



THE INDEPENDENT VOICE OF TRUST

Exploring Online Fraud and the Sale of Counterfeit Goods

Counterfeits and Online Fraud, Scoping the Problem

Date: 22 September 2020





Hanane Taidi
Director General
TIC Council





Michael Hanson
Senior Executive Vice
President, Public Affairs
RILA

REPRESENTING THE LEADING BRANDS IN RETAIL

PREMIER MEMBERS



Gap Inc.



Walgreens



Abercrombie & Fitch Co.





Buy Safe America Coalition





Palmer Orlandi
Director & Chief Science
Officer
AOAC

Combating Food Fraud

Palmer A. Orlandi, Ph.D.

Deputy Executive Director & Chief Science Officer
AOAC INTERNATIONAL

TIC Council Webinar Series on Fraud and Sale of Counterfeit Goods
September 22, 2020



Food Authenticity

- Assurance that raw ingredients purchased by the food manufacturer are accurately documented;
- Assurance that products purchased by consumers are safe and reflect the stated quality.

Economically Motivated Adulteration

- A wide range of deliberate acts designed to misrepresent the authenticity and value of a food product without the purchaser's knowledge for the economic gain of the seller;
- Alteration of a commodity through:
 - Addition of nonauthentic substances, or,
 - Removal or replacement of authentic substances

Take a Salad with Feta Cheese



LETTUCE

Canada, Chile, Dominican Republic, Mexico, Peru, USA



CUCUMBERS

Canada, Honduras, India, Mexico, Spain, USA



FETA CHEESE

Canada, Denmark, Egypt, Germany, Greece, Israel, Italy, Turkey, UK, USA



VINAIGRETTE

Argentina, Brazil, Canada, Chile, China, France, Germany, Greece, India, Indonesia, Italy, Mexico, Morocco, Peru, Portugal, Spain, Thailand, Tunisia, Turkey, USA, Vietnam



OLIVES

Greece, Israel, Mexico, Spain, USA



SPROUTS

Argentina, Australia, Bangladesh, Canada, China, Egypt, France, India, Morocco, Nepal, Pakistan, South Africa, Spain, Turkey, USA



CROUTONS

Argentina, Australia, Brazil, Canada, China, France, India, Mexico, Netherlands, Poland, Russia, Switzerland, Uruguay, USA, Vietnam



TOMATOES

Canada, Dominican Republic, Holland, Israel, Italy, Mexico, USA



ONIONS

Canada, China, Germany, India, USA



MANDARIN ORANGES

Israel, Mexico, Morocco, South Africa, Spain



The Well-Traveled Salad.

Do You Know Where Your Food Has Been?

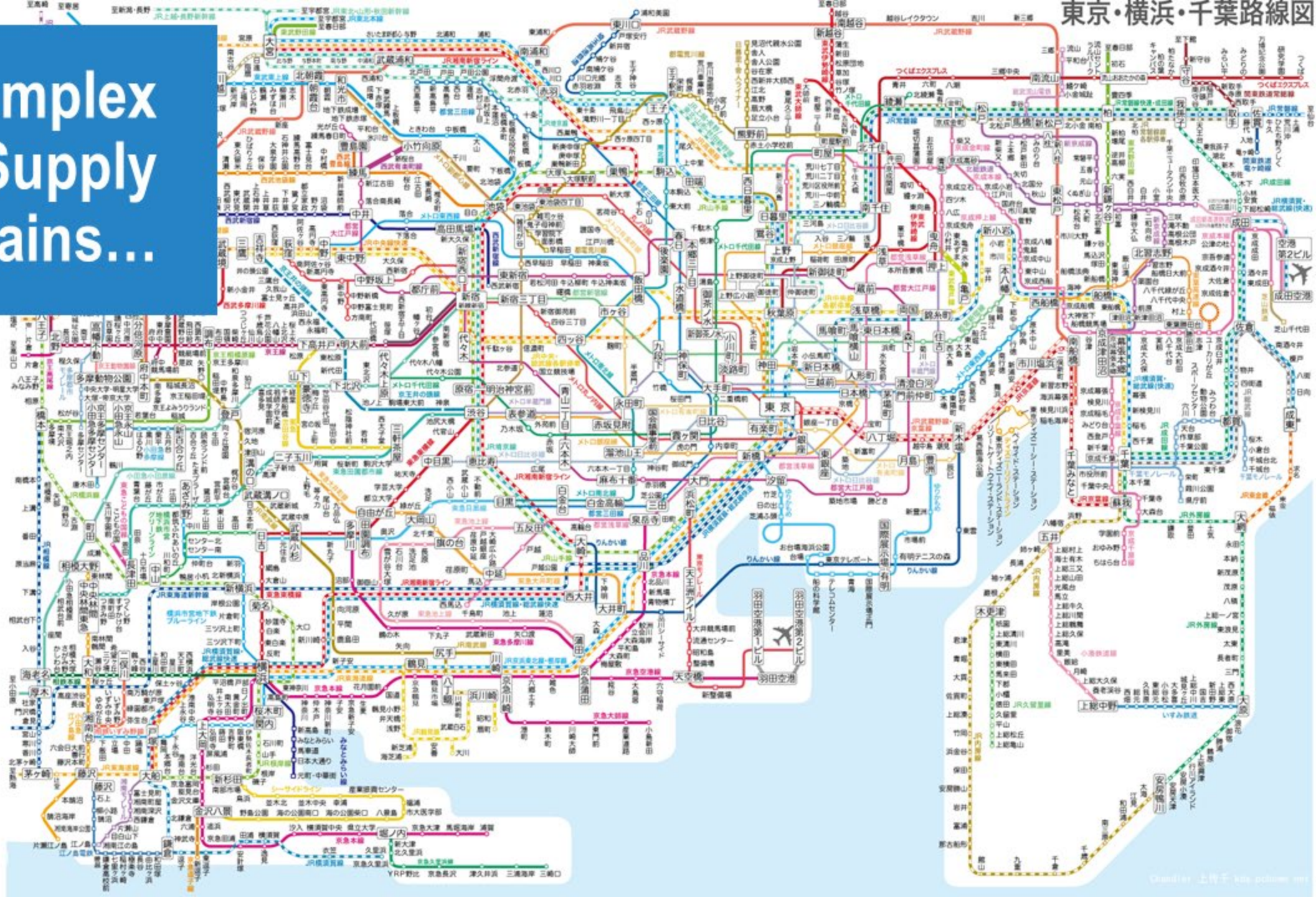
As consumers, many of us fail to recognize that even our domestic and local food supplies are part of a global network. The daily activity of consuming food directly links our health as humans to the health of crops and produce, food animals, and the environments in which they are produced.

A "One Health" approach to food safety—bringing together expertise and resources from the clinical, veterinary, wildlife health, and ecology communities—has the potential to reveal the sources, pathways, and factors driving the outbreaks of foodborne illness and possibly prevent them from occurring in the first place.

NOTE: Countries are listed in alphabetical order and not by volume of export.

Complex Supply Chains...

東京・横浜・千葉路線図



The Challenge:

How do you know what to look for? How Deep Must you look?



Breadth of Food Adulteration

Number of Adulterants

Decernis Food Fraud Database



Cow's
Milk

163



Extra Virgin
Olive Oil

52



Orange
Juice

63



Chili
Powder

72



Beef

78

Infographic: Carmen.Diaz.Amigo@Focos-Food.com

Data queried: 04-2020

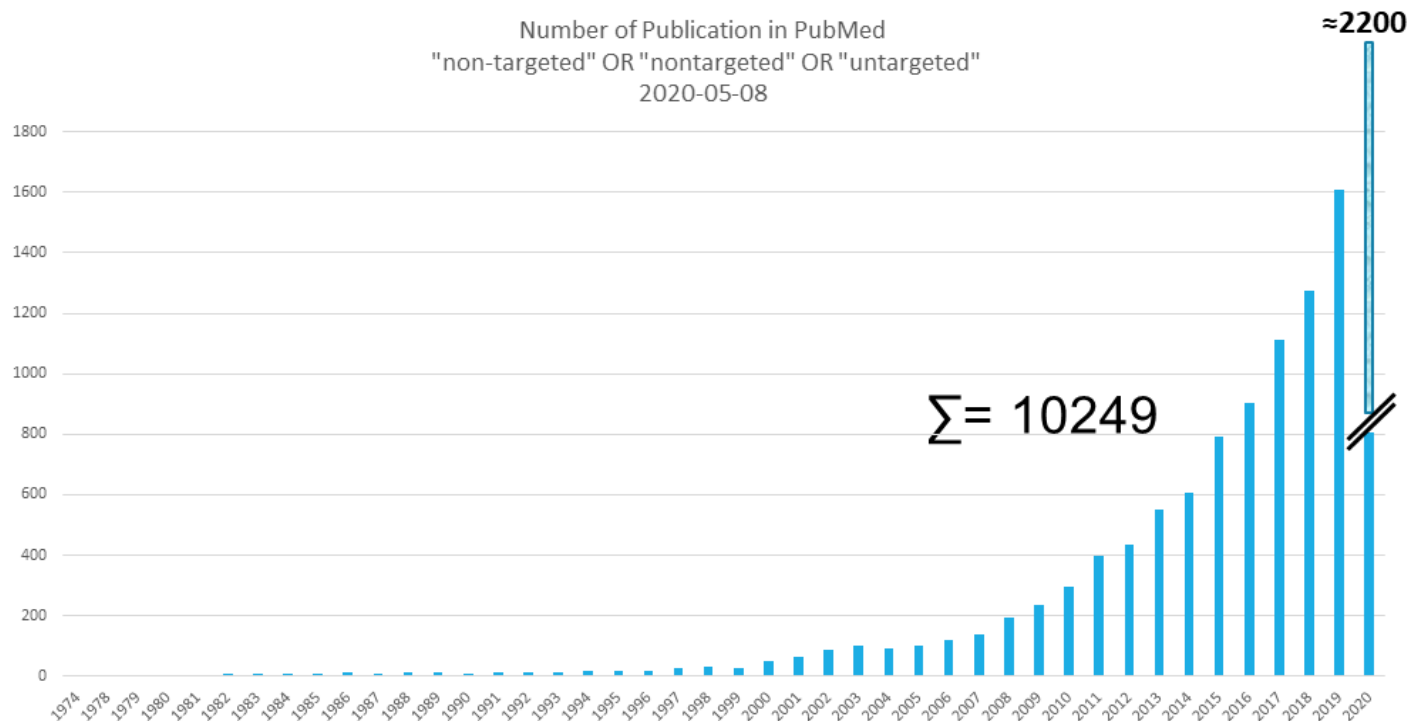
Datasource: <https://decernis.com/solutions/food-fraud-database/>

Bert Popping

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A Snapshot of the Analytical Landscape

PubMed



Bert Popping

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†To learn more about AOAC's Food Authenticity Methods Program go to www.aoac.org/scientific-solutions/food-authenticity-fraud/

Analytical Challenges For Food Producers, Regulators and Analysts

- What method to choice,
- Breadth of applicability,
- Technology,
- Disparate performance requirements,
- Disparate regulatory requirements,
- Changing environment, rapidly expanding scope.



The Importance of Standardization

†To learn more about AOAC's Food Authenticity Methods Program go to www.aoac.org/scientific-solutions/food-authenticity-fraud/

Consensus Analytical Standard

- Documents the need for an analytical method,
- Provides a detailed description of how that method must perform,
- Includes method acceptance criteria,
- Agreement among stakeholders and subject matter experts.



Consensus

con·sen·sus | \ kən- 'sen(t)-səs \

1a : General agreement

b : The judgment arrived at by most of those

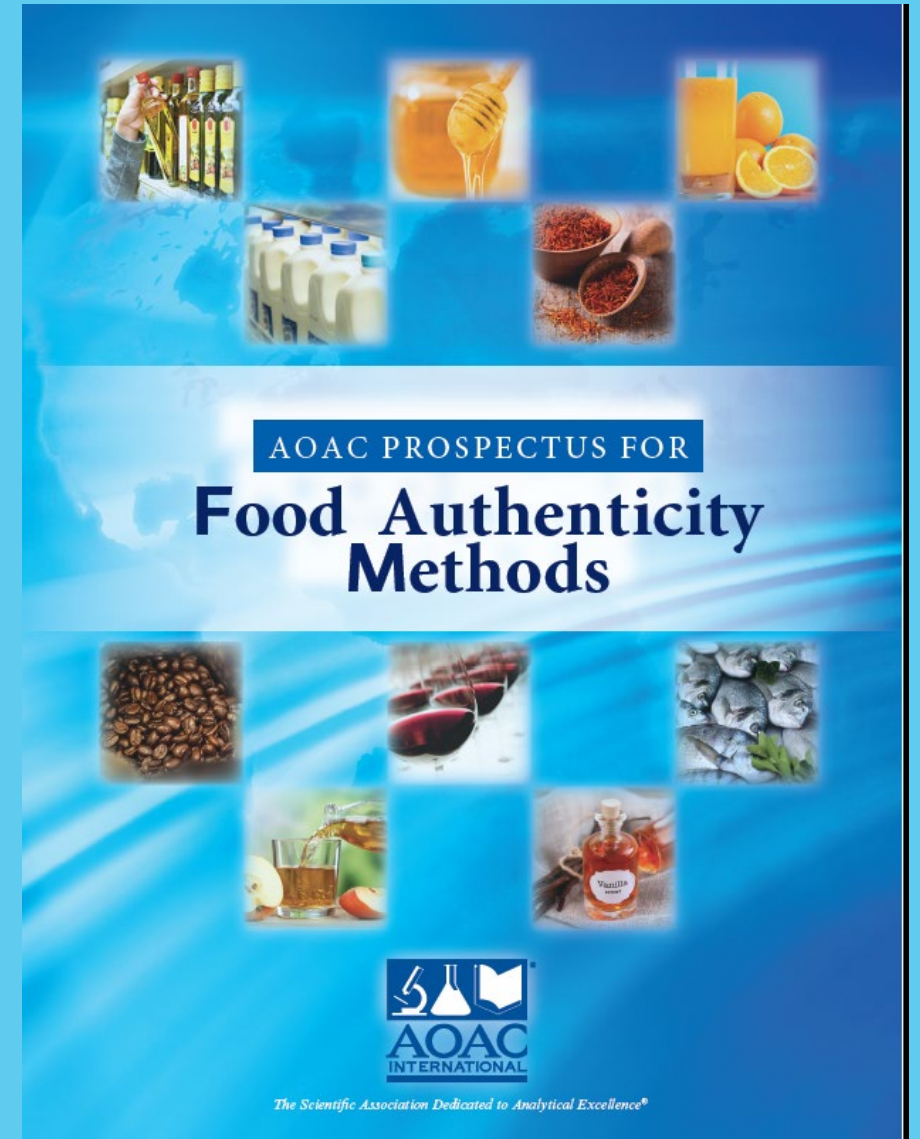
2 : Group solidarity in sentiment and belief

†To learn more about AOAC's Food Authenticity Methods Program go to www.aoac.org/scientific-solutions/food-authenticity-fraud/

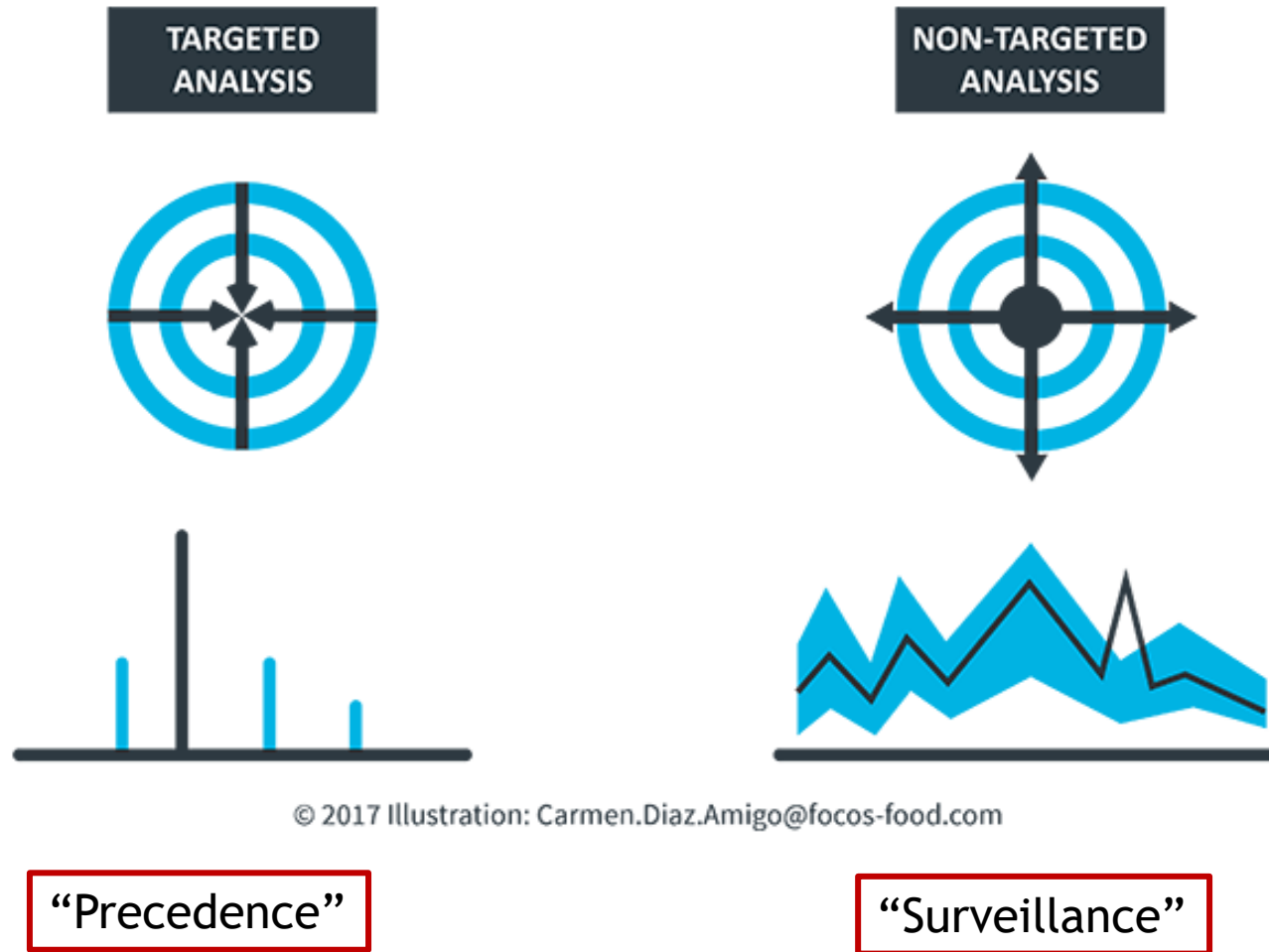
Food Authenticity Methods Program

OBJECTIVES

- To address the analytical needs for combatting intentional and economically motivated food adulteration;
- SMPR™ development for Targeted Testing (TT) and Non-targeted Testing (NTT);
- Develop rapid response guidance for method development in the event of an emergency.



Distinct but Complementary Approaches for Food Authenticity



†To learn more about AOAC’s Food Authenticity Methods Program go to www.aoac.org/scientific-solutions/food-authenticity-fraud/

Learn more about the AOAC INTERNATIONAL Food Authenticity Methods Program at...

- www.aoac.org/scientific-solutions/food-authenticity-fraud/
- Or contact us:

Palmer A. Orlandi, Ph.D.
Deputy Executive Director & Chief Science Officer
POrlandi@aoac.org

Deborah McKenzie
Sr. Director, Standards and Official MethodsSM
DMcKenzie@aoac.org

Bert Pöpping, Ph.D.
AOAC Volunteer Science Advisor
Bert.Popping@focos-food.com

Delia Boyd
Sr. Manager, Standards and Official MethodsSM
Dboyd@aoac.org

Alicia Meiklejohn
Director, Business Development
AMeiklejohn@aoac.org

תודה
Dankie Gracias
Спасибо شُكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Tänname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας ευχαριστούμε 감사합니다
Bedankt Дěkujeme vám
ありがとうございます
Tack

[†]To learn more about AOAC's Food Authenticity Methods Program go to www.aoac.org/scientific-solutions/food-authenticity-fraud/



Rick Rosati
Vice President, Government
Affairs and Industry
Standards
Bureau Veritas Consumer
Products Services (BVCPS)



Impact of COVID-19 Pandemic



WDVM (Hagerstown, MD): [Dulles International CBP seizes an estimated \\$3 million of counterfeit goods](#)

Customs and Border Protection at Dulles International announced they seized an estimated \$3 million in counterfeit goods this week. The shipment originally entered the country on August 22, but CBP tells WDVM there is a lengthy process when it comes to handling counterfeit items. “This is a significant seizure of counterfeit consumer goods.....

NPR/WNYC: [Lego Fans Tricked By Counterfeit Kits](#)

Discontinued Lego sets can be worth a lot of money. Counterfeit Lego kits, made illegally in China, are scamming collectors.

The Wall Street Journal: [Brokers Peddle Fake Medical Gloves Amid Coronavirus Shortages](#)

Brokers are peddling counterfeit medical gloves as a shortage of this critical commodity has tripled prices during the pandemic and pinched front-line and other workers as schools and businesses reopen. In recent weeks, companies employing front-line workers have bought fake versions of “nitrile,” or synthetic rubber gloves, sold in boxes labeled “examination grade,” posing potential health risks, according to glove distributors and manufacturers.

The New York Daily News: [Customs seizes 500,000 faulty N95 masks in Chicago en route from China to New Jersey](#)

U.S. Customs and Border Protection officers seized 500,000 faulty N95 masks headed to New Jersey from Schenzhen, China, after they were found to be less than 95% effective. The seizure, worth an estimated \$3 million, was made in Chicago last week when Homeland Security asked the CBP’s Anti-Terrorism Contraband Enforcement Team in the Windy City to apprehend and inspect the shipment, CBP said in a statement.



Anti-Counterfeiting Committee



Certification industry members committed to stopping the worldwide proliferation of products bearing counterfeit certification marks that may endanger public health and safety by:

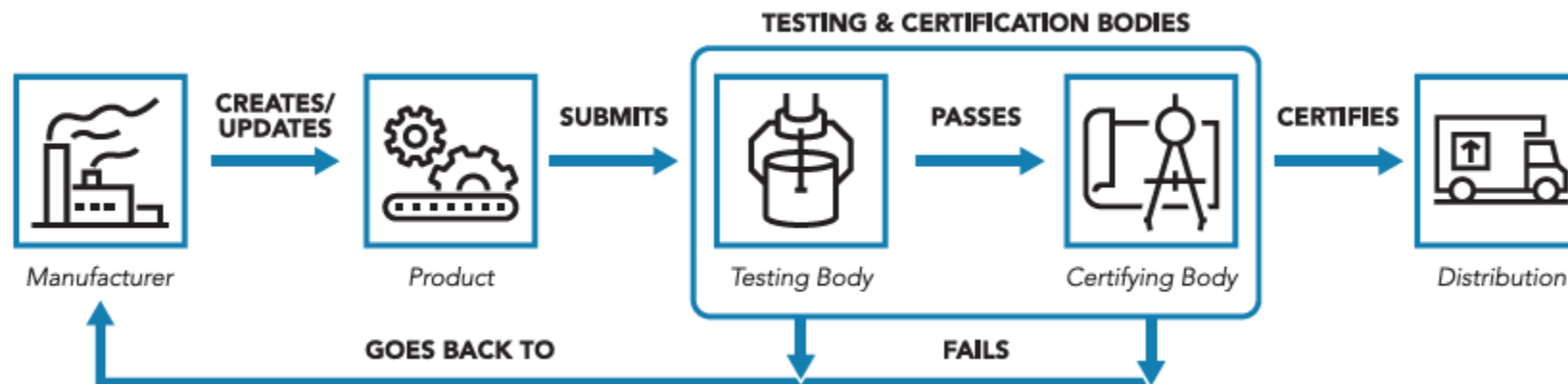
- Partnering and cooperation between key stakeholder – certification bodies, brand owners, law enforcement, trade associations;
- Educating key stakeholders, including law enforcement (customs authorities), legislators, manufacturers and consumer organisations; and,
- Aligning and adhering to consistent principles as TIC industry in fighting counterfeiting.



Certification Bodies and Product Certification



- TIC Council Members are Testing, Inspection and Certification Bodies which provide essential services related to testing, inspecting and certifying products.
 - *ISO/IEC 17065, The international standard for ensuring competence in organizations performing certification activities*
 - *ISO/IEC 17025, The international standard for General requirements for the competence of testing and calibration laboratories*
- Product Certification is the evaluation and confirmation by an independent third party that a representative product sample meets the requirements of applicable, published standard(s).
- Requirements may be related to safety, performance or quality assurance
- Product Certification may be voluntary or mandatory, depending on jurisdiction.



Certification Marks and Self-Declaration Marks



- A Certification Mark issued by a Certification Body indicates that a representative product sample was tested and met the requirements of a published standard. Additionally, the product is in a Certification Program which will have additional requirements such as an initial factory audit, and periodic inspection or testing activities which may include lot inspections.
- Certification Marks are owned by the Certification Body. The Certification Body grants authorization to use their Certification Mark to third parties. Certification Marks may not be used without authorization.
- CE Mark *with* a four (4) digit number indicates assessment by an independent third party. Without the 4 digit number is a self declaration.
- Trade organizations certification programs and marks



Counterfeit Certificates: Red Flags



CE certificate of Conformity
Directive 93/42/EEC, 98/79/EC, 2000/70/EC, 2001/104/EC
In Medical Devices

Certificate No. : TA 6010535 0001
Report No. : 21235785 002

Applicant : MEDICOMP Kft.
Rezeda utca 2, 6800 Hódmezővásárhely
Hungary

Manufacturer : MEDICOMP Kft.
Rezeda utca 2, 6800 Hódmezővásárhely
Hungary

Product : 3 Ply Surgical Face Mask

COUNTERFEIT

Date: 11-Feb-2020

TUV Rheinland LGA Products GmbH - Tillystrabe 2 - 90431 Nürnberg

TUV Rheinland LGA Products GmbH is a Notified Body according to the Directive 98/79/EC Concerning in 3 ply surgical face mask medical devices with the identification number 0197.









CE The EC marking may only be used if all relevant and effective EC directives are complied with CE

- Miss Spellings, font or language changes
- Product description does not exactly match the product
- Models and model numbers vary
- Design and content of the certificate, formatting
- Claim of certification to the wrong standard
- Dates and date coding
- Location and location coding
- Name and location in the signature block
- Certificate not available on CB's website
- Distorted or wrong Logos, wrong colors
- Most test labs and certification bodies will have very specific formats and identifying features within their reports, labels and certificates.
- If you cannot identify or contact the Certification Body contact the TIC Council Secretariat (secretariat@tic-council.org).



Certification Body Quick Reference



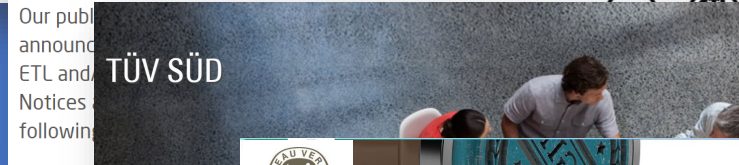
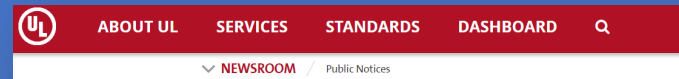
	TIC Council Member	Verification Database
	Bureau Veritas Consumer Products Services www.cps.bureauveritas.com	https://csportal.us.bureauveritas.com/certification/nrtl-scc/
	Dekra www.dekra.com	dekra-product-safety.com/en/about-dekra/certified-products
	Eurofins www.eurofins.com	metlabs.com/about/certification-database/
	Intertek www.Intertek.com	intertek.com/directories
	SGS www.sgs.com	sgs.com/en/certified-clients-and-products
	TUV Rheinland LGA Products GmbH www.tuv.com	certipedia.com
	TUV SUD Product Service GmbH www.tuev-sued.de	https://www.tuvsud.com/en/services/product-certification/ps-cert
	UL www.ul.com	ul.com/database

Other Efforts to Fight Counterfeiting

Education



Public Awareness



Now available...



White Paper: *Identification and Impact of Counterfeit Test Reports and Certificates in the Global Marketplace*

[https://www.tic-council.org/application/files/5215/9290/6351/TIC_Council_WhitePaper-Falsified Test Reports and Certificates final.pdf](https://www.tic-council.org/application/files/5215/9290/6351/TIC_Council_WhitePaper-Falsified_Test_Reports_and_Certificates_final.pdf)

If you are interested in more information, please contact: secretariat@tic-council.org



Questions?



Michael
Hanson
RILA



Palmer
Orlandi
AOAC



Rick
Rosati
Bureau
Veritas



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Wikipedia page:
Testing, inspection and certification

TIC-Council.org

