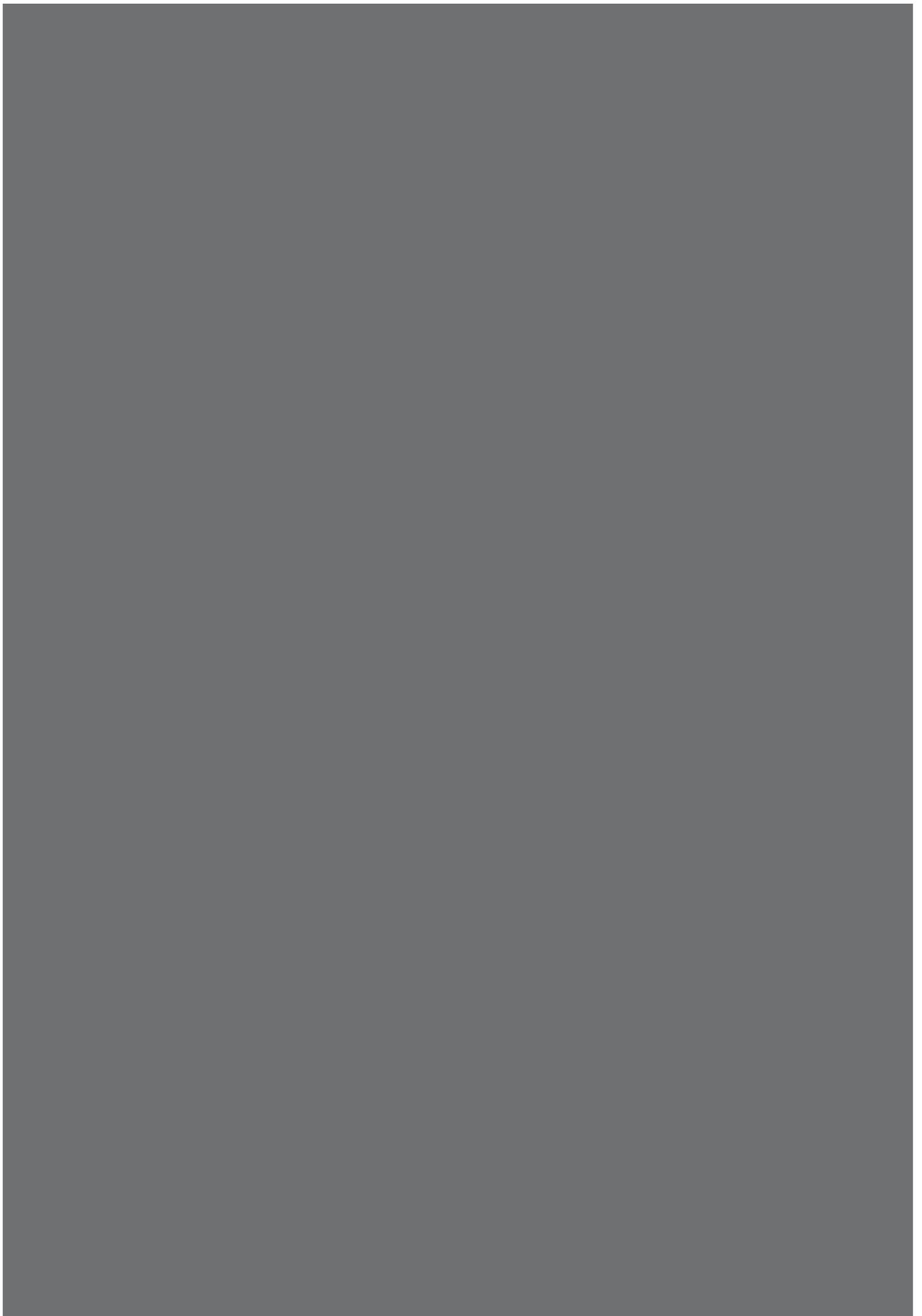




ANNUAL REPORT 2004



INCORPORATING FINANCIAL STATEMENTS FOR 2004



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MISSION STATEMENT

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CHIEF EXECUTIVE'S STATEMENT

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DECEMBER 2ND 2004 SAW **safefood** REACH ITS FIFTH ANNIVERSARY AND, BY THE CLOSE OF THAT YEAR, WE HAD MAINTAINED OUR VERY STRONG POSITION AS WE CONTINUED OUR MISSION OF PRESERVING AND IMPROVING STANDARDS OF PUBLIC HEALTH ON THE ISLAND OF IRELAND.

This was made possible through the hard work and dedication of our three Directorates — Scientific and Technical, Marketing and Communications and Planning and Resources.

Research was again a core activity for our Scientific and Technical Directorate. During the year we commissioned a research policy document which clearly set out our objectives in this vital area.

Following the awarding of nine important research projects at the end of the previous year, we made a further research call in August 2004. As an additional strengthening of the research effort we also appointed five research network co-ordinators in March. Research publications, the awarding of the 2004 postgraduate fellowship scheme, and the further extension of our research database were other important developments in this area.

The Scientific Advisory Committee, whose term of office expired in January 2005, met four times during 2004 with the final meeting taking place on 2nd December. The guidance and expertise of this committee were crucial elements in the exceptional progress that was made during the year.

The promotion of food to children was a subject that occupied much of our time in the past year. In January we were represented at a public debate in London at which this topic was discussed. The following month we submitted a response in respect of Phase 2 of the Children's Advertising Code to the Broadcasting Commission of Ireland (BCI). Subsequently we held a public forum to highlight the content of our submission. The meeting was addressed by a number of prominent speakers and those participating were encouraged to submit their views on the code to the BCI during the subsequent consultative period.

A number of high-profile workshops and conferences were organised by the Scientific and Technical Directorate during 2004, including meetings of the Food and Nutrition Forum, a conference on Zoonosis, along with workshops on shellfish processing and red meat analysis.

Laboratory activities were again central to the work of this directorate. The report on the Strategic Review of Laboratories was presented to the Department of Health and Children in July. The publication of the Food Safety Laboratory Services Directory online was another development, with a second edition currently in development.



Communications were further enhanced through the great success of the Lablinks Laboratory Newsletter, issued in print and electronic formats, which made laboratories more aware of activities within their own service and throughout the island of Ireland. The Laboratory Synergy Programme, formerly the Laboratory Collaborative Action Programme, reached further milestones during the year, while the Training and Mobility Programme issued its fourth call in 2004. At the same time an internal cross-Directorate team involving the Science and Technical Directorate and the Planning and Resources Directorate was set up to develop rapid food data reporting systems in both Northern Ireland and the Republic.

The Marketing and Communications Directorate conducted an ambitious programme of events throughout 2004. In March it was reported that a strong 20% of the Republic's population clearly associated **safefood** with food safety, with the percentage increasing steadily in Northern Ireland. Research also indicated a very high recall level for our core advertising messages, such as the correct treatment of leftovers and the importance of hand-washing. A direct marketing campaign piloted at the Young Scientists Exhibition in Dublin proved very encouraging and the success of the kitchen hygiene campaign to find the 'Dirtiest Student Kitchen in Ireland' exceeded expectations.

Domestic fridge temperatures were the topic of another concentrated campaign which commenced in March. The purpose of this was to address the serious lack of knowledge on the part of consumers in relation to an issue which may be the source of much unnecessary illness if proper procedures are not followed. A large number of special fridge thermometers were later distributed throughout the island of Ireland in response to queries from the public.

Educational initiatives were spearheaded by the award-winning 'Hands of Doom' pantomime promotion aimed at primary school children. Following the Excellence Ireland Conference the Hygiene Awards were presented, and Dublin's Wheatfield Prison won the Overall Hygiene & Food Safety Award. Another initiative which achieved widespread publicity was the Suzy Moo pet farms promotion, a children's educational food safety campaign, which was launched at Dublin Zoo and Ark Farm, Newtownards in Northern Ireland. A number of important publications were

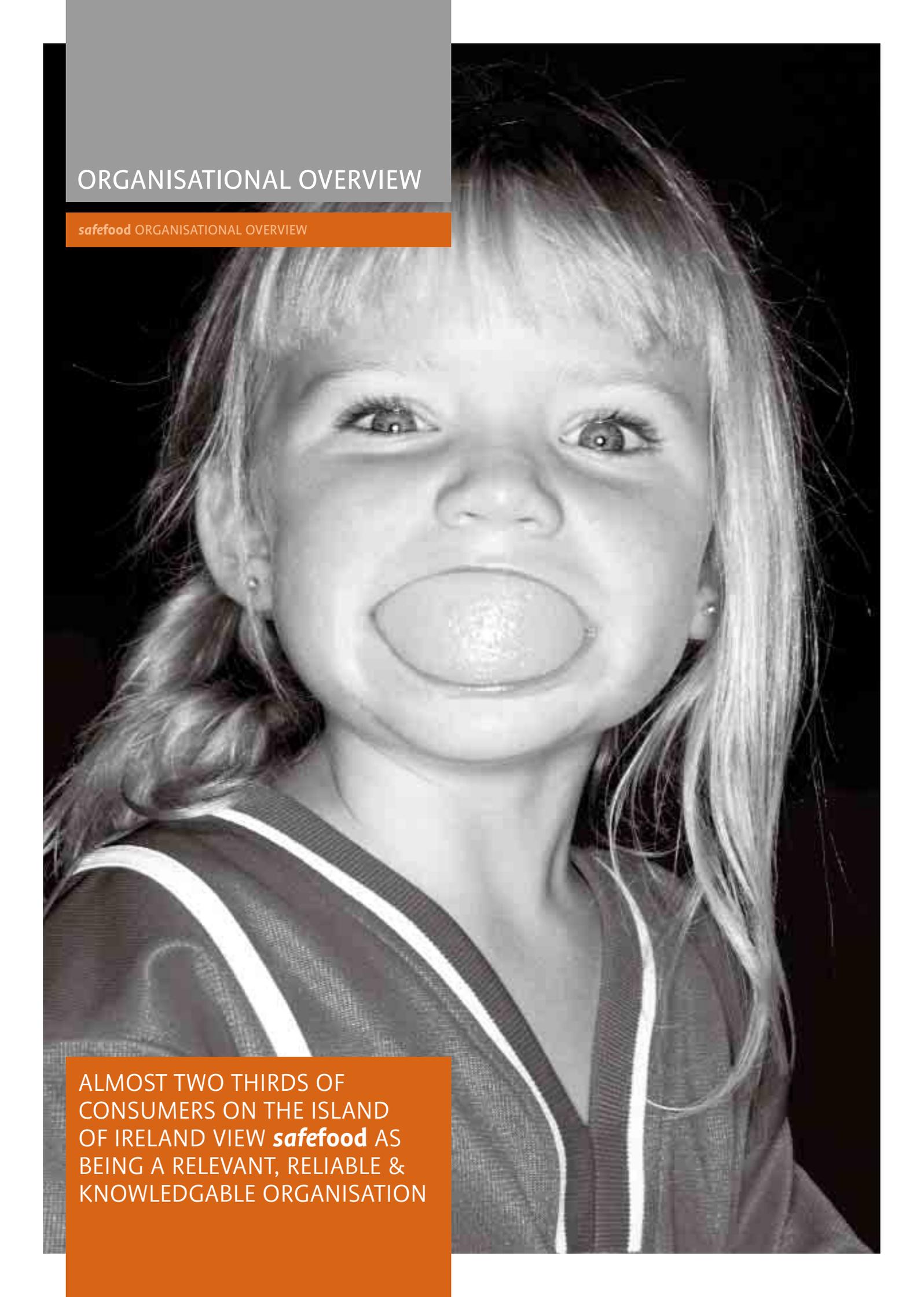
also produced during the year, while the scope of the website was greatly extended.

The Planning and Resources Directorate had a busy year in terms of its remit. A number of key appointments - including Chief Specialists in Public Health, Microbiology and Chemistry/Toxicology - were made over the twelve months, with all positions filled by year-end.

safefood also put in place an audit committee, which met during December, to oversee internal controls. Work was undertaken on the formulation of a new Corporate Plan to cover the period 2005 to 2007. The thrust of this comprehensive plan was to develop a complementary role for **safefood** that was focused on measurable outcomes. A structural review was also commenced, reflecting the success and continued strength of **safefood** as the organisation reached its fifth anniversary in December 2004.

On behalf of the members of our Advisory Board and my colleagues I would like to thank all those who helped to make 2004 such a pivotal year in the growth and development of an organisation which continues to work to serve the needs of the entire population of the island of Ireland.

Martin Higgins
Chief Executive



ORGANISATIONAL OVERVIEW

safefood ORGANISATIONAL OVERVIEW

ALMOST TWO THIRDS OF CONSUMERS ON THE ISLAND OF IRELAND VIEW **safefood** AS BEING A RELEVANT, RELIABLE & KNOWLEDGABLE ORGANISATION

safefood is one of the six all-island implementation bodies set up under the Belfast Agreement with a general remit to promote awareness and knowledge of food safety issues and promote scientific co-operation and linkages between laboratories.

There are three distinct and complimentary directorates within **safefood** — Scientific and Technical, Marketing and Communications and Planning and Resources. This triad structure ensures that **safefood** is adequately resourced and the necessary supports are in place to develop and implement the programmes that support its remit and the realisation of its mission.

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 professional and technical levels. The Directorate undertakes risk assessments and manages the research function, surveillance of foodborne disease, the promotion of scientific co-operation and linkages between laboratories and specialised laboratory services.

Food Safety Research

Through comprehensive research **safefood** promotes high quality multidisciplinary science of acknowledged international status. This research informs much of the Board's work, providing the objective scientific evidence which underpins **safefood's** work and messages. The food safety research specifically addresses gaps in scientific knowledge and helps in anticipating emerging problems. The Board's role is to identify priorities for research, and to commission and fund this research as well as establishing a database of research activities 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 that research funding was effectively applied was the development of a competitive funding programme with international evaluation. A number of projects were commissioned by year-end.

Communication of Food Alerts

Rapid dissemination of accurate information is key to the management of food alerts. Responses to emergencies require action most often by a variety of enforcement agencies, local health authorities, government departments and industry as well as the public. **safefood** has the responsibility to ensure prompt and accurate dissemination of food alerts. The Board encourages rapid and reasonable disclosure of food problems and is working with enforcement agencies, Health Boards and industry to develop a co-ordinated approach to product recall and emergency response and communications. **safefood** is liaising 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 range of communicable diseases, however, the systems differ and a move towards integration would assist greater harmonization. **safefood** co-operates with these agencies and accesses and analyses the relevant data held by them. The Board acts as a forum for the exchange of information between relevant interests and publishes all-island data. **safefood** is well placed to promote intersectoral collaboration and co-ordination and one of the key objectives is to link pathogens found in humans, 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. Linkages to laboratories and scientific co-operation provide 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 is developing a strategy covering matters such as rapid reporting, network development and appropriate IT solutions. **safefood** acts as a forum for sharing knowledge and experience on testing and surveillance methods.

Specialised Laboratory Services

Part of the Board's role is to develop and implement a strategy for delivery of specialised laboratory services. Based on a cost-effectiveness study of a range of available options, it has made recommendations to the North South Ministerial Council on a specialised reference service for foodborne infectious organisms for the island of Ireland.

Scientific Risk Assessment

safefood provides independent scientific advice on the safety and hygiene of the food on the island of Ireland. To assist the Board to undertake this work, a Scientific Advisory Committee (SAC) (Appendix (ii)) of eighteen experts was formally established in January 2002. This Committee has a specifically assigned scientific advisor to assist it with its work. The Committee is representative of the key disciplines involved in food safety and nutrition and includes, among others, senior technical personnel from the Food Safety Authority of Ireland and the Food Standards Agency, Northern Ireland. Having met four times in 2004, the SAC provided expert advice to the board on current and emerging issues.

MARKETING AND COMMUNICATIONS DIRECTORATE

Through its communications programme, **safefood** ensures that the public are fully informed of its messages in the three target areas of food hygiene, food safety and the nutritional aspects of various foods. **safefood's** communications interact at a number of levels with the consumer through the media, stakeholders, the education system, events, sponsorship and endorsement. Through its communications strategy, it drives targeted public awareness information campaigns to promote food safety among consumers. In addition to its role as a channel to the consumer, **safefood** sees that co-operation beyond compliance is essential to engendering food safety. This is particularly important given the length of the modern food chain, where primary producers are often far removed from the end user.

safefood is working to effectively improve public health through changes in consumer behaviour. It can only be accomplished by first raising awareness and then by changing attitudes. This requires a clearly-focused communications strategy, based on the differing needs of the population subsets.

safefood has adopted a multi-level communications approach to disseminating food safety and nutritional information, based on solid scientific data.

PLANNING AND RESOURCES DIRECTORATE

To meet the demands of a modern public sector organisation, **safefood's** Planning and Resources Directorate aims to operate effectively and processes are put in place to:

- manage and account for the finances entrusted to the organisation
- support the advisory board
- comply with legal requirements and responsibilities
- provide and manage facilities to support service delivery
- formulate human resources policies and procedures

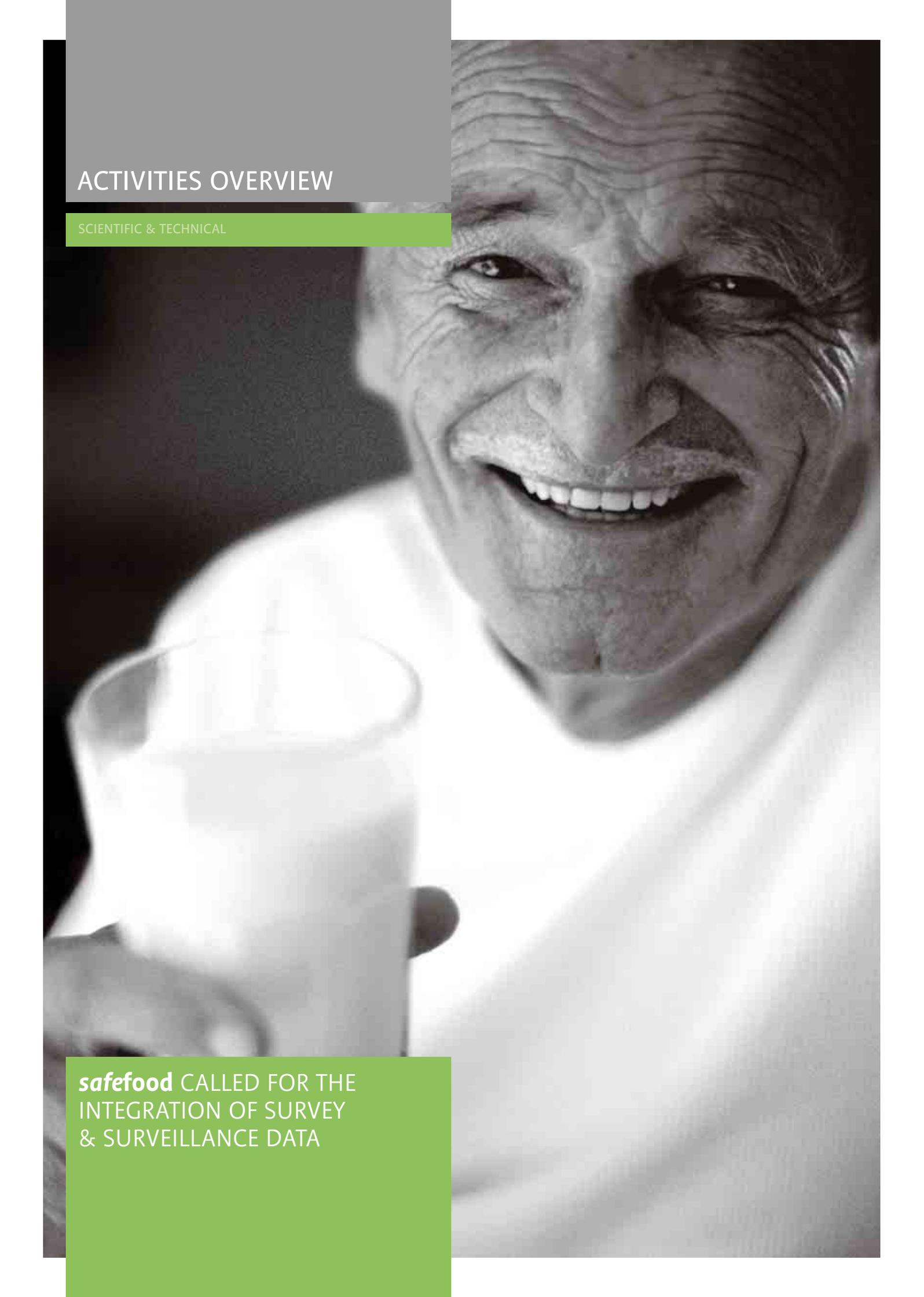
The role of the Directorate includes managing the financial resources granted by the Exchequer and Treasury. This requires developing operating policies and procedures for ordering and paying for goods and services, paying payroll, for budgetary management and control, cost accounting and reporting, banking and treasury management, and recording and valuing of assets. **safefood** operates in an environment of dual reporting and accountability.

Delivery of **safefood's** human resources requires formulating and operating policies and procedures that ensure legislative obligations are complied with, that staff are consulted 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 business needs of the organisation, including internal management control and integration with external systems. **safefood's** responsibilities relating to promoting harmonization in the development of IT systems for surveillance, establishing and maintaining a database for research programmes and electronic linking of laboratories, requires particularly robust software and strong management of network and 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 and recruitment of 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 Planning and Resources Directorate also has a general remit to ensure issues of equality, promoting good relations, and targeting social needs, are maintained in all of **safefood's** activities.



ACTIVITIES OVERVIEW

SCIENTIFIC & TECHNICAL

safefood CALLED FOR THE
INTEGRATION OF SURVEY
& SURVEILLANCE DATA

RESEARCH ACTIVITIES

During 2004, the nine research projects that were awarded in December 2003 got underway while a further research call was made in August. The projects that commenced in 2004 included:

- All-island learning from the 'Decent Food for All' programme (Institute of Public Health in Ireland)
- Dietary patterns, food intakes, attitudes and their determinants among low socio-economic background adults and children and in-depth quantitative and qualitative analyses (Dublin Institute of Technology, University of Ulster, Trinity College Dublin)
- Standard of healthy living on the island of Ireland (National University of Ireland, Galway, University College Cork, University of Ulster)
- Epidemiological assessment of *Mycobacterium avium* subsp. *paratuberculosis* (MAP) in target herds (Cork County Council, Queen's University Belfast, University College Dublin, Department of Agriculture and Food)
- Epidemiology and molecular analysis of Norovirus outbreaks in Ireland (Mater Hospital, National Disease Surveillance Centre, Eastern Regional Health Authority, National Virus Reference Laboratory, University College Dublin, Communicable Disease Surveillance Centre, Regional Virus Reference Laboratory, Belfast)
- Development of risk assessment model for *Salmonella* in shell eggs and processed eggs in Ireland (Queen's University Belfast, University College Dublin, University of Strathclyde)
- Persistence and dissemination of *Salmonella* and *Campylobacter* in domestic kitchen environments (University of Ulster)
- A systematic review of the effectiveness of social marketing models in communicating nutrition and food safety messages (University of Strathclyde, Oxford University)
- Economic Impact of Gastroenteritis (London School of Hygiene and Tropical Medicine, Trinity College Dublin)

Following consultation with a wide range of stakeholders a number of food safety information gaps were identified and it was agreed to undertake a further research call in August 2004. The areas for which gaps were identified included *Campylobacter*, *Listeria*, basket survey methodologies, food poverty, anabolic agents in meat, anti-nutritional and toxic compounds in 'health foods' and *Salmonella* in pork. After external evaluation by experts from the U.K. and Ireland the following projects were awarded in December 2004:

- Sentinel surveillance of *Campylobacter* in Ireland (National Food Centre, University College Dublin, Health Service Executive)
- Profiling for abuse of anabolic agents in meat production (Queen's University Belfast, National Food Centre)
- Occurrence of *Salmonella* on pork on the island of Ireland and an assessment of the risk factors contributing to its transmission (National Food Centre, University College Dublin, Queen's University Belfast, University of Ulster)
- 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 (Irish College of General Practitioners, Royal College of General Practitioners)
- Temperature abuse in retail outlets (Dublin Institute of Technology)
- Surveillance of dairy herds for emerging pathogens – *Salmonella*, *Campylobacter*, *Listeria*, *Enterobacteriaceae*, *Staphylococcus aureus* and *Mycobacterium avium subsp. paratuberculosis* (MAP) (Cork County Council)
- Establishment of an all-island directory of nutrition activities (Irish Nutrition and Dietetic Institute)

Research Networks

Five Research Network co-ordinators from the research community were appointed in March 2004. These networks were in the areas of Biotoxins, *Cryptosporidium*, Foodborne Viruses, *Verocytotoxigenic Escherichia coli* (VTEC) and Chemical Residues.

The purpose of these Research Networks is to develop relationships between researchers on the island of Ireland working on common themes; to raise awareness of on-going research and surveillance activities; to enhance knowledge of research expertise, techniques and equipment available at institutions throughout the island; to provide opportunities for sharing and dissemination of research findings; and to

encourage a more integrated and co-ordinated approach to food safety research.

By October 2004, the five Research Networks had a membership of 174. Members of each Research Network gained access to a dedicated website, receiving regular e-newsletters, and were invited to participate in an annual research forum.

The inaugural research forum for the VTEC Research Network took place at the National Food Centre in Dublin during October. Invited presentations were given by Dr. Geraldine Willshaw, Health Protection Agency, Colindale, London who reviewed the current global VTEC situation and Dr. Norval Strachen, University of Aberdeen who reviewed the role of Quantitative Risk Assessment in assessing and controlling public health risk of VTEC posed by recreational exposure.

A joint inaugural meeting of the *Cryptosporidium* and Foodborne Viruses Research Networks took place in December. Dr. Vince McDonald of the Queen Mary Medical School, London gave the keynote address on the immunology of *Cryptosporidium parvum* infection. Technical updates on norovirus and foodborne viruses were given by a number of key researchers on the island.

Research Publications

In the Spring of 2004 two important research publications, funded and commissioned by **safefood**, were launched.

The first, 'Foodborne Infections and Gastrointestinal Diseases on the Island of Ireland in 2002' was prepared by the **safefood** European Programme for Intervention Epidemiology Training fellow Dr. Costis Danis. This commissioned research involved the collation and analysis of data from 2002 on the incidence of foodborne infections and gastrointestinal disease in both the Republic of Ireland and Northern Ireland.

The second report launched in Spring was 'Acute Gastroenteritis in Ireland, North and South: A Survey of General Practitioners'. This **safefood** research project was carried out in order to better understand acute gastroenteritis in the context of general practice. It consisted of a survey of general practitioners and their management of acute gastroenteritis and was the result of the collaboration of general practice, surveillance, public health, food safety

and academic public health organisations on the island of Ireland.

Postgraduate Fellowship Scheme

safefood's postgraduate scholarship scheme was established in 2002 in order to support food safety research, to act as a horizon scanning mechanism and to encourage top class graduates to enter the field of food safety. A further postgraduate fellowship call was made in February 2004 and of the 20 applicants, 3 were awarded scholarships.

Research Database

safefood and Relay Research agreed to a partnership to develop a comprehensive website database of food safety research on the island of Ireland. Relay Research is the dissemination arm of the Food Institutional Research Measure, overseen by Department of Agriculture and Food and operated by Teagasc. The website is anticipated to provide a comprehensive overview of all food safety research on the island of Ireland. The co-branded website was launched in Summer 2004 and can be accessed at <http://relay.safefoodonline.com>

SCIENTIFIC ADVISORY COMMITTEE

Four meetings of the Scientific Advisory Committee (SAC) took place throughout 2004 with the first taking place in the Dublin offices of **safefood** in March. Two SAC working groups on i) temperature guidance to consumers and ii) food safety and nutrition education in schools on the island of Ireland, presented reports at the March meeting.

At the second meeting, which took place in June, Professor Albert Flynn of University College Cork delivered a presentation on a **safefood** funded research project titled 'Dietary strategies for achievement of nutritional goals for healthy eating: towards evidence based public health nutrition programmes'.

The third meeting took place in September, at which there was a presentation on a **safefood** funded research project focusing on the management of gastroenteritis by GPs. The committee also received an update on the foodborne disease surveillance activities on the island of Ireland, as well as a presentation on food and nutrition in schools.

The final meeting of the SAC in 2004 took place in December at which Dr. Emily Jordan, Department of Agriculture and Food, Dublin discussed the acquisition of food safety data from private laboratories undertaking analysis of foods of animal origin.

PROMOTION OF FOOD TO CHILDREN

In January 2004 **safefood** was represented at a public debate in London which discussed food promotion to children. This debate looked at the effect of food promotion on poor diets and rising levels of childhood obesity.

Responses to two consultations regarding the promotion of food to children were submitted and one published by **safefood**. One response was to the newly drafted CHILDREN'S ADVERTISING CODE for the Broadcasting Commission of Ireland (BCI).

Furthermore, in April **safefood** held a lively public debate titled 'A Well Balanced Debate' which was chaired by broadcaster, John Bowman. The debate was attended by approximately 100 delegates from a broad range of sectors, including health professionals, advertisers, media, food industry, policy makers, children's groups and academics. Those participating were also encouraged to submit their views on the Children's Advertising Code to the BCI.

A second response regarding the promotion of food to children was prepared by **safefood** and submitted to the Food Standards Agency, as this agency was also examining this issue. The responses to this consultation were compiled for the FSA Board meeting in March.

WORKSHOPS AND CONFERENCES

Cork Zoonosis Conference 2004

In October 2004 **safefood** sponsored the international Cork Zoonosis Conference at which over 350 participants attended. **safefood** presented a keynote presentation on developing the surveillance of foodborne diseases. **safefood** called for the integration of survey and surveillance data that is acquired from human disease data, food analysis data and animal health data. **safefood** are ready to assist this development.

Conference on Foodborne Zoonoses

In March **safefood** and the Mid-Western Zoonoses Committee, based in Limerick, hosted a conference on foodborne zoonoses. The conference which took place in Limerick was attended by 90 professionals and the Republic of Ireland's Minister of State for Food Safety, Tim O'Malley, was present. **safefood** delivered a keynote presentation and discussed the issues of emerging foodborne viral diseases.

Ethnic Foods

In October 2004 **safefood** in cooperation with the Mid Western Environmental Health service in Clare, Limerick and Tipperary hosted a workshop on ethnic foods as expertise was needed both in identification of these foods and their importation control. Mr. Shaheen Zar of the Food Standards Agency UK led the presentations on the importation of ethnic foods.

It was identified at the workshop that media training was required by the service and **safefood** facilitated communications training for senior level officers from the Environmental Health Service.

Poultry Research Workshop

A workshop on a key research area, Coccidiostat Residues in Poultry, was held in April in Belfast. Over 100 people attended from industry, academia and the regulatory sector. Recent research data was presented and solutions to this ongoing problem were debated. The study is due to finish in 2005, when a major report will be published. **safefood** has been highly commended by the poultry industry and by the Chief Scientific Officer in Northern Ireland for progressing this controversial issue.

Food Safety Knowledge and Communication Workshop

A research workshop was held in Cork at the beginning of June entitled 'Food Safety Knowledge and Communication'. Project leaders and collaborators from seven **safefood** projects attended. The workshop aimed to share knowledge of projects in progress and to describe the focus of new projects. The workshop succeeded in developing close collaborations and synergies between the various researchers and allowed networks on this key area to be developed.

Shellfish Processing Workshop

In June, a workshop on a **safefood** funded research project on the use of high pressure processing of shellfish was held in UCC. This workshop was primarily aimed to disseminate the research findings and it also highlighted modern advances in high-pressure technology.

Red Meat Workshop

In September, **safefood** held a workshop in DCU to present the results of the project entitled 'The development of a screening system capable of detecting a broad range of toxic and illegal drugs in red meat.' The 50 attendees from

industry and academia were introduced to modern analytical techniques, in particular the use of biosensor technology.

HACCP Seminar

A HACCP (Hazard Analysis Critical Control Point) seminar took place in October to disseminate the findings of the **safefood** research project 'Assessing the effectiveness of HACCP in food production plants on the island of Ireland'. The report concluded that in general HACCP implementation in the food industry is good, but there is room for improvement, especially for validation and certification of systems. A lack of formal training was believed to be responsible for these deficiencies in HACCP systems. Therefore a training workshop also took place in order to address the deficiencies highlighted during the research.

Food and Nutrition Forum

In February a meeting of the Food and Nutrition Forum Working Group took place in Dublin. Representatives from the Department of Health and Children, Republic of Ireland (Food Unit and Health Promotion Unit), Food Safety Authority of Ireland, Health Promotion Agency Northern Ireland, Department of Health Social Services and Public Safety Northern Ireland and Food Standards Agency of Northern Ireland attended. A draft terms of reference for the Food and Nutrition Forum was prepared and reviewed. This convening group met again in April at which the terms of reference and the objectives were agreed upon. The convening group considered the best model of practice to follow for the Forum and potential membership.

In June Ms. Claire Moni, Secretariat to the Scottish Diet and Nutrition Forum, Food Standards Agency Scotland and Mrs. Anne Campbell, member of the Scottish Food Advisory Committee, attended the meeting. Ms. Moni presented an overview of the Scottish Diet and Nutrition Forum. The final meeting of the year took place in December in the offices of the Food Standards Agency in Belfast.

LABORATORY ACTIVITIES

Strategic Review of Laboratories

The final meeting of the Strategic Developmental Review of Health Board Food Control Laboratories took place in February. Their report for the Republic of Ireland was presented to the Minister of State for Health and Children, Brian Lenihan T.D., at the **safefood** Dublin office in July by the chairman of the review group Dr. Mary O'Mahony of the UK Health Protection Agency.

The main recommendation of the report was the establishment of a single food safety public health laboratory service. Commenting on the report, the Minister stated: “I am delighted to receive this report, which will be particularly useful in the context of the Health Service Reform Programme.”

Food Safety Laboratory Services Directory

The on-line version of the first edition of this laboratory directory became available on the **safefood** website at the beginning of the year. Information on food safety research institutions on the island of Ireland was subsequently collected for the second edition which is currently in development.

‘Lablinks’ Laboratory Newsletter

A newsletter called ‘Lablinks’, published every two months was established as a vehicle for both laboratory activities and **safefood** news and initiatives. This publication is distributed to publicly-funded food safety laboratories working on both sides on the island of Ireland. It features various articles of interest to laboratories, including regular updates on **safefood’s** activities, food safety news and technical information. The first edition was released at the end of April and was distributed to all stakeholders in laboratories, government and food safety areas.

Laboratory Synergy Programme

Previously called the Laboratory Collaborative Action Programme, this programme identified priorities and gaps in food testing operations, as well as promoting scientific co-operation and links between laboratories. Projects are commissioned based on identified gaps and competitive submissions. One specific project which was commissioned in May sought to develop a capability for the quantitative analysis of genetically modified organisms. This project, which incorporated an all-island survey, also focused on food authentication, with an emphasis on processed foods.

The programme has been enhanced to include short, consumer interest initiatives, alongside the typically longer inter-laboratory projects.

In December a contract was signed with the Marine Institute for a 12-month project titled ‘Optimisation of LC-MS-MS method for determination of Malachite and Leuco Malachite

Green in farmed finfish.’ This initiative allowed for such testing to be carried out on the island and delivers on the requirements set down by Food and Veterinary Office. Three further contracts were signed before year-end for short three-month surveys dealing with *Listeria* in selected foods, Polyunsaturated Fatty Acids in spreads and baby food and salt/heavy metal in bottled and tap waters.

Training and Mobility Programme

This programme is designed to establish a network and partnerships among food safety laboratory personnel throughout the island of Ireland. In early February the fourth call for this programme was made and it attracted applicants from all food safety laboratories.

Laboratory Workshops

safefood initiated a series of regional Laboratory Management Workshops designed to enhance laboratory staffs understanding of various managerial and supervisory practices. In July, two two-day workshops were held in Cork and Galway, while in October another two took place in Belfast and Dublin. A total of 51 people participated in these events.

safefood also hosted workshops focusing on accreditation practices and procedures for laboratory staff. These were conducted by the U.K. Accreditation Service and were held in Cork, Galway, Dublin and Belfast, throughout November and December. These workshops were attended by over 80 people from industries such as health, agriculture, local authority and marine laboratories, and were regarded as highly relevant and finely tuned through practical application and case studies.

Rapid Access to Laboratory Results

An internal cross-Directorate team involving the Scientific and Technical Directorate and the Planning and Resources Directorate was set up to help develop food data reporting systems in Northern Ireland and the Republic of Ireland. The outcome was to enable **safefood** to progress the development of an all-island food surveillance arrangement.

In August **safefood** facilitated a multidisciplinary Northern Ireland research visit to the Scottish Centre for Infection and Environmental Health (SCIEH) in Glasgow where a food surveillance system has been developed in collaboration with the Food Standards Agency. Subsequently a project proposal was received by **safefood** from a multidisciplinary group

consisting of Environmental Health Service, District Councils and Food Standards Agency to put in place a rapid reporting system for Northern Ireland based on the Scottish SCIEH model.

In the Republic of Ireland **safefood** visited a number of Health Board food safety laboratories with a view to developing a coherent data reporting system for the Republic of Ireland.

safefood will advance this complex project in 2005 which will involve eight laboratories and a number of different ancillary departments from each of the six different Health Boards involved. The estimated timeframe for the completion of this project is 12-18 months.

Enteric Reference Laboratory Service

safefood has a general remit to develop and sustain a strategy for the island of Ireland for the delivery of specialised laboratory services. As a priority **safefood** was tasked with conducting a study of the options for delivery of an enteric reference service for the island of Ireland. An enteric reference service provides definitive identification of the causes of foodborne illness, is essential for detecting outbreaks and for enhancing public health protection. An economic appraisal of the options for such a service was completed in 2004 for submission to the North South Ministerial Council.

Food Safety Course

This course was developed in 2004 by the Scientific and Technical Directorate, in conjunction with Cork Institute of Technology, to give **safefood** staff an overview of the many and varied issues around food safety. Designed for those without formal science qualifications, it involved eight class lectures and two laboratory sessions in chemistry and microbiology. Those who successfully passed examinations obtained a certificate from CIT.

EXTERNAL ACTIVITIES

Through contact with and participation in external bodies and advisory groups **safefood** staff keep abreast of current and emerging issues as well as actively contributing to the wider public health agenda on the island of Ireland. In 2004 **safefood** contributed to the following advisory committees and external meetings:

- GMO Advisory Committee of the Environmental Protection Agency in the Republic of Ireland
- Cross Border Health Protection Committee, Omagh
- Northern Ireland Regional Zoonoses Group and its working group on *E. coli* O157:H7
- Irish Advisory Committee on Codex Alimentarius Commission
- Food Standards Agency UK Committee on Toxicity in Food, Consumer products and the Environment – Observer status
- Food Standards Agency UK Advisory Committee on the Microbiological Safety of Food – Observer status
- Viral Gastro Sub-committee of the Scientific Advisory Committee of the National Disease Surveillance Centre (NDSC)
- Computerised Infectious Diseases Reporting Committees (NDSC)
- National Taskforce on Obesity, Republic of Ireland
- Public Health Alliance Ireland

safefood staff were invited to give lectures and presentations at various events during 2004. In addition senior staff contribute to Masters programmes at Queen's University Belfast and the Dublin Institute of Technology.

Review of Nutrition Policy in Northern Ireland

A strategic review of nutrition policy commenced in 2003 in Northern Ireland and continued throughout 2004. **safefood** was involved in this process, with Dr. Thomas Quigley being a member of the Food and Nutrition Strategy Working Group Northern Ireland.

Public Health Alliance Ireland

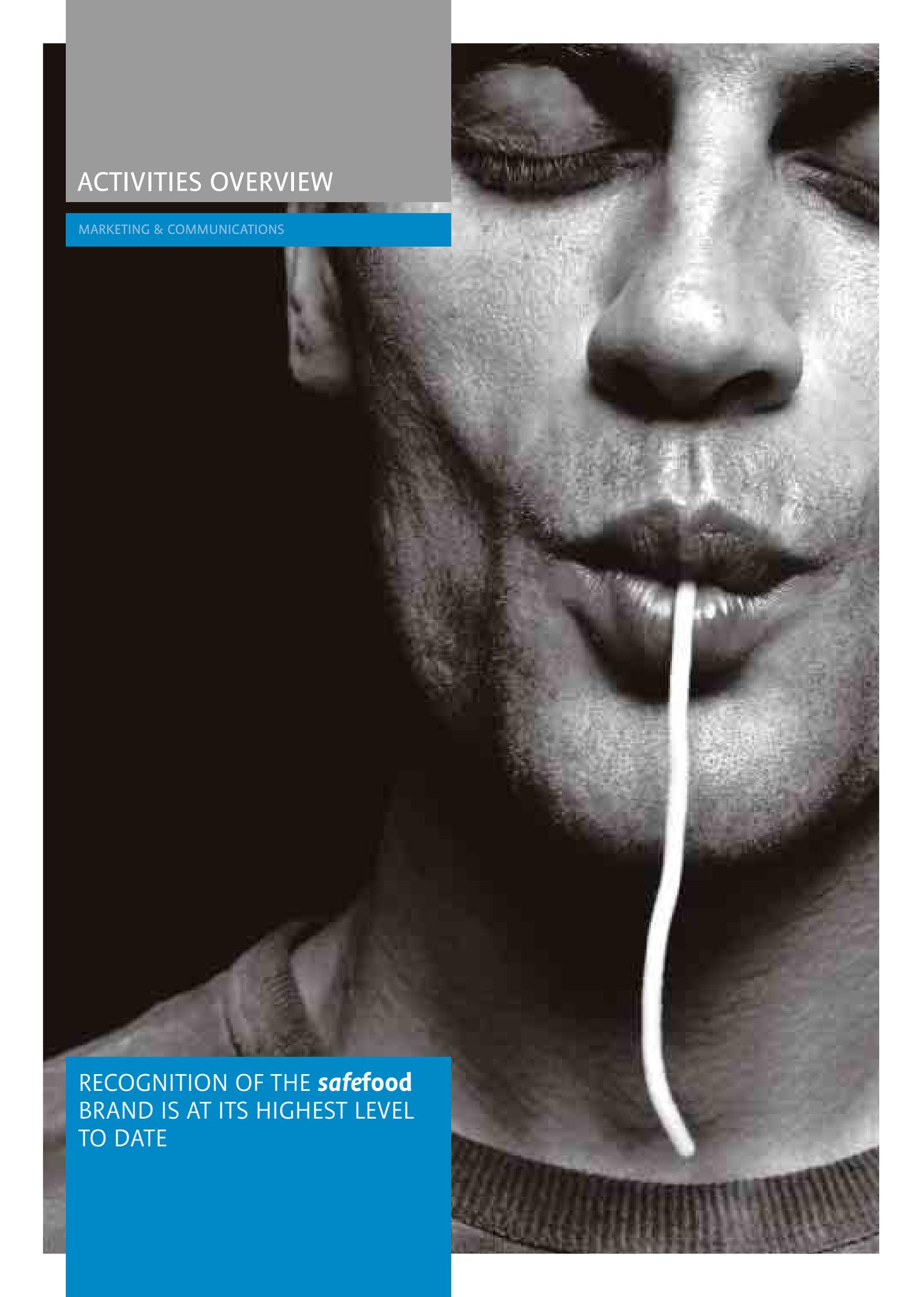
safefood, in keeping with its emphasis on targeting social needs continued its contribution to the Public Health Alliance Ireland as a member of the governing council. **safefood** and NICHE (Northside Initiative for Community Health, Cork) jointly launched the Public Health Alliance Ireland report "Health in Ireland – An unequal state" in Cork

in October. Maev-Ann Wren, journalist and author, presented at this seminar at which many local health professionals, community workers and local politicians attended.

In November the Public Health Alliance Ireland (PHAI), the Northern Ireland Public Health Alliance (NIPHA) in association with **safefood** and the Institute of Public Health in Ireland (IPHI) organised a two-day conference on health inequalities on the island of Ireland in Maynooth, Co.Kildare. Mary Robinson opened the conference.

Placement Students

Each year **safefood** welcomes applications from students as placements or interns to carry out internal projects. In 2004 a placement student from University of Ulster, Ms. Emily Fox, was selected to follow on from the previous year's placement. The student commenced her twelve-month term in July, based in Cork carrying out projects in the nutritional area.



ACTIVITIES OVERVIEW

MARKETING & COMMUNICATIONS

RECOGNITION OF THE **safefood**
BRAND IS AT ITS HIGHEST LEVEL
TO DATE

Advertising

Following **safefood's** Christmas 2003 advertising on the treatment of leftovers, two television and radio advertisements followed in January 2004. Focusing on hand-washing, and entitled 'Kitchen' and 'Office,' these ran for the first three weeks of that month. This advertising campaign was repeated in September.

In March it was revealed that 20% of the population on the island of Ireland spontaneously reported **safefood** as the best organisation for making consumers think seriously about food safety. Recall of advertising proved to be very high and there was compelling evidence that key messages were getting through to the audience more effectively.

Christmas Newspaper Inserts

safefood teamed up with celebrity chef Rachel Allen to deliver food safety messages to consumers at Christmas. 1.8 million leaflets were delivered as inserts in newspapers throughout the island of Ireland. As a result, 1880 calls were received by the **safefood** helpline over the month of December.

Pet Farms Initiative

A 'Staying Safe Down On The Farm' leaflet was launched in April at Dublin Zoo and Ark Farm, Newtownards. The campaign offered advice to children visiting zoos and open farms. Copies of the leaflet were distributed to Environmental Health Officers, Local Authorities, tourist offices, primary schools and health promotion schools coordinators.

Direct Marketing

In January, a pilot direct marketing campaign commenced at the Young Scientists Exhibition in Dublin which was attended by over 30,000 students. **safefood** exhibited a stand titled 'Battle of the Bugs' which generated great interest and resulted in over 1500 competition forms completed.

The 'Fit for Society' student campaign created awareness of food safety in a manner relevant to students across eight universities in order to find the 'Dirtiest Student Kitchen in Ireland'. The campaign put practical food safety advice into the hands of 12,000 students at Ireland's 8 largest colleges through the distribution of food safety leaflets in college residences. Entries were received from over 30 colleges even though only 8 colleges were initially targeted, demonstrating the appeal of this campaign.

As a result of this innovative and successful direct marketing campaign, **safefood** won two Gold Awards at the Association of Promotional Marketing Consultants Star Awards in April 2005, winning for Best Charity and Cause Related Marketing as well as Best Creative Execution.

Refrigeration Campaign

During March, a campaign commenced to address the lack of knowledge about domestic fridge temperatures on the part of consumers. This awareness campaign included a call on manufacturers and retailers to provide thermometers on all fridges. The integrated campaign included a direct response radio campaign, web marketing and extensive PR. This resulted in over 35,000 names and addresses being collected through the **safefood** helpline for future campaign materials and 50,000 fridge thermometers were distributed in total. Our thanks to Glanbia Plc who were partners in this initiative.

Children's Advertising Code

safefood was actively involved in the consultation process with the Broadcasting Commission of Ireland (BCI) in the development of its CHILDREN'S ADVERTISING CODE. As well as a detailed submission to the BCI, in April **safefood** hosted a lively public debate on the issues. Representatives from the food industry, policy makers, children's groups, academics and members of the public all contributed to a lively and productive debate.

Lablink Unit Public Relations Programme

An annual programme was finalised in the first quarter of the year in collaboration with Marketing and Communications. The purpose of that programme was to enhance the public profile of the food safety work taking place in laboratories throughout the island of Ireland, as well as informing consumers and other stakeholders of **safefood's** remit and work in this area. It included syndicated articles, in-depth regional 'talk to the expert' radio interviews and publications.

MARKET RESEARCH

Safetrak 2 and Safetrak 3

Two pieces of consumer tracking research, Safetrak 2 and Safetrak 3, were conducted in 2004. This research found that **safefood** has become established in the minds of consumers on the island of Ireland as being the key organisation responsible for advertising food safety and promoting good hygiene. The majority of the public (60%) are very confident about the current measures being taken by public bodies with regard to food safety.

EDUCATION INITIATIVES

'Hands of Doom' Panto

In January, the 'Hands of Doom' deadly drama kit was launched. This initiative, aimed at primary schools, is an arts based training resource which provides teachers with the tools necessary to put on a show in their own schools while educating their pupils about the importance of hand washing. Reports on this innovative initiative featured in the Examiner, Newsletter, Network 2, New2day and regional press.

The panto went on to win a special award at the Foodlink Communication Awards in London in October. This competition is designed to highlight the best education product in food safety communication.

safefood for Life

Work continued towards the development of an online teaching and assessment tool to deliver a certificate in Food Hygiene to post-primary schools in Northern Ireland. This initiative involves a working group comprising the Banbridge Academy, Northern Ireland; Chartered Institute of Environmental Health, Council for Curriculum Examinations and Assessment, the Food Standards Agency and Loughry College.

A significant number of initiatives were launched relating to the Healthy Action Zone project including breakfast clubs, the 'Cook-it' programme and market gardens.

EVENTS

Excellence Ireland Conference

The Excellence Ireland conference 2004 entitled 'Achieving results through excellence in **safefood**' took place in September and was chaired by Martin Higgins, **safefood** CEO. The Hygiene Awards for 2004 were presented at that function by An Tániste, Mary Harney TD. Wheatfield Prison in Dublin was awarded the Overall Hygiene & Food Safety Award.

Balmoral Show

safefood hosted a joint stand with FSA Northern Ireland at the Balmoral Show in May to create awareness on hand-washing within the farming community.

Risk Communication Conference

safefood organised a conference to facilitate the development of risk communication in a variety of fields in which the discipline is practiced. The conference took place in June and featured a host of international high profile speakers.

Ploughing Championships 2004

safefood shared a tent with the Department of Agriculture and Food at the National Ploughing Championships at Tullow, County Carlow. The Minister for Agriculture and Food, Mr. Joe Walsh T.D., launched a pilot of a new food labelling resource at the event. This resource is aimed at the Social Personal Health Education (SPHE) curriculum at junior cycle. It is a step towards enabling young consumers to make more informed choices when purchasing food.

HACCP Report Launch

In October, a report on HACCP (Hazard Analysis Critical Control Point) systems in food production companies on the island was launched. The research found that a shortage of technical expertise is preventing food manufacturing plants from achieving the highest standards in food safety. Following the presentation of this report, two workshops which took place were aimed at improving HACCP awareness and best practice.

Website Developments

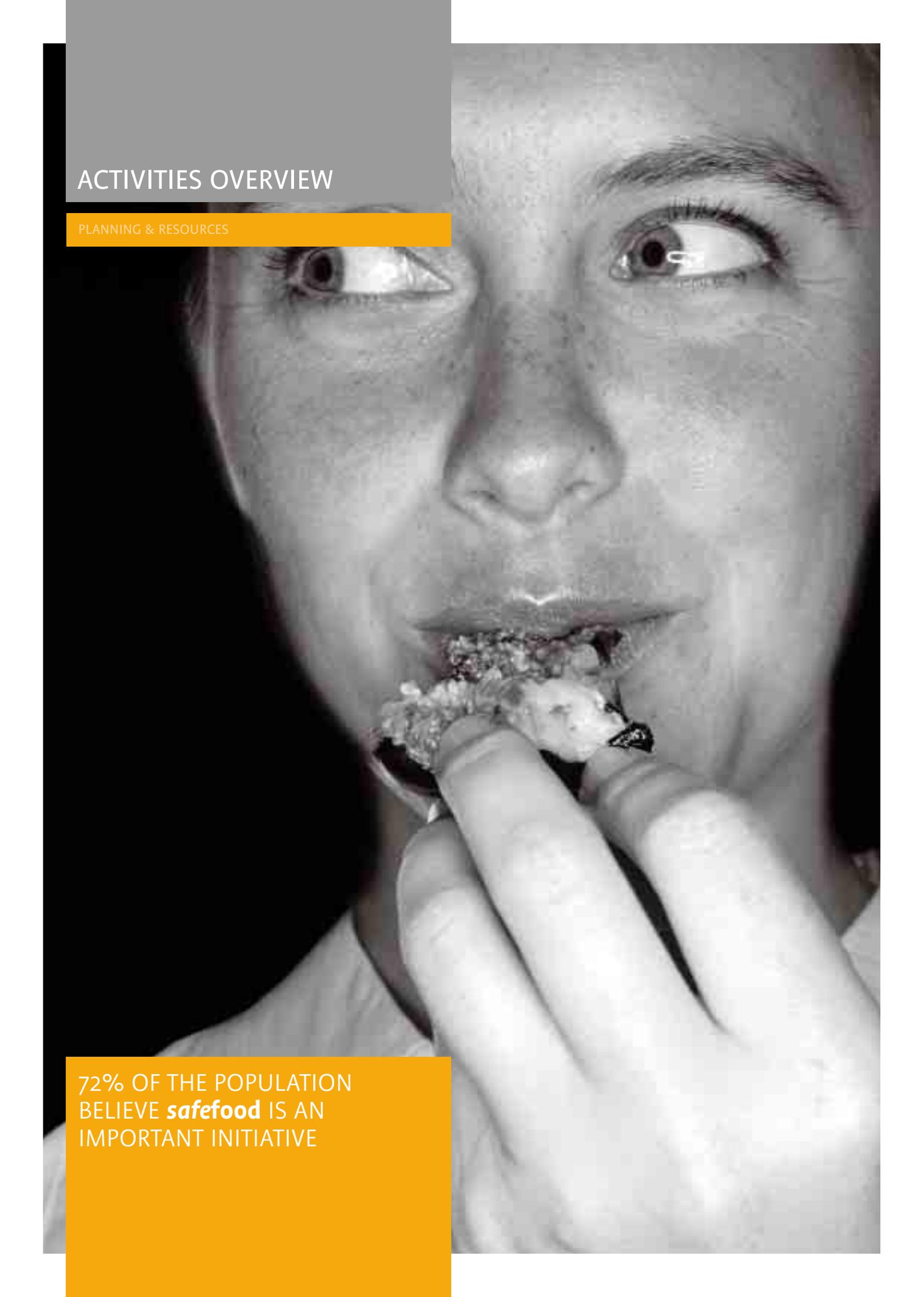
Unique visits to the **safefood** website (www.safefoodonline.com) continued to increase, with over 77,000 visits recorded for 2004. This followed a mutual arrangement with Pigsback.com, a lifestyle website, as well as the launch of the fridge thermometer campaign. Subscriptions to the e-zine service continued to rise significantly.

Publications

- A Children's Advertising Code: Response to the BCI consultation phase II
- Poster, guidelines, application form and end-of-visit report for the Training and Mobility Programme
- Strategic Review of Health Board Food Control Laboratories
- 'Hands of Doom' Panto Primary School Education Pack
- Acute Gastroenteritis in Ireland, North and South: A Study of General Practitioners – Surveillance Report
- Assessing the Effectiveness of HACCP Implementation and Maintenance in Food Production Plants on the Island of Ireland: Research Report
- Issuing Temperature Guidance to Consumers on the Cooking and Storage of Food: Guidance Report
- Foodborne Infections and Gastrointestinal Disease on the Island of Ireland in 2002
- Staying Healthy on your Farm (produced by the South-East Zoonoses Committee, in collaboration with **safefood**)
- Suzy Moo Pet Farms leaflet, modified version for farm families
- Lablinks Newsletter – both print and electronic format
- Safetrak 2, and safetrak 3
- Primary and Secondary Schools Newsletter – electronic format
- Consumer Newsletter – electronic format
- Factsheets:
 - What you need to know about *Salmonella*
 - What you need to know about *E-coli*
 - What you need to know about *Campylobacter*
- Fridge hygiene leaflet – It wasn't just the bacteria that gave him food poisoning – I did
- Handwashing leaflet – I should have known better
- Laboratory Directory – electronic version

Press Releases

- Melodrama made easy – **safefood** helps deliver key hygiene messages to schools – 12th January
- Science is in good hands – but not clean hands! – Young Scientists Exhibition – 16th January
- Stimulant drinks not suitable for use as rehydration drinks says **safefood** – 15th February
- **safefood** delivers some chilling news for Irish consumers – Refrigeration campaign – 24th March
- **safefood's** "Suzie Moo" launches kids' farm safety advice – 16th April
- **safefood** urges public engagement in Children's Advertising Code process – 19th April
- **safefood** debate offers lively discussion on the BCI draft Children's Advertising Code – 21st April
- Why risk it? - **safefood** conference will discuss the importance of risk communication – 12th May
- **safefood** issues temperature guidance to consumers in National Barbeque Week – June 2nd
- **safefood** conference hears strategies for communicating potential lifestyle risks in contemporary Ireland – 3rd June
- Food safety week – don't let germs spoil the party – 10th June
- Excellence Ireland Quality Association and **safefood** call for more businesses in Cork City & County to apply for the Hygiene Mark – 10th June
- **safefood** and celebrity chef Neven Maguire cook up food safety tips for consumers – 22nd June
- **safefood** urges parents and kids to kick start the new school term with good food hygiene in the classroom – 30th August
- Excellence Ireland and **safefood** call for more businesses to apply for the Hygiene Mark – 7th September
- New food safety detection system speeds pathogen detection – 13th September
- Making informed choices for healthy eating – Minister for Agriculture and Food launches food labelling resource at national Ploughing Championships – 28th September
- Hibernian Life & Pensions and Wheatfield Prison take top honours at EIQA Quality & Excellence Awards – 30th September
- Statement from **safefood** in response to the release of the CHILDREN'S ADVERTISING CODE – 6th October
- **safefood** study finds room for improvement in food production safety systems – 13th October
- Will the owner of the dirtiest student kitchen on the island of Ireland please stand up? – 20th October



ACTIVITIES OVERVIEW

PLANNING & RESOURCES

72% OF THE POPULATION
BELIEVE **safefood** IS AN
IMPORTANT INITIATIVE

A primary objective of **safefood** is to ensure that adequate and timely resources are provided throughout the organisation to enable the achievement of strategic goals and targets.

HUMAN RESOURCES

safefood recruited a further nine permanent positions in 2004, bringing the total approved staffing complement to thirty overall. The additional staff strengthened expertise in the fields of Microbiology, Toxicology, Public Health, Laboratory Linkages and Finance, and enabled the organisation to fully pursue its statutory obligations.

safefood continued to meet its obligations under legislation and employment law in both the Republic of Ireland (ROI) and Northern Ireland (NI). In particular, the need to keep staff fully informed and trained on all aspects of equality legislation was factored into staff training sessions dealing with equality legislation on the whole island of Ireland and particularly on the areas of harassment. **safefood** policies are subject to internal screening to effectively monitor all aspects of best practice.

Significant changes were made in employment legislation within the Republic of Ireland. Accordingly, the Staff Handbook was revised and issued to all staff.

AUDIT AND ACCOUNTING

The increasingly complex compliance framework continued to impose demands on the Directorate to ensure that high standards of corporate and financial governance are met.

In 2004, an Advisory Board Audit Committee, composed of five members (including three experienced external members) was established in accordance with recommended best practice to monitor and report on the control framework. The Committee reviewed the first report of the newly-appointed Internal Auditor on the advertising expenditure and procurement procedures. These arrangements

will make a strong contribution to the maintenance of stringent controls within **safefood**.

A comprehensive revised Financial Memorandum for **safefood** was approved by the sponsoring departments.

The Annual Budget of €8.81m was regularly reviewed by the Senior Management Team. Variances from planned activity were particularly scrutinised.

A risk register and associated risk-assessment matrix was introduced reviewing elements of Business Risk, and this will be kept under constant review by the Management Team.

Accordingly, the 2004 audited Financial Statements are attached which comply with the Accounts Direction issued by the Departments of Finance, NI and ROI.

CORPORATE PLAN 2005-2007

As per the planning requirements of the North-South Ministerial Council (NSMC), **safefood** produced the Corporate Plan for 2005-2007 on schedule. The Plan sets out the core values, vision and mission of the organisation over the plan period, and sets out the principal operational activities that will achieve this. The plan focuses on the complementary approach that seeks to add value rather than duplicate the activities of others. The plan also highlights the need to ensure that governance issues are addressed in both jurisdictions and emphasises the focus on internal performance measurement, the performance monitoring of external projects, and equality and social inclusion proofing. A focused review of food safety in each of a number of distinct food areas will be undertaken over the Corporate Plan period.

INFORMATION TECHNOLOGY

The framework and development plans were put in place in 2004 for the development of the computerised all-island integrated Laboratory Information Management System (LIMS) that will promote co-ordination of food safety and related information in both jurisdictions. The project involves merging data into a national database for swifter and more harmonized access to food safety information on an all-island basis and is an integral part of the legislative remit of **safefood**. In 2004, a contract was signed to commence the initial project in Northern Ireland.

Concurrently, there were heavy demands on Information Technology as the organisation continued to develop in size and complexity. Accordingly, there was considerable systems development to meet the demands of stakeholders in terms of the **safefood** website, helpline, and internal systems. It is anticipated that these developments will be a continuing feature in future years.

OTHERS

In June 2004 **safefood** was delighted to be invited to attend the Oireachtais Joint Committee on Agriculture and Food. The chairman, CEO and two directors attended and after a presentation by the chairman and CEO members of the Committee and the **safefood** representatives discussed issues surrounding food safety.

Elsewhere, **safefood** continued to meet with both the Food Standards Agency (NI) and the Food Safety Authority of Ireland (ROI), to discuss and agree on matters of mutual cooperation. Regular meetings were held with the joint sponsor departments and, in 2004, a further meeting was held with the Permanent Secretary of the Department of Health, Social Services and Public Safety (NI) and the Secretary General of the Department of Health and Children (ROI) to discuss a wide range of technical, financial, and accountability issues.

A major conference on Risk Communication was organised and held in 2004, attracting a world-wide delegate audience.

APPENDIX (I) ADVISORY BOARD

CHAIRMAN

Cllr Bertie Kerr

VICE CHAIRMAN

Prof. Charlie Daly, Faculty of Food Science and Technology, University College Cork

Prof. Don Anderson, Communications Consultant

Leslie Craig, Former Chairman, Northern Ireland Agricultural Producers' Association

Carmel Foley, Director of Consumer Affairs, Dublin

Odran Flynn, Marketing Consultant

Prof. Patrick Fottrell, Former President, University College Galway

Patrick McColgan, Director and Founder of McColgan Quality Foods

Catherine Murphy, Health Promotion Manager, Southern Health Board

Damien O'Dwyer, Agricultural Consultant

Anne Speed, Trade Union Official with SIPTU, Dublin

Prof. Seán Strain, Professor of Human Nutrition, University of Ulster, Coleraine

APPENDIX (II) SCIENTIFIC ADVISORY COMMITTEE

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MEMBERS

Dr. Wayne Anderson, Chief Specialist in Food Science, Food Safety Authority of Ireland.

Dr Ken Baird, Technical Director, Moy Park Ltd, Craigavon.

Micheál O Cinnéide, Director, Marine Institute.

Dr John Egan, Senior Superintending Research Officer, Department of Agriculture and Food.

Prof Gerald Fitzgerald, Director, National Food Biotechnology Centre, UCC.

Catherine Foye, Principal Environmental Health Officer, South Western Area Health Board.

Prof. Arthur Gilmour, Professor of Food Microbiology, Department of Food Science, QUB.

Dr Derval Igoe, Public Health Specialist, National Disease Surveillance Centre (NDSC).

Dr Fiona Kenny, Consultant Microbiologist, North Western Health Board, Sligo General Hospital.

Dr Bob McCracken, Retired Chief Veterinary Officer NI.

Gerry McCurdy, Head of Professional Services, Food Standards Agency NI.

Prof. David McDowell, Professor of Food Studies, University of Ulster, Jordanstown.

Genevieve McWilliams, Senior Environmental Health Officer, Derry City Council.

Sam Miskelly, Retired Assistant Director, General Consumer Council NI.

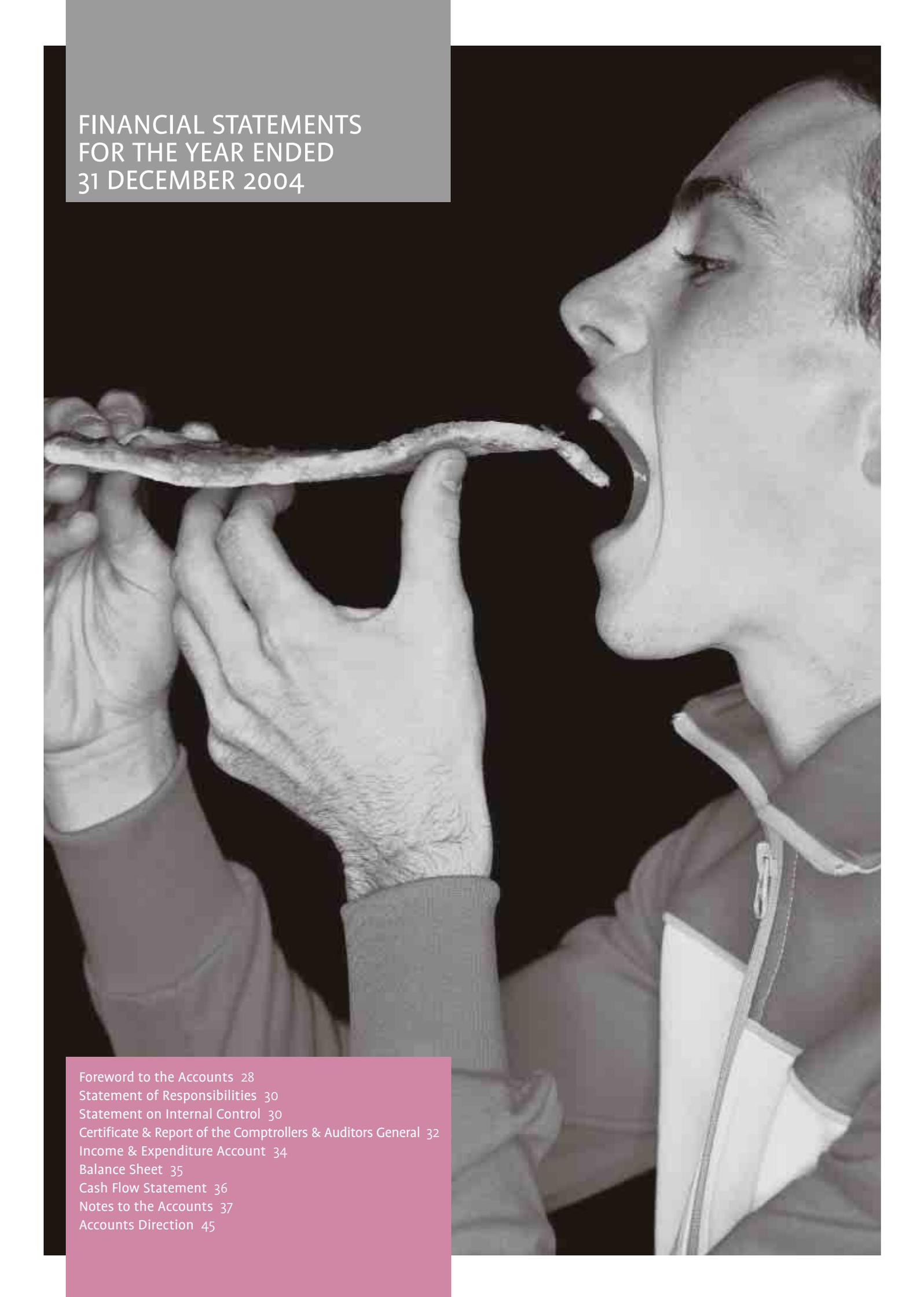
Dr Nora O'Brien, Senior Lecturer in Nutrition, Department of Food Science, Food Technology and Nutrition, UCC.

Dr Jacqueline Quinn, National Virus Reference Laboratory, University College Dublin.

Dr Brian Smyth, Director, Communicable Diseases Surveillance Centre (CDSC).

Prof. Sean Strain, Professor of Human Nutrition, NI Centre for Diet & Health, University of Ulster at Coleraine.

Dr Margaret Patterson, Department of Food Science, Queens University Belfast, acts as Scientific Advisor to **safe food**.



FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 DECEMBER 2004

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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 Cooperation (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 2004 were:

Mr. Bertie Kerr (*Chairman*)
Prof. Charlie Daly (*Vice-Chairperson*)
Mr. 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 is a source of technical advice in relation to 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 34. The deficit for the period was €110,076 (GBP74,704).

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. RESEARCH

The Board issued a call for research proposals during 2004. 6 major projects were approved for funding. The projects are mainly characterised by North/South partnerships and are typically of three years in duration. The following areas are covered by the research call:

- Food Poverty in Northern Ireland
- Investigation of the presence of anti-nutritional and toxic compounds in Health Foods
- Sentinel surveillance of *Campylobacter* in Ireland
- Occurrence of *Salmonella* on pork on the island of Ireland and an assessment of the risk factors contributing to its transmission
- Development of a training pack to allow GP's to develop their role in the prevention and control of food-related disease outbreaks
- Investigation of temperature abuse in food retail outlets
- Pathogen surveillance of milk production holdings supplying milk for farmhouse cheese production
- Establishment an all-island directory of nutrition activities

The sum of €2,201,187 (GBP1,493,858) is included in the accounts for research

8. 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 implementation and review process with the respective implementation bodies in both jurisdictions.

Provision of Information to and Consulting with Employees

An Employee Partnership Forum was in place throughout 2004 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. The payments list for the year has been reviewed and all payments were in accordance with policy.

Health & Safety Policy

A Health and Safety Policy was issued in January 2004 and a copy was issued to all employees.

9. FUTURE DEVELOPMENT

The Board's Corporate strategy for the years 2002–2004 was submitted and approved by the North/South Ministerial Council in June 2002.

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 2002–2004. The strategy is re-assessed annually in the context of an annual business plan.

Budgeted Expenditure for 2005 is €9,200,000 (GBP8,810,000).

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 Departmental 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 2004 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 2004, 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 2004, the following activities supported the effectiveness review:

- The Internal Auditor reported to the Board Audit Committee on procurement procedures and advertising expenditure in May 2004. Corrective measures were taken to correct weaknesses and control mechanisms are under constant review.
- The Annual Budget, approved by the Sponsoring Departments, was regularly reviewed by the Senior Management Team, particularly variances from planned activity.

- The revised Financial Memorandum approved by Sponsoring Departments with more stringent financial delegations was approved in November 2004.
- The draft risk register and risk-assessment matrix was established and is under continuing review.
- Procedures to review and agree annual Directorate operating Budgets were introduced.



Martin Higgins
Chief Executive Officer

15 September 2005

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

We have audited the accounts on pages 34 to 44. Our audit has been carried out 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.

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 on page 30. It is our responsibility to audit the accounts. As a result of our audit we express an opinion on the accounts.

We review whether the statement on page 30 and 31 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 also report if, in our opinion, the Foreword is not consistent with the accounts.

BASIS OF OPINION

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

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

We have obtained all the information and explanations which were necessary for the purposes of our audit.

OPINION

In our opinion

- proper accounting records have been kept by the Board and the accounts, which are in agreement with them, give a true and fair view of the state of the affairs of the Board at 31 December 2004 and of its transactions, total recognised gains and losses and cash flows for the period then ended and have been properly prepared in accordance with the accounts direction issued under the governing legislation
- in all material respects the expenditure and income have been applied to the purposes intended by Dáil Éireann and the Northern Ireland Assembly and the financial transactions conform to the authorities which govern them.

John Purcell
Irish Comptroller and Auditor General
Dublin Castle, Dublin 2
26 September 2005

J M Dowdall
Comptroller and Auditor General for Northern Ireland
106 University Street, Belfast, BT7 1EU, Ireland
26 September 2005

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2004

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	Notes	2004 €	2003 €	2004 GBP	2003 GBP
INCOME					
Revenue Grant from Departments	2	8,681,756	7,706,548	5,891,961	5,332,854
Capital Grant Release	9	350,778	389,040	238,059	269,212
TOTAL INCOME		9,032,534	8,095,588	6,130,020	5,602,066
EXPENDITURE					
Staff Costs	3	1,467,973	1,159,454	996,254	802,331
Board Fees		78,762	79,040	53,453	54,695
Depreciation	6	350,778	389,040	238,059	269,212
Research Programme Expenditure	5	2,201,187	1,881,766	1,493,858	1,302,163
Food Safety Campaign	12	2,869,556	2,700,291	1,947,453	1,868,574
Other Operating Costs	4	2,174,354	1,882,305	1,475,647	1,302,536
TOTAL EXPENDITURE		9,142,610	8,091,896	6,204,724	5,599,511
SURPLUS (DEFICIT) FOR THE YEAR		(110,076)	3,692	(74,704)	2,555
Amount transferred to General Reserve	14	(110,076)	3,692	(74,704)	2,555

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
15 September 2005

The notes on pages 37 to 44 form part of these accounts

BALANCE SHEET AS AT 31 DECEMBER 2004

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	Notes	2004 €	2003 €	2004 GBP	2003 GBP
FIXED ASSETS					
Tangible Assets	6	2,035,215	2,226,684	1,434,928	1,569,367
CURRENT ASSETS					
	7	520,971	314,588	367,310	221,722
CURRENT LIABILITIES					
Creditors- amount falling due within one year	8	(976,938)	(660,479)	(688,790)	(465,506)
NET CURRENT LIABILITIES					
		(455,967)	(345,891)	(321,480)	(243,784)
TOTAL ASSETS LESS CURRENT LIABILITIES					
		1,579,248	1,880,793	1,113,448	1,325,583
FINANCED BY:					
Capital & Reserves					
General Reserve	14	(455,967)	(345,891)	(321,480)	(243,784)
Capital Grant Reserve	9	2,035,215	2,226,684	1,434,928	1,569,367
		1,579,248	1,880,793	1,113,448	1,325,583



Martin Higgins
Chief Executive Officer
15 September 2005

The notes on pages 37 to 44 form part of these accounts

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2004

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	Notes	2004 €	2003 €	2004 GBP	2003 GBP
NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES	10	169,262	105,085	119,416	85,505
CAPITAL EXPENDITURE & FINANCIAL INVESTMENT					
Payments to acquire tangible fixed assets	6	(159,309)	(680,701)	(108,117)	(471,039)
NET CASH INFLOW/(OUTFLOW) BEFORE FINANCING		9,953	(575,616)	11,299	(385,534)
FINANCING					
Capital Funding Received		159,309	680,701	108,117	471,039
INCREASE/(DECREASE) IN CASH/BANK BALANCES	11	169,262	105,085	119,416	85,505



Martin Higgins
Chief Executive Officer
15 September 2005

The notes on pages 37 to 44 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 2003, the accounting standards issued or adopted by the Accounting Standards Board and accounting and disclosure requirements issued by the Department of Finance and Personnel and Department of Finance, insofar as those requirements are appropriate.

1.2 Income

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

1.3 Fixed Assets

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

Office Equipment	15% Straight Line
Computer Equipment	33.3% Straight Line
Property & Fitout Costs	4% Straight Line
Fixtures & Fittings	10% Straight Line
- c. Depreciation is charged in the year of acquisition but not in the year of disposal.
- d. Fixed Assets are capitalised once they exceed €650 (GBP423).

1.4 Value Added Tax

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

1.5 Pension Costs

During the period all staff employed by the Board were under contract to the Board or seconded from other Public Sector organisations.

A Pension scheme specifically for all the North/South Implementation bodies was introduced in April 2005. All staff are members from the date they commenced employment.

Seconded from other Public Sector organisations continued to be members of the pension schemes of those organisations as applicable. The Food Safety Promotion Board pays these 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).

2. GRANTS FROM THE DEPARTMENTS

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
		6,097,000	4,137,791	2,744,065	1,862,287	8,841,065	6,000,078

Financial Period 1st January 2003 to 31st December, 2003

	Notes	DOHC €	DOHC GBP	DHSSPS €	DHSSPS GBP	TOTAL €	TOTAL GBP
Revenue							
Grant		5,593,034	3,870,324	2,113,514	1,462,530	7,706,548	5,332,854
Capital							
Reserve	9	492,966	341,127	187,735	129,911	680,701	471,038
		6,086,000	4,211,451	2,301,249	1,592,441	8,387,249	5,803,892

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% (2003 73%), and DHSSPS 31% (2002 27%).

3. STAFF COSTS

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

	2004	2003
CEO	1	1
Scientific & Technical	13	9
Planning & Resources	10	9
Marketing & Communications	10	8
Total	34	27

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

	2004	2003	2004	2003
	€	€	GBP	GBP
Salary Costs	1,354,462	1,069,639	919,219	740,180
Employer Costs	113,511	89,815	77,035	62,151
	<u>1,467,973</u>	<u>1,159,454</u>	<u>996,254</u>	<u>802,331</u>

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:

	2004	2003
€40,001 – 50,000	5	4
€50,001 – 60,000	1	1
€60,001 – 70,000	2	2
€70,001 – 80,000	0	2
€80,001 – 90,000	2	0

d. Emoluments of the CEO including pension contributions are:

	2004	2003	2004	2003
	€'000	€'000	GBP'000	GBP'000
	112	91	76	57

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

	2004	2003
€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:

	2004	2003	2004	2003
	€'000	€'000	GBP'000	GBP'000
	10	10	6	6

4. OTHER OPERATING COSTS

	2004	2003	2004	2003
	€	€	GBP	GBP
Rent & Electricity	537,340	554,209	364,671	383,507
Consultancy Fees	11,449	58,670	7,770	40,599
Printing	3,723	3,115	2,527	2,155
Travel & Subsistence	329,704	338,330	223,757	234,122
Market Research	157,492	107,655	106,883	74,496
Computer Support	22,453	60,143	15,238	41,618
Telephone	96,933	125,672	65,785	86,964
Postage & Stationery	76,834	56,447	52,144	39,061
Meeting Costs	30,591	24,591	20,761	17,017
Office Expenses	129,665	73,743	87,998	51,029
Recruitment Expenses	65,000	42,720	44,113	29,561
Conference	89,613	47,221	60,817	32,676
Training	54,446	79,037	36,950	54,693
Insurance	59,095	49,155	40,105	34,015
Subscriptions	16,394	17,920	11,126	12,400
Auditors' Remuneration	18,700	15,695	12,691	10,861
Legal & Professional Fees	55,971	36,134	37,985	25,004
Courses Delivered	34,580	55,583	23,468	38,463
Cleaning & Catering	41,643	31,545	28,262	21,829
Reports & Literature	293,561	55,473	199,228	38,387
Maintenance & Repairs	47,404	47,873	32,171	33,128
Bank Charges	1,763	1,374	1,197	951
	<u>2,174,354</u>	<u>1,882,305</u>	<u>1,475,647</u>	<u>1,302,536</u>

5. RESEARCH CONTRACTS COMMITMENTS

The total approved expenditure for funding of Research Contracts in 2004 is €2,841,322 (GBP1,903,685). During the year €2,201,187 (GBP1,493,858) has been included in the Income and Expenditure Account. The total commitments as at 31st December 2004 are €3,263,103 (GBP2,284,168) and are detailed as follows.

	€
Commitments as at 1st January 2004	2,622,968
Research Contracts awarded 2004	<u>2,841,322</u>
	5,464,290
Research Contracts 2000 charged to I & E account	18,330
Research Contracts 2001 charged to I & E account	0
Research Contracts 2002 charged to I & E account	344,655
Research Contracts 2003 charged to I & E account	428,232
Research Contracts 2004 charged to I & E account	<u>1,409,970</u>
Commitments as at 31st December 2004	3,263,103
This is due for possible payment as follows	
Amounts due within one year	1,230,000
Amounts due after one year	<u>2,033,103</u>
	3,263,103

6. FIXED ASSETS

Cost or Valuation	Office Equipment €	Property & Fitout Cost €	Fixtures & Fittings €	Computer Equipment €	Total €
At 1st January 2004	429,811	1,805,682	169,806	778,904	3,184,203
Additions	3,370	10,228	2,541	143,170	159,309
At 31st December 2004	433,181	1,815,910	172,347	922,074	3,343,512
Depreciation					
At 1st January 2004	195,471	178,060	46,892	537,096	957,519
Provision for the year	64,977	70,916	17,235	197,650	350,778
At 31st December 2004	260,448	248,976	64,127	734,746	1,308,297
NBV at 31st December 2004	172,733	1,566,934	108,220	187,328	2,035,215
NBV at 31st December 2003	234,340	1,627,622	122,914	241,808	2,226,684
	GBP	GBP	GBP	GBP	GBP
NBV at 31st December 2004	121,785	1,104,767	76,300	132,076	1,434,928
NBV at 31st December 2003	165,163	1,147,148	86,630	170,426	1,569,367

7. CURRENT ASSETS

	2004 €	2003 €	2004 GBP	2003 GBP
Debtors (amounts falling due within one year)	1,635	734	1,152	517
Prepayments	36,220	0	25,537	0
Cash in Bank	483,116	313,854	340,621	221,205
	520,971	314,588	367,310	221,722

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

	2004 €	2003 €	2004 GBP	2003 GBP
Creditors & Accruals	751,250	557,707	529,669	393,072
Research Contracts	225,688	102,772	159,121	72,434
	976,938	660,479	688,790	465,506

9. CAPITAL GRANT RESERVE

	2004 €	2003 €	2004 GBP	2003 GBP
Opening Balance	2,226,684	1,935,023	1,569,367	1,257,765
Capital Funding Receivable	159,309	680,701	108,117	471,038
Less amount released to I&E A/c	(350,778)	(389,040)	(238,059)	(269,212)
Currency Translation Adjustment			(4,497)	109,776
Balance at 31 December	<u>2,035,215</u>	<u>2,226,684</u>	<u>1,434,928</u>	<u>1,569,367</u>

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

	2004 €	2003 €	2004 GBP	2003 GBP
Surplus/(Deficit) for the period	(110,076)	3,692	(74,704)	2,555
Transfer from Capital Grant Reserve	(350,778)	(389,040)	(238,059)	(269,212)
Depreciation Charges	350,778	389,040	238,059	269,212
(Increase)/Decrease in Debtors	(37,121)	149,731	(26,172)	97,285
Increase/(Decrease) in Creditors	316,459	(48,338)	223,284	4,775
Currency Translation Adjustment			(2,992)	(19,110)
	<u>169,262</u>	<u>105,085</u>	<u>119,416</u>	<u>85,505</u>

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 01.01.04 €	Cashflow €	At 31.12.04 €
Euro Account	353,908	63,164	417,072
Sterling Account	(32,488)	107,874	75,386
Petty Cash	532	(15)	517
Credit Cards	(8,098)	(1,761)	(9,859)
Total	<u>313,854</u>	<u>169,262</u>	<u>483,116</u>

12. FOOD SAFETY CAMPAIGNS

	2004 €	2003 €	2004 GBP	2003 GBP
Television and Radio	1,496,897	1,220,643	1,015,884	844,673
Print Media	719,675	1,136,847	488,415	786,687
Educational Marketing	243,116	79,152	164,993	54,772
Exhibitions and Conferences	89,812	63,167	60,952	43,711
Other	320,056	200,482	217,209	138,731
	<u>2,869,556</u>	<u>2,700,291</u>	<u>1,947,453</u>	<u>1,868,574</u>

Television, radio and print advertising campaigns in 2004 were directed at the promotion of food hygiene and safety (specifically hand washing, cooking and kitchen hygiene).

13. PERFORMANCE AGAINST KEY FINANCIAL TARGETS

The Sponsoring Departments did not agree Key Financial Targets with the Food Safety Promotion Board for the year ended 31 December 2004.

14. GENERAL RESERVE

	2004 €	2003 €	2004 GBP	2003 GBP
Opening Balance	(345,891)	(349,583)	(243,784)	(227,229)
Surplus/(Deficit)	(110,076)	3,692	(74,704)	2,555
Currency Translation Adjustment (Note 10)			(2,992)	(19,110)
Balance at 31 December	<u>(455,967)</u>	<u>(345,891)</u>	<u>(321,480)</u>	<u>(243,784)</u>

15. RELATED PARTY TRANSACTIONS

The Food Safety Promotion Board had no Related Party Transactions during the year.

16. FUTURE CAPITAL EXPENDITURE

The Food Safety Promotion Board has no future capital expenditure, which should be disclosed in the Financial Statements at 31 December 2004.

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.



Andrew M Hamilton

Signed by the Authority of the 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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safefood – Food Safety Promotion Board

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