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# ANNUAL REPORT 2006

Incorporating Financial Statements for 2006



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## Mission statement

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To protect and improve public health, by fostering and maintaining confidence in the food supply on the island of Ireland, in partnership with others.

The food environment is both dynamic and complex. Increased globalisation and an ever-extending food chain create challenges for food safety professionals and given the high level of media interest in food issues, consumers seek reassurance and guidance. The growth in the availability of functional foods and the increasing popularity of farmers' markets are indicators that many consumers regard their food as a commodity with inherent value. Against this background, **safefood** continues to research and reassure, support and substantiate, promote and publicise the key messages of hygiene, safety and nutrition in the food produced and consumed on the island of Ireland.

**safefood's** work is made possible thanks to the hard work and dedication of each of our directorates – Corporate Operations, Food Science, Human Health & Nutrition and Marketing and Communications. I would also like to thank our Advisory Board for their expert guidance and advice over the past year.

The communication of our key messages is built upon high-quality, multi-disciplinary research of acknowledged international status. The acquisition of increased knowledge through research is evident in the latest round of research projects initiated by the organisation during the year. The continued development and popularity of the **safefood** Research Networks indicates their valued contribution to both scientific co-operation and research objectives.

The function of independent, scientific advice and horizon-scanning for emerging issues is fulfilled by **safefood's** Scientific Advisory Committee. Thanks to the excellent work of the committee, the organisation is well-placed to tackle challenges and issues in food safety and nutrition both on the island and globally, that impact upon the lives of consumers and their confidence in the food supply chain.

The work of our Food Science and Human Health & Nutrition directorates was evident in the range and scope of publications produced by **safefood** for both public and professional audiences and which served to inform, educate and reassure. Following a **safefood**-funded research project on Nicarbazine residues, a series of best practice guidelines for the poultry industry were developed and issued, and have undoubtedly strengthened consumer confidence in poultry products from the island. A significant report on *Campylobacter* isolates was launched during the year to coincide with a major international conference on the issue in Dublin, while a comprehensive report containing information on over 300,000 microbiological tests undertaken by the food industry was also launched.

The well-received Consumer Focused Review series undertaken by **safefood** during the year took a comprehensive look at both the Chicken and Finfish food chains on the island and their impact on human health and issues of consumer concern. Further reviews of Fruit and Vegetables and Beef are planned for 2007.

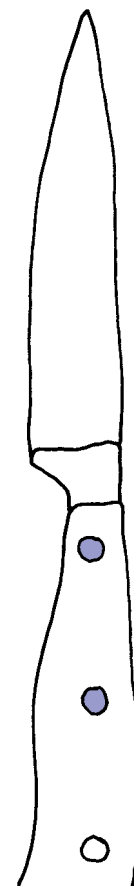
Facilitating discussion, informing audiences and creating networks are all features of **safefood** conferences and seminars. Key events hosted by **safefood** during 2006 included an all island Infectious Intestinal Diseases Conference in January, the launch of '**safefood** for life' hygiene training resource to post-primary schools in Northern Ireland in June, a major all-island conference on tackling Childhood Food Poverty in November, and multiple workshops designed to enhance laboratory staff understanding of managerial techniques and practices.

Fostering greater co-operation between laboratories on the island both in the private and public environments is an important function of our

Corporate Operations Directorate. The development and implementation of the Laboratory Information Management System (LIMS) will allow for rapid access to laboratory results and assist with comparison of trends in food safety surveillance across the island ultimately benefiting public health. The project has also helped participating laboratories to identify opportunities for more streamlined work environments. Our established Synergy Programme identified and implemented research projects on an all-island basis, the results of which are being analysed to extract data appropriate to future Public Health communications. The Lablinks Laboratory Newsletter continued to develop closer relationships between laboratories, stakeholders and **safefood** and is produced in print and email formats for subscribers.

The Corporate Operations Directorate has also developed policies and procedures in the areas of procurement, payroll, accounting, treasury management and human relations to meet the needs of a modern, public-sector organisation. A report on the research function of the organisation was produced and identified priorities for further enhancing procedures in line with best practice. The organisation's Audit Committee also identified project management and recruitment practice as a focus for the 2007 Audit Plan.

Our Marketing and Communications Directorate is tasked with promoting **safefood**'s key messages of food safety, food hygiene and nutrition. A second phase of our successful 'Treats' campaign aired on television, radio, outdoor and online media and reinforced the original campaign message that treat foods should be included as treats in children's diets rather than staples of the diet. The 'Already Salted' campaign also aired for a second phase on radio and outdoor advertising and emphasised reducing salt intake through increased fresh food





consumption, salt label awareness and reduced salt use at the table and when cooking. A two-stage radio campaign advised consumers on cooking meat safely, particularly varieties that were minced, rolled or deboned and coincided with increased barbecue use during the summer months. A handwashing awareness campaign was also aired on radio during the year.

The launch of our 'Superfoods' campaign echoed current trends in nutrition communication which are moving towards a food-based message and away from a specific problem area, for example, dietary fat. This innovative campaign built on the popularity of the term superfoods used by the media to describe foods marketed as having specific health benefits. The **safefood** campaign aimed to raise awareness of ordinary, everyday foods like fruit and vegetables, lean meat and wholegrains and their nutritional and health benefits as part of a balanced diet. The 'Superfoods' campaign aired with radio advertisements personifying each superfood character and was supported by press, outdoor and point of purchase advertising. It is planned to launch a second phase of the campaign during 2007 supported by public relations and direct marketing initiatives.

Direct Marketing initiatives during 2006 included a workplace restaurant programme aimed at reducing salt intake over a six-week period. Branded materials were sent to over 230 participating companies on the island with 48,000 workers taking part. Post campaign evaluation indicated that 64% of participants had reduced or planned to reduce salt levels in their diet as a result of the campaign. A direct marketing programme, the **safefood** Kids' Food Challenge, to support parents and help engage their children on the topic of healthy eating was well advanced for launch in early 2007.

Two further tranches of the organisations Safetrak consumer tracking research programme were carried out during the year and overall brand recognition of **safefood** has remained constant. Furthermore, **safefood** continues to be regarded as trustworthy and knowledgeable by consumers. Research has also indicated that recall of **safefood** campaigns has been accompanied by significant claimed behavioural changes demonstrating the organisations effectiveness at communicating messages to an all-island audience.

The Christmas campaign 'Don't wash your bird, wash your hands' aired on radio during December and was supported by public relations and helpline activities. The helpline fielded over 7,000 queries during the year with in excess of 169,000 items disseminated following these queries.

Our education initiatives saw the launch of '**safefood** for life' to post primary students in Northern Ireland, offering greater awareness of food safety and the opportunity to sit online examinations in the subject. The resource is currently being reconfigured for schools in the Republic of Ireland, with a planned launch in 2007. The 'Tastebuds' nutrition resource for primary students is also under development with a projected launch in 2008.

The **safefood** website was expanded during the year to include a dedicated microsite to support the 'Treats' advertising campaign in addition to new content developed to support campaigns on handwashing and 'Superfoods'. The new domain for **safefood**, [www.safefood.eu](http://www.safefood.eu) was also transferred to the organisation during the year and will now be used as the primary domain.

On behalf of the members of the **safefood** Advisory Board and my colleagues, I would like to thank all those who helped the organisation address the challenges facing us. We look forward to meeting future challenges through our partnership approach and maintaining and improving public health on the island of Ireland.



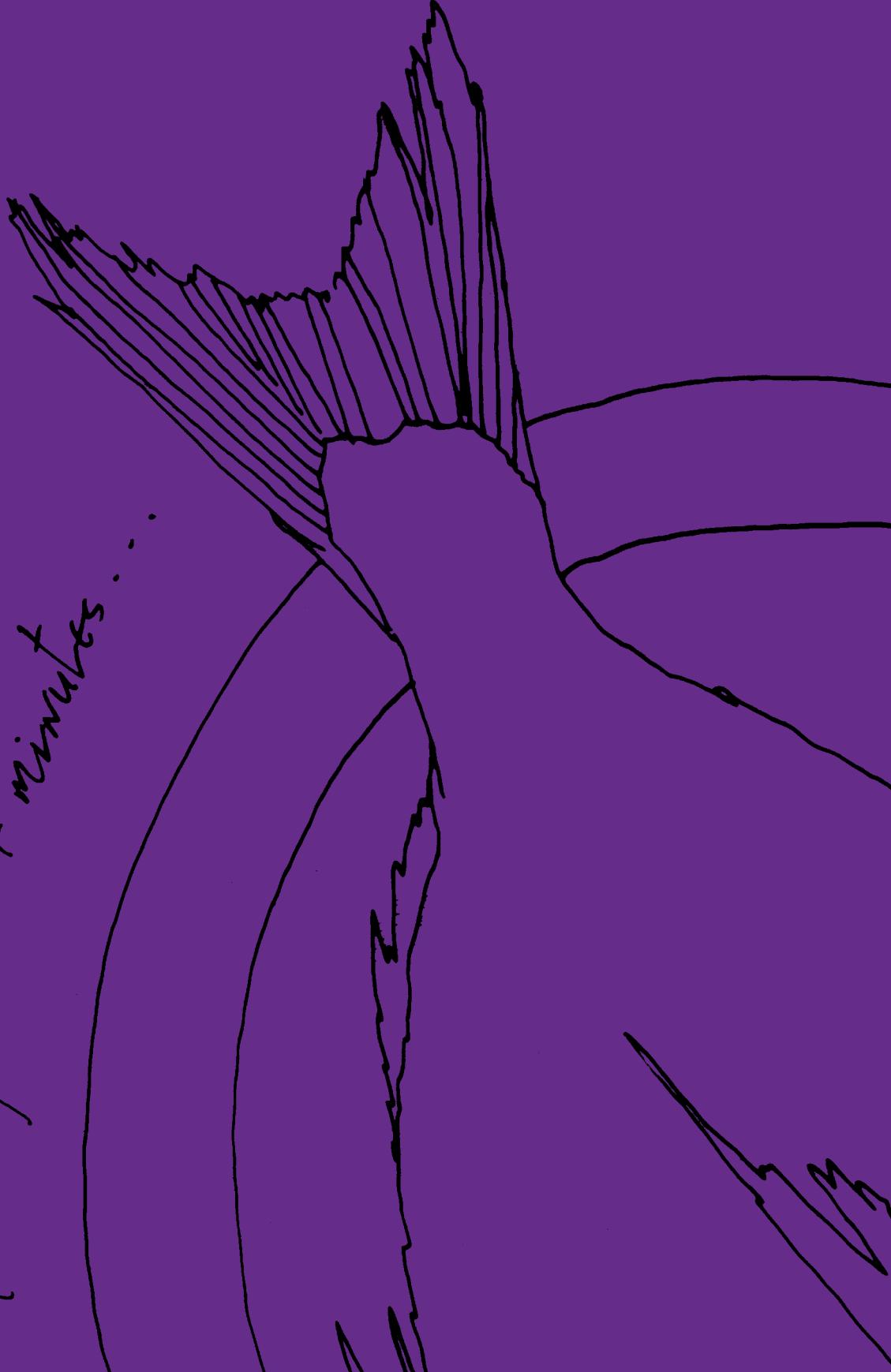
A handwritten signature in black ink that reads "Martin Higgins". The signature is written in a cursive, flowing style.

**Martin Higgins**  
Chief Executive Officer

# Organisational overview

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grill for 3-4 minutes...



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**safefood** The Food Safety Promotion Board (An Bord um Chur Chun Cinn Sábháilteachta Bia) is one of the six Implementation Bodies established under the Belfast Agreement on 2 December 1999 and operates on an all-island basis. The title **safefood** is used by the Board as a recognisable brand name in the public domain.

The governing legislation\* for the body confers on it a number of specific functions which are as follows:

- 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 laboratory testing

**safefood** also has a general remit to provide an independent assessment of the food chain.

Against the backdrop of these functions, **safefood** has developed its mission statement - *‘to protect & improve public health, by fostering & maintaining confidence in the food supply on the island of Ireland, in partnership with others.’*

In order to make that mission statement a reality, the organisation has adopted a structure based on four distinct and harmonised directorates – Food Science; Human Health and Nutrition; Marketing & Communications; and Corporate Operations.

The Food Science Directorate provides independent evidence relative to the specialist areas of food microbiology, food chemistry and toxicology and how these impact on food safety and the public at large. The Human Health and Nutrition Directorate complements this with evidence relative to human health data, its interpretation and its role in the health of those on the island. Where appropriate, each directorate is also responsible for leading interdisciplinary projects for the organisation.

The work of these directorates empowers the Marketing & Communications Directorate to promote **safefood**'s key message categories of food safety, food hygiene and nutrition across the broad spectrum of media outlets. The Corporate Operations Directorate fulfils the logistical role of ensuring sufficient resources are in place to deliver planned objectives of the organisation.

## Support through science

The work of both the Food Science and Human Health and Nutrition Directorates harnesses the sound science which underpins the communication of **safefood**'s key messages of food safety, food hygiene and nutrition. Each directorate works closely at both professional and technical levels with the scientific advisory structures and undertakes scientific assessments, makes decisions on research to be funded, contributes to the surveillance of foodborne diseases, promotes scientific co-operation and linkages between laboratories and has a role in developing specialised laboratory services.

## Knowledge through research

**safefood** promotes high quality, multi-disciplinary science of acknowledged international status through its research programme. This research informs much

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\*The British/Irish Agreement Act 1999 and the North-South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999

of the organisation's work and provides the objective, scientific evidence which reinforces **safefood's** communication campaigns.

Research which seeks to fill gaps in scientific knowledge and address emerging issues is prioritised by the organisation and a research database has been established through links with other bodies working in the area. **safefood** also publishes and communicates research findings and recommends action arising from these findings. A critical success factor in ensuring research funding is being effectively applied has been the development of a competitive funding programme with robust evaluation methods.

### Communication of food alerts

The emergence of sudden food alerts demands rapid action, frequently by a variety of stakeholders – this can include government departments, enforcement agencies, local health authorities, industry, and the public. **safefood** work closely with enforcement agencies on the island to develop response protocols, particularly in relation to cross-border planning, and to promote appropriate training for personnel involved in managing alerts.

### Surveillance of foodborne disease

Contributing to the surveillance of foodborne disease is another element of **safefood's** brief. While existing agencies in Northern Ireland (NI) and the Republic of Ireland (ROI) are already involved in surveillance of a wide range of communicable diseases, **safefood** promotes greater harmonisation. **safefood** is well placed to promote cross border and inter-agency co-operation and a key objective is to promote the linkage of the surveillance systems for human health, animal health and food testing.

### Linking laboratories and encouraging scientific co-operation

**safefood** is tasked with promoting scientific co-operation and linkages between laboratories on the island of Ireland. This creates a framework to enhance the acquisition and sharing of relevant knowledge between public health professionals, industry and the scientific community thereby benefiting the entire population. The development by **safefood** of The Laboratory Information Management System (LIMS) will allow Public Health and Public Analysts laboratories to electronically register their food testing data with a centralised information repository. This ground-breaking project will help improve rapid reporting of potential food alerts, foster greater network links and ultimately facilitate the completion of laboratory and Environmental Health Service interfaces on the island.

**safefood** also acts as a forum for sharing knowledge and experience on testing and survey methods.

### Specialised laboratory services

In-depth and detailed testing for rare, infectious or complex food hazards requires specialised laboratory services. **safefood's** role is to develop and implement a strategy for delivery of such specialised services, and the organisation is working with key stakeholders and food safety professionals on an all-island basis to progress this.

### Risk assessment and horizon scanning

Independent, scientific advice on the safety and hygiene of food and emerging issues in this field is also provided by **safefood**. To assist the organisation with this task, a Scientific Advisory Committee (SAC) of 18 experts was formally established in January 2002. The SAC has a specifically assigned scientific

advisor to assist with its work and members represent key disciplines involved in food safety and nutrition. The first SAC completed its three-year tenure of office in January 2005 and a new committee was appointed later that year. (See Appendix 2 for current members)

### Communicating and informing

The Marketing and Communications Directorate is responsible for implementing **safefood's** communications strategy. Through targeted, public awareness and educational campaigns to consumers, the organisation's key messages of food hygiene, food safety and nutrition are promoted. These messages are delivered through traditional and new media outlets; communication with industry and stakeholders; the education system; events; sponsorship; direct marketing; public relations and advertising.

In addition to assisting consumers help make informed choices about the food they eat, **safefood** believe that co-operation beyond compliance is essential in promoting food safety. Food is now a global business and this is evident in distances from 'farm to fork' where primary producer is far removed from the end user. **safefood** is committed to improving public health through changes in consumer behaviour but recognises that this can only be achieved by raising awareness through creative communications based on solid scientific data which reflect different and changing lifestyles and the needs of the population.

### Managing and supporting

The Corporate Operations Directorate is responsible for ensuring the demands of a modern, multi-faceted public sector organisation are met on time and within budget.

This involves managing and accounting for the organisation's finances; supporting **safefood's** Advisory Board; ensuring legal requirements and responsibilities are complied with; sourcing and providing facilities to support the delivery of the organisation's work; developing and implementing human resource policies and procedures; administering the organisation's research function; co-ordination of laboratory liaison and ensuring compliance with best practice standards of corporate governance. Because **safefood** operates on an all-island basis with dual-reporting and accountability, the Corporate Operations Directorate must manage financial resources granted by Government funding authorities in both jurisdictions. To achieve this, the Directorate has developed policies and procedures in the following key areas:

- Procurement of goods and services
- Payroll and budgetary management and control
- Cost accounting and reporting
- Banking and treasury management
- Asset recording and valuation

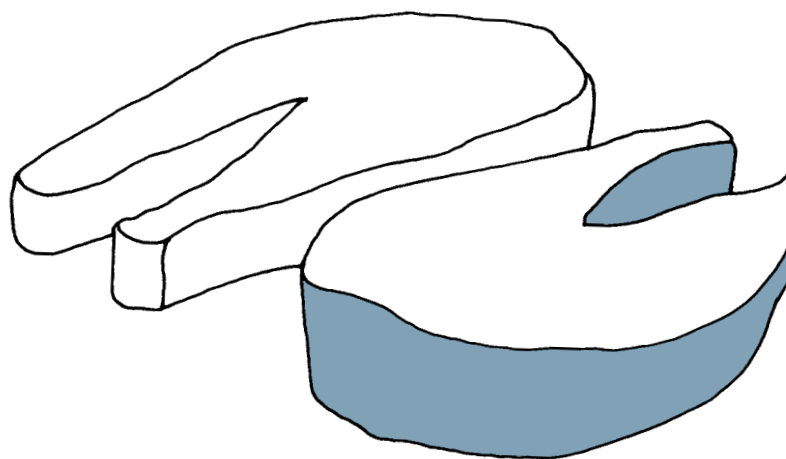
The Directorate has overseen investment in an information systems network that is both flexible and robust to meet the needs of the organisation, including internal management control and integration with external systems. The development of specialised software and management of network information has also allowed **safefood** to meet its responsibilities in promoting harmonisation in the development of IT systems for surveillance, the establishing and maintaining of a database for research programmes and the electronic linkage of laboratories.

Delivering **safefood**'s human resources requires formulating and operating policies and procedures that ensure legislative obligations in both jurisdictions are complied with, that staff are consulted, trained, and that equality and consistency are promoted throughout the organisation.

The organisation must meet obligations in relation to equality and social inclusion. As an employer **safefood** must ensure that any policies relating to staff comply with employment legislation and regulations. Compliance must also be ensured with obligations under Section 75 of the Northern Ireland Act 1998 with regard to all of its functions.

The Directorate is also tasked with co-ordinating the organisations activities relating to quality, promoting good community relations, and targeting social needs, and to ensure that the principles underlying these issues are maintained in all of **safefood**'s activities.

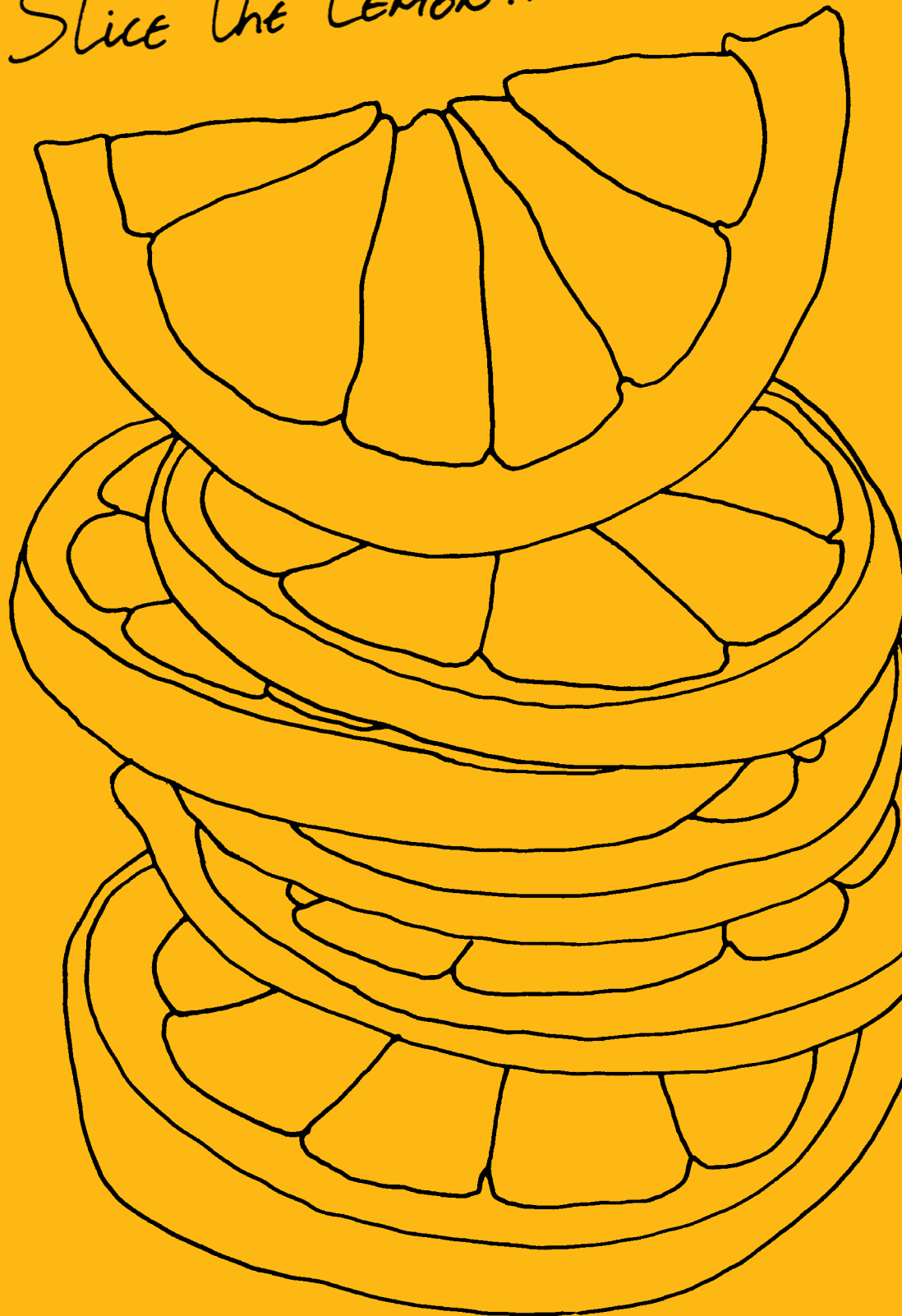
Administration of the organisation's research projects and laboratory linkages programme are also the responsibility of the Corporate Operations Directorate.







Slice the Lemon...



### Research activities

A number of new research projects commissioned by **safefood** in late 2005 began in 2006, as did another round of research commissioned in 2006 itself. The projects included:

- Standard of Healthy Living on the island of Ireland – (University College Cork, National University of Ireland, Galway)
- Epidemiology and Molecular Analysis of Norovirus Outbreaks in Ireland – (Mater Hospital Dublin)
- Economic Impact of Gastroenteritis on the island of Ireland – (Trinity College Dublin)
- Survey of Retail Smoked Fish with Particular Reference to the Presence of *Listeria monocytogenes* – (Food Standards Agency/Food Safety Assurance Ltd.)
- Analysis of National Children's Food Survey – (Health Service Executive/**safefood**)
- Evaluation of Food Safety Issues at a Food Festival – (Hospitality Solutions Consulting Ltd.)

### Research networks

**safefood** established a number of Research Networks to provide an opportunity for researchers in particular areas to meet and exchange information and best practice. The success and popularity of the Research Networks continued during 2006 indicating the growing importance of the contribution being made to scientific co-operation and research by the networks.

The second annual meeting of members of the **safefood** Chemical Residues Network 'Chemical Residues in Food – Advances and Concerns' took place

in February. Over 70 participants from a broad range of sectors including research, regulatory and public health professions attended and nine speakers presented.

The second **safefood** Biotoxin network annual meeting was held in March, with a focus on mycotoxins. Approximately 30 participants from diverse professional backgrounds on the island of Ireland and the UK attended.

A research seminar on *Cryptosporidium* took place in September under the auspices of the *Cryptosporidium* Network and was attended by over 30 delegates.

### Research publications

The final report of a **safefood** research project 'A comparative study of *Thermophilic Campylobacter* isolates of clinical, food and pet origin' was published in February. The research provided important all-island public health data on *Campylobacter* by comparing strains obtained from a survey of food samples at retail level and isolates from companion animals, with those isolated from human cases of campylobacteriosis in Dublin, Galway and Belfast. The study showed that a high proportion of human *Campylobacter* cases could be linked with the handling and consumption of contaminated foodstuffs of animal origin, particularly poultry. *Campylobacter* was isolated most frequently from retail poultry with lesser isolation rates being recorded from beef, pork and lamb. The final report was timed to coincide with an international *Campylobacter* conference in Dublin, where **safefood** had an information stand. The research was also accepted for publication in two peer reviewed scientific journals.

The final report of a **safefood** research project, '*Food microdatabase, a harmonised system for the approval and monitoring of private laboratories testing for foodborne pathogens*' was published in April. This database represents a harmonised system for collating data arising from food and environmental testing for foodborne pathogens performed by the food industry and analysed by independent laboratories. The Database contains information on over 300,000 microbiological tests undertaken by the food industry in the Republic of Ireland during 2002 and 2003.

### Other research related matters

#### **Distribution of best practice guidelines on nicarbazin usage and feed management in the poultry industry**

The issue of nicarbazin residues in poultry products received much negative media coverage during the year. A **safefood**-funded research project conducted at Queen's University Belfast and the Ashtown Food Research Centre, Teagasc, in collaboration with the Department of Agriculture and Rural Development, Northern Ireland identified inadequate feed management practices as the cause of nicarbazin contamination in poultry products.

The knowledge and expertise of a broad range of stakeholders, including representatives from the poultry industry, were collated and used in the development of a set of best practice guidelines which detailed proper feed management methods. These were summarised and printed in an information booklet and poster.

This printed material was distributed to over 2,000 poultry producers and poultry feed manufacturers throughout the island of Ireland and, once the measures described in the guidelines are

implemented, the risk of nicarbazin residues in poultry meat should be eliminated. This will undoubtedly strengthen consumer confidence in poultry products from the island.

#### **The second infectious intestinal disease study (IID II)**

Extensive negotiations were carried out during the year with specialists at Manchester University regarding the feasibility of including the Republic of Ireland in the second IID study (Northern Ireland was already included under the auspices of the Food Standards Agency and the Health Promotion Agency). The IID II study is a major project that will estimate both the burden and causes of Infectious Intestinal Disease in the population and the methods by which GPs can help prevent it. A real time study using 'future proofing' microbiological techniques, it builds on the population telephone survey and GP survey previously undertaken by **safefood** in 2005.

The benefits of having an all island study would further inform public health specialists on the burden of infectious intestinal disease (much of it foodborne) on the island and with field work due to commence in mid-2007, it is hoped that the final outstanding issues involving participation, cost and feasibility can be resolved.

#### **Salt survey**

A major emphasis of public health nutrition messages over the last 18 months has been on salt reduction in diets. To provide a definitive measure of salt intake, a survey of urinary salt excretion was identified as being necessary. The Food Standard Agency Northern Ireland has just completed the fieldwork on such a survey in Northern Ireland and to ensure comparable data is available in the Republic of Ireland, **safefood** is currently working with University College Cork to provide data for the Republic of Ireland. This would

provide an all island picture of the actual levels of salt intake, as distinct from the self reported levels of salt intake.

### **Minced beef survey**

In addition to work being undertaken on the Consumer Focused Review of Beef (see Consumer Focused Reviews under *Marketing and Communications*), a survey of minced beef is being carried out. This 'snapshot' survey on the island of Ireland will collect minced beef products at retail level and analyse them to determine fat content. The survey hopes to indicate the level of fat of minced beef available to consumers on the island and how this relates to the package labelling and description. The results will be used to assist in profiling the Beef Consumer Focused Review.

### **Education strategy – implementation group**

A cross-directorate team was established to implement the Promotion Strategy for Educational Settings. A business planning approach was adopted and an action plan is under development based on the recommendations of the strategy. The plan outlines what concrete activities will be undertaken in 2007 to achieve the objectives; the expected outcome; how the activity can be evaluated; what logistical support is required and the timeframe involved.

The educational settings strategy will also undergo an Equality Impact Assessment (EIA) which is a requirement under Northern Ireland legislation. The EIA has required the preparation of a detailed consultation paper and this consultation is expected to take place in early January 2007.

### **Education strategy – labelling**

'How we measure up - Deciphering food labelling', is a **safefood** education resource for post primary students currently undergoing an evaluation. The objective of the evaluation is to assess the resource and also to test the evaluation processes so that other educational resources can be evaluated. A report on the evaluation is expected in January.

### **Scientific Advisory Committee**

The second meeting of the new Scientific Advisory Committee (SAC) was held in January (the first being in October 2005) and some of the items considered were issues that would potentially face the organisation in the future such as labelling and traceability, healthy eating among target audiences and the development of research networks. Other issues discussed during the year included verocytotoxin-producing E.coli (VTEC) and an exploration of a role for **safefood** in its control and the development of biomarkers as indicators of health status.

Following the April meeting, the SAC proposed that the Committee should convene a special meeting outside the normal business forum, to discuss ways in which the Committee could measure its progress against the criteria as set out in its Code of Practice. This special meeting was held in November and discussion focused on how the SAC could add value to **safefood** operations and activities, how **safefood** could further benefit from members' experience and network linkages, how measurement of the value of the SAC could be identified and how the Committee could gain by receiving a set of objectives from the organisation for the coming year. The executive is considering these issues in order to address them at the next meeting of the SAC to be held in January 2007.

In terms of research priorities for the organisation, the SAC advised the Chief Executive Officer (CEO) that the development of an all-island Enteric Reference Laboratory should be advanced. It also advised that research should be conducted into the development of standardised methodologies of identification and called for an education programme to educate professionals and consumers of the risk of other vectors of infection other than food. With respect to how **safefood** could complement existing nutrition surveillance, the SAC advised that a mapping study be conducted on existing activities on the island.

In reviewing challenges and emerging issues in food safety and nutrition, the topics of antimicrobial resistance; the potential confusion among consumers as a result of differing front-of-package nutrition labelling; and the cocktail effects of chemicals in foods, were all identified by the Committee as areas for further work by the organisation.

## Conferences and seminars

### All-island infectious intestinal diseases conference

This all-island event took place over two days in Belfast in January. The 110 delegates who attended were drawn from a range of disciplines and comprised clinical and food laboratory personnel, surveillance scientists, Environmental Health Officers and Public Health Doctors. The four sessions of the conference dealt with a review of structures; recent outbreaks; current research and a workshop in networking. The key finding from the conference was the need for focused, multi-disciplinary training on disease investigation and control. Recommendations for future networking were also produced by the conference.

### Launch of **safefood for life** – Northern Ireland

The pilot launch of this initiative to Northern Ireland Schools took place in June and was attended by over 90 Home Economics Teachers. The launch also showcased other **safefood** education resources and discussed issues including nutrition in education, labelling and adolescents dietary beliefs and understandings. Schools in Northern Ireland can now access the **safefood for life** resource via the NI schools information network, C2K LNI.

### Food poverty conference

Over 90 delegates attended this all island conference in November titled '*Tackling Childhood Food Poverty - Practical approaches to food poverty in childhood*'. The conference focused on childhood food poverty in school, home and community settings with delegates attending from a range of backgrounds include academia, industry and practitioners from community and voluntary organisations. The conference opening address was given by Ms. Emily Logan, Ombudsman for Children in Republic of Ireland.

### CAWT training programme

In association with Cooperation and Working Together (CAWT), a partnership initiative of health Boards and health Trusts on both sides of the border working on cross-border joint projects and programmes, **safefood** developed and co-funded a training programme for Environmental Health Officers (EHO) in the Border Regions. The programme objective was to use EHOs as a mechanism for disseminating information on food allergens to the catering industry thereby increasing awareness of this serious issue. Through the use of the programme, a reduction in risks to food allergies should be attained and improve the quality of life for food allergy sufferers. The programme is scheduled for launch in early 2007.

### Decent food for all – open days

The ‘*Decent Food for All*’ programme is an initiative by Armagh and Dungannon Health Action Zones to tackle poverty by increasing food awareness and improving physical and financial access to safe, healthy food through community education, healthy lifestyle choices, regeneration of local communities and markets, and sustainability projects.

The team behind the ‘*Decent Food for All*’ programme hosted two open days during the year, the aim of which was to share the experiences and learnings from four years of the project with other community groups on the island. Over 30 representatives attended the open days and network links between groups were also developed as a result.

### Healthy food for all initiative

Healthy Food for All is a Food Poverty network set up with **safefood** as a founding partner with the Combat Poverty Agency, Crosscare and the St. Vincent de Paul. It is intended that the network will promote nutritious and accessible food to socially and economically deprived groups within the population on an all island basis, by advocating the issues at policy level and supporting community projects at local area level.

### Fit futures strategy

The Northern Ireland Fit Futures Strategy is focused on the prevention and management of obesity in children. **safefood**’s own education strategy has a twin emphasis on the early years and disadvantaged which mirrors that of the Fit Futures strategy. **safefood** is continuing to look at the feasibility of joint projects with key Northern Ireland partners in line with the strategy and discussions are ongoing in this area.

### 36th Annual research conference - food, nutritional and consumer sciences at University College Cork

**safefood** sponsored two prizes at the recent 36th Annual Research Conference - Food, Nutritional and Consumer Sciences at UCC. One prize each was given for the best oral and best poster presentations.

### Involvement in external events/ organisations

Recognition of the contribution being made by **safefood** in the area of food safety and nutrition continues to grow. This is reflected in the increasing participation by **safefood** at a wide range of events, conferences and meetings with organisations during the year. These included:

- EIQA National Quality and Excellence Awards event in Dublin, January
- Young Women’s Inspirational conference in Belfast, January
- Health Education Liaison Group (NI) meeting in Belfast, January
- ‘We are what we eat – future challenges’ conference in Lisburn, February
- National Parents Council meeting in Dublin, February
- Department of Agriculture and Food meeting in Dublin, February
- European Union obesity meeting in Dublin, February
- Primary Curriculum Support Programme (ROI) meeting in Dublin, March
- Northern Ireland Home Economics inter-board group meeting in Belfast, April

- Livestock and Meat Commission, Northern Ireland meeting in Lisburn, April
- University College Cork Department of Food Science lectures in Cork, May
- Royal Ulster Agricultural Society Balmoral Show event in Belfast, May
- National Food Safety Week (NI) event across Northern Ireland, June
- Crossborder Health Protection Committee meeting in Armagh, August
- Healthy Food for All initiative on the island of Ireland throughout year
- Ofcom restrictions on television advertising of food and drink to children submission
- Association of Teachers of Home Economics conference in Antrim, October
- Community Dieticians in Low Income Network submission
- Food Standards Agency domestic sector hygiene meeting
- Food Safety and Nutrition in Schools initiative in Dublin, November
- Home Economics Week meeting in Sligo, November
- Food Standards Agency regional consultation event in Belfast, December

### Food and nutrition forum

The executive function in the Republic of Ireland on nutrition has now moved from the Health Promotion Unit at the Department of Health and Children to the Health Service Executive. Following the success

of the salt seminar held in October 2005, the Forum will host a seminar on nutrition surveillance on the island of Ireland in the first quarter of 2007. The seminar will focus on current efforts in surveillance; methodologies; and cost/benefits of the methods currently being used.

### Cooking campaign

The 2006 cooking campaign focused on the need for consumers to be vigilant when cooking meats that were minced, boned or rolled such as burgers, sausages and kebabs. A cross-directorate team worked on the technical brief for message delivery and two leaflets were produced – one promoted the use of a disposable temperature indicator as an added visual check for consumers, the other offered general cooking advice on all types of meat. Significant awareness of the campaign was generated by a radio advertising campaign and cookery demonstrations in Dublin and Belfast hosted by **safefood** with celebrity chef Ben O'Donoghue. This awareness was also evident in the significant media coverage that resulted.

### Nutrition exchange programme

Following the implementation in 2005 of the all-island directory of Nutritional Activities Database, **safefood** launched a nutrition exchange programme which provided funding for dietitians and nutritionists to visit another department or centre within the island of Ireland or EU to exchange information in the field of nutrition. A total of €25,000 was allocated to this programme for the year and a review of this pilot scheme will be conducted in 2007.



### **Hand washing campaign**

The hand-washing campaign was developed in collaboration with Marketing and Communications and Food Science Directorates. The advertising campaign was based on the need for hand hygiene with the emphasis on the 'how to' of hand washing - washing with soap, lather formation and drying. A radio advert was aired during October.

### **European excellence in food safety research programming**

**safefood** was invited to join a European network to investigate the feasibility of establishing a food safety research ideas forum for public funders to facilitate opportunities for joint activities.

### **Food poverty toolkit**

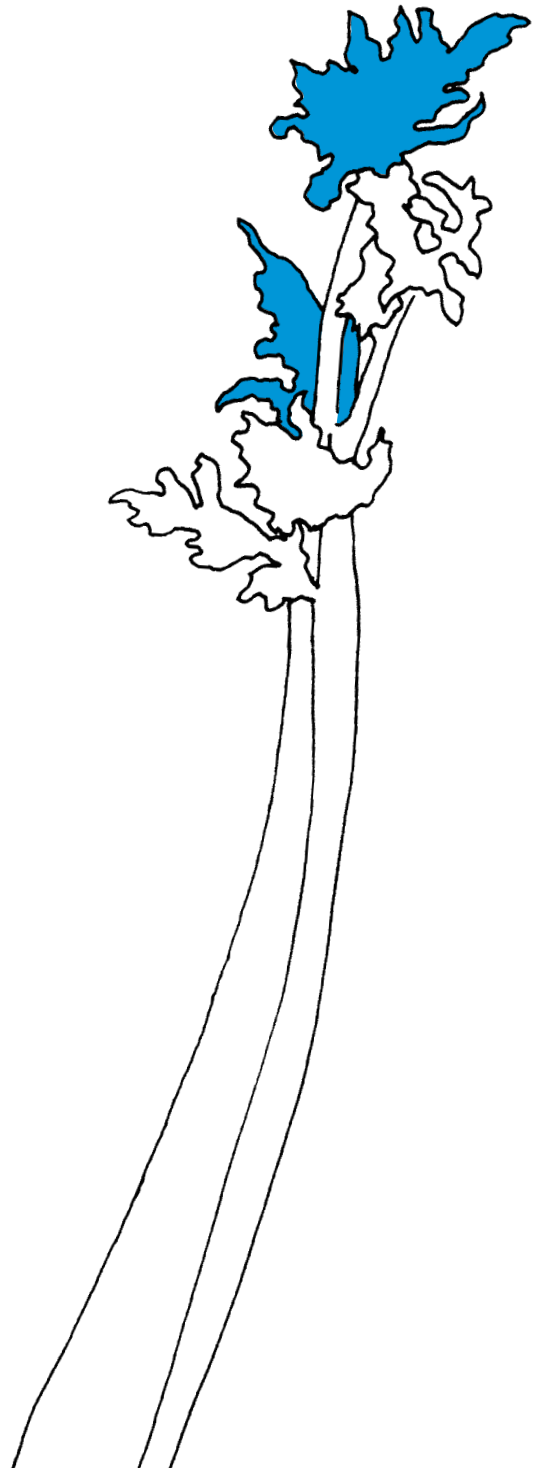
**safefood** collaborated with FSANI and DHSSPSNI in devising a Food Poverty Toolkit for use by Community groups. It will build on the learning from ADHAZ and other successful community food projects.

### **Food Standards Agency 'Cooking bus'**

The FSA Cooking Bus is an initiative to support the teaching of food preparation skills in primary and post-primary schools. It visited Belfast in October to publicise the initiative and to help with a feasibility study of having such a resource in Northern Ireland. The FSA Cooking Bus is one of three buses in use across the United Kingdom and demands on both the usage of the bus and associated running costs are considerable. Consideration will be given by **safefood** following consultation with FSA on potential involvement in the provision of such a facility.

### **101 Square meals**

This resource used with low income groups was originally developed by MABS, a Republic of Ireland financial advisory service aimed at lower socioeconomic groups. This resource provides affordable recipes and cookery advice. **safefood** is currently working with MABS and Community Dietitians in ROI to update the resource and to ensure the nutritional information contained is up to date.





bite size florets...



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## Advertising

### Treats

In 2005, **safefood** launched a campaign titled ‘*Treats*’ which focused on reducing dietary fat intake by children of foods such as cakes, confectionery, biscuits and savoury foods, i.e. ‘*energy-dense, micronutrient-poor foods*’, which are major contributors to total dietary fat and saturated fat intake on the island of Ireland.

The second phase of the ‘*Treats*’ campaign commenced in January, the first being run in November the previous year. This second phase comprised press, television and radio advertising across the island and bus side posters in Northern Ireland. A dedicated *Treats* microsite on the **safefood** website was also created in addition to sponsored weblinks on Google and Yahoo, web banner advertising and a consumer reward chart was developed (see Direct Marketing). The key campaign message that treat foods are nutritionally poor and should only be included in children’s diets as treats rather than as staples of the diet was repeated to parents in this second phase.

### Dietary salt

A salt awareness campaign titled ‘*Already Salted*’ was launched in 2005 focusing on the fact that the average diet contains too much salt, and that consumers should check food labels for salt levels, eat more fresh food and cut down on added salt at the table and when cooking, as a starting point to help reduce salt levels.

The campaign was repeated during April and May on outdoor advertising and radio. The campaign core message (that the average diet contains too much salt) was also repeated and airtime coincided with the workplace restaurant campaign (see Direct Marketing)

### Cooking meat thoroughly

This radio campaign was run in two phases. The first phase aired during May and June and advised consumers that unlike whole cuts of meat, meats that have been minced, rolled, deboned or made from reformed meats (e.g. burgers, sausages or kebabs) should never be cooked to preference, i.e. rare or pink in the middle, but should always be cooked thoroughly, until piping hot all the way through with the juices running clear and no pink meat remaining. The radio advertising was supported by a dedicated consumer information leaflet on cooking meat safely.

The second phase of the campaign aired during July and August. The message was adapted to include consumers who were not sure how to judge if meat was thoroughly cooked by offering a free disposable temperature stick as an extra check. 50,000 of the sticks were made available via the **safefood** helpline and a web banner advertising campaign was placed online on RTÉ and *Belfast Telegraph* websites.

Both phases of the campaign were timed to coincide with public holidays on the island of Ireland and increased use of barbecues during the summer months.

### Handwashing

A handwashing campaign aired on radio during October with the campaign message that hands must be thoroughly washed – the advertising treatment approached this from the perspective that just turning on a tap and running hands underneath the water was not actually getting rid of the dangerous germs that cause food poisoning.

## Superfoods

With current trends in nutrition communication moving towards a food-based approach such as a balanced diet and away from a specific problem area like dietary fat or salt, the ‘*Superfoods*’ campaign concept was developed by **safefood**. This concept also built on the increased usage of the term ‘*superfoods*’ by the media to describe ‘*functional foods*’, i.e. foods which are marketed as having specific health benefits. The **safefood** campaign aimed to raise awareness that in reality most ordinary, everyday foods like lean meat, fruits, vegetables and wholegrains have superfood properties and can be just as beneficial. The campaign aimed to highlight the nutritional and health benefits of these foods in a balanced diet.

The radio advertising campaign was launched in November with four ‘*Superfoods*’ varieties chosen to promote key messages – these were banana, pea, lean meat and wholegrain bread. Four, 60-second radio advertisements were developed, each personifying a different ‘*Superfood*’ character and explaining their health benefits in a humorous and quirky manner. The campaign was also supported by press advertising, outdoor poster advertising at shopping centres, shopping trolley handles and bus sides. It is planned to initiate a second phase of the campaign during 2007 using both advertising and public relations programmes.

## Christmas

The message for Christmas 2006 was *Don’t wash your bird, wash your hands* with a radio advertisement airing during December, supported by consumer leaflet and the **safefood** helpline.

## Direct marketing

### Dietary salt

The direct marketing phase of the salt campaign focused on raising awareness in workplace restaurants that taste buds can be adjusted to a lower salt intake by gradually decreasing the amount of salt in diets over a six-week period. The message was aimed at patrons of workplace restaurants and the catering employees of these restaurants. Both the Irish Heart Foundation (ROI) and Chest Heart & Stroke Association (NI) collaborated with **safefood** on the project titled *Six weeks to change your taste buds*. Direct marketing materials were distributed to workplace restaurants in 239 companies on the island, with 48,000 workers participating. The materials included branded salt cellars, branded trayliners and table cards, each carrying salt reduction messages and practical alternatives to salt consumption. An information program targeting catering employees of workplace restaurants to encourage them to reduce the salt in their cooking methods was also implemented.

Pre and post-campaign analysis of the programme was carried out by interview. Of those patrons who participated in the campaign, 64% said that they had reduced, or planned to reduce the level of salt in their diet, as a direct result of the campaign.

### Kids’ Food Challenge (Treats Chart)

To support the Treats advertising campaign, a direct marketing scheme was developed to help facilitate discussion about healthy eating between parents and children. The Treats Chart or as it will be known, the **safefood** Kids’ Food Challenge will provide parents with an A3 double-sided reward wallchart, sticker set and booklet for home use, offering practical advice and tips to help them to choose healthier and

non-food treats for their children. The wallchart and sticker set will act as a reward system and means of engaging children around the subject of healthy eating and physical activity and was developed in association with education specialists and child psychologists.

The resource will be distributed to 120,000 primary school children across the island as an insert in education press which are circulated to primary schools with a launch planned for early 2007.

### Market research

Two further tranches of our *Safetrak* consumer tracking research to independently assess the impact of consumer messaging were conducted during the year.

The findings of the first tranche showed that **safefood** continues to be an organisation that makes consumers think more seriously about food safety, and is the second most popular source for healthy eating advice for consumers, second only to government health departments on the island. The findings also clearly showed that consumers are becoming increasingly aware of healthy eating issues. The data also illustrates that consumer recall of various campaigns has been accompanied by significant claimed behavioural changes, demonstrating **safefood**'s effectiveness at communicating messages to a wide audience.

**safefood** worked closely with the consultative council of the Food Safety Authority of Ireland (FSAICC) to co-ordinate a series of additional food industry questions on the *Safetrak 6* survey and are co-operating on a future survey.

A series of three briefing documents based on *safetrak* research are currently in production to highlight different aspects of **safefood**'s marketing and advertising campaigns. The titles of these documents will be *Changing Consumer Behaviour*, *Building Authority* and *Integrated works*.

### Consumer focused reviews

The objective of the Consumer Focused Reviews (CFR), in broad terms, is to report on specific food chains and their impact on human health and issues of consumer concern. Chicken was the first in the series of food chains to be studied and the review was undertaken by an internal steering group and external advisory group. The latter had representation from a wide range of stakeholders.

The **safefood** review revealed a highly regulated industry on the island of Ireland, adhering to rigorous international standards. However, consumers still needed to ensure proper handling and thorough cooking of chicken to avoid foodborne illnesses. The full report of the review was made available on the **safefood** website and as a summary document via the organisation's helpline. A series of stakeholder meetings were also held with bodies including Bord Bia, Restaurant Association (ROI), Hotel Federation (NI), the Irish Grain & Feed Association, and the Ulster Farmers' Union. The meetings proved extremely useful in identifying future opportunities with these bodies as well as establishing networks.

Finfish (as distinct from Shellfish) was chosen as the second food chain for review in the CFR series. Shellfish was not included as the related food safety issues are well known. The review process was the same as that used for chicken and the full report and summary documents were published in September. The **safefood** review revealed that despite a highly

regulated industry producing a very nutritious food source, the consumption of fish on the island remains low and consumer barriers to purchasing and eating fish still remain. As with chicken review, a programme of stakeholder meetings was carried out with bodies including: Bord Iascaigh Mhara; Irish Association of Seafood Companies; the Irish Hospitality Institute; Green Isle, Tesco Ireland, and the Department of Communications, Marine and Natural Resources.

Preparatory work commenced in late 2006 on the next two reviews, Fruit and Vegetables and Beef, with launches scheduled for 2007.

## Education initiatives

### **safefood for life Northern Ireland**

The '**safefood for life**' programme offers post primary students the chance to develop both an understanding and awareness of food safety and also provides them with the opportunity to sit an online examination in Food Hygiene with the Chartered Institute of Environmental Health (CIEH). The programme also provides online educational resources for teachers comprising course slides, teacher's notes and student activities.

The launch of '**safefood for life**' to Northern Ireland schools took place in Belfast in June with over 90 Home Economic teachers in attendance. The welcome address for the launch was given by Glynis Henderson of the Council for Curriculum, Examinations and Assessment (CCEA). The launch showcased other **safefood** education resources and included presentations on nutrition in education, the landscape of labelling and adolescents dietary beliefs and understandings. The **safefood for life** NI content is now accessible by Northern Ireland schools through the Northern Ireland school information network, C2K LNI.

The Environmental Health Officers Association (EHOA) has been provided with a draft of the Republic of Ireland content for review. Due to updated legislation, some content changes were required and the upgraded resource is currently undergoing testing, with launch in ROI planned for 2007.

### **Science and technology in action**

This project was launched in December 2005 and **safefood** continue to fund a section of the project which is aimed at students from junior science upwards (15 plus).

### **Tastebuds/food skool CD-ROM**

A discussion was initiated by **safefood** with the West Cork Leader Project in association with the HSE and the Department of Education and Science to develop a nutrition resource targeted at children in the later years of primary school. The unique feature of the resource is its treatment of '*where food comes from*' as well as the practical nutritional 'fuel' value. The projected launch of the resource is 2007.

## Events

### **BT young scientist exhibition**

The 2006 event took place at the RDS, Dublin in January with a special award recognising a project in food hygiene or nutrition sponsored by **safefood**. The winning project, *The Osteoporosis Time Bomb*, examined whether girls aged between 8-18 are more at risk from developing osteoporosis than older generations.

### **2006 Royal Ulster agricultural society balmoral show**

The interactive, 'hands-on' exhibition stand at the Balmoral show focused on the importance of handwashing in the agricultural setting. Jointly sponsored with the Food Standards Agency, Northern



Ireland, the 2006 show was visited by over 70,000 members of the public. As it was the third year of the handwashing concept, both agencies have agreed to develop a new stand and concept for the 2007 show.

### Website

The development of the **safefood** website progressed during 2006, with a dedicated microsite launched to support the first phase of the Treats advertising campaign. Over 38,000 unique visits for the year were recorded. sixteen e-newsletters were produced in four editions – consumer, primary, post primary and lablinks and over 6,000 people are registered to receive regular information from **safefood**.

Through a continued contract with pigsback.com, 26 **safefood** features appeared in their bi-weekly grocery newsletter which is sent to over 115,000 subscribers.

Cross-directorate teams within **safefood** worked on drafting content for the website in support of new campaigns such as *Handwashing*, *Treats* (Phase 1 and 2) and *Superfoods* in addition to updating content on nutrition, lablinks, education, and public health. A further resource to support the *Superfoods* campaign was the development of an interactive weekly mealplanner, recipe guide and full shopping list.

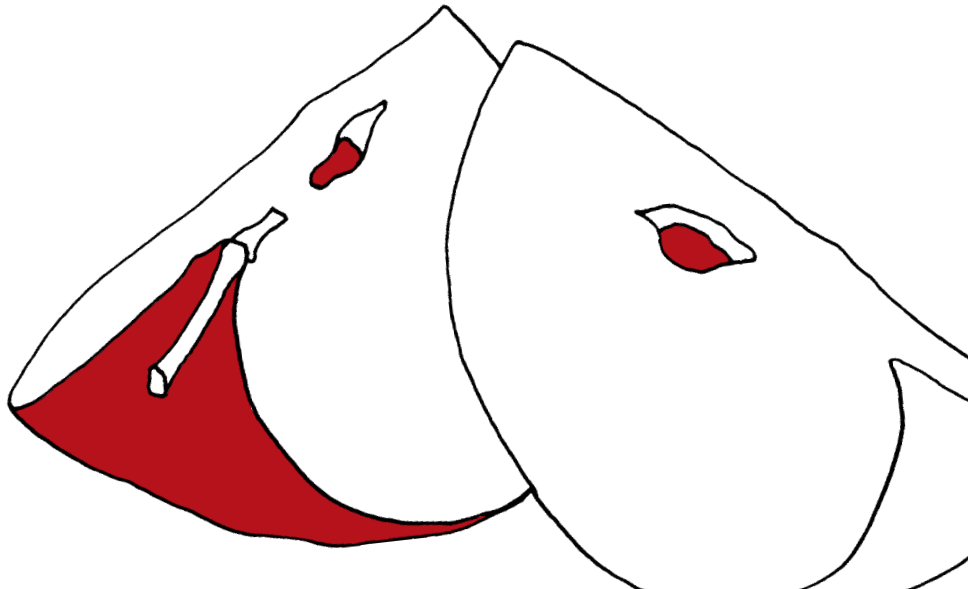
The **safefood.eu** domain was transferred to **safefood** during the year and is now being used as **safefood**'s primary domain for both web and email.

### Helpline

During the 2005 Christmas campaign, over 440 queries were made to the helpline. In the course of the year (excluding Christmas 2006), there were a total of 7,320 queries to the helpline and 185 competition entries. A total of 169,764 items were disseminated following helpline queries calls in 2006.

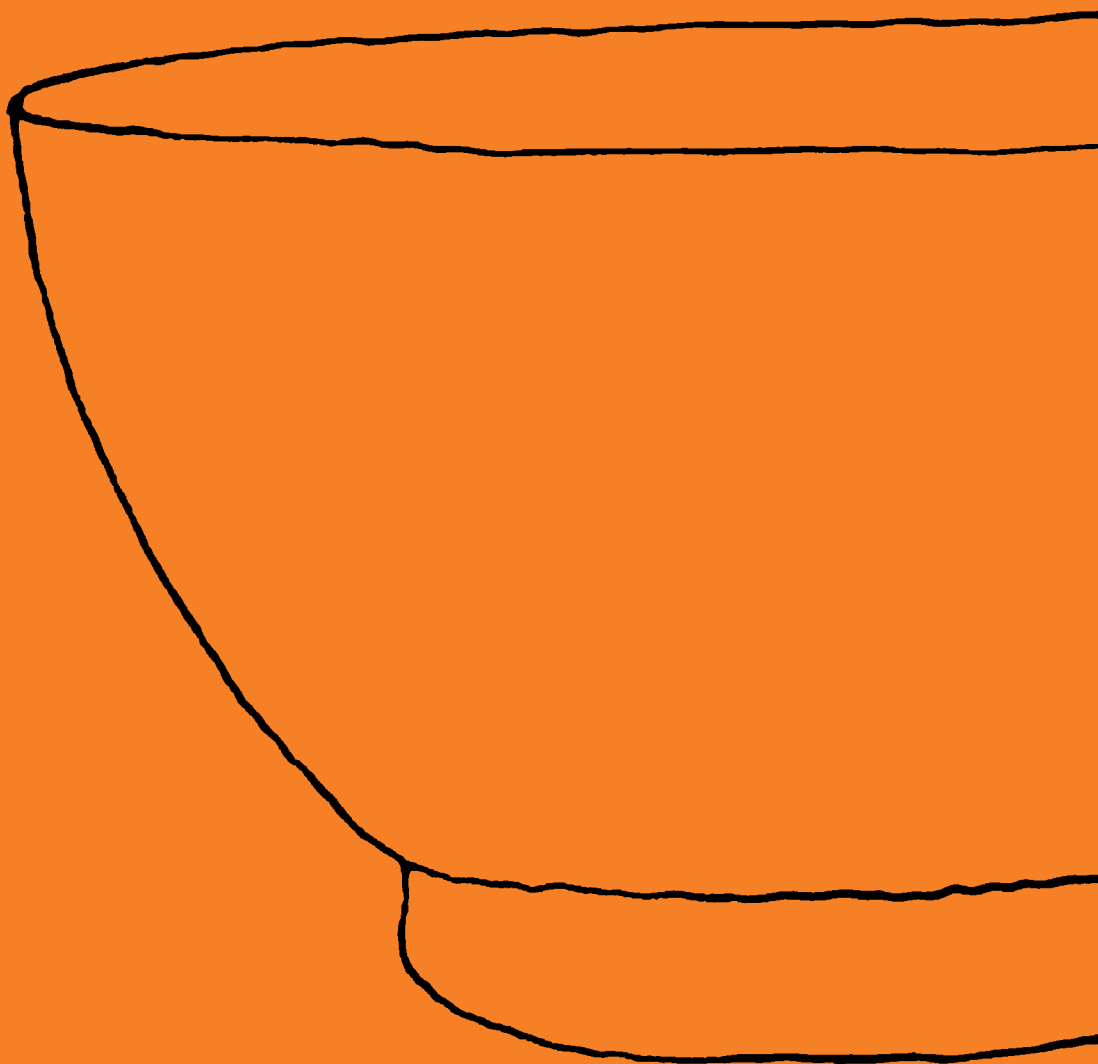
### Press releases and publications

Details of press releases issued and publications produced by **safefood** during the year can be found in Appendices 3 and 4 of this report.





add to the bowl...



## Corporate operations update

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### Human resources

#### Staffing

A number of posts became vacant during the year and were filled following advertisement and interviews. The posts included Executive Assistant - Finance and Technical Executive (Laboratory Linkages).

A public health specialist from the Health Service Executive (HSE) also completed an assignment with **safefood**, as part of their six-month training which is a component of the Specialist Registrar Training Programme in Public Health Medicine.

#### Training

All staff and management received continued training on the Performance Development Management System (PMDS) which was introduced in October. The introduction of PMDS is part of **safefood**'s commitment under the Sustaining Progress National Agreement in the Republic of Ireland. It is expected that the PMDS will substantially contribute in meeting both the goals of the organisation and staff in 2007.

#### Laboratory Information Management System (LIMS)

Two information technology (IT) projects have been in development side-by-side on the island of Ireland, whereby similarly configured IT solutions, 'Laboratory Information Management Systems' (LIMS) have been implemented in all Public Health and Public Analyst's Laboratories for the integration of electronic food data reporting systems.

A cross-directorate project team led by **safefood** and drawn from laboratory and IT specialists was tasked with developing this system, which meets the legislative mandate on the organisation for the 'development of reporting systems for rapid access to laboratory results'.

These projects were developed in collaboration with all laboratories, the Food Standards Agency Northern Ireland, Food Safety Authority of Ireland and District Council Environmental Health Officers in Northern Ireland. **safefood** has funded both the Republic of Ireland and Northern Ireland projects totaling €2.1m with project management handled by **safefood** in ROI and a contracted project manager in NI. The **safefood** Project Team also secured an additional €200,000 capital funding from the HSE for the laboratory's IT developmental activities in 2007 in ROI.

The Northern Ireland Project was completed in December and created an electronic interface between Environmental Health Service Departments in all 26 District Councils and the Belfast City Hospital Public Health Laboratory, and onwards to the new UK Food Surveillance System. From 2007, Environmental Health Officers in Northern Ireland will be able to transmit food sample information electronically to the laboratory and receive results electronically in return. Furthermore, both the Environmental Health Service and laboratories will have the capability to interrogate the UK Food Surveillance database and compare trends across regions.

The Republic of Ireland project is at final stages of development and is on schedule for implementation. The project involved the installation of a new laboratory information management system in eight HSE food microbiology and chemistry laboratories.

The project will significantly change many existing operational procedures and has identified the need for acclimatisation training for all laboratory staff. Some laboratories have configured their own software as a result and used the project as an opportunity to create a 'paperless' working environment.

A new standing committee of all LIMS Administrators on the island has been established by **safefood** and the role of the group will be to pool knowledge, act as a support network and arrange ongoing training workshops for staff as required.

### Laboratory activities

The Lablink Unit's Laboratory Staff Training & Mobility Programme has been very successful for enhancing collaboration among laboratories and used as a template for the current programme which was run during the year.

- The Enteric Reference Service Laboratory economic appraisal was furnished to the Department of Health and Children and Department of Health Social Services and Public Safety during the year and feedback obtained was subsequently discussed with the relevant departments. A meeting with representatives of the European Centre for Disease Prevention and Control took place in September, the purpose of which was to examine ways to progress enteric reference services for the island of Ireland and to gain an overview of the European perspective. **safefood** is continuing to explore ways in which our legislative remit can be re-focused to achieve a value-added solution that will have support across the island. The feasibility of a coordinating facility or institute as a centre of excellence is being examined.
- The **safefood** Laboratory Services Directory was published in October, containing contact details for many research organisations engaged in food safety research on the island.
- Under the Synergy Programme involving the Environmental Health Service in both Northern Ireland and the Republic of Ireland in conjunction with the Cork, Galway and Dublin Public Analyst's Laboratories, three short surveys were carried out. Designed by an in-house group from **safefood**, the surveys of cooked chicken/chicken products and cooked potato/potato products analysed these products for a series of nutritional parameters. The survey of allergens in selected foods focused on both qualitative and quantitative aspects. All the data accumulated from this work is currently being analysed with a view to extracting appropriate public health data.
- A Survey of Peanut Protein in Takeaway Foods from Catering Premises was undertaken with two key objectives: to determine the prevalence of 'hidden' peanut allergen in certain foods and to ascertain the degree of knowledge and awareness among the staff in the establishments sampled. Analysis of the results was being finalised with outcomes to be published in early 2007.
- Five editions of the Lablink Newsletter were published in 2006. The newsletter is distributed to all publicly funded food safety laboratories, public health specialists, environmental health services and other government departments on the island. It is available in print and electronic formats and provides a mechanism for developing closer relationships between laboratories, regulators and **safefood**.
- The Laboratory Workshops Programme is designed to enhance laboratory staff understanding of various managerial and supervisory practices. The two February workshops focused on 'Micro Validation in Food Microbiology' and were held in Belfast and Cork (two days). Further workshops were held in April (Micro Validation), June and November (Effective Communication) in Dublin and Cork. In total, over 80 delegates attended the programme and a further series is planned for 2007.

## Finance

### Internal audit

The Internal Auditor undertakes a programme of internal audit work each year, based on a programme agreed at the Advisory Board Audit Committee. In 2006, a report on the research function was produced covering the selection and development of topics, the analysis and selection of suitable contractors, the ongoing management of contracts, and the final review and evaluation process. There were no negative comments however ongoing priorities are centred on further enhancing the internal development and contractual procedures in line with best practice.

The Advisory Board Audit Committee met to discuss the work of the Auditor and agreed the 2007 Audit Plan which will focus on recruitment practice and project management.

### 2007 Business Plan

The 2007 Business Plan with agreed operating expenditures of €9,700,000 (GBP 6,693,000) was approved at Ministerial level. The Plan is the last to reflect the strategies inherent in the Corporate Plan 2005-2007 and forwards the furtherance of objectives identified in that Plan. A revised Corporate Plan for 2008/2010 has subsequently been developed following consultation with both internal and external stakeholders.

### Procurement

An external provider was sourced to assist in the administration of seven tenders for the delivery of services to Marketing and Communications namely: advertising and media; public relations; market research; design and print services; event management; web services; and media monitoring. The tendering process has started and three of the

contract notices have been issued on the OJEU. It is anticipated that these contracts will be in place by end first quarter 2007, with other remaining tenders to be fulfilled during 2007.

### Staff pensions

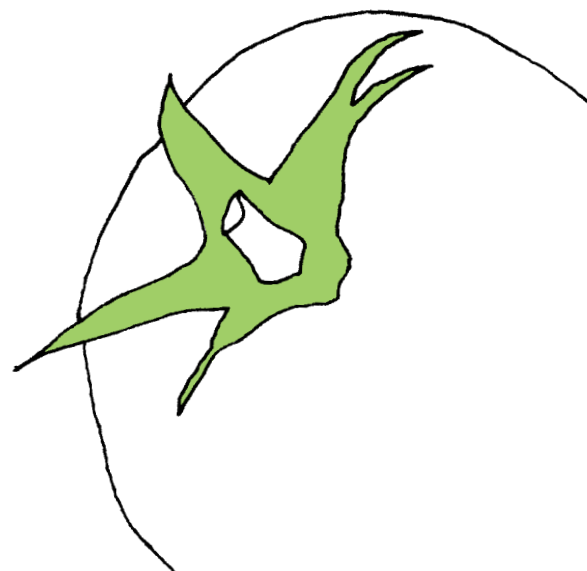
The North/South Pension Scheme was introduced in April 2005 for the staff of all North/South Bodies and Tourism Ireland. The Additional Voluntary Contribution scheme (AVC) and the Purchase of Added Years Scheme are now fully approved and will be issued to staff shortly. There are outstanding issues regarding entitlements of employees who have left or recently joined from outside the Government service and these are being pursued directly with the Pensions Administrator.

### Equality Commission

Our Annual report to the Equality Commission in respect of the year to 31 March, 2006 was submitted on schedule.

### Meetings with other agencies

A bilateral meeting was held with the FSANI to discuss Business Plan cooperation so that joint areas of working are jointly targeted, coordinated and appropriately linked in the respective Plans of the organisations. The meeting was attended by the Finance and Administration Manager (*safefood*) and the Assistant Director of Corporate Resources (FSANI). The outcome should ensure that joint initiatives and other cooperative aspects are effectively monitored for accountability.

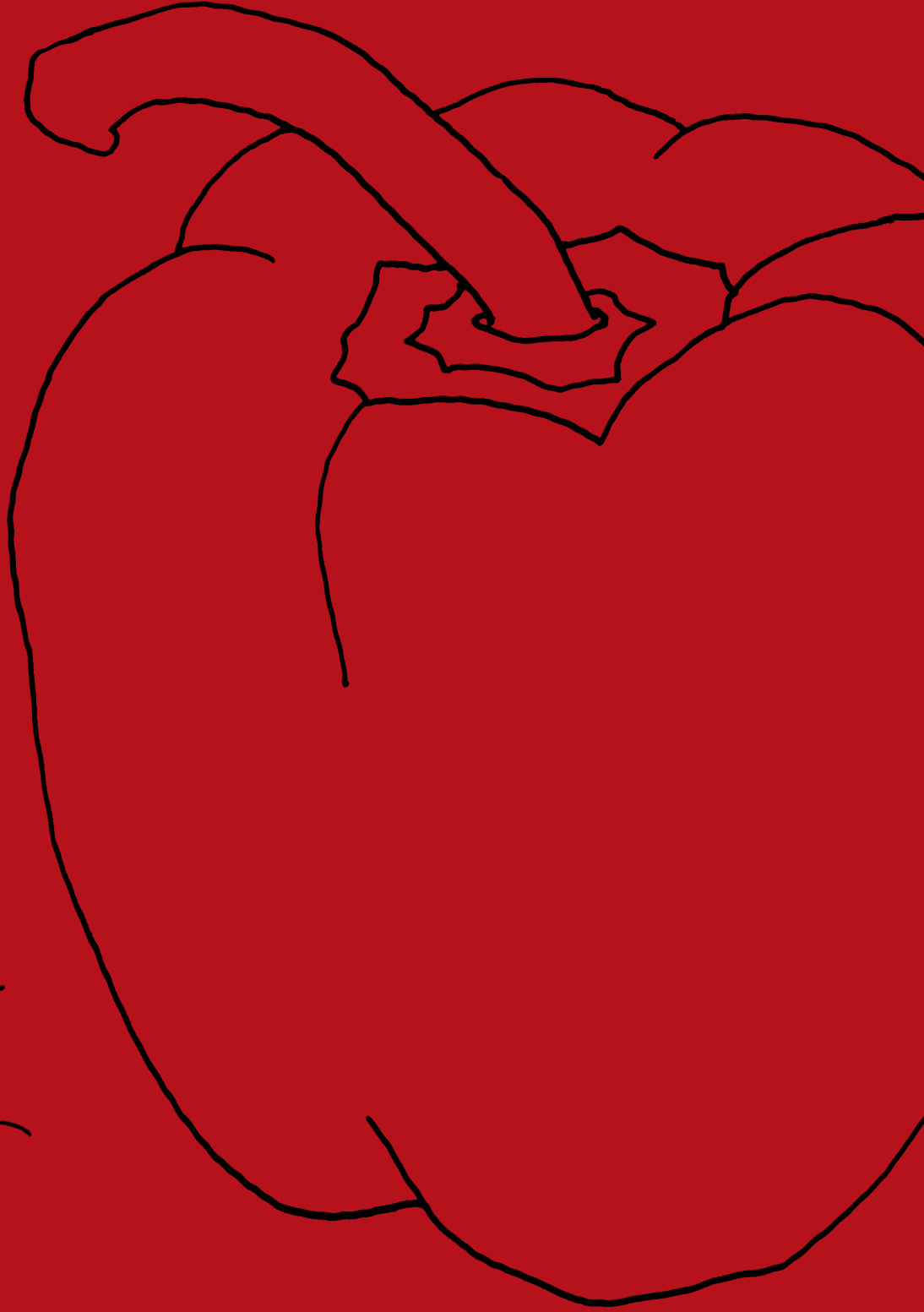




# Appendices

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finely sliced...



# Appendix I

## *safefood* advisory board members

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Chairman	Cllr. Bertie Kerr
Vice Chairman	Prof. Charles Daly
Members	Prof. Don Anderson
	Ms. Anne Speed
	Mr. Odran Flynn
	Mr. Patrick McColgan
	Ms. Catherine Murphy
	Prof. Sean Strain
	Mr. Leslie Craig
	Mr. Damien O'Dwyer
	Prof. Patrick Fottrell

## Appendix II

### *safefood* scientific advisory committee members

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Chairman

Prof. Charles Daly

Vice Chairman

Prof. David McDowell

Members

Mr. John Egan

Dr. Gerry McCurdy

Dr. Ken Baird

Ms. Catherine Foye

Dr. Derval Igoe

Mr. Jim Buckley

Ms. Patricia McCusker

Dr. Brian Gaffney

Mr. Barny Heywood

Prof. Barbara Livingstone

Mr. Bert Houston

Dr. Emer Shelly

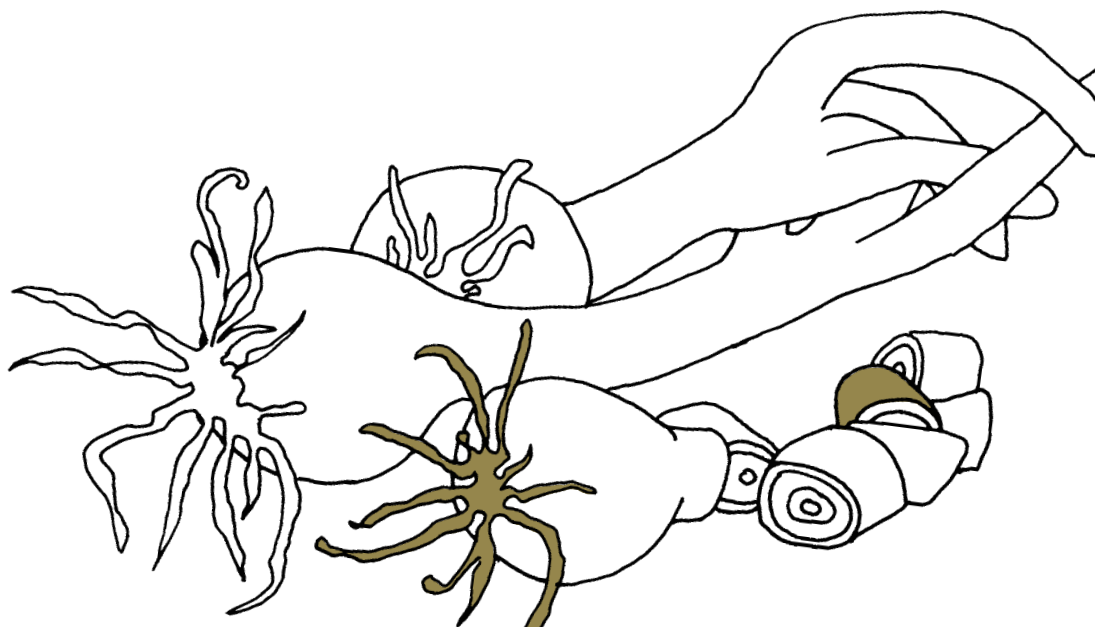
Mr. Martin Mullane

Prof. Seamus Fanning

Dr. Wayne Anderson

Dr. Margaret Patterson

Dr. Brian Smyth



### Publications

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- Prevention of Nicarbazin residues in broilers – guideline for poultry producers – *Leaflet*
- All-island infectious intestinal disease conference – sharing strategies for control and prevention (conference overview)
- Time to cut down on salt – catering guidelines – leaflet/fridge magnet (produced in conjunction with Health Promotion Unit and Irish Heart Foundation)
- A comparative study of Thermophilic Campylobacter Isolates of clinical, food and pet origin – *Research report*
- A comparative study of Thermophilic Campylobacter Isolates of Clinical, food and pet origin – *Research leaflet*
- A review of the chicken food chain – *Report*
- A review of the chicken food chain – *Summary document*
- Code of ethics for dieticians – *Leaflet*
- Foodmicro database Report, a harmonised system for the approval and monitoring of private laboratories testing for foodborne pathogens – *Leaflet*
- Foodmicro database Report, a harmonised system for the approval and monitoring of private laboratories testing for foodborne pathogens – *Report*
- How much salt is good for you? – *Leaflet*
- National Food Safety Week Competition – *Flyer*
- Invitation to attend the launch of **safefood** for life
- Storing food safely in your fridge – *Leaflet* (in conjunction with FSANI and The Environmental Health Service)
- **safefood** for life – New food safety teaching resource – *Flyer*
- Cooking meat safely – *Leaflet*
- Burnt on the outside raw in the middle? – *Leaflet*
- Picnic perfection – *Leaflet*
- The ABC of BBQ – *Leaflet*
- Tackling childhood food poverty – practical approaches to food poverty in childhood – conference material (conf description, speakers biographies, timetable, registration form)
- Handwashing – *Leaflet*
- Point of sale hygiene approved tips for use in supermarkets in partnership with EIQA
- **safefood** design guidelines – *Booklet & CD*
- **safefood** house style guide – *PDF*

### Public relations

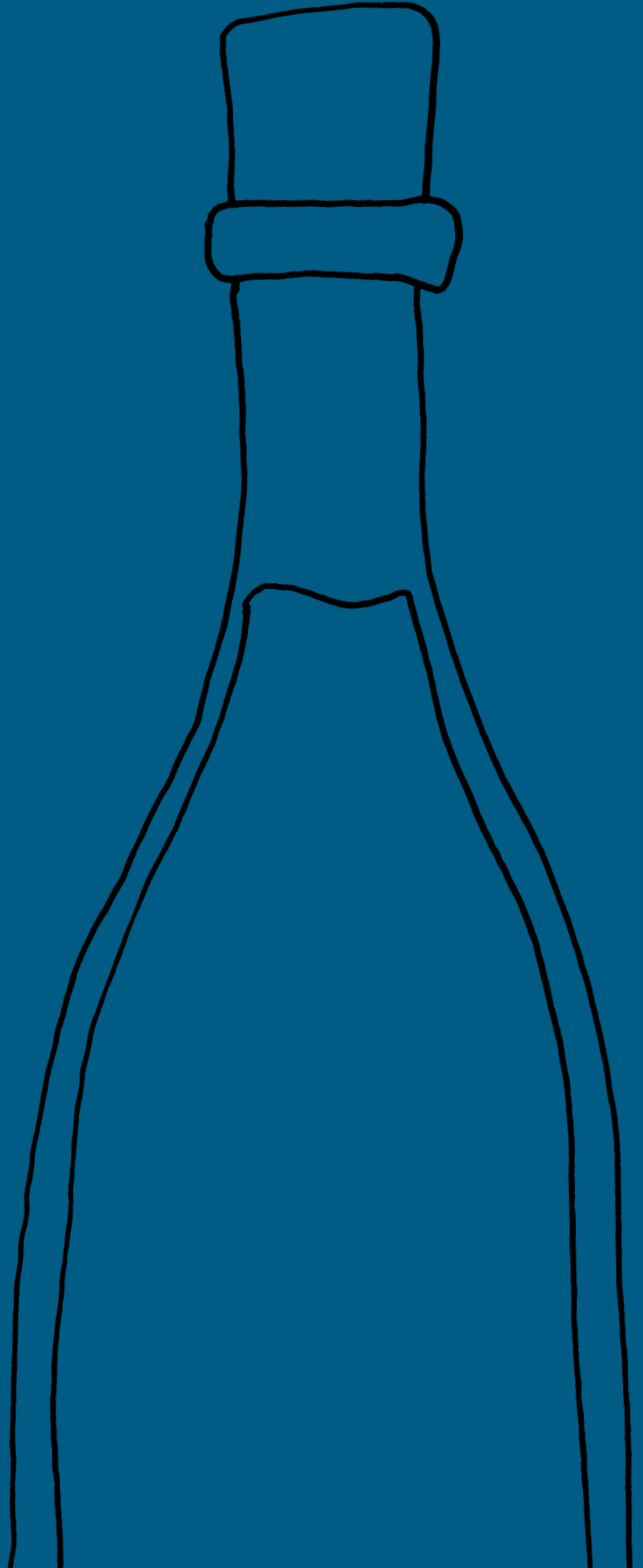
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- Statement in relation to avian influenza – 13 January
- All island conference to tackle Foodborne Disease – 17 January
- **safefood** young scientist serves up safe food for thought – 17 January
- Study identifies *Campylobacter* in poultry as risk factor for Gastroenteritis in Humans – 31 January
- **safefood** issues best practice guidelines on Nicarbazin residues to poultry producers – 16 February
- **safefood** website designed to empower parents to keep their kids healthy – 17 February
- **safefood** statement in relation to Avian Flu – 24 February
- New review of the chicken food chain reveals a highly regulated industry – 29 March
- Handwashing a serious issue for parents at Balmoral Show – 8 May
- **safefood** statement in relation to safety of artificial food sweetener Aspartame – 8 May
- New EU legislation will help prevent bogus health claims on food – 19 May
- **safefood** advises minced or chopped up meats should not be cooked to preference – 29 May
- Six weeks to change your taste buds to help improve your health – 6 June
- **safefood** recipe for Northern Ireland students to get '**safefood** for life' – 21 June
- **safefood** and celebrity chef unite to tackle summer food safety – 25 July
- Barriers to consumption of fish highlighted in new report – 12 September
- **safefood** statement in relation to safety of oily fish consumption during pregnancy – 12 October
- 'Decent food for all' gives local schoolchildren a healthy breakfast – 17 October
- **safefood** 'Six weeks to change your taste buds' challenge carried from workplace to the home – 23 October
- **safefood** launches new campaign designed to encourage greater intake of 'Superfoods' – 06 November
- Tackling childhood food poverty under the spotlight at all-island conference – 30 November
- A seasonal reminder to consumers from **safefood** – 05 December

Accounts for the year ended  
31 December 2006

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Four over....





## 1 Format

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

## 2 Background information

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

The governing legislation confers the following specific functions:

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

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

## 3 Governance

The functions of the Board are discharged by the Chief Executive who reports to the North/South Ministerial Council (NSMC). The Chief Executive is assisted by a twelve member Advisory Board and an eighteen member Scientific Advisory Committee. The members of the Advisory Board during 2006 were:

Mr. Bertie Kerr (Chairperson)  
Prof. Charlie Daly (Vice-Chairperson)  
Mr. Don Anderson  
Mr. Leslie Craig  
Ms. Carmel Foley (Resigned Feb'06)  
Prof. Patrick Fottrell  
Mr. Odran Flynn  
Mr. Patrick McColgan  
Ms. Catherine Murphy  
Mr. Damien O'Dwyer  
Ms. Anne Speed  
Prof. Sean Strain

The Scientific Advisory Committee comprises of 18 members drawn from a pool of Scientific and Technical expertise available to the food safety regime in both jurisdictions and advises on scientific and technical matters.

These are detailed in the accompanying Annual Report.

## 4 Financial results

The results of the Food Safety Promotion Board are set out in detail on page 56. The surplus for the period was €505,650 (GBP344,701).

## 5 Post balance sheet events

There were no post balance sheet events.

## 6 Charitable donations

No charitable donations were received or made during the year.

## 7 Policies

### Disabled employees

No disabled persons were employed during the year. However, the Board is committed to a policy of equal opportunity and welcomes applications from suitably qualified applicants irrespective of disability.

### Equality

The Board's approved Equality Scheme was issued in June 2003 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 2006 as a mechanism for consultation with employees and has proved highly effective as a means of employee communications.

### Prompt payment policy and its performance

The Board operates a creditor payment policy in accordance with the provisions of the Prompt Payment Account Act 1997 and with the EU Directive 2002/35/EC on Late Payment.

### Health and safety policy

The Board has developed a written Health and Safety policy which was circulated to all employees. The policy reflects legal requirements to maintain a high standard throughout the organisation.

## 8 Future development

The Board's Corporate Strategy for the years 2005-2007 was approved by the North/South Ministerial Council Joint Secretariat.

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.

Budgeted Expenditure for 2007 is €9,700,000 (GBP6,596,000).

# Statement of Food Safety Promotion Board's responsibilities

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

In preparing the accounts the Body is required to:

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

## **Chief Executive's responsibilities**

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

## 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 Government Accounting Northern Ireland and Public Finance Procedures.

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

## 2 The purpose of the system of internal control

The system of internal control is designed to manage risk to a reasonable level rather than to eliminate all risk of failure to achieve policies, aims, and objectives; it can therefore only provide reasonable and not absolute assurance of effectiveness. The system of internal control is based on an on-going process designed to identify and prioritise the risks to the achievement of Board policies, aims and objectives, to evaluate the likelihood of those risks being realised and the impact should they be realised, and to manage them efficiently, effectively, and economically. The system of internal control has been in place in The Food Safety Promotion Board for the year ended 31 December 2006 and up to the date of approval of the Annual Report and Accounts, and accords with Finance Departments' guidance.

## 3 Capacity to handle risk

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

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

## 4 The risk and control framework

The Board has developed a draft 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 2006, 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 within the department 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.

In 2006, the following activities supported the effectiveness review:

- The Internal Auditor reported to the Advisory Board Audit Committee on the control environment, budgeting and value for money criteria in the Research Area. Corrective measures were initiated to implement recommendations.
- The Annual Budget, approved by the Sponsoring Departments, was reviewed monthly by the Senior Management Team, particularly the variances from planned activity.
- The draft risk register and risk-assessment matrix is under continuing review.



**Martin Higgins**  
Chief Executive Officer  
**Date: 27 September 2007**

# The certificate and report of the comptrollers and auditors general to the houses of the Oireachtas and the Northern Ireland assembly

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We have audited the accounts of the Food Safety Promotion Board for the year ended 31 December 2006 pursuant to the provisions of the British-Irish Agreement Act 1999 and the North South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999 which require us to audit and certify, in co-operation, the accounts presented to us by the Board.

The accounts, which have been prepared under the accounting policies set out therein, comprise the Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement and the related notes.

## Respective responsibilities of the Chief Executive and the auditors

The responsibilities of the Chief Executive, including those pertaining to the preparation of the accounts and the regularity of financial transactions are set out in the Statement of Responsibilities.

It is our responsibility to audit the accounts in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report our opinion as to whether the accounts give a true and fair view, and have been properly prepared, in accordance with the accounts direction issued under governing legislation. We also report our opinion as to whether in all material respects the expenditure and income have been applied for the purposes intended by Dail Eireann and the Westminster Parliament and whether the financial transactions conform to the authorities which govern them; and whether the proper accounting records have been kept by the Board. In addition, we state whether we have obtained all the information and

explanations necessary for the purposes of our audit and whether the accounts are in agreement with the accounting records.

We review whether the statement on page 52 reflects the Board's compliance with applicable guidance on corporate governance and report any material instance where it does not do so, or if the statement is misleading or inconsistent with other information we are aware of from our audit of the accounts. We are not required to consider whether the Statement on Internal Control covers all financial risks and controls, or to form an opinion on the effectiveness of the risk and control procedures.

We also report if, in our opinion, the Foreword to the accounts is not consistent with the accounts.

Without qualifying our opinion we draw our attention to the fact that the basis for accounting for pension costs that will be ultimately borne by the Irish Exchequer, and which is disclosed in accounting policy 1.5, does not comply with Financial Reporting Standard 17.

## Basis of opinion

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts, disclosures and regularity of financial transactions included in the accounts. It also includes an assessment of the significant estimates and judgments made by the Chief Executive in the preparation of the accounts, and of whether the accounting policies are appropriate to the Board's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit to provide us with sufficient evidence to give reasonable assurance that the accounts are free from material misstatement, whether caused by error, or by fraud or other irregularity and that, in all material respects, the expenditure and income have been applied to the purposes intended by Dáil Éireann and the Northern Ireland Assembly and the financial transactions conform to the authorities which govern them. In forming our opinion we have also evaluated the overall adequacy of the presentation of information in the accounts.

## Opinion

In our opinion

- the accounts, which have been properly prepared in accordance with the accounts direction issued under the governing legislation, give a true and fair view, in accordance with that direction, of the State of the Board's affairs at 31 December 2006 and of its surplus for the year then ended
- in all material respects the expenditure and income have been applied to the purposes intended by Dáil Éireann and the Westminster Parliament and the financial transactions conform to the authorities which govern them.



**John Purcell**  
Irish Comptroller and Auditor General  
Dublin Castle  
Dublin 2  
Ireland  
**Date: 28 September 2007**

We have obtained all the information and explanations that we consider necessary for the purpose of our audit. In our opinion proper accounting records have been kept by the Board. The accounts are in agreement with the accounting records.



**J M Dowdall**  
Comptroller and Auditor General for Northern Ireland  
106 University Street  
Belfast  
BT7 1EU  
**Date: 28 September 2007**

# Income and expenditure account for the year ended 31 December 2006

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	Notes	2006 €	2005 €	2006 GBP	2005 GBP
<b>Income</b>					
Revenue Grant from Departments	2	8,872,770	8,402,072	6,048,567	5,745,337
Capital Grant Release	9	277,472	327,980	189,153	224,273
		9,150,242	8,730,052	6,237,720	5,969,610
Other Income		5,063	2,719	3,451	1,859
<b>Total Income</b>		<b>9,155,305</b>	<b>8,732,771</b>	<b>6,241,171</b>	<b>5,971,469</b>
<b>Expenditure</b>					
Staff Costs	3	1,949,514	1,901,508	1,328,984	1,300,251
Board Fees		74,215	79,185	50,592	54,147
Depreciation	6	218,414	327,980	148,893	224,273
Research Programme Expenditure	5	1,553,099	1,213,853	1,058,748	830,033
Food Promotion Campaigns	12	2,665,672	3,009,340	1,817,189	2,057,787
Other Operating Costs	4	2,188,741	2,303,959	1,492,064	1,575,446
<b>Total Expenditure</b>		<b>8,649,655</b>	<b>8,835,825</b>	<b>5,896,470</b>	<b>6,041,937</b>
<b>Surplus (Deficit) for the year</b>		<b>505,650</b>	<b>(103,054)</b>	<b>344,701</b>	<b>(70,468)</b>
Amount transferred to General Reserve	14	505,650	(103,054)	344,701	(70,468)

All amounts above relate to continuing activities.

No Gains or Losses other than those noted have been incurred during the year.



**Martin Higgins**

Chief Executive Officer

Date: 27 September 2007

The notes on pages 58 to 70 form part of these accounts.



## Balance sheet as at 31 December 2006

	Notes	2006 €	2005 €	2006 GBP	2005 GBP
<b>Fixed Assets</b>					
Tangible Assets	6	1,649,603	1,821,440	1,107,708	1,248,233
<b>Current Assets</b>	7	477,953	343,351	320,945	235,298
<b>Current Liabilities</b>					
Creditors- amount falling due within one year	8	(531,324)	(902,372)	(356,784)	(618,396)
<b>Net Current Liabilities</b>		(53,371)	(559,021)	(35,839)	(383,098)
<b>Total Assets less Current Liabilities</b>		<b>1,596,232</b>	<b>1,262,419</b>	<b>1,071,869</b>	<b>865,135</b>
<b>Financed By:</b>					
<b>Capital &amp; Reserves</b>					
General Reserve	14	(53,371)	(559,021)	(35,839)	(383,098)
Capital Grant Reserve	9	1,649,603	1,821,440	1,107,708	1,248,233
		<b>1,596,232</b>	<b>1,262,419</b>	<b>1,071,869</b>	<b>865,135</b>



**Martin Higgins**  
Chief Executive Officer  
Date: 27 September 2007

The notes on pages 58 to 70 form part of these accounts.

## Cash flow statement for the year ended 31 December 2006

	Notes	2006 €	2005 €	2006 GBP	2005 GBP
Net cash inflow/(outflow) from operating activities	10	108,815	(182,620)	68,922	(134,691)
<b>Capital expenditure &amp; financial investment</b>					
Payments to acquire tangible fixed assets	6	(1,275,071)	(967,857)	(869,216)	(661,820)
Net cash inflow/(outflow) before financing		(1,166,256)	(1,150,477)	(800,294)	(796,511)
<b>Financing</b>					
Capital Funding Received		1,275,071	967,857	869,216	661,820
Increase/(decrease) in cash/bank balances	11	108,815	(182,620)	68,922	(134,691)



**Martin Higgins**  
Chief Executive Officer  
Date: 27 September 2007

The notes on pages 58 to 70 form part of these accounts.

1 Accounting policies

1.1 Accounting convention

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

Without limiting the information given, the Financial Statements are prepared on an accrual basis and comply with the accounting and disclosure requirements of the Companies (Northern Ireland) Order 1986, the Republic of Ireland Companies Acts 1963 to 2005, the accounting standards issued or adopted by the Accounting Standards Board (except in relation to accounting for pension costs) and accounting and disclosure requirements issued by the Department of Finance and Personnel and Department of Finance, insofar as those requirements are appropriate.

1.2 Income

Income represents revenue grants from the Department of Health and Children and the Department of Health, Social Services and Public Safety on a received basis.

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

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

1.4 Value added tax

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

1.5 Pension costs

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 and Children to the Body which then funds the administrator. The Northern Ireland share of the benefits paid during the year is directly funded to the administrator by the UK Exchequer.

The Northern Ireland element of the costs (ASLCs) is accounted for as if the scheme were a defined contribution scheme, i.e. the Body recognises only the employer's contributions in respect of the Northern element of the costs as an expense of the period. It also recognises a corresponding amount as income, representing the value of the resources that the UK Exchequer will make available to the administrator. In respect of the element of pension costs ultimately borne by the Irish Exchequer, the Finance Departments (North and South) have directed that the only cost recognised in the accounts up to 31 December 2006 will be the cost of the pensions paid to the extent that the cost is ultimately borne by the Irish Exchequer.

Seconded from other Public Sector organisations continue to be members of the pension schemes of those organisations. The Food Safety Promotion Board pays the pension costs as charged by these organisations.

(Note 10), Capital Grant Reserve (Note 9) and General Reserve (Note 14).

#### **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 while the Balance Sheet is translated using the closing exchange rate. Currency adjustments arising from this translation of the financial statements are reflected in Net Cash Flow from Operating Activities

## 2 Grants from the Departments

Financial Period 1st January, 2006 to 31st December, 2006

	Notes	DOHC €	DOHC GBP	DHSSPS €	DHSSPS GBP	Total €	Total GBP
Revenue							
Grant		6,153,018	4,194,512	2,719,752	1,854,055	8,872,770	6,048,567
Capital							
Reserve	9	890,982	607,383	384,089	261,833	1,275,071	869,216
		<b>7,044,000</b>	<b>4,801,895</b>	<b>3,103,841</b>	<b>2,115,888</b>	<b>10,147,841</b>	<b>6,917,783</b>

Financial Period 1st January 2005 to 31st. December, 2005

	Notes	DOHC €	DOHC GBP	DHSSPS €	DHSSPS GBP	Total €	Total GBP
Revenue							
Grant		5,762,500	3,940,398	2,639,572	1,804,939	8,402,072	5,745,337
Capital							
Reserve	9	677,500	463,274	290,357	198,546	967,857	661,820
		<b>6,440,000</b>	<b>4,403,672</b>	<b>2,929,929</b>	<b>2,003,485</b>	<b>9,369,929</b>	<b>6,407,157</b>

The Food Safety Promotion Board receives grants from the Department of Health and Children (DOHC) and the Department of Health, Social Services and Public Safety (DHSSPS). The respective contributions are DOHC 69% (2005 69%), and DHSSPS 31% (2005 31%). The 2006 revenue grant includes notional income from DHSSPS of €67,275 (GBP45,861) in respect of Northern Ireland contributions to pension costs (ASLCs) (Note 1.5).

### 3 Staff costs

a) The average weekly number of employees (full time equivalent) was:

Directorates	2006	2005
Senior Management	5	5
Corporate Operations	15	16
Food Science	4	4
Human Health & Nutrition	2	2
Marketing & Communications	7	8
<b>Total</b>	<b>33</b>	<b>35</b>

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

	2006 €	2005 €	2006 GBP	2005 GBP
Salary Costs	1,566,931	1,445,120	1,068,177	988,173
Employer PRSI	140,424	130,084	95,727	88,951
Seconded/Agency Staff	162,835	142,511	111,005	97,449
<b>Pension Costs:</b>				
Seconded Staff	12,049	8,499	8,214	5,812
Current Year ALSCs	67,275	58,255	45,861	39,835
Prior Year ASLCs	0	117,039	0	80,031
	<b>1,949,514</b>	<b>1,901,508</b>	<b>1,328,984</b>	<b>1,300,251</b>

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:

	2006	2005
€40,001-50,000	4	5
€50,001-60,000	5	5
€60,001-70,000	2	2
€70,001-80,000	4	1
€80,001-90,000	0	0
€90,001-100,000	0	2
€100,001-110,000	1	0

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

	Emoluments	Emoluments	Real Increase in Pension Earned	Real Increase in Pension Earned	Accrued pension	Accrued pension	Age (years)
	€'000	GBP'000	€'000	GBP'000	€'000	GBP'000	
Mr. M Higgins (CEO)	120-125	80-85	30	20	106	71	51
Dr. T Quigley (Director, Food Science)	100-105	65-70	23	15	90	60	48
Suzanne Doran (Director, Marketing & Communications)	75-80	50-55	14	9	57	38	40

Mr. Ray Dolan (Director, Corporate Operations) and Dr. Cliodhna Foley-Nolan (Director, Human Health and Nutrition) withheld consent to disclose the above information.

e) The following information is provided in respect of the Advisory Board members:

	<b>Emoluments</b> <b>€'000</b>	<b>Emoluments</b> <b>GBP'000</b>	<b>Age (years)</b>
Mr. B Kerr (Chair)	10-15	5-10	69
Mr. C Daly (Vice Chair)	5-10	5-10	61
Mr. D Anderson	5-10	5-10	65
Mr. L Craig	5-10	5-10	46
Professor P Fottrell	5-10	5-10	73
Mr. O Flynn	5-10	5-10	59
Mr. P McColgan	5-10	5-10	59
Mr. D O'Dwyer	5-10	5-10	42
Professor S Strain	5-10	5-10	57

Ms. Anne Speed, Dr. Catherine Murphy withheld consent to disclose the above information.

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



#### 4 Other operating costs

	2006	2005	2006	2005
	€	€	GBP	GBP
Rent & Electricity	547,984	683,611	373,561	467,453
Consultancy Fees	26,993	67,206	18,401	45,956
Printing	22,630	36,654	15,427	25,064
Travel & Subsistence	348,077	329,731	237,284	225,470
Computer Support	153,037	23,194	104,325	15,860
Telephone	81,570	114,474	55,606	78,277
Postage & Stationery	82,145	62,111	55,998	42,471
Meeting Costs	39,443	22,260	26,888	15,221
Office Expenses	135,286	158,457	92,224	108,353
Recruitment Expenses	23,400	46,896	15,952	32,068
Conference	37,996	13,527	25,902	9,250
Training	87,496	112,854	59,646	77,169
Insurance	32,895	42,596	22,424	29,127
Subscriptions	18,621	21,886	12,694	14,965
Auditors' Remuneration	26,200	8,300	17,861	5,676
Legal & Professional Fees	108,829	119,733	74,189	81,874
Courses Delivered	2,895	65,990	1,973	45,124
Cleaning & Catering	36,378	45,710	24,799	31,256
Reports & Literature	217,509	277,133	148,276	189,503
Maintenance & Repairs	157,582	50,088	107,424	34,250
Bank Charges	1,775	1,548	1,210	1,059
	<b>2,188,741</b>	<b>2,303,959</b>	<b>1,492,064</b>	<b>1,575,446</b>

## 5 Research programme expenditure

	2006	2005	2006	2005
	€	€	GBP	GBP
Chemistry & Toxicology	364,569	300,001	248,527	205,141
Food Science	117,000	316,733	79,759	216,582
Human Health & Nutrition	446,778	261,809	304,569	179,025
Microbiology & Surveillance	624,752	335,310	425,893	229,285
	<b>1,553,099</b>	<b>1,213,853</b>	<b>1,058,748</b>	<b>830,033</b>

## 6 Fixed assets

	Office Equipment	Property & Fitout Cost	Fixtures & Fittings	Computer Equipment & Software	LIMS Capital Project	Total
Cost or Valuation	€	€	€	€	€	€
At 1st January 2006	434,070	1,815,910	183,712	1,024,025	0	3,457,717
Additions	0	8,875	0	96,760	1,169,436	1,275,071
Disposals Note 13	(1,196)	(34)	(2,548)	(55,280)	(1,169,436)	(1,228,494)
At 31st December 2006	432,874	1,824,751	181,164	1,065,505	0	3,504,294
<b>Depreciation</b>						
At 1st January 2006	325,559	319,892	82,498	908,328	0	1,636,277
Provision for the year	62,440	71,293	18,115	100,907	0	252,755
Disposals Note 13	(986)	(5)	(255)	(33,095)	0	(34,341)
At 31st December 2006	387,013	391,180	100,358	976,140	0	1,854,691
<b>NBV at 31st December 2006</b>	<b>45,861</b>	<b>1,433,571</b>	<b>80,806</b>	<b>89,365</b>	<b>0</b>	<b>1,649,603</b>
<b>NBV at 31st December 2005</b>	<b>108,511</b>	<b>1,496,018</b>	<b>101,214</b>	<b>115,697</b>	<b>0</b>	<b>1,821,440</b>
	GBP	GBP	GBP	GBP	GBP	GBP
<b>NBV at 31st December 2006</b>	<b>30,796</b>	<b>962,643</b>	<b>54,261</b>	<b>60,008</b>	<b>0</b>	<b>1,107,708</b>
<b>NBV at 31st December 2005</b>	<b>74,363</b>	<b>1,025,221</b>	<b>69,362</b>	<b>79,287</b>	<b>0</b>	<b>1,248,233</b>

## 7 Current assets

	2006 €	2005 €	2006 GBP	2005 GBP
Debtors (amounts falling due within one year)	22,386	8,975	15,032	6,150
Prepayments & Accrued Income	46,256	33,880	31,061	23,218
Cash in Bank	409,311	300,496	274,852	205,930
	<b>477,953</b>	<b>343,351</b>	<b>320,945</b>	<b>235,298</b>

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

	2006 €	2005 €	2006 GBP	2005 GBP
Creditors & Accruals	493,991	881,692	331,715	604,224
Research Contracts	37,333	20,680	25,069	14,172
	<b>531,324</b>	<b>902,372</b>	<b>356,784</b>	<b>618,396</b>

## 9 Capital grant reserve

	2006 €	2005 €	2006 GBP	2005 GBP
Opening Balance	1,821,440	2,035,215	1,248,233	1,434,928
Capital Funding Receivable	1,275,071	967,857	869,216	661,821
Less amount released to I&E A/C	(277,472)	(327,980)	(189,153)	(224,273)
Disposal – LIMS Projects	(1,169,436)	(853,652)	(797,205)	(583,727)
Currency Translation Adjustment			(23,383)	(40,516)
<b>Balance at 31 December</b>	<b>1,649,603</b>	<b>1,821,440</b>	<b>1,107,708</b>	<b>1,248,233</b>

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

## 10 Net cash inflow/(outflow) from operating activities

	2006 €	2005 €	2006 GBP	2005 GBP
Surplus/(Deficit) for the period	505,650	(103,054)	344,701	(70,468)
Transfer from Capital Grant Reserve	(277,472)	(327,980)	(189,153)	(224,273)
Depreciation Charges	218,414	327,980	148,893	224,273
Individual Fixed Assets <€650 Expensed	59,058	0	40,260	0
(Increase)/Decrease in Debtors	(25,787)	(5,000)	(16,725)	(2,679)
Increase/(Decrease) in Creditors	(371,048)	(74,566)	(261,612)	(70,394)
Currency Translation Adjustment			2,558	8,850
	<b>108,815</b>	<b>(182,620)</b>	<b>68,922</b>	<b>(134,691)</b>

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

## 11 Analysis of the balances of cash as shown in the balance sheet

	At 01.01.06 €	Cashflow €	At 31.12.06 €
Euro Account	174,647	86,975	261,622
Sterling Account	131,026	25,352	156,378
Deposit Account	821	1,790	2,611
Petty Cash	286	36	322
Credit Cards	(6,284)	(5,338)	(11,622)
<b>Total</b>	<b>300,496</b>	<b>108,815</b>	<b>409,311</b>

## 12 Food promotion campaigns

	2006	2005	2006	2005
	€	€	GBP	GBP
Media Costs	1,862,240	2,192,052	1,269,489	1,498,925
Marketing Costs	345,904	314,342	235,803	214,947
Events	111,543	49,649	76,039	33,950
Publications	102,976	51,166	70,199	34,987
Project & Conference Funding	101,018	278,378	68,864	190,355
Educational Development	94,698	83,040	64,555	56,783
Helpline Activities	47,293	40,713	32,240	27,840
	<b>2,665,672</b>	<b>3,009,340</b>	<b>1,817,189</b>	<b>2,057,787</b>

## 13 Fixed asset disposals

(a) The Board is engaged in a major project to develop a computerised All-island integrated food safety information repository.

In 2006 costs of €1,169,436 (GBP797,205) comprised of computer hardware, software and respective implementation costs were capitalised (Note 6) at cost and transferred to the respective Health Agencies in the Republic of Ireland and Northern Ireland.

(b) A review of fixed assets was also undertaken in 2006 and any individual items <€650 were expensed to our Income and Expenditure Account in accordance with Accounting Policy 1.3 (d).

## 14 General reserve

	2006	2005	2006	2005
	€	€	GBP	GBP
Opening Balance	(559,021)	(455,967)	(383,098)	(321,480)
Surplus/(Deficit)	505,650	(103,054)	344,701	(70,468)
Currency Translation Adjustment (Note 10)			2,558	8,850
Balance at 31 December	<b>(53,371)</b>	<b>(559,021)</b>	<b>(35,839)</b>	<b>(383,098)</b>

## **15 Related party transactions**

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

## **16 Future capital expenditure**

The Food Safety Promotion Board has no additional capital expenditure, which should be disclosed in the Financial Statements at 31 December 2006. However the Board has planned capital expenditure in 2007 in relation to the LIMS project of €450,000 (GBP306,000).

## **17 Comparative figures**

Some changes have been made to the presentation of items in the financial statements and the comparative figures have been restated where necessary on a basis consistent with the current year presentation.

## Accounts direction

70

### Food Safety Promotion Board

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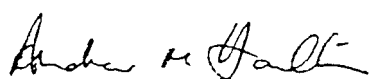
Accounts direction given by the Northern Department of Health, Social Services and Public Safety and The Southern Department of Health and Children, with the approval of the Finance departments North and South, in accordance with the North/South Co-operation (Implementation Bodies) (Northern Ireland) 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:

- The North/South Implementation Bodies Annual Reports and Accounts Guidance;
- 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;
- 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



**Andrew M Hamilton**  
Department of Health,  
Social Services and Public Safety  
18 June 2001



**Tom Mooney**  
Department of Health and Children  
13 June 2001





# Grilled salmon cutlets with a green salad

Traditional superfood recipe – oil-rich fish (serves two)

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## Ingredients

- 2 salmon steaks
- 1 lemon
- 1/2 of a head of broccoli
- 4 sticks of celery
- 1 red pepper
- 2 tomatoes
- 4 spring onions/scallions
- 2 green apple (preferable Granny Smith's)
- 2 teaspoon mixed fresh thyme and rosemary, well chopped  
(optional, but don't use dried instead)
- any French dressing.

## Method

- 1 Pre-heat the grill for 10 minutes on a medium heat
- 2 Line the grill pan with foil
- 3 Place the salmon under the grill for 3-4 minutes each side.
- 4 Slice the lemon into full circles and place along side the salmon.

## Green salad

- 5 Break the broccoli into bite size florets and add to the bowl with the sliced celery, chopped apple, tomatoe, red pepper and finely sliced spring onions/scallions
- 6 Sprinkle over the fresh herbs and pour over any French salad dressing
- 7 You can also top this salad with a mixture of seeds like pumpkin, sunflower seeds or pine nuts for extra crunch.

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