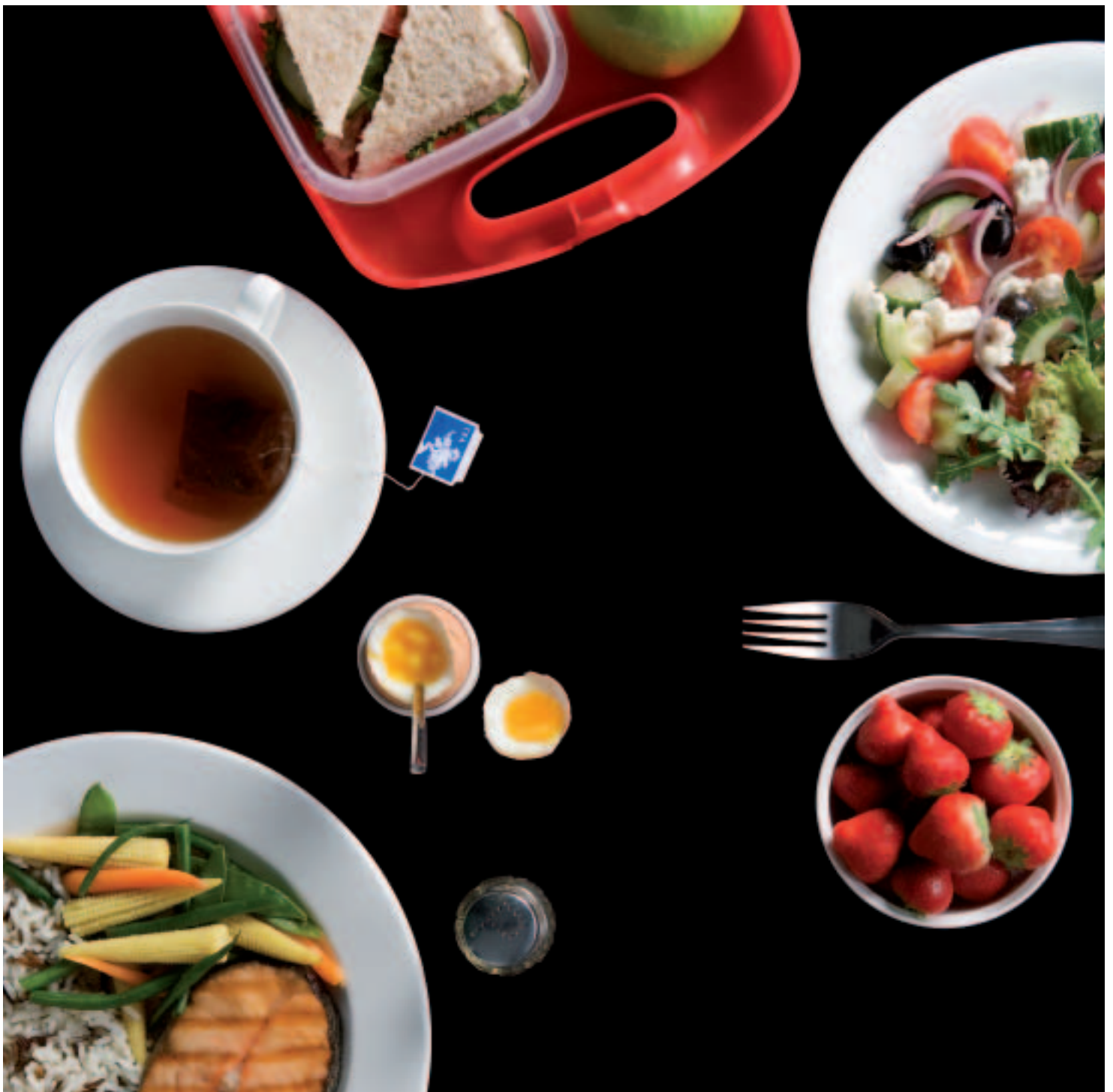




# ANNUAL REPORT 2005

Incorporating Financial Statements for 2005



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# MISSION STATEMENT

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

## CHIEF EXECUTIVE'S STATEMENT

6

FOOD IS INCREASINGLY ASSUMING THE ROLE OF A CURRENCY IN OUR DAILY LIVES. IT HAS A VALUE THAT THE PUBLIC RECOGNISE AND THERE IS A GREATER INTEREST IN THE ROLE IT PLAYS. AGAINST THE BACKDROP OF THIS CHANGING ENVIRONMENT, **safefood** HAS CONTINUED TO RESEARCH, ASSESS, DEVELOP, SUPPORT, PROMOTE AND COMMUNICATE THE KEY MESSAGES OF HYGIENE, SAFETY AND NUTRITION IN FOOD CONSUMED ON THE ISLAND OF IRELAND.

The work of **safefood** is made possible thanks to the enthusiasm, professionalism and commitment of our three Directorates - Scientific and Technical, Marketing and Communications and Corporate Operations.

Research both informs and underpins our work; it provides the foundations upon which we build our knowledge. A further round of research was initiated during 2005, focusing on a wide range of projects crucial in today's modern food chain. The development of Research Networks continued and with a membership nearing 300, and with speakers from the UK and Europe attending events, this indicates the growing importance of the contribution being made to scientific co-operation and research by the Networks.

The first meeting of the new Scientific Advisory Committee took place in October 2005. The excellent work of the committee allowed for further important research by **safefood** in the control of *Campylobacter* along the food chain and also provided guidance on future food issues affecting both industry and consumers on the island.

The ever-changing role of food in the lives of children and young adults continued to play an important part in our work during 2005. A major report on Dietary Beliefs of Adolescents was launched in October and we attended meetings of the National Economic and Social Forum, the Association of Home Economic Teachers, the National Children's Food Survey and provided the secretariat for the Food and Nutrition Forum, a cross-border forum which collaborates on nutrition work between multiple agencies.

The Scientific and Technical Directorate organised a number of conferences in key areas including an international *Campylobacter* conference, the implementation of HACCP procedures in industry, food safety behaviour in the home and workshops on high-profile issues of salt awareness and food poverty. Planning was also well advanced by year end for an all-island conference on infectious intestinal diseases.

Laboratory activities continued to play an integral role in the work of this directorate. The publication of a second edition of the Laboratory Services Directory highlighted the importance of the many research organisations engaged in food safety research. Under our Synergy Programme, a research schedule was identified and initiated which will serve both scientific and consumer audiences. The continued success of the Lablinks Laboratory Newsletter in both print and online formats provides a mechanism for developing closer relationships between laboratories, regulators and other stakeholders. Work continued apace on the development of the Laboratory Information Management System IT project which will establish an all-island food data and information bank for health professionals. This complex, multi-agency project was on time and on budget for implementation in 2006. The year end also saw the launch of an all-island directory of nutritional activities within the dietetics field, with the database hosted on the **safefood** website.

The Marketing and Communications Directorate continued to build on the successes of 2004 with challenging and focused campaigns, reflecting the different and changing needs of the population. In May, the campaign 'Already Salted' was launched on radio and in press with the aim of increasing awareness of salt levels which exist in the average diet. The campaign was also repeated in November and research reported more than half of consumers surveyed claimed to have changed or planned to change their behaviour towards salt consumption as a result. The focus of the next major campaign was on reducing dietary fat intake amongst children of 'treat' foods which include confectionery, biscuits, cakes and snack foods. The 'Treats' campaign appeared in press and on television in November backed up by an outdoor advertising programme. Research also reports that nearly a quarter of consumers surveyed believe **safefood** is a trusted source of information on healthy eating, second only to GP's.

Direct Marketing initiatives were well advanced in 2005 for launch in early 2006 and consisted of an extension to the salt campaign but focusing primarily on the catering industry. The second initiative will be a follow-up to the 'Treats' campaign using a dedicated web micro site with advice for parents on healthy eating and also including other online programmes and field marketing activity in key shopping centres.

The Christmas campaign, 'Don't Wash Your Bird', was aimed at preventing the spread of germs in the kitchen from washing poultry and featured radio advertising, inserts in all national newspapers and a dedicated consumer leaflet.

In education settings, the **safefood** for Life initiative which aims to provide post primary students with lifelong food hygiene skills is being upgraded with the course material being transferred to CD. This will facilitate interactive learning in the classroom and will be piloted in early 2006 in Northern Ireland. Over 100 schools completed the original programme in the Republic of Ireland and discussions are well advanced with key stakeholders to redevelop the syllabus for online learning. The award-winning 'Hands of Doom' pantomime resource for primary students went from strength to strength with 221 schools participating, including 129 in Northern Ireland. The labelling resource was launched across the island, supported by an online nutrition labelling calculator on the **safefood** website. Development of the website continued through the year with over 100 new articles or content items published and many important consumer and industry publications were also produced.

The Corporate Operations Directorate (formerly Planning and Resources) continued to address the needs of a modern public sector organisation and a number of appointments were made during the year including Director of Marketing and Communications in November.

The Directorate also developed policies and procedures for procurement of goods and services, payroll management, budgetary control, treasury management, cost accounting, human resources and management of financial resources granted by the Government funding authorities in both jurisdictions. Investment in a flexible and robust information systems network has been undertaken and the Directorate has also assumed responsibility for administering **safefood's** research function and has a co-ordinating role in relation to laboratory liaison.

On behalf of the members of our Advisory Board and my colleagues, I would like to thank all those who helped the organisation meet the challenging and changing nature of food and its role in the lives of people on the island of Ireland, and we look forward to continuing a partnership approach to maintaining and improving public health.



Martin Higgins  
Chief Executive



# Protecting and improving public health

Promotion, research, communication,  
food safety, food hygiene, nutrition.



**16 GRAYSON PERRY**  
Is all this talk about 'access' to  
the arts just middle class guff?  
**FIRST NIGHT**  
Sir John Tavener unveils  
his birthday present to you

m a man of letters



**V&A**

Alan Fletcher's iconic  
designs include, far left, a  
1958 ad for Fortune  
magazine; a picture of the  
Prince of Wales, above; and  
the V&A's logo, left

A collection of single-shot s'  
conciseness and the power

**W**hatever hap-  
pened to the  
short 'Glo'  
Newdays, the  
single big feature is king of  
the cinema, plus a few sappy  
semi-comprehensible trailers  
to what our appetites for the  
next one. But if you peer out  
too far back into the mists of  
cinema history, you will find  
such things as surreal im-  
ages, cartoons and even  
Futurist News.  
Over the next few weeks, a  
new initiative by Film and  
Video Umbrella, in coopera-  
tion with the UK Film Coun-  
cil and Arts Council England,  
will be bringing a series of 18  
short commissioned short  
films vary from a little  
about ten

## ORGANISATIONAL OVERVIEW

10 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.

The governing legislation i.e. the British/Irish Agreement Act 1999 and the North-South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999 confers on the Board (or as it is now commonly known **safefood**) a number of 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 laboratory testing

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

Against the background of these functions, **safefood** has developed its mission statement, and in seeking to turn that from theory into practice, has adopted an organisational structure that is based on three distinct and complementary directorates. The Scientific and Technical Directorate provides the independent scientific evidence integral to all of **safefood**'s communications. This empowers the Marketing and Communications Directorate to promote the **safefood** message across the three categories of food safety, food hygiene and nutrition. The Corporate Operations Directorate (formerly the Planning and Resources Directorate) ensures that adequate resources are in place to deliver the programmes set out and that mainstreaming equality is part of that process.

Following an organisational and structural review carried out by external consultants towards the end of the year, a revised structure was recommended and approved. The major change related to what was the 'Scientific and Technical' Directorate envisaging two directors leading in the following areas:

**Food Science:** This comprises the specialist areas of food microbiology, food chemistry and toxicology. In addition to providing expert scientific advice, the specialist and support staff will work and, as appropriate, lead inter-disciplinary projects.

**Human Health and Nutrition:** Human Health and Nutrition comprises the analysis of human health data and its interpretation, together with lead technical responsibility on nutrition. As with Food Science, the specialist and support staff will work on and, as appropriate, lead inter-disciplinary projects.

For the purpose of this report, the activities of these two directorates will be detailed under 'Scientific and Technical' as this was the case for most of 2005.

### SCIENTIFIC AND TECHNICAL DIRECTORATE

The Scientific and Technical Directorate provides the sound science upon which the Board's food hygiene, food safety and nutritional initiatives and responses are built. The Directorate works closely with the scientific advisory structures and promotes food safety at both professional and technical levels. The Directorate undertakes risk assessments, makes decisions on research to be funded, conducts surveillance of foodborne diseases, and promotes scientific co-operation and linkages between laboratories and specialised laboratory services.

#### Food Safety Research

Through comprehensive funded research, **safefood** promotes high quality multi-disciplinary science of acknowledged international status. This research informs much of the Board's work, providing the objective, scientific evidence which underpins **safefood**'s promotional campaigns. The organisation prioritises research which seeks to fill gaps in scientific knowledge and to address emerging problems. A database of research activities has been established through links with other bodies. **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.

#### Communication of Food Alerts

Responses to emergencies require rapid action, frequently by a variety of government departments, enforcement agencies, local health authorities and industry as well as the public. **safefood** has the responsibility to ensure prompt and accurate dissemination of information about food alerts and encourages rapid and reasonable disclosure of food alerts while fostering development of a co-ordinated approach to product recall and emergency response and communications. **safefood** is working closely with the enforcement agencies to develop response protocols, particularly in relation to cross-border measures, and to promote appropriate training for personnel involved in managing alerts.

#### Surveillance of Foodborne Disease

The surveillance of foodborne disease is an essential element of **safefood**'s mission and strategy. Existing agencies in Northern Ireland (NI) and the Republic of Ireland (ROI) are already involved in the surveillance of a wide range of communicable diseases. However, the systems differ and a move towards harmonisation would benefit public health. **safefood** is well placed to promote intersectoral collaboration and co-ordination and a key objective is to link pathogens found in humans to those found in food and animals on the island of Ireland.

#### Scientific Co-operation and Laboratory Linkages

**safefood** has a general remit to promote scientific co-operation and linkages between laboratories on the island of Ireland. This provides an infrastructure to acquire the necessary and relevant knowledge for the general public, public health professionals, industry and the scientific community. In particular, the organisation has developed a strategy to improve rapid reporting, foster network development and develop appropriate IT solutions. The Laboratory Information Management System (LIMS) project being developed by **safefood**, will allow Public Health and Public Analysts laboratories to electronically circulate their test data to key stakeholders and will facilitate the completion of laboratory/ Environmental Health Service interfaces on the island. **safefood** also acts as a forum for sharing knowledge and experience on testing and survey methods.

# ORGANISATIONAL OVERVIEW

## Specialised Laboratory Services

Specialised laboratory services are required to provide detailed testing for rare, infectious and complex food hazards. **safefood**'s role is to develop and implement a strategy for delivery of such services, and it is working with key stakeholders and food safety professionals on an all-island basis to advance this.

## Scientific Risk Assessment

**safefood** provides independent scientific advice on the safety and hygiene of food. To assist the Board undertake this work, a Scientific Advisory Committee (SAC) of eighteen experts was formally established in January 2002. The SAC has a specifically assigned scientific advisor to assist with its work and represents key disciplines involved in food safety and nutrition. The first SAC completed its period in office at the beginning of 2005 and a new committee was appointed during the year (see Appendix 2).

## MARKETING AND COMMUNICATIONS DIRECTORATE

The communications strategy drives targeted public awareness campaigns among consumers. **safefood** seeks to communicate with the public to ensure that the key messages of food hygiene, food safety and nutrition are effectively promoted. The organisation communicates on a number of levels with the consumer; through the media, stakeholders, the education system, events, sponsorship and advertising. In addition to its role in informing the consumer, **safefood** believe that co-operation beyond compliance is essential to promoting food safety. This is crucial in the modern food chain, where primary producers are often far removed from the end user. **safefood** is working effectively to improve public health through changes in consumer behaviour. These changes can only be accomplished by raising awareness through focused communications, reflecting the different and changing needs of the population and based on solid scientific data.

## CORPORATE OPERATIONS DIRECTORATE

(formerly Planning and Resources)

To meet the demands of a modern public sector organisation, **safefood**'s Corporate Operations Directorate is responsible for:

- Managing and accounting for the finances entrusted to the organisation
- Supporting the Advisory Board
- Complying with legal requirements and responsibilities
- Providing and managing facilities to support service delivery
- Formulating human resources policies and procedures
- Ensuring compliance with best practice in corporate governance

**safefood** operates in an environment of dual reporting and accountability. The role of the Directorate includes managing the financial resources granted by the Government funding authorities in both jurisdictions. Policies and procedures have been developed for procurement of goods and services, for managing payroll, budgetary management and control, cost accounting and reporting, banking and treasury management, and recording and valuing of assets. Following the Organisational and Structural Review carried out this year by external consultants, the Directorate has now assumed responsibility for administering the research function and has a co-ordinating role in relation to laboratory liaison.

Delivery of **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.

**safefood** has invested in an information systems network that is flexible and robust to meet the needs of the organisation, including internal management control and integration with external systems. In order to manage **safefood**'s responsibilities relating to promoting harmonisation in the development of IT systems for surveillance, establishing and maintaining a database for research programmes and electronic linkage of laboratories, the organisation has developed specialised software and purpose driven management of network information.

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 Corporate Operations Directorate also has a remit to co-ordinate 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.

## Identifying and providing relevant factual information

Food science, human health and nutrition, specialist support, collaboration assessment, research.





# ACTIVITIES OVERVIEW

## Scientific and Technical

THE SCIENTIFIC AND TECHNICAL DIRECTORATE PROVIDES THE INDEPENDENT SCIENTIFIC EVIDENCE INTEGRAL TO ALL **safefood**'s COMMUNICATIONS.

### RESEARCH ACTIVITIES

A number of new research projects commissioned by **safefood** in December 2004, began in 2005, as did another round of research commissioned in 2005 itself. The projects included:

- Food poverty in Northern Ireland (Northern Ireland Public Health Alliance, Chartered Institute of Environmental Health).
- Sentinel surveillance of *Campylobacter* in Ireland – (National Food Centre, Teagasc)
- Occurrence of *Salmonella* on pork on the island of Ireland and an assessment of the risk factors contributing to its transmission (National Food Centre, Teagasc)
- Extension to the collaborative General Practitioner research project on Acute Gastroenteritis in Ireland, North and South – Gastroenteritis symptoms in Ireland – a survey of General Practitioners – (Queens University Belfast, Royal College of General Practitioners and Irish College of General Practitioners)
- Temperature abuse in retail outlets – (Dublin Institute of Technology)
- Surveillance of dairy herds for emerging pathogens – (Veterinary Dept. Cork County Council)
- Investigation of the presence of anti-nutritional and toxic compounds in health foods (National Food Centre, Teagasc and Xenosense Ltd, Belfast)
- Profiling for abuse of anabolic agents in meat production (National Food Centre, Teagasc and Queens University Belfast)

### Research Networks

The Research Networks, to which co-ordinators had been appointed in March 2004, continued to develop their role throughout 2005 with inaugural meetings held in the fields of *Verocytotoxigenic Escherichia coli* (VTEC), and Cryptosporidium. The Foodborne Viruses Network meeting took place in late 2004 and these were followed early in 2005 by the first meetings of the Chemical Residues Network in Belfast and the Biotoxins Network in Kilkenny. By the beginning of March, all Network websites for the five areas had gone live. Interest and participation in the Networks continued to grow throughout the year and by December, membership of all the Networks had reached almost 300. The second round of annual meetings were held before the end of 2005 with the VTEC meeting at University of Ulster in November, followed by meetings of the Cryptosporidium Network and the Foodborne Viruses Network in December in Belfast. Speakers from the UK and Europe attended these meetings, an indication of the growing importance of the contribution being made to scientific co-operation and research by the Networks.

### Research Publications

Commissioned in 2003, the 'Systematic review of the effectiveness of Social Marketing Nutrition and Food Safety Intervention' carried out by University of Stirling/Oxford University on behalf of **safefood** was completed in 2005. The purpose of the review was to provide a scientific evidence base for informing and designing future communications policy. Although its primary interest is in food and in particular to nutrition communication, the report will be of interest to those in the wider field of health promotion.

A joint research project involving Teagasc and the University of Ulster, on food safety knowledge was completed and launched by **safefood** at The Irish Domestic and Catering Kitchen: Room for Improvement conference in August in Dublin. The project involving 200 restaurants throughout the island of Ireland examined practices and knowledge and conducted an audit of the restaurants. In summary, the study found that food handling practice in restaurants was good, while noting areas for improvement. The outcome of the report was a number of recommendations aimed at improving food safety knowledge and practice in restaurant kitchens.

A second report by the same researchers in relation to domestic settings was also launched at the conference. Involving over 1,000 householders, this study revealed that householders who claimed that they, or a member of their family had suffered food poisoning in the previous twelve months, had higher bacterial counts and incidence of pathogens in their refrigerators.

Mid-year also saw the publication of a report on a research project titled 'Assessing the Effectiveness of HACCP (Hazard Analysis Critical Control Points) Implementation and Maintenance in Food Production Plants'. In broad terms, the research indicated that a shortage of technical expertise was preventing food manufacturing plants on the island from achieving the highest standards in food safety policy. The findings of this report had originally been disseminated at a seminar in October 2004.

In October, the reports of two other **safefood** research projects were disseminated at a workshop in Dublin just prior to their publication. The first of these, 'Novel strategies for food risk communication' was led by University College Cork in collaboration with the University of Newcastle and involved an in-depth analysis of the consumer's understanding of scientific messages that relate to a variety of food risk issues and the barriers to effective communication. The project aimed specifically to address the needs of vulnerable social groups, such as low-income sectors of the population.

The second report, led by Queens University Belfast in collaboration with the Universities of Bath and Surrey, was entitled 'Young People and Food - Adolescents Dietary Beliefs and Understanding'. The main objective of this research was to assess the extent to which young people (aged 13-16) understand the range and nature of key food-related hazards, and to identify any significant gaps in their basic knowledge of these hazards. The barriers which hinder their understanding of food risk messages were also investigated.

The report of an all-island review of infectious intestinal diseases sponsored by **safefood**, 'Foodborne Infections and Gastrointestinal Diseases on the Island of Ireland' was also published during the year.

### Other Research Related Matters

Given the vital role of research in the work of **safefood**, the development of a research management tool as an internal IT initiative was launched on the **safefood** intranet in September in order to assist the administration and management of all research projects funded by **safefood**.

Also completed at the end of 2005 was 'The Research Portfolio 2000 – 2005' through which **safefood** shows all **safefood** funded research since the organisation started to deliver its mandate.

### SCIENTIFIC ADVISORY COMMITTEE

The twelfth and final meeting of the inaugural Scientific Advisory Committee (SAC) established in January 2002 was held in January 2005. Appointments were made by the Health Ministers in Northern Ireland and Republic of Ireland to a new SAC. The first meeting of the new committee, chaired by Professor Charles Daly, University College Cork, took place in October in Dublin. (Details of membership of the new committee are included in this report in Appendix 2). One of the issues considered by the new SAC at its first meeting was the direction for future research funding by **safefood** in the control of *Campylobacter* along the food chain. The SAC advised the Chief Executive Officer (CEO) that the most significant impact could be gained by targeting research on primary chicken production.

In terms of the work of the SAC, its scientific advisor was tasked with drawing up a work plan for the committee for its first 18 months in office. The committee considers a wide range of scientific issues and its membership is representative of the following disciplines: Public Health Epidemiology, Veterinary Science, Microbiology, Nutrition/Dietetics, Health Promotion, Environmental Health, Public understanding of Science and Communication, Biotechnology/Novel Foods, Industry/Food Technology, Food Safety Research and Catering Management.

## ACTIVITIES OVERVIEW

### Scientific and Technical

#### CONFERENCES AND SEMINARS

##### Hazard Analysis Critical Control Point Seminar: Successful HACCP – Lessons to Learn

Following on from the very successful workshop in Dublin in October 2004 to launch the research publication on HACCP implementation in industry and proactively address the findings of the report, a second seminar was held in Belfast in January 2005. The seminar was attended by over 60 delegates from a range of interested parties – industry professionals, enforcement agents, HACCP trainers and auditors who discussed the key issues identified by the report – training verification and validation.

##### Use of Illegal Hormone Growth Promoters

Linked to a **safefood** research project on abuse of anabolic agents in meat production, a workshop on the use of illegal hormone growth promoters was sponsored by **safefood** in Enniskillen. This was attended by representatives from government laboratories, veterinary staff, the Food Safety Authority of Ireland (FSAI), the Food Standards Agency Northern Ireland (FSANI) and members of An Garda Síochána and the Police Service of Northern Ireland. Experts from Europe, including top scientists from the field of hormone analysis also attended.

##### Chemical Residue Surveillance

In association with a **safefood** research project on surveillance of chemical residues in poultry, a seminar attended by over 70 participants took place in Dublin in April. Among those taking part were representatives from the poultry industry, grain mills, veterinary and feed inspectors.

##### Food Safety Behaviour in the Home

Two best-practice workshops on this **safefood** research project were held in May, at University College Dublin (UCD) and the College of Agriculture, Food and Rural Enterprise (CAFRE), Loughry Campus. The target audience for the workshops was key personnel in the agri-food industries. The Dublin event was opened by the junior Minister for State at the Department of Agriculture and Food while the Permanent Secretary at the Department of Agriculture and Rural Development (DARD) Northern Ireland opened the Loughry proceedings. Mrs Helga Odden Reksnes, Director of Communications from the Norwegian Veterinary Institute was the keynote speaker at both events.

##### *Campylobacter* Surveillance and Research in Ireland – The Way Ahead?

As an integral part of a **safefood** research project, an international *Campylobacter* Conference was hosted by **safefood** at UCD in June with approximately 100 delegates attending. The conference sought to examine the issues surrounding this pathogen on the island of Ireland and to assist in developing appropriate methodologies for the progression of **safefood** research with regard to this pathogen.

##### The Irish Domestic and Catering Kitchen: Room for Improvement Conference

Over fifty stakeholders attended a conference on this subject in August. As mentioned under the section 'Research Publications', the conference was the launching pad for the two completed **safefood** research projects on the subject of hygiene in kitchens and attracted considerable interest from both national and regional media.

##### Salt Awareness Conference

In collaboration with members of the all-island Food and Nutrition Forum, **safefood** held a conference in Dublin in October on the challenges presented by high levels of salt consumption. Among the 90 delegates who participated were key government stakeholders, health professionals, food industry representatives, as well as non-government agencies. The focus of the conference, sponsored by **safefood** with the FSAI and FSANI was on health aspects, current government initiatives, the food industry perspective and communications.

### Healthy Food for All Initiative

**safefood** is a partner in this initiative begun by the Combat Poverty Agency, the Society of St. Vincent de Paul and Crosscare, the aim of which is to establish a network of stakeholders both at policy and operational level, who wish to address inequalities in food and nutrition in the Republic of Ireland. As a contribution to the initiative, **safefood** held a discussion forum in Cork in September. Central to the discussions were presentations on **safefood** research projects closely related to the concept of healthy food for all, including a project on food poverty led by the Northern Ireland Public Health Alliance. One of the main objectives of the forum was to create synergy in the research work of **safefood**, to share knowledge, prevent duplication and encourage collaboration between similar projects.

### New Insights Seminar

During the course of research for the **safefood** project on 'Novel Strategies for Food Risk Communications' referred to in the section 'Research Publications', a second workshop was held in Belfast in February (an earlier workshop having taken place in Dublin in Autumn 2004). In October following completion of the two projects, **safefood** hosted a workshop in Dublin to disseminate the findings. The day-long event included presentations on the projects plus a facilitated panel discussion. The workshop was attended by 50 professionals from a broad spectrum of backgrounds including industry, dietetics, Health Service Executive and National Parents Council.

### All-Island Infectious Intestinal Diseases Conference

As 2005 drew to a close, planning was well advanced for a **safefood** sponsored conference to be held in January 2006. The aim of the conference was to develop an all-island network of professionals involved in the prevention and control of foodborne disease. The event was initiated by the all-island Infectious Intestinal Diseases Collaborative Forum comprising **safefood**, the Health Protection Surveillance Centre (HPSC) and the Communicable Disease Surveillance Centre (CDSC).

### **safefood's** Involvement in External Events/Organisations

Recognition of the contribution being made by **safefood** in the area of food safety continues to grow and is reflected in the increasing number of initiatives for **safefood** representation at a wide range of events. These included:

- Association of Teachers of Home Economics (ROI) spring meeting
- Citizenship and Science Exchange (CASE) conference in Lisnaskea
- The Director, Scientific and Technical gave a presentation on communicating food safety in the domestic setting, EU Risk Analysis Information Network (EU-RAIN) in Gothenburg, Sweden
- The Chief Executive attended a meeting of the Heads of European Food Agencies In London. The meeting focused on co-operation between the agencies, particularly on scientific issues
- **safefood** sponsored the Hygiene and Food Safety Awards at the Excellence Ireland Annual Gala Awards Ceremony in Dublin
- International Food Microbiology Conference held at Camden and Chorleywood Food Research Association
- Midleton Food Festival in Cork. An evaluation of various food safety methods was conducted with the aim of providing findings that will supply practical guidelines and advice for other food events
- **safefood** is represented on the Microbiological Safety of Food Funders Group (MSFFG), London
- National Children's Food Survey, in the Republic of Ireland, conducted by the Irish Universities Nutritional Alliances (IUNA) at Trinity and UCC
- The National Economic and Social Forum (NESF) engaged in a consultation on 'Early Childhood Care and Education', to which **safefood** provided a response. As a result, the Board was invited to send a representative to a plenary session of the NESF in June
- National Food Safety Week (NFSW) – a public relations and direct marketing campaign co-funded by **safefood** and the FSANI in support of NFSW's Hand Hygiene Initiative. The campaign was run in partnership with all 26 local councils in Northern Ireland, the Consumer Council and Northern Ireland Food & Drink Association

## ACTIVITIES OVERVIEW

### Scientific and Technical

- Nutrition and Health Foundation (NHF), founded under the auspices of the Irish Business and Employers Confederation (IBEC) in the Republic of Ireland. **safefood** is involved in two committees of the NHF: the Communications and Education Committee and the Scientific Advisory Committee
- **safefood** is represented on the Northern Ireland Regional Zoonoses Committee
- Royal Ulster Agricultural Society Balmoral Show – an interactive, ‘hands-on’ exhibition stand at the Balmoral show, focusing on the importance of handwashing in the agricultural setting. Jointly sponsored with FSANI
- Society for Risk Analysis European Conference in Como, Italy
- Swiss Society of Food Hygiene in Zurich, Switzerland
- Timebank – a community group including catering managers
- Westminster Diet and Health Forum in London

### Food and Nutrition Forum

Two further meetings of the convening group for the Food and Nutrition Forum took place early in the year, the inaugural meeting of the Forum itself was held in April 2005. The Forum has representation from the FSANI, FSAI, Health Promotion Agency (N.I.), Department of Health and Children (DOHC), Department of Health, Social Services and Public Safety (DHSSPS) and **safefood**. Its purpose is to act as a platform for collaboration on nutrition, facilitating the sharing of experiences across jurisdictions and between sectors. The Forum plans to hold another workshop/seminar in 2006.

### LABORATORY ACTIVITIES

- The Enteric Reference Service Laboratory economic appraisal was furnished to the DOHC and DHSSPS during the year. Feedback obtained is being further discussed with the relevant Departments.
- The second edition of the **safefood** Laboratory Services Directory was published in October. It contained contact details for many research organisations engaged in food safety research on the island.
- Under the Synergy programme, Waterford Public Health Laboratory undertook a three month survey for **safefood** to ‘Establish the presence of *listeria monocytogenes* in both specified food samples and faecal samples and to type all isolates for the purpose of comparing similarity between the strains isolated’. Dairy products included in the survey were butters, spreads and cheeses and the output of this project will also serve consumer information purposes. Three other short surveys involving chicken/chicken products, potato/potato products and allergens were planned for 2006.
- Five editions of the Lablink Newsletter were published in 2005. The newsletter is distributed to all publicly funded food safety laboratories, public health specialists, environmental health services and other governmental 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 of laboratory management workshops designed to enhance laboratory staff understanding of various managerial and supervisory practices continued in 2005 with another series of four regional, two-day workshops on people management held in Cork and Galway (April) and Belfast and Dublin (May). In total 62 staff participated. Two further two-day workshops for senior laboratory staff took place in Dublin in October. These workshops were on the subject of ‘Project Management’, while in November ‘Business/Service Planning’ was the topic of a workshop for Directors of Health Service Food Safety Laboratories.

- Workshops were also organised for other members of staff in laboratories. In April, 25 staff concerned with quality control took part in a two day workshop on internal audit. In November laboratory staff responsible for attaining accreditation for food microbiology methods attended a workshop on 'Method Validation in Food Microbiology'.

#### Reporting System for Rapid Access to Laboratory Results

Work continued on the development of this project in 2005. Eight laboratories on the island are involved, the aim being to establish an all-island food data and information repository. Two different IT projects are in progress in Northern Ireland and the Republic of Ireland, whereby similarly configured IT solutions called 'Laboratory Information Management Systems' (LIMS) are implemented in all Public Health and Public Analysts Laboratories on the island. The programme has been undertaken in collaboration with all the laboratories, the FSAI, the FSANI and District Council Environmental Health Officers in Northern Ireland.

#### All-island Directory of Nutritional Activities

Work on the project got underway in the early part of the year, the first phase concentrating on nutrition activities within the dietetics field. Before the end of 2005, this phase was completed and the database populated with appropriate data. A pilot version of the database was displayed at the annual general meetings of the Irish Nutrition and Dietetic Institute (INDI) and the British Dietetic Association, Northern Ireland branch. The database is now hosted on **safefood**'s website.

#### Educating for Health-Food Safety and Nutrition in Schools

This document was circulated to the Health Promotion Unit of the Department of Health (ROI) and the Health Promotion Agency (NI).

## Fostering and maintaining confidence in the food chain

22 Targeted, focused, stakeholders, consumers, producers, advertising, events, sponsorship, media relations.





# ACTIVITIES OVERVIEW

## Marketing and Communications

### THE MARKETING AND COMMUNICATIONS DIRECTORATE PROMOTES THE **safefood** MESSAGE ACROSS THE THREE CATEGORIES OF FOOD SAFETY, FOOD HYGIENE AND NUTRITION.

#### Advertising

Planning began on a salt awareness campaign to coincide with the release of the FSAI's industry report. The campaign, with the theme 'Already Salted', was launched in May with the message that the average diet contains too much salt. The target audience via radio and press advertising was initially the general consumer. The campaign was repeated in November.

Following salt awareness, the next campaign focussed on reducing dietary fat intake with initial attention concentrated on foods such as cakes, confectionery, biscuits and savoury foods, i.e. 'energy-dense, micronutrient-poor foods'. These are major contributors to total dietary fat and saturated fat intake on the island of Ireland. Children were the main target for the campaign titled 'Treats', but parents and those looking after children have a very significant role to play in bringing about the required dietary changes. The press and television advertising campaign ran in November, reinforced by a billboard poster and outdoor advertising campaign.

**safefood**'s Christmas campaign, 'Don't Wash Your Bird', aimed at preventing the spread of germs in the kitchen from washing poultry. The campaign made use of radio advertising, inserts in all national papers and consumer leaflets.

#### Direct Marketing

Direct Marketing in two areas was well advanced in 2005 for roll out in early 2006. The first programme is a continuation of the salt campaign, focusing on the 'taste buds'. Dissemination of the 'taste buds' message will primarily focus on the catering industry. The second programme will be a follow-up on the 'Treats' campaign and will be publicised through a new micro site, providing advice to parents on healthy lunches. The site will be promoted both online and offline through the use of banner advertising, email promotion, online competitions and field marketing activity in key shopping centres throughout the island.

### MARKET RESEARCH

#### Safetrak 4 and Safetrak 5

Two more tranches of consumer tracking research to independently assess the impact of consumer messaging were conducted during 2005.

Safetrak 4 findings showed clearly that **safefood** had become a highly respected and credible source of information for consumers regarding food safety standards and hygiene. Awareness of **safefood** advertising and its brand was at its highest level since the research began in 2003.

Safetrak 5 findings showed a drop in recognition and awareness of the **safefood** brand and messages. However, this directly correlated with a drop in intensity of advertising whilst planning for the next campaign and subsequent research revealed a reversal of this trend.

### CONSUMER FOCUSED REVIEWS

#### Chicken

In broad terms, the objective of the consumer focused reviews is to report on foods in the light of their impact on human health and consumer concerns. Chicken was the first in a series of foods to be reviewed. The review was undertaken by an internal steering group and an external group. The latter had representation from a wide range of stakeholders, including the CEO as Chairman. The report was completed by August and was well received and will inform consumer messaging. An executive summary has also been published and was made available to the consumer at the end of November. The main body of the report is available as a download through the **safefood** website.

The review found that when handled properly, chicken is a safe and nutritious food, but with the possible presence of bacteria such as *Campylobacter* on raw chicken, there is a need to store, handle and cook it with care.

#### Fish

Both fish and shellfish were originally to be subjects of the next consumer focused review, but after initial consideration it was decided that the review should cover fin fish only. Collection of data got underway before the end of the year. Plans for 2006 are to carry out two further reviews; the first on fruit and vegetables, the second on beef.

### Publications

- BSE – How Safe is Beef Today? - Leaflet
- **safefood** Annual Report (2003) with Financial Accounts
- Directory of Food Safety Laboratory Services – Electronic Version
- Environmental Health Officer Consumer Information - Leaflet
- ‘Hands of Doom’ Panto Primary School Education Pack - Reprint
- Salt - How Much Salt is Good for You? - Leaflet
- Salt Leaflet - What’s in a Pinch? - Leaflet
- Amarach Report on Tracking Research 2004
- All Island Directory of Nutrition Activities - Leaflet
- ‘How they Measure Up’ - Deciphering Food Labelling (NI version) - Education Pack
- Assessing the Effectiveness of HACCP Implementation and Maintenance in Food Production Plants on the island of Ireland - Report
- A study of Consumer Food Safety Knowledge, Microbiology and Refrigeration Temperatures in Domestic Kitchens on the Island of Ireland - Report
- Food Safety Knowledge, Microbiology and Refrigeration Temperatures in Restaurant Kitchens on the Island of Ireland - Report
- Safetrak 4 - Consumer Tracking Research
- Safetrak 5 - Consumer Tracking Research
- What You Need to Know about Healthy Lunchboxes - Leaflet
- Young People and Food - Adolescents’ Dietary Beliefs and Understandings - Report
- Novel Strategies for Food Risk Communication - Report
- RTE’s The Health Squad - a Guide to Health and Fitness - Booklet
- Research Networks - Leaflet
- New **safefood** Branding Guidelines - Booklet
- New **safefood** Housestyle Guidelines - Booklet
- A safe and healthy Christmas with **safefood** - Leaflet

### Press Releases

- New GP study highlights the burden of acute Gastroenteritis to general practice – 19 January
- Ballincollig girl scoops **safefood** award at Young Scientist Exhibition - 19 January
- **safefood** hosts seminar on illegal use of growth promoters – 9 March
- Wising up to the latest labels – launch of **safefood** schools food labelling education programme – 21 April
- **safefood** announcement of an all island forum to deliver harmonisation of food safety systems on the island of Ireland – EPIET – 12 April.
- Animals teach serious health lessons at Balmoral – 10 May
- **safefood** statement in relation to report from National Taskforce on Obesity – 16 May
- Eating at Home a Risky Business? – 17 May
- Advice not to be taken with a grain of salt – 25 May
- Handwashing matters – Home and Away – National Food Safety Week – 10 June
- **safefood** issues barbecue caution – 15 June
- Study reveals good level of food hygiene knowledge and practices in restaurants – 12 August
- **safefood** urges parents to cut down on lunch time ‘treats’ to help reverse increasing childhood obesity levels in Ireland – 7 September
- Wise up to the latest labels: **safefood** launches schools food labelling education programme – 21 September
- Businesses awarded for excellence in Hygiene & Food Safety – 14 October
- **safefood** advises consumers that outbreak of avian (bird) flu does not pose a safety risk – 17 October
- Leading scientist affirms link between salt intake and heart disease - 18 October
- Young people connecting healthy eating to dieting: new all island research reveals insights into adolescents understanding of healthy lifestyle – 27 October
- **safefood** tackles ‘treats’ to protect children’s health in the future – 21 November
- **safefood** delivers food safety messages to consumers for Christmas – 7 December

## ACTIVITIES OVERVIEW

### Marketing and Communications

#### EDUCATION INITIATIVES

##### **safefood** for Life

This education initiative aimed at providing post primary students with lifelong skills in food hygiene is being upgraded, with the original course material being transferred to CD to facilitate computer-based, interactive learning in the classroom.

The first meeting of the Northern Ireland **safefood** for Life working group took place in January. Discussions were held during the year with the Northern Ireland Council for Curriculum, Examinations and Assessments (NICCEA) and the Chartered Institute for Environmental Health (CIEH) about curriculum related issues and certificate and accreditation. CIEH agreed to certify the N.I. programme and examination for **safefood**, which will be completed online by students as part of Key Stage 4 Home Economics. A jointly branded certificate will be awarded on successful completion of the programme. A pilot scheme will commence in January 2006.

In the Republic of Ireland, promotional activity was carried out in ten schools, while press releases and photos were issued to regional papers. In 2005, 3,447 students from 100 schools completed the **safefood** for Life programme and achieved certification. Discussion got underway in the latter part of the year with the Environmental Health Officers Association (EHOA) about the redevelopment of the original programme onto CD and the development of a multiple choice online examination.

##### 'Hands of Doom' Pantomime

This drama kit aimed at educating primary school pupils about the importance of hand washing was launched by **safefood** in January 2004. A presentation took place in Blennerville National School, Tralee, in January 2005, to congratulate the winning school in the 'Hands of Doom' Drama Competition. By June, the kit had been distributed to 221 schools, including 129 in Northern Ireland.

##### Labelling Resource

The Labelling Resource was launched in the Republic of Ireland in April by way of a photocall and press release. By the end of June, 378 packs had been distributed to schools, while the content of a Northern Ireland version was being discussed with the FSANI and NICCEA. Development of a Nutrition Labelling Calculator to accompany the resource was also completed during the year and became available online to schools in November on the **safefood** website. Meanwhile, the Northern Ireland version was posted out via NICCEA to primary schools and a briefing session provided by **safefood** to Home Economics teachers at the NICCEA Home Economics Agreement trials in October.

##### Science and Technology in Action Project

The Science and Technology in Action Project was launched in early December in Dublin by Minister for State, Síle De Valera. The project is linked with the Department of Education and the Irish Science Teachers Association (ISTA).

**safefood** have funded a section of this project aimed at students from junior science upwards (15 plus). The message at the heart of the project is the **safefood** salt message – the effect of salt on our bodies. It is linked to the Leaving Certificate biology syllabus.

### Website

Website development continued during 2005, with the **safefood** website ([www.safefoodonline.com](http://www.safefoodonline.com)) recording over 40,000 unique visits for the year. 18 newsletters were produced in four editions – consumer, primary, post primary and lablinks and were sent to approximately 5,000 subscribers. Through a mutual arrangement with [pigsback.com](http://pigsback.com), a lifestyle website, a **safefood** feature appears in their bi-weekly grocery newsletter which is sent to over 115,000 subscribers.

**safefood** cross-directorate teams were also set up on nutrition, lablinks, Irish language, education, industry, public health and technical issues. The restructure of the education section was completed and went live in October, adding food safety, hygiene and nutrition resources to support teachers in the classroom. In November, the online nutrition and labelling calculator was added, allowing students to input details from food labels when comparing Guideline Daily Amounts (GDA). Approximately 100 new articles or content items were published to the website during 2005.

### Helpline

During the Christmas campaign (2004) over 1,800 calls were made to the helpline. In the course of the year (excluding Christmas 2005) there were a total of 4,318 calls to the helpline; 2,330 queries and 1,988 competition entries. The Christmas leaflet was mailed to a database of over 30,000 people who had previously indicated that they would be happy to receive further information from **safefood**.

## Meeting the demands of a public sector organisation

Managing, accounting, supporting, facilities management, human resources, compliance, policies.



# ACTIVITIES OVERVIEW

## Corporate Operations Directorate

**THE CORPORATE OPERATIONS DIRECTORATE ENSURES THAT ADEQUATE RESOURCES ARE IN PLACE TO DELIVER THE PROGRAMMES SET OUT AND THAT MAINSTREAMING EQUALITY IS PART OF THAT PROCESS.**

Following the organisational and structural review carried out by Ernst and Young, it was agreed that the Planning and Resources Directorate should be renamed the Corporate Operations Directorate.

### Organisational and Structural Review

Six firms were invited to tender to carry out an organisational and structural review at the request of the Chief Executive Officer (CEO).

Four tenders were received and three were invited to further interview, the contract being awarded as indicated above to Ernst and Young, their tender being the most economically and technically advantageous. The report was completed halfway through the year and the CEO presented the key findings to all staff and informed the joint Government sponsors. The main functional recommendations were the formalisation of the Senior Management Team into an Executive Board (including the addition of a Director of Health and Nutrition to the Board). The review also recommended that the laboratory liaison and administrative and governance elements of the research function be transferred to the renamed Corporate Operations Directorate from the Science and Technical Directorate.

### Human Resources

A number of posts became vacant during the year and were filled following advertisement and interviews. The posts included Communications Executive, Helpline Executive, Administrative Assistant in the Marketing and Communications Directorate, Personal Assistant to the CEO, and Administrative Assistant in Science and Technical. At a more senior level, the vacant post of Director of Marketing and Communications was filled in November following advertising and interviews.

### Laboratory Integration IT Report

Eight expressions of interest were received to deliver a Laboratory Information Management System (LIMS) in the Republic. A contractor was appointed and work was underway just before the end of the year, with an expected completion date of December 2006.

### Audit and Accounting

The Comptrollers and Auditors-General (North and South) (C and AG) staff completed their field work on the 2004 financial statements by April 2004. There were no audit points of contention and the statements were signed off by both in September.

The Internal Auditor completed a report on the Marketing and Communications Directorate which was discussed at an Audit Committee meeting in December. Earlier in the year the Committee had received training from the Institute of Public Administration (IPA).

### 2006 Business Plan

The 2006 Business Plan was approved by both sponsoring Departments and both Departments of Finance at €10,063,000 (GBP £6,943,470). Included in the foregoing is an allocation of capital funding (€663,000) for the Laboratory Information Management Systems (LIMS) project implementation.

### Meetings with Food Safety Bodies

During the course of the year the Chief Executive and other members of the Board of **safefood** met regularly with their counterparts in the FSAI, FSANI, the Health Service Executive and the Health Promotion Agency. In November the CEO attended a meeting of the heads of European Food Agencies in London. The Minister of State at the DOHC Mr. Sean Power TD met a delegation from **safefood** including the Chairman and CEO at Leinster House at the end of June.

### Pensions

The North/South Pension Scheme came into operation formally in April and was launched to staff in September.



## APPENDIX I

### *safefood* ADVISORY BOARD

#### **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
- Ms Carmel Foley

## APPENDIX II

### *safefood* SCIENTIFIC ADVISORY COMMITTEE

#### **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

# ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2005

36	– Foreword to the Accounts
38	– Statement of Responsibilities
38	– Statement on Internal Control
40	– Certificate and Report of the Comptrollers and Auditors General
42	– Income and Expenditure Account
43	– Balance Sheet
44	– Cash Flow Statement
45	– Notes to the Accounts
54	– Accounts Direction



# FOREWORD TO THE ACCOUNTS

## 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 C6operation (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 2005 were:

Mr. Bertie Kerr (Chairman)  
Prof. Charles Daly (Vice-Chairperson)  
Prof. Don Anderson  
Mr. Leslie Craig  
Ms. Carmel Foley  
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 42. The deficit for the period was €103,054 (£70,468).

#### **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 2005 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 & 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 2006 is €10,063,000 (£6,943,470).

## STATEMENT OF FOOD SAFETY PROMOTION BOARD'S RESPONSIBILITIES

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.

## STATEMENT ON INTERNAL CONTROL

### **1. SCOPE OF RESPONSIBILITY**

As Accountable Person, I have responsibility for maintaining a sound system of internal control that supports the achievement of the Food Safety Promotion Board's policies, aims and objectives, while safeguarding the public funds and Departmental assets for which I am personally responsible, in accordance with the responsibilities assigned to me in 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 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 2005 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 2005, 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 2005, 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 Marketing and Communications Directorate in December 2005. 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.
- The Advisory Board Audit Committee received training in their role and responsibilities.



**Martin Higgins**  
Chief Executive Officer  
6 October 2006



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

40 We have audited the accounts of the Food Safety Promotion Board for the year ended 31 December 2005 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 38 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**

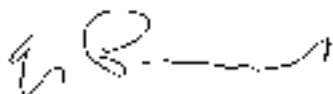
We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts, disclosures and regularity of financial transactions included in the accounts. It also includes an assessment of the 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 mis-statement, 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 Dail Eireann 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.

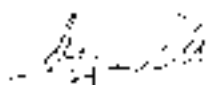
**OPINION****In our opinion:**

- 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 2005 and of its deficit 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.

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.



**John Purcell**  
Irish Comptroller and Auditor General  
Dublin Castle  
Dublin 2  
Ireland  
24 October 2006



**J.M. Dowdall**  
Comptroller and Auditor General  
for Northern Ireland  
106 University Street  
Belfast  
BT7 1EU  
24 October 2006

# INCOME and EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2005

	Notes	2005 €	2004 €	2005 GBP	2004 GBP
<b>INCOME</b>					
Revenue Grant from Departments	2	8,402,072	8,681,756	5,745,337	5,891,961
Capital Grant Release	9	327,980	350,778	224,273	238,059
		8,730,052	9,032,534	5,969,610	6,130,020
Other Income		2,719	0	1,859	0
<b>TOTAL INCOME</b>		8,732,771	9,032,534	5,971,469	6,130,020
<b>Expenditure</b>					
Staff Costs	3	1,901,508	1,467,973	1,300,251	996,254
Board Fees		79,185	78,762	54,147	53,453
Depreciation	6	327,980	350,778	224,273	238,059
Research Programme Expenditure	5	1,213,853	2,201,187	830,033	1,493,858
Food Safety Campaign	12	2,903,696	2,869,556	1,985,547	1,947,453
Other Operating Costs	4	2,409,603	2,174,354	1,647,686	1,475,647
<b>TOTAL EXPENDITURE</b>		8,835,825	9,142,610	6,041,937	6,204,724
<b>SURPLUS (DEFICIT) FOR THE YEAR</b>		(103,054)	(110,076)	(70,468)	(74,704)
Amount transferred to General Reserve	14	(103,054)	(110,076)	(70,468)	(74,704)

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  
6 October 2006

The notes on pages 45 to 53 form part of these accounts

## BALANCE SHEET AS AT 31 DECEMBER 2005

	Notes	2005 €	2004 €	2005 GBP	2004 GBP
<b>FIXED ASSETS</b>					
Tangible Assets	6	1,821,440	2,035,215	1,248,233	1,434,928
<b>CURRENT ASSETS</b>					
	7	343,351	520,971	235,298	367,310
<b>CURRENT LIABILITIES</b>					
Creditors – amount falling due within one year	8	(902,372)	(976,938)	(618,396)	(688,790)
<b>NET CURRENT LIABILITIES</b>					
		(559,021)	(455,967)	(383,098)	(321,480)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		1,262,419	1,579,248	865,135	1,113,448
<b>FINANCED BY:</b>					
<b>CAPITAL &amp; RESERVES</b>					
General Reserve	14	(559,021)	(455,967)	(383,098)	(321,480)
Capital Grant Reserve	9	1,821,440	2,035,215	1,248,233	1,434,928
		1,262,419	1,579,248	865,135	1,113,448



**Martin Higgins**  
Chief Executive Officer  
6 October 2006

The notes on pages 45 to 53 form part of these accounts

# CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2005

	Notes	2005 €	2004 €	2005 GBP	2004 GBP
<b>NET CASH INFLOW/(OUTFLOW)</b>					
from operating activities	10	(182,620)	169,262	(134,691)	119,416
<b>CAPITAL EXPENDITURE &amp; FINANCIAL INVESTMENT</b>					
Payments to acquire tangible fixed assets	6	(967,857)	(159,309)	(661,820)	(108,117)
<b>NET CASH INFLOW/(OUTFLOW) BEFORE FINANCING</b>		(1,150,477)	9,953	(796,511)	11,299
<b>FINANCING</b>					
Capital Funding Received		967,857	159,309	661,820	108,117
<b>INCREASE/(DECREASE) IN CASH/BANK BALANCES</b>	11	(182,620)	169,262	(134,691)	119,416



**Martin Higgins**  
Chief Executive Officer  
6 October 2006

The notes on pages 45 to 53 form part of these accounts

# NOTES TO THE ACCOUNTS

## 1. ACCOUNTING POLICIES

### 1.1 Accounting Convention

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

Without limiting the information given, the Financial Statements are prepared on an accrual basis and comply with the accounting and disclosure requirements of the Companies (Northern Ireland) Order 1986, the Republic of Ireland Companies Acts 1963 to 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, and 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.

# NOTES TO THE ACCOUNTS

## 1.5 Pension Costs

During the year all staff employed by the Body were on contract to the Body or seconded from other Public Sector organisations.

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

The Northern Ireland element of the costs (ASICs) 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 2005 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.

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

## NOTES TO THE ACCOUNTS

### 2. GRANTS FROM THE DEPARTMENTS

#### 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
		<u>6,440,000</u>	<u>4,403,672</u>	<u>2,929,929</u>	<u>2,003,485</u>	<u>9,369,929</u>	<u>6,407,157</u>

#### Financial Period 1st January, 2004 to 31st December, 2004

	Notes	DOHC €	DOHC GBP	DHSSPS €	DHSSPS GBP	TOTAL €	TOTAL GBP
Revenue Grant		5,987,137	4,063,231	2,694,619	1,828,730	8,681,756	5,891,961
Capital Reserve	9	109,863	74,560	49,446	33,557	159,309	108,117
		<u>6,097,000</u>	<u>4,137,791</u>	<u>2,744,065</u>	<u>1,862,287</u>	<u>8,841,065</u>	<u>6,000,078</u>

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% (2004 69%), and DHSSPS 31% (2004 31%). The 2005 revenue grant includes notional income from DHSSPS of €175,294 (GBP119,866) in respect of Northern Ireland contributions to pension costs (ASICs) (Note 1.5)

### 3. STAFF COSTS

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

	2005	2004
CEO	1	1
Scientific & Technical	14	13
Planning & Resources	10	10
Marketing & Communications	10	10
Total	<u>35</u>	<u>34</u>

#### b. The costs incurred in respect of these employees were:

	2005 €	2004 €	2005 GBP	2004 GBP
Salary Costs	1,585,556	1,354,462	1,084,203	919,219
Employer PRSI	132,159	113,511	90,370	77,035
Pension Costs:				
Secondees	8,499		5,812	
Current Year ALSCs	58,255		39,835	
Prior Year ASICs	117,039		80,031	
	<u>1,901,508</u>	<u>1,467,973</u>	<u>1,300,251</u>	<u>996,254</u>



## NOTES TO THE ACCOUNTS

- 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:

	2005	2004
€40,001 – 50,000	5	5
€50,001 – 60,000	5	1
€60,001 – 70,000	2	2
€70,001 – 80,000	1	0
€80,001 – 90,000	0	2
€90,001 – 100,000	2	0

- d. Emoluments of the CEO including pension contributions are:

2005	2004	2005	2004
€'000	€'000	GBP'000	GBP'000
108	112	74	76

- e. Number of Advisory Board members at the end of the year whose emoluments fell within the following bands are:

	2005	2004
€5,001 – 10,000	11	11
€10,001 – 15,000	1	1

All Advisory Board Members have fixed term contracts of 3 years.

- f. Emoluments of the Chairman of Advisory Board:

2005	2004	2005	2004
€'000	€'000	GBP'000	GBP'000
10	10	6	6

## NOTES TO THE ACCOUNTS

### 4. OTHER OPERATING COSTS

	<b>2005</b>	<b>2004</b>	<b>2005</b>	<b>2004</b>
	<b>€</b>	<b>€</b>	<b>GBP</b>	<b>GBP</b>
Rent & Electricity	683,611	537,340	467,453	364,671
Consultancy Fees	67,206	11,449	45,956	7,770
Printing	36,654	3,723	25,064	2,527
Travel & Subsistence	329,731	329,704	225,470	223,757
Market Research	105,644	157,492	72,240	106,883
Computer Support	23,194	22,453	15,860	15,238
Telephone	114,474	96,933	78,277	65,785
Postage & Stationery	62,111	76,834	42,471	52,144
Meeting Costs	22,260	30,591	15,221	20,761
Office Expenses	158,457	129,665	108,353	87,998
Recruitment Expenses	46,896	65,000	32,068	44,113
Conference	13,527	89,613	9,250	60,817
Training	112,854	54,446	77,169	36,950
Insurance	42,596	59,095	29,127	40,105
Subscriptions	21,886	16,394	14,965	11,126
Auditors' Remuneration	8,300	18,700	5,676	12,691
Legal & Professional Fees	119,733	55,971	81,874	37,985
Courses Delivered	65,990	34,580	45,124	23,468
Cleaning & Catering	45,710	41,643	31,256	28,262
Reports & Literature	277,133	293,561	189,503	199,228
Maintenance & Repairs	50,088	47,404	34,250	32,171
Bank Charges	1,548	1,763	1,059	1,197
	<b>2,409,603</b>	<b>2,174,354</b>	<b>1,647,686</b>	<b>1,475,647</b>

## NOTES TO THE ACCOUNTS

### 5. RESEARCH CONTRACTS COMMITMENTS

No new research contract financing was approved in 2005. During the year €1,213,853 (GBP830,033) has been included in the Income and Expenditure Account. The total commitments as at 31st December 2005 are €2,049,250 (GBP1,404,351) and are detailed as follows.

	€
Commitments as at 1st January 2005	3,263,103
Research Contracts awarded 2005	0
	<hr/>
Research Contracts 2000 charged to I & E account	44,441
Research Contracts 2001 charged to I & E account	129,323
Research Contracts 2002 charged to I & E account	71,586
Research Contracts 2003 charged to I & E account	630,628
Research Contracts 2004 charged to I & E account	337,875
	<hr/>
Commitments as at 31st December 2005	2,049,250
This is due for possible payment as follows	
Amounts due within one year	883,000
Amounts due after one year	1,166,250
	<hr/>
	2,049,250

## NOTES TO THE ACCOUNTS

### 6. FIXED ASSETS

	Office Equipment	Property & Fitout Cost	Fixtures & Fittings	Computer Equipment	LIMS Capital Project	Total
Cost or Valuation	€	€	€	€	€	€
At 1st January 2005	433,181	1,815,910	172,347	922,074	0	3,343,512
Additions	889	0	11,365	101,951	853,652	967,857
Disposals Note 13	0	0	0	0	(853,652)	(853,652)
At 31st December 2005	434,070	1,815,910	183,712	1,024,025	0	3,457,717
<b>Depreciation</b>						
At 1st January 2005	260,448	248,976	64,127	734,746	0	1,308,297
Provision for the year	65,111	70,916	18,371	173,582	0	327,980
At 31st December 2005	325,559	319,892	82,498	908,328	0	1,636,277
<b>NBV at 31st December 2005</b>	108,511	1,496,018	101,214	115,697	0	1,821,440
<b>NBV at 31st December 2004</b>	172,733	1,566,934	108,220	187,328	0	2,035,215
	<b>GBP</b>	<b>GBP</b>	<b>GBP</b>	<b>GBP</b>	<b>GBP</b>	<b>GBP</b>
<b>NBV at 31st December 2005</b>	74,363	1,025,221	69,362	79,287	0	1,248,233
<b>NBV at 31st December 2004</b>	121,785	1,104,767	76,300	132,076	0	1,434,928

### 7. CURRENT ASSETS

	2005 €	2004 €	2005 GBP	2004 GBP
Debtors (amounts falling due within one year)	8,975	1,635	6,150	1,152
Prepayments	33,880	36,220	23,218	25,537
Cash in Bank	300,496	483,116	205,930	340,621
	343,351	520,971	235,298	367,310

### 8. CREDITORS (AMOUNTS FALLING DUE WITHIN ONE YEAR)

	2005 €	2004 €	2005 GBP	2004 GBP
Creditors & Accruals	881,692	751,250	604,224	529,669
Research Contracts	20,680	225,688	14,172	159,121
	902,372	976,938	618,396	688,790

# NOTES TO THE ACCOUNTS

## 9. CAPITAL GRANT RESERVE

	2005	2004	2005	2004
	€	€	GBP	GBP
Opening Balance	2,035,215	2,226,684	1,434,928	1,569,367
Capital Funding Receivable	967,857	159,309	661,821	108,117
Less amount released to I&E A/c	(327,980)	(350,778)	(224,273)	(238,059)
Disposal – LIMS Projects	(853,652)		(583,727)	
Currency Translation Adjustment			(40,516)	(4,497)
Balance at 31 December	1,821,440	2,035,215	1,248,233	1,434,928

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

	2005	2004	2005	2004
	€	€	GBP	GBP
Surplus/(Deficit) for the period	(103,054)	(110,076)	(70,468)	(74,704)
Transfer from Capital Grant Reserve	(327,980)	(350,778)	(224,273)	(238,059)
Depreciation Charges	327,980	350,778	224,273	238,059
(Increase)/Decrease in Debtors	(5,000)	(37,121)	(2,679)	(26,172)
Increase/(Decrease) in Creditors	(74,566)	316,459	(70,394)	223,284
Currency Translation Adjustment			8850	(2,992)
	(182,620)	169,262	(134,691)	119,416

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 01.01.05	Cashflow	At 31.12.05
Euro Account	417,072	(242,425)	174,647
Sterling Account	75,386	55,640	131,026
Deposit Account	0	821	821
Petty Cash	517	(231)	286
Credit Cards	(9,859)	3,575	(6,284)
Total	483,116	(182,620)	300,496

## NOTES TO THE ACCOUNTS

### 12. Food Safety Campaigns

	2005	2004	2005	2004
	€	€	GBP	GBP
Television and Radio	1,391,662	1,496,897	951,618	1,015,884
Print Media	842,726	719,675	576,256	488,415
Educational Marketing	235,756	243,116	161,210	164,993
Exhibitions and Conferences	40,759	89,812	27,871	60,952
Other	392,793	320,056	268,592	217,209
	<u>2,903,696</u>	<u>2,869,556</u>	<u>1,985,547</u>	<u>1,947,453</u>

Campaigns in 2005 were directed primarily at the promotion of food safety and hygiene (hand washing and kitchen routines) and on dietary habits (salt reduction and reducing dietary fat).

### 13. Laboratory Information Management System (LIMS)

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

In 2005 costs of €853,652 (GBP583,727) 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.

### 14. General Reserve

	2005	2004	2005	2004
	€	€	GBP	GBP
Opening Balance	(455,967)	(345,891)	(321,480)	(243,784)
Surplus/(Deficit)	(103,054)	(110,076)	(70,468)	(74,704)
Currency Translation Adjustment (Note 10)			8,850	(2,992)
Balance at 31 December	<u>(559,021)</u>	<u>(455,967)</u>	<u>(383,098)</u>	<u>(321,480)</u>

### 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 2005. However the Board has planned capital expenditure in 2006 in relation to the LIMS project of €1,063,000 (GBP733,470).

# ACCOUNTS DIRECTION

## FOOD SAFETY PROMOTION BOARD

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

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

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

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

Signed by the Authority of the



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



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







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