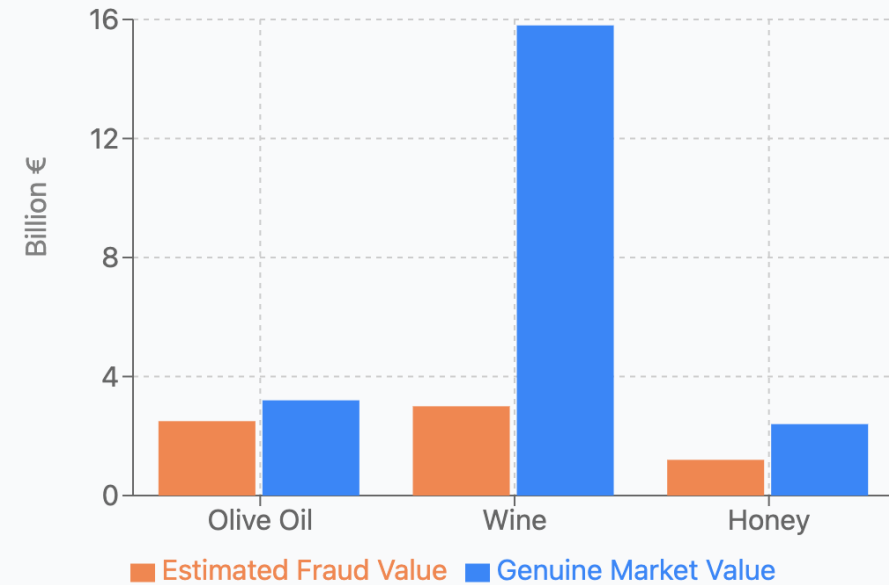




Economic Impact of Food Fraud in the EU (Billion €)



Key Insights:

- Olive Oil: Up to 60-90% of olive oils sold may have some form of fraud
- Wine: Counterfeit premium wines cost the EU €3 billion annually
- Honey: Approximately 30% of honey in European market is adulterated
- Total estimated annual cost of food fraud across all categories in the EU: €30 billion
- Food fraud affects 10-30% of all food products globally, with premium categories most vulnerable



Olive Oil

Common Fraud Methods

- Dilution with cheaper oils (soybean, sunflower)
- Mislabeling of geographical origin (e.g., claiming Italian origin)
- False extra virgin/organic claims
- Deodorizing low-quality oils to mask defects
- Inappropriate processing methods that compromise quality

Economic Impacts

- Genuine producers face unfair competition
- Consumer health risks from undeclared allergens
- Price depression for authentic products
- Damage to reputation of producing regions
- Loss of tax revenue from premium products

Spain, Italy, and Greece account for 70-80% of global olive oil production. EU premium olive oils command 50-400% price premium.



Wine

Common Fraud Methods

- Mislabeling of origin, vintage, or grape variety
- Addition of forbidden substances (colorants, sweeteners)
- Blending with cheaper wines
- Counterfeit premium brand bottles and packaging
- Use of unauthorized additives or processing aids

Economic Impacts

- Damage to prestige wine regions and brands
- Consumer health risks from methanol and other contaminants
- Undermining of EU appellation systems
- Reduced investment in quality production
- Impact on wine tourism in authentic regions

France, Italy, and Spain are the top EU wine producers. Premium wines from established appellations can be counterfeited at 10-20× production cost.



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Honey

Common Fraud Methods

- Addition of sugar syrups (corn, rice, beet)
- Mislabeling of botanical source (e.g., claiming Manuka)
- Geographical origin fraud
- Bypassing import restrictions through transshipment
- Early harvest and artificial drying to increase volume

Economic Impacts

- European beekeepers face unfair low-cost competition
- Depressed market prices affecting apiculture sustainability
- Consumers pay premium prices for inferior products
- Undermined EU quality standards
- Environmental impact as genuine beekeeping declines

EU produces 230,000-250,000 tons of honey annually but imports 40% of consumption. Spain, Romania, and Hungary are top EU producers.



EU Measures to Combat Counterfeiting and Contamination

Regulatory Framework

EU Food Fraud Network

Coordinates cross-border cases and information exchange between national authorities

EU Quality Schemes (PDO, PGI, TSG)

Protects authentic regional products and traditional production methods

Food Information to Consumers Regulation

Mandates accurate labeling and prevents misleading claims

Official Controls Regulation (EU) 2017/625

Framework for inspections and sampling throughout the food chain

Rapid Alert System for Food and Feed (RASFF)

Enables quick exchange of information on food safety risks