

E-commerce: Spread the word, not the pests

Bruno Gallant, Canadian Food Inspection Agency









Canadian Food Inspection Agency

- Science-based regulatory agency with mandate to safeguard Canada's food supply, animals and plants
- Protects Canada's agriculture and forestry sectors and natural resources from the economic and environmental impacts of introduced pests
- Legislation Plant Protection Act
- Plant protection requirements apply to e-commerce, but...













Growing volumes of cross-border B2C and C2C E-Commerce shipments are presenting a number of challenges to Customs, other relevant government agencies and private sector stakeholders in terms of ensuring rapid release and clearance while managing safety and security risks, efficient revenue collection and statistical analysis. Additionally, traditional challenges such as illicit trade, illicit financial flows, intellectual property rights infringement, counterfeit, piracy, and commercial fraud continue to exist.











Compliance and enforcement challenges

- High volumes of small, low-value shipments (e.g. seeds, insects, wooden products)
- Interest for rapid release and clearance processes
- Limitations in data availability/accuracy
- Low targeting and inspection capacity

Compounding factors

- Anonymous nature of the on-line environment
- Reliance on exporters/sellers to declare contents of imported goods
- Ability to regulate entities/persons outside of Canada
- Ease, accessibility and awareness of plant protection requirements...



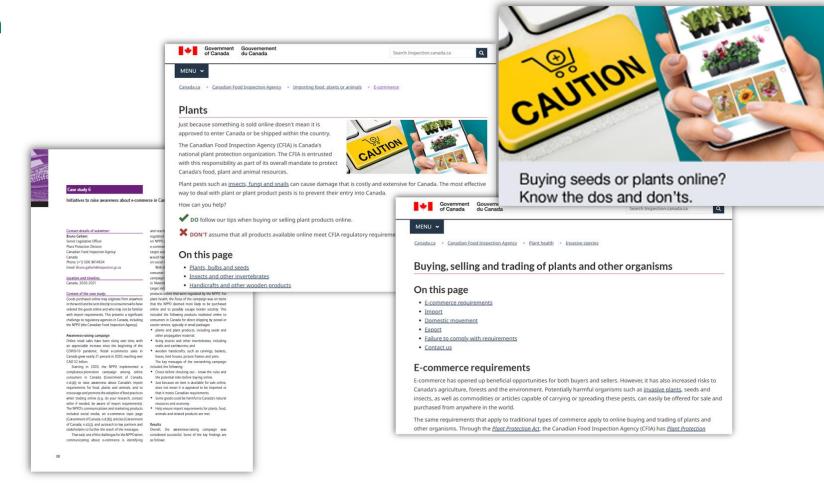






Awareness-raising campaign

- Advertisement
 - Programmatic (banner) ads
 - YouTube video ads
 - Mobile phone banner ads
 - Search engine marketing
- Social media
- Web content





















Results

- Overall, the awareness-raising campaign was considered successful:
 - good overall visibility
 - timing of the advertising campaign contributed to its performance
 - Canadians are generally aware that plant products, live insects and live snails present risks
 - Awareness about the roles and responsibilities of online buyers and sellers is generally low

Challenges

- Promotion and wide appeal
- Who and how to reach
- Buyer focussed
- How to make them "care" and change behaviour
- Leadership



Thank you

IPPC Secretariat

Food and Agriculture Organization of the United Nations (FAO)

ippc@fao.org | www.ippc.int