

8. Food Fraud Vulnerability as an Urgent Problem on Ukrainian Food Market

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Introduction. As a result of food fraud, the world's food industry loses \$ 30-40 billion annually. In addition to economic losses, food fraud can damage the health of the consumer, as well as result in irreversible damage to the reputation/brand of the food business.

Methods. The main research methods that were used in the work include analysis, description, explanation and generalization. In addition, scientific articles in the field of food safety, which were found using the Google Scholar database were used.

Results. The main reason for food falsification is to obtain economic benefits. As a rule, it is the prospect of receiving monetary benefits that motivates people to commit food fraud at the expense of consumers. However, organizations may also be engaged in food fraud for other reasons, namely to increase their competitiveness.

The most common falsification in the production of pastries and confectionery [1]. The main types of counterfeiting these goods are qualitative and quantitative changes of less common assortment. At the same time technological falsification prevails.

The most common assortment falsification of bread and bakery products is sale of products made from the first-grade flour under the guise of products from the highest-grade flour [2]. Such forgery can be distinguished by color, but a more accurate conclusion can be made on the basis of physicochemical parameters: gluten, pentosan, calcium, phosphorus, iron, which can only be carried out by an experienced expert on behalf of a representative of consumer rights protection authorities.

Typically, companies can prevent food fraud by following these steps: - improving relations with suppliers; - developing effective audit strategies, including measures to combat fraud, malicious activity and espionage; - ensuring that suppliers of raw materials and packaging are certified or inspected by an independent third party; - encouraging exposure; - cooperating and exchanging information between public and private people.

This is not the whole list of measures to prevent counterfeiting, but this is the simplest step-by-step instruction for market operators to comply with Ukrainian legislation and sell safe and high-quality food.

Measures to prevent counterfeiting are stated in Ukrainian law and presuppose compliance with it by providing reliable information to consumers. Unfortunately, at present, no normative act of Ukraine has a clearly defined term of "what falsification is" and requirements for detecting and preventing falsification.

Conclusions. Today, the turnover of counterfeit food products is growing daily, in particular due to the imperfect legal framework and the lack of a unified state system of control over the production and circulation of counterfeit products, which requires immediate response and action to solve this problem.

References

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