



# Fraud in Organic Food

**A discussion about why we should all be worried**

A World Food System Center public event focusing on food fraud, with a discussion with Prof. Chris Elliott of the Queens University Belfast Institute for Global Food Security.

**Thursday, 26 April 2018 | 17:30**  
**ETH Zurich, Semper Aula (HG G 60)**

Registration: We kindly ask that you register at  
<https://goo.gl/forms/IPRGFYz6Bbzs1t0P2>



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The organic food sector is growing globally at an impressive pace. According to Organics International, almost 6.5 million hectares of land were cultivated under organic management by almost 2.4 million producers in 2015. Global retail sales of organic products are estimated at 75 billion Euros annually.

Organic food is particularly susceptible to fraud as it is marketed at a higher price and is labeled to guarantee certain standards, while what makes it “organic” is not visible from the outside. The organic sector is also consumer-driven, and so when scandals involving fraud occur, they undermine public confidence in organic labeling and hurt the market.

Using organic food as a case study, Professor Chris Elliott will lead a discussion about food fraud and the role that science can play in its detection and prevention. Reactions from key stakeholders will broaden the discourse.

## Keynote Speaker: Prof. Chris Elliott

Professor Chris Elliott is Director of the Institute for Global Food Safety and Faculty Pro-Vice-Chancellor of the School of Biological Sciences at Queen's University Belfast. Chris led the UK government's independent review of food systems following the 2013 horsemeat scandal, and the ability to provide safer food by using state-of-the-art monitoring tools is a major research driver of his.

## Program

### **17:30 Welcome**

Martijn Sonneveld, Executive Director, World Food System Center

### **17:35 Keynote: Fraud in Organic Food**

Prof. Chris Elliott, Queens University Belfast

### **18:15 Discussion Round**

### **19:00 Apéro**

The World Food System Center is a competence center at ETH Zurich that supports multi- and cross-disciplinary approaches to addressing the challenges confronting the world food system. We do this through research, education, and outreach activities that contribute to sustainable food and nutrition security.