



Contributing to public health and wellbeing by promoting food safety and healthy eating on the island of Ireland.

# Contents

Chief Executive's Statement	<b>3</b>
Research	<b>4</b>
Networks	<b>8</b>
Campaigns	<b>12</b>
Education	<b>16</b>
Events	<b>18</b>
Corporate Operations	<b>21</b>
Financial Statements	<b>22</b>



# AT A GLANCE

## Research

**safefood** targeted relevant knowledge gaps by prioritising its research through a structured programme of horizon scanning.



## Networks

**safefood's** networks formed dynamic and rewarding environments for the exchange of information for mutual benefit of stakeholders.



## Campaigns

**safefood's** multi-disciplinary campaigns empowered individuals with the knowledge to positively influence behaviour.



## Education

**safefood** worked with stakeholders and partners to develop new resources for different age groups across the island of Ireland.



## Events

**safefood's** events facilitated knowledge sharing between professionals and promoted food safety, food hygiene and nutrition messages to consumers.



## Chief Executive's Statement

Working to improve public health on the island of Ireland through the promotion of food safety and healthy eating requires a multi-disciplinary approach backed by scientific evidence, consumer research, integrated campaigns, professional partnerships, networks and information exchange.

At **safefood**, our integrated communication and awareness campaigns empower individuals with the knowledge to positively influence behaviour and effect change. Our childhood obesity campaign is showing encouraging signs that parents are beginning to make positive changes to everyday lifestyle habits such as replacing sugary drinks with water and cutting down on treat foods. In food safety, we have seen significant behaviour changes among those who wash chicken following our advertising and digital campaign. The popularity of our social and digital channels reinforces the increasing importance and relevance of these channels in communicating with our many audiences.

Our wide-ranging programme of research and knowledge gathering addresses gaps in scientific knowledge related to food safety, food hygiene, nutrition and healthy eating. This research is also used to build the evidence base for our campaigns and we pride ourselves on producing scientific research that is clear, authoritative, relevant and independent. Our research also enhances our understanding of the potential hazards in the production of food and the steps needed to minimise or eliminate these hazards. By working with key stakeholders in research and other institutions, **safefood** continues to enhance all-island working relationships and further strengthen partnerships between research institutions across the island.

With our ever-growing range of professional networks, we are creating environments that are both dynamic and rewarding for their members and that help with the continual exchange of information between them. Our networks also help with developing and enhancing relationships for all those working in health, research, academia and community food and we are excited about the future plans for these.

Our regular series of events offer real networking and knowledge sharing opportunities for professionals both on the island and overseas while our consumer-facing events help us to further communicate our food safety and healthy eating messages in an engaging and interactive way.

We have seen some encouraging signs during 2014 that positive changes are happening in consumer behaviour around food and improving public health on the island of Ireland. However many significant challenges remain and we are committed to taking on those challenges. On behalf of the **safefood** Advisory Board and my colleagues, I would like to thank all those individuals, stakeholders and organisations who have worked with us to address these challenges and we look forward to a continued partnership approach.



**Ray Dolan**  
Chief Executive Officer



# Research

**safefood** targets relevant knowledge gaps by prioritising its research through a structured programme of horizon scanning.



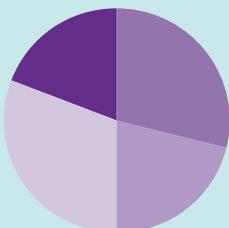
**107**

**safefood** commissioned 107 research projects since 2000 resulting in over 250 reports and presentations.



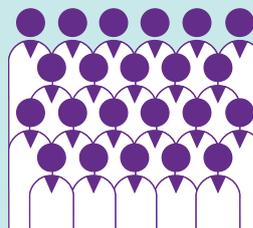
**6**

The six research reports published by **safefood** in 2014 covered food safety, healthy eating and obesity.



**4**

**safefood**'s research areas are:  
1. Microbiology & Food Hygiene  
2. Chemistry & Toxicology  
3. Nutrition & Healthy Eating  
4. Consumer Focused Reviews.



**515**

The number of researchers who have worked on **safefood** funded projects.

**safefood's** promotion of food safety, nutrition and healthy eating is targeted at the whole food chain and, as a consequence, so is our research.

**safefood's** primary function is to 'bring about general acceptance that responsibility for the provision of safe food is shared among producers, processors, distributors at all levels, caterers and the general public.' To this effect, **safefood** considers the entire food chain in its outlook on research and ensures that our research programme is linked to, and supports, our primary function.

**safefood** undertakes a wide ranging programme of research and knowledge gathering in order to address gaps in scientific knowledge related to food safety, food hygiene, nutrition and healthy eating.

This research is used to build the evidence base for developing communications that are supported by science that is clear, authoritative, relevant and independent, including **safefood's** consumer focused awareness campaigns. Such scientific work also enhances our understanding of the potential hazards in the production of food and the measures needed to minimise or eliminate these hazards.

Working with key stakeholders in research and other institutions, **safefood** has fostered all-island working relationships and enhanced partnerships between research institutions across the island of Ireland (IOI).

## Research projects overview

The following research projects were commissioned in 2014:

### Managing food on shift work

This project was conducted by Dublin Institute of Technology. The duration of the project is 18.5 months from February 2014 to August 2015.

### Emerging Issues: Analysis for Verocytotoxigenic *Escherichia coli* on the island of Ireland

This project was conducted by Cork Institute of Technology. The duration of the project is six months from August 2014 to February 2015.

### Risk profiling *Listeria* in ready-to-eat foods (RTE) and determination of control strategies and practical interventions

This project is being conducted by Agri-Food & Biosciences Institute. The duration of the project is 24 months from December 2014 and is due to be completed by December 2016.

### Understanding consumer behaviour in the usage of hand sanitisers and establishing their efficacy

This project was conducted by Queen's University, Belfast. The duration of the project is six months from August 2014 to February 2015.

### Food security for the food sensitive consumer on the island of Ireland

This project was conducted by Queen's University, Belfast. The duration of the project is nine months from December 2014 to August 2015.

### Exploration of novel technologies to provide rapid and cost-effective methods for counteracting food fraud

This project is being conducted by Queen's University, Belfast. The duration of the project is 24 months from November 2014 to October 2016.

### The impact of cooking and related food skills on healthiness of diets

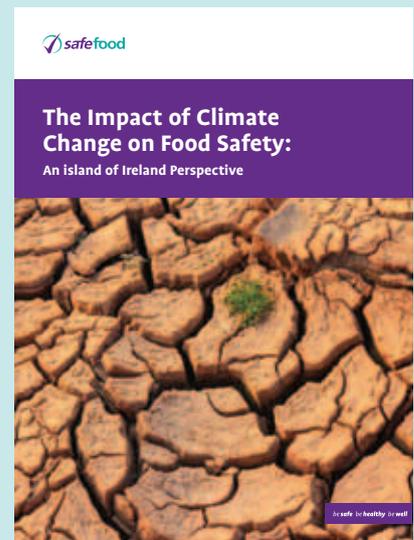
This project is being conducted by Queens University of Belfast. The duration of the project is 18 months from March 2014 to August 2015.

#### The following research projects completed in 2014 were:

- Nutrition Take Out Series
- A study of Domestic Fridges on the island of Ireland – Temperature Control, Design and Consumer Practices.

Whether informing campaigns or increasing public awareness or addressing knowledge gaps, research forms the basis for much of the organisation's work. When a research project is completed the project is published on the **safefood** website.

## Research Publications



### Consumer focused review of men's food behaviour

Increasing attention has been paid to the burden of ill-health experienced by men in many Western countries. In Europe and internationally, the Republic of Ireland has been leading the way by developing a national policy for men's health.

In most countries around the world, women now have a longer life expectancy than men. Similarly, on the island of Ireland, in spite of recent increases in men's life expectancy, men continue to have higher death rates at all ages and from all leading causes of death. Key health issues for men include circulatory diseases, cancers and respiratory diseases. In relation to food and health, obesity has been highlighted as a major concern in relation to men's health.

The purpose of this report is not to compare men with women or to encourage men to model themselves on women in relation to their food and health behaviour. Rather, the goal is to provide recommendations to improve communications, resources, interventions, education and services targeted at boys and men in relation to food.

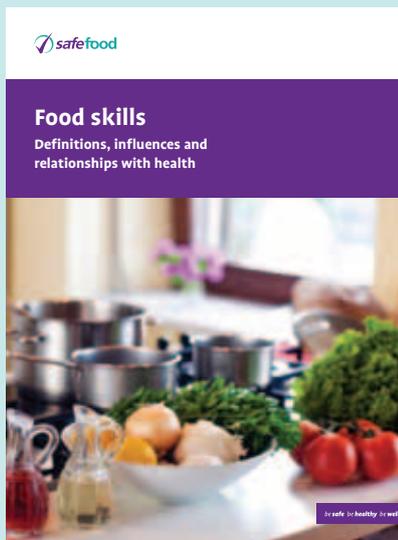
### Consumer understanding of food portion sizes

**safefood** commissioned this study to investigate consumer understanding of food portion sizes on the island of Ireland (IOI), with a view to providing clear and practical advice about portion size for consumers. Recent dietary surveys on the IOI have confirmed that large portions are associated with overeating in both adults and children.

Currently, there is little information on consumer understanding and behaviour around food portion sizes. With two out of every three adults currently overweight or obese, this must be addressed in order to support the development of future public health initiatives and so that portion size forms an integral part of an overall strategy to reduce levels of obesity.

### The impact of climate change on food safety: An island of Ireland perspective

**safefood** commissioned the Institute for Global Food Security at Queen's University Belfast to undertake a literature based review on the potential impacts of climate change on food safety from an island of Ireland perspective. The review aimed to assess the potential effects of climate change on food safety and public health for the populations on the island and to highlight those areas of the food chain where impacts are most likely and to recommend steps to ameliorate those impacts. This has been completed and provides the most comprehensive assessment yet of the climate-related difficulties we face relating to the production of safe food.



### Food skills: Definitions, influences and relationships with health

Convenience has emerged as a key factor in consumer food choices, and many social and environmental factors have contributed to a decline in time spent in the kitchen. Increases in energy intake and sedentary behaviour have many health consequences, including excess weight, obesity and increased risk of developing non-communicable diseases. Based on these transformations to our food habits and environment, it is time to re-assess what we now consider 'food skills' on the island of Ireland and how these skills might affect our diet and consequently our health.

### Nanotechnology in the agri-food industry on the island of Ireland: Applications, opportunities and challenges

Nanotechnology is simply the processing of material at a sub-microscopic level. The scale at which this occurs is infinitesimally small – a nanometer (nm) is one-billionth of a meter – about one hundred-thousandth the width of a human hair. The technology allows for the development of a whole range of highly desirable properties and functions and has already found a multitude of applications including engineering, metallurgy, medicine and the chemical and food industries.

This report reviews nanotechnology applications, opportunities and challenges for the agri-food industry on the island of Ireland. The industry's current level of awareness and perceptions of nanotechnology in relation to food and food-related applications was investigated through a qualitative survey of food industry personnel that was conducted through face-to-face and telephone interviews, and an online survey that was disseminated to a wide industrial target audience.

The report also details the outcome of a literature review on the implications of applying nanotechnology to food production for consumer health, choice and confidence. Possible communications options that would foment trust and thereby underscore consumer confidence in the technology were also considered.

### Attitudes of the public towards policies to address obesity

Attitudes of the public towards policies to address obesity and the related health burden remains a major public health problem in Ireland and worldwide.

This research aimed to determine public support for a range of fiscal (taxes and subsidies) and non-fiscal policies to address obesity in Ireland. To this end, a survey of attitudes towards obesity related policy among a nationally representative sample of the population of Irish adults was undertaken.

### Consumer Research

We regularly carry out consumer research to determine issues that are of importance to the consumer. These research findings are communicated with consumers and recommendations are made arising from these findings.

# Community



## Networks

**safefood's networks form dynamic and rewarding environments for the exchange of information for mutual benefit of stakeholders.**



**2,700**

Food safety professionals are members of **safefood** Knowledge Networks.



**10**

Community Food Initiatives improve the availability, affordability and accessibility of healthy food for low income groups at a local level.



**72**

Food safety videos available 24/7 on **safefood's** Knowledge Networks website.



**14**

**safefood's** Training and Mobility Programme funded additional training for 14 food professionals during 2014.

**safefood's** unique north/south position promotes cooperation and linkages with stakeholders in Food Science and Human Health and Nutrition to strengthen the integrity of the food chain and improve public health.

## Knowledge Networks

The Knowledge Networks aim to form a dynamic and rewarding environment for the exchange of food safety information for mutual benefit of its members. They aim to bring together those involved in knowledge creation and application and policy development to support and enhance food safety.

**safefood's** Knowledge Networks provides members with the opportunity to:

- Network with over 2,700 food safety professionals at events or online
- Access specialist food safety resources and presentations
- Apply for funding to develop their professional skills
- Stay up-to-date with the latest developments
- Attend free events featuring experts from across the island and internationally
- Join specialist groups focused on different areas of food safety.

There are seven Knowledge Networks

Biotoxins Network

*Campylobacter* Network

Chemical Residues Network

Food Allergy and Food Intolerance Network

*Listeria* Network

*Salmonella* Network

Verocytotoxigenic *Escherichia coli* (VTEC) Network

2014 saw **safefood** tender for a company to provide a combined newsletter for the *Salmonella*, *Listeria*, *Campylobacter* and VTEC networks, with the first issue going to print in October. Three editions of 'The Food Chain' will be produced annually, in both print and electronic format, and the content will include research updates, interviews with food safety professionals across all sectors, news and events.

## Knowledge Networks events

### Biotoxins Knowledge Network Conference

Biotoxins annual conference and technical workshop took place on the 7<sup>th</sup> November in the Clarion Hotel, Dublin and there were over 30 delegates in attendance. The conference was organised in partnership with Queen's University Belfast and the main objective was to discuss 'Early warning systems to detect shellfish contamination with biotoxins.' The speakers covered a wide range of topics including monitoring and detection of shellfish contamination using RNA microarrays, electrochemical biosensors for toxin detection and other multiplex diagnostics for shellfish toxin analysis.

### Chemical Residues Knowledge Network Conference

The Chemical Residues annual conference took place on 17<sup>th</sup> December at the Wellington Park Hotel, Belfast and was attended by 79 delegates. The theme of the meeting was recent advances in targeted and untargeted analysis of food which addressed issues of authenticity, traceability, adulteration and contamination in the food chain on the island of Ireland from an economic impact perspective. There were two presentations by international experts as well as presentations by researchers from both the Republic of Ireland and Northern Ireland.

### *Campylobacter* Network Annual Conference

The *Campylobacter* Knowledge Network Annual Conference took place on the 26<sup>th</sup> June in Monaghan. The theme was '*Campylobacter* – Do you really know the issues?' This focused event was well attended by food industry personnel, primary producers and researchers. Uniquely the event also included a visit to a broiler farm to give those outside of this area of work an understanding of the biosecurity measures in place. Key issues discussed included *Campylobacter* control along the poultry chain; biosecurity and hygiene, vaccines, water and feed treatments, bacteriophage, probiotics and bacteriocins – current state-of-the-art and potential application commercially. Also discussed were training and education for caterers and consumers and the divide between providing information and motivating behaviour change.

### *Campylobacter* Knowledge Network – Special Conference

A special *Campylobacter* conference was hosted in collaboration with **safefood** Knowledge Networks, Teagasc Food Research Centre and Food Safety Authority Ireland. The conference took place on the 10<sup>th</sup> November in Teagasc, Ashtown, Dublin. The main theme of the conference focused on *Campylobacter* control programmes for poultry.

Experts from Norway, Sweden and Denmark discussed the control programmes in their respective countries and outlined the measures in place in terms of biosecurity, microbiological testing and process control.

The conference was well attended with over 70 delegates from industry, academia, research centres, stakeholders, media research, regulatory agencies, the media and other stakeholders.

#### Food Allergy and Food Intolerance Network Conference

The **safe food** Food Allergy and Food Intolerance Network held its annual conference on the 21<sup>st</sup> March in Dublin. The event comprised of an afternoon session for health professionals and an evening session for consumers. Over 70 people attended over the two sessions.

The speakers at both sessions were:

- Prof Jonathan Hourihane, Head of Department, Paediatrics & Child Health University College Cork discussed the prevalence of allergies on the island of Ireland
- Dr Andrew Clark, Head of Paediatric Allergy Services, Addenbrookes Hospital Cambridge described his recently reported study of oral immunotherapy (OIT), for peanut allergy.

Lorraine Mooney, and her daughter Mary-Kate who underwent oral immunotherapy, gave personal reflections on the process.

#### Food Allergy and Food Intolerance (FAFI) Network Conference and Information Seminars

The FAFI Network hosted a meeting in partnership with the Institute of Food Science and Technology (IFST), the Food Standards Agency in Northern Ireland (FSA), the College of Agriculture, Food and Rural Enterprise (CAFRE) and Co-operation and Working Together (CAWT). The event took place on Thursday 18<sup>th</sup> September in Loughry Campus, CAFRE, Cookstown. The focus of the event was the new Food Information Regulations coming into force on 13<sup>th</sup> December 2014, in particular the new requirements for caterers in terms of providing allergy information to their customers. Over 150 delegates attended from a wide range of catering institutions such as restaurants, hotels, cafes, hospitals, nursing homes, producers of prepared meals and district councils.

Following on from the successful event at Cookstown, the FAFI Network hosted similar events for Republic of Ireland delegates in partnership with the Institute of Food Science and Technology in Ireland (IFSTI). The first seminar was held at the Spencer Hotel, in Dublin in partnership with the Food Safety Authority of Ireland (FSAI) and IFSTI. This was attended by 150 delegates from throughout the catering trade and other food businesses. Due to the level of interest in this issue, and the success of the previous events, a third successful seminar was held on the 2<sup>nd</sup> December in the Radisson Hotel, in Cork. More than 80 delegates attended from the catering trade and other food businesses in the Munster area.

#### Listeria Network Annual Conference

The *Listeria* Network Annual Conference took place on the 16<sup>th</sup> September in the Crowne Plaza Hotel, Dublin. There were over 90 delegates in attendance from areas including research, public health and the food industry. The keynote address was delivered by Marianne Halberg-Larsen, University of Copenhagen, Denmark who discussed the occurrence and antibiotic resistance of *L. monocytogenes* in Denmark, and the recent *Listeria* outbreak there. Delegates also discussed challenge trials, and the effects of various processing techniques on *Listeria* survival

#### Listeria Workshop

The **safe food** *Listeria* Knowledge Network, in partnership with CAFRE, held a workshop for non-microbiologists to raise awareness of basic food hygiene in relation to *Listeria monocytogenes* in the food processing environment. The event took place on the 19<sup>th</sup> February in Loughry Campus, Cookstown, and was attended by over 40 participants.

#### Salmonella Knowledge Networks Annual Conference

There were over 40 delegates in attendance at the **safe food** *Salmonella* Network Conference. It took place on the 9<sup>th</sup> April in the Mount Conference Centre, Belfast. The keynote address was given by Dr Antonio Valero Diaz from The University of Cordoba, who described and demonstrated a software tool which can be used to design sampling procedures for specific pathogens in foods. Other topics discussed during the day included the control of *Salmonella* in feeds, and the epidemiology of *Salmonella* infections in Northern Ireland.

#### VTEC Network Conference

The VTEC Network meeting took place in Dublin on 21<sup>st</sup> October. It was very well attended with over 120 members, contributing their view points on the topic '*The role of the primary production environment and water in transmission of VTEC to humans.*' International experts presented their work, shared their ideas and created awareness by addressing a range of issues from factors impacting on environmental survival and transmission of VTEC to private well bacterial contamination in the Republic of Ireland.

In addition to the seven Knowledge Networks **safe food** also facilitates the following networks:

#### Community Food initiatives

2014 welcomed the second year of a three year programme of Community Food Initiatives (CFIs). This second phase builds on the initial programme of CFIs which ran from 2010–2012.

Community Food Initiatives aim to positively influence the eating habits of families in low income communities by addressing the barriers to having a healthy diet and supporting greater access to affordable and healthy food at a local level. Overall, CFIs promote good health by making it easier for people to make healthy food choices.

Ten CFIs on the island of Ireland are currently being funded by **safe food** as part of the CFI programme 2013–2015.

### The objectives of the CFI programme 2013–2015 are:

- To fund ten community-based food projects across the IOI, over a three-year period
- To provide technical support and collective training and facilitate networking
- To encourage projects to consider long-term sustainability from the beginning of the programme
- To promote shared learning amongst CFIs on the IOI
- To identify policy and best practice lessons from the programme and increase awareness of these among key stakeholders across the IOI.

The projects are very diverse, albeit with the common aim of promoting healthy eating among the participants and ultimately the wider community.

### All-island Food Poverty Network

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

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

With other stakeholders on the island, **safefood** is addressing the issue of food poverty through advocacy, building the evidence base and supporting community initiatives.

The aim of the All-island Food Poverty Network is to support a co-ordinated and strategic approach to tackling food poverty on the island of Ireland through the development of consensus on related issues, collaboration and shared learning. Formed in 2009, the Network is co-chaired by **safefood** and the Food Standards Agency in Northern Ireland

The Network is made up of a group of representatives from government departments and agencies, academia and NGOs who all have a common interest in reducing food poverty on the island of Ireland. Membership is open to organisations with an interest in coming together on a regular basis to network, share experiences and knowledge as well as working to build the evidence base, to help address the issue of food poverty on the island.

The Food Poverty Network officially met twice in 2014 with splinter groups meeting at other times during the year. The first meeting took place on Tuesday June 24<sup>th</sup> and included a morning session workshop which was opened up to a range of key stakeholders in the area of food poverty on the island of Ireland, as well as the usual Network business meeting.

The workshop covered three presentations:

- The use of the Food Poverty Indicator to date (the Dept. of Social Protection)
- Healthy Food for All and the Community Food Initiatives (HFFA)
- An island of Ireland perspective of the Food Basket Research (The Vincentian Partnership for Social Justice).

The second meeting of the year was on November 3<sup>rd</sup> where planning began for an open workshop in April/May 2015 to discuss a number of key pieces of research that are due for publication, including a review of year one of the community food initiatives; a Northern Ireland food poverty indicator and results from food basket cost research from the two jurisdictions, by member organisations. The workshop is intended to be held in Northern Ireland.

### All-island Obesity Action Forum

Established in December 2008 to support the implementation of obesity policies in both Northern Ireland (NI) and Republic of Ireland (ROI), the Forum brings together a wide range of stakeholders from over 31 different organisations. Members come from both the areas of food and physical activity. By facilitating the exchange of best practice and by promoting networking and collaboration, the Forum provides an ideal platform for partnership and cohesive working on the island of Ireland.

The forum is supported by the publication of an e-bulletin 'The All-island Obesity News' which promotes the sharing of information and exchange of best practice. Six editions were published in 2014.

As part of its work, the Forum holds bi-annual workshops.

The topic for the first All-island Obesity Action forum workshop of 2014 was maternal obesity. Held on the 17<sup>th</sup> June in the Stormont Hotel Belfast and attended by 89 delegates, the event highlighted the implications of maternal obesity and current interventions taking place on the island of Ireland. Recent research on physical activity and pregnancy was also presented and a midwifery insight into the current challenges of maternal obesity from a practical perspective was given.

The second workshop of the year 'All-island Obesity Action Forum: Candy-coated Marketing' event was held on 11<sup>th</sup> November 2014 in the Gibson Hotel, Dublin. This workshop focused on the marketing of foods to children, including the sponsorship of sporting events by food and drinks companies. Dr Joao Breda from the World Health Organisation was the keynote speaker and he spoke on childhood obesity in the EU, future plans for EU initiatives and how social marketing ties in with this.

Other presentations focused on:

- The level of marketing of food (especially 'unhealthy' foods) to children and children's understanding of advertising on the island of Ireland
- Marketing strategies of Olympic and commonwealth games food and soft drink sponsors, and the sponsorship deals behind them.



# Campaigns

**safefood's multi-disciplinary campaigns empower individuals with the knowledge to positively influence behaviour.**

**No. 1**

**safefood** is the organisation most spontaneously associated with food safety by consumers on the island of Ireland.



**273,754**  
Online visits to **safefood's** Childhood Obesity campaign hub during 2014.



**+3.9%**  
**+4.9%**  
*'Don't wash the chicken'* campaign achieved high engagement rates of 3.9% on Twitter and 4.9% on Facebook.



**520,000**  
Average audience for the **safefood** sponsored Operation Transformation TV series.

**safefood** promotes the corporate messages of the organisation to a number of key audiences using the most effective channels. The key messages around food safety, food hygiene and nutrition are communicated using a combination of advertising, public relations, media relations, promotional activities and events, direct marketing, publications, sponsorship, website, social media and the **safefood** helpline.

## Childhood obesity campaign

**safefood's** integrated marketing campaign to take on childhood obesity focuses on helping parents to:

- Make healthier drink choices
- Understand appropriate portion sizes
- Change shopping habits
- Become more active
- Cut down on treat foods.

### Treat foods

In January 2014 **safefood** launched the 'treat' message phase of the campaign. Research showed 20% of children's daily calorie intake is from 'treat' foods with little or no nutritional value and on average a child typically consumes over 16kg of treat foods per year.

#### The campaign urged parents to:

- Say no to sweets, biscuits and crisps
- Reduce the number of 'treat' foods at home
- Develop healthier snack habits.

The campaign concentrated on shopping and saying 'no' to children when shopping to reduce the number of treats in the home. The message was simple; saying 'no' once while doing the shopping is easier than saying 'no' repeatedly at home. It was promoted on TV, radio and outdoor, and supported through digital media.

As part of the campaign **safefood** called on major supermarkets to make checkouts 'sweet-free zones' by removing unhealthy snacks from checkout and queuing areas. Senator Fergal Quinn lent his support to the call for action. In May 2014 Tesco Ireland announced that all their store checkouts would be sweet-free by the end of 2014. This is a significant and positive step in helping consumers to make healthier choices.

The **safefood** website featured guest blogs offering tips and practical advice to parents on how to cut down on treat foods from;

- Dr. John Sharry, a social worker and psychotherapist with over 25 years experience as a mental health professional working with families. He is also the founder of the Parents Plus Charity who develop parenting courses and materials that are used throughout Ireland, and

- Sheena Horgan, a media and marketing consultant specialising in youth and ethics, a documentary maker – '*Is Childhood Shrinking?*' and author of '*Candy Coated Marketing.*'

In April, the campaign focused on being more active and encouraging healthier snacks.

Highlights included extensive coverage in media including an obesity debate and panel discussion on RTE1's '*Primetime*' and TV3's '*Ireland AM*', and a dedicated supplement in the Irish Independent.

The 'treat' message aired again in September and was supported by Minister for Health Leo Varadkar, Minister for Children & Youth Affairs James Reilly and Minister of Health, Social Services and Public Safety Edwin Poots MLA.

### Results from consumer research conducted in October 2014\* showed that;

**70%** of respondents agreed that the ads were relevant to them

**71%** agreed that the ads motivated them to start to think differently about how to manage obesity in children

**81%** of parents agreed that the ads contained new information about how to prevent childhood obesity

**74%** agreed that the ads made them think about how the type of food they buy their children will impact on them in later years.

\*Results are from 'Supermarket' TV ads.

## Childhood obesity campaign



### Being active

The physical activity message 'Be more active' was supported on social media channels using the campaign hashtag 'Bring Back Play.' In Northern Ireland, the campaign was endorsed by Dame Mary Peters and former international footballer Gerry Armstrong. In Republic of Ireland, radio presenter Ray D'Arcy and a host of sports people and celebrities endorsed the campaign.

### Drinks

The healthier drinks message focuses on replacing sugary drinks with water. Activities and information provided on the **safefood** stand at the Balmoral Show and the National Ploughing Championships highlighted the amount of sugar contained in everyday drinks.

In September 2014, working in partnership with the Dental Health Foundation **safefood** distributed the 'Is there more sugar in this drink than you think?' poster to over 2,500 dental practices across the Republic of Ireland.

### Supporting health professionals

To help GPs and Public Health Nurses in the prevention and management of overweight and obesity in childhood **safefood** funded and collaborated with the Irish College of General Physicians (ICGP) to develop a blended learning pack. The resource was launched by the Presidents of the ICGP and RCGP at the ICGP Council in October and is available to GPs and their practice teams on an all island basis.

### Adult obesity

**safefood** continued to support adults seeking to lose weight through its sponsorship of the TV programme 'Operation Transformation'. Attracting an average audience of 520,000 adults per episode, the programme aired twice a week over

eight weeks. It aims to help adults lose weight, gain confidence, change their lifestyles and stay healthy.

Social media messaging focused on supporting the behavioural changes promoted in the television series, **safefood** staff engaged directly with the public by conducting online conversations during each show. The Facebook page attracted 130,000 fans, an increase of 52,360 on 2013.

**safefood** supported Operation Transformation fun runs in Blarney Castle Cork and Phoenix Park Dublin with staff members joining in by running, placing humorous placards along the route and cheering on runners en route at each location.

**safefood** partnered with Tesco Ireland to sponsor 'Angeline's Home Cooks', a new cookery show on TV3. Presented by Angeline Ball, the six part series featured some of the country's best home cooks passing on tasty recipes to novice cooks. Consumer research by **safefood** found that the ability to cook together with skills around food including cooking and shopping help influence healthy eating habits, quality of diet and food safety, all of which can affect overall health. **safefood** supported the show online and on social media during the six weeks with interactive healthy eating and food safety tips for viewers.

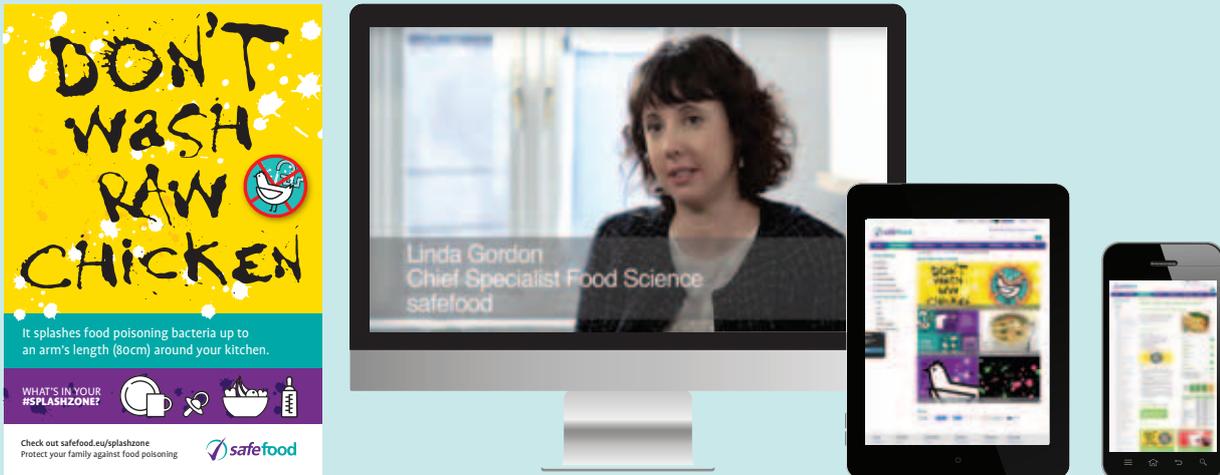
### Food safety campaign

#### Don't Wash Raw Chicken

*Campylobacter* is the most common cause of bacterial food poisoning on the island of Ireland. Raw poultry like chicken and turkey can contain germs such as *Campylobacter*. **safefood**, together with the Food Standards Agency in Northern Ireland, developed a campaign to help reduce the risk of infection from *Campylobacter* by promoting simple food safety practices when handling raw chicken.

Launched in November, the campaign's main message urged consumers not to wash raw chicken and provided additional advice on handling, preparing and storing raw chicken.

## Food safety campaign



The campaign ran on:

- 400+ billboard posters near supermarkets
- 7,000+ shopping trolley handles at point of purchase.
- High-traffic news websites, food recipe websites and parenting websites.

Digital support included:

- Use of **safefood** social channels to promote the message and provide additional direct engagement with the audience
- Briefing key food bloggers about the campaign and providing materials for their use
- Featuring practical advice, vox pop videos with consumers, an interview with a **safefood** expert and popular chicken recipes branded with the 'Don't Wash' symbol on the **safefood** website.

#### Campaign impact

**2,450+** people participated in pre-campaign survey

**70%** of respondent's survey agreed the message made them more likely NOT to wash chicken

**20%** drop among those involved in food preparation claiming that they always wash raw whole chicken compared with 2013

**25%** of respondents 'always' washing a raw chicken post-campaign, compared with almost 50% pre-campaign

**40%** recognition of the outdoor execution, outperforming normative data in both Northern Ireland and the Republic  
2 in 5 consumers recognised the outdoor ad (outdoor norm 35%)

**77%** IOI agreeing that the message contained new information about how to treat chicken

#### Safetrak

Safetrak, a consumer research programme that measures public awareness of **safefood** campaigns along with any food related concerns and their impact on consumer behaviour. Safetrak 16 was conducted in November 2014.

#### Safetrak 16 results

- **safefood** is ranked within the top three organisations in the Republic of Ireland for being the most reliable source of information on healthy eating
- **safefood** is ranked the top organisation in the Republic of Ireland for being the most credible source of information on healthy eating
- **safefood** is, for the second year in a row, the organisation most spontaneously associated with food safety across the island of Ireland
- Recognition of the **safefood** logo remains strong at 83%
- **safefood** is strongest in the areas of Trustworthy and Knowledgeable.



# Education

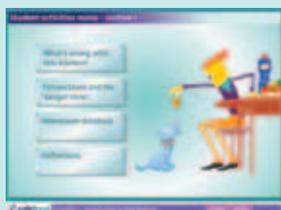
**safefood** works with stakeholders and partners to develop new resources for different age groups across the island of Ireland.

# 1<sup>st</sup>

**safefood** and the Food Standards Agency in Northern Ireland launched Eatright.eu, the first all-island food skills website for trainers working with Early School Leavers.



**100,000**  
Healthy lunchbox leaflets distributed free to primary schools.



**3,249**  
Certified food safety exams taken by secondary students to complete the **safefood** for life programme.



**55,508**  
Visits to education section of the **safefood** website to access a range of primary and post-primary resources.

With the changes in our food supply chain and lifestyles, it is important that young people are educated on the importance of food safety, food hygiene and nutrition. **safefood** recognises that teachers play a vital role in developing the habits of young people that can last a lifetime.

### Eatright.eu

With up to one in five teenagers<sup>1</sup> leaving school early, this can impact negatively on their longer-term health, as limited knowledge around healthy eating and physical activity is a contributory factor to the growing problem of obesity on the island.

“We know from speaking with early school leavers that their diets and levels of physical activity are of real concern to them. Eatright.eu was developed with the input of young people and their trainers and was piloted with them. Their input was vital as it helped shape the information on the website, how it is displayed to them and in an environment they’re familiar with. Learning about food is a lifelong skill and we hope this is something young people will bring with them.”

**Clíodhna Foley Nolan**

In October a new resource Eatright.eu designed to help early school leavers learn skills in healthy eating and food safety was launched by **safefood**. It was the first free online resource specifically designed with early school leavers in mind on the island of Ireland.

Eatright.eu provides information sheets, infographics, team and individual activities, online games, videos and posters as well as recipes. The programme complements a nutrition related curriculum in early school leaver settings in a way that meets the specific nutrition needs of this group, taking the range of abilities, literacy and attendance aspects into account.

### Taste Buds

**safefood** exhibited at the Irish National Teachers Association Conference in Kilkenny to showcase the Taste Buds resource.

A Taste Buds competition aimed at promoting the resource in all primary schools for 3<sup>rd</sup> and 4<sup>th</sup> class ran in September. The competition used the Taste Buds resource and the winning class received a cookery demonstration in their school with Chef Catherine Fulvio. 219 entries were received.

### Labelling resource

With new EU food information regulations being implemented in 2014 **safefood** and Food Standards Agency in Northern Ireland updated the Northern Ireland label resource ‘What’s on a label’ to take these changes into account. This curriculum-linked resource supports Home Economics at GCSE and GCE levels. The updated resource was distributed to secondary schools throughout Northern Ireland.

A second edition of ‘What’s on a label’ was also produced for use at Junior Cycle and Transition Years in the Republic of Ireland. The resource provides practical everyday examples of information provided on food labelling to help students make informed, healthier food choices. Two copies of the resource were distributed to every secondary school in the Republic of Ireland.

### Early Childhood Ireland

**safefood** met with representatives of Early Childhood Ireland with a view to tailoring **safefood** food safety and healthy eating resources for their members.

As part of this project, **safefood** hosted a workshop on food and nutrition issues at the Early Childhood Ireland annual conference in Croke Park in April. This process led to the development of a dedicated web resource, ‘Little Bites’, to meet the needs of the early childhood care and education sector. Launched in October 2014, ‘Little Bites’ provides information about food allergens, food safety and healthy eating.

### Education events

**safefood** attended the following education events to promote our resources.

- Social Personal Health Education (SPHE) conference is on 4<sup>th</sup> October.
- The Association of Teachers of Home Economics Conference is on 17<sup>th</sup> and 18<sup>th</sup> October.

### Lunchbox leaflets

Over 100,000 lunchbox leaflets were disseminated to primary schools in ROI in September and October. In addition the HSE printed 50,000 leaflets for distribution via the Health Promotion Unit.

(<sup>1</sup> Department of Employment and Learning; Northern Ireland (2013))



## Events

**safefood's** events facilitate knowledge sharing between professionals and promote food safety, food hygiene and nutrition messages to consumers.

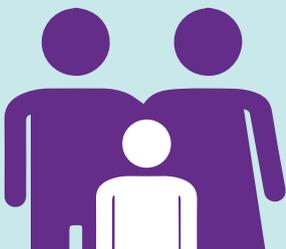


**307**

Delegates from 25 countries attended the **safefood** sponsored Asset 2014 Food Integrity & Traceability Conference.

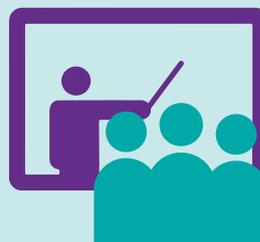


**safefood** presentation to the Royal College of Physicians Faculty of Health Medicine awarded the Dr Zachary Johnson medal.



**20,000+**

Consumers visit **safefood** stands at Balmoral, National Ploughing Championships and the Northern Ireland Food and Drink Show.



**31**

The All-Island Obesity Forum brings together stakeholders from over 31 organisations to exchange best practice and promote collaboration.

**safefood's** participation in local, national and international events brought food safety, food hygiene and nutrition information to thousands of targeted consumers, academics, food professionals and educators.

### Balmoral Show

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**safefood's** stand at the Balmoral Show featured the 'Being Active' and 'Sugary Drinks' messages from the Childhood Obesity campaign.

Approximately 2,000 people visited the stand over the three days between 14<sup>th</sup>–16<sup>th</sup> May 2014 and took part in a range of activities including hopscotch, hula hooping and skipping.

**safefood** gave advice to parents and grandparents at the event and both groups were very enthusiastic and enjoyed voting for their favourite game. Nearly 400 people entered our competition and almost one third requested further contact and information from **safefood**. This is an excellent return at what was a very busy show.

### National Ploughing Championships

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**safefood's** stand at the National Ploughing Championships between 23<sup>rd</sup>–25<sup>th</sup> September 2014 featured the same childhood obesity message as was showcased at the Balmoral Show.

### Home Cooks LIVE

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To support our sponsorship of TV3's 'Home Cook's Academy' **safefood** and Tesco Ireland ran five in-store demonstrations in Tesco Ireland Extra stores across the country. This gave consumers an opportunity to meet with some of Ireland's best home cooks, get top tips, learn cooking skills and sample some of their delicious recipes.

The demonstrations took place in Tesco Clarehall, Portlaoise, Finglas Clearwater, Arklow and Gorey between 6<sup>th</sup> September–11<sup>th</sup> October 2014.

### Irish Network of Medical Educators (INMED)

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**safefood** attended the 7<sup>th</sup> annual INMED conference in Queen's University, Belfast which took place on 20<sup>th</sup> and 21<sup>st</sup> February 2014. The Childhood Obesity campaign and, in particular, the resources available to health professionals was promoted to key medical educators from across the island of Ireland.

### Healthy Food for Healthy Outcomes (Food in Schools Policy)

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**safefood** attended the launch of the new Food in Schools Policy on 26<sup>th</sup> February 2014. The policy encourages schools to adopt a 'whole-school' approach to food and drink provided and consumed in schools. **safefood** also exhibited 'Eat, Taste and Grow,' the primary school resource developed for Northern Ireland.

### Royal College of Physicians – Faculty of Public Health Medicine

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Dr Marian Faughnan, **safefood's** chief specialist in nutrition presented at the summer meeting of the Faculty of Public Health Medicine. Dr Faughnan was awarded the conference prize – the 'Dr Zachary Johnson medal' for her presentation which was entitled 'Let's Take on Childhood Obesity one step at a time – an all-island campaign of practical solutions for parents.'

### ICGP Summer School

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An information stand was present at the Irish College of General Practitioners (ICGP) Summer School in Kilkenny on 26<sup>th</sup> June. This publicised the consumer and professional resources available as part of the childhood obesity campaign. The stand also highlighted **safefood's** role in funding a blended learning pack for GPs which supports the Childhood Obesity campaign.

### European Pesticide Residue Workshop

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**safefood** supported the 10<sup>th</sup> European Pesticide Residue Workshop which was held in Ireland for the first time in 2014. The event, which focuses on the scientific aspects of pesticide use and control, is hosted every second year by a different European Member State and is the premier European forum for developments in the field of pesticide residues in food and drink.

The workshop was held at the Conference Centre, Dublin and was attended by upwards of 600 delegates from the EU and beyond. It provided an ideal opportunity to highlight the **safefood** Knowledge Networks, especially the Chemical Residues Knowledge Network.

### Annual training day for Environmental Health Officers

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**safefood** supported the annual training for Principal and Senior Environmental Health Officers in the Republic of Ireland by hosting a one-day event in Dublin which was attended by over 70 PEHOs and SEHOs.

The training focused on microbiological criteria for food products and in particular the food allergen aspects of the Food Information for Consumers Regulation (1169/2011) which came into force on the 13<sup>th</sup> December 2014. Dr. James McIntosh presented on some of the work that **safefood** has carried out with regard to reducing risks for food sensitive consumers when dining out and Dr. Linda Gordon presented on the opportunities for EHOs through participation in the **safefood** Knowledge Networks.

### Northern Ireland Food and Drink Show

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**safefood** sponsored the Open Kitchen at the Northern Ireland Food and Drink Show where 21 demonstrations were presented over the three days from 24<sup>th</sup>–26<sup>th</sup> October 2014. The show attracted over 7,000 visitors with 600 people viewing our 21 cookery demonstrations.

Northern Ireland's leading chefs and food heroes showcased their skills and helped us to get people inspired about cooking.

### The New Allergy Law – What Caterers/Producers Need to Know

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The new allergen labelling laws came into force on 13 December 2014. For the first time, the allergen ingredients in food sold loose (i.e. unpackaged) must be documented and made available to customers.

**safefood** organised a seminar held on 2<sup>nd</sup> December 2014 that addressed the new legislative requirements and how to comply with them. The basis for these legislative changes was also discussed. Guest speakers included Ruth Charles, from the Irish Food Allergy Network and Pat O'Mahony from the Food Safety Authority of Ireland.

### First island of Ireland event of the Food Allergy & Anaphylaxis Meeting

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**safefood** supported the third Food Allergy & Anaphylaxis Meeting (FAAM) of the European Academy of Allergy and Clinical Immunology (EAACI) which was held in Ireland for the first time in 2014. EAACI is an association of clinicians, researchers and health professionals, dedicated to improving the health of people affected by allergic diseases. With over 7,800 individual members and 42 National Societies, EAACI is the primary source of expertise in Europe for all aspects of allergy including food allergy.

The programme involved both lectures and workshops that were held over a three day period from 9<sup>th</sup>–11<sup>th</sup> October 2014 at the Convention Centre Dublin. This was the first major allergy meeting to be held on the island of Ireland and attracted over six hundred delegates. The event provided an ideal opportunity to highlight the **safefood** Knowledge Network on Food Allergy & Food Intolerance.

### Corporate

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The 9<sup>th</sup> meeting of the current **safefood** Advisory Committee (SAC) was held on Friday, 14<sup>th</sup> November 2014 at the Crowne Plaza Hotel in Dublin. The format of this meeting was designed to build on the outputs from the previous meeting in February that took the form of a development workshop. The meeting was structured to give greater clarity as to **safefood's** role in the wider food environment, the roles and expertise of the SAC members, and how best to harness these to the benefit of both parties.

There were two external presentations on the day: the first by Dr Ken McKenzie, Strategic Planning Director with Publicis, who focused on predicting near-future consumer behaviours. The second presentation was given by Jim Power of Jim Power Economics Ltd., who focused on food issues in the macroeconomic environment. Both presentations were excellent and very well received by those in attendance. The SAC had a courtesy visit by the Tanaiste, Minister for Social Protection and Leader of the Labour Party, Joan Burton who spoke about a number of current issues, particularly the challenges of ensuring good nutritional standards for children of school-going age.

## Corporate Operations

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

### Governance

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

The Comptrollers and Auditors General from the Republic of Ireland and Northern Ireland jointly certified the Financial Statements for 2014.

### Audit Committee

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The Advisory Board Audit Committee is comprised of two members of the Advisory Board and two external members, one of whom chairs the committee. Both external members of the committee have wide relevant professional experience. The Audit Committee met four times in 2014. The Audit committee engages external professional auditors who conduct a programme of internal audits. A standing item on the Audit committee agenda is the review of the risk register for accuracy, completeness and to ensure that all appropriate steps to control or mitigate risk are in place.

### Scientific Advisory Committee

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

### Accountability

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

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

**safefood** was represented at two meetings of the North South Ministerial Council in the health sector during 2014 and updates were given on progress and key issues.

## Financial Statements

Foreword to the Accounts	<b>23</b>
Statement of Responsibilities	<b>25</b>
Statement on Internal Control	<b>26</b>
Certificate and Report of the Comptrollers and Auditors General	<b>27</b>
Income and Expenditure Account	<b>28</b>
Statement of Total Recognised Gains and Losses	<b>29</b>
Balance Sheet	<b>30</b>
Cash Flow Statement	<b>31</b>
Notes to the Accounts	<b>32</b>
Appendix 1 – Accounts Direction	<b>45</b>

## Foreword to the Accounts

### 1. Format

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

### 2. Background Information

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The Food Safety Promotion Board (An Bord um Chur Chun Cinn Sábháilteachta Bia) is an Implementation Body established under the Belfast Agreement on the 2<sup>nd</sup> 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

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The functions of the Board are discharged by the Chief Executive who reports to the North/South Ministerial Council (NSMC). The Chief Executive Mr Martin Higgins retired on the 30<sup>th</sup> May 2014, Mr Ray Dolan was acting Chief Executive from 1<sup>st</sup> June 2014 and was formally appointed as Chief Executive on the 1<sup>st</sup> October 2014. The Chief Executive is assisted by an Advisory Board and a Scientific Advisory Committee.

The members of the Advisory Board for 2014 were:

#### Advisory Board 2014

Ms. Lynn Ni Bhaoigheallain (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

Ms Lynn Ni Bhaoigheallain resigned with effect from 1<sup>st</sup> December 2014.

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

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The results of the Food Safety Promotion Board are set out in detail on page 28. During 2014, the Food Safety Promotion Board incurred expenditure of €9,037,060 (GBP£7,284,954) and received income of €9,084,014 (GBP£7,322,805) resulting in a surplus for the year of €46,954 (GBP£37,851).

### 5. Post Balance Sheet Events

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There were no post balance sheet events.

### 6. Charitable Donations

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No charitable donations were received or made during the year.

## 7. Policies

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### 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 2014 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 is committed to the prompt payments for goods and services received, in accordance with the Irish Prompt Payments of Accounts Act, 1997 as amended by the European Communities (Late Payments in Commercial Transactions) Regulations 2013 and the UK Late Payment of Commercial Debts (Interest) Act 1998, as amended by the Late Payment of Commercial Debts Regulations 2002. Unless otherwise stated in the contract, payment is due within 30 days of receipt of the goods or services, or on presentation of a valid invoice or similar demand whichever is later. In 2014 93% (2013 96%) of all invoices were settled within 30 days.

### Health & 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

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The Board's Corporate Strategy for the years 2014 – 2016 has been approved by the North/South Ministerial Council (NSMC).

This Strategy outlines the Board's mission, vision and core values and how the Board will implement each of its functions over the 3 year period. The strategy is re-assessed annually in the context of an annual business plan.

The grant funding approved for 2015 is €7,820,000 (GBP6,334,200). The budgeted expenditure for 2015 is €7,820,000 (GBP6,334,200).

The Board notes the ongoing difficulties in respect of the budgetary position within Northern Ireland, for the 2015/2016 financial year, and continues to monitor the situation within the context of Departmental financial support to the organisation and programmes.

## 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 accruals 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 the 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

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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.



**Raymond Dolan**  
**Chief Executive Officer**

Date: 6<sup>th</sup> November 2015

## 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 and Department of Health). In addition, as Chief Executive 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 31 December 2014 and up to the date of approval of the Annual Report and Accounts, and accords with the 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 2014, 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 the risk register was presented to the Advisory Board Audit Committee;
- A review of the effectiveness of Internal Financial Controls in place during the 2014 financial year was undertaken in December 2014 by the Internal Auditors.



**Raymond Dolan**  
Chief Executive Officer

6<sup>th</sup> November 2015

## 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 31 December 2014 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 appendix. 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 annual report and the Foreword to identify material inconsistencies with the audited accounts and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing our audit. 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 the Houses of the Oireachtas and 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 the Houses of the Oireachtas 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 31 December 2014, 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

11<sup>th</sup> November 2015



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

13<sup>th</sup> November 2015

## Income and Expenditure Account

for the year ended 31 December 2014

	Notes	2014 €	2013 €	2014 GBP	2013 GBP
<b>Income</b>					
Revenue Grant from Departments	2(a)	8,355,007	8,364,077	6,735,138	7,103,276
Capital Grant Release	9	114,917	140,096	92,637	118,978
		8,469,924	8,504,173	6,827,775	7,222,254
Other Income	2(b)	614,090	1,098,790	495,030	933,158
<b>Total Income</b>		9,084,014	9,602,963	7,322,805	8,155,412
<b>Expenditure</b>					
Staff Costs	3(b)	2,422,639	2,946,796	1,952,937	2,502,596
Board Fees	3(e)	82,048	81,230	66,141	68,985
Depreciation	6	114,917	140,096	92,637	118,978
Research Programme Expenditure	5	1,036,243	754,042	835,336	640,378
Promotion Activities	12	3,581,579	3,985,462	2,887,182	3,384,693
Other Operating Costs	4	1,799,634	1,708,821	1,450,721	1,451,233
<b>Total Expenditure</b>		9,037,060	9,616,447	7,284,954	8,166,863
<b>Surplus/(Deficit) for the year</b>		46,954	(13,484)	37,851	(11,451)
Amount transferred to General Reserve	13	46,954	(13,484)	37,851	(11,451)

All amounts above relate to continuing activities.

The notes on pages 32 to 44 form part of these accounts



**Raymond Dolan**  
**Chief Executive Officer**  
 Date: 6<sup>th</sup> November 2015

## Statement of Total Recognised Gains and Losses

for the year ended 31 December 2014

	Notes	2014 €	2013 €	2014 GBP	2013 GBP
Surplus/(Deficit) for the period		46,954	(13,484)	37,851	(11,451)
Actuarial gain/(loss) on pension liabilities	17(b)	(2,598,000)	3,480,000	(2,094,300)	2,955,425
Transfers (In)/Out of the Scheme		0	0	0	0
Adjustment to deferred pension funding		2,598,000	(3,480,000)	2,094,300	(2,955,425)
<b>Total recognised gain/(loss) for the period</b>		<b>46,954</b>	<b>(13,484)</b>	<b>37,851</b>	<b>(11,451)</b>

The notes on pages 32 to 44 form part of these accounts.



**Raymond Dolan**  
**Chief Executive Officer**  
 Date: 6<sup>th</sup> November 2015

## Balance Sheet

as at 31 December 2014

	Notes	2014 €	2013 €	2014 GBP	2013 GBP
<b>Fixed Assets</b>					
Tangible Assets	6	936,271	1,000,370	729,621	834,008
<b>Current Assets</b>					
	7	700,772	600,523	545,831	500,656
<b>Current Liabilities</b>					
Creditors – amount falling due within one year	8	(491,865)	(438,570)	(383,247)	(365,636)
<b>Net Current Assets</b>					
		208,907	161,953	162,584	135,020
<b>Total Assets less Current Liabilities before Pensions</b>					
		1,145,178	1,162,323	892,205	969,028
Deferred Pension Funding	17(d)	11,472,000	8,260,000	8,935,541	6,886,362
Pension Liabilities	17(b)	(11,472,000)	(8,260,000)	(8,935,541)	(6,886,362)
<b>Net Assets</b>					
		1,145,178	1,162,323	892,205	969,028
<b>Financed By:</b>					
Capital & Reserves					
General Reserve	13	208,907	161,953	162,584	135,020
Capital Grant Reserve	9	936,271	1,000,370	729,621	834,008
		1,145,178	1,162,323	892,205	969,028

The notes on pages 32 to 44 form part of these accounts.



**Raymond Dolan**  
**Chief Executive Officer**  
 Date: 6<sup>th</sup> November 2015

## Cash Flow Statement

for the year ended 31 December 2014

	Notes	2014 €	2013 €	2014 GBP	2013 GBP
<b>Net cash inflow/(outflow) from operating activities</b>	10	143,117	117,887	88,094	103,717
<b>Capital expenditure &amp; financial investment</b>					
Payments to acquire tangible fixed assets	6	(50,818)	(75,400)	(40,965)	(64,034)
<b>Net cash inflow/(outflow) before financing</b>		92,299	42,487	47,129	39,683
<b>Financing</b>					
Capital Funding Received		50,818	75,400	40,965	64,034
<b>Increase/(decrease) in cash/bank balances</b>	11	143,117	117,887	88,094	103,717

The notes on pages 32 to 44 form part of these accounts.



**Raymond Dolan**  
**Chief Executive Officer**  
 Date: 6<sup>th</sup> November 2015

## 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 Act 2006, the Republic of Ireland Companies Acts 2014, the Financial Reporting Standards issued by the Financial Reporting Council and accounting and disclosure requirements issued by the Department of Finance and Personnel and Department of Public Expenditure and Reform, insofar as those requirements are appropriate.

#### 1.2 Income

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

#### 1.3 Fixed Assets

- a. Tangible Fixed assets are included at historic cost to the Food Safety Promotion Board.
- b. Depreciation is calculated to write off the cost or revalued amounts of fixed assets over their useful lives. The methods adopted and the rates used per annum are as follows:
 

Office Equipment	15% Straight Line
Computer Equipment	33.3% Straight Line
Property & Fitout Costs	4% Straight Line
Fixtures & 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 (GBP£423).

#### 1.4 Value Added Tax

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

#### 1.5 Pensions

The Food Safety Promotion Board has adopted FRS17 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 29 April 2005. It is a defined benefit pension scheme which is funded annually on a pay as you go basis from monies provided by the UK and Irish Exchequers. The scheme is administered by an external administrator. Funding from the Irish Exchequer is provided by the Department of Health to the Body. The Northern Ireland share of the benefits paid during the year is directly funded to the administrator by the Department of Health, Social Services and Public Safety.

Financial Reporting Standard (FRS) 17 covers retirement benefits. The liability at 31 December 2014 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 using the projected unit method. 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 31 December 2014 and comparative figures for 2013.

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 from changes in actuarial assumptions and from experience surpluses and deficits are recognised in the Statement of Total Recognised Gains and Losses. From 2012, the current pension service cost is recognised gross of members' contributions. Treatment in prior years had been to recognise the members' contributions separately within the pensions note.

## Notes to the accounts continued

### 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 (2014 – 0.80612, 2013 – 0.84926) while the Balance Sheet is translated using the closing exchange rate (2014 – 0.77890, 2013 – 0.8337). 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). General Reserve (Note 13).

**Notes to the accounts** continued**2.****(a) Grants from the Departments**Financial Period 1<sup>st</sup> January, 2014 to 31<sup>st</sup> December, 2014

	Note	DOH €	DHSSPS €	TOTAL €	DOH GBP	DHSSPS GBP	TOTAL GBP
Revenue Grant		5,677,468	2,677,539	8,355,007	4,576,720	2,158,418	6,735,138
Capital Account	9	34,532	16,286	50,818	27,837	13,128	40,965
		5,712,000	2,693,825	8,405,825	4,604,557	2,171,546	6,776,103

Financial Period 1<sup>st</sup> January, 2012 to 31<sup>st</sup> December, 2013

	Note	DOH €	DHSSPS €	TOTAL €	DOH GBP	DHSSPS GBP	TOTAL GBP
Revenue Grant		5,896,841	2,467,236	8,364,077	5,007,951	2,095,325	7,103,276
Capital Account	9	53,159	22,241	75,400	45,146	18,888	64,034
		5,950,000	2,489,477	8,439,477	5,053,097	2,114,213	7,167,310

The Food Safety Promotion Board receives grants from the Department of Health (DOH) and the Department of Health, Social Services and Public Safety (DHSSPS). The respective contributions are DOH 68% (2013 71%), and DHSSPS 32% (2013 29%).

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

**(b) Other Income**

	Note	2014 €	2013 €	2014 GBP	2013 GBP
Bank Interest		90	790	73	671
Net deferred funding for pensions	17 (c)	614,000	1,098,000	494,957	932,487
		614,090	1,098,790	495,030	933,158

## Notes to the accounts continued

### 3. Staff Costs

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

Directorates	2014	2013
Senior Management	4	5
Corporate Operations	9	12
Food Science	6	5
Human Health & Nutrition	3	4
Marketing & Communications	8	7
Total	30	33

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

	2014 €	2013 €	2014 GBP	2013 GBP
Salary Costs	1,450,266	1,658,987	1,169,088	1,408,911
Employer PRSI	119,322	132,701	96,188	112,698
Pension Costs:				
Current Pension Service Costs	853,051	1,155,108	687,661	980,987
	2,422,639	2,946,796	1,952,937	2,502,596

During the year, €89,725/£72,329 (2013 €108,722/£92,933) of pension related deductions, under the Financial Emergency Measures in the Public Interest Act, 2009 as amended, were deducted and paid over to the Department of Health.

#### (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:

	2014	2013
€40,001–50,000	6	4
€50,001–60,000	2	3
€60,001–70,000	3	3
€70,001–80,000	4	2
€80,001–90,000	0	3
€90,001–100,000	2	1
€100,001–110,000	0	0
€110,001–120,000	0	1

**Notes to the accounts** continued**3. Staff Costs** continued**(d) The following information is provided in respect of the Senior Management Team:**

	Emoluments €	Emoluments GBP	Real Increase/ (Decrease) in Pension Earned €	Real Increase/ (Decrease) in Pension Earned GBP	Value of Accrued Pension at year-end €	Value of Accrued Pension at year-end GBP	Age (years)
Mr Martin Higgins*	47,303	38,132	(489)	(394)	54,746	42,642	59
Mr Ray Dolan**	96,256	77,594	10,102	8,143	49,593	38,628	59

\* The figures for Mr Martin Higgins are to his date of retirement 31/05/14.

\*\* Mr Ray Dolan was appointed acting CEO on 1<sup>st</sup> June 2014 and was formally appointed CEO on 1<sup>st</sup> October 2014.

Dr. Gary Kearney (Director, Food Science), Dr. Cliodhna Foley-Nolan (Director, Human Health and Nutrition) and Ms Fiona Gilligan (Director, Marketing and Communications) withheld consent to disclose the above information. All emoluments are in line with standard public sector emoluments for their grades.

**(e) The following fees were paid to the Advisory Board in 2014:**

	2014 €'000	2013 €'000	2014 GBP'000	2013 GBP'000
Lynn Ni Bhaioigheallain*	10-15	10-15	5-10	10-15
Julie Andrews	5-10	5-10	5-10	5-10
Thomas Burns	5-10	5-10	5-10	5-10
Brendan Kehoe	5-10	5-10	5-10	5-10
Alan McGrath	5-10	5-10	5-10	5-10
Helen O'Donnell	5-10	5-10	5-10	5-10
Edward Spelman	5-10	5-10	5-10	5-10
Hannah Su	5-10	5-10	5-10	5-10
Campbell Tweedie	5-10	5-10	5-10	5-10
Mary Upton	5-10	5-10	5-10	5-10
Jane Wells	5-10	5-10	5-10	5-10

\*Lynn Ni Bhaioigheallain resigned from 1<sup>st</sup> December 2014.

Darina Allen elected not to receive board fees.

The total amount of fees paid to Advisory Board members in 2014 was €82,048/£66,141 (2013 €81,230/£68,985). No Benefits in Kind were provided to Senior Management or Advisory Board Members. A total of €5,874/£4,735 (2013 €6,354/£5,396) was claimed by Advisory Board Members to cover travel and subsistence expenses. This amount is included in travel and subsistence disclosed in note 4.

## Notes to the accounts continued

### 4. Other Operating Costs

	2014	2013	2014	2013
	€	€	GBP	GBP
Rent & Electricity*	662,657	590,506	534,181	501,493
Printing, Reports & Literature	3,010	1,082	2,426	919
Travel & Subsistence	172,072	191,590	138,710	162,710
Computer Support	112,786	133,886	90,919	113,704
Telephone	58,235	55,779	46,944	47,371
Postage & Stationery	25,337	13,729	20,425	11,660
Meeting Costs**	11,188	11,808	9,019	10,028
Office Expenses**	45,149	52,712	36,396	44,766
Currency Variance	33,879	(8,126)	27,311	(6,901)
Recruitment Expenses	47,653	9,282	38,414	7,883
Advertising	9,558	651	7,705	553
Training	32,828	47,544	26,463	40,377
Insurance	22,061	22,083	17,784	18,754
Subscriptions	18,158	17,738	14,638	15,064
Auditors' Remuneration	16,000	18,300	12,898	15,541
Legal & Professional Fees	67,083	73,614	54,077	62,517
Cleaning & Catering	24,645	38,044	19,867	32,309
Maintenance & Repairs	67,243	50,193	54,206	42,627
Bank Charges	2,293	2,260	1,848	1,919
Fellowships	136,455	140,089	109,999	118,972
Community Food Initiative	223,092	243,461	179,839	206,762
Equality & Disability	8,252	2,596	6,652	2,205
	1,799,634	1,708,821	1,450,721	1,451,233

\*In 2014 the Food Safety Promotion Board incurred non-effective expenditure of €76,000 on rent as a result of unoccupied office space at its headquarters building. The vacancy arose as a result of the expiry of the sub-lease in December 2013.

\*\*The hospitality element of costs in 2014 was €5,900/£4,756 (2013 €2,805/£2,382).

### 5. Research Programme Expenditure

	2014	2013	2014	2013
	€	€	GBP	GBP
Chemistry & Toxicology	72,125	75,000	58,141	63,695
Food Science	466,027	338,117	375,674	287,149
Human Health & Nutrition	447,488	299,528	360,729	254,377
Microbiology & Surveillance	50,603	41,397	40,792	35,157
	1,036,243	754,042	835,336	640,378

## Notes to the accounts continued

### 6. Fixed Assets

Cost or Valuation	Office Equipment €	Property & Fitout Cost €	Fixtures & Fittings €	Computer Equipment & Software €	LIMS Capital Project €	Total €
At 1 <sup>st</sup> January 2014	396,644	1,811,949	208,614	580,910	429,321	3,427,438
Additions	3,137	–	33,103	14,578	–	50,818
Disposals*	9,592	–	–	22,975	429,321	461,888
At 31 <sup>st</sup> December 2014	390,189	1,811,949	241,717	572,513	–	3,016,368
<b>Depreciation</b>						
At 1 <sup>st</sup> January 2014	388,489	884,415	197,208	527,635	429,321	2,427,068
Provision for the year	2,306	70,758	6,937	34,916	–	114,917
Disposals	9,592	–	–	22,975	429,321	461,888
At 31 <sup>st</sup> December 2014	381,203	955,173	204,145	539,576	–	2,080,097
<b>NBV at 31<sup>st</sup> December 2014</b>	8,986	856,776	37,572	32,937	–	936,271
<b>NBV at 31<sup>st</sup> December 2013</b>	8,155	927,534	11,406	53,275	–	1,000,370
	<b>GBP</b>	<b>GBP</b>	<b>GBP</b>	<b>GBP</b>	<b>GBP</b>	<b>GBP</b>
<b>NBV at 31<sup>st</sup> December 2014</b>	6,999	667,343	29,265	25,654	–	729,261
<b>NBV at 31<sup>st</sup> December 2013</b>	6,799	773,285	9,509	44,415	–	834,008

\*Disposals include the write off of fully depreciated assets with an original cost of €461k. The assets are no longer in use.

### 7. Current Assets

	2014 €	2013 €	2014 GBP	2013 GBP
Debtors	50,028	50,985	38,967	42,506
Prepayments & Accrued Income	81,004	122,915	63,094	102,474
Cash at bank and in hand	569,740	426,623	443,770	355,676
	700,772	600,523	545,831	500,656

## Notes to the accounts continued

## 8. Creditors (amounts falling due within one year)

	2014 €	2013 €	2014 GBP	2013 GBP
Creditors & Accruals	491,865	438,570	383,247	365,636

## 9. Capital Grant Reserve

	2014 €	2013 €	2014 GBP	2013 GBP
Opening Balance	1,000,370	1,065,066	834,008	869,200
Capital Additions	50,818	75,400	40,965	64,034
Capital Disposals – Cost	(461,888)	–	(372,337)	–
Capital Disposals – Depreciation	461,888	–	372,337	–
Currency Translation Adjustment			(52,715)	19,752
Less amount released to I&E A/C*	(114,917)	(140,096)	(92,637)	(118,978)
	936,271	1,000,370	729,621	834,008

*Amount released to I&E	2014 €	2013 €	2014 GBP	2013 GBP
Amortised in line with depreciation	(114,917)	(140,096)	(92,637)	(118,978)
	(114,917)	(140,096)	(92,637)	(118,978)

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

	2014 €	2013 €	2014 GBP	2013 GBP
Surplus/(Deficit) for the period	46,954	(13,484)	37,851	(11,451)
Transfer from Capital Grant Reserve	(114,917)	(140,096)	(92,637)	(118,978)
Depreciation Charges	114,917	140,096	92,637	118,978
(Increase)/Decrease in Debtors	42,868	(64,234)	42,919	(55,481)
Increase/(Decrease) in Creditors	53,295	195,605	17,611	167,352
Currency Translation Adjustment	–	–	(10,287)	3,297
	143,117	117,887	88,094	103,717

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.

**Notes to the accounts** continued**11. Analysis of the balances of cash as shown in the balance sheet**

	At 01.01.14	Cashflow	At 31.12.14
	€	€	€
Euro Account	114,757	299,151	413,908
Sterling Account	41,709	121,209	162,918
Deposit Account	280,680	(279,927)	753
Petty Cash	152	186	338
Credit Cards	(10,675)	2,498	(8,177)
<b>Total</b>	<b>426,623</b>	<b>143,117</b>	<b>569,740</b>

**12. Promotion Activities**

	2014	2013	2014	2013
	€	€	GBP	GBP
Media Costs	2,575,189	2,902,405	2,075,911	2,464,896
Marketing Costs	435,873	649,720	351,366	551,781
Events	240,727	251,602	194,055	213,676
Publications	103,244	55,592	83,227	47,212
Project & Conference Sponsorship	116,169	41,546	93,646	35,283
Educational Development	61,374	45,646	49,475	38,765
Helpline Activities	49,003	38,951	39,502	33,080
	<b>3,581,579</b>	<b>3,985,462</b>	<b>2,887,182</b>	<b>3,384,693</b>

**13. General Reserve**

	2014	2013	2014	2013
	€	€	GBP	GBP
Opening Balance	161,953	175,437	135,020	143,174
Surplus/(Deficit)	46,954	(13,484)	37,851	(11,451)
Currency Translation Adjustment	-	-	(10,287)	3,297
<b>Closing Balance</b>	<b>208,907</b>	<b>161,953</b>	<b>162,584</b>	<b>135,020</b>

**14. Related Party Transactions**

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

## Notes to the accounts continued

### 15. Future Capital Expenditure

The Food Safety Promotion Board had no capital commitments at 31 December 2014.

### 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:

	31.12.14	31.12.13
	€	€
Within 1 Year	–	–
Between 2 and 5 Years	–	–
More than 5 Years	560,000	560,000
	560,000	560,000

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

Location	Expiry Date	Rents payable/(receivable)			
		2014	2013	2014	2013
		€	€	GBP	GBP
Cork	2026	370,000	370,000	298,264	314,226
Cork Sub Lease	2013	–	(76,772)	–	(65,199)
Dublin	2021	190,000	190,000	153,163	161,359
Total Annual Costs		560,000	483,228	451,427	410,386

#### (b) Commitments

The Board has commitments in respect of approved research contracts at 31 December 2014 in the amount of €1,359,932/£1,059,251 (2013 €1,085,062/£904,616).

## Notes to the accounts continued

### 17. Pensions

The pension liabilities disclosed at 31 December 2014 are based on the current benefit structure of the North/South Pension Scheme Core Section and Reserved Rights Sections. The core section of the scheme is being reformed from 1 April 2015 in line with changes that are being implemented in Northern Ireland across all Public Service Pension Schemes. The main changes include:

- Future benefit accrual on a Career Average Revalued Earnings basis;
- Normal Retirement Age in line with a members State Pension Age; and
- Increased member contributions.

Benefits accumulated for service up to 31 March 2015 will remain payable at retirement on a final salary basis. All Northern Core employees will automatically change to the reformed benefit structure from 1 April 2015, while all Southern Core Members have been given the option to become a member of the Superannuation Scheme for Established Civil Servants (which is the Irish Civil Servants Scheme). The options exercise was completed on 31 March 2015 and 14 of the employees opted to change to the Superannuation scheme for established civil servants.

The changes with effect from 1 April 2015 have not been allowed for in the liabilities at 31 December 2014 but will have an impact on the liabilities at 31 December 2015.

The valuation used for FRS17 disclosures has been based on an actuarial valuation as at 31 December 2014 by an independent actuary. Assumptions used to calculate the scheme liabilities as at 31 December 2014 under FRS 17 are:

#### (a) Principal actuarial assumptions used for the calculations

	2014	2013
Discount rate (Republic of Ireland)	2.10%	3.50%
Discount rate (Northern Ireland)	3.60%	4.50%
Inflation rate (Republic of Ireland)	2.00%	2.00%
Inflation rate (Northern Ireland)	2.00%	2.50%
<b>Rate of increase in salary</b>	3.00%	4.00%
Rate of increase in pensions (Republic of Ireland):		
In line with salary increases	3.00%	4.00%
In line with CPI	2.00%	2.00%
Rate of increase in pensions (Northern Ireland)	2.00%	2.50%
<b>Average expected future life at age 65 for</b>		
Male currently aged 65	22.1yrs	21.6yrs
Female currently aged 65	24.3yrs	24.2yrs
Male currently aged 45	23.5yrs	23.5yrs
Female currently aged 45	25.8yrs	26.0yrs

## Notes to the accounts continued

### 17. Pensions continued

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

	2014 €'000	2013 €'000	2014 GBP'000	2013 GBP'000
(Deficit) in the plan at 1 <sup>st</sup> January	(8,260)	(10,642)	(6,886)	(8,685)
Benefits paid during the year	239	57	193	48
Current service cost	(558)	(857)	(450)	(728)
Net transfers out of/(in to) the scheme	0	0	0	0
Other finance income/(charge)	(295)	(298)	(238)	(253)
Actuarial gain/(loss)	(2,598)	3,480	(2,094)	2,955
Exchange differences – GBP comparisons	–	–	539	(223)
(Deficit) in the plan at 31 December	(11,472)	(8,260)	(8,936)	(6,886)

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

	2014 €'000	2013 €'000	2014 GBP'000	2013 GBP'000
Experience gain/(loss)	102	700	82	594
Gain/(loss) on change of financial assumptions	(2,700)	2,780	(2,176)	2,361
Actuarial gain/(loss)	(2,598)	3,480	(2,094)	2,955

The actuarial loss arises due to the increase in the discount rate in ROI and the reduction in the rate of increase in pension in ROI.

#### (c) Income and Expenditure Account analysis for the financial year

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

	2014 €'000	2013 €'000	2014 GBP'000	2013 GBP'000
Current service cost	558	857	450	728
Other finance cost	295	298	238	253
Benefits paid during the year	(239)	(57)	(193)	(48)
Exchange differences – GBP comparisons	–	–	–	(1)
	614	1,098	495	932

Analysis of the current pension service costs is as follows:

	2014 €'000	2013 €'000	2014 GBP'000	2013 GBP'000
Current service cost	558	857	450	728
Other finance cost	295	298	238	253
	853	1,155	688	981

## Notes to the accounts continued

### 17. Pensions continued

#### (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 31 December 2014 amounted to €11.472m/£8.936m (2013: €8.260m/£6.886m).

	2014 €'000	2013 €'000	2014 GBP'000	2013 GBP'000
Opening Balance at 1 January	8,260	10,642	6,886	8,685
Increase/(decrease) in Deferred Pension Funding	3,212	(2,382)	2,050	(1,799)
Balance at 31 December	11,472	8,260	8,936	6,886

#### (e) History of Defined Benefit Liabilities

	2014 €'000	2013 €'000	2012 €'000	2011 €'000
(Deficit) as at 31 December	(11,472)	(8,260)	(10,642)	(5,820)
Experience adjustment on liabilities Including exchange rate effect gain/(loss)	102	700	119	(13)
Percentage of Scheme Liabilities	0.9%	8.5%	1.1%	0.2%

	2014 GBP'000	2013 GBP'000	2012 GBP'000	2011 GBP'000
(Deficit) as at 31 December	(8,936)	(6,886)	(8,685)	(4,861)
Experience adjustment on liabilities Including exchange rate effect gain/(loss)	82	594	96	(11)
Percentage of Scheme Liabilities	0.9%	8.5%	1.1%	0.2%

## Appendix 1 – Accounts Direction

### Food Safety Promotion Board

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

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

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

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

Signed by the authority of the



**Department of Health,  
Social Services and Public Safety**  
18<sup>th</sup> June 2001



**Department of  
Health and Children**  
13<sup>th</sup> June 2001







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