

# PROGRAM & BOOK OF ABSTRACTS

## **Assuring the integrity of the food chain: FIGHTING FOOD FRAUD**

April 6-7, 2016  
Prague, Czech Republic

Jana Pulkrabová, Monika Tomaniová, Jana Hajšlová and Paul Breerton  
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# Assuring the integrity of the food chain: **FIGHTING FOOD FRAUD**

## **FOODINTEGRITY 2016**

April 6-7, 2016 • Prague • Czech Republic

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Organized by

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&

**Ensuring the Integrity of the European food chain (FoodIntegrity)**



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**POSTER SESSION****WEDNESDAY - THURSDAY, April 6-7, 2016**13:00-14:30 **POSTER SESSION (Wednesday, April 6, 2016)***Posters are displayed during the whole conference.*

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**P1**  
**DETERMINATION OF PRIORITIES BY THE MANUFACTURER FOR FRAUD PROCESSED MEAT PRODUCTS, IN TURKEY**

**Alev Akpınar Borazan<sup>1\*</sup>**

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In recent years, awareness of food safety and quality has been increased. In this regard, meat adulterations have become a very important issue from health, economic, religious and regulatory aspects. The meat products fraud can be done by substitution or by adding offal, blood, water, eggs, gluten or products of vegetable origin. In addition of this, the consumption of pork meats is proscribed for Muslims depend on religious reasons. The aim of this work was to investigate priorities of alternatives and the potential of criteria which to detect processed meat product adulteration and counterfeit with different fraud. Analytical Hierarchy Process (AHP, a Multi Criteria Decision Making method) was applied for getting the relative rankings of the processed meat manufacturer fraud parameters, were selected as criteria. Six processed meat were identified as alternatives; meatball, sausage, dried meat flesh (pastırma, turkish), smoked meat, fermented sausage (sucuk, turkish) and deep fried meat (kavurma, turkish). These processed meats are widely used for appetizer or a meal by different groups as working people, students. Both conceptual and operational difficulties were made the calculations complex and cumbersome. The proposed approach enables the transfer of data and information, between the different frauds related to processed meat products. As a result of this study, consumers are becoming much more aware about the processed meat product adulteration and counterfeit.

**Keywords:** fraud adulteration and counterfeit, processed meat product, ahp, priorities