

2011 Annual Report



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Chief Executive's Statement

The complex and diverse nature of the food environment and the range of interactions between all involved in the food chain - from producers, distributors and retailers, to the final consumer - continue to present on-going challenges to our key and priority function of the promotion of food safety and healthy eating. In 2011, we continued to actively address these challenges with multi-media consumer campaigns, supported evidentially by dedicated research programmes complementing the existing body of scientific evidence.

There is a continued interest in food-related issues in the media, both domestically and globally. By 2050, we are likely to need at least 70 per cent more food than we do today to meet the projected rise in global population to 9 billion from 7 billion. Maintaining confidence in the food supply in a global environment and, simultaneously, addressing the complex question of the ever-increasing rise in obesity is a priority on which we will continue to focus. Two out of three adults on the island of Ireland are now either overweight or obese.

2011 was the first year of our Corporate Plan for the years 2011-2013. I am pleased to report, that with the support of our professional and dedicated staff, our key stakeholders on the island, and our Advisory structures, we have made a very positive impact in tackling our main priorities of influencing consumer behaviour and supporting the food environment.

Two major multi-media campaigns were conducted in 2011. 'Stop the Spread' aimed to raise awareness among the adult population that excess weight is now the norm in society and not the exception and thereby consumers were encouraged to take action and begin to manage their own weight. The reference point for consumers was waist measurement, and the campaign was supported by the Pharmaceutical Societies on the island, who distributed measuring tapes through pharmacies. The campaign was informed by international research from the World Health Organisation (WHO), and recent population studies carried out on the island of Ireland indicating a steep rise in obesity levels.

The 'If you could see Germs' campaign aimed to increase awareness of the dangers of cross-contamination when people prepare food for themselves or others and the consequent dangers of food-poisoning. The campaign used the medium of ultra-violet lighting to reveal the secret world of germs, and the ease with which they can spread around domestic kitchens. The campaign was informed by **safefood**-funded research revealing that 43 per cent of kitchens were contaminated with raw meat bacteria after food preparation.

In order to support consumer confidence in the food supply, this year **safefood** established scientific collaborative arrangements called 'Knowledge Networks', bringing together those involved in creating and applying food safety knowledge throughout the food chain, thereby augmenting all-island linkages, and sharing and developing expertise. As well as supporting scientific co-operation, the networks also aim to foster east-west and international food-networking opportunities. Developing the knowledge base using a synergistic approach among those interested in food safety will support

the integrity of the food supply and contribute to protecting public health. The Networks were formally launched in Belfast in October, and six topic-specific conferences were held on an all-island basis during the year.

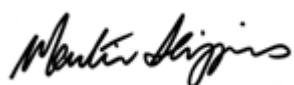
A number of research initiatives were commissioned in 2011, and reflected the continuing trend of a shift towards projects of a more applied nature. The range of subjects included consumers' understanding of food portion sizes, the habits of shoppers, and nutrition reviews of burgers and ethnic foods. These projects will aid the understanding of how consumers make the choices they do, and inform our future programmes. Completed research projects in 2011 included a survey of household dishcloths, food hazards in the home, and a review of the nutritional content of take-away pizzas, which attracted much media attention.

Given the current challenging economic times, our focus on food poverty and the related access to healthy food for disadvantaged groups is timelier than ever. We continued our support for the **safefood** all-island Demonstration Programme of Community-Food Initiatives. These initiatives use a community development approach to promote greater focus on food and access to healthy food in the low income groups. Seven projects across the island are presently delivering positive outcomes, and the learning from them will inform our future direction in this area.

safefood actively supported all-island partnership and co-operation in 2011 in the obesity and food poverty areas through our active participation in the All-island Food Poverty Network, the All-island Obesity Action Forum, and the Co-operation and Working Together (CAWT) obesity project in the Border areas.

Finally, I would like to extend my thanks to our Advisory Board, who, under Chair John Dardis, actively supported our programmes during their term of office, which expired in December. I look forward to working with the new Advisory Board under Chair Lynn Ní Bhaoighealláin and the new Members over the coming years.

On behalf of **safefood** and my colleagues on our Advisory Structures and the staff, I would like to thank all who have worked with us in 2011. I look forward to continue working to face the future challenges that constantly arise in maintaining and improving public health on the island of Ireland.



Martin Higgins

Chief Executive



Launch of Knowledge Networks, October 2011

Scientific Activities

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

Food Science

Knowledge Networks

safefood has, as part of its remit, an obligation to promote awareness of food safety issues amongst professionals with an interest in, or responsibility for, food safety. **safefood** recognises the importance of science-based knowledge being applied to promote and underpin the integrity and reputation of the food chain on the island of Ireland. In developing a strategic approach to scientific co-operation and linkages, the principal objective has been to bring together those involved in creating and applying knowledge at all parts of the food chain to support and enhance food safety.

safefood has established a number of collaborative arrangements called ‘Knowledge Networks’ that are creating and augmenting linkages across the island between food safety professionals throughout the whole food chain; from producers, processors and distributors, as well as those working in research and academia. The networks will help facilitate greater knowledge-sharing by those involved in all parts of the food chain to support and enhance food safety.

Eight Knowledge Networks have been established covering specific food safety topics. Five cover microbiological parameters - Verocytotoxigenic *Escherichia coli* (VTEC), *Salmonella*, *Campylobacter*, *Listeria* and *Cryptosporidium*. There are two Networks dealing with chemical safety - chemical residues and biotoxins. There is also a Network focusing on food allergy and food intolerance. Each Network is facilitated by an expert in each topic area.

Through the Networks, a wide range of food safety professionals are forming multi-disciplinary linkages in the broad food safety arena. Members gain access to scientific information, share knowledge and develop synergies. Such sharing of knowledge and experiences can connect the various islands of food safety information, and encourage better use of existing resources to obtain best value in order to protect public health. The Network membership includes food safety professionals from

across the agri-food sector within the health, food industry, academia, government and agriculture arenas.

By joining the Networks, members access and share online food safety information (via <http://safefood.ning.com>), attend annual meetings, receive annual eNewsletters and can participate in **safefood's** Training and Mobility Programmes. The Networks were formally launched in October 2011 and already have more than 1,000 members. Through this mechanism, members of the Networks are linking with other food safety professionals and sharing experiences and knowledge, with the ultimate aim that this knowledge is applied to strengthen the integrity of the local food supply and protect public health.

The official launch of **safefood's** Knowledge Networks took place in the Harbour Commissioner's Office in Belfast on Tuesday, 11th October 2011. The event explored important issues faced by the agri-food sector globally and locally, and the role that the knowledge exchange networks can play in both underpinning the integrity and enhancing the reputation of the food chain on the island of Ireland. Dr. Andrew McCormick, Permanent Secretary, Department of Health, Social Services and Public Safety, formally launched the Networks and keynote speakers included Mr. Rob Hargrove, Senior Vice President R&D in PepsiCo Europe, who discussed the role of science and research in fostering innovation and satisfying consumers' needs, and Prof. Tim Brocklehurst, head of the International Technology Transfer Alliance and various international networks, who addressed the benefits of international networking to the food industry. Other speakers included Mr. Owen McGuinness, InterTradeIreland; Prof. Chris Elliot, Chemical Residues and Biotxin Network facilitator, and Mr. Michael Walker, Food Allergy and Food Intolerance Network facilitator. The speakers shared their global experiences and perspectives and how knowledge exchange and application can bring benefits to the food chain.

Training and mobility programme

This programme has been running for a number of years and was initially established to facilitate laboratory staff spend a period of time in another laboratory with a specific brief or remit, with the overall aim of encouraging scientific partnerships and collaborations between food safety laboratories.

The programme has now been adapted and expanded in scope to include food safety professionals from all food safety sectors and will be managed through the **safefood** Knowledge Networks, with applications open to network members on the island of Ireland. Applicants must demonstrate that the proposed visit has significant food safety and public health merit and how the transfer of knowledge/technology is facilitated through the Network. It is intended that this Training and Mobility Programme will encourage exchange of knowledge and information between different sectors, e.g. industry and research, as well as encouraging collaboration across geographical borders.

Research

The following research projects were completed in 2011:

The microbiological status of household dishcloths and associated consumer hygiene practices on the island of Ireland

This research project surveyed the levels of microbial contamination on household dishcloths on the island of Ireland. Conducted by Eolas International Research, the microbiology study of 200 household dishcloths showed that dishcloths play an important role in kitchen hygiene, with *E. coli* on 27.5 per cent and *Listeria* on 13.5 per cent of the dishcloths tested. The research further emphasises **safe food's** current food safety media awareness campaign that is highlighting how inadequate everyday food preparation kitchen habits can cause food poisoning.

Communication to consumers about food hazards in the home

Communication of food risks remains challenging, with on-going public concerns about contaminants in the food supply. Public perceptions about food risks are not uniform; and depend greatly on the individual characteristics of the consumer as well as aspects of the information provided. The objective of this project carried out by University College Dublin was to explore the effect of various risk messages and of tailoring communications in various contexts, to take into account the ways in which consumers react to, and process information.

Other completed research projects include:

An investigation into the usage of Monosodium Glutamate in the ethnic food catering industry

and

A meat speciation survey of selected meat products at retail level.

Stakeholder Development Activities

safefood Listeria network conference

The *safefood* Listeria network annual conference took place on the 16th May 2011 in Teagasc Food Research Centre, Fermoy, Co. Cork. Members from industry, regulation, research and public health sectors attended. The conference focused on the persistence, virulence and control aspects of *Listeria*. International speakers included Doug Eddy from the Dairy Food Safety in Victoria, Australia who presented 'Taking regulation from prescription to risk-based outcomes – an Australian perspective' and Dr. Rene Imhoff from ALP, Switzerland who spoke on 'Successful strategies against *Listeria monocytogenes* in Switzerland'.

safefood Biotoxin and chemical residues network conference

The *safefood* Biotoxin and chemical residues networks held a one-day conference themed around 'climate change and aquaculture' at the Wellington Park Hotel, Belfast on 31st May 2011. This conference brought together researchers, industry and regulators from the aquaculture sector across the island to discuss key topics of interest and concern relating to the impact of climate change upon aquaculture and its produce.

Key topics included:

- Current and future concerns in aquaculture;
- Advances in monitoring/surveillance techniques;
- Development and implementation of prevention/control strategies;
- Regulation/Legislation.

A technical workshop entitled "Warning systems: emerging technologies in early detection of chemical risks" for the detection of biotoxins and chemical residues in food was also held at Queens University, Belfast on 1st June 2011. The workshop covered a range of techniques including immunological methods, spectroscopic techniques and 'omics'. The workshop included theoretical and practical sessions, along with examples of relevant applications for the aquaculture industry.

safefood VTEC network conference

The first VTEC Knowledge network meeting took place on 20th October 2011 at Teagasc Food Research Centre, Ashtown in Dublin. The annual forum brought together a large number of delegates and four key international speakers including Prof. Helen Bernard from the Robert Koch Institute in Germany

who presented data on the large food outbreak caused by *E. coli* O104:H4 in Germany in the summer of 2011. Presenters from the island presented data on public health epidemiology, new developments in methods and potential control of the pathogen in the environment, and the meat and dairy sectors.

The VTEC network facilitator, Dr. Geraldine Duffy, also presented on the **safeFood** Networks at the Veterinary Officers' Association/Local Authority Vets - Joint Scientific Session in Mullingar on the 1st April, 2011.

safeFood *Campylobacter* network conference

The Inaugural Meeting of the *Campylobacter* knowledge network took place on the 29th September 2011 at the Teagasc Food Centre, Ashtown in Dublin. Prof. Arie Havelaar from the National Institute for Public Health and the Environment (RIVM) in the Netherlands presented on 'Risk-based standards for *Campylobacter* in the broiler meat chain'. In addition, Prof. Tom Humphrey from the National Centre for Zoonosis Research at the University of Liverpool spoke on ' *Campylobacter* control options in broilers: what are the best ways to support biosecurity?'. The topics discussed covered the public health issues of human *Campylobacter* infections and the standards industry needs to apply to manage *Campylobacter* in the food chain.

safeFood *Cryptosporidium* network conference

The first meeting of the *Cryptosporidium* knowledge network took place at the Agri-Food and Biosciences Institute (AFBI) in Belfast on 13th October 2011. Dr. Seamus Kennedy, CEO of AFBI opened the conference and the keynote address was made by Dr Lihua Xiao from the Centre for Disease Control and Prevention, Atlanta, USA. Speakers from the island of Ireland presented data on public health, occurrence and potential control of *Cryptosporidium* in the environment, as well as developments in analytical methodology.

International food integrity and traceability conference

An international conference in Belfast on the theme of food integrity and traceability was jointly organised by **safeFood** and the Centre for Assured, Safe and Traceable Food at Queen's University Belfast on 21st-24th March 2011. The conference was attended by over 220 delegates including scientists, regulators and food producers from 32 countries who shared their expertise in delivering safe and authentic foods to consumers. A particular focus was on the challenges faced in protecting the integrity of the food supply chain from the threat of chemical and microbiological contamination and also the issues of food authenticity and the impacts of fraudulent practices and adulteration.

Exploring food safety behaviour in the home

safefood hosted a seminar on the 16th November 2011 at the Ashtown Food Research Centre in Dublin in order to share the research findings from **safefood**-funded research on food safety in a domestic situation and the challenges associated with behavioural change in the home. Prof. David McDowell, Prof. Pat Wall and Dr. Jean Kennedy reported their findings respectively from three **safefood** research projects on the persistence and dissemination of pathogens in a domestic kitchen; assessment of critical control points during domestic food preparation on the island of Ireland, and changes in behaviour with respect to safe food. The seminar provided **safefood** with valuable insights and information that can be used to inform future policy approaches by **safefood** in this area. The event was well attended by environmental health specialists, food industry personnel, food safety experts, behavioural psychologists and representatives from other government departments/agencies.

Institute of Food Science and Technology (IFST) Northern Ireland branch event

safefood sponsored a meeting of the IFST at Loughry Campus, CAFRE on 17th November 2011 and gave a presentation about how to positively influence consumer food safety behaviour. The event was well attended by professionals and students from the NI branch.

Annual Northern Ireland Food and Drink Association (NIFDA) event

As part of **safefood**'s strategic focus for the on-going development of the **safefood** Knowledge Networks and the involvement of food safety professionals employed in the food chain, **safefood** co-sponsored the Annual NIFDA event on 29th November 2011 in Belfast. The event attracted 240 business leaders in the agri-food sector and represented an unique opportunity for **safefood** to promote food safety and the Knowledge Networks to this sector.

Allergy NI young person of the year award

The Allergy NI young person of the year award was held in Belfast on 25th November 2011 and was attended by people from all over Northern Ireland and the Republic of Ireland. The aim of the award is to encourage children and young people to raise awareness of serious and potentially life-threatening allergies. **safefood** supported this year's event and the awards were presented by Dr. James McIntosh, **safefood** and Alderman Billy Webb, Mayor of Newtownabbey.

Publications

'Hold the Gluten! Can coeliac consumers enjoy risk-free dining?' was published following the completion of a survey to assess awareness of coeliac condition and to highlight the importance of providing gluten-free food. The survey was conducted in two parts: first, samplers purchased gluten-free meals from restaurants, and then completed a questionnaire relating to the purchasing experience and the level of knowledge displayed by restaurant staff. Their whole meal was then dispatched to the laboratory for analysis of the gluten content.

safefood produced a consumer information postcard with duck egg storage, preparation and consumption advice for dissemination through a range of channels in ROI, including butchers, country and farmers' markets and duck keepers.

The 'School Food Top Marks' initiative which is run by the Public Health Agency in Northern Ireland (NI) utilised the **safefood** Food Allergy and Intolerance poster which was developed as a practical resource for caterers and adjusted the focus for parents and carers. This poster was distributed to over 1,500 schools throughout NI as a practical aid for those involved in school catering to accommodate students who have a food allergy or intolerance.

Two summary reports entitled 'Persistence and dissemination of Campylobacter, E. coli and Salmonella in domestic kitchen environments' and 'Assessment of the Critical Control Points during domestic food preparation on the island of Ireland' was published to coincide with a food safety behaviour seminar in the Ashtown Food Research Centre on 16th November 2011.

Human Health and Nutrition

In 2011 the Human Health and Nutrition (HHN) Directorate continued their work in the areas of food poverty and obesity on the island of Ireland (IOI). In addition, HHN were involved in the publication of nutrition-related resources for use by different age groups. While the most evident aspect of the promotion of healthy eating is the mass media campaigns, the supporting initiatives provide crucial reach out to key target groups. Finally the HHN contributed to research on the IOI and continued to support nutritionists and dieticians to broaden their knowledge and share experience.

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.

Community food initiatives

The **safefood** all-island Demonstration programme of community food initiatives was formally launched in January 2010. Community food initiatives (CFIs) use a community development approach to promote greater focus on and access to healthy food in 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. Four network events for the seven projects were held in 2011 focusing on sustainability of the projects and social enterprise.

Food poverty in four households

The findings from this research were launched on the 2nd November 2011, at NICVA, the Northern Ireland Council for Voluntary Action Centre, Belfast. This **safefood** research examined food on a low income on the island of Ireland. It enabled an exploration of the 'why' behind the statistics around poverty and food, exploring the everyday experiences of food among people in four household types (families with children, single men, older people and lone parents).

Healthy food for all

safefood, a co-founder of the poverty network Healthy Food for All (HfFAo) initiative, remains an active member of the organisations management and steering groups. In 2011 the governance structures of HfFA changed and the board of management was established to provide strategic direction to the initiative and meets every two months. Further details on the work of HfFA can be accessed via the website, www.healthyfoodforall.com.

All-island food poverty network

safefood and Food Standards Agency Northern Ireland brought together a number of key stakeholders in 2009 to establish a food poverty network in NI. The stakeholders include Healthy Food for All, The Council for the Homeless NI, The Department of Health Social Services 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. Three meetings of the network took place in 2011 and one workshop to further the work on developing a food poverty indicator for the island of Ireland. Additional stakeholders took part in meetings to progress this work. These included The Office for Social Inclusion of the Department of Social Protection (ROI), Department for Social Development (NI), The Economic and Social Research Institute and Queen's University Belfast.

Following on from the meetings, the network has decided to initially develop a deprivation indicator based on the analysis of the food deprivation items in 'Survey of Income and Living Conditions'. This is building on work which has already been done by the Department of Social Protection and the Economic and Social Research Institute and will involve both parties again. In addition, it is hoped that data being collected by Queen's University Belfast in 2012 will be used to develop a comparable indicator for NI. Work has also progressed on an expenditure-based measure in which the number of people/households who spend more than a certain percentage of household income on food is quantified. A feasibility study on this indicator is being conducted by the Institute of Public Health.

Research

The following research projects were commissioned or commenced in 2011:

Targeting social need

- Early school leavers: a needs assessment from a nutrition perspective.

Nutrition and health

- The cost of overweight and obesity on the island of Ireland.
- Consumer understanding of food portion sizes.
- Family eating out events 'outside of the home'.
- Food marketing and the pre-school child.
- Good days bad days- an investigation of the habits of shoppers.
- Nutrition takeout series – Burger.
- Nutrition takeout series – Chinese.

The following research projects were completed in 2011:

- A survey of health professional's attitudes to body weight status.
- Nutrition takeout series - Pizza.

Contributing to obesity policy and implementation on IOI

The obesity prevention steering group in Northern Ireland

safefood participated in The obesity prevention steering group and three out of four of its advisory groups i.e. (a) Food and Nutrition (b) Physical activity (c) Evaluation and Research (d) Information and Education, which was set up by the Department of Health Social Services and Public Safety in Northern Ireland (DHHSSPSNI).

Special action group on obesity (SAGO)

In 2011 Dr. James Reilly T.D., Minister for Health in Ireland set up a Special action group on obesity comprising key stakeholders, including **safefood**, to progress a number of issues to address the problem of obesity. Alone no single initiative will reverse the trend; it is based on the premise that a combination of measures should make a difference. The Group is concentrating on a range of actions including Healthy Eating Guidelines, the marketing of food and drink to children, nutritional labelling, calorie-posting on restaurant menus, the promotion of physical activity and the detection and treatment of obesity. The group will work with other Government Departments in a cross-sectorial approach to help halt the rise in childhood overweight and obesity.

All-island obesity action forum

The all-island obesity action forum supports the obesity policies in both Northern Ireland and Republic of Ireland by bringing together stakeholders to identify and promote collaboration in common areas of action across the two jurisdictions, to facilitate the exchange of best practice and promote networking on the island of Ireland. The membership of the Forum is wide-ranging with colleagues from the statutory agencies, the voluntary agencies and academia in the physical activity and healthy eating domains.

The sixth all-island obesity action forum meeting took place in Belfast in June 2011. It was followed by a workshop focusing on Men's Health and was run in partnership with the Ulster Cancer Foundation and attracted over 120 delegates from across the island of Ireland representing a range of disciplines from government departments to community groups. Key presentations included best practice in 'how to target men' and provided examples of relevant projects on the island of Ireland and further afield.

The seventh meeting was held in Dublin in November 2011 entitled 'Counting up the Pounds', focused on the economic cost of obesity and again was followed by a workshop. This workshop was supported by **safefood** and the HRB Centre for Health and Diet Research and it saw presentations from speakers such as Dr. Tim Lobstein from the International Association for the Study of Obesity (IASO), Dr. Anne Dee from the HRB Centre for Health and Diet Research and Róisín Shortall T.D. Minister of State, Department of Health with responsibility for Primary Care.

Presentations from both workshops are available on our website, www.safefood.eu.

The All-island Obesity Action forum continued to publish a bi-monthly e-bulletin "All-island Obesity News". The e-bulletin is available on the **safefood** website or by email from obesityforum@safefood.eu.

Co-operation and working together (CAWT) obesity project

safefood is continuing to participate in a major obesity project with CAWT, who are conducting a three-year cross-border obesity prevention and management project aimed at families. **safefood** provides support to the project in the key areas of planning and evaluation.

Educational Settings

Taste buds

Taste buds is an interactive educational resource for schoolchildren aged 8-10 years of age. It aims to help children enjoy learning about the origins and production of food and the importance of eating a balanced diet. It was launched in 2008 and to date 1,300 schools in Ireland have requested a Taste buds pack. The resource is available on the **safefood** website www.safefood.eu/education. The resource will be evaluated in 2012.

Eat, Taste and Grow

safefood and the Public Health Agency launched a new primary education resource for NI, Eat, taste and grow in June 2011. This is a teacher-led resource aimed to increase awareness among primary school children of the origins of their food, local produce and the role this plays in healthy eating. The resource which supports the Northern Ireland primary school curriculum was disseminated to primary schools in Northern Ireland in October 2011.

How We Measure Up-Deciphering Food Labelling

safefood and the Foods Standards Agency in Northern Ireland are in the development stages of a labelling resource. The resource is aimed at GCSE and A-level students and sets out to introduce some of the issues surrounding food labelling. This resource will consist of a CDROM with class slides and teacher notes in a powerpoint format. It is planned this resource will be launched in June 2012.

Sammy and Sally Grow Together

This is the second book in the Sammy Sally series. It aims to increase a child's knowledge about healthy eating and where their food comes from. In early 2012 the booklets will be disseminated along with a pack of cress seeds to pre-schools in the island of Ireland. The idea is that growing these seeds along with reading the story will encourage pre-school children to understand where their food comes from and how it is grown.

Healthy eating catering awards

safefood has been collaborating with the Northern Ireland Nutrition Working Group, a subgroup of the Chief Environmental Officers Group who are piloting a healthier eating award scheme in Northern Ireland. We are also in discussion with the Health Service Executive and Irish Heart foundation, which have been running the Happy Heart Campaign in a local area in the Republic of Ireland with the view of supporting the promotion of an All-island healthy eating catering award. In March 2011 **safefood** conducted consumer research to support the development of the initiative.

Nutrition-related resources

Teen sports leaflet

safefood, in conjunction with the Irish Nutrition and Dietetic Institution (INDI), developed a sports leaflet for teenagers, which provides general advice for 13 to 17 year olds who are involved in sport. The booklet 'Fuel your body – for the teenage sports person' was reprinted in December 2011 for ROI and the Health Service Executive (HSE) Community Games will be disseminating the leaflet to teens over the next two years through various sporting events on the island. A NI specific 'Fuel your body – for the teenage sports person' was also printed in association with the British Dietetic Institute. Two copies of the leaflet were sent to physical education teachers in every post primary school in NI in addition to sending out them out to health promotion centres. The booklet is available to download from the **safefood** website at www.safefood.eu.

101+ square meals

This resource is a recipe book offering nutritionally-balanced recipes on a budget and is widely used in peer-led nutrition programmes. **safefood** evaluated the resource in 2011 and reprinted the resource for ROI in association with the Public Health Agency and began to adapt the resource for Northern Ireland. It is intended to reprint the resource in 2012.

Safe powdered infant feeding formula

The booklet 'How to prepare your baby's bottle feed' was produced by **safefood** in conjunction with the Health Service Executive (HSE). The booklet offers guidance on how to safely sterilise and prepare bottle feeds, giving handy tips when travelling with a baby. It is available to download from the **safefood** website and is available to maternity hospitals and community midwives via the HSE. The resource was evaluated by parents and health professionals and updated in 2011. The updated version will be disseminated in ROI in early 2012.

Nutrition exchange programme

The nutrition exchange programme supports nutritionists to broaden their knowledge and share experiences and expertise on the island of Ireland. The programme continued successfully in 2011 with a total of 22 participants and it remains highly rated by the participants.



Launch of 'Eat, Taste and Grow', March 2011

Marketing and Communications

Stop the Spread

The World Health Organisation (WHO) has described overweight and obesity as a “global epidemic”. Recent population studies on the island of Ireland have shown a steep rise in the number of people who are overweight or obese; the National Adult and Nutrition Survey (2011) reported that among adults aged 18-54 in the Republic of Ireland, 70 per cent of men and 52 per cent of women were overweight or obese, while the Health Survey Northern Ireland (2012) found similar figures, with 59 per cent of adults being either overweight (36%) or obese (23%). A wealth of international evidence shows that excess body weight increases the risk of cardiovascular disease, type 2 diabetes and certain cancers and it is estimated that between 5,000 and 6,000 people die each year from obesity-related illnesses in the Republic of Ireland.

“Stop the Spread” is a two-year, public health awareness campaign by **safefood** to tackle this growing problem. The overall aim of the campaign 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 was to change the public’s perception of just what has become the “social norm” for a healthy weight. **safefood** benchmark research indicated that while more than 6 in 10 people are overweight, less than 4 in 10 actually considered themselves to be overweight.

The strategy for the campaign was to give consumers a practical reference point to help enable self-diagnosis and that this would be an easier concept than BMI for consumers to understand. Using guidelines from the WHO, a direct, 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.* The campaign’s call to action was to find out if it had spread to you.

Officially launched on May 10th 2011 at the Royal College of Physicians by the Minister of State at the Department of Health with responsibility for Primary Care, Ms. Róisín Shortall, “Stop the Spread” combined high-impact advertising and direct marketing with traditional media relations. The

campaign also used **safefood**'s digital and social media channels to further engage with the public and help communicate the key messages of the campaign.

To help with delivering core campaign messages to the public, community pharmacists were identified as a suitable partner to achieve this. Securing the support of the Pharmaceutical Society of Northern Ireland, Pharmaceutical Society of Ireland and the Ulster Chemist Association also helped greatly in attracting the support of both multi-national and independent pharmacy chains. In total, 75 per cent of all pharmacies on the island of Ireland signed up to the campaign and over 400,000 tapes were distributed across the island of Ireland during the first phase of campaign activity.

The second phase of the campaign began in Autumn 2011 and early results from quantitative research with consumers show the campaign has been hugely successful in re-igniting the fight against overweight; more adults now know how to identify being overweight and are more sensitised to the associated health risks. Overweight is now firmly established as a public health issue both in Northern Ireland and the Republic of Ireland. The "Stop the Spread" campaign was instrumental in raising awareness of this critical public health issue and continues to maintain the momentum behind tackling it.

If You Could See Germs

Food poisoning at home can happen very easily but is also easily avoided. Every year, thousands of people suffer from food poisoning yet these only represent a fraction of the cases that occur but are not reported by the public.

The development of "If you could see germs spread" campaign was informed by research which revealed that 43 per cent of kitchens were contaminated with raw meat bacteria after food preparation. Results from a second research study also showed that raw meat bacteria can survive on kitchen surfaces for at least 24 hours.

Launched in November 2011, the aim of this new food safety campaign is to increase awareness among people preparing food for themselves or others of the dangers of cross-contamination. The campaign shows how unseen germs can spread throughout the kitchen and how careless everyday kitchen habits could ultimately lead to food poisoning. This two-year campaign uses the concept of ultra-violet light to reveal the hidden world of germs and show how easily they can spread around the kitchen and

contaminate other work surfaces, utensils, and ready-to-eat foods in the process. The campaign also highlights how this can impact on other members of the family.

The campaign advertising comprises television, radio and outdoor posters and is supported by online activity on the **safefood** website and Facebook page. The TV advertisement used in the campaign was previously broadcast by the Food Standards Agency in the UK in 2003. **safefood** acquired the rights to the TV ad from the UK Central Office of Information for a minimal fee and rebranded it for the island of Ireland market.

Operation Transformation

With 2 out of 3 people on the island of Ireland overweight, a multi-faceted approach is required to tackle the problem. **safefood** approached the programme makers of “Operation Transformation” to become involved with the TV series, which we regarded as an ideal multi-media platform for communicating our public health messages. The programme, which is broadcast over 8 episodes on RTÉ 1 television, follows male and female volunteers on a journey to help them change their lifestyle with particular focus on their diet and physical activity. While **safefood**'s sponsorship entitles us to sponsor credits across radio (The John Murray Show on RTÉ Radio 1), on the TV series, on the show's website and in the RTÉ Guide magazine, **safefood** has no editorial control over the programme itself. The series gives a high profile to the problem of obesity during primetime TV hours and creates debate and conversation about the topic and the possible solutions. Our dietitians gave live Facebook support and advice for viewers during each episode of the programme as it was being broadcast live on air and this has also attracted a considerable number of consumers looking for information on meal plans and motivational support. Social media plays a significant part in this sponsorship. Following the conclusion of the television series, the Operation Transformation Facebook page which has over 29,000 followers was maintained by **safefood** on an ongoing basis for the rest of the year. This maintenance involved answering user queries, maintaining the enthusiasm and interest in weight loss among consumers and directing them to suitable information resources, both on the Operation Transformation and **safefood** websites. The first episode of Operation Transformation attracted an average of 548,200 viewers.

Takeaway My Way

During the final school term aspiring young chefs were challenged to produce healthy, home-made, low cost versions of their favourite takeaway dishes. The **safefood**-sponsored cookery competition for all secondary schools on the island of Ireland and Youthreach centres in the Republic of Ireland was

launched on 1st March 2011. The competition, organised by St. Angela's College in conjunction with **safefood**, aims to encourage students to display their culinary skills while also promoting the importance of healthy eating. Students were encouraged to take their favourite takeaway meal, give the dish a healthy makeover, cook it and take a photo of their modified dish to win prizes including games consoles, gift vouchers and goody bags. Over 900 entries were received from which 32 finalists were chosen to cook their recipes at the finals for a panel of expert judges including award-winning Chef Neven Maguire.

RUAS Balmoral Show and Agricultural Shows in Northern Ireland

This year's Royal Ulster Agricultural Society (RUAS) Balmoral show held in the Kings Hall Belfast, as well as the Castlewellan agricultural show and the Enniskillen show in Northern Ireland, each featured a **safefood** "Stop the Spread" exhibition stand. The overall aim of our presence at the shows was to increase awareness among the adult population that excess weight has become the norm rather than the exception in line with our new two-year public health awareness campaign. Features of the stand included a waist measurement area, a myth buster wall and a rucksack/handbag challenge, which was used to illustrate how much excess weight adults are now carrying in comparison with 20 years ago. The shows attracted tens of thousands of people with many visiting the **safefood** stand and engaging positively with the campaign message.

MLAs tackle Northern Ireland's weighty issue

In June 2011, **safefood** presented at a briefing meeting with MLAs in the Northern Ireland Assembly hosted by the new Chair and Deputy Chair of the Health Committee, Michelle Gildernew, MP and Jim Wells, MLA respectively. The event gave us the opportunity to introduce our new public awareness weight campaign 'Stop the Spread'. During the meeting, MLAs were invited to support the next phase of the campaign by signing up to an 8-week 'weigh in' programme offering them weekly tips on healthy eating and physical activity. This 8-week programme was officially launched in September 2011 by 25 Members of the Assembly who signed up to take part, including the Chair and Deputy Chair of the Health Committee, as well as the Minister for Social Development, Nelson Mc Causland MLA and the Minister for Arts Culture and Leisure, Carál Ní Chuilín MLA.



'Takeaway My Way' competition, March 2011

Corporate Operations

The Corporate Operations Directorate played a key part in supporting the delivery of programmes and activities in 2011 throughout the organisation. The services provided including finance, procurement, human resources, IT, legal, governance and audit, and all contribute to facilitate the efficient and effective delivery of **safefood's** goals.

Finance

safefood places strategic importance on maintaining an efficient finance function thus ensuring that the highest standards are met and that effective financial procedures are in place.

Audit and Governance

The Comptroller and Auditor General (C & AG) from both Ireland and Northern Ireland jointly certified the Financial Statements.

The **safefood** Audit Committee met three times in 2011. The 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.

During 2011, Internal Audit focused on the effectiveness of the internal control environment within **safefood**. The internal auditor briefed the audit committee on the requirements of the Code of Practice for the Governance of State Bodies and also presented the Review of Internal Financial Controls carried out. In addition a senior auditor from the office of the Comptroller and Auditor General briefed the Audit Committee on the findings of the external audit.

safefood aims to achieve the highest standards of corporate governance. **safefood** as a North/South body conforms to the governance code of practice issued by the North South Ministerial Council 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.

Business and Strategic Planning

The approved Business Plan for 2011 incorporated efficiency savings in the region of 13 per cent on programme expenditure. **safefood** took the decision to accelerate the efficiency savings sought over 2011 to 2013 by the sponsor departments into one year.

safefood produced a Business Plan for 2012 in line with the approved Corporate Plan for 2011-2013.

Accountability

In order to monitor the performance and ensure planned operational and financial targets outlined in the Business Plan were achieved, the **safefood** senior management team met regularly to review programme progress updates and also budgetary and financial information.

safefood's 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 timely reporting.

The Chief Executive Officer reported at meetings of the North South Ministerial Council (NSMC) in the Health Sector throughout the year on progress on key issues.

Procurement

Procurement guidelines are continuously reviewed to ensure compliance with all European and national legislation as well as best practice procedures.

Human Resources

All policies and procedures were reviewed to ensure compliance and best practice.

Two new policies were introduced – ‘Social Media’ and ‘Flexible Working’. The Social Media Policy and Guidelines reflects the growing use of social media as a **safefood** tool in communicating with consumers. Flexible working was originally introduced in 2010 on a pilot basis to improve organisational flexibility and to contribute towards promoting a work-life balance environment at **safefood**. The scheme was formally introduced in 2011.

An updated Staff Handbook was published and circulated to all staff.

safefood continues to monitor and enhance staff performance through the annual Performance Management Development System. Training for 2011 ranged from tailored Social Media programmes to project management. **safefood** placed an emphasis on in-house training both from a budgetary and a skills retention perspective and undertook to train the trainer in relation to a number of programmes.

Equality

safefood is required by S75 of the Northern Ireland Act to set out a commitment as to how the statutory duties and responsibilities are actively promoted in relation to equality and good relations and to particularly demonstrate the underpinning ethos of the equality values. The Equality Commission in Northern Ireland laid out new criteria for an Equality Scheme in 2010 which **safefood** prepared and carried out a full consultation on in early 2011. This was published on schedule in April 2011 and formally approved by the Equality Commission in September 2011. Training on the Equality Scheme was provided to all staff in 2011.

safefood, as part of its continuing Disability Awareness Programme, introduced Browse Aloud on its website in 2011. This is a web tool which will open up greater access to the wide range of resources on our website to people with visual impairments. In addition disability awareness training which focused on visual impairment was provided to all staff.

Freedom of Information

safefood operates under a Freedom of Information Code of Practice approved by the North South Ministerial Council (NSMC) which takes regard of all national legislation together with other standards and best practice in the area of access to information. No requests were received during 2011. We responded to in the region of 20 Parliamentary Questions during 2011.

Advisory Board

A new Advisory Board was appointed in December 2011.

Chair - Ms. Lynn Ní Bhaoighealláin



Ms. Ní Bhaoighealláin from Dublin first completed a certificate in journalism before pursuing studies in environmental management and ecology. She holds postgraduate qualifications in Environmental Impact Assessment and in European Environmental Conservation from University College Dublin. She worked as an ecologist and field studies facilitator in Killarney National Park Education Centre for seven years and while residing in Kerry, stood as a general and local election candidate for the constituency of Kerry South. On her return to Dublin in 2009, she has resumed studies in the field of science and also works as an environmental workshop facilitator.

Vice Chair - Mrs. Darina Allen

Mrs. Allen is owner and principal of Ballymaloe Cookery School in Shanagarry, Co Cork. A cookbook author and regular television presenter, Mrs Allen has worked for many years on behalf of artisan producers and in the promotion of farmers' markets. She has received numerous national and international awards for her work both in the catering industry and in promoting locally produced, home-grown food and sustainable development. She is also involved with local schools to bring children into the kitchen and teach cooking and horticulture skills.



Ms. Julie Andrews



Ms. Andrews is Chief Executive of the Spectrum Centre in Belfast, a community arts and culture venue. A graduate of Queen's University, Belfast, she has an educational background in law and accountancy and extensive experience in many sectoral areas including property development, the arts and technology industries.

Mr. Thomas Burns

Mr. Burns is a councillor with Antrim Borough Council and has served the borough for 14 years. During that time, he was also elected as an MLA for South Antrim and worked as a member of the Northern Ireland Assembly from November 2003 to May 2011. During his time as an MLA, Mr. Burns was his party's spokesperson for Social Development and Arts, Culture and Leisure and has also served on a number of Committees including Business, Agricultural, and Public Accounts.



Mr. Brendan Kehoe



Mr. Kehoe is a dairy, beef and tillage farmer and is currently serving on a regional advisory committee for Glanbia. He is a committee member of the South East Simmental Cattle Society and is also active in local politics.

Mr. Alan McGrath

Mr. McGrath is a health food retailer and proprietor of The Health Store in Tuam, County Galway. He has been active in many local enterprise groups including Action Tuam Ltd., Tuam Chamber of Commerce, Energise Tuam and "Love your Town", a shop local promotional group. He is an active member of Irish Association of Health Stores and was formerly Chairman from 2009-2011.



Ms. Helen O'Donnell



Ms. O'Donnell is the owner of a Limerick-based bespoke catering business 'Dolmen Catering' serving corporate and private clients. A graduate of the Hotel and Catering Department at Galway Technical College, Ms. O'Donnell opened her first restaurant, craft and art gallery in 1993 and went on to open a café at the Hunt Museum, Limerick in 1997. She is a Board Member and past Chair of Adapt Women's Refuge Limerick and was nominated to the Forum for Peace and Reconciliation in 1994. A member of a number of women's organisations and fundraising committees, she is Chair of both the Limerick City Business Association and Limerick Can Do Forum.

Mr. Edward Spelman

Mr. Spelman is Managing Director of Dunhill Cuisine Ltd., a Waterford-based chilled meals, manufacturing and distribution company.



Ms. Hannah Su



Ms. Su is currently working for the Southern Health Trust in a health promotion project called REACH (Regenerating Environments and Communities' Health). This project is focused on delivering cooking, healthy lifestyle and activity programmes to those with physical and mental disabilities, minority and ethnic groups and families with children under 16. REACH also works alongside the Co-operation and Working Together (CAWT) initiative. Her background is in the legal and community sector and she has previously worked for a non-profit organisation to help empower the Chinese Community in the local area. Ms. Su recently stood for election in Dungannon Town and Fermanagh and South Tyrone. She is also involved in her family-owned Chinese takeaway business, Su's Welcome in Dungannon.

Mr. Campbell Tweedie

Mr. Tweedie has extensive senior management experience of the Northern Ireland agri-food industry, as well as considerable international experience. He pioneered the establishment of an international processing business, which is at the cutting edge of developments in retail packaging, and meeting the requirements of multiple retailers in the United Kingdom, Ireland and other countries. Mr Tweedie holds directorships in several companies and is President of the Northern Ireland Meat Exporters' Association. He also has interests in livestock farming and is a former member of the board of the Livestock and Meat Commission, where he served two terms.



Dr. Mary Upton



A microbiology graduate from University College Galway with a Ph.D. in microbiology from University College Dublin (UCD), Dr. Upton was a UCD lecturer and has published a number of academic papers on food safety and related topics. She was elected as a TD in 1999 and served as her party's spokesperson on Agriculture and Food for four years until her retirement from politics in 2011. Formerly Secretary and President of the Institute of Food Science and Technology of Ireland, she has also served as Chairman of the National Council for Educational Awards and was formerly Chairman of the Radiological Protection Institute of Ireland.

Ms. Jane Wells

Ms. Wells is Managing Director of JPR, a Belfast-based public relations agency. She holds a joint honours degree in English and French from Queen's University and a post-graduate certificate in Education. Before entering the PR field she was a teacher working in Paris and Jamaica. She has extensive experience at European level, having worked in Strasbourg and Brussels. A Fellow of the Chartered Institute of Public Relations (CIPR), Ms Wells is a former Chairman of the CIPR Northern Ireland branch. A Member of the Institute of Directors, she also sits on the Institute's Professional Development Committee. Ms. Wells is a director of the Northern Ireland Memorial Fund, an independent charitable fund that seeks to promote peace and reconciliation. She is also a director of the Ulster Youth Orchestra.





'Salt in Soup' research launch, March 2011

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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 Finance and the Department of Finance and Personnel, 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 2011 were:

Advisory Board to 12th December 2011

Mr. John Dardis	(Chairperson)
Mr. Campbell Tweedie	(Vice-Chairperson)
Mr. Ken Baird	
Ms Lynn Ní Bhaoighealláin	
Mr. Joe Byrne	(Resigned as of 1st July 2011)
Mr. Brian Cunningham	
Ms. Aoife Healy	
Ms. Susan Heraghty	
Mr. Neven Maguire	
Mr. Seamus Sheridan	
Mr. Con Traas	
Ms. Jane Wells	

Advisory Board from 13th December 2011

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

The members of the new Advisory Board are detailed in the accompanying Annual Report.

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 54. The surplus for the period was €35,237 (GBP30,581).

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 2011 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 2012 is €8,500,000 (GBP7,395,000).

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.

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 2011 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 2011, 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 2011 was carried out by the Internal Auditors.



Martin Higgins

Chief Executive Officer

Date: 21st June 2012

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 2011, 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 2011, and of its surplus, 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

4th July 2012



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

BT7 IEU
4th July 2012

Income and Expenditure Account

for the year ended 31st December 2011

	Notes	2011 €	2010 €	2011 GBP	2010 GBP
Income					
Revenue Grant from Departments	2(a)	8,309,361	9,537,404	7,211,528	8,181,567
Capital Grant Release	9(a)	<u>168,406</u>	<u>251,519</u>	<u>146,156</u>	<u>215,763</u>
		8,477,767	9,788,923	7,357,684	8,397,330
Other Income	2(b)	<u>589,075</u>	<u>523,900</u>	<u>511,246</u>	<u>449,422</u>
Total Income		9,066,842	10,312,823	7,868,930	8,846,752
Expenditure					
Staff Costs	3(b)	2,481,883	2,342,204	2,153,977	2,009,236
Board Fees		95,994	94,585	83,311	81,139
Depreciation	6	159,612	239,348	138,524	205,322
Research Programme Expenditure	5	919,194	796,310	797,750	683,107
Food Promotion Activities	12	3,517,900	4,679,350	3,053,115	4,014,134
Other Operating Costs	4	<u>1,857,022</u>	<u>2,040,733</u>	<u>1,611,672</u>	<u>1,750,622</u>
Total Expenditure		9,031,605	10,192,530	7,838,349	8,743,560
Surplus (Deficit) for the Year		35,237	120,293	30,581	103,192
Amount transferred to General Reserve	13	<u>35,237</u>	<u>120,293</u>	<u>30,581</u>	<u>103,192</u>

All amounts above relate to continuing activities.



Martin Higgins

Chief Executive Officer


Date: 21st June 2012

The notes on pages 58 to 82 form part of these accounts

Statement of Total Recognised Gains and Losses

for the year ended 31st December 2011

	2011	2010	2011	2010
Notes	€	€	GBP	GBP
Surplus/(Deficit) for the period	35,237	120,293	30,581	103,192
Actuarial Gain/(Loss) on Pension Liabilities 17(b)	(161,000)	49,000	(140,000)	42,034
Adjustment to Deferred Pension Funding	161,000	(49,000)	140,000	(42,034)
	-----	-----	-----	-----
Total Recognised Gain/(Loss) for the period	<u>35,237</u>	<u>120,293</u>	<u>30,581</u>	<u>103,192</u>



Martin Higgins

Chief Executive Officer

Date: 21st June 2012

The notes on pages 58 to 82 form part of these accounts

Balance Sheet

as at 31st December 2011

	Notes	2011 €	2010 €	2011 GBP	2010 GBP
Fixed Assets					
Tangible Assets	6	1,180,333	1,240,287	985,932	1,067,577
Current Assets					
	7	610,169	592,746	509,674	510,206
Current Liabilities					
Creditors- amount falling due within one year	8	<u>(349,629)</u>	<u>(367,443)</u>	<u>(292,045)</u>	<u>(316,277)</u>
Net Current Assets/(Liabilities)					
		260,540	225,303	217,629	193,929
Total Assets less Current Liabilities before Pensions					
		<u>1,440,873</u>	<u>1,465,590</u>	<u>1,203,561</u>	<u>1,261,506</u>
Deferred Pension Funding					
	17(d)	5,820,000	4,991,000	4,861,000	4,296,003
Pension Liabilities	17(b)	<u>(5,820,000)</u>	<u>(4,991,000)</u>	<u>(4,861,000)</u>	<u>(4,296,003)</u>
Net Assets/(Liabilities)					
		<u>1,440,873</u>	<u>1,465,590</u>	<u>1,203,561</u>	<u>1,261,506</u>
Financed by:					
Capital and Reserves					
General Reserve	13	260,540	225,303	217,629	193,929
Capital Grant Reserve	9(a)	<u>1,180,333</u>	<u>1,240,287</u>	<u>985,932</u>	<u>1,067,577</u>
		<u>1,440,873</u>	<u>1,465,590</u>	<u>1,203,561</u>	<u>1,261,506</u>



Martin Higgins

Chief Executive Officer


Date: 21st June 2012

The notes on pages 58 to 82 form part of these accounts

Cash Flow Statement

for the year ended 31st December 2011

		2011	2010	2011	2010
	Notes	€	€	GBP	GBP
Net Cash Inflow/(Outflow) from Operating Activities	10	(168,461)	160,753	(152,025)	130,611
Capital Expenditure and Financial Investment					
Payments to acquire tangible fixed assets	6	(108,452)	(57,813)	(94,123)	(49,594)
		<u> </u>	<u> </u>	<u> </u>	<u> </u>
Net Cash Inflow/(Outflow) before Financing		(276,913)	102,940	(246,148)	81,017
Financing					
Capital Funding Received		<u>108,452</u>	<u>57,813</u>	<u>94,123</u>	<u>49,594</u>
Increase/(Decrease) in Cash/Bank Balances	11	<u>(168,461)</u>	<u>160,753</u>	<u>(152,025)</u>	<u>130,611</u>



Martin Higgins

Chief Executive Officer

Date: 21st June 2012

The notes on pages 58 to 82 form part of these accounts.

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 2009, the accounting standards issued or adopted by the Accounting Standards Board and accounting and disclosure requirements issued by the Department of Finance and Personnel and Department of Finance, 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.

1.5 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 Finance to the Body which then funds the administrator. 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 2011 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 2011 and comparative figures for 2010.

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.

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 (2011 - 0.86788, 2010 - 0.85784) while the Balance Sheet is translated using the closing exchange rate (2011 - 0.83530, 2010 - 0.86075). 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(a)), Capital Grant Account (Note 9(b)) and General Reserve (Note 13).

2 a) Grants from the Departments

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

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

Financial period 1st January, 2010 to 31st December, 2010

		DOH	DOH	DHSSPS	DHSSPS	TOTAL	TOTAL
Note	€	GBP	€	GBP	€	GBP	
Revenue	6,625,219	5,683,378	2,912,185	2,498,189	9,537,404	8,181,567	
Grant							
Capital	9(b) 40,181	34,469	17,632	15,125	57,813	49,594	
Account							
	6,665,400	5,717,847	2,929,817	2,513,314	9,595,217	8,231,161	

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 71 per cent (2010 - 69%), and DHSSPS 29 per cent (2010 - 31%).

b) Other Income

	2011	2010	2011	2010
	€	€	GBP	GBP
Bank Interest	2,075	1,900	1,801	1,630
Net Deferred Funding for Pensions	587,000	522,000	509,445	447,792
	<u>589,075</u>	<u>523,900</u>	<u>511,246</u>	<u>449,422</u>

3. Staff Costs

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

Directorates	2011	2010
Senior Management	5	5
Corporate Operations	12	13
Food Science	6	6
Human Health and Nutrition	4	2
Marketing and Communications	<u>6</u>	<u>6</u>
Total	33	32

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

	2011	2010	2011	2010
	€	€	GBP	GBP
Salary Costs	1,662,056	1,639,678	1,442,465	1,406,581
Employer PRSI	132,110	127,921	114,656	109,736
Agency Staff	74,744	25,646	64,869	22,000
Pension Costs:				
Current Pension Service Costs	612,973	548,959	531,987	470,919
	2,481,883	2,342,204	2,153,977	2,009,236

€119,345 of Pension Levy has been 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:-

	2011	2010
€40,001-50,000	7	6
€50,001-60,000	2	2
€60,001-70,000	4	6
€70,001-80,000	4	1
€80,001-90,000	1	3
€90,001-100,000	2	1
€100,001-110,000	0	0
€110,001-120,000	1	1

d) The following information is provided in respect of the senior management team:-

	Emoluments		Real Increase/ (Decrease) in Pension earned		Value of Accrued Pension at year-end		Age (years)
	€	GBP	€	GBP	€	GBP	
	Mr M Higgins (CEO)	117,901	102,324	1,474	1,279	57,816	

Mr. Ray Dolan (Director, Corporate Operations), Dr. Gary Kearney (Director, Food Science), Dr. Clíodhna 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 2011:-

	2011	2010	2011	2010
	€'000	€'000	GBP'000	GBP'000
John Dardis	10-15	10-15	10-15	10-15
Campbell Tweedie	5-10	5-10	5-10	5-10
Ken Baird	5-10	5-10	5-10	5-10
Lynn Ní Bhaoighealláin	5-10	5-10	5-10	5-10
Joe Byrne	5-10	5-10	5-10	5-10
Brian Cunningham	5-10	5-10	5-10	5-10
Aoife Healy	5-10	5-10	5-10	5-10
Susan Heraghty	5-10	5-10	5-10	5-10
Neven Maguire	5-10	5-10	5-10	5-10
Seamus Sheridan	5-10	5-10	5-10	5-10
Con Traas	5-10	5-10	5-10	5-10
Jane Wells	5-10	5-10	5-10	5-10

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

A total of €10,272/£8,915 was paid to Advisory Board Members to cover travel and subsistence expenses.

4. Other Operating Costs

	2011	2010	2011	2010
	€	€	GBP	GBP
Rent and Electricity	576,321	581,666	500,178	498,976
Consultancy Fees	7,495	16,653	6,505	14,285
Printing, Reports and Literature	7,600	12,493	6,596	10,717
Travel and Subsistence	192,233	217,377	166,835	186,475
Computer Support	130,079	147,216	112,893	126,288
Telephone	48,793	48,314	42,346	41,445
Postage and Stationery	24,803	44,160	21,526	37,882
Meeting Costs*	7,347	7,688	6,376	6,595
Office Expenses	50,655	44,901	43,962	38,518
Recruitment Expenses	5,294	56,999	4,595	48,896
Advertising	7,331	54,216	6,362	46,509
Training	57,895	59,619	50,246	51,143
Insurance	26,770	27,723	23,233	23,782
Subscriptions	16,310	23,802	14,155	20,418
Auditors' Remuneration	19,270	19,270	16,724	16,531
Legal and Professional Fees	77,421	94,881	67,192	81,393
Cleaning and Catering	38,843	44,050	33,711	37,788
Maintenance and Repairs	84,136	90,376	73,020	77,528
Bank Charges	2,258	1,620	1,960	1,390
Fellowships	271,263	227,780	235,424	195,399
Community Food Initiative	196,111	207,758	170,201	178,223
Loss - Disposal of Fixed Asset	8,794	12,171	7,632	10,441
	1,857,022	2,040,733	1,611,672	1,750,622

* The hospitality element of meeting costs in 2011 was €1,739/£1,509 (2010 - €1,519/£1,303)

5. Research Programme Expenditure

	2011	2010	2011	2010
	€	€	GBP	GBP
Chemistry and Toxicology	108,548	56,305	94,207	48,301
Food Science	5,050	0	4,383	0
Human Health and Nutrition	537,258	552,629	466,275	474,067
Microbiology and Surveillance	268,338	187,376	232,885	160,739
	919,194	796,310	797,750	683,107

6. Fixed Assets

Cost or Valuation	Office Equipment €	Property and Fitout Cost €	Fixtures and Fittings €	Computer Equipment and Software €	LIMS Capital Project €	Total €
At 1 st January 2011	414,552	1,824,751	206,380	681,591	429,321	3,556,595
Additions	4,495	0	2,234	101,723	0	108,452
Disposals	28,155	12,802	0	224,189	0	265,146
At 31st December 2011	390,892	1,811,949	208,614	559,125	429,321	3,399,901
Depreciation						
At 1 st January 2011	412,272	676,238	181,515	616,962	429,321	2,316,308
Provision for the year	1,161	70,758	7,766	79,927	0	159,612
Disposals	28,066	4,097	0	224,189	0	256,352
At 31st December 2011	385,367	742,899	189,281	472,700	429,321	2,219,568
NBV at 31st December 2011	5,525	1,069,050	19,333	86,425	0	1,180,333
NBV at 31st December 2010	2,280	1,148,513	24,865	64,629	0	1,240,287
	GBP	GBP	GBP	GBP	GBP	GBP
NBV at 31st December 2011	4,615	892,977	16,149	72,191	0	985,932
NBV at 31st December 2010	1,962	988,583	21,403	55,629	0	1,067,577

7. Current Assets

	2011	2010	2011	2010
	€	€	GBP	GBP
Debtors	50,566	40,274	42,238	34,666
Prepayments and Accrued Income	283,697	108,105	236,972	93,051
Cash at bank and in hand	275,906	444,367	230,464	382,489
	610,169	592,746	509,674	510,206

8. Creditors (amounts falling due within one year)

	2011	2010	2011	2010
	€	€	GBP	GBP
Creditors and Accruals	349,629	367,443	292,045	316,277

9. a) Capital Grant Reserve

	2011	2010	2011	2010
	€	€	GBP	GBP
Opening Balance	1,240,287	1,433,993	1,067,577	1,273,264
Capital Additions	108,452	57,813	94,123	49,594
Less amount released to I&E A/C	(168,406)	(251,519)	(146,156)	(215,763)
Disposals – Cost	(265,146)	(18,257)	(230,117)	(15,662)
Disposals – Depreciation	256,352	6,086	222,483	5,221
Disposals – Loss	8,794	12,171	7,632	10,441
Currency Translation Adjustment			(29,610)	(39,518)
Closing Balance	1,180,333	1,240,287	985,932	1,067,577

b) Capital Grant Account

	2011	2010	2011	2010
	€	€	GBP	GBP
Opening Balance	0	0	0	0
Capital Funding Receivable	108,452	57,813	94,123	49,594
Capital Grant Reserve	(108,452)	(57,813)	(94,123)	(49,594)
Currency Translation Adjustment				
Closing Balance	0	0	0	0

The currency translation adjustment reflects the amount of the movement in the value of fixed assets/funding balance which is attributable to the change in exchange rates over the year.

10. Net Cash Inflow/(Outflow) from Operating Activities

	2011	2010	2011	2010
	€	€	GBP	GBP
Surplus/(Deficit) for the period	35,237	120,293	30,581	103,192
Transfer from Capital Grant Reserve	168,406	251,519	146,156	215,763
Depreciation Charges	(159,612)	(239,348)	(138,524)	(205,322)
Capital Disposal Loss	(8,794)	(12,171)	(7,632)	(10,441)
(Increase)/Decrease in Debtors	(185,884)	71,028	(151,493)	67,139
Increase/(Decrease) in Creditors	(17,814)	(30,568)	(24,232)	(37,197)
Currency Translation Adjustment			(6,881)	(2,523)
	(168,461)	160,753	(152,025)	130,611

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 01.01.11	Cashflow	At 31.12.11
	€	€	€
Euro Account	338,648	(151,410)	187,238
Sterling Account	17,778	74,911	92,689
Deposit Account	93,230	(90,966)	2,264
Petty Cash	346	228	574
Credit Cards	(5,635)	(1,224)	(6,859)
Total	444,367	(168,461)	275,906

12. Food Promotion Activities

	2011	2010	2011	2010
	€	€	GBP	GBP
Media Costs	2,563,387	3,408,430	2,224,712	2,923,888
Marketing Costs	490,865	662,226	426,012	568,084
Events	113,260	186,521	98,296	160,005
Publications	157,965	158,445	137,095	135,921
Project and Conference Sponsorship	110,551	172,937	95,945	148,352
Educational Development	49,123	56,941	42,633	48,846
Helpline Activities	32,749	33,850	28,422	29,038
	3,517,900	4,679,350	3,053,115	4,014,134

13. General Reserve

	2011	2010	2011	2010
	€	€	GBP	GBP
Opening Balance	225,303	105,010	193,929	93,260
Surplus/(Deficit)	35,237	120,293	30,581	103,192
Currency Translation Adjustment			(6,881)	(2,523)
Closing Balance	260,540	225,303	217,629	193,929

14. Related Party Transactions

The Food Safety Promotion Board is a cross-border implementation body sponsored by DOH and DHSSPS 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 additional capital expenditure, which should be disclosed in the Financial Statements at 31st December 2011.

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:

	2011	2010
	€	€
Within 1 year	-	-
Between 2 and 5 years	(76,772)	(76,772)
More than 5 years	560,000	560,000
	<u>483,228</u>	<u>483,228</u>

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	321,116
Cork Sub-Lease	2013	(76,772)	(66,629)
Dublin	2021	190,000	164,897
		-----	-----
Total annual costs		483,228	419,384
		-----	-----

(b) Commitments

The Board has commitments in respect of approved research contracts at 31st December 2011 in the amount of €1,430,086/£1,194,551 (2010 - €2,002,392/£1,723,559).

17. Pensions

The valuation used for FRS 17 disclosures has been based on an actuarial valuation as at 31st December 2011 by an independent actuary. Assumptions used to calculate the scheme liabilities as at 31st December 2011 under FRS 17 are:

(a) Principal actuarial assumptions used for the calculations

	2011	2010
Discount rate (Ireland)	4.60%	4.70%
Discount rate (Northern Ireland)	4.70%	5.40%
Inflation rate (Ireland)	2.50%	2.50%
Inflation rate (Northern Ireland)	2.60%	3.40%
Rate of increase in salary	4.00%	4.00%
Rate of increase in pensions (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)	2.60%	3.40%
Average expected future life at age 65 for		
Male currently aged 65	21.4yrs	21.3yrs
Female currently aged 65	24.0yrs	23.9 yrs
Male currently aged 45	23.3yrs	23.2 yrs
Female currently aged 45	25.9yrs	25.8 yrs

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

	2011	2010	2011	2010
	€'000	€'000	GBP'000	GBP'000
(Deficit) in the plan at 1 st January	(4,991)	(4,599)	(4,296)	(4,084)
Benefits paid during the year	26	27	23	23
Members' Contributions	(44)	(49)	(38)	(42)
Current Service Cost	(368)	(309)	(319)	(265)
Net Transfers out of/(in to) the Scheme	(37)	130	(32)	112
Other Finance Income/(Charge)	(245)	(240)	(213)	(206)
Actuarial Gain/(Loss)	(161)	49	(140)	42
Exchange Differences – GBP Comparisons			154	124
	-----	-----	-----	-----
(Deficit) in the plan at 31 st December	(5,820)	(4,991)	(4,861)	(4,296)
	-----	-----	-----	-----

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

	2011	2010	2011	2010
	€'000	€'000	GBP'000	GBP'000
Experience Gain/(Loss)	(13)	525	(11)	450
Gain/(Loss) on Change of Financial Assumptions	(148)	(476)	(129)	(408)
	-----	-----	-----	-----
Actuarial Gain/(Loss)	(161)	49	(140)	42
	-----	-----	-----	-----

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

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

	2011	2010	2011	2010
	€'000	€'000	GBP'000	GBP'000
Current Service Cost	368	309	319	265
Other Finance Cost	245	240	213	206
Benefits paid during the year	(26)	(27)	(23)	(23)
	-----	-----	-----	-----
	587	522	509	448
	-----	-----	-----	-----

Analysis of the current pension service costs is as follows:

	2011	2010	2011	2010
	€'000	€'000	GBP'000	GBP'000
Current Service Cost	368	309	319	265
Other Finance Cost	245	240	213	206
	-----	-----	-----	-----
	613	549	532	471
	-----	-----	-----	-----

(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 2011 amounted to €5.820m (2010 - €4.991m).

	2011	2010	2011	2010
	€'000	€'000	GBP'000	GBP'000
Opening Balance at 1 st January	4,991	4,599	4,296	4,084
Increase/(Decrease) in Deferred Pension Funding	829	392	565	212
Balance at 31 st December	5,820	4,991	4,861	4,296

(e) History of Defined Benefit Liabilities

	2011	2010	2009	2008
	€'000	€'000	€'000	€'000
(Deficit) as at 31 st December	(5,820)	(4,991)	(4,599)	(2,845)
Experience adjustment on liabilities including exchange rate effect gain/(loss)	(13)	525	(140)	(99)
Percentage of scheme liabilities	0.2%	10.5%	3.0%	3.5%

	2011	2010	2009	2008
	GBP'000	GBP'000	GBP'000	GBP'000
(Deficit) as at 31 st December	(4,861)	(4,296)	(4,084)	(2,710)
Experience adjustment on liabilities including exchange rate effect gain/(loss)	(11)	452	(125)	(79)
Percentage of scheme liabilities	0.2%	10.5%	3.0%	3.5%

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 DEPARTMENT 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 all the financial period 2 December 1999 to 31 December 2000 and subsequent all financial years in accordance with:

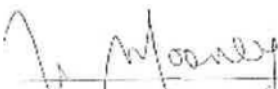
- a. the North/South Implementation Bodies Annual Reports and Accounts Guidance;
- b. other guidance which Finance Departments may issue from time to time in respect of accounts which are required to give a true and fair view
- c. any other specific disclosures required by sponsoring Departments;

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



Department of Health and Children


1/3 6 17

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