

IFIA Food Fraud & Traceability Survey 2016

For the second time, the IFIA Food Committee conducted its “Food Fraud & Traceability Survey”, in which more than 200 respondents representing manufacturers, producer and retailers from Europe, North and Latin America, India, Asia Pacific and China participated.

Highlights

Legal requirements for food traceability are understood but not sufficiently implemented

24% of respondents feel that the legal requirements in their country are not fully understood (up from 20% last year). Likewise, 40% are of the opinion that those requirements are not sufficiently implemented. This is significantly higher for respondents located in China, India, Latin America and North America, where up to two thirds state that there is not enough implementation.

Product traceability systems are in place but lack of confidence

The importance of product traceability systems has been recognised across the polled regions. Both within and outside the EU, product traceability systems are in place (89% and 80% respectively) and the majority of them include raw materials.

96% of respondents replied that a traceability system is from a financial and/ or reputational viewpoint “very important” or “important” and 95% say that product traceability capabilities are a very important / important factor when choosing their supplier. Yet, only 56% have full confidence in their own traceability system.

Certification schemes growing in importance

While in 2015 less than 50% of respondents stated that GFSI certification was a very important factor when choosing their suppliers, this number has increased to 60% in 2016. The same upward trend can be observed for the importance placed on using third party food testing and inspection services with 92% of respondents indicating such services as either “very important” or “important” (up from 79% in 2015).

Level of revenue loss decreasing but still high

Overall, the levels of revenue losses due to a lack of supply chain controls and food fraud are decreasing, but nevertheless 40% of the participants indicated that they had experienced losses because of food fraud. Only 44% responded that they had no losses due to a lack of supply chain controls.

Conclusion

The awareness of the importance of food fraud and food traceability is growing and traceability has become an indispensable factor when choosing suppliers. The necessary regulations have been put in place but are not sufficiently implemented yet. The IFIA Food Committee will continue monitoring the developments in this field and will conduct a follow-up study in 2017.