

EFF-CoP

European Food Fraud Community of Practice

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RAFA Conference 2026 · Prague, Czech Republic

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European Food Fraud Community of Practice

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EFF-CoP
European Food Fraud Community of Practice

The Challenge

Research & Practice are disconnected

Bridging the Research-to-Practice Gap

Despite decades of research, new knowledge rarely reaches regulators, labs, certifiers and food businesses.

EFF-CoP closes that gap with one connected community.



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EFF-CoP at a glance

European Food Fraud Community of Practice



20
Partners & Associated Partners

12 countries across Europe & beyond

UCD
Project Coordinator



*build & mobilise a thematic **Community of Practice** linking food fraud research and end-users*



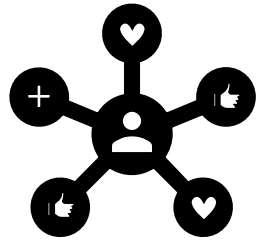
36
Months

Jan 2025 – Dec 2027



€2M
EU funding

Horizon Europe Coordination & Support Action, HORIZON-CL6-2024-FARM2FORK-01 call



4,400+
Members

Across the EFF-Hub community

129
Countries

** Data June 2026*

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EFF-CoP

The journey: from Launch to a Living Community

EFF-CoP's Inception & Mobilisation

WP1 - AGROKNOW

- Governance framework
- **GDPR-compliant stakeholder infrastructure (database)**
- Mapping of existing networks & EU projects
- Community mobilization & establishment

➢ **COMING NEXT:** Social Network Analysis

Needs & Future Research Agenda

WP2 - LGC

- **10 micro-scenarios** describing plausible developments affecting future food fraud risks
- **5 macro-scenarios** exploring possible futures for food fraud

➢ **COMING NEXT:** the policy brief and shared European food fraud research agenda

Existing resources

WP3 - WAGENINGEN UNIVERSITY

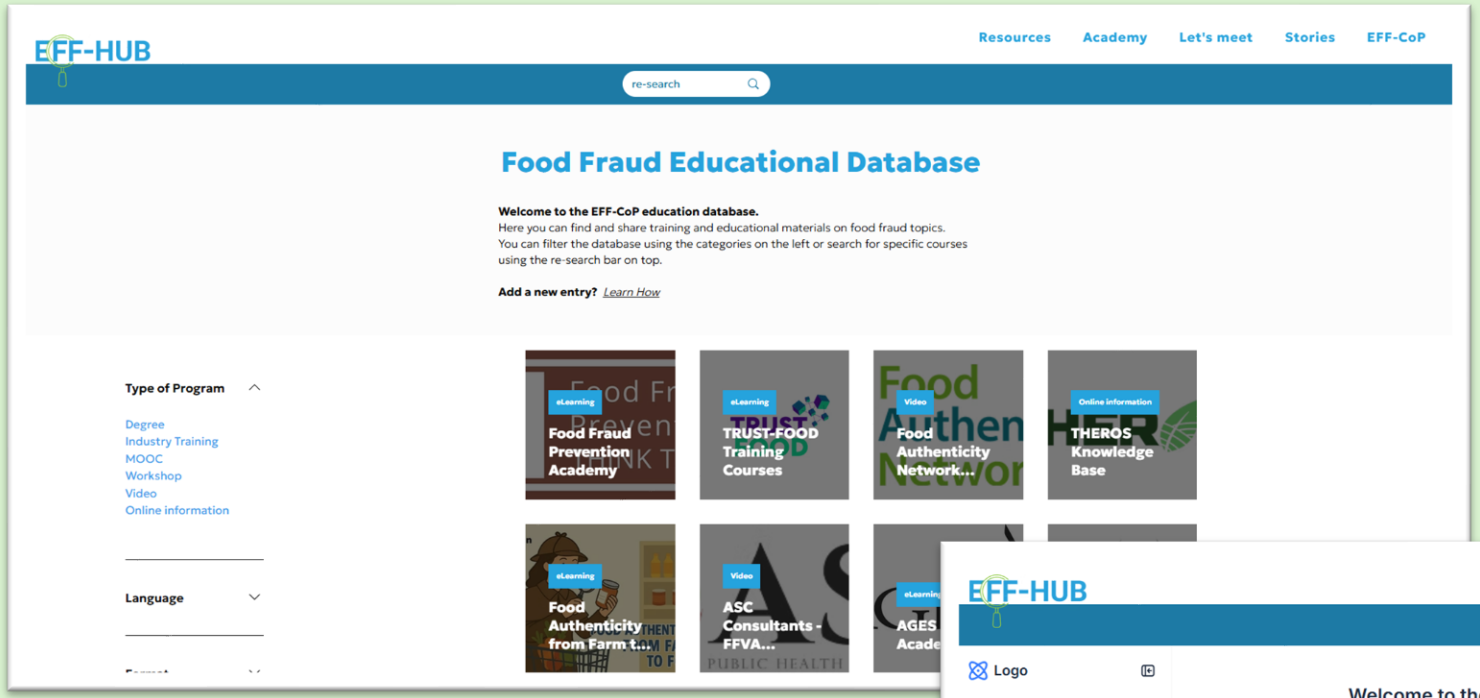
- **Food Fraud Research Database**
- Evaluation of the cost/benefit aspects and barriers
- **Food Fraud Educational Database**

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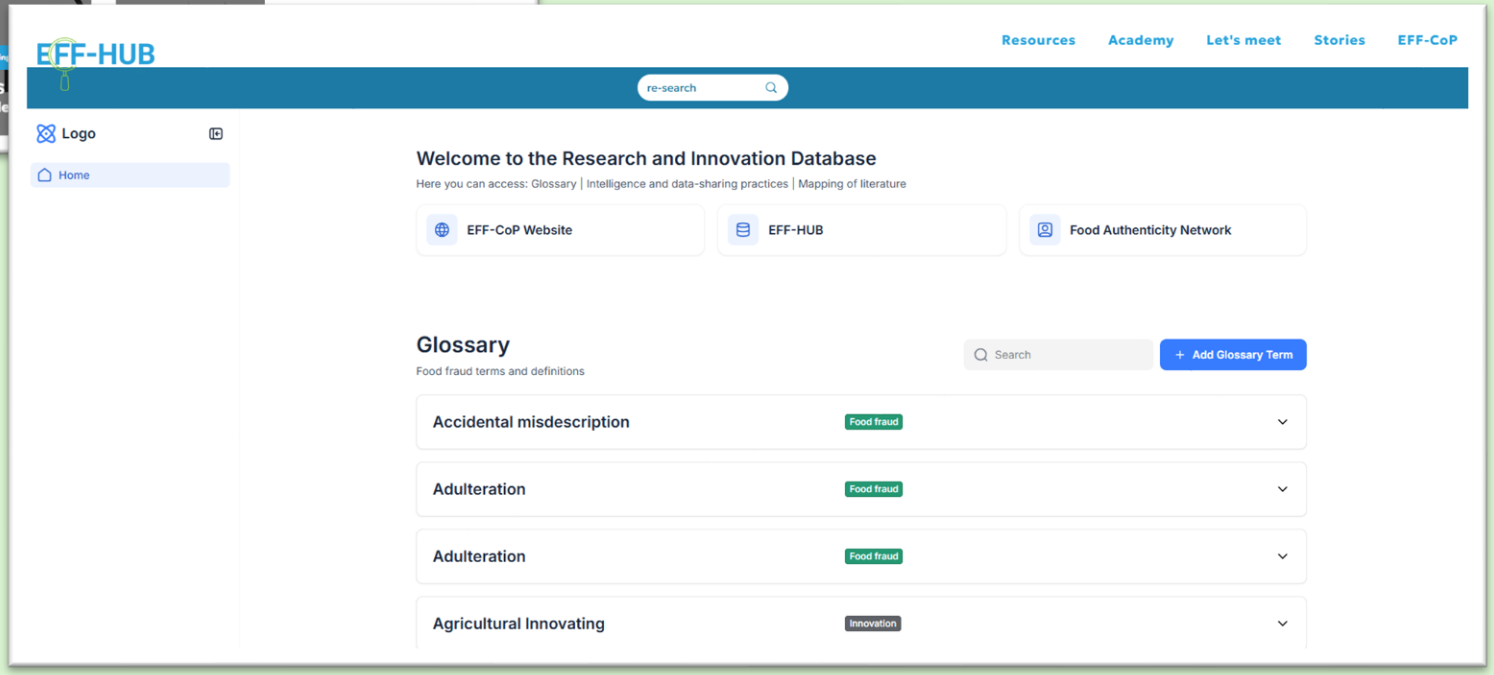
Visit hub.eff-cop.eu - free and open to all

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European Food Fraud Community of Practice



✓ Database hosted on public 'EFF-HUB' website: https://hub.eff-cop.eu/educational-database



✓ Database hosted on public 'EFF-HUB' website: https://hub.eff-cop.eu/research-database

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The journey: from Launch to a Living Community

New resources

WP4 - NOFIMA

➢ **COMING NEXT:**

- **Good Practice Recommendation:** guidance for SMEs on food-fraud vulnerability self-assessment
- **CEN Workshop Agreement (CWA):** a voluntary standardisation output based on the recommendation
- **Food fraud factsheets** and **case-study materials**
- A promotional **mobile app** for SMEs

Interactive Events

WP5 - REZOS

- **Academy:** a preliminary EFF-CoP Academy platform is live in the hub
- **Training:** the scientific and pedagogical base for the serious game was laid. It focuses on criminological and behavioural aspects
- **Living labs:** the first took place in Greece (29-30 June 2026), the second **HERE at RAFA**
- **Events:** RT Discussions, Webinars, Virtual Cafes, Podcasts, EFF-CoP on Tour

➢ **COMING NEXT:** 1 Living Lab, 1 Food Festival, Training on Academy, more Events…

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EFF-CoP European Food Fraud Community of Practice

European Good Practice Recommendations on Food Fraud

EFF-CoP | CEN Workshop Agreement (CWA)

The EFF-CoP project is initiating the development of European Good Practice recommendations to help SMEs assess, prevent and detect food fraud.

✓ What will the CWA address?

- Assessing food fraud vulnerabilities and identifying when fraud poses a risk to SMEs
- Selecting appropriate measures to reduce identified risks
- Detecting potential food fraud
- Identifying relevant external knowledge, tools and resources

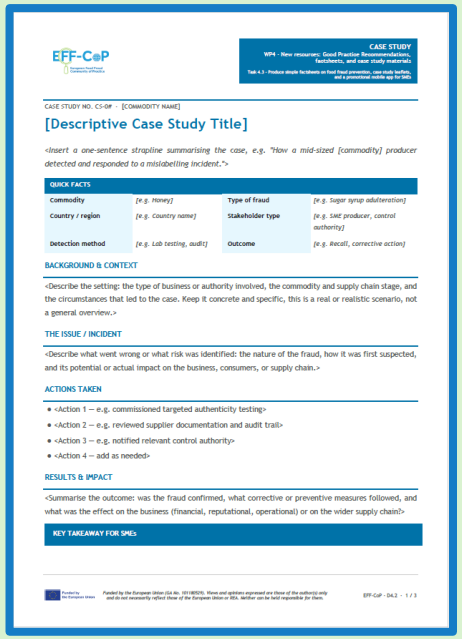
✓ How can you participate in the process?

The CWA development process is open to all interested stakeholders and aims to build consensus through collaboration.

✓ Next steps

- **Drafting:** An initial CWA draft will be developed following the kick-off workshop, 5 November 2026 | 13:00–17:00, Amsterdam.
- **Public hearings:** Two public consultation rounds will allow stakeholders to review the draft and provide feedback.
- **Finalisation:** The CWA process is expected to conclude in autumn 2027.

Factsheets & Case Studies



EFF-CoP

CASE STUDY

WP4 - New resources: Good Practice Recommendations, factsheets, and case study materials

Task 4.3 - Produce simple factsheets on food fraud prevention, case study leaflets, and a promotional mobile app for SMEs

CASE STUDY NO. CS-0# · [COMMODITY NAME]

[Descriptive Case Study Title]

<Insert a one-sentence strapline summarising the case, e.g. "How a mid-sized [commodity] producer detected and responded to a mislabelling incident.">

QUICK FACTS

Commodity	[e.g. Honey]	Type of fraud	[e.g. Sugar syrup adulteration]
Country / region	[e.g. Country name]	Stakeholder type	[e.g. SME producer, control authority]
Detection method	[e.g. Lab testing, audit]	Outcome	[e.g. Recall, corrective action]

BACKGROUND & CONTEXT

<Describe the setting: the type of business or authority involved, the commodity and supply chain stage, and the circumstances that led to the case. Keep it concrete and specific, this is a real or realistic scenario, not a general overview.>

THE ISSUE / INCIDENT

<Describe what went wrong or what risk was identified: the nature of the fraud, how it was first suspected, and its potential or actual impact on the business, consumers, or supply chain.>

ACTIONS TAKEN

- <Action 1 — e.g. commissioned targeted authenticity testing>
- <Action 2 — e.g. reviewed supplier documentation and audit trail>
- <Action 3 — e.g. notified relevant control authority>
- <Action 4 — add as needed>

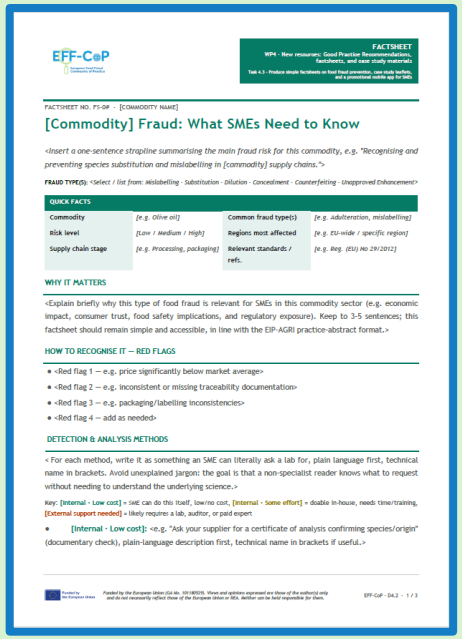
RESULTS & IMPACT

<Summarise the outcome: was the fraud confirmed, what corrective or preventive measures followed, and what was the effect on the business (financial, reputational, operational) or on the wider supply chain?>

KEY TAKEAWAY FOR SMEs

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FACTSHEET

WP4 - New resources: Good Practice Recommendations, factsheets, and case study materials

Task 4.3 - Produce simple factsheets on food fraud prevention, case study leaflets, and a promotional mobile app for SMEs

FACTSHEET NO. FS-0# · [COMMODITY NAME]

[Commodity] Fraud: What SMEs Need to Know

<Insert a one-sentence strapline summarising the main fraud risk for this commodity, e.g. "Recognising and preventing species substitution and mislabelling in [commodity] supply chains.">

FRAUD TYPE(S): <Select / list from: Mislabelling · Substitution · Dilution · Concealment · Counterfeiting · Unapproved Enhancement>

QUICK FACTS

Commodity	[e.g. Olive oil]	Common fraud type(s)	[e.g. Adulteration, mislabelling]
Risk level	[Low / Medium / High]	Regions most affected	[e.g. EU-wide / specific region]
Supply chain stage	[e.g. Processing, packaging]	Relevant standards / refs.	[e.g. Reg. (EU) No 29/2012]

WHY IT MATTERS

<Explain briefly why this type of food fraud is relevant for SMEs in this commodity sector (e.g. economic impact, consumer trust, food safety implications, and regulatory exposure). Keep to 3-5 sentences; this factsheet should remain simple and accessible, in line with the EIP-AGRI practice-abstract format.>

HOW TO RECOGNISE IT — RED FLAGS

- <Red flag 1 — e.g. price significantly below market average>
- <Red flag 2 — e.g. inconsistent or missing traceability documentation>
- <Red flag 3 — e.g. packaging/labelling inconsistencies>
- <Red flag 4 — add as needed>

DETECTION & ANALYSIS METHODS

< For each method, write it as something an SME can literally ask a lab for, plain language first, technical name in brackets. Avoid unexplained jargon: the goal is that a non-specialist reader knows what to request without needing to understand the underlying science.>

Key: [Internal - Low cost] = SME can do this itself, low/no cost, [Internal - Some effort] = doable in-house, needs time/training, [External support needed] = likely requires a lab, auditor, or paid expert

- [Internal - Low cost]: <e.g. "Ask your supplier for a certificate of analysis confirming species/origin" (documentary check), plain-language description first, technical name in brackets if useful.>

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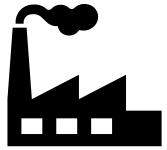
COUNTRIES AT THE 1st FESTIVAL

in conjunction with the Midterm Meeting

The first *Authentic Food Festival & Conference (Dublin, 27-28 May 2026)* drew 130+ participants to WP5's flagship public event.

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Opportunities
to get involved



Producers & SMEs

Industry

- ❑ Use the Factsheets & Case Studies via the app
- ❑ Pilot test the serious game training via the Academy
- ❑ Join the public consultations for the CEN Workshop Agreement
- ❑ Be involved in the RT Discussions



Regulators & Control Bodies

Public sector

- ❑ Feed into the research agenda
- ❑ Be involved in the RT Discussions
- ❑ Link your intelligence via the Food Fraud Network



Certifiers, Labs & Standards

Quality & safety

- ❑ Join the public consultations for the CEN Workshop Agreement
- ❑ Flag analytical gaps in the agenda
- ❑ Be involved in the RT Discussions
- ❑ Present in our Webinars
- ❑ Co create solutions in the Living Labs



Researchers & Academia

Science

- ❑ Share case studies
- ❑ Present results in our Webinars
- ❑ Early career? Virtual café & symposium
- ❑ Be involved in the RT Discussions

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EU Cluster for Food Integrity & Trust

Coordinated by EFF-CoP

A collaborative ecosystem of EU-funded projects on food traceability, authenticity and consumer trust. A European community of practice, established in February 2024.

Key areas of focus

- Tackling food fraud and enhancing food authenticity and safety.
- Strengthening traceability and transparency across food supply chains.
- Supporting sustainable, healthy and resilient food systems.
- Fostering innovation, digital solutions and knowledge exchange across projects.
- Promoting stakeholder collaboration, policy dialogue and the development of collective recommendations.

Stronger together: *shared tools, joint webinars, workshops and events, with no duplication of effort.*

EU Cluster for Food Integrity & Trust

26 member projects

EFF-CoP	CUES	TEALHELIX	FOODGUARD
ROSETTA	INFOODMATION	AMBROSIA	SOSFOOD
FOODDATAQUEST	CATALYSE	VISION4FOOD	SECUREFOOD
OPTIFISH	ACT4FOOD	BESAFEBEEHONEY	BREADCRUMB
TITAN	FISHEUTRUST	SEA2SEE	ALLIANCE
FUSENETWORK	WATSON	AGRIFOOD-ONEAI	DEFENSEFOOD
	URBANFOOD	REACTION	

👉 https://www.linkedin.com/company/108250561

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The EFF-Hub

our Virtual Headquarters

- ✓ One online home for research, training, tools and events: live at https://hub.eff-cop.eu/
- ✓ Already ***4,400+ members from 129 countries***, growing toward a ***5,000-member target***



HUB

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Stay up to date with our latest activities, events, insights & opportunities.

Fighting Food Fraud.
Protecting Trust

LinkedIn

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