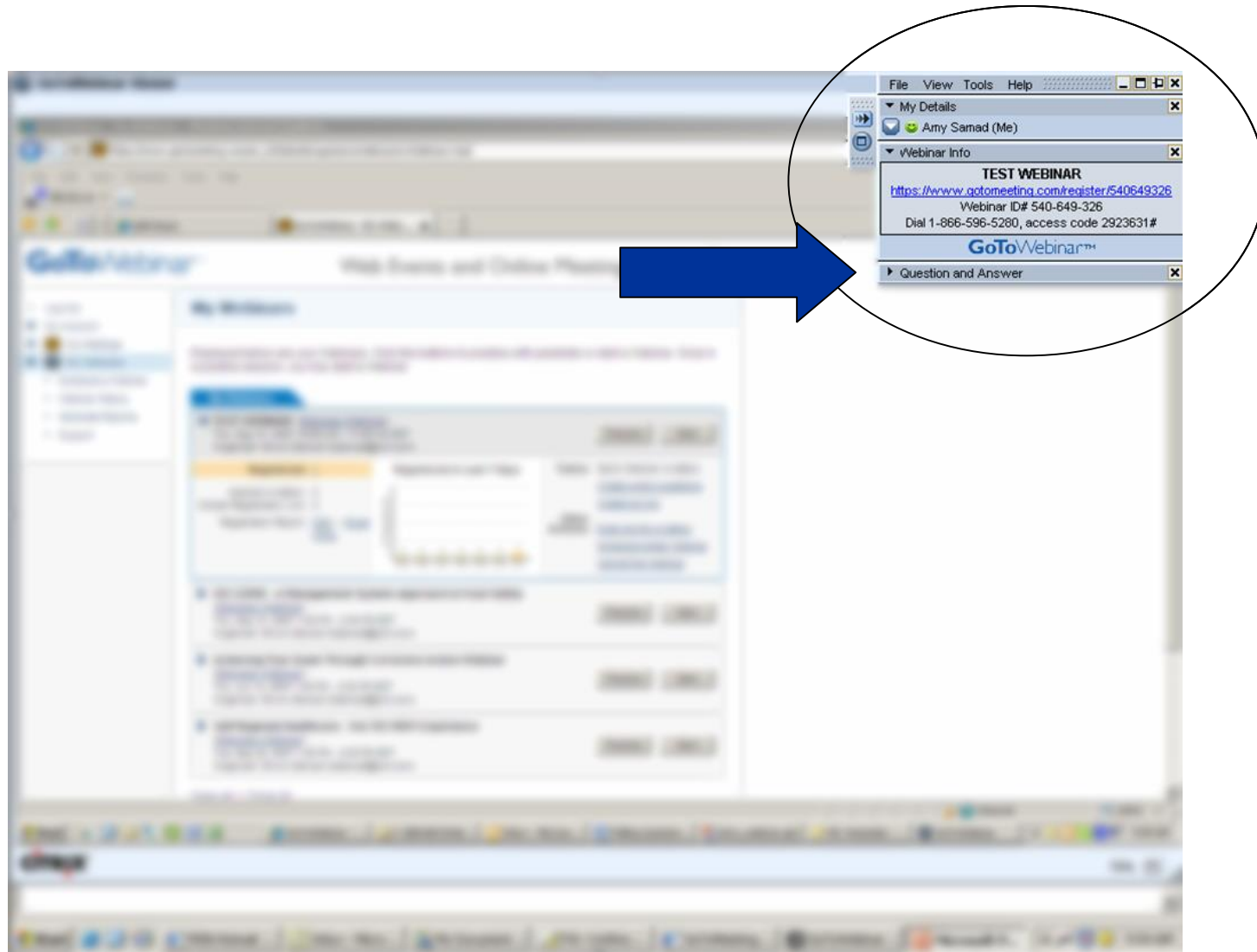
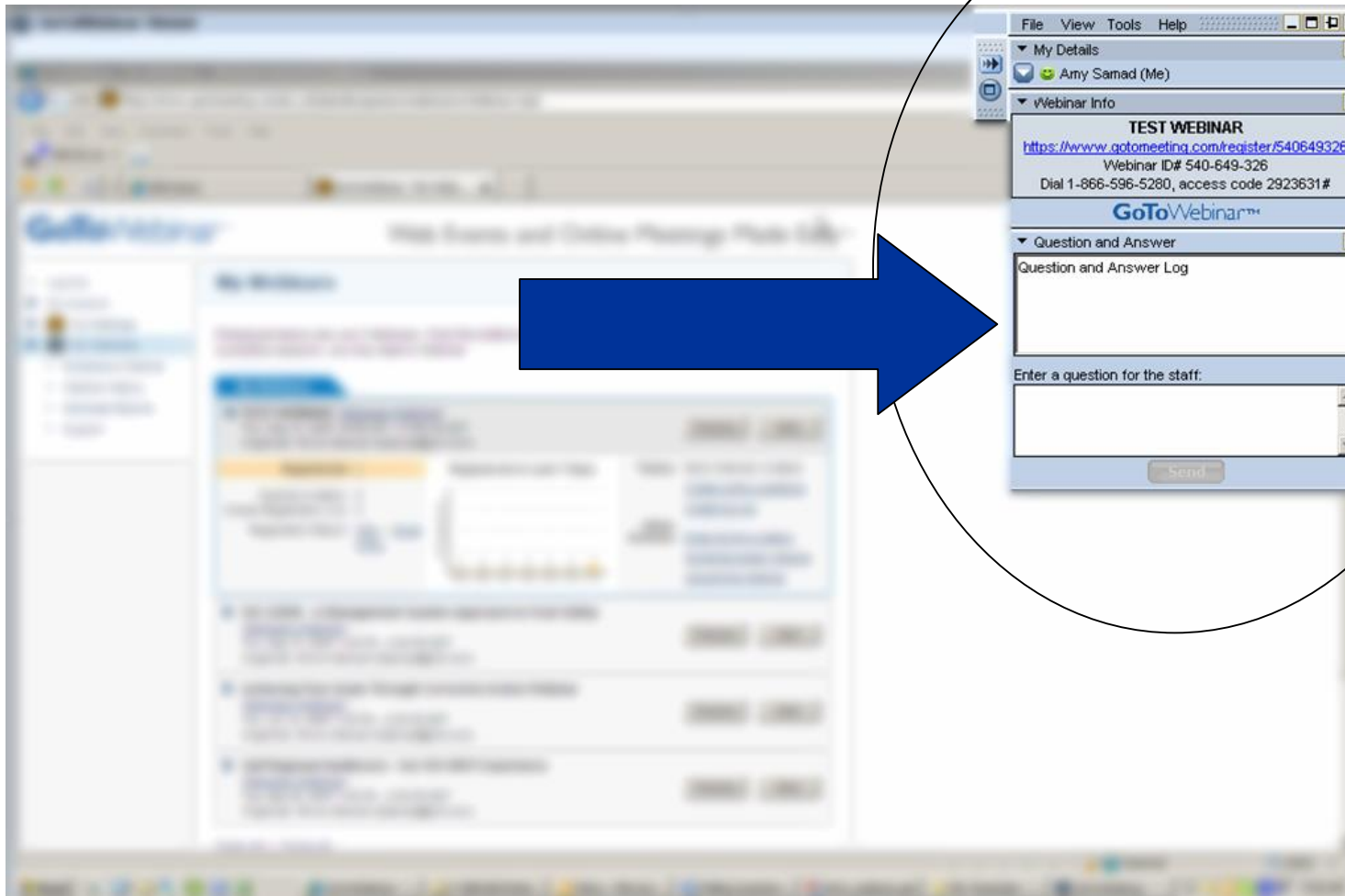


Food Fraud & COVID Global Update

PJRF SI – YOUR PARTNER  
FOR FOOD SAFETY







# POLLING QUESTION # 1



# PJRFSI – Your Partner for Food Safety

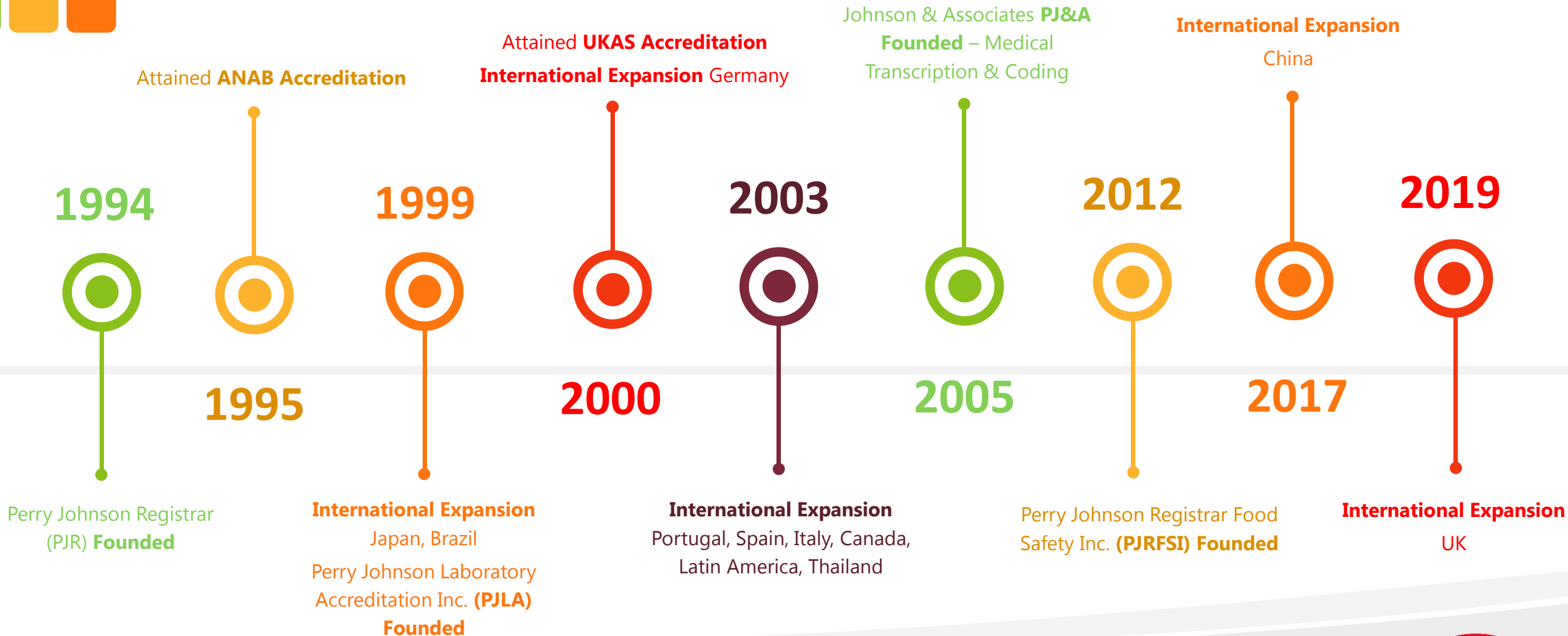
**Paul Damaren**

Senior Vice President of Food Safety &  
Supply Chain, PJRFSI



# PERRY JOHNSON, FAMILY of COMPANIES

## OUR HISTORY



# Working with the Entire Food Supply Chain



Imports



Farm



Marketer



Food Processor



Wholesaler  
Distributor



Exports



Retailer



Consumer





# Our Services

The Certification and Inspection industry has been deemed an essential service!

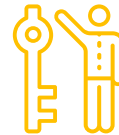
Here is a link of all [Essential Services Canada](#)

Here is a link of all [Essential Services USA](#)



## Auditing & Certification

Third party risk-based certification of products and systems provides a solid infrastructure for organizations to maximize business performance, increase efficiency, drive continual improvement and manage risk.



## Customer Specific & Second Party Auditing

Protect your brand and minimize recalls by building a robust supplier end-to-end program which will improve supplier processes, mitigate risk. Establish confidence your product vision is protected.



## Supply Chain Solutions

Your companies supply chain is very complex and the need to manage these risks globally has never been more important. Perry Johnson Food Safety Inc. can help you control and eliminate many of the risks you face today in your supply chain.



## Training Solutions

Speak to us about our customized onsite training options for your company. We conduct training to countless standards globally.



# Perry Johnson Registrars Food Safety Inc.

## FOOD SAFETY & SUPPLY CHAIN



### FIRST PARTY

Customer Specific

Supply Chain Assessments

Food Safety, Quality, Brand Protection

Social Accountability, (SMETA, WRAP, CTPAT) EHS, OHS

Recall, Regulatory



### SECOND PARTY

CB Owned Protocols

GMP - Good Manufacturing Practices  
GAP – Good Agricultural Practices

GDP/GPP - Good Distribution/Packaging Practices

Cannabis/Hemp (Retail, Manufacturing, Cultivation)

HACCP (Seafood, Laundry)



### THIRD PARTY

Accredited, GFSI

SQF, BRC, FSSC,

G.R.M.A. Dietary Supplements, Cosmetics, OTC's

GLOBALG.A.P, GFCP

ISO 22000, PrimusGFS



### RETAILER ADDENDA

McDonald's, Costco

Whole Foods

Custom 1<sup>st</sup>, 2<sup>nd</sup>, Party programs

Product Attribute Testing



### GOVERNMENT

FSMA

FSVP

VQIP

FDA/CFIA

# Recognized Globally, Applied Locally

## Standards, Accreditation and Scheme Owners



**BRCS**

**FSSC 22000**

**SQF**

**GLOBALG.A.P.**

**CANADAGAP**

**GRMA**  
GLOBAL RETAILER AND MANUFACTURER ALLIANCE

**primus GFS**



**FDA**  
FDA FOOD SAFETY  
MODERNIZATION ACT

**VQIP**



**IAOB**  
INTERNATIONAL AUTOMOTIVE  
OVERSIGHT BUREAU

**APAC**  
ASIA PACIFIC  
ACCREDITATION COOPERATION



**ANSI ANAB**  
ANSI National Accreditation Board  
Your partner in accreditation



**PJR FSI**  
Food Safety, Inc.

# Why Perry Johnson Food Safety?

## 1. PJR – A Brand To Trust

- Previously recognized as the #1 reporting registrar,
  - (Source: [www.iaar.org](http://www.iaar.org)) Industry Association of Accredited Registrars
- Over 30 Years Of Auditing

## 2. Value Added Partner

- Complimentary plaque to every client
- Complimentary certificate
- Free webinar training
- Free press release & marketing tools for your business
- Option of virtual assessments

3. PJRFSI has the resources, capability, established infrastructure and commitment to support your mission, objectives and requirements.

4. PJRFSI will become your **trusted partner** for the following reasons:

- Our ability to align with your organization to achieve your food risk and brand protection objectives.
- The technical expertise of field-based audit and leadership & account management teams.
- Delivery of real time management information.
- Delivery of a close and transparent partnership with your organization
- Unparalleled expertise to be your partner in food safety management system assessments.



# POLLING QUESTION # 2





Food Fraud Prevention Academy

# *Food Fraud & COVID Global Update*

PJR Perry Johnson Registrars

February 4, 2021 – Virtual

*John Spink, PhD*

Director, Food Fraud Prevention Academy  
Assistant Professor, Supply Chain Management  
Eli Broad Business College, MSU

[WWW.FoodFraudPrevention.com](http://WWW.FoodFraudPrevention.com) Twitter @FoodFraud #FoodFraud





# Food Fraud Prevention Resources

**Textbook: Food Fraud Prevention (Spink, 2019)**

**Massive Open Online Course (MOOC – free, open, online)**

- With a '**certificate of completion**' based on **assessments**
- On-demand, ten professional training hours
- 1. Food Fraud Prevention Overview MOOC
- 2. Food Fraud Prevention Audit Guide MOOC
- 3. Food Defense Threat Audit Guide MOOC
- 4. Food Fraud Vulnerability Assessment & Prevention Strategy (VACCP)
- 5. *Developing an Organic Fraud Prevention Plan (with OTA)*
- 6. *Food Fraud & Enterprise Risk Management (ERM)*

**Also:**

1. *USDA NOP – Organic Fraud and the Criminal Mind (See USDA.gov)*
2. *USDA NOP – Preventing Organic Product Fraud (See USDA.gov)*

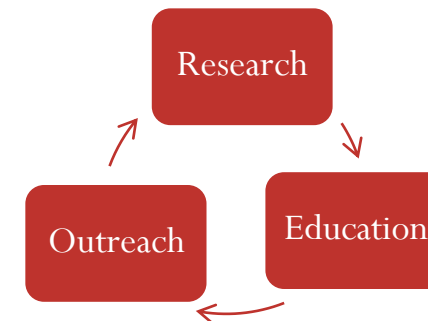
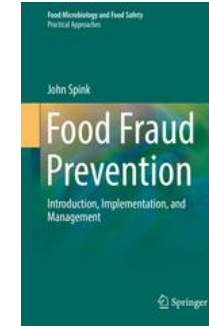
**Executive Education**

- (Includes invitation-only/ brand owner-only sessions)
- 1. Food Fraud Prevention Annual Update
- 2. Food Fraud Management Strategy
- 3. Food Fraud Initial Screening FFIS/ FFVA Workshop

**Reports, Primer Documents, Scholarly Works, Videos and Training**

Link to Textbook:

<http://www.anrdoezrs.net/links/9101220/type/dlg/https://www.springer.com/us/book/9781493996193>







# USDA NOP – Organic Integrity Learning Center = *Two New Courses*

## Free, online resource

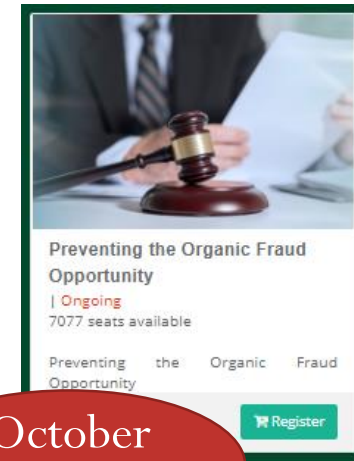
In support of USDA, and under a project with the Organic Trade Association (OTA), developed two USDA branded training courses hosted in the USDA Organic Integrity Learning Center as ***training for the USDA inspectors and certifiers.***

## NP-100 Organic Fraud and the Criminal Mind



Sept 2020

## NP-110 Preventing the Organic Fraud Opportunity



October  
2020

<https://www.ams.usda.gov/reports/organic-integrity-learning-center>





# PJR Previous Video Library

- May 2020, December 2018, March 2018
- Gap Analysis, Auditing Guidance, Packaging compliance

**Food Fraud – What You NEED to Know**

**PJR Perry Johnson Registrars**  
Wednesday, May 13, 2020 – 2 to 3pm ET

John Spink, PhD  
Director, Food Fraud Initiative  
Assistant Professor, Supply Chain Management  
Eli Broad Business College, MSU  
• Introduction to Supply Chain Management (SCM 303)  
• Procurement and Supply Management (SCM 371)

**PERRY JOHNSON REGISTRARS, INC.**  
Your Partner For Quality Certification

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**Food Fraud Compliance Requirements: Scope**

\*Food Fraud Compliance Requirements — The general compliance requirements for Food Fraud prevention are:

1. Conduct a Food Fraud Vulnerability Assessment (Y/N)
2. Written (Y/N)
3. Create a Food Fraud Prevention Strategy (Y/N)
4. Written (Y/N)
5. **Demonstrate Implementation (Y/N)**
6. **Executive Level Sign-off (Y/N)**
7. Minimally conduct an annual Food Fraud Incident Review (Y/N)
8. **Method to review your incidents and general market incidents (Y/N)**
9. Note: Address all types of Food Fraud (Y/N)
10. Note: Address all products from both incoming goods (e.g., ingredients) and outgoing goods (e.g., finished goods) through to the consumer. (Y/N)

Reference:  
• Food Safety Magazine, Feb 2017, "Food Fraud Vulnerability Assessment and Protocol for FSMA, CPFS and SQF Requirements"  
<http://www.foodsafetymagazine.com/magazine/article/food-fraud-vulnerability-assessment-and-protocol-for-fsma-cpfs-and-sqf-requirements>  
• New Food Magazine, Feb 2017, "Food Fraud Prevention – how to start and how much is enough?" <http://www.newfoodmagazine.com/138304>  
<http://www.foodfraudprevention.com>

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**Food Fraud Audit Experience, Expertise, and Trends**

**PJR Perry Johnson Registrars**  
Friday, December 7, 2018 – 2 to 3pm ET

John Spink, PhD Douglas C Moyer PhD

Director & Assistant Professor, Food Fraud Initiative  
College of Veterinary Medicine/ Food Safety

[WWW.FoodFraud.MSU.edu](http://WWW.FoodFraud.MSU.edu) Twitter @FoodFraud and #FoodFraud

[FoodFraud.msu.edu](http://FoodFraud.msu.edu) © 2017 Michigan State University

**Auditing Guidance**

• "During a food safety certification audit, conducted against GFSI recognised schemes, the auditor will review the documentation related to the vulnerability assessment process and **confirm that a comprehensive control plan, as outlined in the [position paper]**

**Food Fraud Overview and Compliance Requirements for Packaging**

**PJR Webinar**  
Guest Webinar  
March 15, 2018  
John Spink, PhD  
Director & Assistant Professor, Food Fraud Initiative  
College of Veterinary Medicine/ Food Safety  
2008 Packaging PhD (2017, Adjunct Professor, School of Packaging, MSU)

[WWW.FoodFraud.MSU.edu](http://WWW.FoodFraud.MSU.edu) Twitter @FoodFraud and #FoodFraud

**Package Seller**

• FSM M 1.2 - **Food Safety** Management - for Packaging Materials General Requirements - The management system shall ensure that packaging used to impart or provide a functional effect on food such as shelf life extension shall, where known, be effective within its own specified criteria.

Topic	Action1	Action2
HACCP (& Quality Control)	Assessment	Plan
TACCP	Assessment	Plan
VACCP	Assessment	Plan

# Food Fraud Global Update



# Update and Trends

- Pandemic: “new normal” becoming just “normal”
  - 3 mos. (June) – 6 mos. (Sept) – 9 mos. (Dec) – 12 mos. (Mar)
  - ***Less executive and management travel... more reviews?***
- GFSI Food Safety Management Systems
  - V7 to V7.1/V7.2 to V8 to V2020
- Demonstrate Implementation
  - Did you do “it” once? Ongoing? Convince me.
- Process Improvement – Internal Reviews
  - Multiple year’s of compliance – routine questions...
  - ***Executive Level Sign-Off – “What did I sign?”***



# Required Documents – Food Fraud

- Food Fraud Vulnerability Assessment
  - Clarify details: at least annual, etc.
- Food Fraud Prevention Strategy
  - Clarify details: covers all fraud and all products, etc.

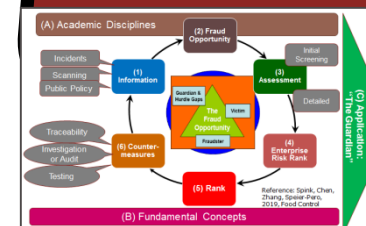
Plus:  
FF  
Policy

FFVA:  
Rank

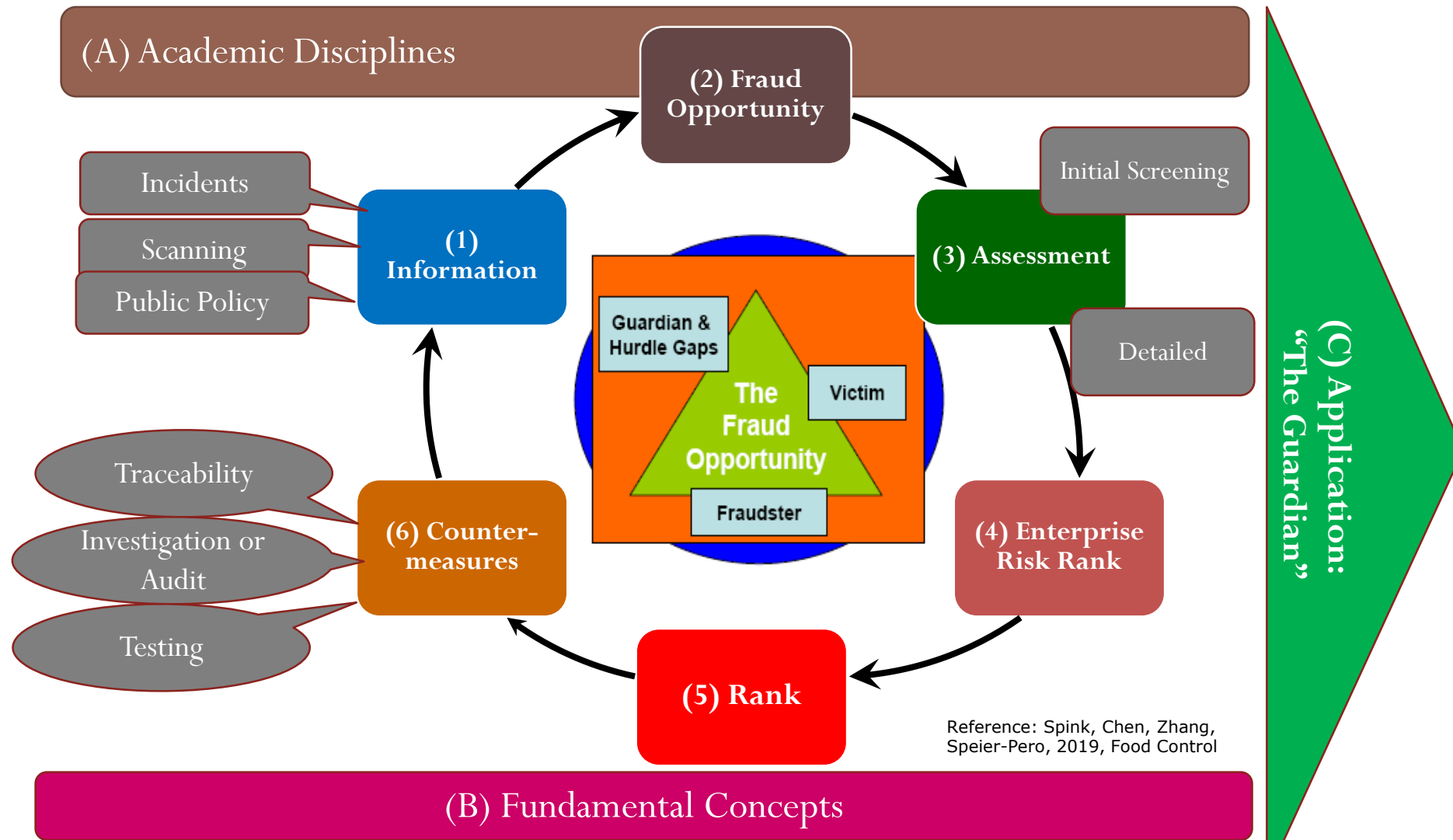
Case Study: Corporate Risk Map

Likelihood	VH	H	M	L	VL	Detail
Consequence	1	2	3	4	5	Incoming 1-VH*M: xxx 2-VH*M: yyy Outgoing A-VH-M: zzz B-VH-M: aaa D-VH-L: bbb
VERY HIGH	A					
HIGH	B					
MEDIUM	C	2A 1,B		5,C,G		
LOW	D		4,E,F, H			
VERY LOW	E	3				

FFPS:  
Method



Plus:  
FF Audit  
Results





# Food Fraud Compliance Requirements: *Gap Analysis*

CALL TO ACTION

Conduct a gap analysis

“Food Fraud Compliance Requirements — The general compliance requirements for Food Fraud prevention are:

1. Conduct a Food Fraud Vulnerability Assessment (Y/N)
2. Written (Y/N)
3. Create a Food Fraud Prevention Strategy (Y/N)
4. Written (Y/N)
5. ***Demonstrate Implementation (Y/N)***
6. ***Executive Level Sign-off (Y/N)***
7. Minimally conduct an annual Food Fraud Incident Review (Y/N)
8. ***Method to review your incidents and general market incidents (Y/N)***
9. Note: Address all types of Food Fraud (Y/N)
10. Note: Address all products from both incoming goods (e.g., ingredients) and outgoing goods (e.g., finished goods) through to the consumer.” (Y/N)

Reference: Food Safety Magazine, Feb 2017, “*Food Fraud Vulnerability Assessment and Prefilter for FSMA, GFSI and SOX Requirements*”, <http://www.foodsafetymagazine.com/magazine-archive1/februarymarch-2017/food-fraud-vulnerability-assessment-and-prefilter-for-fsma-gfsi-and-sox-requirements/>; ‘*New Food Magazine, Feb 2017: Food Fraud Prevention – how to start and how much is enough?*’, <http://www.newfoodmagazine.com/33890/new-food-magazine/past-issues/issue-1-2017/issue-1-2017-digital-version/>



# POLLING QUESTION # 3





# COVID-19 Update



# COVID-19 Update (From May 2020)

- Massive supply chain disruptions
- Ongoing and future supply challenges
- #1: “Assurance of Supply”
- **#2: Don't forget...**
  - **FSMA and FD&C Act are still in effect**
  - **You are required to provide safe and legal product**
  - **Legal/ regulatory requirements still include “adulterated foods” and “misbranded foods” requirements**



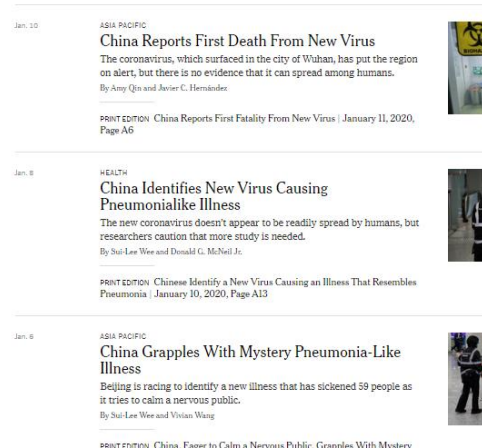
CALL TO ACTION

Conduct a gap  
analysis



# Review: Headlines during a new year incident review on January 14, 2020

- Not on the front page
- Jan 7 & 10: Asia-Pacific & health
- A concern but not alarming...



## China Grapples With Mystery Pneumonia-Like Illness

Beijing is racing to identify a new illness that has sickened 59 people as it tries to calm a nervous public.



SARS originated in China and [killed more than 800 people worldwide](#) in 2002 and 2003. At the time, the Chinese [govern](#)



Mr. Poon said a surge in cases in the coming week would suggest either that the source of the virus had not been eradicated despite the shutdown of the market or that the illness could be transmitted between humans.

"I hope this pathogen is a less harmful one so it would not cause a major epidemic similar to SARS," he said. "It would be a nightmare for all of us."



# Is COVID-19 a Food Fraud Risk?

- Note: beyond COVID-19, itself, consider the result of the SCD.
- ***Question: is the vulnerability/ hazard the COVID-19 related SCD?***
- Remember: FSMA 21CFR507.33(a)(2) states:
  - “the hazard analysis must be written regardless of the outcome” including “the hazard may be intentionally introduced for the purposes of economic gain.”
- More broadly, if, or how does a global supply chain disruption and economic disruption change a business fraud risk?
  - What should you do?
  - How much is enough for your response?

***Even though we are in crisis mode just trying to maintain business continuity, the food safety and food regulatory requirements are still in place – you are still required to provide safe and legal product.***



## *Review: Is a Pandemic a “Black Swan Event”? Or “Reasonably Foreseeable?”*

- Coronavirus (2020+) outbreak is the most recent in a series that included (at least five global events in the last 17 years):
  - MERS (2012-2019),
  - Ebola (2014),
  - Avian Influenza (2013),
  - SARS (2003), among others.
- Publication: “10 Threats to Global Health,” WHO, 2/2018
  - the #1 threat was “Pandemic Influenza.”
  - This report stated “another influenza pandemic is inevitable. In this interconnected world, the next global flu outbreak is a matter of “when” r “if” — with far reaching consequences. A severe pandemic could result in millions of deaths and destroy over 1% of global GDP.”
- ***Now what??? Now what for Food Fraud prevention?***

Pandemic, epidemic diseases	
–	Chikungunya
–	Cholera
–	Crimean-Congo haemorrhagic fever
–	Ebola virus disease
–	Hendra virus infection
–	Influenza (pandemic, seasonal, zoonotic)
–	Lassa fever
–	Marburg virus disease
–	Meningitis
–	MERS-CoV
–	Monkeypox
–	Nipah virus infection
–	Novel coronavirus (2019-nCoV)
–	Plague
–	Rift Valley fever
–	SARS
–	Smallpox
–	Tularaemia
–	Yellow fever
–	Zika virus disease



## Call to Action What to do?

- Be simple and focus on the basics
- Focus on standard operating procedures
- Focus on your management system

What is this?

Do you have this?

Do you have this?

Conduct a gap analysis

Update your incident review and FFVA



# Discussion

John Spink, PhD

[SpinkJ@msu.edu](mailto:SpinkJ@msu.edu)

Twitter: [Food Fraud](#) and [#FoodFraud](#)

[www.FoodFraudPrevention.com](http://www.FoodFraudPrevention.com)



Link to Textbook::

<http://www.anrdoezrs.net/links/9101220/type/dlg/https://www.springer.com/us/book/9781493996193>

**MOOC programs: [www.FoodFraudMOOC.com](http://www.FoodFraudMOOC.com)**





# POLLING QUESTION # 4



# UPCOMING WEBINARS



**Date: Thursday February 9<sup>th</sup>, 2021 – 2pm est.**

**Webinar Title - Environmental Monitoring, To Swab or Not to Swab**

**Webinar Description** - Join Melanie Neumann, Executive Vice President & General Counsel, Matrix Sciences International, Inc., along with Dr. Martin Wiedmann, Professor at Cornell University as they discuss a hot topic in our industry today, swabbing and the critical importance of it and how environmental monitoring helps manage enterprise risk.

**Speakers:**

- Melanie Neumann, Executive Vice President & General Counsel, Matrix Sciences International, Inc.,
- Dr. Martin Wiedmann, Professor at Cornell University



**Date: Thursday February 16<sup>th</sup>, 2021 – 2pm est.**

**Webinar Title - Ethical Trade & Responsible Sourcing in 2021**

**Webinar Description** - BRCGS, an introduction to version 2 of Ethical Trade and Responsible Sourcing. Why is ethical trade and responsible sourcing important to your brand and how can it be used in North America to grow your business.

**Speakers:**

- Jessica Burke, Delivery Partner Relationship Manager, BRCGS
- Paula Parejo, Marketing Strategist, BRCGS



**Date: Thursday February 18<sup>th</sup>, 2021 – 2pm est.**

**Webinar Title - Enterprise Risk Management - Volume 1 - Effectively Communicating Risks from the Shop Floor to the Boardroom**

**Webinar Description** - Join Neil Marshall, Managing Director of Guv Consulting International LLC, former GFSI Board member and former Global Director Quality & Food Safety at The Coca-Cola Company along with Giannis Stoitsis, Co-Founder and Chief Information Officer of Agroknow as they discuss the keys to risk and prevention, Horizon Scanning and using technology to actually "predict" risk in your business. You will hear about tools you can use to support your company's objectives.

**Speakers:**

- Neil Marshall, Managing Partner, Guv Consulting International LLC, former GFSI Board member and former Global Director Quality & Food Safety at The Coca-Cola Company
- Giannis Stoitsis, Co-Founder and Chief Information Officer of Agroknow



<https://www.pjrfsi.com/webinars/>





You've  
got **QUESTIONS**  
we've got **ANSWERS**

PJRFSI

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