



**FOOD
SAFETY**

ANTICIPATE
PREVENT
& MANAGE

Food Fraud Vulnerability – Mitigation & Governance

CHINA INTERNATIONAL FOOD SAFETY & QUALITY CONFERENCE (CIFSQ) 2021

IVO MULLER, 28TH OCTOBER 2021

BIOGRAPHY

**IVO MULLER (DVM) - EMERGING RISKS & FOOD STANDARDS SENIOR MANAGER SPECIALIZED NUTRITION
DANONE – FOOD SAFETY DEPARTMENT**



**Veterinary Medicine (DVM) – Utrecht University &
Utrecht School of Governance and Organizational science**



Dairy Food Safety Authorities in the Netherlands (COKZ, 2007-2012)

Danone's Food Safety department



Current & future FS standards for Infant- young children- & medical

Strategy and operational performance on Food Fraud prevention
FS Team leader



DANONE COMPANY: HEALTH FOCUSED BUSIN

100,000+
employees in
over 55 countries

A global presence
120+
countries where Danone
products are available

67%
of sales outside
Europe



Essential Dairy and Plant-Based



Waters & Beverages



Specialized Nutrition



QUALITY & FOOD SAFETY MISSION

DELIVERING OUR PROMISE & BE TRUSTED

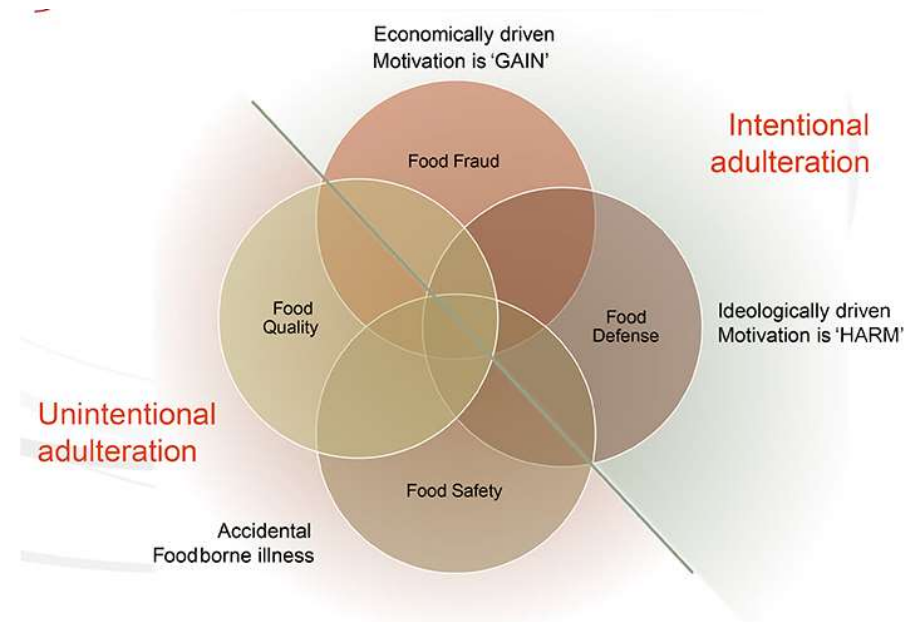


Protecting our consumer's trust

=> ENSURE Food Quality + Food Safety

+

=> Food Fraud PREVENTION & Food Defense



2 PILLARS TO FIGHT AGAINST FOOD FRAUD: INVESTIGATION & PREVENTION

INVESTIGATION

Lead: Danone Security department

What: unique asset to support investigations conducted by official national / international organizations/agencies to dismantle the network of organized crimes and feed our system by enriching the control measure to be put in place.

PREVENTION

Lead: Danone Food Safety department + Quality organization

What: identifying, addressing and mitigating major food fraud vulnerabilities. Cross-functional involvement as a key success factor. More in next slides.

In close collaboration/ partnership

FOOD FRAUD PREVENTION GOVERNANCE



A clear aim: Protection & Compliance



Prioritization of major vulnerabilities to be addressed (≠ an endless wish list)



Mobilize preventive action through procedures, trainings & progress monitoring



Whole value chain approach, inside & outside

ASSESSING FOOD FRAUD VULNERABILITIES

AS INTEGRATED PROCESS IN THE FOOD SAFETY MANAGEMENT SYSTEM

Food Fraud Vulnerability:

It literally means a **weakness** or flaw that creates opportunities for undesirable events.

In context of food fraud, vulnerability refers to our company exposure to fraudulent activities.



→ Key factors do determine or influence a company's vulnerability to food fraud.



A multi-disciplinary assessment

Covering **full value chain**, including upstream and downstream

ASSESSING FOOD FRAUD VULNERABILITIES

AS INTEGRATED PROCESS IN THE FOOD SAFETY MANAGEMENT SYSTEM



Local

At Danone all business units are required to:

- establish a food fraud mitigation team
- perform a yearly food fraud vulnerability assessment (FFVA)
- implement a food fraud mitigation plan
- escalate vulnerabilities which require a global or regional assessment and mitigation approach.



Global

Each Division is coordinating the following topics:

- annual creation/ revision of a divisional food fraud risk map prioritizing the highest risks
- linking with enterprise risk management
- developing mitigation strategies/ solutions for prioritized risks
- supporting the local teams with expertise, mitigation, tools and training

=> FF Prevention Process integrated in the company's FSMS/ PDCA

FF PREVENTION EMBEDDED IN OUR COMPANY PROCESSES



FFP integrated into existing processes along the value chain

- Sourcing & Design
- Manufacturing
- Warehousing, Logistics & Sales

Integrated FF Prevention Process in the company's FSMS/ PDCA, covering all types of fraud

KEY TAKE OUTS ON EFFECTIVE PREVENTION



FFVA scope = whole value chain, inside and outside

Multi-disciplinary approach at local and global level



Clear process, clear aim, clear governance, linked to enterprise risk management

FF prevention embedded in the company processes & FSMS



Awareness and training as key enablers for mobilizing preventive action.

THANK YOU!