



GFORSS CAPACITY BUILDING PROGRAM – WEBINAR SERIES

Webinar 2 - Day 1 | 24 May 2022 | 14:00 – 15:30 pm (GMT+2)

Food Fraud: State of the Art and Key Challenges

– Virtual Event –

Registration → <https://bit.ly/3McRbie>

Food fraud can be defined as the intentional substitution, addition or removal of a constituent to increase the perceived value of the food or reduce the cost of its production, therefore misleading and deceiving the consumers about the quality and composition of the food they are purchasing. While food fraud is often motivated by profit, some forms of food fraud can also pose a direct threat to the health of consumers.

*Nowadays, detecting food fraud remains a challenge and more and more incidents are being notified mainly driven by the deteriorating economic situation worldwide. In this context, **this webinar** will try to answer some critical questions related to this topic, featuring key presentations on the current situation, in light of the international geopolitical state and the last developments in food fraud detection.*

I. Introducing Food Fraud: A Food Safety and Quality Challenge

14:00 – 14:20 Prof. Samuel Godefroy, Professor, Food Risk Analysis and Regulatory Policies, Université Laval;
Board President, Founding Member of the Global Food Regulatory Science Society (GFORSS).

II. Times of Trouble - Times of Fraud

14:20 – 15:20 III. Hit-Mix: The Food Authenticity Methods Charts

Dr. Bert Popping, Chief Executive Officer of the Strategic Food Consulting Company FOCOS.

Q&A Session and Closing Remarks

15:20 – 15:30

Moderated by Dr. Nuri Gras Rebolledo, Director, Food Integrity.