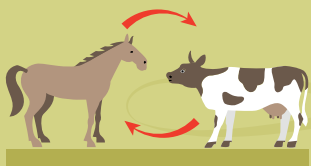


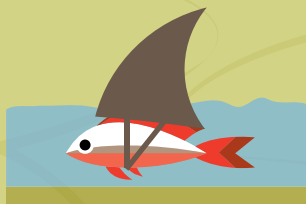
# KNOWLEDGE CENTRE FOR FOOD FRAUD AND QUALITY

## Food fraud and quality

Food fraud constitutes a violation of EU food law and is done intentionally for financial gains through consumer deception, while dual food quality concerns food marketed under the same brand and packaging across several EU Member States, but with unexplained differences in composition.



Substitution

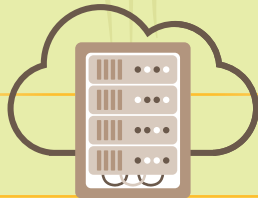


Mislabelling

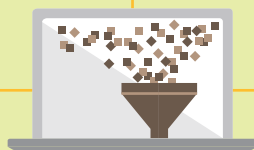


Quality

The EC Knowledge Centre for Food fraud and Quality...



Disseminates



Collects



Validates

...knowledge and makes it available

### For whom?



European Commission

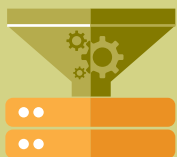


Member States



Citizens

### How?



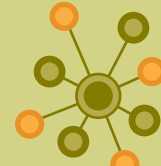
Databases



Early warning tools



Knowledge transfer



Networking



Analytics

### Why?



**Economic costs of food fraud**  
to industry are estimated at € 8-12 billion per year.



### Trust

Consumers have less confidence in the food they buy and honest food business operators loose their reputation.



### Public health consequences

Food fraud poses a risk for public health, especially when allergenic ingredients are used to substitute more expensive ingredients.