



**Ministry of Environment
and Food of Denmark**
Danish Veterinary and
Food Administration

The Danish Smiley system

-

Why? Does it work?

Requirements and challenges

**Nordisk
Tilsynskonference**
8th February 2017
Helle Emsholm,
Control Coordination
Division



Establishment Restaurant Testy

Address 117, Nørrebrogade

Postal Code/City 2200, Copenhagen N

CVR-No. 87654321

Inspected	Result
Hygiene: Handling of food	
Cleaning	
Maintenance	1
Own-check system	1
Publication of Inspection Report	1
Hygiene education	
Labelling and information	1
Approvals etc.	
Special labelling and ID requirements	
Food standards	
Additives etc.	
Chemical contaminants	
Packaging etc.	
Other	

Not all rules are inspected each time

Result	Explanation
1 ☺	No remarks
2 ☺	Enjoining order
3 ☹	Injunction or prohibitory order
4 ☹	Administrative penalties, reported to the police or approval withdrawn
Poorest result determines the smiley	
Elite ☺	No remarks on the latest 4 reports and within the latest 12 months

Type and activity of inspection

Ordinary inspection Control campaign

Extra inspection

Other inspection

This inspection, date		
02-01-2013		
Previous inspections		
Date	17-10-2012	
Date	24-06-2012	
Date	11-12-2011	

Comments from the official inspector

This inspection has reviewed:

Hygiene: Cold storage, reception of goods, maintenance of freezing room: No remarks.

Own-check system: Own-checks for December reviewed: No remarks.

Publication of Inspection Report: Placement of Report in premises and website reviewed: No remarks.

Labelling and information: Inspected that labelling on delicatessen is in Danish and not sold after "Best before" date: No remarks.

Issued form on inspections in enterprises.

Food inspection reports

- posted at doors of shops and restaurants
- published at findsmiley.dk
- shown/linked to at establishment website

3 types

Retail - with smiley

Wholesalers with and without processing – without smiley

Slaughterhouses etc. with more than 12 annual inspections - Summaries without smiley

The report is translated by the Administration whereas the written remarks are translated by the establishment

Given to  Signature of the official inspector 

1 hour time-used

Smileys and inspection results



1 No sanctions/no remarks
Minor non-compliances are registered



2 Warning/enjoining order



3 Injunction (command to do something specific)
or prohibition order



4 Establishment fined, reported to police or
approval withdrawn

The worst inspection result determines the smiley:

Example: 1+1+1+4 = 4

Elite status



Last 4 inspection reports without sanctions

1 1 1 1

and

All inspection reports for the last 12 months without sanctions





Why Smiley system

- **To inform how well establishments comply with the rules, so consumers can make an informed choice on where to make their business**
- **Give establishments an incentive to comply with the rules**
 - thus increasing food safety
- **Fast publishing of inspection results – both positive and negative**
 - on all food legislation areas





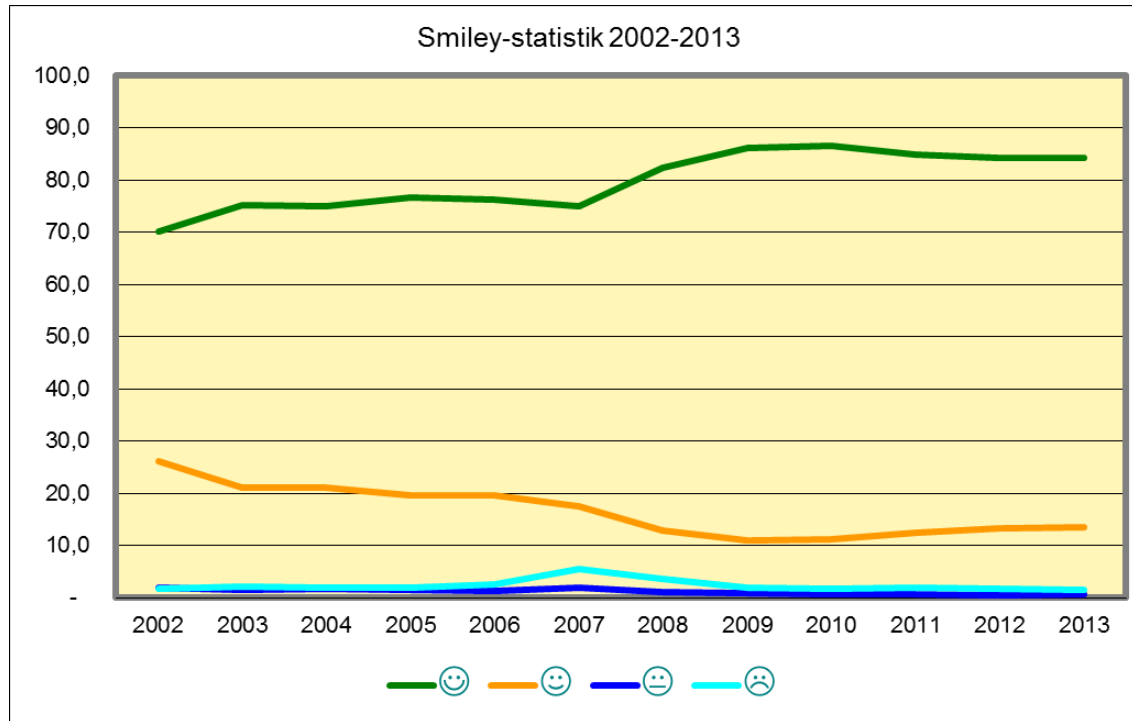
It works...

- **Almost all consumers know the scheme, and many use the information when choosing a shop or a restaurant**
- **Many companies take action to improve their standard and stay on their tiptoes to have a good smiley**
- **The proportion of companies complying with the rules rose after the introduction of the smiley system**
- **The Scheme has improved uniformity and increased quality of inspections and inspection reports**





Distribution of smileys 2002-2013 - retailers



Requirements - Challenges

- **Inspectors must be able to withstand pressure from companies eager to get happy smiles**
- **When inspection frequency is low it can take long time to gain or regain an elite smiley**
- **Inspectors must be confident in rules, sanctions, documentation etc. – everybody can see the final inspection report**
- **When inspection result is 3 or 4 or if the inspector is in doubt if a warning should be given (result 2) a preliminary inspection report is given the company. This report is not published.**