



Without doubt, the topic of recent conversation (and media coverage) has been the scandal surrounding the discovery of undeclared ingredients in processed meat products. Close on its heels was the disclosure regarding falsely labelled biltong. And the question everyone is asking... what am I REALLY eating?

“ We managed to chat with Professor Louw Hoffman, whose study sparked off the media storm surrounding the contents of processed meat products in SA. Click here to read the article. ”

The Food Safety Network Annual Symposium 2013

What are the consequences for your company if your products or services are implicated in a foodborne illness outbreak or incident of food fraud? Bill Marler, passionate advocate of food safety and USA's leading foodborne illness attorney, will address these issues and more at our upcoming symposium.



17 Oct 2013
Johannesburg

EARLY BIRD BOOKINGS NOW OPEN!

with Bill Marler

FARM TO FORK TO COURT
Learning from Catastrophe

This ground-breaking symposium will address the issues surrounding foodborne illnesses and food fraud - the risks, responsibilities and liabilities. Find out the role which consumers, medical and legal personnel, manufacturers, retailers, consumer bodies, government, laboratories, and auditors have to play in this process.



More about Bill Marler...

An accomplished attorney and national expert in food safety, William (Bill) Marler has become the most prominent foodborne illness lawyer in America and a major force in food policy in the U.S. and around the world. Bill Marler is more than just an attorney – he is a passionate advocate of the need for a safer food supply. Bill is a frequent writer on topics related to foodborne illness. He is the publisher of the online news site, **Food Safety News** and his award winning blog, www.marlerblog.com is avidly read by the food safety and legal communities. With many years of experience, Bill Marler has a wealth of information to share.

Read more about Bill Marler.

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Symposium Sessions*

In addition to our Annual Symposium, we have some other events available. See below for more details.

General Symposium 17 Oct | 08h30-17h00

Price	If Registered & Paid By
R2,695.00	Friday, 31 May, 2013
R2,895.00	Saturday, 31 August, 2013
R3,195.00	Friday, 4 October, 2013

Business Networking Cocktail Function 17 Oct | 18h30-21h00

Delegates who attend the Symposium on 17th Oct will have the opportunity to register for the Business Networking Cocktail Function which will provide a valuable opportunity to network with delegates from the symposium and the guest speaker, Bill Marler.

Price	If Registered & Paid By
R150.00	4 Oct 2013

Targeted Morning Session 18 Oct | 08h30-13h00

Delegates who attend the Symposium on 17th Oct will have the opportunity to register for a special morning session "Know your Risks & Liabilities" on the 18th Oct.

Note: Registration is restricted to: Certification Bodies, Testing Laboratories, Inspectors and Auditors

Price	If Registered & Paid By
R 895.00	Friday, 31 May, 2013
R1,095.00	Saturday, 31 August, 2013
R1,295.00	Friday, 4 October, 2013

* Prices are exclusive of VAT

[VIEW MORE INFO](#)

[REGISTER NOW](#)

Training News

We are running another ISO22000 Implementation Course in April, and our SAATCA registered Lead Auditor Course in May.

[ISO22000 Implementation Course
15th - 18th April](#)

[ISO22000 Lead Auditor Course
6th - 10th May](#)

For information on any of these, contact Lizelle on 011-975-9836 or training@thefoodsafetynetwork.co.za

So what is food fraud?

Food fraud has not been a term that we have heard much of in SA until recently, thanks to the media.

According to the Food Standards Agency of the UK, Food fraud is defined as: food that is deliberately placed on the market, for financial gain, with the intention of deceiving the consumer. They identify the two main types of food fraud:

- 1. The sale of food which is unfit and potentially harmful:**
 - recycling of animal by-products back into the food chain
 - packing and selling of beef and poultry of unknown origin
 - knowingly selling goods which are past their 'use by' date
- 2. The deliberate misdescription of food, such as:**
 - products substituted with a cheaper alternative, for example, farmed salmon sold as wild, and Basmati rice adulterated with cheaper varieties
 - making false statements about the source of ingredients, i.e. their geographic, plant or animal origin

Food fraud may also involve the sale of meat from animals that have been stolen and/or illegally slaughtered, as well as wild game animals like deer that may have been poached.

Another definition refers to food fraud as "Economically Motivated Adulteration". The common thread is that the seller will benefit financially from the sale of such products, as the undisclosed ingredients may be easier to source, or may be cheaper than the original ingredient.

Reasons for customer concern are that the contents:

- may contain allergens
- may be unacceptable for religious or ethical reasons
- may be viewed in a negative light
- may have bypassed necessary food safety controls

Retailers and manufacturers can protect themselves against issues such as this by ensuring that they have a strict and effective Supplier Quality Assurance plan in place, and that they conduct random testing of their product.

[View more useful links on this topic](#)



Industry News

FSA - Food Safety Assessment™ has been acquired by Intertek. [Read more...](#)

www.intertek.com



GFSI will be holding a Focus Day in South Africa in September 2013. [Visit their website for details.](#)

www.mygfsi.com



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