

EXPLORING FOOD FRAUD IN THE

Pork Industry



Common types of food fraud in the pork industry

COUNTERFEITING PREMIUM BRANDS

Premium branded pork is attractive, particularly in overseas markets. Unfortunately, it also makes these products a target for fraudsters who want to profit from other people's hard work.

MISLABELING OF ORIGIN AND QUALITY

Price discrepancies in pork from different countries with different welfare standards strongly incentivises country of origin mislabeling, especially in countries that are net importers.

UNDECLARED ADDITION OF OFFAL

Addition of non-skeletal muscle (e.g., heart and tongue), offal, or blood to 'bulk out' products must be declared within a products ingredient list according to FSANZ.

SUPPLY CHAIN COMPLEXITY

The complex global supply chain for pork products makes it challenging to monitor and ensure product authenticity. Fraudulent practices can take place at various stages, from farming to processing and distribution.

International pork industry fraud news

- 1 According to the United Nations Food and Agriculture Organization, pork is the most widely eaten meat in the world.
- 2 Operation 'OPSON XI' seized 27,000 tons of fraudulent food between December 2021 and May 2022. The operation included the seizures of meat and the closure of illegal pig slaughterhouses and processing facilities.
- 3 There is a growing trend towards using the opaque term 'outdoor-bred'. This denotes that piglets are born outdoors, but when weaned, at about 21 days of age, they are transferred to sheds where they spend the rest of their lives. Unfortunately, most consumers are unaware of the true conditions behind this label.
- 4 The UK Food Standards Agency launched a fraud enquiry following the discovery of one of the UK's top food manufacturers mislabelling the origin of meat and sometimes setting rotten pork to retailers.
- 5 A 2018 study in Canada using DNA barcoding analysis detected contaminating or undeclared meat species and labelling errors in 20% of sausage products. 6% of beef sausages also contained pork, and one pork sample was found to contain horse meat.

REFERENCES

1. U.S Department of Agriculture (<https://shorturl.at/gqDY4>).
2. EUROPOL. Food fraud: about 27 000 tonnes off the shelves (<https://shorturl.at/gvxOS>).
3. The University of Sydney. Australians care about animals but we don't buy ethical meat (<https://shorturl.at/fkpET>).
4. The Guardian. Fraud inquiry launched after foreign pork allegedly sold as British (<https://shorturl.at/L6679>).
5. AgriFutures. Product fraud: Impacts on Australian agriculture, fisheries and forestry industries (<https://shorturl.at/mvQY3>).



SCIENTIFIC PROVENANCE VERIFICATION

Source Certain's provenance science verifies the origin of products via scientific analysis of physical product samples to mitigate these risks.

We work with pork producers to identify individual farms in order to reduce the risk of substitution of premium and boutique meat products.

For more information contact
info@sourcecertain.com | +61 8 6191 0608



Follow our latest news on social media
@sourcecertain @source_certain