

Food fraud and consumers

PSST, HAVE YOU HEARD OF FOOD FRAUD?



Food fraud can happen when food is misrepresented – like labelling farmed fish as wild or adding an ingredient to a product and not including it on the label.

HOW DOES FOOD FRAUD AFFECT ME?

- You can get sick or have an allergic reaction to unidentified ingredients.
- You may not get what you paid for.
- Misrepresented food also makes it hard for producers who follow the rules to compete.



TYPES OF FOOD FRAUD

SUBSTITUTION:

Replacing one ingredient or product with another, usually of lower value.

ADULTERATION OR DILUTION:

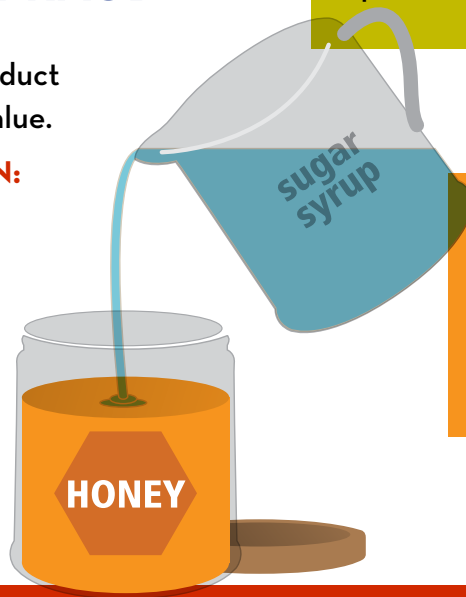
Diluting a labelled ingredient with another.

MISLABELLING:

Incorrectly labelling a product.

MAKING FALSE CLAIMS AND STATEMENTS:

Making false claims related to the healthiness of the product.



WHAT CAN I DO?

The 3 Cs

- **CHECK** the label
- **CONSIDER** the price
- **CONTACT** companies

Some commonly reported fraudulent foods

Olive oil and other costly oils • Honey • Dried spices • Fish • Fruit juices • Organic food products

For more information or to report a potential food fraud concern, contact the Canadian Food Inspection Agency at

inspection.canada.ca/food-fraud

It's **GOOD**
CANADA

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