



UNIVERSITY OF
EASTERN FINLAND

EU-Legislation as a Tool for Fighting Food Fraud

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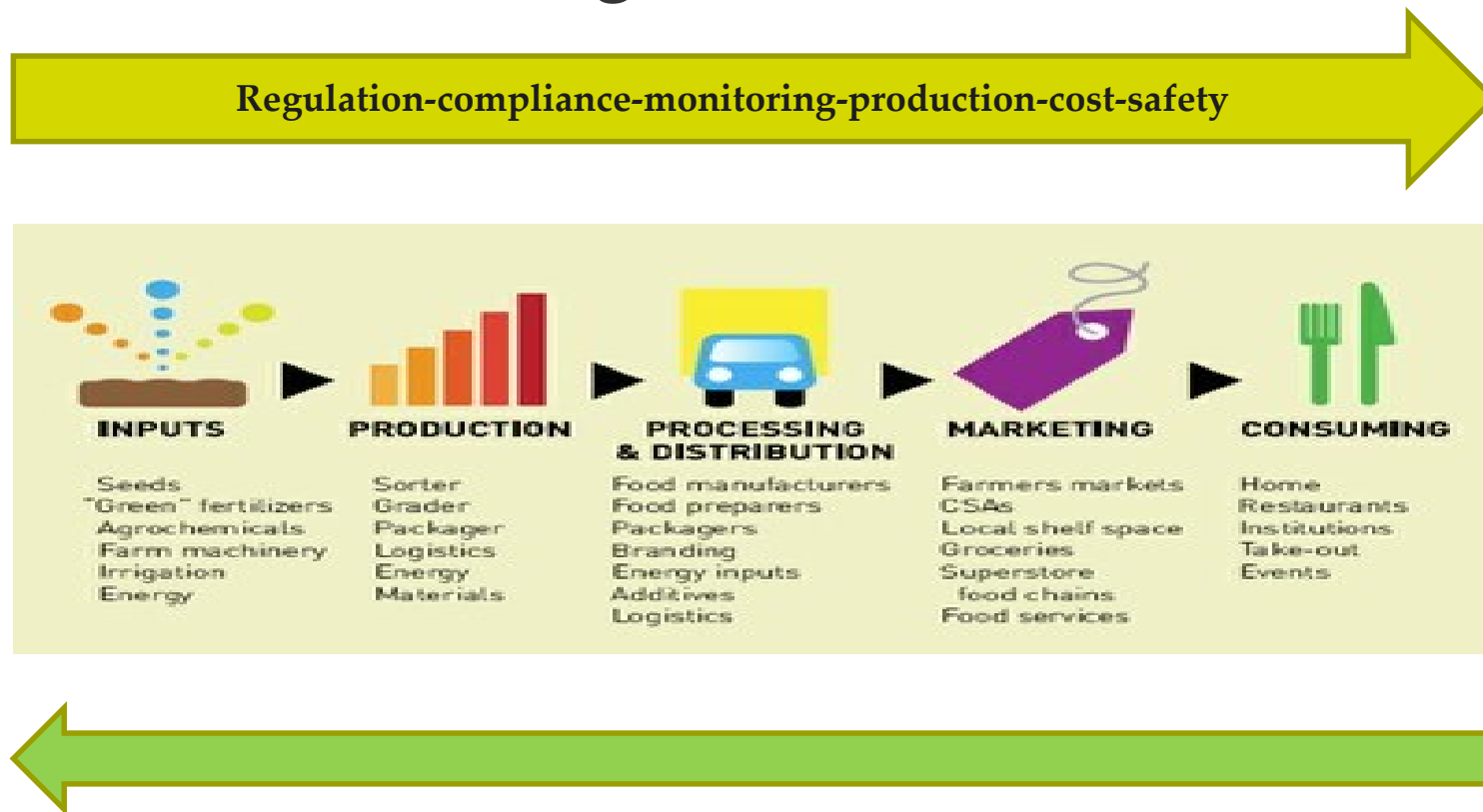
Sino-Finnish Seminar on Food Regulation in the Digital Age , 28.8 2018 Helsinki

Virtual food problems?

- Why food fraud?
- Why e-commerce?
- Why law?



Power shifts in the agri-food chain

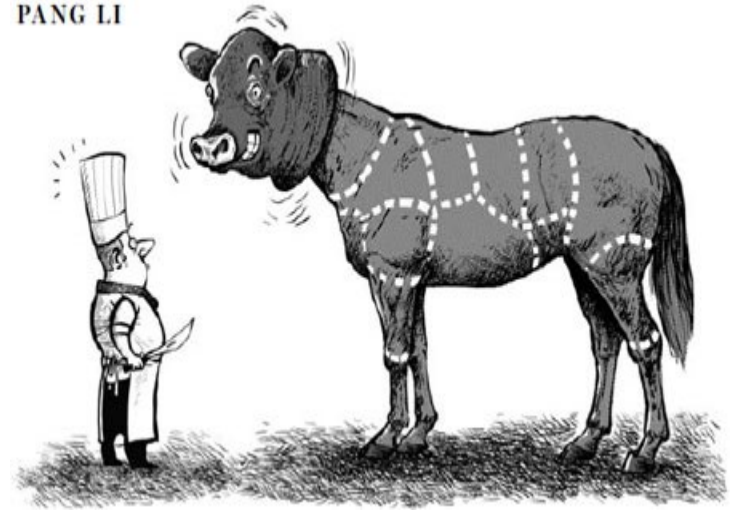


Food fraud – counterfeit food – not what it says it is



Harm?

PANG LI



Strict enforcement

sanctions

Inspections,
quality standars



E-commerce

- Food catering services B2C
- Online grocery shopping B2C
- Food delivery services B2C
- Crossborder transactions B2B
- Food trading platforms B2B
- Payment services B2C
- Social media platforms C2C



Traditional commerce?

-cutting actors from the food chain

-introducing intermediaries food traders, non-food traders

- Global actors (MNCs and SMEs)

- driven by consumer demand

Why law?

- The EU Food Fraud Network and the System for Administrative Assistance & Food Fraud
- Increase in EU food fraud cases from 87 (2016) to 597 (2017)
- Mislabeling (353), dilution (162), unapproved treatment (114) and documents (54)
- 164 cases in Germany, 9 in Finland
- National legislation and authorities
- Traceability
- Recall
- Sanctions

Re-active legislation

Critical control points in e-commerce?

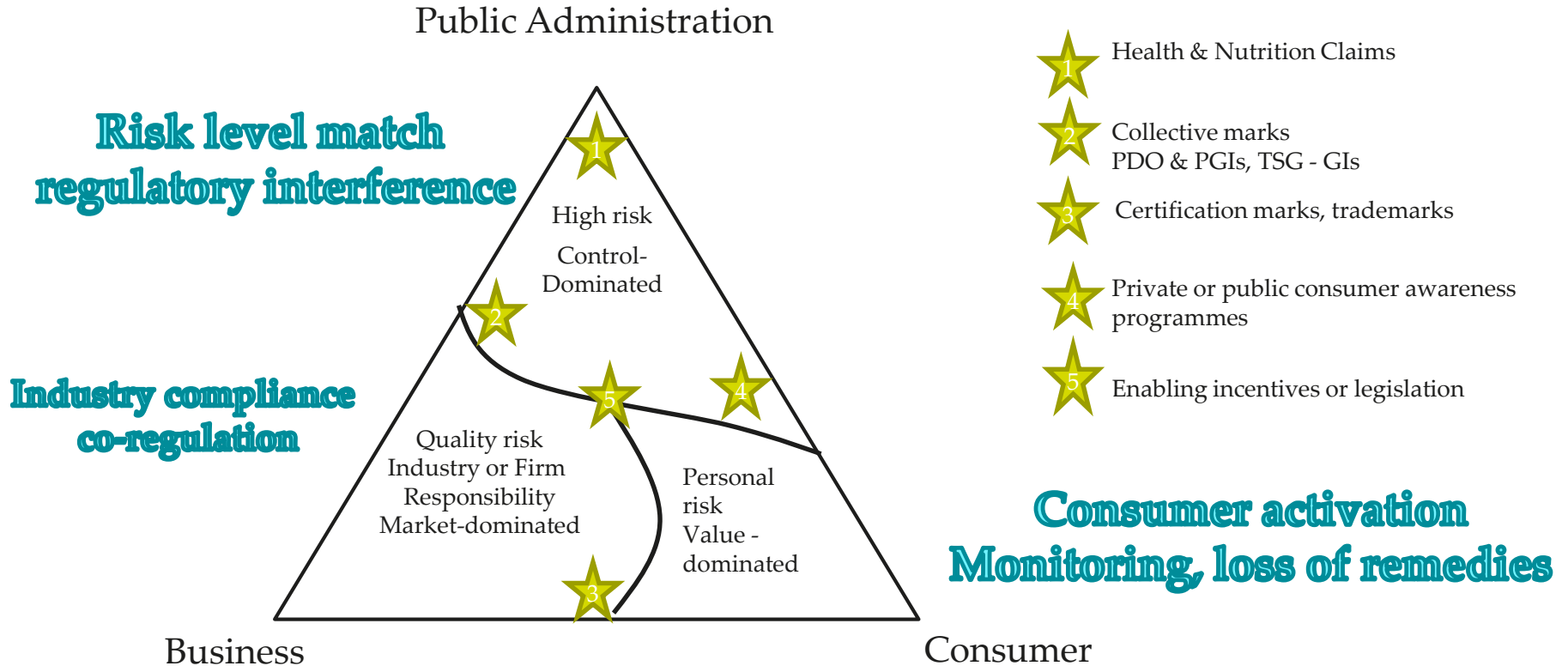
- No institutional control points, where is the regulator (no food chain)
- No concrete control points, where is the physical product
- Traceability? (source, sanctions)

How about online platform liability?

1. consumer protection law
2. Strict liability
3. Organized crime



REGULATING A HIGH QUALITY FOOD RISK MANAGEMENT SYSTEMS THROUGH ALIGNED INTERESTS



Source: Weckström Lindroos & Lonka HIGH QUALITY FOOD RISK MANAGEMENT SYSTEM: COMPARING IMPLEMENTATION OF INDUSTRY DRIVEN AND PUBLIC FOOD SAFETY REGULATION IN FINLAND WITHIN THE EU GENERAL FOOD SAFETY LAW FRAMEWORK, Renmin University Law Review 2018.

Thank you
Questions welcome



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