

## Yummy - But Should I Eat It?



Steve Trygg, Alastair Greer, Peter Harris, Professor Johan Schnürer and Mitchell Weinberg

### Can I trust what the label says? And what will my doctor say?

The second panel discussion brought together leaders from various industries who addressed the highly charged issues of food safety, food fraud and implications on health. Moderator Steve Trygg, Vice Chairman of SACC New York, kicked off the proceedings with a disturbing fact: food fraud is everywhere. He held up a pricey bottle of Shiraz from Australia, and said it is one of the world's most counterfeited wines. "In general, the more expensive the item, the more susceptible it is to being faked. Olive oil is the number one most adulterated food."

Fitness and health expert Alastair Greer, founder of LocalSqr which combines mobile technology and social media, said his company's mission is to make healthy, local food accessible to everyone. For Peter Harris, Vice President and Managing Director of Axel Johnson Inc., the challenge is convincing people



Mitchell Weinberg

to change unhealthy lifestyles. "We're converting go-to-Mars technology to do cardiovascular surgery through a straw, when you could just not consume 4,000 calories a day."

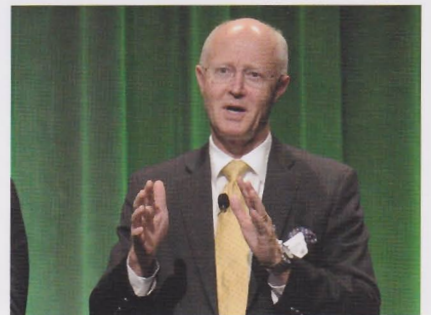
Professor Johan Schnürer, Pro Vice Chancellor, Swedish University of Agricultural Sciences, said a lifelong fascination with mushrooms led to a career researching and improving food safety—for both people and livestock. Mitchell Weinberg's company INSCATECH works to detect adulteration in the food supply chain. Calling food fraud "the largest single health threat in the world," Mr. Weinberg cited cases in Africa, China and the Czech Republic. "Ten percent of everything you buy in a supermarket is somewhat adulterated" he said.

Everyone agreed that even in countries like the U.S. and Sweden, with strict federal oversight, there are potential trouble spots. Oreo cookies, for instance, have more than 80 different ingredients, sourced from multiple brokers throughout the world.

So how to trust the food in front of you? The panelists had practical advice—know the source, eat fruits that can be peeled, try to avoid processed food. "Eat more whole, fresh clean ingredients everyday," said Mr. Greer. "Eat things with as few ingredients as possible," agreed Mr. Harris.



Peter Harris



Professor Johan Schnürer



Alastair Greer