



Department
for Environment
Food & Rural Affairs

Food Fraud – a policy perspective

Lindsay Harris, Deputy Director, Defra Food Policy Unit
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Summary

- Why food authenticity matters
- Related policy changes - food labelling law
- Follow up to the horse meat fraud – Review of the Integrity and Assurance of Food Supply Networks

Why food authenticity matters

- **Consumer confidence:**
- Confidence took a big hit when the horse meat fraud dominated the headlines
- There were big changes in consumers' buying patterns between different categories of meat
- British consumers bought:
 - Fewer processed meat products, more fresh meat
 - Fewer frozen burgers, more fresh
 - Less meat from supermarkets, more from butchers shops
 - Less meat overall, more vegetarian meals
- The big changes have not been sustained, but there is a lasting impact

Ipsos Mori survey, 13-17 Dec 2013, in the Grocer

- Q. Thinking about how you choose or buy groceries, have you made any significant changes to the way you choose or buy your food over the past 12 months?
- I stopped buying certain products that I used to buy before 15%
- I now buy food from different stores/retailers 18%
- I am now more likely to research product contents before buying 11%
- I now buy more vegetarian food than I used to 6%
- I now buy more expensive food than I used to 3%
- I now buy cheaper food than I used to 26%
- I now buy more food from independent shops/retailers 8%
- I changed the way I shop/buy meat 12%
- I haven't made any changes to the way I buy my food 51%

Related policy changes

- Major changes in food labelling law in train
- EU Regulation on the provision of food information to consumers (1169/2011)
- Most of the main changes, e.g. font size, date marks, allergen labelling come into effect on 13 December 2014
- New origin labelling rules for meat come into force on 1st April 2015
- On origin labelling of meat, UK industry 'Voluntary Principles on country of origin labelling' mean that many UK food businesses are well advanced



Follow up to the horse meat fraud

- The Review of the Integrity and Assurance of Food Supply Networks
- Interim report (December 2013) identifies a number of themes:
 - Consumers first; Zero tolerance; Intelligence gathering;
 - Laboratory services; Audit; Government support;
 - Leadership; Crisis management
- Final report in spring 2014, Government will respond formally
- But in the meantime there is work going on in Government and in the food industry to implement many of the recommendations