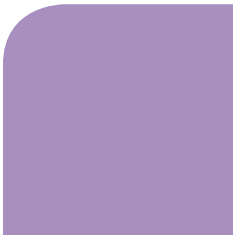




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MISSION STATEMENT



To contribute to public health and well-being by promoting food safety and healthy eating on the island of Ireland.

CHIEF EXECUTIVE'S STATEMENT



The food environment is increasingly dynamic and complex, with globalisation and an ever-extending food chain presenting challenges for regulators, health professionals and for those who provide food; whether they are producers, manufacturers, distributors, retailers or caterers. The media interest with food and the food environment is a constant. Keeping consumers informed and maintaining confidence in the food supply, at a time when the agri-food industry is of key importance to the island's economy, represents a continuing challenge. In addition, the increasing levels of obesity continue to be one of the greatest public health issues facing the developed world.

We actively continued to apply our resources to address these issues throughout 2012 with multi-media consumer campaigns, including social media, with our work supported by the best available existing body of scientific evidence and our own research initiatives.

Partnership with other agencies and organisations continues to be critical to our success. Whether it is in food safety and healthy eating, or nutrition-related initiatives, our work is undertaken against a background

composed of a complex landscape of organisations – public, private and voluntary – all working to foster and maintain the best standards of public health. We believe that positive citizen outcomes are best achieved through shared responsibilities and professional and constructive stakeholder relationships.

In 2012, our consumer campaigns focussed on a range of issues including obesity, nutrition and food safety. The 'Stop the Spread' campaign, in the early part of the year, provided consumers with a practical reference point for recognising overweight and taking necessary practical action. Our food safety campaign, later in the year, encouraged consumers to consider ways in which they could make their kitchens safer, e.g. changing their dishcloth every other day. The subject of food waste was highlighted in a subsequent campaign, with an emphasis on knowing the difference between 'use-by' and 'best-before' dates. Seasonal interventions throughout the year emphasised food safety and healthy eating advice at relevant times of the year, e.g. Summer barbecues.

We sponsored a television programme 'Operation Transformation', which continued to be highly successful and followed five individuals in their endeavours to lose weight. The programme received extensive coverage, with average audiences of 500,000 viewers and gave a high prime-time focus on the need for a balanced and nutritious diet, coupled with a healthy lifestyle.

Our scientific co-operations, under the banner of 'Knowledge Networks', have been established to promote awareness of food safety issues among professionals with an interest in, or responsibility for, food safety. These co-operative and online networks generate knowledge and create and augment linkages among professionals throughout the food chain. Membership across the island reached 1,400 by the end of 2012, and a number of significant conferences were held throughout the year, enhanced by the participation of international speakers.

A number of research initiatives were completed in 2012. These initiatives covered a wide-range of subjects, and continued the shift towards projects of a more applied nature combined with increasing the evidence-base. The range of subjects was necessarily diverse and included a survey on the cost of obesity on the island of Ireland, an assessment of the microbiology of food surfaces in the retail environment, and a survey of health professionals' attitudes to their perception of bodyweight. These, with other outputs, will frame our future communications agenda. We also published reports on food behaviour, chicken, and finfish.

We continued our support for the **safefood** all-island Demonstration Programme of Community-Food Initiatives. Seven community initiatives were supported in local environments based in under-privileged areas. A community development approach was used to promote active access to healthy food in low-income groups. The programmes were evaluated, and based on the learnings achieved, a further ten projects are to be supported in the period 2013-2015.

safefood actively supported all-island partnership and co-operation in 2012 in the obesity and food poverty areas, with active participation in the All-island Food Poverty Network, the All-island Obesity Action Forum, the Obesity Prevention Steering Group in Northern Ireland and the Special Action Group on Obesity in the Republic of Ireland.

2012 continued to be a year which presented ongoing challenges in food safety and nutrition. Accordingly, on behalf of the **safefood** Advisory Board, my colleagues and I would like to thank all those who have worked with us during 2012 to address these diverse challenges. We look forward to continuing to maintain and improve public health and consumer confidence on the island of Ireland throughout the forthcoming years.



Martin Higgins
Chief Executive Officer

SCIENTIFIC ACTIVITIES



The Food Science and Human Health and Nutrition Directorates provide **the scientific evidence for the food safety, hygiene and nutrition messages.**

FOOD SCIENCE

Knowledge Networks

safefood has an obligation to promote awareness of food safety issues among professionals with an interest in, or responsibility for, food safety and within the food industry generally. Having regard to the importance of the application of science-based knowledge being applied to promote and underpin the integrity and reputation of the food chain, a strategic approach to scientific co-operation and linkages between members of the sector was required.

Therefore, in 2011, **safefood** established a number of collaborative online networks termed 'Knowledge Networks' that create and augment linkages between food safety professionals throughout the food chain; from producers, processors and distributors to those working in research and academia. The Networks generate knowledge-sharing by all involved.

Eight Knowledge Networks were established as follows:- *Verocytotoxigenic escherichia coli* (VTEC); *Salmonella*; *Campylobacter*; *Listeria*; *Cryptosporidium*; Chemical residues; biotoxins; and food allergy and intolerance. Each Network is facilitated by an expert in each topic area.

Membership within the networks continued to increase in 2012. At 31st December, 2012, the total number of members across the networks reached 1,400. Each Network delivered an annual conference and member newsletter.

The Knowledge Networks website is hosted on a service called Ning. A continual process of improvement and enhancement ensures that the Networks continue to be fit-for-purpose. Consequently, a substantial re-design was implemented, following a strategic review. The objectives were to improve the usability for existing members, attract new members, provide a significant increase in new resources that are easily accessible and to increase active participation. Key stakeholders being currently cultivated include post-graduate students and those who work within the food industry.

The Knowledge Network Training and Mobility programme is promoted on the **safefood** website and through the Knowledge Network online platform, and

posters and letters were sent to universities on the island of Ireland. The programme enables members to visit and spend time in another organisation to develop their knowledge and expertise in an area related to the scope of the networks. Members obtain an ideal opportunity to enhance skills and broaden their experience.

As a component of the social media programme, a number of podcasts were recorded and uploaded to the website, including an interview with Mr. Michael Walker on the subject of facilitating his food allergy and intolerance Network. Other podcast contributors covered food fraud and food allergies.

Food Allergy and Intolerance Network

The annual network conference took place in May and focused on the supports available for consumers. Speakers included Dr. Trevor Brown, consultant paediatric allergy specialist; Ms. Maureen Paul, Chief Executive of 'Allergy NI'; Ms. Regina Cahill, 'Anaphylaxis Ireland'; Ms. Hazel Gowland, 'Allergy Action UK'; and Mr. Billy McCann of the Coeliac Society of Ireland.

A further Network meeting held in Dublin in June, covered the new European Union food regulations to be implemented at the end of 2013 and the use of allergen thresholds. There was much interest in the new regulations from Environmental Health Officers, patient support groups and retailers, who foresaw tight timelines for their implementation. The meeting also agreed there should be joint working between regulators to ensure the allergen aspects of the new regulations are applied consistently on the island. There were also calls from industry for more rapid and less costly allergen analysis, as an aid to on-site risk evaluation and management.

A webinar was hosted in October on the subject of allergy management in the food industry.

In association with Allergy Awareness Week in Northern Ireland, an open lecture organised by Anaphylaxis Ireland was held in the Republic of Ireland in Dublin in September.

Chemical Residues Network

The annual meeting of the Network took place in Dublin in February. The conference covered the subject of

emerging issues with drug residues and resistance and brought together over 100 delegates from the island of Ireland and Europe (from academia, industry, and the regulatory area).

Campylobacter, listeria, salmonella, and VTEC Networks

A joint event of the four Networks took place in Belfast in May. The two-day conference brought together stakeholders and researchers working on foodborne bacterial pathogens. The keynote address delivered by Professor Mansel Griffith of Guelph, Canada, focussed on emerging global issues and challenges in the prevention of foodborne illness.

Biotoxins Network

A conference was held in Belfast in November on the subject of mycotoxins and plant toxins and their impact on food and feed safety. Mycotoxins and plant toxins in feed are a growing concern in food safety, with the last few decades witnessing significant scientific advances in relation to limits and regulations for the toxins. There are also novel detection techniques for the purposes of analysis and screening, which were discussed at the conference. Podcasts were recorded, with the international speakers providing presentation summaries for those unable to attend.

RESEARCH

The following research projects were completed in 2012:-

Survey of artificial colours in selected ethnic foods in takeaways

The purpose is to determine the usage of specific food colours in selected restaurants and takeaways and to elucidate the knowledge of catering industry staff regarding the colour content of the meals served. Sampling was conducted by Environmental Health Officers and sampling analysis was performed at the Southern Region Public Analyst's Laboratory in Cork.

A survey of health professional attitudes to bodyweight status

The aim of the research is to explore the attitudes and skills of primary care health professionals towards

weight management, with a view to supporting them in identifying, treating and managing the challenge of overweight and obesity. On the island of Ireland, two in three adults and one in four children are either overweight or obese and this represents a major public health challenge.

Early school leavers – A needs assessment from a nutrition perspective

This research (conducted by Trinity College in Dublin) examined the nutrition education needs of young people in early school leaver settings.

Nutrition take-out series

The aim of the survey is to provide a snapshot of the nutritional composition of a sample of certain foods. In 2012, the foods selected were Chinese takeaways, pizzas, and burgers. Foods prepared outside of the home contain considerably more dietary fat than food prepared within the home and they are also lower in fibre and micronutrients. The series drew a great deal of media attention, particularly in the Republic of Ireland. For example, a key finding from the burger report was that one in three burgers sold as kids' burgers were found to be larger than the average regular burger. In disseminating the research, **safefood** advised consumers on how to reduce calorie intake when consuming these foods e.g. sharing of portions.

Family eating out events 'outside the home'

This study (conducted by the University of Ulster) investigated the range of eating options available to children in catering outlets, as well as exploring the attitudes of parents and caterers.

Assessment of the ability of dishcloths to spread harmful bacteria to other kitchen surfaces and determination of the effectiveness of various dishcloth cleaning regimes

A survey of 200 household dishcloths was commissioned to determine the microbiological profiles of in-use dishcloths. The survey provided solutions to consumers, upon which advice can be based and communication activities designed.

The cost of overweight and obesity on the island of Ireland

This study (conducted by University College Cork) provided a comprehensive assessment of the cost of overweight and obesity on the island of Ireland. For the Republic of Ireland, the direct and indirect costs of overweight and obesity in 2009 were estimated at €1.13 billion and for Northern Ireland the estimated cost was £510 million.

An assessment of the microbiology of hand contact surfaces in the retail environment

Ten retail stores in the Republic of Ireland were visited by student environmental health officers who took swab samples from four surfaces and also completed a short hygiene questionnaire. The survey did not raise any concern or potential for transfer of foodborne pathogens from the surfaces sampled to foods or customers' hands.

Bodyweight perception on the island of Ireland

With the prevalence of overweight and obesity increasing dramatically, this report explores how overweight has become an acceptable social norm and, as a result, people no longer recognise they are carrying excess weight. The report focussed on the growing body of evidence that a large proportion of the population fail to identify themselves or their children as overweight.

To develop a validated nutrition evaluation and information resource for the pre-school setting, to promote an improved nutrition environment and provision in this setting

Early nutrition intervention is a priority for **safefood**. This project aims to address this by targeting pre-schools to promote nutrition standards and food safety through the use of a motivational model. Ensuring parental involvement is seen as key in this process, as is the inclusion of a representative sample of pre-schools from all socio-economic backgrounds.

FOOD ALLERGY AND INTOLERANCE

'All about Allergy'

A food sensitivity information resource ('*All about Allergy*') was launched on the **safefood** website providing

information on food sensitivities – allergy, intolerance and coeliac condition – for consumers and catering industry personnel. The resource deals with various aspects of food sensitivity including symptoms, prevalence, the management of food allergens, labeling and the legal aspects of allergen management. It consists of written information, interactive diagrams and audio-visual presentations. There is also a quiz, which enables participants to test their own knowledge of food allergy and food intolerance.

The interactive resource enables consumers to up-skill on different aspects of food allergy and intolerance and how these impact on the lives of others. Furthermore, the resource will be of interest to caterers, as it provides guidance on how best to accommodate the needs of their food sensitive customers, or any customer who wishes to avoid certain foods for any reason.

PUBLICATIONS

How to prepare your baby's bottle feed

This booklet was issued in January, in conjunction with the Health Service Executive (HSE). The booklet offers guidance on how to sterilise and prepare bottle feeds, and also giving tips when travelling with a baby.

Food portion size – a guide for pre-schools

The booklet provides advice on portion sizes for young children and provides practical help. The booklet also covers family-style eating habits, the introduction of new foods and the environment that nurtures healthy eating habits for life.

Monosodium Glutamate (MSG) report

The Monosodium Glutamate (MSG) report concerns the use of MSG in food catering. In the European Union, MSG, when used, must appear on the label and has been designated the E number 621. Current legal requirements require a level not exceeding 10 grams per kilogram of food. However, a number of studies abroad have confirmed higher levels in practice, particularly in ethnic dishes. The research also recognised that a lack of awareness of MSG concentration in commercially-available sauces may also be a factor.

Nutrition surveillance

This report, from a sub-group of the Scientific Advisory Committee, studied nutritional surveillance on the island of Ireland, particularly concentrating on current surveillance work, generating a gap analysis, reviewing the use to which data is put and developing recommendations to include a vision for future nutrition surveillance. The recommendations are directed at maximising the use of economic resources to harness and maintain expertise using a joint programming approach.

Infectious intestinal diseases

This research focusses on the impact of infectious intestinal diseases on the island of Ireland in the period 2000-2010.

Consumer-focussed reviews

In 2005, **safefood** initiated a programme which involved comprehensive food chain screening exercises. Each review profiled a specific food category, identifying and describing food safety issues that are pertinent at various points along the food chain and identifying opportunities to communicate the health benefits. In 2012, each of the previous reviews were updated in terms of content, to ensure consumers are informed of any changes that have occurred since 2005.

Accordingly, surveys on consumer food behaviour, chicken, and finfish were completed in 2012.

Consumer food behaviour

The primary aim of the report is to understand consumer food behaviour, in order to further inform the research, policies and practices of all those working towards changing food safety and dietary behaviour, thus ensuring communications with consumers are evidence-based and cost-effective.

Chicken

This review found chicken to be a key protein source for consumers, with eight out of ten adults eating chicken every week. Despite a concerted effort by industry to address concerns regarding bacteria naturally present in raw chicken, the message to consumers is to ensure the product is cooked and handled properly to avoid foodborne illness.

Finfish

Fish is a nutrient-dense food. The aim of the report was to explore consumer perceptions, attitudes and behaviour in relation to finfish. **safefood** conducted both comprehensive qualitative and quantitative studies on the island of Ireland, to explore consumer perceptions, attitudes and behaviour in relation to finfish.

HUMAN HEALTH AND NUTRITION

In 2012, the Human Health and Nutrition Directorate continued work in the areas of food poverty and obesity on the island of Ireland.

Food poverty and malnutrition

Food poverty is defined as the inability to access a nutritionally adequate diet and is a significant issue for many people on the island of Ireland.

Although the cost of healthy food is a major factor, the inability to access a healthy diet is a complex issue that incorporates education, transport, literacy, culture and environmental planning. Food poverty is yet another outcome of broader determinants of health, such as poor housing, social exclusion and high crime.

Demonstration Programme of Community Food Initiatives

The three-year programme of **safefood** all-island Demonstration Programme of Community Food Initiatives was launched in January 2010, with 2012 being the last year of the three-year programme. The programme is managed by Healthy Food for All, an independent agency funded by the Department of Social Protection, the Health Service Executive and **safefood**. Community Food Initiatives (CFIs) utilise a community development programme, rather than grant approach, to promote the focus on access to healthy food for low-income groups. Seven CFIs, (three projects in Northern Ireland and four in the Republic of Ireland) were awarded funding. The projects are wide-ranging from community gardens, cafés, and cookery clubs, to intergenerational food-focused activities.

In order to foster shared learning and collaboration, three networking events were held for the initiatives

throughout the year. The events focussed on project sustainability, the potential for social enterprise and related planning. The third and final event took place in Belfast in September.

The application process for a further cohort of initiatives commenced in 2012 and a further set of initiatives will be funded over the period 2013-2015. The new CFI programme will build on the success of the initial CFIs (2010-2012). Key learnings and experiences from the previous programme will be shared among the new projects and they will be encouraged and supported to enhance the long-term sustainability of their project from the outset.

All-island Food Poverty Network

safefood and the Food Standards Agency Northern Ireland brought together a number of key stakeholders in 2009, to establish a Food Poverty Network in Northern Ireland (NI). The stakeholders included Healthy Food for All, The Council for the Homeless NI, The Department of Health Social Service and Public Safety, The Food Standards Agency NI, The Institute of Public Health in Ireland, The Public Health Agency and The Public Health Alliance for the island of Ireland.

Work continued in 2012 on developing a comprehensive food poverty indicator. This included work with the Social Inclusion Division of the Department of Social Protection, to develop an indicator based on the ROI survey of income and living conditions data. In addition, it is hoped that data being collected by Queen's University Belfast will be used to develop a comparable indicator for NI.

The research findings, commissioned by the Department of Social Protection, were launched in October.

CONTRIBUTING TO OBESITY POLICY AND IMPLEMENTATION

'Sugar Tax'

safefood consulted on the Health Impact Assessment of the proposal by the Minister for Health in the South to introduce an excise duty on sugar-sweetened beverages.

The Obesity Prevention Steering Group in Northern Ireland

safefood is a member of the 'Fitter Future for All' implementation group, overseeing the implementation of the 'Fitter Future for All' framework policy in Northern Ireland, and reporting to the Obesity Prevention Steering Group in Northern Ireland.

Special Action Group on Obesity (SAGO)

In 2011, Dr. James Reilly, Minister for Health in the Republic of Ireland, established the Special Action Group on Obesity, comprising key stakeholders, including **safefood**, to progress issues relating to obesity.

All-island Obesity Action Forum

The All-island Obesity Action Forum supports the obesity policies in both Northern Ireland and the Republic of Ireland, by bringing together stakeholders to identify and promote collaboration in common areas of action across the two jurisdictions; and to facilitate the exchange of best practice and promote networking on the island of Ireland. The forum is facilitated and supported by **safefood**.

The seventh workshop of the forum focussed on shift work and weight loss and took place in Belfast in June, with international speakers participating. The event was supported by the Chartered Society of Physiotherapists Northern Ireland and the Irish Society of Physiotherapists. The workshop explored the challenges in implementing a workplace programme and showcased successful initiatives from across the island.

A further workshop in November, supported by the Irish Medical Organisation, focussed on the important role health professionals play in the fight against overweight and obesity. A related report on this subject was launched at the event. Keynote addresses included Dr. Paul Chadwick (MEND), and Dr. Donal O'Shea from St. Colmcille's Hospital in Loughlinstown, Dublin.

Food Advertising to Children

safefood consulted on the revised advertising code to children, developed by the Broadcasting Authority of Ireland for the Republic of Ireland.

MARKETING AND COMMUNICATIONS



The Marketing and Communications directorate promotes the corporate messages of the organisation to a number of **key audiences** using the most effective channels.

CAMPAIGNS

Stop the Spread

'*Stop the Spread*' is a public health awareness campaign tackling the growing problem of obesity and overweight. The overall aim is to raise awareness among the adult population that excess weight is now the norm in society, not the exception, and to encourage people to take action to know their waist size and begin to manage their own weight.

The challenge for the campaign is to change the public's perception of just what has become the "social norm" for a healthy weight. Benchmark research indicates that, while more than six in 10 people are overweight, less than four in 10 actually consider themselves to be overweight.

The strategy for the campaign is to give consumers a practical reference point to help enable self-diagnosis. Using guidelines from the World Health Organisation, a direct and engaging message was created – '*Most of us are overweight and the problem is spreading. If your waist is over 32 inches for women and 37 inches for men, then it has spread to you, putting you at a higher risk of Type 2 Diabetes, Heart Disease and Cancers*'.

In January, there was a four-week burst of advertising activity, challenging some common excuses for excess weight, e.g. middle-age spread; weight OK for my height; and '*we're all a bit like this in my house*'.

The campaign received a highly commended certificate for the best public information campaign award by the Public Relations Consultants Association. The campaign won the Gold Award in the healthcare sector at the 2012 An Post Integrated Direct Marketing Awards. Market research found that it significantly outperformed the norms on the topics of new information on overweight; the linkage of obesity to cancer; and relevance to individuals.

Members of the Northern Ireland Assembly were briefed in January on the latest research in this area and also were presented with the television and outdoor advertising campaign format for the campaign.

Further activities on the '*Stop the Spread*' campaign were put on hold by the Sponsor Departments, pending a review of **safefood** activities.

If you could see germs

A further phase of this campaign commenced in March. The campaign focussed on avoiding cross-contamination in the kitchen and featured on television, radio, outdoor poster sites and was also supported in social media.

A further phase of the campaign got underway in September, focussing on encouraging consumers to consider what they can practically do to make their kitchen safer, e.g. changing their dishcloths every two days.

This was informed by research from the University of Ulster, which found E.coli present on 27.5 per cent of household dishcloths tested and Listeria on 13.5 per cent.

Operation Transformation

safefood sponsored the fifth series of RTE's '*Operation Transformation*', an independent television production, aired in January and February. The show covered five individuals (leaders) in their effort to lose weight, be more active and live a healthier lifestyle. The regular viewing audience was between 500,000 and 600,000 viewers. The programme received extensive coverage and gave a high profile and focus to the question of obesity, and to the related need to control diet and lifestyle.

In 2012, **safefood** also sponsored a mobile website called '*My OT.ie*', downloaded by more than 50,000 during the run of the show. **safefood** hosted two live-chat sessions with the show's experts, Karl Henry and Eddie Murphy, on the Facebook page. There was also a series of public events at shopping centres. Both initiatives proved very popular.

Food Waste

This campaign got underway in November on radio, outdoor posters and video on demand (e.g. TV3 and UTV online players). Research shows Irish consumers throw away 1 million tonnes of food a year, costing an average consumer €1,000 (£1,200). Most of this can be avoided by better food planning, shopping and increased understanding of 'best-before' and 'use-by' dates. The campaign was aimed at the awareness of these factors and how increased knowledge assists with both food safety and food waste in the home. Social media support for the campaign, included a food waste app.

The campaign was co-branded with the Environmental Protection Agency in the Republic of Ireland and the Department of the Environment in Northern Ireland, and coincided with the European Week of Waste Reduction.

Takeaway My Way

This cookery competition for second-level schools, run in partnership with St. Angela's College in Sligo, received almost 1,000 entries. Ms. Helen O'Donnell, an Advisory Board member, judged the finals. The competition encouraged students to display their cooking skills, while promoting the importance of healthy eating and simultaneously saving money on the cost of the dish. Some recipes were later featured on the **safefood** website.

EDUCATION

safefood for Life

This healthy eating resource was extended to the Leaving Certificate Applied course in the Republic of Ireland in 2012. There were further promotions of the resource to schools across the island in October.

Labelling Resource Northern Ireland

A food labelling resource for Northern Ireland 'How we Measure Up – Deciphering Food Labelling' was developed with the Food Standards Agency. This consisted of a CDROM, class slides and teachers' notes and was endorsed by the Northern Ireland Council for Curriculum Examinations and Assessment and launched in November.

Sammy and Sally grow together

This primary and national level book resource for children was distributed to pre-schools on the island in January.

Lunchbox leaflet

To coincide with children starting school for the first time in September, copies of the lunchbox leaflet were disseminated.

Hand washing

A downloadable colouring activity sheet, with a 'spot the difference' test, was developed to promote hand washing to primary school children. It is available on the **safefood** website, together with a poster.

101 Square Meals

This healthy recipe resource was distributed to family resource centres, citizen information centres, community dietitians and the Money Advice and Budgeting Service (MABS).

Regional Training Summer School

safefood collaborated with the Public Health Agency, the Food Standards Agency in Northern Ireland and the British Nutrition Foundation, in facilitating the Regional Training Summer School in Northern Ireland, the aim of which was to promote education resources to teachers.

EVENTS AND CONFERENCES

National Diabetes Day

Linking with the 'Operation Transformation' television series (see above), **safefood** supported the Irish Medical Organisation and the Diabetes Federation of Ireland at nine locations across the Republic of Ireland in January, at free public events. Capillary prick tests were offered and waist circumferences were measured, together with advice on healthy eating, supported by the dissemination of **safefood** resources. Dietitians from the Irish Nutrition and Dietetic Institute were also present for advice. Type 2 diabetes featured prominently in 'Operation Transformation' and is a major theme in 'Stop the Spread'.

Royal Ulster Agricultural Society (RUAS) Balmoral Show

The campaign 'If you could see germs' was presented at the RUAS Balmoral show in Belfast in May. Visitors were invited onto the stand to determine the cause of a food safety alert in a crime scene investigation scenario. The stand received very positive feedback and engagement, with much media coverage on both television and radio. The competition, a feature of the exhibit, attracted 1,800 entries.

Food Health Choice and Change Conference

A conference on the theme of food behaviour was held in June at University College Cork, hosted by **safefood**, The Health Research Board and the Department of Agriculture Fisheries and Food. The conference explored the influences and effects of food-related behaviours on our health and discussed approaches to support positive behaviour change.

Food Safety Week Northern Ireland

safefood, together with the Food Standards Agency in Northern Ireland, the Department of the Environment (DOE) and the District Councils, co-operated on the DOE's 'Love Food Hate Waste' campaign, helping consumers reduce food waste. Northern Ireland consumers were informed of how to make the most from their leftovers and in understanding 'use-by' and 'best-before' dates, both of which are important for food safety and reducing waste. Campaign materials included free recipe cards and a cookery road show which visited eleven locations. The campaign was launched by Minister Alex Attwood MLA.

National Ploughing Championships

safefood exhibited at the National ploughing Championships in September in New Ross, County Wexford in the Republic of Ireland. The food safety campaign 'If you could see germs' was the theme and visitors were invited to visit the stand and find out the cause of a food safety alert. The number of visitors at the three-day Championships was 190,000.

Allergy Awareness Week

Northern Ireland Allergy Awareness Week took place in September and **safefood** supported the related Young Person of the Year Award. The event was organised by Allergy Northern Ireland and acknowledges the efforts made by young people to overcome the difficulties of living with a food allergy.

Early School Leavers

Workshops were held in Belfast and Dublin in October to launch the research project 'Early school leavers – a needs assessment from a nutrition perspective', conducted by the Children's Research Centre in Trinity College Dublin and the University of Ulster. Stakeholders had the opportunity to discuss the findings and develop recommendations.

Measuring Food Poverty

In October, a briefing document based on research carried out by the Department of Social Protection in the Republic of Ireland was launched, setting out the implications of a new food poverty indicator. The impact of the indicator on policy on the island of Ireland was discussed.

Savour Kilkenny/Healthy Cities

safefood hosted a one-day workshop for over 300 children in a fun environment at the 'Savour Kilkenny/Healthy Cities' festival in October. A key message was the importance of achieving balance in food choices and sampling family friendly foods together. Interactive learning games, education on the origins and production of food and the importance of a balanced and healthy diet were also major themes.

SOCIAL MEDIA

Web

Visits to the **safefood** website peaked in January and February, coinciding with the airing of the television series 'Operation Transformation' in January and February; the launch of phase 3 of the 'Stop the Spread' campaign; and an interest in weight loss and healthy eating sparked by New Year resolutions. In this period, the waist measurement calculator on the **safefood** website was used on almost 8,000 unique occasions. The web resource 'Weigh2Live' also continued to prove popular throughout 2012.

A usability study was undertaken in 2012, resulting in improvements making the website more relevant and usable for audiences. Accordingly, a new homepage went live in September. Subsequently, traffic has increased as the new homepage improves the user's first impression of the site and makes it easier to navigate.

Operation Transformation

The television show 'Operation Transformation', sponsored by **safefood**, was supported by an external micro site which generated 214,000 unique visits.

Facebook

The **safefood** Facebook page has up to 15,000 fans. Activities during the year included weight-loss tips, live chats with the stars of 'Operation Transformation', as well as content updates for calendar events, e.g. Valentine's Day. 'Cooking safely at Christmas' messages are also very successful.

CORPORATE OPERATIONS



The Corporate Operations Directorate has a key part in **supporting the delivery of programmes and activities.** The services provided include finance, procurement, human resources, information technology, legal, governance and audit, all contributing to facilitate the efficient and effective delivery of the strategic and business planning goals.

FINANCE

Audit and Governance

Governance

safefood aims to achieve the highest standards of corporate governance. It conforms to the Governance Code of Practice issued by the North-South Ministerial Council (NSMC) and also, as a matter of best practice, complies with the Code of Practice for the Governance of State Bodies issued by the Department of Finance in the Republic of Ireland.

The Comptrollers and Auditors General from the Republic of Ireland and Northern Ireland jointly certified the Financial Statements for 2012.

Audit

The Advisory Board Audit Committee is comprised of two members of the Advisory Board and two external members, one of whom chairs the committee and has wide relevant professional experience. The Audit Committee met four times in 2012.

Scientific Advisory Committee

The Scientific Advisory Committee reached the end of its term and was re-constituted in November, with five new members and the appointment of Advisory Board member Dr. Mary Upton as Chair, and Mr. Robert Huey as Vice-chair.

Business Plan

The Business Plan for 2012 incorporated cumulative efficiency savings in excess of targets for the two years 2011 and 2012 of €1.223m (GBP1.027m). However, the approved Business Plan budget was reduced further to €7.500m (GBP6.525m), as a result of the Sponsor Departments' decision to put on hold further spending on the 'Stop the Spread' campaign.

Accountability

In order to monitor performance and ensure planned operational and financial targets outlined in the Business Plan were achieved, the **safefood** Senior Management Team met regularly to review progress and review budgetary and financial information.

safefood's two Sponsor Departments (the Department of Health and the Department of Health Social Services and Public Safety) were kept up to date on financial and operational progress, through regular meetings and reporting.

The Chief Executive Officer reported on progress and key issues at three meetings of the North-South Ministerial Council in the health sector during the year.

The Advisory Board Chair and the Chief Executive Officer appeared before the Joint Committee on the Implementation of the Good Friday Committee in May. A number of topical issues relating to food safety and healthy eating were discussed.

INFORMATION TECHNOLOGY

Customer Relationship Management (CRM)

The Customer Relationship Management System was introduced in July. The system allows staff to share contacts and develop stakeholder engagement planning.

OPERATIONS

Review of safefood functions

A review of the functions undertaken by **safefood** was conducted by both Departments of Health during the year. Consequently, a further phase of the 'Stop the Spread' campaign was held over, and the 2012 Business Plan was not approved until after the year-end. The reviews are now complete and emphasise the need to continue with joint co-operation between the key agencies involved in food safety and healthy eating on the island of Ireland. The reviews undertaken by both Departments concluded that **safefood** has a legislative remit to continue its advisory function in relation to nutrition on an all-island basis.

Shared Services

Corporate Operations Directors from the North-South Implementation Bodies explored shared service arrangements in 2012, in information technology, human resources, finance and communications.

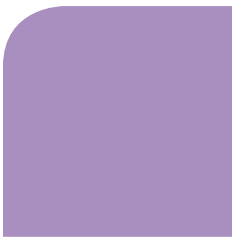
Equality

Braille and audio versions of the **safefood** resource – 'Have a Healthy, Happy Christmas' were produced for life skills trainers in the National Council for the Blind in Ireland and the Royal National Institute for the Blind in Northern Ireland.

HUMAN RESOURCES

Policies and procedures are continually reviewed to ensure compliance with best practice, to take account of Government direction and legislative changes.

FINANCIAL STATEMENTS



Food Safety Promotion Board
Accounts for the year ended 31st December 2012

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FOREWORD TO THE ACCOUNTS

1. FORMAT

These Accounts are prepared in a form directed by the Department of Health and the Department of Health, Social Services and Public Safety, with the approval of the Department of Public Expenditure and Reform, and in accordance with the financial arrangements of Part 7 of Annex 2 to the British-Irish Agreement.

2. BACKGROUND INFORMATION

The Food Safety Promotion Board (An Bord um Chur Chun Cinn Sábháilteachta Bia) is an Implementation Body established under the Belfast Agreement on the 2nd December 1999. The Board's governing legislation is the British-Irish Agreement Act, 1999 and the North-South Co-operation (Implementation Bodies) (Northern Ireland) Order, 1999.

The governing legislation confers the following specific functions:-

- Promotion of food safety
- Research into food safety
- Communication of food alerts
- Surveillance of foodborne disease
- Promotion of scientific co-operation and laboratory linkages
- Development of cost effective facilities for specialised laboratory testing.

In addition to the above, the Board has a general remit to act as an independent source of scientific advice.

3. GOVERNANCE

The functions of the Board are discharged by the Chief Executive who reports to the North-South Ministerial Council (NSMC). The Chief Executive is assisted by an Advisory Board and a Scientific Advisory Committee. The members of the Advisory Board for 2012 were:

Advisory Board 2012

Ms. Lynn Ní Bhaoighealláin (Chairperson)

Ms. Darina Allen (Vice-Chairperson)

Ms. Julie Andrews

Mr. Thomas Burns

Mr. Brendan Kehoe

Mr. Alan McGrath

Ms. Helen O'Donnell

Mr. Edward Spelman

Ms. Hannah Su

Mr. Campbell Tweedie

Ms. Mary Upton

Ms. Jane Wells

There were no changes to the Advisory Board during 2012.

The Scientific Advisory Committee comprises 13 members drawn from a pool of Scientific and Technical expertise available in both jurisdictions and advises on scientific and technical matters.

4. FINANCIAL RESULTS

The results of the Food Safety Promotion Board are set out in detail on page 27. The deficit for the period was €85,103 (GBP69,007).

5. POST BALANCE SHEET EVENTS

There were no post balance sheet events.

6. CHARITABLE DONATIONS

No charitable donations were received or made during the year.

7. POLICIES

Disabled employees

No disabled persons were employed during the year. However, the Board is committed to a policy of equal opportunity and welcomes applications from suitably qualified applicants irrespective of disability. A disability action plan was issued in 2011, to promote positive attitudes towards disabled people and to encourage their participation in public life.

Equality

The Board's approved Equality Scheme was issued in September 2011 and **safefood** is engaged in an ongoing review process.

Provision of information to and consulting with employees

An Employee Partnership Forum was in place throughout 2012 as a mechanism for consultation with employees and has proved highly effective as a means of employee communications.

Prompt Payment Policy and its performance

The Board operates a creditor payment policy in accordance with the provisions of the European Communities (Late Payment in Commercial Transactions) Regulations, 2002.

Health and Safety Policy

The Board maintains a Health and Safety policy, circulated to all employees. The policy reflects legal requirements to maintain a high standard throughout the organisation.

8. FUTURE DEVELOPMENT

The Board's Corporate Strategy for the years 2011-2013 was approved by the North-South Ministerial Council (NSMC) in July 2011.

This Strategy outlines the Board's mission, vision and core values and how the Board will implement each of its functions over the three-year period. The strategy is re-assessed annually in the context of an annual business plan.

Budgeted Expenditure for 2013 is €8,500,000 (GBP6,970,000).

STATEMENT OF FOOD SAFETY PROMOTION BOARD'S RESPONSIBILITIES

The Department of Health and the Department of Health, Social Services and Public Safety have directed the Food Safety Promotion Board to prepare a statement of accounts for each financial year in the form and on the basis set out in the accounts direction at the appendix to these Accounts. The Accounts are prepared on an accrual basis and must give a true and fair view of the Body's state of affairs at the year-end and of its income and expenditure, total recognised gains and losses and cash flows for the financial year.

In preparing the accounts the Body is required to:

- Observe the accounts direction issued by the Department of Health and Department of Health, Social Services and Public Safety, including the relevant accounting and disclosure requirements, and apply accounting policies on a consistent basis;
- Make judgements and estimates on a reasonable basis;
- State whether applicable accounting standards have been followed and disclose and explain any material departures in the accounts;
- Prepare the Accounts on the going-concern basis, unless it is inappropriate to presume that the Body will continue in operation.

Chief Executive's Responsibilities

The Chief Executive's responsibilities, as the Accountable Person for the Food Safety Promotion Board, including responsibility for the propriety and regularity of the public finances and for the keeping of records, are set out in the Financial Memorandum of the Body.



Martin Higgins

Chief Executive Officer

Date: 28th June 2013

STATEMENT ON INTERNAL CONTROL

1. SCOPE OF RESPONSIBILITY

As Accountable Person, I have responsibility for maintaining a sound system of internal control that supports the achievement of the Food Safety Promotion Board's policies, aims and objectives, while safeguarding the public funds and Departmental assets for which I am personally responsible, in accordance with the responsibilities assigned to me in Managing Public Money Northern Ireland (MPMNI) and Public Finance Procedures.

The precise accountability and reporting structure is defined in the Board's Financial Memorandum, which outlines the review and monitoring role of the joint sponsor Departments (Department of Health, Social Services, and Public Safety (North) and Department of Health (South)). In addition, as Chief Accounting Officer, I am accountable to the respective public accounts committees in both jurisdictions.

2. THE PURPOSE OF THE SYSTEM OF INTERNAL CONTROL

The system of internal control is designed to manage risk to a reasonable level rather than to eliminate all risk of failure to achieve policies, aims, and objectives; it can therefore only provide reasonable and not absolute assurance of effectiveness. The system of internal control is based on an on-going process designed to identify and prioritise the risks to the achievement of Board policies, aims and objectives, to evaluate the likelihood of those risks being realised and the impact should they be realised, and to manage them efficiently, effectively, and economically. The system of internal control has been in place in The Food Safety Promotion Board for the year ended 31st December 2012 and up to the date of approval of the Annual Report and Accounts, and accords with Finance Departments' guidance.

3. CAPACITY TO HANDLE RISK

The Senior Management Team is responsible for applying and overseeing the risk management process under my guidance to ensure the process is working as intended. In addition to reviewing the overall risk framework, all recommendations received from both the internal and external auditors are reviewed, with controls being enhanced or introduced as necessary.

All staff are expected to work within established policies on risk and internal control, and are trained appropriately.

4. THE RISK AND CONTROL FRAMEWORK

The Board has developed a risk register and risk assessment matrix. Risk is identified at both the inherent and control level at the time of the development of business plans and strategies. The Board has developed a framework of regular management information, variance review, and administrative and control procedures (including the segregation of duties and a system of delegation and accountability).

It also includes:-

- Comprehensive budgeting systems, with the annual budget approved by the Chief Executive Officer;
- Procedures to review and agree the budgets with the Senior Management Team; and
- The preparation of regular financial reports as a basis for reviewing and monitoring progress.

In 2012, the review of the risk and control framework was aided by the comments of both the Internal and External Auditors and the Advisory Board Audit Committee.

5. REVIEW OF EFFECTIVENESS

As Accountable Person, I have responsibility for reviewing the effectiveness of the system of internal control. My review of the effectiveness of the system of internal control is informed by the work of the internal auditors and the executive managers who have responsibility for the development and maintenance of the internal control framework, and comments made by the external auditors in their management letter and other reports. A plan to address weaknesses and ensure continuous improvement of the system is in place.

The following activities supported the effectiveness review:-

- The Annual Budget, approved by the Sponsoring Departments, was reviewed monthly by the Senior Management Team, particularly the variances from planned activity; and
- The framework for risk management was kept under continuing review and an updated risk register was presented to the Advisory Board Audit Committee;
- A review of Internal Financial Controls, in place during 2012, was carried out by the Internal Auditors.



Martin Higgins
Chief Executive Officer
Date: 28th June 2013

THE CERTIFICATE OF THE COMPTROLLERS AND AUDITORS GENERAL TO THE NORTHERN IRELAND ASSEMBLY AND THE HOUSES OF THE OIREACHTAS

We have audited the accounts of the Food Safety Promotion Board ('the Body') for the year ended 31st December 2012, pursuant to the provisions of the North-South Co-operation (Implementation Bodies) (Northern Ireland) Order, 1999 and the British-Irish Agreement Act, 1999 which require us to audit and certify, in co-operation, the accounts presented to us by the Body. The accounts comprise the Income and Expenditure Account, the Statement of Total Recognised Gains and Losses, the Balance Sheet, the Cash Flow Statement and the related notes and appendices. These accounts have been prepared under the accounting policies set out within them.

RESPECTIVE RESPONSIBILITIES OF THE BODY, THE CHIEF EXECUTIVE AND THE AUDITORS

As explained more fully in the Statement of Responsibilities, the Body is responsible for the preparation of the accounts and for being satisfied that they give a true and fair view. The Chief Executive, as Accountable Officer, is responsible for ensuring propriety and regularity in relation to the use of public funds. Our responsibility is to audit the accounts in accordance with the provisions of the North-South Co-operation (Implementation Bodies) (Northern Ireland) Order, 1999 and the British-Irish Agreement Act, 1999. We conducted our audit in accordance with International Standards on Auditing (UK and Ireland). Those standards require us and our staff to comply with the Auditing Practices Board's Ethical Standards for Auditors.

SCOPE OF THE AUDIT OF THE ACCOUNTS

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or error. This includes an assessment: of whether the accounting policies are appropriate to the Body's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Body; and the overall presentation of the accounts. In addition, we read all the financial and non-financial information in the Foreword to identify material inconsistencies with the audited accounts. If we become aware of any apparent material misstatements or inconsistencies, we consider the implications for our certificate.

In addition, we are required to obtain evidence sufficient to give reasonable assurance that the expenditure and income reported in the accounts have been applied for the purposes intended by the Northern Ireland Assembly and Dáil Éireann, and that the financial transactions conform to the authorities which govern them.

OPINION ON REGULARITY

In our opinion, in all material respects, the expenditure and income have been applied for the purposes intended by the Northern Ireland Assembly and Dáil Éireann, and the financial transactions conform to the authorities which govern them.

OPINION ON THE ACCOUNTS

In our opinion:

- the accounts give a true and fair view, of the state of the Body's affairs as at 31st December 2012, and of its deficit, total recognised gains and losses and cash flows for the year then ended; and
- the accounts have been properly prepared in accordance with the provisions of the North-South Co-operation (Implementation Bodies) (Northern Ireland) Order, 1999 and the British-Irish Agreement Act, 1999 and directions issued thereunder.

OPINION ON OTHER MATTERS

In our opinion the information in the Foreword for the financial year for which the accounts are prepared is consistent with the accounts.

MATTERS ON WHICH WE REPORT BY EXCEPTION

We report by exception if:

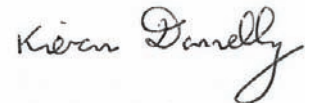
- adequate accounting records have not been kept; or
- the accounts are not in agreement with the accounting records; or
- we have not received all of the information and explanations we require for our audit; or
- the Statement on Internal Control does not reflect compliance with applicable guidance on corporate governance.

We have nothing to report in respect of those matters upon which reporting is by exception.



Seamus McCarthy
Irish Comptroller and Auditor General
Dublin Castle
Dublin 2
Ireland

9 July 2013



Kieran Donnelly
Comptroller and Auditor General for
Northern Ireland
106 University Street
Belfast
BT7 1EU

11 July 2013

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31ST DECEMBER 2012

		2012	2011	2012	2011
	Notes	€	€	GBP	GBP
INCOME					
Revenue Grant from Departments	2(a)	7,672,393	8,309,361	6,221,313	7,211,528
Capital Grant Release	9	135,789	168,406	110,107	146,156
		7,808,182	8,477,767	6,331,420	7,357,684
Other Income	2(b)	727,402	633,075	589,828	549,433
TOTAL INCOME		8,535,584	9,110,842	6,921,248	7,907,117
EXPENDITURE					
Staff Costs	3(b)	2,615,351	2,525,883	2,120,709	2,192,164
Board Fees	3(e)	85,131	95,994	69,030	83,311
Depreciation	6	134,853	159,612	109,348	138,524
Research Programme Expenditure	5	1,098,952	919,194	891,107	797,750
Promotion Activities	12	2,980,272	3,517,900	2,416,613	3,053,115
Other Operating Costs	4	1,706,128	1,857,022	1,383,448	1,611,672
TOTAL EXPENDITURE		8,620,687	9,075,605	6,990,255	7,876,536
SURPLUS (DEFICIT) FOR THE YEAR		(85,103)	35,237	(69,007)	30,581
Amount transferred to General Reserve	13	(85,103)	35,237	(69,007)	30,581

All amounts above relate to continuing activities.

The notes on pages 31 to 44 form part of these accounts.



Martin Higgins
Chief Executive Officer

Date: 28th June 2013

STATEMENT OF TOTAL RECOGNISED GAINS AND LOSSES

FOR THE YEAR ENDED 31ST DECEMBER 2012

		2012	2011	2012	2011
	Notes	€	€	GBP	GBP
Surplus/(Deficit) for the period		(85,103)	35,237	(69,007)	30,581
Actuarial Gain/(Loss) on Pension Liabilities	17(b)	(4,133,000)	(161,000)	(3,351,000)	(140,000)
Transfers (In)/Out of the Scheme		37,000	(37,000)	30,000	(32,000)
Adjustment to Deferred Pension funding		4,096,000	198,000	3,321,000	172,000
TOTAL RECOGNISED GAIN/(LOSS) FOR THE PERIOD		(85,103)	35,237	(69,007)	30,581

The notes on pages 31 to 44 form part of these accounts.



Martin Higgins
Chief Executive Officer
Date: 28th June 2013

BALANCE SHEET

AS AT 31ST DECEMBER 2012

		2012	2011	2012	2011
	Notes	€	€	GBP	GBP
FIXED ASSETS					
Tangible Assets	6	1,065,066	1,180,333	869,200	985,932
CURRENT ASSETS					
	7	418,402	610,169	341,458	509,674
CURRENT LIABILITIES					
Creditors – amount falling due within one year	8	(242,965)	(349,629)	(198,284)	(292,045)
NET CURRENT ASSETS/(LIABILITIES)		175,437	260,540	143,174	217,629
TOTAL ASSETS LESS CURRENT LIABILITIES BEFORE PENSIONS					
Deferred Pension Funding	17(d)	10,642,000	5,820,000	8,685,000	4,861,000
Pension Liabilities	17(b)	(10,642,000)	(5,820,000)	(8,685,000)	(4,861,000)
NET ASSETS/(LIABILITIES)		1,240,503	1,440,873	1,012,374	1,203,561
FINANCED BY:					
Capital and Reserves					
General Reserve	13	175,437	260,540	143,174	217,629
Capital Grant Reserve	9	1,065,066	1,180,333	869,200	985,932
		1,240,503	1,440,873	1,012,374	1,203,561

The notes on pages 31 to 44 form part of these accounts.



Martin Higgins
Chief Executive Officer
Date: 28th June 2013

CASH FLOW STATEMENT

FOR THE YEAR ENDED 31ST DECEMBER 2012

		2012	2011	2012	2011
	Notes	€	€	GBP	GBP
NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES	10	32,830	(168,461)	21,495	(152,025)
CAPITAL EXPENDITURE AND FINANCIAL INVESTMENT					
Payments to acquire tangible fixed assets	6	(20,522)	(108,452)	(16,641)	(94,123)
NET CASH INFLOW/(OUTFLOW) BEFORE FINANCING		12,308	(276,913)	4,854	(246,148)
FINANCING					
Capital Funding Received		20,522	108,452	16,641	94,123
INCREASE/(DECREASE) IN CASH/BANK BALANCES	11	32,830	(168,461)	21,495	(152,025)

The notes on pages 31 to 44 form part of these accounts.



Martin Higgins
Chief Executive Officer
Date: 28th June 2013

NOTES TO THE ACCOUNTS

1. ACCOUNTING POLICIES

1.1 Accounting Convention

The Financial Statements have been prepared in accordance with the historical cost convention.

Without limiting the information given, the Financial Statements are prepared on an accrual basis and comply with the accounting and disclosure requirements of the Companies (Northern Ireland) Order, 1986, the Republic of Ireland Companies Acts, 1963 to 2012, the Financial Reporting Standards issued by the Financial Reporting Council, and accounting and disclosure requirements issued by the Department of Public Expenditure and Reform, insofar as those requirements are appropriate.

1.2 Income

Income represents revenue grants receivable from the Department of Health and the Department of Health, Social Services and Public Safety.

1.3 Fixed Assets

- a) Tangible Fixed assets are included at historic cost to the Food Safety Promotion Board.
- b) Depreciation is calculated to write off the cost or revalued amounts of fixed assets over their useful lives.

The methods adopted and the rates used per annum are as follows:

Office Equipment	15% Straight Line
Computer Equipment	33.3% Straight Line
Property and Fitout Costs	4% Straight Line
Fixtures and Fittings	10% Straight Line
LIMS Capital Project	33.3% Straight Line

- c) Depreciation is charged in the year of acquisition but not in the year of disposal.
- d) Fixed Assets are capitalised once they exceed €650 (GBP423).

1.4 Value Added Tax

The Food Safety Promotion Board is not in a position to reclaim VAT and therefore VAT is included as expenditure or in the capital value of Fixed Assets.

1. ACCOUNTING POLICIES (CONTINUED)

1.5 Pensions

The Food Safety Promotion Board has adopted FRS 17 in relation to accounting for pensions.

The North-South Pension Scheme was established by the North-South Implementation Bodies and Tourism Ireland Limited, with effect from 29th April 2005. It is a defined benefit pension scheme, which is funded annually on a pay-as-you-go basis from monies provided by the UK and Irish Exchequers. The scheme is administered by an external administrator. Funding from the Irish Exchequer is provided by the Department of Health to the Body. The Northern Ireland share of the benefits paid during the year is directly funded to the administrator by the UK Exchequer.

Financial Reporting Standard (FRS) 17 covers retirement benefits. The liability at 31st December 2012 has been included in the financial statements and a disclosure note has been included (Note 17) detailing the actuarial review calculations, which were carried out by Xafinity Consulting. This includes the results of the calculations of the pension liabilities and costs of employees (and ex-employees) of the Food Safety Promotion Board for the purposes of the accounts for the year ended 31st December 2012 and comparative figures for 2011.

Pension costs reflect pension benefits earned by employees in the period. An amount corresponding to the pension charge is recognised as income to the extent that it is recoverable, and offset by grants received in the year to discharge pension payments. Pension liabilities represent the present value of future pension payments earned by staff to date. Deferred pension funding represents a corresponding asset, being resources to be made available in future periods from the UK and Irish Exchequers in the manner described above.

Actuarial gains and losses arising on scheme liabilities are reflected in the Statement of Total Recognised Gains and Losses and a corresponding adjustment is recognised in the amount recoverable from the UK and Irish Exchequers.

From 2012, the Current Service Cost is recognised gross of members' contributions. Treatment in prior years had been to recognise the members' contributions separately within the pensions note. All prior year figures which are impacted by this change have been restated in these accounts.

1.6 Research Programme Expenditure

Research Contract costs included in the Income and Expenditure Account are based on expenditure due and payable in the year on foot of approved research contracts.

1.7 Capital Grant Reserve

The Capital Grant Reserve Account represents the unamortised value of income used for capital purposes.

1.8 Reporting Currency

The transactions and balances of the Board are reported in both Euro and Sterling.

The working currency of the Board is Euro and transactions are recorded in that currency. Transactions in other currencies are recorded in euro at the exchange rate ruling at the date of the transactions. Monetary assets and liabilities denominated in other currencies are translated into Euro at the rates of exchange prevailing at balance sheet date (closing rate). Realised gains and losses are taken to the Income and Expenditure Account.

At year-end, the financial statements are translated into Sterling. The Income and Expenditure Account is translated using the average exchange rate for the year (2012 – 0.81087, 2011 – 0.86788), while the Balance Sheet is translated using the closing exchange rate (2012 – 0.81610, 2011 – 0.85530). Currency adjustments arising from this translation of the financial statements are reflected in Net Cash Flow from Operating Activities (Note 10), Capital Grant Reserve (Note 9) and General Reserve (Note 13).

2.

a) Grants from the Departments

Financial period 1st January, 2012 to 31st December, 2012

		DOH	DOH	DHSSPS	DHSSPS	TOTAL	TOTAL
	Note	€	GBP	€	GBP	€	GBP
Revenue Grant		5235,995	4,245,711	2,436,398	1,975,602	7,672,393	6,221,313
Capital Account	9	14,005	11,356	6,517	5,285	20,522	16,641
		5,250,000	4,257,067	2,442,915	1,980,887	7,692,915	6,237,954

Financial period 1st January, 2011 to 31st December, 2011

		DOH	DOH	DHSSPS	DHSSPS	TOTAL	TOTAL
	Note	€	GBP	€	GBP	€	GBP
Revenue Grant		5,873,342	5,097,356	2,436,019	2,114,172	8,309,361	7,211,528
Capital Account	9	76,658	66,530	31,794	27,593	108,452	94,123
		5,950,000	5,163,886	2,467,813	2,141,765	8,417,813	7,305,651

The Food Safety Promotion Board receives grants from the Department of Health (DOH) and the Department of Health, Social Services and Public Safety (DHSSPS). The respective contributions are DOH 68 per cent (2011-71%), and DHSSPS 32 per cent (2011-29%).

The grants awarded are recorded at a business plan exchange rate for budgeting purposes and at the actual application date exchange rate for the financial statements.

b) Other Income

	2012	2011	2012	2011
	€	€	GBP	GBP
Bank Interest	1,402	2,075	1,137	1,801
Net Deferred Funding for Pensions	726,000	631,000	588,691	547,632
	727,402	633,075	589,828	549,433

3. STAFF COSTS

a) The average weekly number of staff (including agency staff) was:

Directorates	2012	2011
Senior Management	5	5
Corporate Operations	13	12
Food Science	6	6
Human Health and Nutrition	3	4
Marketing and Communications	7	6
Total	34	33

b) The costs incurred in respect of these staff were:

	2012	2011	2012	2011
	€	€	GBP	GBP
Salary Costs	1,705,603	1,662,056	1,383,022	1,442,465
Employer PRSI	139,921	132,110	113,458	114,656
Agency Staff	17,854	74,744	14,477	64,869
Pension Costs:				
Current Pension Service Costs	715,973	656,973	609,752	570,174
	2,615,351	2,525,883	2,120,709	2,192,164

During the year, €106,870 (£86,658) of pension-related deductions, under the Financial Emergency Measures in the Public Interest Act, 2009 as amended, were deducted and paid over to the Department of Health.

The position of Finance Manager, which had been vacant, was filled during 2010 on a temporary basis. The Labour Court has made a recommendation that the position be re-graded. The matter has been referred to the sponsor Departments for consideration, and the position will be filled permanently once the grading issue has been clarified.

c) The number of employees at the end of the year whose emoluments (including pension contributions) fell within the following bands (this represents the annual emoluments) are:-

	2012	2011
€40,001-50,000	6	7
€50,001-60,000	2	2
€60,001-70,000	4	4
€70,001-80,000	3	4
€80,001-90,000	2	1
€90,001-100,000	2	2
€100,001-110,000	0	0
€110,001-120,000	1	1

3. STAFF COSTS (CONTINUED)

d) The following information is provided in respect of the Senior Management Team:-

	Emoluments	Emoluments	Real Increase/ (Decrease) in Pension earned	Real Increase/ (Decrease) in Pension earned	Value of Accrued Pension at year-end	Value of Accrued Pension at year-end	Age (years)
	€	GBP	€	GBP	€	GBP	
Mr. M Higgins (CEO)	117,901	95,602	1,135	920	58,951	48,110	57

Mr. Ray Dolan (Director, Corporate Operations), Dr. Gary Kearney (Director, Food Science), Dr. Cliodhna Foley-Nolan (Director, Human Health and Nutrition) and Ms. Fiona Gilligan (Director, Marketing and Communications) withheld consent to disclose the above information.

e) The following board fees were paid in 2012:-

	2012	2011	2012	2011
	€'000	€'000	GBP'000	GBP'000
Lynn Ní Bhaoighealláin	10-15	5-10	10-15	5-10
Darina Allen*	1-3	-	1-2	-
Julie Andrews	5-10	-	5-10	-
Thomas Burns	5-10	-	5-10	-
Brendan Kehoe	5-10	-	5-10	-
Alan McGrath	5-10	-	5-10	-
Helen O'Donnell	5-10	-	5-10	-
Edward Spelman	5-10	-	5-10	-
Hannah Su	5-10	-	5-10	-
Campbell Tweedie	5-10	5-10	5-10	5-10
Mary Upton	5-10	-	5-10	-
Jane Wells	5-10	5-10	5-10	5-10

*Darina Allen declined payment of board fees from March 2012 onwards.

The total amount of fees paid to Advisory Board members in 2012 was €85,131 (£69,030).

No Benefits in Kind were provided to Senior Management or Advisory Board Members.

A total of €10,763 (£8,727) was paid to Advisory Board Members to cover travel and subsistence expenses. This amount is included in travel and subsistence disclosed in Note 4.

4. OTHER OPERATING COSTS

	2012	2011	2012	2011
	€	€	GBP	GBP
Rent and Electricity	581,385	576,321	471,428	500,178
Consultancy Fees	0	7,495	0	6,505
Printing, Reports and Literature	480	7,600	389	6,596
Travel and Subsistence	198,677	192,233	161,101	166,835
Computer Support	131,528	130,079	106,652	112,893
Telephone	44,610	48,793	36,173	42,346
Postage and Stationery	29,600	24,803	24,002	21,526
Meeting Costs*	5,305	7,347	4,302	6,376
Office Expenses**	57,405	55,456	46,548	48,129
Currency Variance	49,588	(4,801)	40,209	(4,167)
Recruitment Expenses	22,786	5,294	18,476	4,595
Advertising	338	7,331	274	6,362
Training	52,987	57,895	42,966	50,246
Insurance	22,091	26,770	17,913	23,233
Subscriptions	17,764	16,310	14,404	14,155
Auditors' Remuneration	19,270	19,270	15,625	16,724
Legal and Professional Fees	61,691	77,421	50,023	67,192
Cleaning and Catering	40,107	38,843	32,522	33,711
Maintenance and Repairs	56,794	84,136	46,053	73,020
Bank Charges	2,145	2,258	1,739	1,960
Fellowships	197,723	271,263	160,328	235,424
Community Food Initiative	108,311	196,111	87,826	170,201
Loss – Disposal of Fixed Asset	936	8,794	759	7,632
Equality and Disability	4,607	0	3,736	0
	1,706,128	1,857,022	1,383,448	1,611,672

* The hospitality element of meeting costs in 2012 was €1,380/£1,119 (2011-€1,739/£1,509).

** Office expenses for 2012 and comparative figure for 2011 has been split to show the currency variance on transactions on a separate line.

5. RESEARCH PROGRAMME EXPENDITURE

	2012	2011	2012	2011
	€	€	GBP	GBP
Chemistry and Toxicology	25,000	108,548	20,272	94,207
Food Science	251,110	5,050	203,617	4,383
Human Health and Nutrition	797,842	537,258	646,946	466,275
Microbiology and Surveillance	25,000	268,338	20,272	232,885
	1,098,952	919,194	891,107	797,750

6. FIXED ASSETS

	Office Equipment	Property and Fitout Cost	Fixtures and Fittings	Computer Equipment and Software	LIMS Capital Project	Total
COST OR VALUATION	€	€	€	€	€	€
At 1st January 2012	390,892	1,811,949	208,614	559,125	429,321	3,399,901
Additions	0	0	0	20,522	0	20,522
Disposals	0	0	0	(68,385)	0	68,385
At 31st December 2012	390,892	1,811,949	208,614	511,262	429,321	3,352,038
DEPRECIATION						
At 1st January 2012	385,367	742,899	189,281	472,700	429,321	2,219,568
Provision for the year	1,161	70,758	4,046	58,888	0	134,853
Disposals	0	0	0	(67,449)	0	67,449
At 31st December 2012	386,528	813,657	193,327	464,139	429,321	2,286,972
NBV at 31st December 2012	4,364	998,292	15,287	47,123	0	1,065,066
NBV at 31st December 2011	5,525	1,069,050	19,333	86,425	0	1,180,333
	GBP	GBP	GBP	GBP	GBP	GBP
NBV at 31st December 2012	3,561	814,706	12,476	38,457	0	869,200
NBV at 31st December 2011	4,615	892,977	16,149	72,191	0	985,932

7. CURRENT ASSETS

	2012	2011	2012	2011
	€	€	GBP	GBP
Debtors	32,270	50,566	26,336	42,238
Prepayments and Accrued Income	77,396	283,697	63,163	236,972
Cash at bank and in hand	308,736	275,906	251,959	230,464
	418,402	610,169	341,458	509,674

8. CREDITORS (AMOUNTS FALLING DUE WITHIN ONE YEAR)

	2012	2011	2012	2011
	€	€	GBP	GBP
Creditors and Accruals	242,965	349,629	198,284	292,045

9. CAPITAL GRANT RESERVE

	2012	2011	2012	2011
	€	€	GBP	GBP
Opening Balance	1,180,333	1,240,287	985,932	1,067,577
Capital Additions	20,522	108,452	16,641	94,123
Less amount released to I&E A/C*	(135,789)	(168,406)	(110,107)	(146,156)
Currency Translation Adjustment			(23,266)	(29,610)
Closing Balance	1,065,066	1,180,333	869,200	985,932

*Amount released to I&E	2012	2011	2012	2011
	€	€	GBP	GBP
Amortised in line with depreciation	(134,853)	(159,612)	(109,348)	(138,524)
Amount released on disposal of fixed assets	(936)	(8,794)	(759)	(7,632)
Closing Balance	(135,789)	(168,406)	(110,107)	(146,156)

10. NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES

	2012	2011	2012	2011
	€	€	GBP	GBP
Surplus/(Deficit) for the period	(85,103)	35,237	(69,007)	30,581
Transfer from Capital Grant Reserve	(135,789)	(168,406)	(110,107)	(146,156)
Depreciation Charges	134,853	159,612	109,348	138,524
Capital Disposal Loss	936	8,794	759	7,632
(Increase)/Decrease in Debtors	224,597	(185,884)	189,711	(151,493)
Increase/(Decrease) in Creditors	(106,664)	(17,814)	(93,761)	(24,232)
Currency Translation Adjustment			(5,448)	(6,881)
	32,830	(168,461)	21,495	(152,025)

The currency translation adjustment reflects the amount of the movement in the value of current assets and liabilities which is attributable to the change in exchange rates over the year.

11. ANALYSIS OF THE BALANCES OF CASH AS SHOWN IN THE BALANCE SHEET

	At 01.01.12	Cashflow	At 31.12.12
Euro Account	187,238	51,719	238,957
Sterling Account	92,689	(15,480)	77,209
Deposit Account	2,264	(215)	2,049
Petty Cash	574	(123)	451
Credit Cards	(6,859)	(3,071)	(9,930)
Total	275,906	32,830	308,736

12. PROMOTION ACTIVITIES

	2012	2011	2012	2011
	€	€	GBP	GBP
Media Costs	2,249,337	2,563,387	1,823,920	2,224,712
Marketing Costs	255,606	490,865	207,263	426,012
Events	272,754	113,260	221,168	98,296
Publications	62,134	157,965	50,383	137,095
Project and Conference Sponsorship	53,298	110,551	43,218	95,945
Educational Development	57,102	49,123	46,302	42,633
Helpline Activities	30,041	32,749	24,359	28,422
	2,980,272	3,517,900	2,416,613	3,053,115

13. GENERAL RESERVE

	2012	2011	2012	2011
	€	€	GBP	GBP
Opening Balance	260,540	225,303	217,629	193,929
Surplus/(Deficit)	(85,103)	35,237	(69,007)	30,581
Currency Translation Adjustment			(5,448)	(6,881)
Closing Balance	175,437	260,540	143,174	217,629

14. RELATED PARTY TRANSACTIONS

The Food Safety Promotion Board is a cross-border implementation body, sponsored by the Department of Health and the Department of Health, Social Services and Public Safety, which are regarded as related parties. During the year, The Food Safety Promotion Board was principally funded by these departments and had various transactions with them.

15. FUTURE CAPITAL EXPENDITURE

The Food Safety Promotion Board has no capital commitments at 31st December 2012.

16. LEASES/COMMITMENTS

(a) Operating Leases

The Board has annual lease commitments in respect of operating leases on properties where the lease terms expire as follows:

	2012	2011
	€	€
Within 1 year	(76,772)	-
Between 2 and 5 years	-	(76,772)
More than 5 years	560,000	560,000
	483,228	483,228

The annual rent payable in respect of leased premises is broken down as follows:

Location	Expiry date	Rent payable/ (receivable)	Rent payable (receivable)
		€	£
Cork	2026	370,000	300,022
Cork Sub-Lease	2013	(76,772)	(62,252)
Dublin	2021	190,000	154,065
Total Annual Costs		483,228	391,835

16. LEASES/COMMITMENTS (CONTINUED)

(b) Commitments

The Board has commitments in respect of approved research contracts at 31st December 2012 in the amount of €339,005/£276,662 (2011-€1,430,086/£1,194,551).

17. PENSIONS

The valuation used for FRS 17 disclosures has been based on an actuarial valuation as at 31st December 2012 by an independent actuary. Assumptions used to calculate the scheme liabilities as at 31st December 2012 under FRS 17 are:

(a) Principal actuarial assumptions used for the calculations

	2012	2011
Discount rate (Republic of Ireland)	2.70%	4.60%
Discount rate (Northern Ireland)	4.10%	4.70%
Inflation rate (Republic of Ireland)	2.50%	2.50%
Inflation rate (Northern Ireland)	1.80%	2.60%
Rate of increase in salary	4.00%	4.00%
Rate of increase in pensions (Republic of Ireland):		
In line with salary increases	4.00%	4.00%
In line with CPI	2.50%	2.50%
Rate of increase in pensions (Northern Ireland)	1.80%	2.60%
Average expected future life at age 65 for		
Male currently aged 65	21.5yrs	21.4yrs
Female currently aged 65	24.1yrs	24.0yrs
Male currently aged 45	23.4yrs	23.3yrs
Female currently aged 45	25.9yrs	25.9yrs

17. PENSIONS (CONTINUED)

(b) Movement in Net Pension Liability during the financial year

	2012	2011	2012	2011
	€'000	€'000	GBP'000	GBP'000
(Deficit) in the plan at 1st January	(5,820)	(4,991)	(4,861)	(4,296)
Benefits paid during the year	26	26	21	23
Current Service Cost	(475)	(412)	(385)	(357)
Net Transfers out of/(into) the Scheme	37	(37)	30	(32)
Other Finance Income/(Charge)	(277)	(245)	(225)	(213)
Actuarial Gain/(Loss)	(4,133)	(161)	(3,351)	(140)
Exchange Differences – GBP Comparisons			86	154
(Deficit) in the plan at 31st December	(10,642)	(5,820)	(8,685)	(4,861)

Analysis of the movement in (deficit) in the Plan during the period is as follows:

	2012	2011	2012	2011
	€'000	€'000	GBP'000	GBP'000
Experience Gain/(Loss)	119	(13)	96	(11)
Gain/(Loss) on Change of Financial Assumptions	(4,252)	(148)	(3,448)	(129)
Exchange Differences – GBP Comparisons			1	
Actuarial Gain/(Loss)	(4,133)	(161)	(3,351)	(140)

17. PENSIONS (CONTINUED)

(c) Income and Expenditure Account Analysis for the financial year

Analysis of the net deferred funding for pension is as follows:

	2012	2011	2012	2011
	€'000	€'000	GBP'000	GBP'000
Current Service Cost	475	412	385	357
Other Finance Cost	277	245	225	213
Benefits paid during the year	(26)	(26)	(21)	(23)
Exchange Differences – GBP Comparisons			(1)	
	726	631	588	547

Analysis of the current pension service costs is as follows:

	2012	2011	2012	2011
	€'000	€'000	GBP'000	GBP'000
Current Service Cost	475	412	385	357
Other Finance Cost	277	245	225	213
Exchange Differences – GBP Comparisons			(1)	
	752	657	609	570

(d) Deferred Pension Funding

In accordance with accounting practice for non-commercial, State-sponsored bodies in the Republic of Ireland, the Food Safety Promotion Board recognises an asset representing resources to be made available by the UK and Irish Exchequers for the unfunded deferred liability for pensions, on the basis of a number of past events. These events include the statutory backing for the superannuation schemes, and the policy and practice in relation to funding public service pensions in both jurisdictions, including the annual estimates process. While there is no formal agreement, and therefore no guarantee regarding these specific amounts with the funding bodies, the Food Safety Promotion Board has no evidence that this funding policy will not continue to meet this amount in accordance with current practice. This treatment is inconsistent with accounting practice for UK Non-Departmental Bodies, where, due to absence of a formal guarantee, a funding liability is not recognised until the commitment falls due.

The deferred funding asset for pensions as at 31st December 2012 amounted to €10.642m/£8.685m (2011-€5.820m/£4.861m).

	2012	2011	2012	2011
	€'000	€'000	GBP'000	GBP'000
Opening Balance at 1st January	5,820	4,991	4,861	4,296
Increase/(Decrease) in Deferred Pension Funding	4,822	829	3,824	565
Balance at 31st December	10,642	5,820	8,685	4,861

17. PENSIONS (CONTINUED)

(e) History of Defined Benefit Liabilities

	2012	2011	2010	2009
	€'000	€'000	€'000	€'000
(Deficit) as at 31st December	(10,642)	(5,820)	(4,991)	(4,599)
Experience adjustment on liabilities including exchange rate effect gain/(loss)	119	(13)	525	(140)
Percentage of Scheme Liabilities	1.1%	0.2%	10.5%	3.0%

	2012	2011	2010	2009
	GBP'000	GBP'000	GBP'000	GBP'000
(Deficit) as at 31st December	(8,685)	(4,861)	(4,296)	(4,084)
Experience adjustment on liabilities including exchange rate effect gain/(loss)	(96)	(11)	452	(125)
Percentage of Scheme Liabilities	1.1%	0.2%	10.5%	3.0%

APPENDIX 1 – ACCOUNTS DIRECTION

FOOD SAFETY PROMOTION BOARD

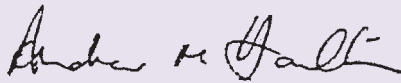
Accounts direction given by the Northern Department of Health, Social Services and Public Safety and the Southern Department of Health and Children, with the approval of the finance departments North and South, in accordance with the North/South co-operation (implementation bodies) (Northern Ireland) Order 1999 and the Southern British-Irish Agreement Act 1999.

The annual accounts shall give a true and fair view of the income and expenditure and cash flows for the financial year, and the state of affairs as at the year end: Subject to this requirement, the Body shall prepare accounts for the financial period 2 December 1999 to 31 December 2000 and subsequent financial years in accordance with:

- a. the North/South Implementation Bodies Annual Reports and Account Guidance;
- b. other guidance which Finance Departments may issue from time to time in respect of accounts which are required to give a true and fair view;
- c. any other specific disclosures required by sponsoring Departments;

except where agreed otherwise with Finance Departments, in which case the exception shall be described in the notes to the accounts.

Signed by the authority of the



Department of Health
Social Services and Public Safety

18 June 2001



Department of
Health and Children

13 June 2001

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