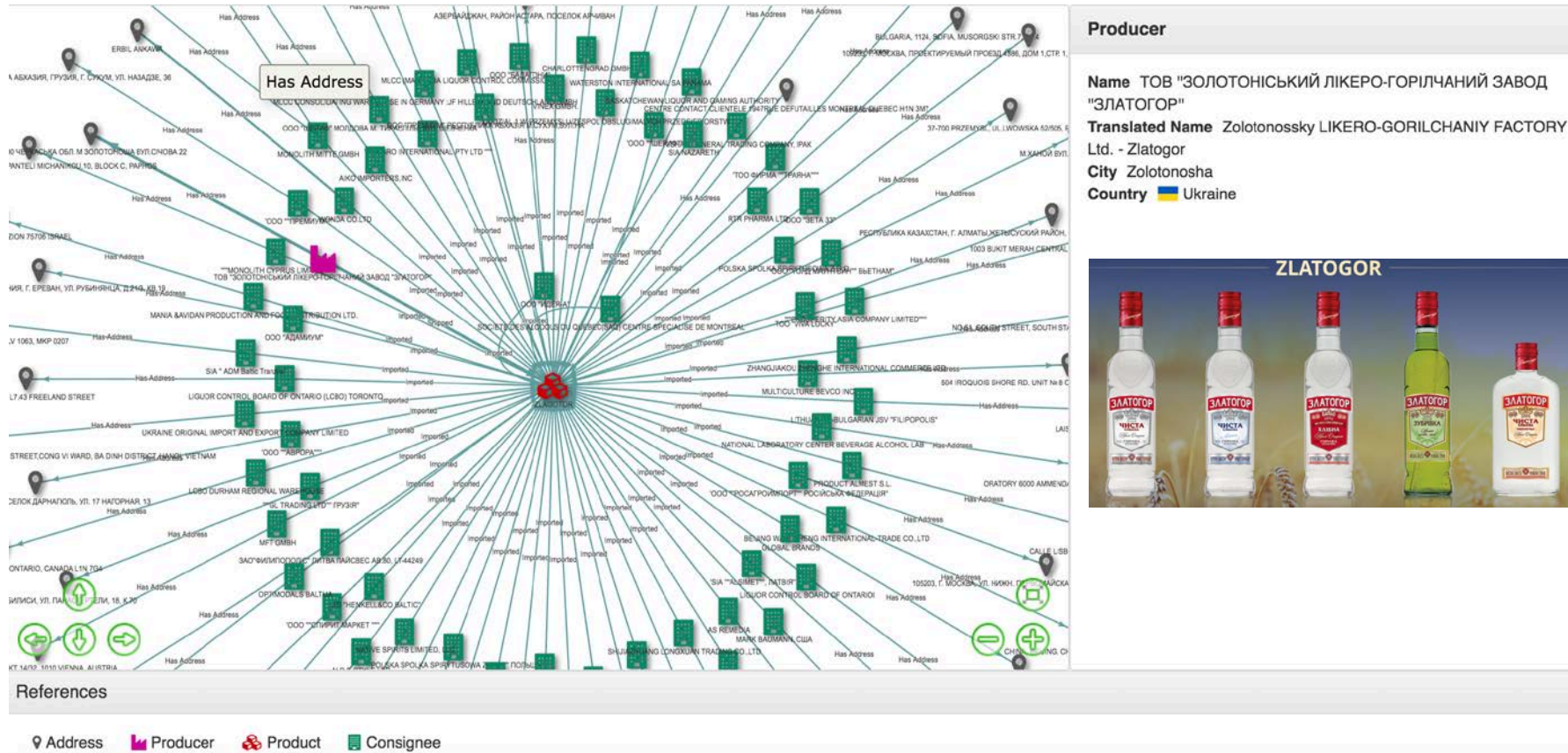
Confidential (Packaging) - Amount of Transactions Per Country



Confidential

12 Years Factory

Statistics based on 2,651 Alibaba Transactions of **Confidential** boxes



Identify Shipments of Counterfeit, Fantasy Names and GI infringements

Identify Organic Food Fraud

Identify Components Suppliers

Identify Consignees of Finished Products

Identify trade not visible via customs data, but visible via Alibaba Transactions

Questions



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Nicola Colombo

Global head of SGS DIGICOMPLY
Based in Switzerland

Nicola has Joined SGS December 2017
where he became global head for the
SGS Digicomply program

A passionate entrepreneur in the Digital
Industry, through various systems and
solutions he helped hundreds of food
companies all over the world transforming
their processes to deliver better and safer
products to the market





ADULTERATED INFORMATION

We buy more and more online but the average quality of information available online is poor exposing consumers and brand owners to risks.

In most case the lack of information quality is non-intentional, but the risk is real.

SGS

LET'S SEE A FEW SAMPLES



Description

Vanilla and Chocolate flavour shakes for sale

Brand Owner web site, all good



COMPLETE
BY Juice PLUS+
CHOCOLATE +

Meal Replacement for weight control.
Chocolate Milk Shake Powder.

Ingredients: Vegetable protein blend (from soya, chickpeas, rice, pea), sugar, fibre blend (fructooligosaccharides, oat fibre, rice bran, citrus pectin), emulsifier (lecithin), thickeners (gum arabic, guar gum, xanthan gum), cocoa powder (7%), grape sugar, flavours, sunflower oil, vitamin mix (vitamin A, vitamin B, vitamin E, vitamin C, niacin, vitamin B6, folic acid, biotin, pantothenic acid, vitamin B12), mineral mix (potassium, iron, zinc, iodine, copper, magnesium), anticaking agent (calcium dihydrogen phosphate), fruit powder blend (gooseberry, pumpkin, apple), salt, grain and sprout blend (pea protein, amaranth, millet, quinoa, broccoli sprout, alfalfa sprout, radish sprout, sorghum (*Ambrosia plantensis*)).

Gluten free

One box contains 6 x 563g pouches (15 x 37.5g servings per pouch)

Recommended consumption: Replace a maximum of 2 meals per day with 1 serving each of Complete.

Preparation: Stir one scoop (37.5g) of powder into 250ml of skimmed milk (0.1% fat) using a fork or whisk or prepare in a shaker. The shake can also be mixed with a milk frother or a hand-held blender. Wait 1 minute before drinking. Adding 2-3 ice cubes makes Complete taste even creamier. It is important that you follow these instructions when preparing your Complete Shakes.

Please note: Complete provides the nutritional elements of a whole meal, delivering a balanced mix of carbohydrates, protein and fat, and also contains a useful amount of fibre, micronutrients (such as vitamins and minerals) and secondary plant compounds. The protein, which is solely plant based, has a high biological value.

Complete should be used as part of a calorie controlled diet. Other foods should be included in this diet. It is important to drink enough water when you use Complete. This product is not a replacement for a balanced, varied diet and a healthy lifestyle.

Children, pregnant and breast feeding women and those with specific medical conditions or wishing to lose more than 20% of their body weight should consult a doctor before undertaking any weight loss regime.

E-Retailer 1

ISSUES FOUND

- new larger packaging 562.5g
- Vegan (prepared with non-dairy milk)
- without artificial sweetener, colouring and aromas
- Vegetable Protein with High Biological Value
- high relative protein percentage (Cal%)

E-Retailer 2

ISSUES FOUND

E-RETAILER N

NO DECLARATIONS

Item specifics

Condition:	New: A brand-new, unused, unopened and undamaged item. See the seller's listing for full details. See condition definitions .
Custom Bundle:	No
Suitable For:	Non-Vegetarians, Vegetarians
Gender:	Unisex
Modified Item:	No
Type:	Shake
Country/Region of Manufacture:	Switzerland
Nutrition Product:	Meal Replacement
EAN:	Does not apply

Nutrition Information	Per 100g powder*	Per serving (prepared)**	% RI†
Energy	1853 kJ	841 kJ	
	371 kcal	225 kcal	
Fat	6.9g	2.8g	
of which saturates	2.4g	1.0g	
of which monounsaturates	2.4g	1.0g	
of which polyunsaturates	2.1g	1.0g	
Carbohydrate	41g	27.4g	
of which sugars	38g	26.7g	
Fibre	18g	6.9g	
Protein	26.9g	18.8g	
Salt	0.85g	0.65g	
Vitamin A (RE)	650 µg	240 µg	30
Vitamin D	4.4 µg	1.6 µg	32
Vitamin E (α-TE)	14 mg	5.2 mg	43
Vitamin C	51.2 mg	19.2 mg	24
Thiamin	0.3 mg	0.45 mg	41
Riboflavin	0.01 mg	0.58 mg	41
Niacin (NE)	15.6 mg	6.1 mg	38
Vitamin B6	1.2 mg	0.56 mg	46
Folic acid	125 µg	60 µg	30
Vitamin B12	0.65 µg	1.0 µg	40
Biotin	13 µg	60 µg	120
Pantothenic acid	4.8 mg	2.3 mg	47
Calcium	165 mg	177 mg	47
Phosphorus	649 mg	448 mg	64
Potassium	710 mg	643 mg	32
Magnesium	207 mg	131 mg	30
Iron	16.6 mg	6.5 mg	46
Zinc	9.6 mg	4.7 mg	47
Copper	1.4 mg	0.54 mg	54
Iodine	105 µg	48 µg	32
Selenium	35 µg	17 µg	31
Manganese	1.2 mg	0.44 mg	22

* 37.5g of powder prepared with 250ml skimmed milk (0.1% fat)
† RI = Reference Intake

Store in a dry place at max. 24 °C.
Pouches not to be sold separately.

Manufactured in Switzerland for:
The Juice PLUS+ Company Europe GmbH, CH-4051 Basel, Switzerland
The Juice PLUS+ Company GmbH, D-79676 Weil a. Rhein, Germany

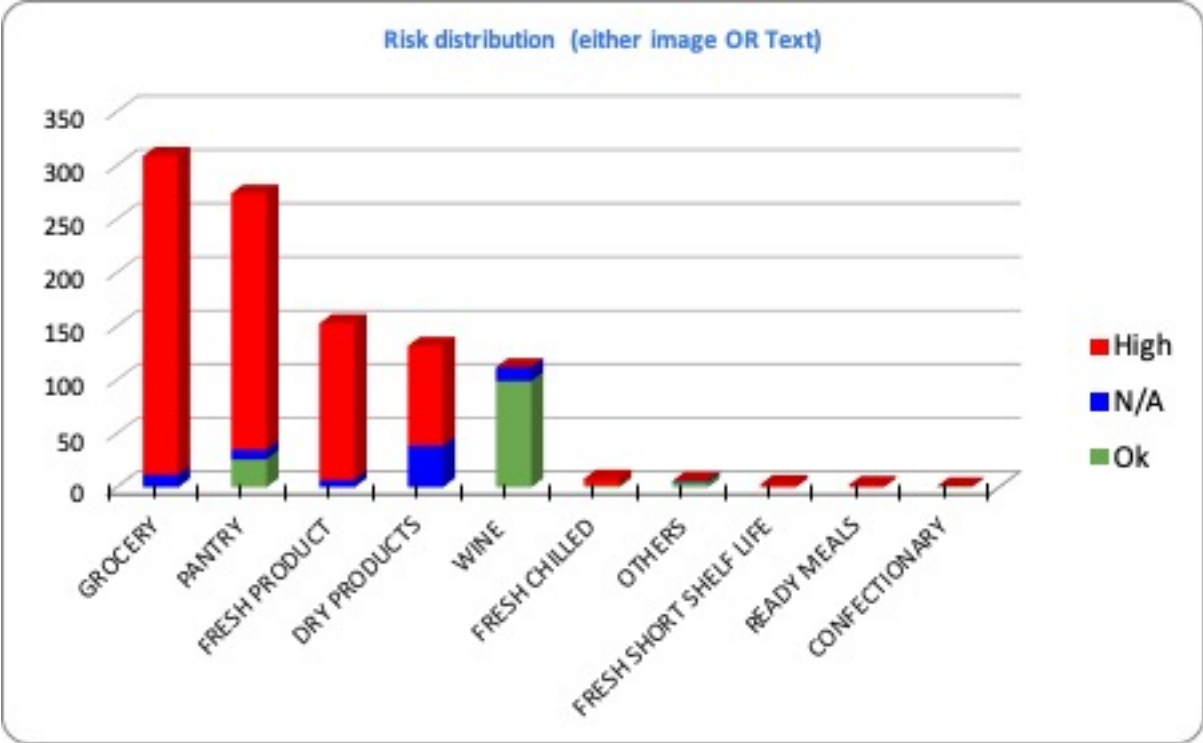


MOST COMMON DIFFERENCES & ISSUES ONLINE?

- HEALTH / NUTRITION CLAIMS
- PRODUCT PICTURES
- INGREDIENTS
- WARNINGS (I.E. ALLERGENS)
- MISSING BEST BEFORE
- MISSING MFG / DISTRIBUTOR ADDRESS

S





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FOR MORE INFORMATION



www.Digicomply.com



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Questions?

Questions should be submitted to the presenters during the presentation via the **Questions section** at the right of the screen.

Slides and a recording of this webinar will be available for access by IAFP members at www.foodprotection.org within one week.