

**Buckinghamshire&Surrey**  
trading standards

# Honey Authenticity

## UK Enforcement Perspective

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# David Pickering

Buckinghamshire and Surrey Trading Standards  
Team Manager

CTSI Food Lead Officer



## What are we trying to achieve?

Food is what it says it is

Consumers can make properly informed choices

Businesses have a level playing field



## How is the market regulated?

Interventions-can be visits-phone calls-emails

Investigations-audits of the supply chain



## How do we regulate the market?

Sampling-informal and formal  
Market surveillance projects  
Contacts with food businesses  
Use intelligence to target



## How is the market regulated?

As regulators and businesses we need reliable methods of analysis we can trust

Screening tests are helpful surveillance tools



## How do we regulate the market?

An adverse result will not necessarily result in formal action in the first instance

## Current routes to achieve compliance

Advice  
Improvement notice  
Written warning  
Formal caution  
Prosecution

## Current routes to achieve compliance

Work with central government bodies such as the FSA and BEIS

Primary Authority Partnerships



## Current issues

Budgets are constantly under pressure

Trading Standards budgets cut by over 50% since 2010

Cuts not uniform across the country

Sampling budgets often the first to be cut



## Current issues

Public Analyst labs reducing-Worcester most recent closure

We now have 5 labs in England



## Primary Authority

Consistent and intelligible advice

Put into context for your business

Value for money

'Single point of contact' for Environmental Health and Fire Safety

Tailored to your needs



### **Advice and expertise**

- Protection from challenge
- Advertising and promotional campaigns
- Consumer complaints - trends & analysis
- Website information
- Terms & Conditions
- Internal policies & procedures, due diligence
- Staff training



### **Assured Advice**

- Issued in relation to regulated activities
- Assured advice agreed by both parties
- Can be used to direct or inform other enforcers
- Formal procedural route to follow if challenged
- Annual review keeps it effective and relevant



## Trading Standards and Better Regulation

- ❖ Food Standards and Information Focus Group
- ❖ Business Expert Group
- ❖ Knowledge Hub
- ❖ Opinions-guidance
- ❖ Regional working



# Thank you

