Pet Food Fraud: Are We Prepared?

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Canada Not Immune

- Mucci Case
- Subway Case
- Cericola Farms Case
- Intercontinental Hotel Case
- Recent Meat Case in Québec
<table>
<thead>
<tr>
<th>Food Quality</th>
<th>Food Fraud</th>
<th>Motivation: Economic Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Safety</td>
<td>Food Defense</td>
<td>Harm including health, economic, terror</td>
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<tr>
<td>Unintentional</td>
<td>Intentional</td>
<td></td>
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**Food Fraud**
Pet Food Fraud

- The literature shows that up to 40% of pet food is either mislabelled or contains ingredients not listed on the package;
- 89% consider pet as part of family: Survey.
CEO of the Food Supply Chain
Initial Report

Food fraud and risk perception: Awareness in Canada and projected trust on risk mitigating agents
Survey 2017-01
Last Modified: 02/01/2017

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Survey performance

- **Aim of survey** (1) Determine latent determinants on consumers' risk perception of food fraud in general (2) Evaluate projected trust linked to awareness and vulnerability and risk mitigating agents (public regulators, industry, consumers);
- **Survey duration**: 3 weeks, January 2017;
- **Question about pet ownership** (57.1%);
- **Sample size**: $n=1088$;
- **Bilingual survey**, Cross-Canada study (including Québec);
- Respondents were required to be 18 years old and must have been living in Canada for at least the last 12 months;
- **Completion rate**: 90%;
- **Average duration of survey**: 5 minutes.

(1) Note: Margin of error, 3.1%, 19 times out of 20.
Please indicate your level of agreement with the below statement: I’m **generally concerned** about counterfeited, adulterated food products, or products that are misrepresented.

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I’m **generally concerned** about counterfeited, adulterated PET food products, or products that are misrepresented.

- No pets (23.9%)
- Own at least one pet (69.1%)
Please indicate your level of agreement with the below statement: I’m generally concerned about counterfeited, adulterated food products (including pet food), or products that are misrepresented and **MADE IN CANADA.**

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I’m generally concerned about counterfeited, adulterated food products (including pet food), or products that are misrepresented coming from OVERSEAS.

73.9%

Source: Charlebois et al. (2017)
I am aware that I have **purchased at least one** counterfeited/adulterated food product in the past (including pet food).

Source: Charlebois et al. (2017)
How did you find out that you had purchased counterfeit/adulterated food product in the past?

- Through social media or news outlet: 40.4%
- Through my own research or investigation: 37.5%
- Through recall by the retail establishment: 19.0%
- Through recall by manufacturer or other business: 2.4%

Source: Charlebois et al. (2017)
**Where** did you buy your product you suspect has been counterfeited?

- Regular grocery store: 65.9%
- At a non-traditional food retailer: 12.2%
- Farmer's market: 9.8%
- Specialty store: 9.8%
- A restaurant or food service outlet: 2.4%

Source: Charlebois et al. (2017)
What do you suspect was wrong with the counterfeited/adulterated food product (you can choose more than one)?

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I believe **public regulators** (government) to be the most competent to protect Canadians from counterfeited/adulterated food products in this country.

![Bar chart showing responses to the question.]

**56.6%**

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I believe the **food industry** in general to be the most competent to protect Canadians from counterfeited/adulterated food products in this country.

27.7%  

Source: Charlebois et al. (2017)
Please indicate your level of agreement with the below statement: I believe it is up to consumers to protect themselves from food fraud when shopping or eating at a restaurant.

Source: Charlebois et al. (2017)
The End of Growth?
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