

## Practice Abstract

### Food fraud vulnerability assessment in EU agri-food supply chains

#### Description

Food fraud is becoming a big challenge to supply chains due to multiple types of adulteration, mislabelling, counterfeiting, dilution, etc., which can cause both damage to public health and economic loss. The food fraud vulnerability of a product may be understood as a weakness that can be exploited by food fraudsters to gain illegal profits.

The aim the Watson food fraud vulnerability assessment is to investigate and analyse the vulnerabilities and root drivers of integrity issues within the Watson pilot supply chains. In total, 131 stakeholders from cereal, dairy, fish, honey, meat, olive oil, and wine value chains were completed the food fraud vulnerability assessment questionnaire. The three critical elements of food fraud as opportunities, motivations, and control measures were evaluated in the assessment.

In general, the opportunities element received higher scores than motivations and control measures. The honey, olive oil, and wine supply chains had the most highly vulnerable markers, such as the complexity of adulteration of raw materials and the availability of technology to adulterate final products. In many cases, a lack of updated testing equipment at processors or farms and fierce market competition, such as price wars, make food fraud more likely to occur.

In conclusion, consumers' health, economic interests, and reasonable profits of stakeholders are all worth protecting. Adequate regulatory guidance and affordable traceability systems are recommended to mitigate food fraud in EU supply chains.

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#### Stakeholders

Food Industry  
Food Safety Authorities  
Policy Makers  
Consumers  
Academic and Research  
Community  
Industry Association  
Trade Organizations  
Technology and Data  
Analytics Experts  
Supply Chain Partners

#### Country

Worldwide



# A holistic frameWork with Anticounterfeit and inTelligence-based technologieS that will assist food chain stakehOlders in rapidly identifying and prevenTing the spread of fraudulent practices



## About Watson

Watson is a 3-year project funded by the Horizon Europe programme, aimed at tackling fraudulent practices in the food supply chain. Our interdisciplinary consortium of 47 partners from 20 EU and non-EU countries is collaborating to develop a holistic traceability framework that integrates data-driven services, intelligence-based toolsets, and risk-estimation approaches, enabling food safety authorities to detect and prevent food fraud more effectively.

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*This work was conducted as part of the Watson project, funded by the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101084265.*