

Introducing
Emergent, the healthy living agency's
Product Quality, Integrity & Protection Practice





According to the
Grocery Manufacturers
Association, food fraud
may cost the global
food industry as much as
\$15 billion
a year.

What Qualifies as Food Fraud?

“**Food fraud** is a collective term used to encompass the deliberate and intentional substitution, addition, tampering, or misrepresentation of food, food ingredients, or food packaging; or false or misleading statements made about a product, for economic gain.”

– *Food Protection and Defense Institute with Michigan State University's Anti-Counterfeiting and Product Protection Program*

- Related terms: fake food, adulteration, economically motivated adulteration





Consumers are skeptical about food integrity due, in part, to fraud activity*:

- Fish
- Kobe and Wagyu Beef
- Extra Virgin Olive Oil
- Honey
- Parmesan and Other Cheeses
- Balsamic Vinegar
- Caviar
- Truffles
- Saffron

**9 foods that might not be what they seem,
CBS, 9/23/16*

Integrity and authenticity are among key consumer motivators for CPG brands and retailers.

68% of consumers are aware of “transparency” as it relates to business practices.

– Transparency 2015 Report, Hartman Group

“Value drivers such as Health & Wellness, safety, social impact, experience, and transparency have always been present in the minds of consumers these factors are evolving in meaning and becoming increasingly important drivers of behavior.”

– Capitalizing on the shifting consumer food value equation,
Deloitte, 2016



Consumer skepticism carries over to concern at foodservice

- Many foodservice suppliers assert product integrity claims without verification, such as:
 - “Organic”
 - “Local”
 - “Responsibly-Grown”
 - “non-GMO”
 - “Sustainable”
 - “Naturally-Raised”
- Smart foodservice operators with strong food integrity platforms now require supplier 3rd party product/ingredient verification





What's at stake for your company is consumer TRUST

Fraud has a real impact on consumers, including:

- Allergen and mystery non-food ingredients
- Overpaying for substandard product
- Product not meeting flavor and/or sensory expectations
- Nutrition accuracy

The dangers of fake to your company

- Lost sales and dilution of premium pricing
- Pollution of category quality
- Increased margin pressures
- Substandard taste experiences
- Health and safety risks of bad ingredients
- Class-action litigation for fakers more prevalent, as is holding company executives personally liable for the actions of their companies (e.g., Castle Cheese)



Winners are Emerging by proactively protecting their integrity platforms

- Brands are actively supporting their product integrity stories
- They build visibility into their supply chain and act with transparency
- They recognize trust creation is at the core of brand growth and success
- They craft strategies that are relevant and meaningful to today's quality-seeking consumer



The New Marketing Platform = Quality & Craftsmanship

- Trust assurance solutions
- Verification testing (proof & insurance)
- Consumer education
- Media outreach
- Channel-specific education and sales programs (retail & foodservice)
- Expert validation



Emergent works closely with these experts
validating product quality and integrity to
support your company's story...



Kendall College
CHICAGO • UNITED STATES OF AMERICA



Food Protection and Defense Institute
A Homeland Security Center of Excellence

COVANCE
SOLUTIONS MADE REAL®



To learn more about how Emergent's
Food Quality, Integrity & Protection Practice
can help your brand grow...

www.emergenthealthyliving.com
info@emergenthealthyliving.com

© 2016 Emergent. All Rights Reserved.