

FSA UPDATE EVENT

LOCAL AUTHORITY OFFICERS - EAST MIDLANDS REGION

INTELLIGENCE & FOOD FRAUD

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INTELLIGENCE & FOOD FRAUD

- After 'Horsemeat'
- Approach to the Food Fraud & the Food Crime Unit
- Intelligence Gathering & Incident Management
- Intelligence Flow
- Information Sources
- Priorities
- How to Contact the Food Crime Unit

Horsemeat Incident 2013

Headline News



Review of Food Standards Agency response to the incident of contamination of beef products with horse and pork meat and DNA

An Independent Report

Professor Troop Review



Expert Food Group Report for Scottish Government

Elliott Review into the Integrity and Assurance of Food Supply Networks – interim report

December 2013



Themes...

- Greater emphasis on gathering & sharing information across the food sector
- Development of an intelligence sharing and analysis capability with other enforcement agencies
- Improve communication and collaboration across Government and Industry
- Improve understanding of the complexity of our global food chains
- Surveillance should be more risk based and intelligence led
- Increase knowledge of the economic drivers behind food fraud

'We're all in it together!'



The Challenge...

To develop a Food Crime Unit

- Consisting of:
 - Intelligence Hub (Strategic)
 - Investigations Unit (Tactical)
- Identifies & shares priority risks to food safety and integrity
- Gathers, shares and analyses intelligence relating to unusual, unexpected or suspicious events
- Produces and shares strategic and tactical priorities including synthesised intelligence products
- Takes timely & proportionate action

by end of Dec 2014

Food Crime Unit - Approach

- Base systems on the National Intelligence Model (NIM) as operated by the police and intelligence services
- Develop new Incident Management Plan and implement exercise programme to test
- Place greater emphasis on intelligence sharing with industry and other Government Departments including Defra, NCA, NTSB, NFIB and the Government Agency Intelligence Network (GAIN)
- Initiate a programme of work to improve our food systems intelligence capability via the restructure of existing resource, recruitment & up-skilling

GOVERNANCE

IDENTIFY STRATEGIC PRIORITIES
e.g.
•Company Identity Theft
•Illegal Slaughter & Livestock Theft
•Deliberate Mislabelling (Meat & Fish)
•Counterfeit & Illicit Alcohol
•Sale and Supply of Food destined for Animal Feed

INTELLIGENCE GATHERING & ANALYSIS
In line with priorities at Local, Regional, National and International Levels

DEVELOP KEY INTELLIGENCE PRODUCTS
•Strategic Assessment
•Tactical Assessment
•Target Profiles
•Problem Profiles

- ANALYTICAL TOOLS**
- Results Analysis
 - Crime Pattern Analysis
 - Market Profiles
 - Demographic / Social Trends Analysis
 - Criminal Business Profiles
 - Network Analysis
 - Risk Analysis
 - Operational Intelligence Assessment

REVIEW

INCOMING ISSUE
•Incident Notification
•LA Report
•N/C Laboratory Results
•General Enquiries
•Whistle-blowing Report
•Referrals

INITIAL FILTER
1^o Food Safety
2^o Food Integrity / Fraud
(POTENTIAL IMPACT: Severity x Complexity)

DISSEMINATION

TASKING & PRIORITISATION

PLANNING

ANALYSIS

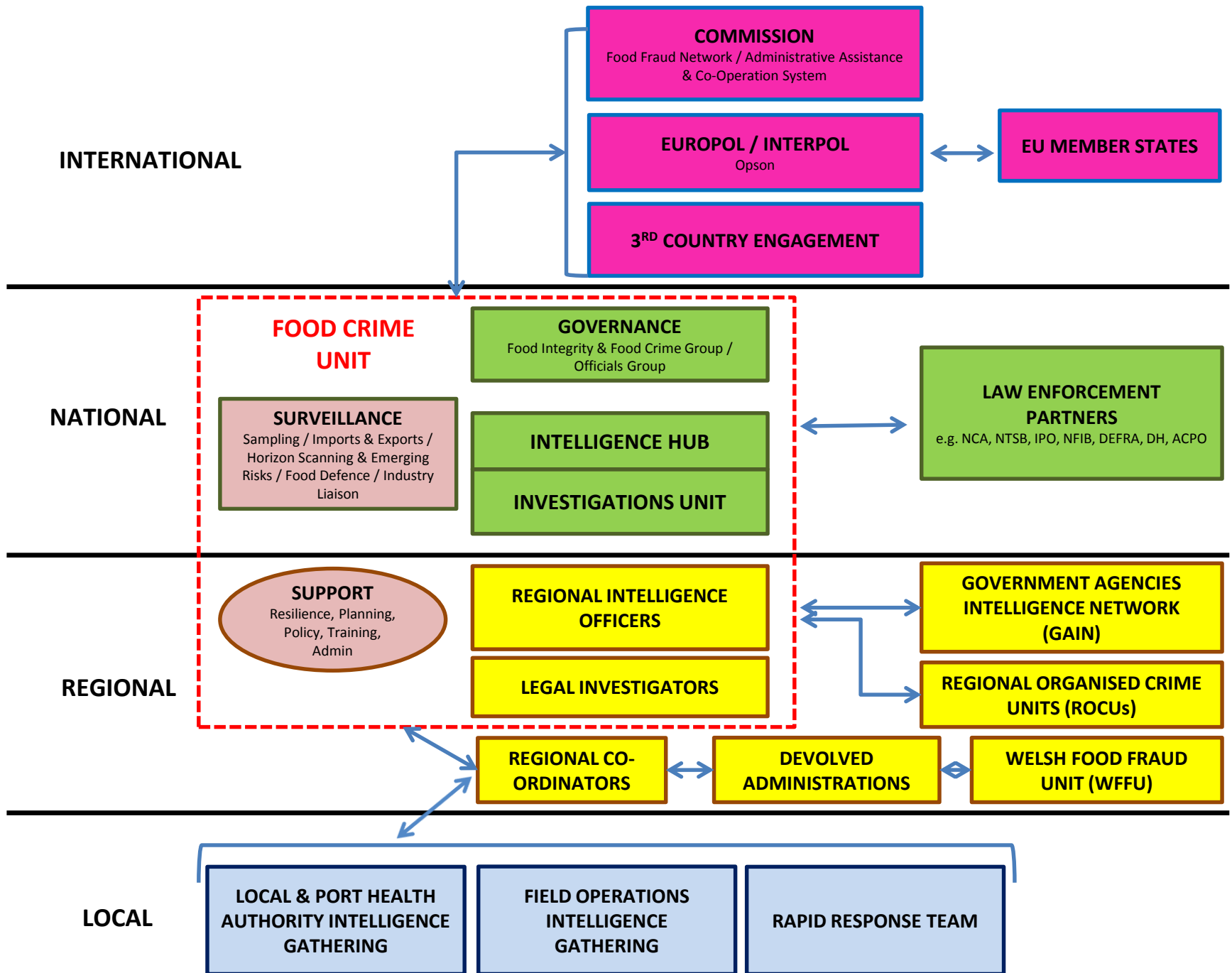
INVESTIGATION

COLLECTION

PROCESSING

ACTION
In line with 4P's: PURSUE, PREVENT, PROTECT, PREPARE





Information Sources



Information accessible to FSA

- Stakeholder engagement (national, European and international), emerging risks and horizon scanning data, incident information, advisory committees, research, surveillance, media information, etc...

Information from enforcement authorities

- Environmental health, trading standards and port health authority surveillance and enforcement activities

Information from industry

- Issues of concern including the unusual, the unexpected and the suspicious

Intelligence relating to criminal activity

- Intelligence from enforcement and investigatory organisations including the police, NCA, NFIB, HMRC, NTSB, IPO, Border Force, European Commission, Europol, etc...

Industry View

- Commitment to improve information sharing with regulators for mutual benefit fully recognising that there is need for closer collaboration to make the UK an uncomfortable place for fraudulent activity.
- Agree to work in partnership with the FSA to identify mechanisms and characterise information that is appropriate for sharing
 - A network of Trade Associations where members can report and share information of concern through standing Agenda items
 - Industry owned, independent non-public 'Safe Spaces' where FBOs can share unusual, unexpected or suspicious information in an anonymised way
 - Partnerships for sharing intelligence between key FBO's and the FSA

Sampling & Surveillance

- Total Number of Samples* = 2921
- % Non-Compliance* = 16.2%

* First Quarter 2014

Food	Issue	No of Samples	Number of unsatisfactory samples	% 'non-compliance'
Kebab & Kebab Meat (ex take-aways)	Meat substitution	38	19	50%
Asian-style foods (ex take-aways / restaurants)	Meat substitution	169	27	16%
Asian & oriental style foods (ex take-aways / restaurants)	Allergen contamination	84	15	18%
Asian & oriental style foods (ex take-aways / restaurants)	Undeclared / unauthorised colours	48	33	69%
Spirits (e.g. vodka)	Adulteration	54	19	35%

Specific areas prioritised

Undeclared meat species

Mislabeled fish

Basmati rice adulteration

Manuka Honey

Food Fraud Intelligence

- Total Number of Food Fraud Reports* = 352
- Total Number of Referrals* = 117

Issue	% of Reports
Sale of Unfit Food (unhygienic facilities, unapproved / unregistered premises)	41%
Illegal harvesting of shellfish	11%
Fraud / Theft	8%
Illegal / False / Missing Health Marks	4%
Illegal re-dating / labelling of food	3%
Areas of Focus	
Company Identity Theft	
Illegal Slaughter & Livestock Theft	
Deliberate Mislabelling (Meat & Fish Substitution)	
Counterfeit & illicit alcohol	
Sale and Supply of Food destined for Animal Feed	

* First Quarter 2014

‘Unusual, Unexpected and Suspicious?’

Global spelt flour availability

Adverse weather conditions in Asia affecting the price of Cinnamon

Californian crop failure

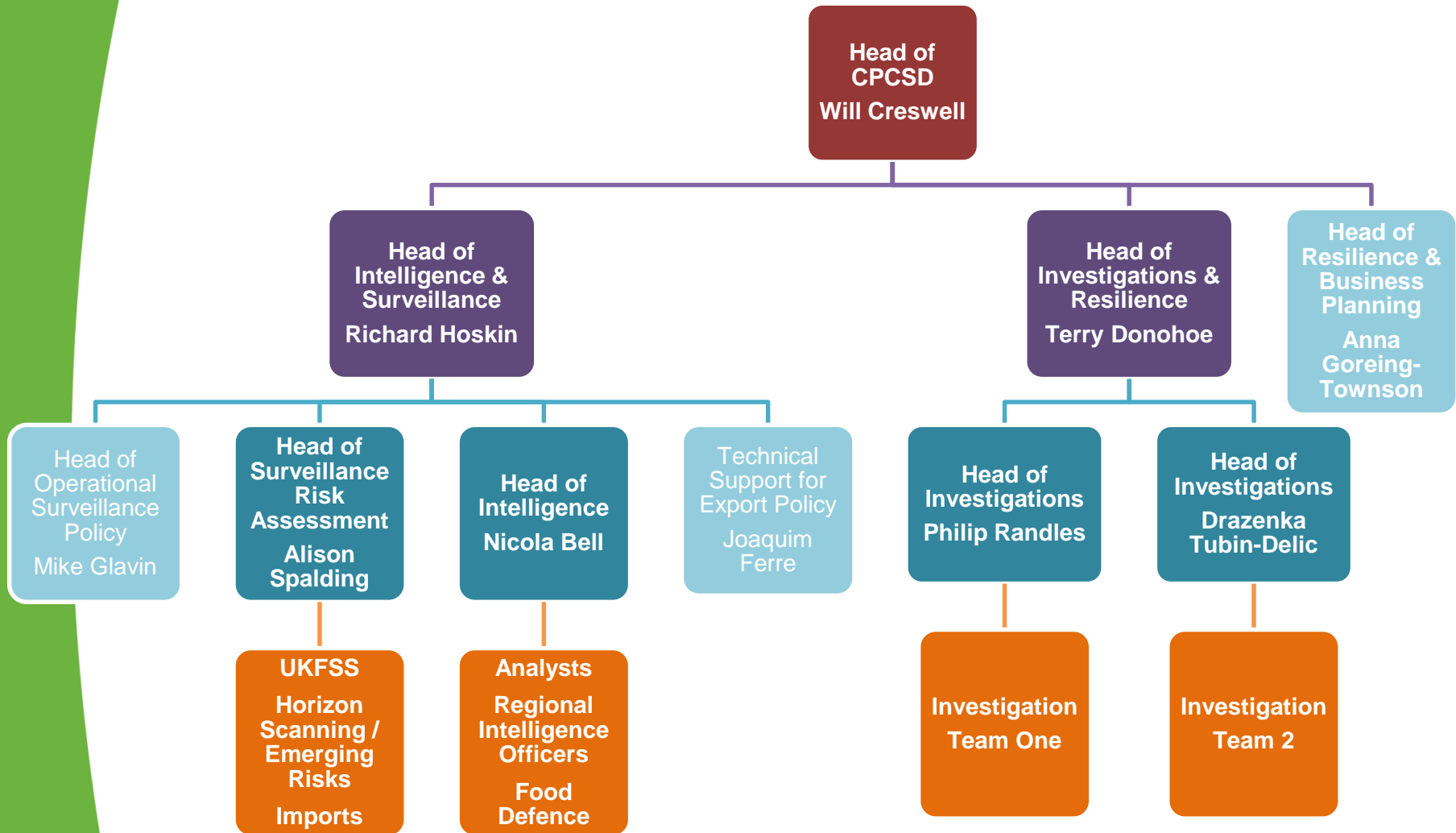
Olive oil crop failure in Spain

Russian import ban

Walnut availability

Toxic / industrial waste in Campania area of Italy

Non-compliant food supplements



How to contact the Food Crime Unit

- Local/Port Health authorities can submit a completed (and evaluated) Intelligence / Information Report Form to the Food Crime Unit:
foodfraud@foodstandards.gsi.gov.uk
foodincidents@foodstandards.gsi.gov.uk
- Industry, consumers, whistleblowers etc. can e-mail the Food Crime Unit (same e-mails as above);
- Food Fraud Hotline (unmanned answer phone) where information (particularly anonymous) can be recorded: [020 7276 8527](tel:02072768527) / [020 7276 8448](tel:02072768448)

6 Point Checklist to consider when submitting intelligence:

- **Who:** Individual name(s), descriptions and trader name(s)
- **What:** Type of Activity
- **Where:** Location, postcode, description of area: rural etc.
- **When:** Date and time (approx) of incident
- **Why:** What are the benefits? – e.g. financial gain etc.
- **How:** What method did they use? Mode of transport, method of entry, words spoken etc.

Thank You

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Safer Food for the Nation