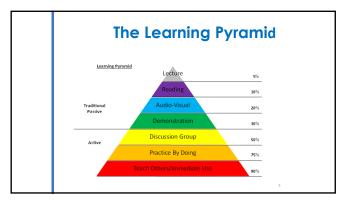


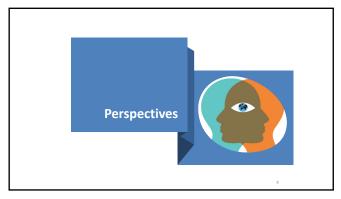
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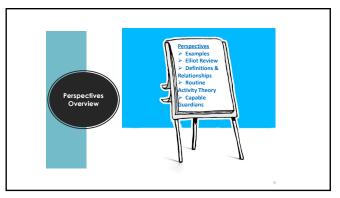


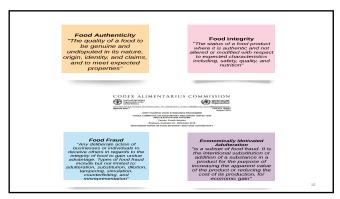
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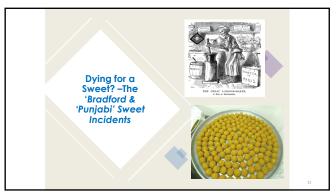












11

## Nature, Substance & Quality

S14 FSA - Offence to sell to the purchaser's prejudice food not of:

- Nature ('Difference') Riley Bros (Holl) Ltd vs (Hollimond) (19270 44 TLR 23 Butter toffee containing coconut fat. Held - Butter Toffee. Implied only butterfat.
- butterfat.

   Substance ("Compatible with the demand") Hall v Owen loves & loves
- (1967) ALL ER ZOP Ponicillio in milk.

   Quality ("Commercial Quality –
  including description"). Goldrup v John
  Manson Itd [1981] 3 All ER ZS7 S 2
  FDA 1955. (s 141] FSA) Re fat in
  minced beef.

  1) purchaser's "demand" depends on
  express contractual terms or on what is
- minced beef. 
  1) purchaser's "demand" depends on express contractual terms or on what is interred from all surrounding circumstances. 
  2) quality demanded is that of the purchaser not of the analyst. 
  3) quality demanded, where displayed on a notice, is the quality so declared. 
  4) de minimise deficiency in quality is of the contraction of the contracti
- Disjunctive
   Well established longstanding provisions

  Food Low



12

## Falsely Advertising/Describing/ Presenting Food etc.

- S15 FSA S14 FSA Offence to :
  Falsely Describe e.g. Port not
  Portuguese provenance.
  Sondeman Gold [1364 R)
   Model (1364 R)
   Model (1364 R)
   Share prospectuses An
   Share prospectuses An
   Share prospectuses Model (1364 R)
   Sh



13

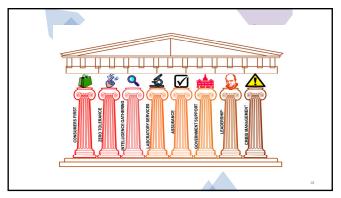


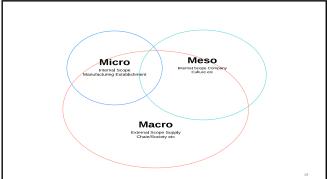
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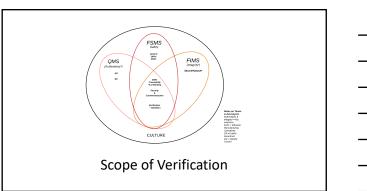


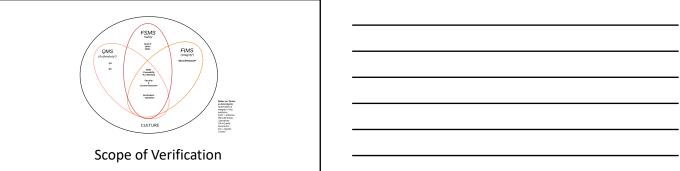


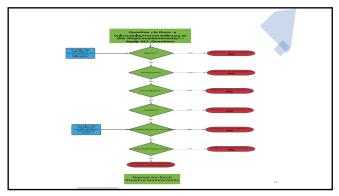
Macro Englishers Sunty	
External Scope Supply Chain/Society etc	
19	
19	

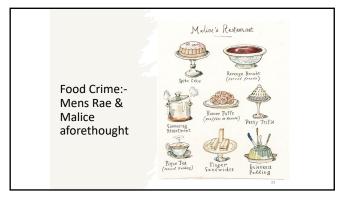
Typology of Food Fraud

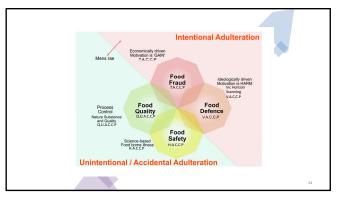
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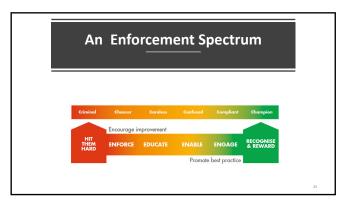


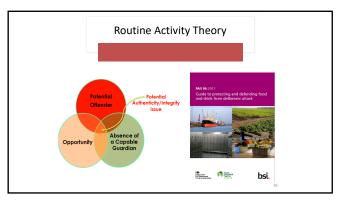




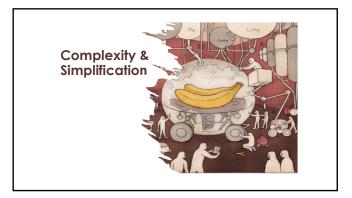






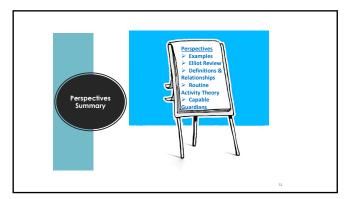


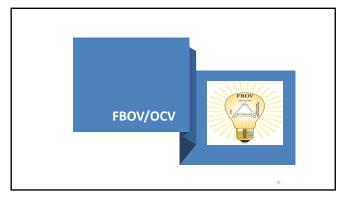




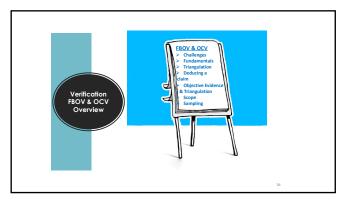




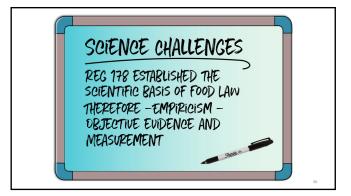










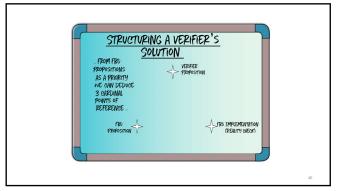


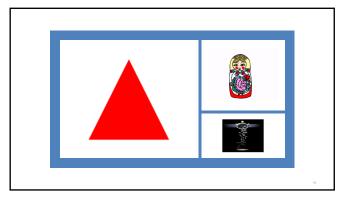


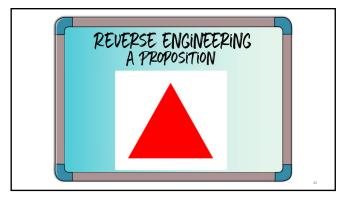


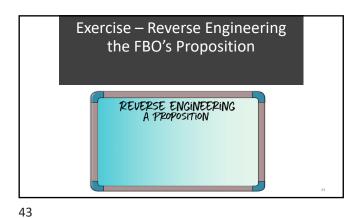
38

BY SIMPLE DEDUCTION
OUR APPROACH TO
VERIFICATION CAN THEREFORE BE
DEDUCED. IE VERIFY
'1 DOES THE FBO INTEND TO DO
THE RIGHT THINGS AND
2. IS THE FBO DOING THOSE THINGS?









## **Objective Evidence**

"Objective evidence and certitude are doubtless very fine ideals to play with, but where on this moonlit and dream-visited planet are they found?"



- William James 1842 –1910 (considered to be one of the greatest philosophers of the pragmatic school)

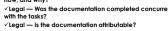
"Information that can be proved true, based upon facts obtained through observation, measurement test or other means"

- First defined BS EN 8402/1995 Referred Regulation (EC) 178/2004 but not defined

44

Attributes of Objective Evidence

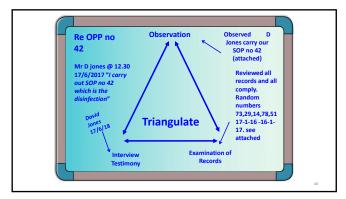
Scientific — Can the data be evaluated by independent observers to reach the same conclusions? √Scientific — Are the data documented in a manner to allow re-creation of the data or the events described? Scientific — Does the documented evidence provide sufficient data to prove what happened, when, by whom how, and why?

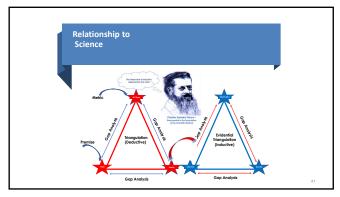


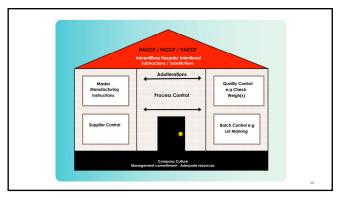


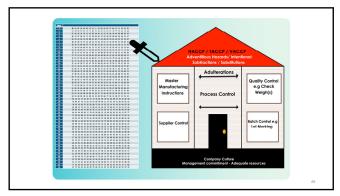






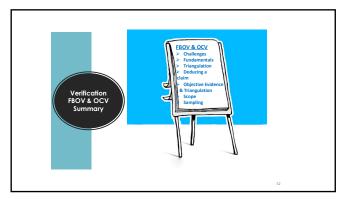




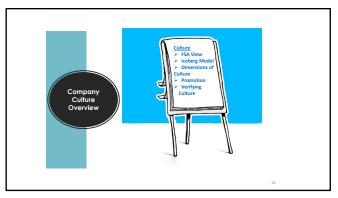




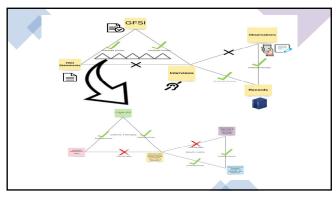


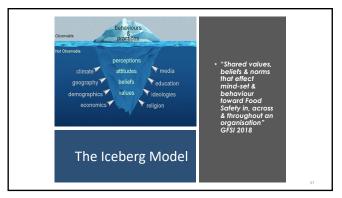


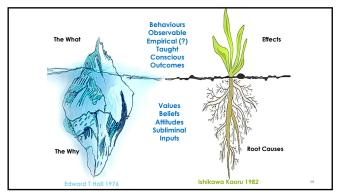




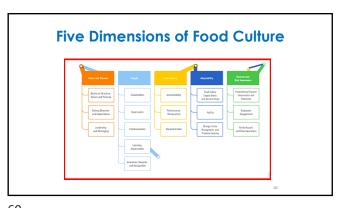








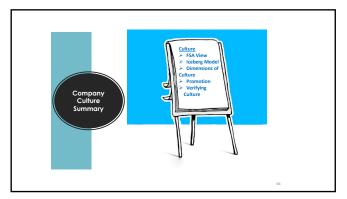


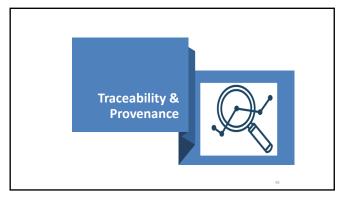


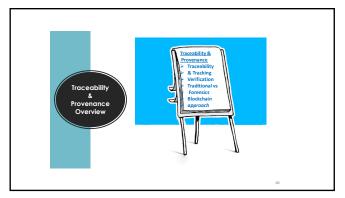




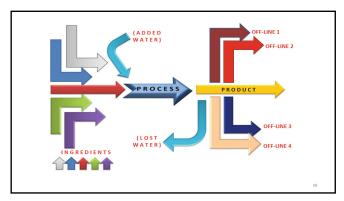


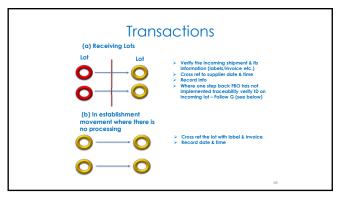


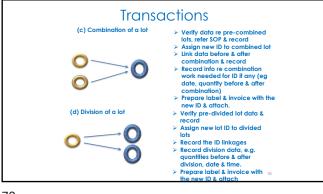


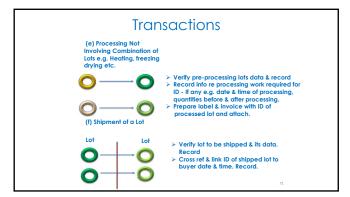


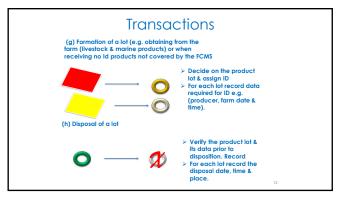


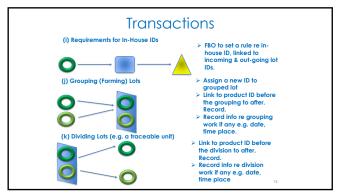


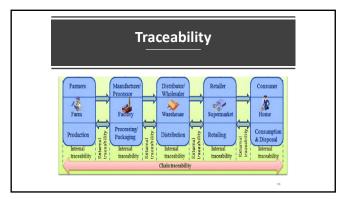




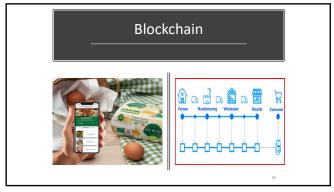


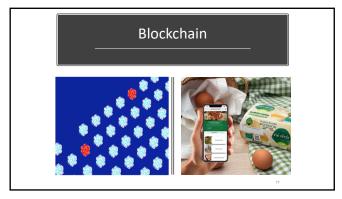


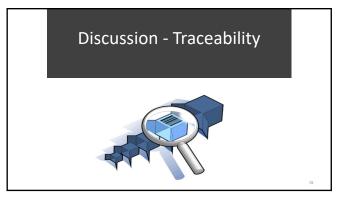


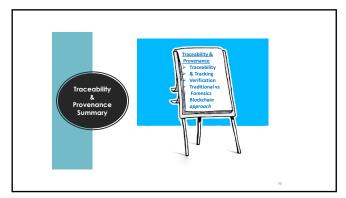


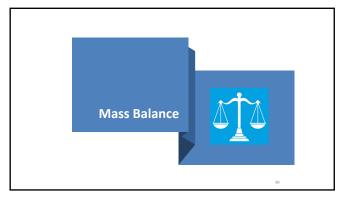
Traditional vs Forensics		
	Traditional	Forensics
Speed	X Can be slow relies on checking data & each point in the supply chain	✓ Fast 1 to 5 days
Accuracy	X Reliant on packaging - Fails when packaging lost or counterfeit	✓ Traces product not packaging     ✓ Science & algorithmic     methods     Can't be counterfeited without detection
Farm to Fork	X Reliant on packaging – Does not reach critical point of consumption	Actual product assayed     Trace from consumer to farm
Scientific	X Paper based – Prone to error	<ul> <li>✓ Peer reviewed scientific literature</li> <li>✓ Accepted as evidence in court</li> </ul>

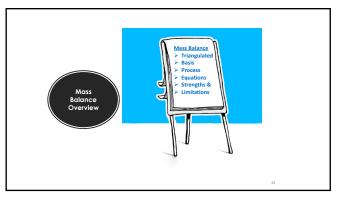


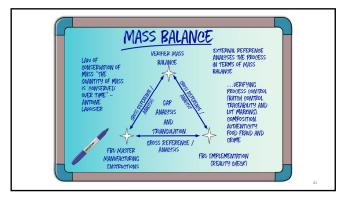


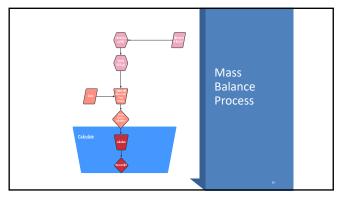


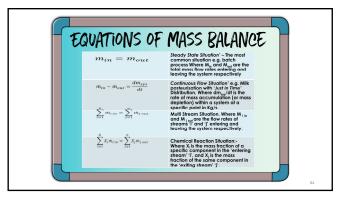


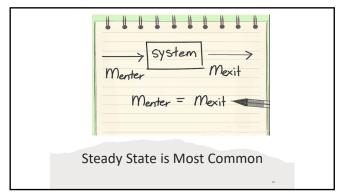


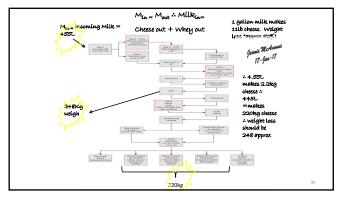


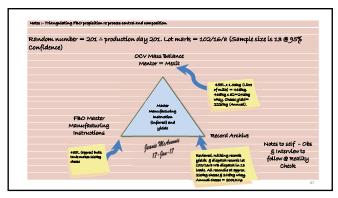


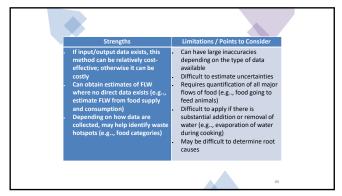


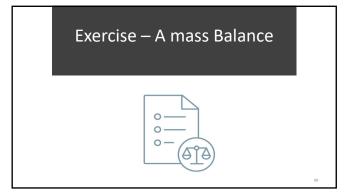






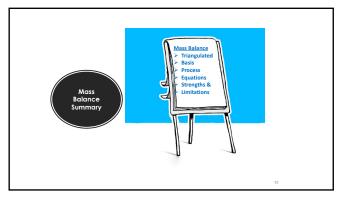


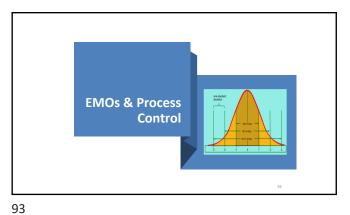


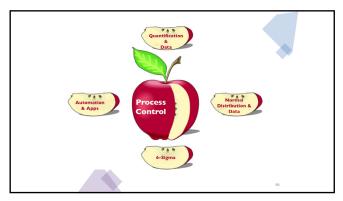


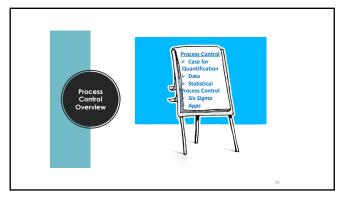




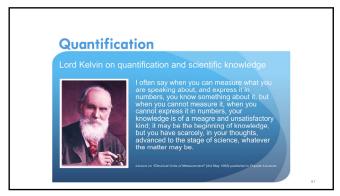


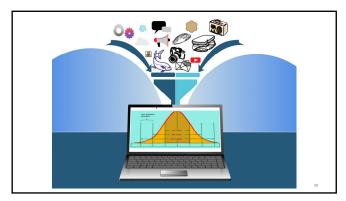


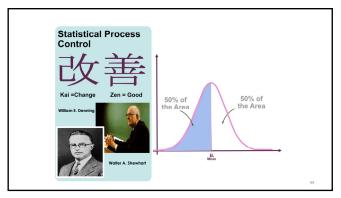


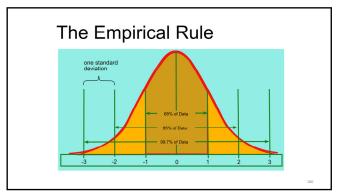












## Common Cause Variation Common Cause Variation A source of variation caused by unknown factors that result in a steady but random distribution of output around the mean/average of the dota. Common cause variation is a measure of the process's potential, or how well the process can perform when special cause variation is removed. Special Cause Variation Special Ca

101

