

Conceitos sobre Food Defense & Food Fraud

I Fórum Global Market no Brasil

IRSFD – São Paulo

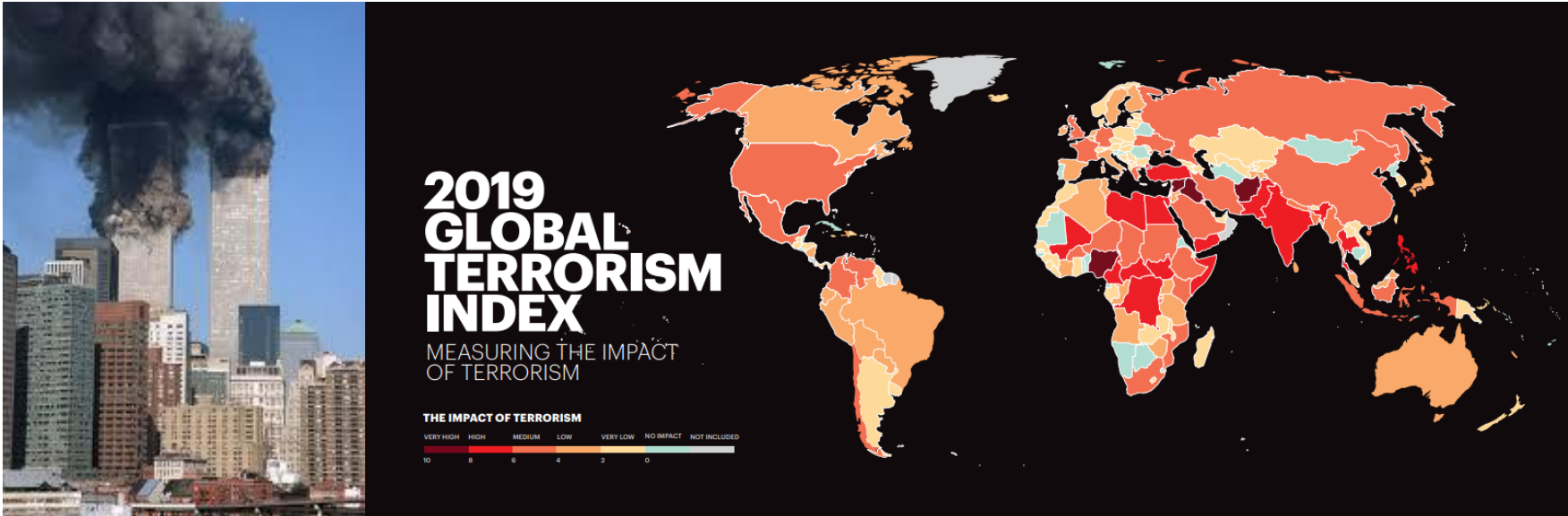
26 November 2019



Alguns Conceitos - Posição do GFSI



FOOD DEFENSE



Fonte <http://visionofhumanity.org>



2016 – La Costeña - Mexico
2018 – Morangos - Austrália

To beef or not to beef –That is equestrian

What you can see



Lasagna 100% Beef

What you can get



**Lasagna 100%
Jumping Cow meat**

Yves Rey – GFSC 2013

Food safety: What's next to assure its future?

A joint industry trend survey conducted by DNV GL - Business Assurance and GFSI.



Quais são os principais riscos associados a Segurança de alimentos?

% Main Risks



Principais alvos de adulterações

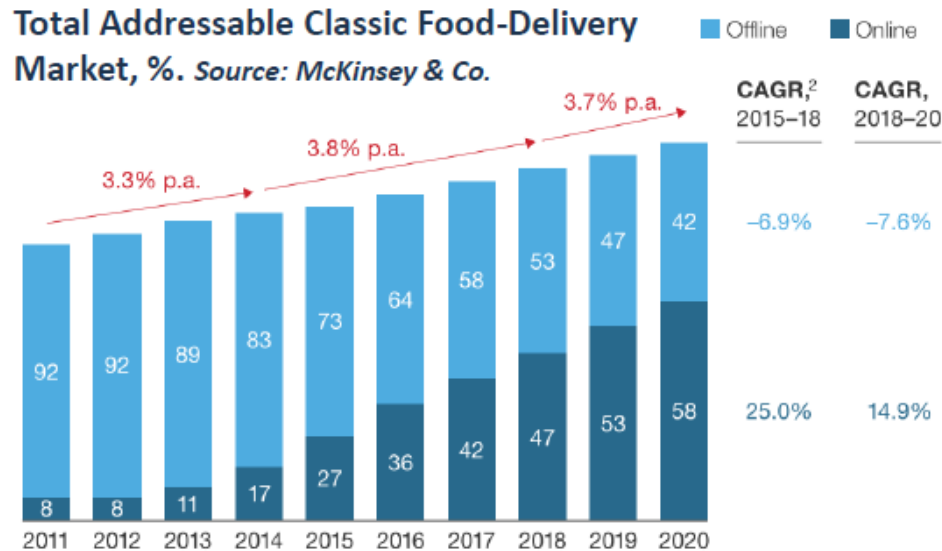


Os 10 alimentos com maiores problemas com fraudes:



Considerações de Segurança de Alimentos na Era do Delivery - Tom Wiester (Starbucks) – GFSC 2019

The Delivery Industry is Growing Rapidly and Services are Proliferating



¹For selected countries only.
²Compound annual growth rate.

GFSC CONFERENCE 2019 – Nice, France

A Few Delivery Services...



Obrigada por sua atenção

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