EUCHINASAFE
中欧食品安全

Introduction to the EU-China safe project – Wine related tasks

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The EU CHINA Safe Project

- EU-China-Safe is a large scale (€11m) **Horizon 2020 – and MOST funded project**

- **16 EU** (11 countries) and **17 China partners** from across academia, industry and governments.

- **4 years duration** (September 2017 - Ausgust 2021

The EU CHINA Safe Project

Collaborate & exchange knowledge to:

- Achieve mutual recognition (data & standards)

- Restore consumer trust

- **Enhancing food safety and authenticity**

Support agri-food trade between the two trading blocks to promote economic growth

Agri-Food Trade

Key products

Organic fruits & vegetables

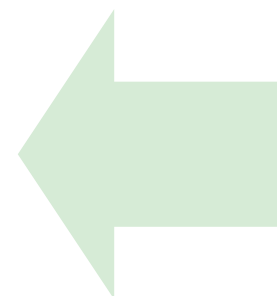**Dairy infant formula**

Wine

Processed meats

Spices

Wine related tasks

● Authenticity analysis

- Established analytical methods and standards: important for trade
- Innovative methods: new developments and risks
→Increased authenticity testing: get to know the (genuine) product

● Traceability

- Safety issue in case of incident
- Tight chain control can prevent food fraud
→Which (analytical) authenticity parameters are relevant for traceability?

● Wine fraud vulnerability assessment
→ Management tool to decrease risk

EU-China wine chain

- Wine in Europe: >150 mhl per year, >40% exported
- Chinese production, consumption and import peaked around 2017
- pre-COVID 19 crisis: 6-7 mhl import
- Wine is shipped bottled or as bulk wine
- Hong Kong is important hub
- On-trade sales: in China even more important than in Europe
- Online-sales much more relevant in China, especially for imports

Nofima

Report 10/2021 • Published March 2021

Mapping the local-global wine chain from Europe to China
Towards shared standards and benchmarks in wine traceability and authenticity

Silje Elde, Patrick Berg Sørdahl, Marianne Svorken, Thomas Nyrud, Celine Boechat, Cheryl Cordeiro & Petter Olsen

https://nofima.no/en/publication/

EU-China wine chain

Risks regarding authenticity

- Brand driven consumers, foreign languages: **Counterfeiting or mislabeling**

- **Adulteration** of wine is technically easy, esp. before bottling: Enhancements, dilution, substitution/blending

- From European producer to Chinese consumer - fragmented wine business with multi-level sales routes: **Traceability issues**

EU-China wine chain

Traceability from an analytical viewpoint

- Analytical results are part of wine characteristics
- Parameters confirming authenticity

  - To be checked at several stages of trade

  - Stable over time/wine aging

    e.g. stable isotopes, bottle weight

  - Comparable to similar, authentic wines

    e.g. EU wine databank for stable isotope data
    Non-targeted approaches

Wine analysis- Knowledge transfer

- Sharing of established methods
- Sharing experiences with non-targeted approaches
- → Following presentations

Kopf und Kragen Berlin

Methods on the website

- Authenticity of key products
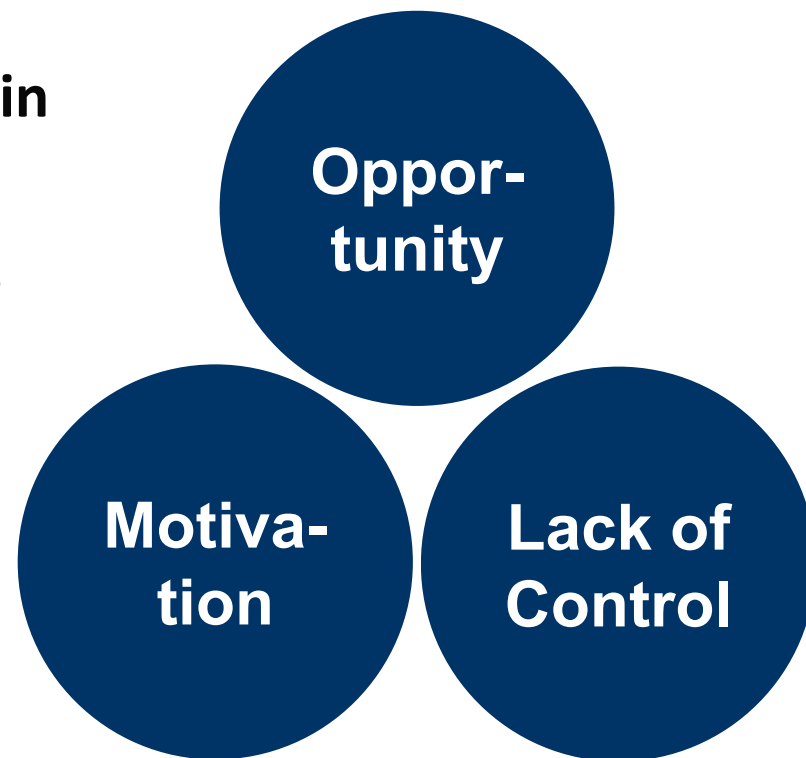- Safety issues: Dioxins,

  Corona virus detection on food ...

RL2020

Wine fraud vulnerability assessment

- **For companies in the wine chain**

- Systematically covers the three factors of vulnerability to fraud

- Based on SSAFE tool, but simplified & adapted to the wine chain

- Two versions: **Quick assessment** and **comprehensive self assessment**

Oppor-tunity

Motiva-tion

Lack of Control

Ruth, S., et al. (2017). "Food fraud vulnerability and its key factors." Trends in Food Science & Technology **67**: 70-75.

Quick assessment: Vulnerability score

- *Your input is required to assess wine fraud!*

- Science based easy access online survey, takes only a few minutes

- Determines a vulnerability score for the EU-Asian wine chain

- 11 statements related to wine fraud

- Find out how other participants'

results (in average) compare to your score (completely anonymous)

- https://forms.gle/qt4Zg3S4W7nKepXa9, feel free

   to try out and share!

On average, businesses in the supply chain of European wines to Asian consumers are economically healthy. *

| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
Strongly disagree ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ Strongly agree

Wine fraud vulnerability self assessment

Benefits for companies in the wine chain

- Specifies weak points

- Provides a documented assessment procedure

- Basis for mitigation plans

- Science based tool, available in Chinese and English

- Data is anonymous, will be evaluated scientifically

- https://forms.gle/mi38QGgZTGaL26VH7 (English version)

or https://wj.qq.com/s2/7676208/c8bf/ (Chinese Version)

feel free to try out and share!

Quelle: iStockphoto / bdspn

www.euchinasafe.eu