Food fraud and quality
Food fraud constitutes a violation of EU food law and is done intentionally for financial gains through consumer deception, while dual food quality concerns food marketed under the same brand and packaging across several EU Member States, but with unexplained differences in composition.

Economic costs of food fraud to industry are estimated at €8-12 billion per year.

Trust
Consumers have less confidence in the food they buy and honest food business operators lose their reputation.

Public health consequences
Food fraud poses a risk for public health, especially when allergenic ingredients are used to substitute more expensive ingredients.