

Food Crisis Management

Implications for regulators:
Lessons learnt from the
EU-wide horsemeat scandal



MPI FOOD PROTECTION FORUM

12TH OCTOBER 2015 – THE PULLMAN HOTEL, AUCKLAND

Professor Alan Reilly

EU-wide Horsemeat Scandal - 2013



**About 5% of beef products on EU market
>1% horsemeat (2013)**

Why were we Testing?

Emerging Risk Analysis – Food Safety Intelligence

A surreal landscape with multiple roads stretching into the distance. A person is climbing a ladder that is positioned in the middle of the roads. The sky is cloudy and the ground is a mix of dirt and road surfaces.

Opportunities for Food Fraud?

...’till you consider the range of threats!!!

Drivers of Food Fraud

...increasing prices for raw food ingredients?



Price Pressure



~~**Kg**
Beef
€4.99~~

~~**Pork**
€2.99~~

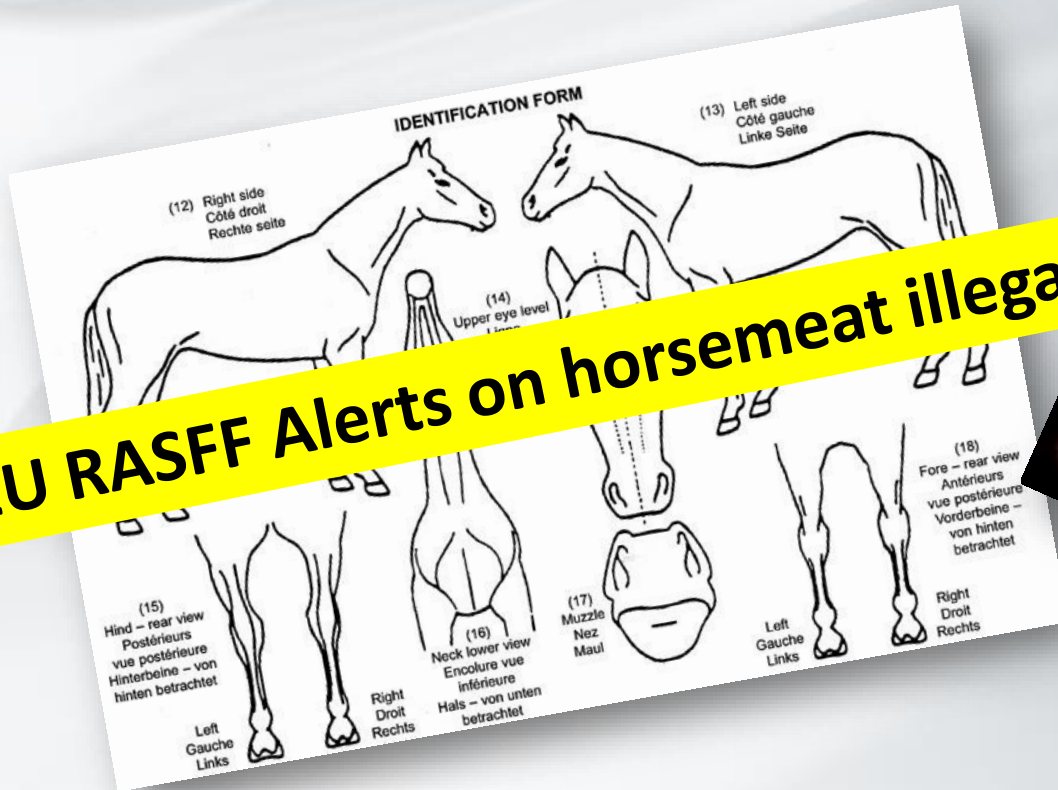
Horse
€0.99

Global food supply chain...



Opportunities for Fraud

EU RASFF Alerts on horsemeat illegally entering food chain



...horse passports

How did we find horse DNA?

A Simple Authenticity Market Survey



We Tested Salami Products...

...and Cottage Pies

...and Lasagnes

...and Chicken Pies

...and Curry Pies

...and Shepherds Pies

...and.....

...and of course Beef Burgers



...and we were off at a gallop!

...we found one special burger!



Food Brand Ireland



Reputational Risk

Negative Brand Impact...

the guardian

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Horse meat scandal wipes £300m off Tesco's market value

Supermarket's shares down 1% as analysts say news hits attempts to regain consumer confidence



FSAI Balancing Responsibilities...



Week One - What's Going On?

DNA

Accredited Methods

Trace Amounts

Scientists

Sampling Plans

Politicians

Social Media

Let's Clear the Deck...

DNA **FSAI** **Public Relations** **Uncovered:**

Trace Amounts

Massive International

Food Fraud **Scientists** **Stand** **ites**

Politicians

Social Media

Not Accidental...



Frozen Blocks of Beef Trim

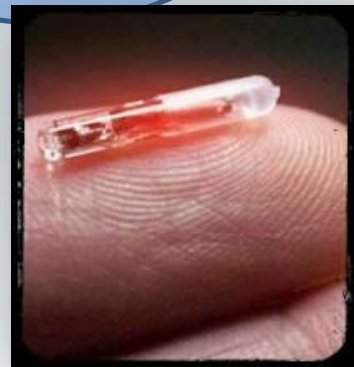


Labelled as Polish Beef Trim



Horsemeat with
Irish Stamp

**Microchip
From Polish Horse**



EU-wide Horsemeat Scandal - *Findus Flyer*



Broker in
Cyprus

Recall and Traceability



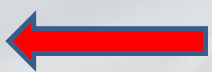
Just Press to RECALL
Contaminated/Dangerous Food



SIMPLE!



One Food Manufacturer...



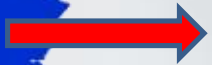
2,700 Outlets



just **one** customer...



1,600 Customers



Industry Responsibility



Over 700 brands involved across food chain



All Businesses had Private Sector Standards



One Very Important Lesson...

Fact **Fiction**



...raced neck and neck for months!

HORSES FOR MAIN COURSES

Outrage as equine DNA found in supermarket beef burgers



By PENELOPE CROFTON and CHRISTOPHER MURPHY
Beef burgers sold in five supermarkets were contaminated with horse and pig meat, a shocking food probe has revealed.
The findings, which were confirmed by the Food Safety Authority (FSA), have caused outrage among consumers and food safety experts.
The FSA said it had found horse and pig DNA in beef burgers sold in five supermarkets: Aldi, Lidl, Asda, Sainsbury's and Morrisons.
The burgers, which were sold in the UK, Ireland, and the Republic of Ireland, were found to contain horse and pig DNA.
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Huge oversight in food content checks

Horse DNA found in Polish product at Irish plant

Consumer shock over horse meat in burgers scandal

HORSE DNA AT SUPPLIER TO SUPERMARKETS

Irish Daily Mail

Crisis Communication Plans....

IT WAS FOAL

Foreign workers added horsemeat to beef burgers'



RECALLED: Ten million burgers were pulled from shelves.
There are fears Spanish and Dutch suppliers may have added horsemeat to Irish beef burgers in an attempt to save money, food experts warned last night.
The shocking claims emerged as a shocking investigation into the burgers pulled from the shelves of supermarkets here and in the UK yesterday.
It was revealed that ten million burgers were pulled from shelves.
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Irish Daily Mail

WHY WERE WE NEVER TOLD?

First traces of horsemeat found last year
Minister was kept in the dark until Monday
Parents ask: how much did we already eat?

By SENAN KENNY and NEIL MICHAEL
Farmers have called on the processors involved in the horse DNA controversy to reveal how much of their beef burgers consists of imported product.
Irish Cattle and Sheep Farmers' Association president Gabriel Gilmore said: 'Suspensions are growing among Ireland's beef farmers that the Irish beef content of burgers is being reduced, with a view to keeping prices down. This concerns her agents because of the explanation that the horse DNA is linked to imported product.
Are the imports limited to trace ingredients, gelling agents or flavourings, or are they actually impure parts of meat which is making up a substantial portion of the burger?'
Controversy has grown since Tuesday's announcement by the Food Safety Authority of Ireland (FSAI) that it found traces of horse in beef burger products -- and at a 20% level in one sample of frozen beef burgers.
The burgers containing horse DNA were produced in two meat plants in Ireland -- Liffey Meats and Silvercrest Foods -- and one in the UK, Dolepik Hamblinton. Of 27 beef burger products analysed, 16 tested positive for horse DNA and 20 for pig DNA. They were on sale in Tesco, Dunnes Stores, Lidl, Aldi and Iceland shops.
The FSAI said there was no food safety risk, and consumers should not worry -- but the announcement generated a backlash over consumer deception, and offence due to the cultural perception of horse meat in the UK and Ireland, and unlabelled pigmeat -- forbidden to the Muslim and Jewish religious and culture.
FSAI immediately withdrew all fresh and frozen burgers -- and was one of the weakest stock market shares yesterday, losing £300m of market value. Also in the UK, which takes more than half of Ireland's annual €1.5bn of beef exports, Shadow Environment Secretary Mary Coughlin backed advice from British farmers to shoppers to choose products that 'guarantee quality British standards'.
Food sector analysts agreed that processed meats sales in the UK and Ireland are likely to fall -- unless the spotlight shifts to continental suppliers. Agriculture Minister Simon Coveney said an investigation into equine DNA in beef would focus on burger blending ingredients imported from the Netherlands and Spain.
The FSAI detected horse DNA in burger raw materials, including some from these two countries.

THEY'RE OFF!

10m burgers taken from shelves
Stores 'sorry' as gags flood Net



Empty stall...
Burgers with no DNA gone.
Empty stall...
Burgers with no DNA gone.

10M HORSE BURGERS ARE DUMPED

Bid to salvage beef industry's reputation
Factories may have been 'tutting corners'



BY ALANA REILLY
MORE THAN 10 million burgers were taken off the shelves yesterday as desperate meat processors tried to salvage their industry's tarnished reputation.
The bid to save the burgers from being dumped was a last-minute effort to prevent the industry's reputation from being further damaged.
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Irish Examiner

Beef import suspicions after horse DNA found

Stephen Cadogan

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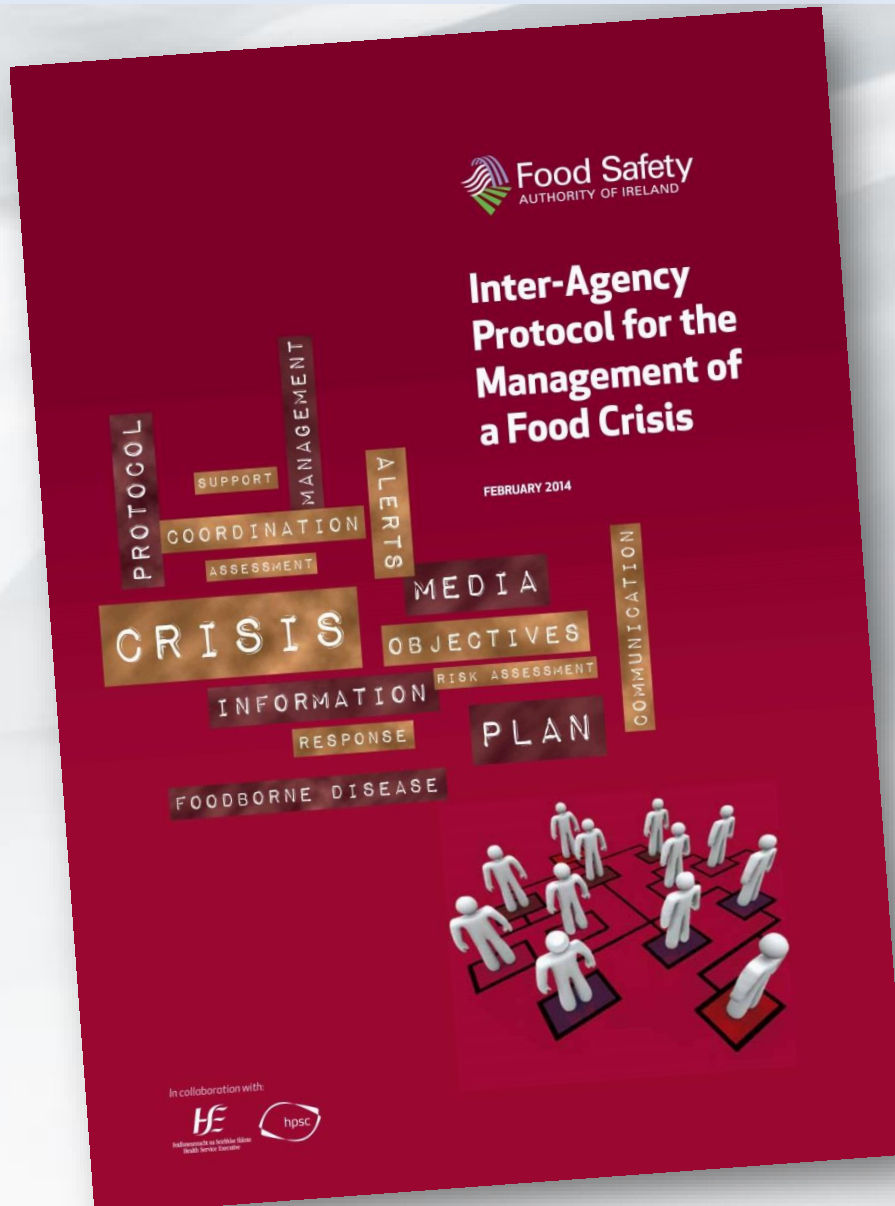
The Power of Social Networking

Truth Or Lies – Millions Will know in Seconds...

Just Press SEND...



Food Crisis Management in Peace Time



- **Role of each agency**
- **Contact persons**
- **Agreed areas for collaboration**
- **When and how to share information**
- **Annual meetings to review and evaluate**

To Control and Protect you need a PLAN!



Dev

tested...

“The night of the big wind – not the night to fix your roof”

Old Irish Proverb



Dedicated Food Incident Management Team in Place...

EU-wide political dimension

Horse meat scandal: a kink in the EU food chain

Food safety - 27-02-2013 - 17:19

 Tweet 7  Recommend 0



Watch the special meeting on the horse meat scandal live on our website

Committee on the Environment, Public Health and Food Safety

ENVI Committee meeting -09:09 / 10:31 - 28-02-2013

 Tweet 0  Recommend 26



Agenda

- 1.0 Adoption of agenda
 - 2.0 Chair's announcements
- Thu, 28 Feb 2013 00:00**
- 3.0 (ENVI/7/12014) Exchange of views with Tonio Borg (Commissioner)
 - 4.0 Next meeting(s) (ENVI(2013) 0320_1) Wed, 20 Mar 2013



Political dimension?



FSAI Food Fraud Task Force

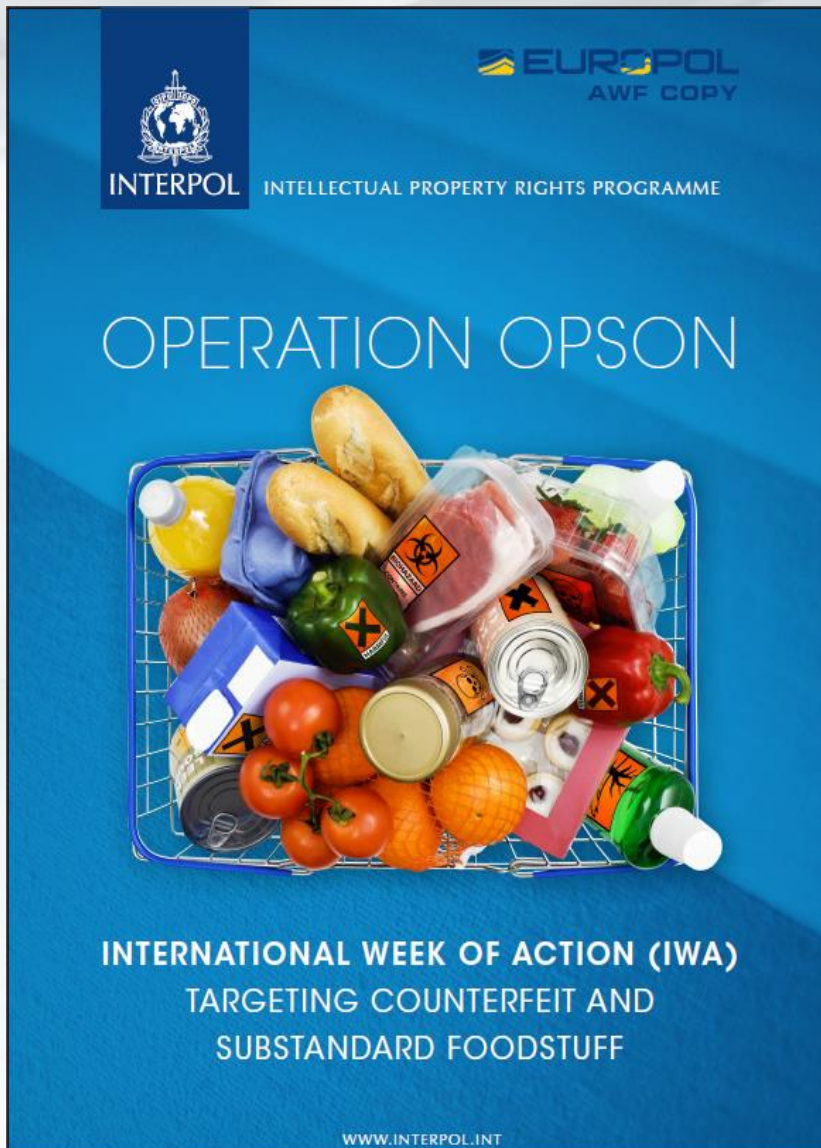
MEMBERS

- Sea Fisheries Protection Authority
- Custom & Excise/Revenue Commissioners
- Irish Medicines Board
- Food Standards Agency, Northern Ireland
- HSE Environmental Health Officers
- Department of Agriculture, Food and the Marine - Spill Response Unit
- National Bureau of Criminal Investigation
- Authority Veterinary Officers
- Local Authority City and County Managers Association
- HSE Public Analyst Laboratory
- Food Safety Authority of Ireland (Secretariat)



Advice, Cooperation & Sharing Information

EU-wide Agency Collaboration



- Target organised crime groups
- Raise awareness
- Enhance cooperation with all stakeholders - (Police, Food Control Agencies, Customs and Excise, Revenue)

European Commission Five Point Plan

New Measures to Combat Food Fraud

Strengthen Monitoring Programmes

EU-wide database development

Strengthen Official Food Controls

New Food Fraud “Rapid Alert” System

Protecting New Zealand Consumers...



Monitoring/Surveillance

Emerging Risk Analysis

Food Crisis Planning

Crisis Communication

Traceability Systems

Food Incident

Management Teams

**THANK
you!**