## The 'buggered-up food' matrix

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Origin fraud: Adulteration of quality mark: Organic Meadow milk Halal Parma ham Olive oil Kosher 1. Source Siam rice MSC/ASC/ Sustainability/RSPO Nutriscore trick with fibre Feta cheese Phoney certification Minced meat UA poultry products Non declared ingredients: Inferior ingredients: Water management: Proteins and amino acids Non current Ingredient Cold "Oops" ingredients \*\* store ingredients Immersion drinking of live stock 2. Composition Bread crumbs Cheap fats and oils Glazing of frozen product Anti oxidants Miss harvest Injection Enzymes Saw dust Tumbling Carbonates Sand Soaking Reduction of nutritional value On purpose (carry over trick): Un intentional: Bacteriocide agents Glass 3. Contamination Combustion gases Metal Illegal additives Toxines Technological aid Chemicals Hormones Micro organisms **Antibiotics** Misleading information: 1169/2011 tricks Large image of claim ingredient 5% Water addition = 10% Medical claim of suggestion 4. Label Portion size reduction Small text TV spot for 2sec. Underweight Supermarket marketing tricks Nutrition table figures KJ/kCal Private labels copied from E-number hiding premium products, colour typos Letter height/width

etc.