

Annual Report 2010

Incorporating Financial Statements for 2010

be **safe** be **healthy** be **well**

2	<i>Mission Statement</i>
4	<i>Chief Executive's Statement</i>
6	<i>Scientific Activities</i>
14	<i>Communication Activities</i>
20	<i>Cross Directorate Activities</i>
22	<i>Corporate Operations</i>
24	<i>Financial Statements</i>

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





The complex environment of food safety and dietary health requires safefood to be a flexible and responsive organisation. In developing our response we rely on our internal multi-disciplinary expertise, complemented by our formal advisory structures, and the expertise of others through our professional networks.

With our all-island remit, and the cross-agency nature of our work, partnership is critical to our success. Whether it is in food safety and hygiene or nutrition-related activities, all our work is characterised by a complex landscape of organisations – public, private and voluntary – all working to foster and maintain public health. Our key and priority function is to bring about acceptance that the promotion of food safety and healthy eating is a shared responsibility and this can only be delivered through enduring and robust partnerships.

I would like to acknowledge the hard work and dedication of our four directorates – Corporate Operations, Food Science, Human Health & Nutrition, and Marketing & Communications. Our advisory structures play a vital role in providing expert guidance. Under Chairman John Dardis, the Advisory Board assists in setting the strategic direction for the organisation. The Scientific Advisory Committee, appointed in 2010 and chaired by Dr. Ken Baird, provides advice of a more technical nature and, through its diverse range of expertise, helps us to identify emerging issues. I wish to record our thanks to both of the advisory structures for their excellent contribution throughout 2010.

2010 was the third year of our 2008-2010 corporate plan. I am delighted to report that, with assistance of a our key stakeholders, we were in a position to meet our objectives to influence consumer behaviour and to influence the food environment, supporting behavioural change. Under the plan we continued to provide for the development and maintenance of a robust evidence base to underpin our activities. The promotion of a joined-up and cohesive approach to food safety and healthy eating across the island is fundamental to ensure that resources are used efficiently and effectively.

On the food safety side 2010 saw the establishment of a number of **safefood** Knowledge Networks to encourage innovation and support for the agri-food sector and thereby bringing added value through the expansion of consumer confidence and enhancing the reputation of food produced on the island.

Using a community development approach to promote greater focus on and access to healthy food in low income groups, **safefood** established and funded seven Community Food Initiatives. The projects are wide ranging from community gardens, cafes, and cookery clubs to intergenerational food focused activities.

Tackling the public health challenge that is obesity requires a strong partnership approach. **safefood** participated in The Northern Ireland Obesity Prevention Steering Group and its four advisory groups. **safefood** also remained an active member of the interdepartmental working group on obesity chaired by the Irish Minister for Health and Children. The group has progressed work on promoting both physical activity and healthy eating in collaboration with multiple agencies and partners.

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

The **safefood** research programme continues to provide crucial evidence to support our activities. During 2010 a number of key research outcomes emerged on diverse topics including a number of studies on salt, salmonella in pork, as well as qualitative work on food poverty and the information needs of vulnerable groups.

Following the successful launch of our weight loss campaign, Weigh2live, a second phase was developed in June 2010. This new phase of the campaign was developed following consumer research testing which indicated that in communicating weight loss issues, specific gender differences were apparent with each requiring a tailored communication. Over the year the weigh2live website had just short of 250,000 visits with 28,000 registrations for the weight loss programme.

The two-year food safety awareness campaign “Don’t Take Risks” continued during 2010, highlighting common and widespread poor food hygiene practices, concentrating on adequate cooking, cleaning, and avoidance of cross-contamination in kitchens.

On behalf of the **safefood** Advisory Board and my colleagues I would like to thank all those individuals and organisations who have worked with us during 2010 to address the challenges facing us. We look forward to continuing with the partnership approach to maintain and improve public health on the island of Ireland.

MARTIN HIGGINS
CHIEF EXECUTIVE

RESEARCH

Research is a continuous process for the Food Science Directorate and consequently some new research projects commissioned by **safefood** in 2010 will not begin until 2011.

Newly Commissioned Projects:

Chemical safety

- An investigation into the usage of Monosodium Glutamate in the ethnic food catering industry
- A meat speciation survey of selected meat products at retail level

Microbiology

- The microbiological status of household dishcloths and associated consumer hygiene practices on the island of Ireland
- Communicating to consumers about food hazards in the home

Completed Research Projects

- A gluten survey to ascertain the need for measures to increase the level of awareness of food hypersensitivity in the catering industry
- A study on the distribution of Campylobacter in subsets of intensive poultry flocks on the island of Ireland and the identification of possible factors affecting that distribution
- Using qualitative approaches to identify and develop accessible information to help targeted vulnerable, hard to reach groups manage food safety issues
- Persistence and dissemination of Salmonella and Campylobacter in domestic kitchen environments
- A survey to determine the presence of Salmonella spp. and Campylobacter spp. in retail packs of raw chicken purchased throughout the Republic of Ireland
- A survey of retail cold sliced meats with particular reference to the presence of Listeria monocytogenes and Clostridium botulinum toxin, to include reduced-salt and reduced-fat products

Completed Research Project Outcomes

- *Occurrence of Salmonella on pork on the island of Ireland and an assessment of the risk factors contributing to its transmission*

Following the publication of the report a workshop was held at Teagasc, Ashtown, Dublin in February with a wide

range of industry, regulatory and public health participants including the largest pork processor in Northern Ireland.

As a result, the industry representative body of pig production and processing become an active part of a consortium seeking collaborative funding from the Department of Agriculture and Rural Development (DARD) in Belfast in order to undertake specific research to work towards solving these food safety issues. The **safefood** funded research has served as the foundation on which more detailed studies can be based. The ultimate aim will be to significantly reduce the risk of exposing consumers to *Salmonella* in raw pork products.

- *“Salt levels in ready-to-eat soup purchased in catering establishments”*
safefood commissioned a study to survey the salt content of soup (ready to eat, out of home setting). The overall objective was to provide a snap shot of the salt content of soup from a range of catering outlets to investigate any differences in the salt content of soups that claim to be ‘homemade/freshly prepared’ versus other types of soups sold in catering outlets. Soup samples were collected from 201 locations.

There was no statistically significant difference in the salt content between those marked as ‘homemade’ and those marked as ‘other’. The results indicated that 95% of soup samples surveyed contained more than 30% of the established 4g of salt RDA in one single portion. Overall, the results show a considerable variation in the level of salt in soups. While the commitment that some manufacturers and retailers have made to reduce the salt content in soup is recognised, the fact that such a popular and convenient food can provide more than half of the daily salt limit necessitates that continued effort in this area is still required.

- *“Using qualitative approaches to identify and develop accessible information to help targeted vulnerable, hard to reach groups manage food safety issues”*
A number of focus groups with (i) pregnant women and (ii) the visually impaired were convened to assist **safefood** refine communication activities directed to the needs of these vulnerable consumers.

Direct, succinct and easy to digest communications were recommended for pregnant women with a particular emphasis on food safety risks & healthy eating aspects. Information & awareness of key communication channels for dissemination of **safefood** health promotion messages was achieved.

The visually impaired group has a strong desire to be included in the mainstream and achieve the same level of autonomy and choice as the general populace. They have an above average awareness of health compared with the general population; however a reliance on familiarity and routine leads to a limited and narrow food repertoire. Likewise, food preparation is hazardous and time consuming for the visually impaired. Support organisations play a key role in advising and then disseminating communications material/info, and the research ascertained that the current **safefood** website was considered very accessible to the visually impaired whereas print media are problematic. A range of media would be required to enhance food safety advisory messaging eg. CD-ROM, large print format, audio & Braille.

OTHER ACTIVITIES

Food Allergy & Intolerance

Allergy Training Evaluation

The **safefood** training programme in food allergy for Environmental Health Officer’s (EHO’s) commenced with a pilot programme in 2007 which was carried out in the border counties of Northern Ireland and Republic of Ireland and was jointly funded by CAWT (Cooperation & Working Together). In 2010, **safefood** & the Food Standards Agency conducted a joint evaluation of the impact of the training two years on. An online questionnaire-based survey was disseminated to all participating EHO’s which achieved a high response rate. The outcomes of the survey showed the clear impact of the training on key aspects of allergen control addressed during trade inspections. There is now a significant emphasis by EHO’s on food allergen controls, and in particular, those establishments that don’t include the control of food allergens as a key aspect of any hazard analysis assessment. All EHOs responding to the survey considered the control of food allergens to be an important issue and considered the training they had received in 2007 to be beneficial in helping them provide advice to food businesses on the issue of food allergens.

Guidance for the catering industry

Subsequently, **safefood** developed a number of allergy resources for the restaurant/catering sector in order to assist them cater for customers who may have a food allergy, food intolerance, coeliac condition, or who may wish to avoid a particular food or food ingredient for other reasons. These resources included an information booklet to increase catering staff knowledge, a poster as a quick reference source for staff that need to serve an allergic customer and were disseminated to the sector through the 69 local environmental health service offices and the **safefood** helpline throughout the island.

Allergy Awareness Week, Northern Ireland

safefood sponsored this year’s event which was organised by the charity, Allergy NI. The purpose of the event was to highlight the difficulties faced by consumers who have food allergies and intolerances and to advertise the freely available assistance from the charity. A week of events took place commencing on Monday, 13th September with the official launch at Belfast City Hall by the Chief Medical Officer for Northern Ireland, Dr. Michael McBride. Over 30 restaurants throughout Northern Ireland took part in the ‘allergic children eat free’ event whereby families with allergic children could be safely accommodated when dining out in participating restaurants. These establishments also received a copy of the new **safefood** Food Allergy & Intolerance guidance resource for caterers.

STAKEHOLDER DEVELOPMENT ACTIVITIES

Stakeholder Event, Belfast

safefood exhibited at the Hospitality Exchange event at the Ramada Hotel, Shaw’s Bridge, Belfast in October. Allergy awareness information and the Speak-Out Customer Charter was available to members of the restaurant and hospitality industry at this showcase event.

Lablink – Training and Mobility Programme

Funding was provided through the Training and Mobility Programme for laboratory staff from the Health Sector to participate in a Food Law Enforcement Practitioners (FLEP) meeting. FLEP is an international group of environmental health officers and lab personnel with the aim of sharing information, learning from the experience of colleagues and building up knowledge of good practice. This meeting focused on the consequences of budget reductions on food safety controls, and the learning’s will be shared with other

labs on the island, helping them to keep up-to-date with best practice and what European colleagues are doing.

CONTRIBUTING TO POLICY

Enteric Reference Service

safefood had proposed to proceed with an economic appraisal of the two most favoured options for service delivery of an enteric reference service. However, the sponsor departments recommended that, given the current public expenditure conditions, **safefood** should not commission an economic analysis of the options at this time, and that **safefood** should defer further work on the development of new enteric reference laboratory services.

As part of **safefood**'s work in this area during 2009-10, a formal consultation exercise had been undertaken in order to obtain feedback from key stakeholders of a number of proposed service delivery options. **safefood** also undertook to provide all those who responded to the Consultation Paper with a summary document of consultation responses. Even though **safefood** is not presently in a position to take the process forward at this time, this summary document has now been distributed to all consultation respondents.

HUMAN HEALTH AND NUTRITION

In 2010 the Human Health and Nutrition (HHN) Directorate continued their work in the areas of food poverty and obesity on the island of Ireland (IOI). They also contributed to cardiovascular disease prevention and healthy eating in both the workplace and schools. In addition, HHN were involved in the publication of nutrition related resources for use by different groups. While the most evident aspect of the promotion of healthy eating is the mass media campaigns, the supporting initiatives provide crucial reach out to key target groups. Finally, HHN contributed to research on the IOI and continued to support nutritionists and dieticians to broaden their knowledge and share experience.

FOOD POVERTY AND MALNUTRITION

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

Community food initiatives

The **safefood**-funded all-island Demonstration Programme of Community Food Initiatives was formally launched in January 2010. Community Food Initiatives (CFIs) use a community development approach to promote greater focus on and access to healthy food in low income groups. Seven CFIs, three projects in Northern Ireland and four in the Republic of Ireland were awarded funding. The projects are wide ranging from community gardens, cafes, and cookery clubs to intergenerational food focused activities. Three network events for the seven projects were held in 2010 focusing on cohesion of the programme, evaluation and policy.

All-island food poverty indicator

In collaboration with the Health Research Board (HRB) Centre for Diet, Diabetes and Obesity and the Institute of Public Health, **safefood** worked on the development of an all-island food poverty indicator. This indicator is to be used to benchmark the levels of food poverty of subgroups of the population and to monitor progress.

Healthy Food for All

safefood, a co-founder of the poverty network Healthy Food for All Initiative (HfFA), remains an active member of the Initiative's management and steering groups. The initiative launched a "Good Practice Guide for Community Food Initiatives" in October 2010 and an online directory of initiatives on the island-of-Ireland. Further details on the work of HfFA can be accessed via the website, www.healthyfoodforall.com.

Northern Ireland Food Poverty Network

safefood and Food Standards Agency Northern Ireland (NI) brought together a number of key stakeholders in 2009 to establish a Food Poverty Network in Northern Ireland. The stakeholders include Healthy Food for All; The Council for the Homeless NI; The Department of Health Social Services and Public Safety; The Food Standards Agency NI; The Institute of Public Health in Ireland; The Public Health Agency; and The Public Health Alliance for the island of Ireland. Two meetings of the Network took place in 2010 and work focused on the development of an all-island food poverty indicator to profile the issue on the island of Ireland, and more accurately quantify the nature of the problem, and to effectively lobby policy and strategy makers.

RESEARCH

The following research projects were commissioned or commenced in 2010.

Targeting Social Need

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

Nutrition and Health

- The cost of overweight and obesity on the island of Ireland
- A survey of health professional attitudes to body weight status
- Family eating out events 'outside of the home'
- Good days and bad days: an investigation of the habits of shoppers when they do or don't buy healthy foods
- Nutrition Take Out series
- Consumer understanding of food portion sizes
- Food marketing and the preschool child
- Good days bad days – an investigation of the habits of shoppers

The following research projects were completed in 2010.

- Food Poverty in four households: a qualitative study
- A cross-sectional study of the Irish population estimating dietary salt intake, and its association with other lifestyle related risk factors
- Salt levels in ready-to-eat soup purchased in catering establishments

CONTRIBUTING TO OBESITY POLICY AND IMPLEMENTATION ON IOI

The Obesity Prevention Steering Group in Northern Ireland

safefood participated in The Obesity Prevention Steering Group and its four advisory groups on (a) Food & Nutrition (b) Physical activity (c) Evaluation & Research (d) Information & Education, which was set up by the Department of Health Social Services and Public Safety in Northern Ireland (DHHSSPSNI). These groups supported the development of "A Fitter Future for All: An Obesity Prevention Framework for Northern Ireland 2011-2021", which went out for public consultation in November 2010.

Intersectoral Group Republic of Ireland

safefood remained an active member of the interdepartmental working group on obesity chaired by the Minister for Health which was set up by the Department of Health and Children. The group has progressed work on promoting both physical activity and healthy eating in collaboration with multiple agencies and partners.

All-Island Obesity Action Forum

safefood set up and co-ordinates this network. The All-island Obesity Action Forum supports the obesity policies in both Northern Ireland and Republic of Ireland by bringing together stakeholders to identify and promote collaboration in common areas of action across the two jurisdictions, to facilitate the exchange of best practice and promote networking on the island of Ireland. The membership of the Forum is wide ranging with colleagues from the statutory agencies, the voluntary agencies and academia in the physical activity and healthy eating domains. Membership grew in 2010 to a total of 31 organisations, with new member organisations including Diabetes Federation of Ireland, Diabetes UK (Northern Ireland), Irish Medical Organisation, Chartered Society of Physiotherapy Northern Ireland and the Office of the Local Authority Management.

The fourth All-island Obesity Forum meeting took place in Belfast in June 2010 which was followed by an afternoon workshop. The aim of the workshop was to highlight current interventions in tackling obesity on the island-of-Ireland and further afield. Key presentations provided insights into the role of partnership in tackling obesity. The fifth meeting was held in Dublin in November 2010 and again was followed by a workshop. The workshop aimed to unravel the complexities associated with evaluating obesity-related interventions. A key-note address on the key challenges and opportunities, as well as the various evaluation approaches that can be adopted was given. The workshop highlighted current evaluation activities taking place on the island of Ireland and included panel discussions. Presentations from both workshops are available on our website, www.safefood.eu.

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

Co-operation and Working Together (CAWT) Obesity Project **safefood** is participating in a major obesity project with CAWT, who are conducting a three year cross-border obesity prevention and management project aimed at families. **safefood** provides support to the project in the key areas of planning and evaluation.

CARDIOVASCULAR DISEASE PREVENTION – SALT REDUCTION

Research

safefood commissioned a study to accurately assess dietary salt intake in the Irish population. The research project was led by Professor Ivan Perry and Dr. Gemma Browne, working with a research team in the Department of Epidemiology and Public Health, UCC and the HRB Centre for Health and Diet Research. The report released in November 2010 revealed that dietary salt intakes in the Irish population remain high with the overwhelming majority of the population (86% men and 67% women) consuming salt at levels well in excess of the current target of six grams per day. Average salt intake based on 24-hour urinary collections in the study was 9.3 g/day, with substantially higher rates in men at 10.4 g/day than in women at 7.4 g/day, highlighting a significant gender difference.

The findings from the research provided relevant data for the effective planning and evaluation of public health initiatives which are focused on reducing dietary salt intake in the population.

As a component of the salt reduction campaign, **safefood** is participating in the Irish National Steering Group on Salt Reduction and the Food Safety Authority of Ireland's Salt Consultation Group. The campaign aimed to promote awareness of the health risks associated with consuming too much salt and was designed to help people think about reducing or ceasing their salt usage.

HEALTHY EATING Education Settings

Taste Buds

Taste Buds is an interactive educational resource for schoolchildren aged 8-10 years of age. It aims to help children enjoy learning about the origins and production of food and the importance of eating a balanced diet. It was launched in late 2008 and over 1,200 schools in Ireland have requested a Taste Buds pack. The resource is now available on the **safefood** website www.safefood.eu/education and continues to be promoted in the Republic of Ireland. In Northern Ireland, The Public Health Agency and **safefood** are collaborating to amalgamate the 'From Farm to Fork' resource (Western Area) and Taste Buds for all primary school children in Northern Ireland.

Healthy Lunchboxes

safefood supported the Public Health Agency in developing a leaflet on healthy lunchboxes. The leaflet was distributed to parents and guardians throughout schools in Northern Ireland.

Workplace Settings

Healthy eating catering awards

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

NUTRITION RELATED RESOURCES

Teen sports leaflet

safefood, in conjunction with the Irish Nutrition and Dietetic Institute (INDI), developed a sports leaflet for teenagers which provides general advice for 13- to 17-year-olds who are involved in sport. The leaflet has been distributed through the INDI and it is also available on the **safefood** website.

101+ Square Meals

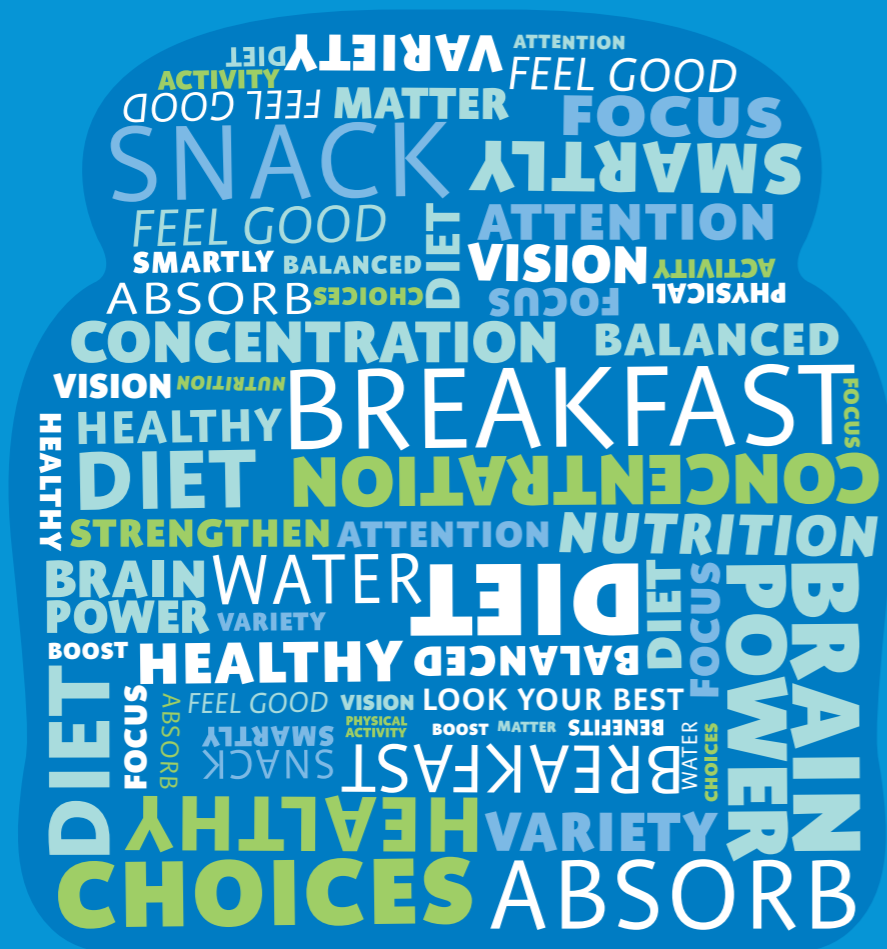
This resource is a recipe book widely used in peer-led nutrition programmes. **safefood** began the evaluation of 101+ Square Meals in 2010. The results of the evaluation will be shared with relevant stakeholders on the island of Ireland. Initial discussions have taken place with the Public Health Agency on adapting the resource for Northern Ireland.

Safe powdered infant formula feeding

safefood produced an information booklet and poster on formula feeding to inform parents of the food safety issues involved. This work was done with the collaboration of the Health Service Executive (HSE) and was based on the Food Safety Authority of Ireland (FSAI) guidelines. It has been extremely popular. Plans to review the booklet got underway in 2010 and this will be completed in 2011.

NUTRITION EXCHANGE PROGRAMME

The Nutrition Exchange Programme supports nutritionists and dieticians to broaden their knowledge and share experience and expertise on the island-of-Ireland. The programme continued successfully in 2010 and remained highly rated by participants.



safefood's messages are delivered through traditional and new media outlets; communications with industry and stakeholders; the education system; events; sponsorships; direct marketing; public relations and advertising.

MARKETING AND COMMUNICATIONS

CAMPAIGNS

Weigh2Live

At the end of December 2009 a new advertising campaign to direct consumers to **safefood's** free weight loss website www.weigh2live.eu was launched. The campaign ran from December 28th to Mid January in 2010 and comprised television and online advertising, public relations and direct marketing activity. The website was developed with support from dietitians in the Irish Nutrition and Dietetics Institute (INDI) and provides independent and credible advice on how to lose weight in a healthy, sustained way. The live action advertising used humour to communicate that 'yo-yo' dieting doesn't work. The direct marketing included a free pocket-sized information booklet for consumers, and an information leaflet for health professionals including GPs, practice nurses and dietitians.

Following the successful launch of this campaign a second phase was developed and launched in June 2010. This new phase of the campaign was developed following consumer research testing which indicated that in communicating weight loss issues, specific gender differences were apparent with each requiring a tailored communication. In addition, the tone and depiction of the person who was seeking to lose weight had to be communicated in a sensitive manner.

Phase 2 of the campaign comprised live action advertising and introduced the characters of 'Elaine' and 'John', each describing their own difficulties in maintaining a healthy weight or trying to lose weight. Using gentle humour and a clear drive to site, the campaign comprised two 40 second television and cinema commercials, online activity and outdoor posters, airing in June, August, September and December.

Over the year the weigh2live website had just short of 250,000 visits, 28,000 registrations and 20,000 pedometers were distributed.

In September, a cross-party group of 13 TDs and Senators signed up to actively participate in Weigh2Live, building on the success of a politician's group which took part in RTE's Operation Transformation television series. The cross-party group attended weekly weigh-ins and used both the Weigh2Live website tools as well as Weigh2Live on Facebook.

The campaign was also supported by an interactive consumer information stand at the National Ploughing Championships in September, where consumers could have their waists accurately measured, take part in an exercise bike challenge and receive practical weight loss tips from **safefood** experts. **safefood** staff were on hand to show participants how to correctly measure their waist and facilities were provided on the stand for those who wished to have their weight and height taken so an accurate BMI measurement could be given. Over 12,000 people attended the stand during the 3 days of the show with over 800 people being measured up for their BMI.

The Weigh2Live campaign was monitored through quantitative research by Millward Brown IMS during June and September 2010. The ads were seen as highly engaging in both ROI and NI, scoring well in excess of norms on the key measures – involving, distinctive and interesting. This shows that the ad has the capacity to draw the viewers in and capture their attention providing the ideal opportunity for the core messages to be communicated.

The end of campaign evaluation research for the Little Steps campaign conducted in November 2010 found that 56% of adults across the island recalled seeing the Little Steps TV advertisement – this is higher recall than in 2008 (41%) reflecting good cut through of the ad. As a general trend, parents exposed to the ‘Little Steps’ TV ad were more likely to claim that they would implement a number of key positive changes at home with their child if they felt they were at risk of becoming obese.

Don't Take Risks

The two-year food safety awareness campaign “Don't Take Risks” continued during 2010, highlighting the common and widespread poor food hygiene practices, concentrating on adequate cooking, cleaning, and avoidance of cross-contamination in kitchens. The 2010 campaign repeated the three, 20 second live action television advertisements with the themes of “Knife”, “Hands” and “Flame”. The ads aired on television three times across the year during March to April, May to June and September to November, with the “Knife” commercial also appearing in cinema during March, April and May. The advertising was supported by a mini-website on www.safefood.eu/dont-take-risks, which received just over 20,000 visitors over the year.

The campaign was also supported at the Royal Ulster Agricultural Show at Balmoral Hall in May where **safefood** hosted a stand highlighting the food hygiene risks in the home. Using an interactive kitchen and a hand washing section consumers were reminded to wash their hands thoroughly after touching raw meat and poultry, handling pets or animals, and before preparing foods. They were also reminded how to avoid the risk of cross contamination in their kitchens.

safefood attended two regional Northern Ireland Agricultural Shows in Antrim and Enniskillen promoting the campaign ‘Don't take Risks’. Using our interactive kitchen and stand

competition consumers were reminded to avoid the risk of cross contamination in their kitchen. In addition **safefood** sponsored a very popular cookery demonstration at both shows.

Little Steps

safefood, the Health Service Executive (HSE) and the Health Promotion Agency (HPA) entered the final year of their partnership on the campaign called “Little Steps”, the 2010 phase being launched in March. The aim of the partnership is to provide one voice and a clear message to the public on this issue of obesity. The advertising campaign ran three times during the year in March, May and September to October and is a major awareness initiative involving television, radio advertising and digital activity designed to empower people, by showing that small changes to physical activity and food habits can have a big impact on long-term health particularly for those who are overweight, or obese.

The website performed consistently well across the year achieving over 82,000 visits. The most popular content was the meal planner with healthy dinner recipes and the ‘getting active’ section which has practical tips for families as well as local information about local facilities and events. Little Steps campaign materials included posters, leaflets and Community packs. Over 70,000 leaflets, 13,000 posters and 300 community packs were distributed among community groups, charities, health centres and health professionals.

The Little Steps radio advertising was monitored by quantitative research in April 2010. This research indicated that radio is driving recall of advertising and information on healthy eating. Recall levels for both radio ads (Frank and Elaine) were well above the Irish norm levels according to Millward Brown IMS Research, and also above levels seen for previous Little Steps radio ads. The ad showed strong potential to encourage a change in thinking and behaviour.

The end of campaign benchmark evaluation research for the Little Steps campaign and an assessment of the partnership are both in production and results will be available early 2011.

Happy Heart Eat Out

safefood, the Irish Heart Foundation and the Health Service Executive (HSE) joined together for the Happy Heart Eat Out campaign, which ran during the month of June with a 30 second radio advertisement. This healthy eating awareness

campaign targeted the catering sector and encouraged catering establishments to offer healthy options on their menus while at the same time encouraging consumers to “Think Small” when it came to portion sizes during the month of June.

Over 600 catering establishments participated in the campaign, with participating restaurants receiving a range of free materials including posters, tent cards and heart stickers, which were used to highlight healthy options on menus during the campaign. Participating restaurants, cafés and workplace canteens offered additional healthy options throughout the campaign: lean meat, poultry or fish-based dishes and meals low in fat, sugar and salt and rich in fibre; and additional fruit and vegetable options.

A healthy recipe booklet with ideas for tasty, heart-healthy menus and featuring recipes from top restaurant and community chefs was also produced and distributed to caterers and consumers. The campaign was supported with publicity in consumer media, food writers and trade media.

Ask Your Local Butcher

safefood teamed up with the Association of Craft Butchers Ireland to develop a campaign called ‘Ask your local butcher’. The aim of the campaign was to provide consumers with important information on food safety and healthy eating providing tasty healthy recipes for BBQs. The campaign involved over 400 butchers from across the island of Ireland, each of whom was issued with support material including campaign support posters, information leaflets and advertising DVDs to enable them to run their own summer promotions during the 3 week campaign.

The campaign was also supported by media publicity and online activity and coincided with research which revealed that almost half (48%) of consumers in the Republic of Ireland didn't know how to check that barbecued meat is properly cooked, while another study highlighted that 72% of people risked food poisoning by failing to thoroughly wash knives used in preparing raw chicken before reusing them on salad vegetables.

Salt Alert

The **safefood** workplace salt campaign “Salt Alert” launched during November with the support of the Irish Heart Foundation and Chest Heart & Stroke, Northern Ireland and involved 55 companies and organisations totaling approximately 65,000 employees across the island of Ireland.

Each participating company and organisation received branded posters, table tent cards and salt information materials for their workplace restaurant. The materials were designed to help consumers think about reducing or ceasing their salt usage, help them become more salt aware and reminded them of the health risks associated with consuming too much salt.

The workplace campaign was further supported by media publicity and the launch of findings from new in-depth research into the dietary salt intake of the Irish population. The study commissioned by **safefood** and undertaken by researchers in UCC is the most extensive of its' kind to date in the adult Irish population. The aim of the study was to provide accurate and well-validated estimates of dietary salt intake in the Irish population. It found that dietary salt intake in the Irish population remains unacceptably high, with an overwhelming majority of the ROI population (86% of men and 67% of women) consuming salt at levels well in excess of the current 6 grams per day target as advocated by health professionals. As well as highlighting the alarmingly high rate of salt intake in Irish men in particular, the research also noted that there had been no evidence of a decline in salt intake in the Irish population over the last two decades. The research publication is entitled Salt: Hard to Shake – Dietary salt intake and related risk factors in the Irish population.

Take on the Take-Away

safefood sponsored a six programme television series in the Republic of Ireland titled ‘Take on the Take away’. The show brought a celebrity chef into the home of people who order take-away food, with the chef endeavouring to cook a healthier version of the take-away at home. The aim of the series was to encourage those who don't cook to try it and to think differently about take-aways. The series demonstrated price comparisons, and featured shopping trips to purchase ingredients and a comparison taste-test.

Christmas

The seasonal campaign advising consumers on the safest way to deal with leftovers was launched in early December with a mini website incorporating advice on dealing with leftovers, a turkey cooking calculator, cooking advice and a series of videos presented by Neven Maguire showing consumers how to safely carry out the main tasks associated with cooking Christmas turkey. The site received more than 15,000 visitors over the Christmas period and won Best Microsite Award at Irish Web Award 2010. The campaign also featured an iPhone application with a turkey calculator, which was free to download from the Apple store. In excess of 70,000 "How to cook your turkey" leaflets were distributed through butchers. Consumers could also avail of an SMS text message service which provided a dedicated cooking time to suit their own turkey, whether stuffed or unstuffed. The campaign was publicised to consumers through a series of radio interviews.

EDUCATION RESOURCES**Preschool Hand washing poster**

safefood developed a hand washing poster and song to help make hand washing fun for children and a part of their daily routine both at preschool and at home. The Irish Preschool and Play Association (IPPA) and Early Years – the organisation for young children in Northern Ireland, contributed in the development of the poster. The poster was distributed to approximately 9,900 English speaking preschools and approximately 270 Irish speaking preschools. The poster was distributed in ROI to all childcare providers listed with the Health Service Executive, the County Childcare Committees and to Family Resource Centres. In NI the poster was distributed to all childcare providers registered with the Health and Social Services Trusts, to those childcare providers listed with the Department of Education NI and to Sure Start and Home Start Centres.

Clean Hands DVD

To help promote hand washing to children in the first two years of primary school, **safefood** produced a CDROM called "Have Fun Cleaning Hands", for all primary schools on the island of Ireland. The CDROM contains a song and dance routine which aims to teach young children about hand washing in a fun and interactive way, so they can put this into practice both in school and at home. The resource was sent to approximately 4,000 primary schools on the Island of Ireland.

PUBLICATIONS**Newsletter**

There were three issues of **safefood**'s periodic newsletter "Insights" produced during the year. Covering a range of topics and initiatives from **safefood** as well as featuring interviews with stakeholders in the food science, public health and obesity fields on the island of Ireland, both printed and electronic versions of the newsletter were distributed to over 800 subscribers.

WEBSITE

The **safefood** web presence continues to gain traction with more than 600,000 visits in 2010, compared to just fewer than 500,000 in 2009.

SOCIAL MEDIA

In June 2010 **safefood** embarked on a programme to support traditional communications activities through social media. This has included the development of a facebook page, twitter accounts, a blog and Ning networks for professionals. Over the year we gained more than 4,000 fans on facebook and 300 followers on twitter. The Ning knowledge network for professionals brings together food safety professionals with an interest in VTEC, Cryptosporidium, Listeria, chemical residues, and biotoxins.

The **safefood** blog "The Scoop" launched in August 2010 and is updated on a weekly basis. Written by **safefood**'s own in-house blogger, the blog also featured guest posts by staff and can be accessed via the **safefood** website www.safefood.eu/en/blog

Development of Social Media Activities for safefood

From June 2010 **safefood** began work on programme to develop social media activity. A cross-directorate team was put in place and a strategy and policy were developed. Baseline research was conducted via an omnibus survey and social media was continuously monitored to learn from consumer conversations online. **safefood** staff were actively encouraged to train in and be aware of social media.

Twitter proved particularly useful for engaging with hard-to-reach professionals such as food bloggers, and for keeping up-to-date with the activities of a variety of food and health organizations. Facebook worked well in terms of general audience engagement.

An evaluation exercise was undertaken, taking data from a variety of sources including 'Facebook Insights' and traffic analysis from Google Analytics. In addition, a user survey was undertaken to measure effectiveness. Overall, traffic showed increases associated with particular campaigns e.g. Weigh2live, and, 'Operation Transformation', with over 54,000 page views in 2010. The main gender viewing the pages were female in the 25-44 year category. The frequency and tone of current messaging was highly regarded by the audience, and has become a key referring source for the **safefood** website. The 'live chat' sessions were particularly popular. Learning from these results will be used to continuously improve further social media interaction.

EVENTS**Social Media Conference – You are what you tw-eat: Social Media, Food and Health**

The conference aimed to explore how social media tools can be used in the area of food and health to enhance communication between professionals and with the general public. Over 150 delegates from across the island of Ireland attended the event at the new Convention Centre Dublin.

The conference covered a diverse range of topics including how social media can be incorporated into food and health awareness campaigns and the influences and barriers to using social media.

Key international and Irish experts were on hand to share their social media knowledge, including: leading US global digital influence strategist, John Bell; Boards. ie communications manager, Darragh Doyle; and social media expert, Krishna De. Solicitor Andrea Martin addressed delegates on the legal considerations raised by the use of social media and the legal implications of social networking online.

The afternoon session hosted by Krishna De, looked at examples of social media in relation to food and health on the island, with insights provided by a number of food & health organisations, all demonstrating how they are using social media. These included Bord Bia, the UK's Food Standards Agency, Reach Out.com, The Irish Blood Transfusion Service and **safefood**.

The conference was fully social media enabled with presentations shared in real-time on the **safefood** website and podcasts made available directly after each presentation. A twitter hashtag **#sfconf10** was adopted for the conference and was projected in the conference room and more than 200 people followed the conference on line on the day with a further 270 over the following week.

Antimicrobial resistance and food safety Conference

The conference aimed to highlight the issue of antimicrobial resistance in the food chain and explore causes, current understanding, surveillance and the human health impact. A full report produced by a sub group of **safefood**'s Scientific Advisory Group detailed the emerging issue for food to act as a means of spread for Antimicrobial Resistance was launched at the conference which was attended by representatives from the veterinary profession and food industry.

Wexford Food Festival

A new pilot educational workshop based on Taste Buds was introduced at the Wexford Food Festival. Four local schools participated with 120 pupils taking part in the cookery demonstration and interactive workshops design to improve their learning about where our food comes from, the importance of a healthy and balanced diet.

Food Safety Week

This year's food safety week focused on preventing Campylobacter food poisoning by highlighting the importance of proper cooking and avoiding cross-contamination.

To help raise awareness, **safefood** together with the Food Standards Agency and in partnership with district councils throughout Northern Ireland developed a 'Beat the Bug' tool kit for community groups packed full of tools to help groups get involved and spread these important food safety messages. Groups were encouraged to get involved by using the various tools within the pack to compliment their own summer projects (i.e. summer fairs, BBQs, cookery demonstrations and quiz nights). Over one thousand kits were disseminated to various community groups in time for food safety week in June.



Consumer Focused Reviews

Work continued on the Consumer Focused Review of Food Related Behaviour throughout 2010 with publication planned for Q2 2011. A programme to revise and update the finfish, chicken, fruit and vegetables, beef, dairy and pork reviews also began. The earliest of these reports are now five years old. The first one to be revised is the finfish report. It is anticipated that the report will be published in Q3 2011.

INFLUENCING POLICY

Consultation responses

During 2010, **safefood** have been invited to respond to an array of consultations issued by organizations including The Scientific Advisory Committee on Nutrition (SACN), The Food Standards Agency (FSA), The Directorate General for both Health and Consumers (DG SANCO) and Scientific Committee on Health and Environmental Risks (DG SCHER), The Department of Agriculture, Fisheries and Food (DAFF), The Department of Health, Social Services and Public Safety, The Food Safety Authority of Ireland (FSAI), National Institute for Health and Clinical Exercise (NICE), The Sea Fisheries Protection Agency (SFPA) and the European Food Safety Authority (EFSA). In 2010, **safefood** provided input to the strategy statements of DAFF, SFPA and EFSA and has made comments on draft documents of recommendations issued by SACN and FSA, among others.

Influencing the food environment

safefood has continued to participate in the Dept. of Agriculture Fisheries and food research committee and contributes to the Steering committee, the Education and Communications Committee and Scientific Advisory Committee of the Nutrition and Health Foundation.

Corporate Operations supported all programmes and activities in 2010 throughout the organisation, via the provision of finance, human resource, legal, governance, and audit services. This was supported by effective financial procedures and robust corporate governance arrangements, supported by the Advisory structures. The ethos of evaluation focused on the achievement of efficiencies and targeted outcomes throughout the period.

HUMAN RESOURCES

In order to contribute towards work-life balance and improve organisational flexibility, a Time Recording System (TMS) was introduced in 2010, allowing employees to flex their arrival and departure times within defined limits.

The Performance Management Development System (PMDS) was redesigned with a view to redefining performance related objectives, reducing administration and enhancing the effectiveness of the system.

An updated Staff Handbook was published, as well as a revised Health and Safety Statement so that staff are fully up-to-date on current policies and practices.

EQUALITY

As required by S75 of the Northern Ireland Act, **safefood** is required to set out a commitment as to how the statutory duties and responsibilities are actively promoted in relation to equality and good relations, particularly demonstrating the underpinning ethos of the equality values. This is reflected in **safefood**'s Equality Scheme. The Equality Commission in Northern Ireland laid out new criteria for an Equality Scheme in 2010 which **safefood** will publish by 1st May 2011. Work commenced on a revised Equality Scheme in December, to prepare for full consultation in early 2011.

Appointment of new **safefood** Advisory committee (sac)

Sixty nine expressions of interest for membership of the **safefood** Advisory Committee were received following a call. These included applications of an extremely high calibre from a wide range of disciplines. Twelve members and chair, Dr. Ken Baird, were appointed in June. The first official meeting took place in September and a work plan has been developed.

AUDIT AND GOVERNANCE

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

The Advisory Board Audit Committee met twice in 2010 (the planned third meeting in December was postponed owing to inclement weather), and received training in Risk Management. A thorough re-appraisal was undertaken throughout **safefood** of the risk profile to inform future business planning and strategy. An internal workshop was conducted with Directors and Managers, with each Directorate contributing to a risk analysis. The results will also be useful in informing the programme of the Internal Auditor.

The Internal Auditor briefed the audit committee on procurement, internal control issues, and provided advice on taxation issues – particularly, the applicability of VAT on research contracts.

ACCOUNTABILITY

The **safefood** Senior Management Team was provided with regular budgetary and financial information, in order that the year-end results achieved the planned operational and financial targets outlined in the approved Business Plan. **safefood**'s sponsor Departments (the Department of Health and Children, and the Department of Health Social Services and Public Safety) were provided with regular reporting on financial and operational progress.

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

BUSINESS AND STRATEGIC PLANNING

safefood produced a Business Plan for 2011 and a Revised Corporate Plan for the planning period 2011-2013, following an internal exercise to develop fit-for-purpose strategies for future planning purposes.

PROCUREMENT

Procurement practices were constantly updated to maintain best practice with all European and national legislation as it developed.

- 26 Foreword to the Accounts
- 29 Statement of Responsibilities
- 30 Statement on Internal Control
- 32 Certificate and Report of the Comptrollers and Auditors General
- 34 Income and Expenditure Account
- 35 Statement of Total Recognised Gains and Losses
- 36 Balance Sheet
- 37 Cash Flow Statement
- 38 Notes to the Accounts
- 54 Appendix 1 – Accounts Direction



1. FORMAT

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

2. BACKGROUND INFORMATION

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

The governing legislation confers the following specific functions:

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

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

3. GOVERNANCE

The functions of the Board are discharged by the Chief Executive who reports to the North/South Ministerial Council (NSMC). The Chief Executive is assisted by an Advisory Board and a Scientific Advisory Committee. The members of the Advisory Board for 2010 were:

Mr. John Dardis	(Chairperson)
Mr. Campbell Tweedie	(Vice-Chairperson)
Mr. Ken Baird	
Ms. Lynn Ni Bhaoigheallain	
Mr. Joe Byrne	
Mr. Brian Cunningham	
Ms. Aoife Healy	
Ms. Susan Heraghty	
Mr. Neven Maguire	
Mr. Seamus Sheridan	
Mr. Con Traas	
Ms. Jane Wells	

The Scientific Advisory Committee comprises 18 members drawn from a pool of Scientific and Technical expertise available in both jurisdictions and advises on scientific and technical matters. The members 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 surplus for the period was €120,293 (GBP103,192).

5. POST BALANCE SHEET EVENTS

There were no post balance sheet events.

6. CHARITABLE DONATIONS

No charitable donations were received or made during the year.

7. POLICIES**DISABLED EMPLOYEES**

No disabled persons were employed during the year. However, the Board is committed to a policy of equal opportunity and welcomes applications from suitably qualified applicants irrespective of disability. A disability action plan was developed in 2007 to promote positive attitudes towards disabled people and to encourage their participation in public life.

EQUALITY

The Board's approved Equality Scheme was issued in 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 2010 as a mechanism for consultation with employees and has proved highly effective as a means of employee communications.

PROMPT PAYMENT POLICY AND ITS PERFORMANCE

The Board operates a creditor payment policy in accordance with the provisions of the European Communities (Late Payment in Commercial Transactions) Regulations 2002.

HEALTH & SAFETY POLICY

The Board maintains a Health and Safety policy, circulated to all employees. The policy reflects legal requirements to maintain a high standard throughout the organisation.

8. FUTURE DEVELOPMENT

The Board's Corporate Strategy for the years 2011 – 2013 has been developed and is awaiting approval from the North / South Ministerial Council (NSMC).

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

Budgeted Expenditure for 2011 is €8,500,000 (GBP6,970,000).

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

In preparing the accounts the Body is required to:

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

CHIEF EXECUTIVE'S RESPONSIBILITIES

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

1. SCOPE OF RESPONSIBILITY

As Accountable Person, I have responsibility for maintaining a sound system of internal control that supports the achievement of the Food Safety Promotion Board's policies, aims and objectives, while safeguarding the public funds and Departmental assets for which I am personally responsible, in accordance with the responsibilities assigned to me in Managing Public Money Northern Ireland (MPMNI) and Public Finance Procedures.

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

2. THE PURPOSE OF THE SYSTEM OF INTERNAL CONTROL

The system of internal control is designed to manage risk to a reasonable level rather than to eliminate all risk of failure to achieve policies, aims, and objectives; it can therefore only provide reasonable and not absolute assurance of effectiveness. The system of internal control is based on an on-going process designed to identify and prioritise the risks to the achievement of Board policies, aims and objectives, to evaluate the likelihood of those risks being realised and the impact should they be realised, and to manage them efficiently, effectively, and economically. The system of internal control has been in place in The Food Safety Promotion Board for the year ended 31 December 2010 and up to the date of approval of the Annual Report and Accounts, and accords with Finance Departments' guidance.

3. CAPACITY TO HANDLE RISK

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

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

4. THE RISK AND CONTROL FRAMEWORK

The Board has developed a risk register and risk assessment matrix. Risk is identified at both the inherent and control level at the time of the development of business plans and strategies. The Board has developed a framework of regular management information, variance review, and administrative and control procedures (including the segregation of duties and a system of delegation and accountability).

It also includes:

- Comprehensive Budgeting systems with the annual budget approved by the Chief Executive Officer;
- Procedures to review and agree the Budgets with the Senior Management Team; and
- The preparation of regular financial reports as a basis for reviewing and monitoring progress.

In 2010, the review of the risk and control framework was aided by the comments of both the Internal and External Auditors and the Advisory Board Audit Committee.

5. REVIEW OF EFFECTIVENESS

As Accountable person, I have responsibility for reviewing the effectiveness of the system of internal control. My review of the effectiveness of the system of internal control is informed by the work of the internal auditors and the executive managers who have responsibility for the development and maintenance of the internal control framework, and comments made by the external auditors in their management letter and other reports. A plan to address weaknesses and ensure continuous improvement of the system is in place.

The following activities supported the effectiveness review:-

- The Annual Budget, approved by the Sponsoring Departments, was reviewed monthly by the Senior Management Team, particularly the variances from planned activity; and
- The framework for risk management was kept under continuing review and an updated risk register was presented to the Advisory Board Audit Committee.
- A review of Internal Financial Controls in place during 2010 was carried out by the Internal Auditors.



MARTIN HIGGINS
Chief Executive Officer
21 June 2011

We have audited the accounts of the Food Safety Promotion Board ('the Body') for the year ended 31 December 2010 pursuant to the provisions of the North/South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999 and the British-Irish Agreement Act 1999 which require us to audit and certify, in co-operation, the accounts presented to us by the Body. The accounts comprise the Income and Expenditure Account, the Statement of Total Recognised Gains and Losses, the Balance Sheet, the Cash Flow Statement and the related notes and appendices. These accounts have been prepared under the accounting policies set out within them.

RESPECTIVE RESPONSIBILITIES OF THE BODY, THE CHIEF EXECUTIVE AND THE AUDITORS

As explained more fully in the Statement of Responsibilities, the Body is responsible for the preparation of the accounts and for being satisfied that they give a true and fair view. The Chief Executive, as Accountable Officer, is responsible for ensuring propriety and regularity in relation to the use of public funds. Our responsibility is to audit and certify the accounts in accordance with the provisions of the North/South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999 and the British-Irish Agreement Act 1999. We conducted our audit in accordance with International Standards on Auditing (UK and Ireland). Those standards require us and our staff to comply with the Auditing Practices Board's Ethical Standards for Auditors.

SCOPE OF THE AUDIT OF THE ACCOUNTS

An audit involves obtaining evidence about the amounts and disclosures in the accounts sufficient to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or error. This includes an assessment: of whether the accounting policies are appropriate to the Body's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Body; and the overall presentation of the accounts. In addition we read all the financial and non-financial information in the Foreword to identify material inconsistencies with the audited accounts. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our certificate.

In addition, we are required to obtain evidence sufficient to give reasonable assurance that the expenditure and income reported in the accounts have been applied for the purposes

intended by the Northern Ireland Assembly and Dáil Éireann and that the financial transactions conform to the authorities which govern them.

OPINION ON REGULARITY

In our opinion, in all material respects, the expenditure and income have been applied for the purposes intended by the Northern Ireland Assembly and Dáil Éireann and the financial transactions conform to the authorities which govern them.

OPINION ON THE ACCOUNTS

In our opinion:

- the accounts give a true and fair view, of the state of the Body's affairs as at 31 December 2010, and of its surplus, total recognised gains and losses and cash flows for the year then ended; and
- the accounts have been properly prepared in accordance with the provisions of the North/South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999 and the British-Irish Agreement Act 1999 and directions issued thereunder.

OPINION ON OTHER MATTERS

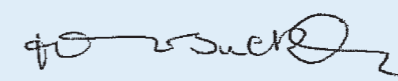
In our opinion the information in the Foreword for the financial year for which the accounts are prepared is consistent with the accounts.

MATTERS ON WHICH WE REPORT BY EXCEPTION

We report by exception if:

- adequate accounting records have not been kept; or
- the accounts are not in agreement with the accounting records; or
- we have not received all of the information and explanations we require for our audit; or
- the Statement on Internal Control does not reflect compliance with applicable guidance on corporate governance.

We have nothing to report in respect of those matters upon which reporting is by exception.



JOHN BUCKLEY
Irish Comptroller and Auditor General
Dublin Castle
Dublin 2
Ireland
24 June 2011



KIERAN DONNELLY
Comptroller and Auditor General for
Northern Ireland
106 University Street
Belfast
BT7 1EU
27 June 2011

Income and Expenditure Account

for the year ended 31 December 2010

		2010	2009	2010	2009
	NOTES	€	€	GBP	GBP
INCOME					
Revenue Grant from Departments	2(a)	9,537,404	8,573,232	8,181,567	7,637,893
Capital Grant Release	9(a)	251,519	326,387	215,763	290,778
		9,788,923	8,899,619	8,397,330	7,928,671
Other Income	2(b)	523,900	352,936	449,422	314,430
TOTAL INCOME		10,312,823	9,252,555	8,846,752	8,243,101
EXPENDITURE					
Staff Costs	3(b)	2,342,204	2,369,898	2,009,236	2,111,342
Board Fees		94,585	104,188	81,139	92,821
Depreciation	6	239,348	325,234	205,322	289,751
Research Programme Expenditure	5	796,310	467,898	683,107	416,850
Food Promotion Activities	12	4,679,350	3,520,793	4,014,134	3,136,674
Other Operating Costs	4	2,040,733	2,322,395	1,750,622	2,069,022
TOTAL EXPENDITURE		10,192,530	9,110,406	8,743,560	8,116,460
SURPLUS (DEFICIT) FOR THE YEAR					
		120,293	142,149	103,192	126,641
Amount transferred to General Reserve	13	120,293	142,149	103,192	126,641

All amounts above relate to continuing activities.



MARTIN HIGGINS
Chief Executive Officer
21 June 2011

The notes on pages 38 to 53 form part of these accounts

Statement of Total Recognised Gains and Losses

for the year ended 31 December 2010

		2010	2009	2010	2009
	NOTES	€	€	GBP	GBP
Surplus/(Deficit) for the period		120,293	142,149	103,192	126,641
Actuarial gain/(loss) on pension liabilities	17(d)	49,000	(1,366,000)	42,034	(1,216,974)
Adjustment to Deferred pension funding		(49,000)	1,366,000	(42,034)	1,216,974
TOTAL RECOGNISED GAIN/(LOSS) FOR THE PERIOD		120,293	142,149	103,192	126,641



MARTIN HIGGINS
Chief Executive Officer
21 June 2011

The notes on pages 38 to 53 form part of these accounts

	NOTES	2010 €	2009 €	2010 GBP	2009 GBP
FIXED ASSETS					
Tangible Assets	6	1,240,287	1,433,993	1,067,577	1,273,529
CURRENT ASSETS	7	592,746	503,021	510,206	446,734
CURRENT LIABILITIES					
Creditors – amount falling due within one year	8	(367,443)	(398,011)	(316,277)	(353,474)
NET CURRENT ASSETS/(LIABILITIES)		225,303	105,010	193,929	93,260
TOTAL ASSETS LESS CURRENT LIABILITIES BEFORE PENSIONS		1,465,590	1,539,003	1,261,506	1,366,789
Deferred Pension Funding	17(f)	4,991,000	4,599,000	4,296,003	4,084,372
Pension Liabilities	17(d)	(4,991,000)	(4,599,000)	(4,296,003)	(4,084,372)
NET ASSETS/(LIABILITIES)		1,465,590	1,539,003	1,261,506	1,366,789
FINANCED BY:					
Capital & Reserves					
General Reserve	13	225,303	105,010	193,929	93,260
Capital Grant Reserve	9(a)	1,240,287	1,433,993	1,067,577	1,273,529
		1,465,590	1,539,003	1,261,506	1,366,789



MARTIN HIGGINS
Chief Executive Officer
21 June 2011

The notes on pages 38 to 53 form part of these accounts

	NOTES	2010 €	2009 €	2010 GBP	2009 GBP
NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES	10	160,753	51,456	130,611	30,748
CAPITAL EXPENDITURE & FINANCIAL INVESTMENT					
Payments to acquire tangible fixed assets	6	(57,813)	(100,492)	(49,594)	(89,528)
NET CASH INFLOW/(OUTFLOW) BEFORE FINANCING		102,940	(49,036)	81,017	(58,780)
FINANCING					
Capital Funding Received		57,813	100,492	49,594	89,528
INCREASE/(DECREASE) IN CASH/BANK BALANCES	11	160,753	51,456	130,611	30,748



MARTIN HIGGINS
Chief Executive Officer
21 June 2011

The notes on pages 38 to 53 form part of these accounts

1. ACCOUNTING POLICIES**1.1 ACCOUNTING CONVENTION**

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

Without limiting the information given, the Financial Statements are prepared on an accrual basis and comply with the accounting and disclosure requirements of the Companies (Northern Ireland) Order 1986, the Republic of Ireland Companies Acts 1963 to 2009, the accounting standards issued or adopted by the Accounting Standards Board and accounting and disclosure requirements issued by the Department of Finance and Personnel and Department of Finance, insofar as those requirements are appropriate.

1.2 INCOME

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

1.3 FIXED ASSETS

a) Tangible Fixed assets are included at historic cost to the Food Safety Promotion Board.

b) Depreciation is calculated to write off the cost or revalued amounts of fixed assets over their useful lives.

The methods adopted and the rates used per annum are as follows:

Office Equipment	15% Straight Line
Computer Equipment	33.3% Straight Line
Property & Fitout Costs	4% Straight Line
Fixtures & Fittings	10% Straight Line
LIMS Capital Project	33.3% Straight Line

c) Depreciation is charged in the year of acquisition but not in the year of disposal.

d) Fixed Assets are capitalised once they exceed €650 (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 PENSIONS

The Food Safety Promotion Board has adopted FRS17 in relation to accounting for pensions.

The North/South Pension Scheme was established by the North/South Implementation Bodies and Tourism Ireland Limited with effect from 29 April 2005. It is a defined benefit pension scheme which is funded annually on a pay as you go basis from monies provided by the UK and Irish Exchequers. The scheme is administered by an external administrator. Funding from the Irish Exchequer is provided by the Department of Finance to the Body which then funds the administrator.

The Northern Ireland share of the benefits paid during the year is directly funded to the administrator by the UK Exchequer.

Financial Reporting Standard (FRS) 17 covers retirement benefits. The liability at 31 December 2010 has been included in the financial statements and a disclosure note has been included (Note 17) detailing the actuarial review calculations, which were carried out by Xafinity Consulting. This includes the results of the calculations of the pension liabilities and costs of employees (and ex-employees) of the Food Safety Promotion Board for the purposes of the accounts for the year ended 31 December 2010 and comparative figures for 2009.

Pension costs reflect pension benefits earned by employees in the period. An amount corresponding to the pension charge is recognised as income to the extent that it is recoverable, and offset by grants received in the year to discharge pension payments. Pension liabilities represent the present value of future pension payments earned by staff to date.

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 (0.85784) while the Balance Sheet is translated using the closing exchange rate (0.86075). Currency adjustments arising from this translation of the financial statements are reflected in Net Cash Flow from Operating Activities (Note 10), Capital Grant Reserve (Note 9(a)), Capital Grant Account (Note 9(b)) and General Reserve (Note 13).

2.

A) GRANTS FROM THE DEPARTMENTS

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

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

Financial Period 1st January, 2009 to 31st December, 2009

	NOTES	DOHC €	DOHC GBP	DHSSPS €	DHSSPS GBP	Total €	Total GBP
Revenue Grant		6,227,009	5,547,643	2,346,223	2,090,250	8,573,232	7,637,893
Capital Account	9(b)	72,991	65,028	27,501	24,501	100,492	89,529
		6,300,000	5,612,671	2,373,724	2,114,751	8,673,724	7,727,422

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% (2009 73%), and DHSSPS 31% (2009 27%).

B) OTHER INCOME

	2010 €	2009 €	2010 GBP	2009 GBP
Bank Interest	1,900	5,728	1,630	5,103
Pensions – Department of Finance and Personnel	0	1,208	0	1,076
Net Deferred funding for Pensions	522,000	346,000	447,792	308,251
	523,900	352,936	449,422	314,430

3. STAFF COSTS

A) THE AVERAGE WEEKLY NUMBER OF STAFF (FULL TIME EQUIVALENT) WAS:

Directorates	2010	2009
Senior Management	5	5
Corporate Operations	13	14
Food Science	6	4
Human Health & Nutrition	2	2
Marketing & Communications	6	8
Total	32	33

The costs incurred in respect of these staff were:

	2010 €	2009 €	2010 GBP	2009 GBP
Salary Costs	1,639,678	1,658,304	1,406,581	1,477,383
Employer PRSI	127,921	130,297	109,736	116,082
Agency Staff	25,646	184,366	22,000	164,252
Pension Costs:				
Current Year ALSCs	0	24,265	0	21,618
Current Pension Service Costs	548,959	372,666	470,919	332,007
	2,342,204	2,369,898	2,009,236	2,111,342

The position of Finance Manager which had been vacant was filled for part of the year on a temporary basis. The Labour Court has made a recommendation that the position be re-graded. The matter has been referred to the sponsor Departments for consideration, and the position will be filled permanently once the grading issue has been clarified.

€106,016 of Pension Levy has been deducted and paid over to the Department of Health and Children.

3. STAFF COSTS (CONT.)

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:

	2010	2009
€40,001-50,000	6	4
€50,001-60,000	2	4
€60,001-70,000	6	3
€70,001-80,000	1	4
€80,001-90,000	3	0
€90,001-100,000	1	2
€100,001-110,000	0	0
€110,001-120,000	1	1
€120,001-130,000	0	1

D) THE FOLLOWING INFORMATION IS PROVIDED IN RESPECT OF THE SENIOR MANAGEMENT TEAM:

	Emoluments		Real	Real	Value of	Value of	Age (Years)
	€	GBP	Increase/ (Decrease) in Pension Earned	Increase/ (Decrease) in Pension Earned	Accrued Pension at year- end	Accrued Pension at year- end	
Mr. M Higgins (CEO)	117,901	101,140	(3,297)	(2,828)	56,342	48,496	55

Mr. Ray Dolan (Director, Corporate Operations), Dr. Gary Kearney (Director, Food science), Dr. Clíodhna Foley-Nolan (Director, Human Health and Nutrition) and Ms. Fiona Gilligan (Director, Marketing and Communications) withheld consent to disclose the above information.

3. STAFF COSTS (CONT.)

E) THE FOLLOWING INFORMATION IS PROVIDED IN RESPECT OF THE ADVISORY BOARD MEMBERS:

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

No Benefits in Kind were provided to Senior Management or Advisory Board Members.
A total of €7,752 was paid to Advisory Board Members to cover travel and subsistence expenses.

4. OTHER OPERATING COSTS

	2010	2009	2010	2009
	€	€	GBP	GBP
Rent & Electricity	581,666	609,724	498,976	543,203
Consultancy Fees	16,653	20,403	14,285	18,177
Printing, Reports & Literature	12,493	136,320	10,717	121,448
Travel & Subsistence	217,377	208,359	186,475	185,627
Computer Support	147,216	150,436	126,288	134,023
Telephone	48,314	80,336	41,445	71,571
Postage & Stationery	44,160	44,111	37,882	39,299
Meeting Costs *	7,688	13,409	6,595	11,946
Office Expenses**	44,901	51,799	38,518	46,148
Recruitment Expenses	56,999	23,259	48,896	20,721
Advertising	54,216	0	46,509	0
Training	59,619	56,204	51,143	50,072
Insurance	27,723	28,890	23,782	25,738
Subscriptions	23,802	37,143	20,418	33,091
Auditors' Remuneration	19,270	19,270	16,531	17,168
Legal & Professional Fees	94,881	38,642	81,393	34,426
Courses Delivered	0	210,354	0	187,404
Cleaning & Catering	44,050	39,332	37,788	35,041
Maintenance & Repairs	90,376	79,078	77,528	70,451
Bank Charges	1,620	1,397	1,390	1,245
Fellowships	227,780	308,277	195,399	274,644
Community Food Initiative	207,758	164,499	178,223	146,552
Loss – Disposal of Fixed Asset	12,171	1,153	10,441	1,027
	2,040,733	2,322,395	1,750,622	2,069,022

* The hospitality element of meeting costs in 2010 was €1,519/£1,303 (2009 €1,932/£1,721)

** This includes an amount of €10,264.83 which relates to a full day conference held in June 2010 which took advantage of the occasion of the ten year anniversary of **safefood** to promote the work and message of safefood to persons of influence in the area. Members of the Advisory Board, the Scientific Advisory Committee as well as other key stakeholders were in attendance.

5. RESEARCH PROGRAMME EXPENDITURE

	2010	2009	2010	2009
	€	€	GBP	GBP
Chemistry & Toxicology	56,305	54,815	48,301	48,834
Food Science	0	6,876	0	6,126
Human Health & Nutrition	552,629	188,151	474,067	167,624
Microbiology & Surveillance	187,376	218,056	160,739	194,266
	796,310	467,898	683,107	416,850

6. FIXED ASSETS

	Office Equipment	Property & Fitout Cost	Fixtures & Fittings	Computer Equipment & Software	LIMS Capital Project	Total
COST OR VALUATION	€	€	€	€	€	€
At 1st January 2010	412,563	1,824,751	206,380	644,024	429,321	3,517,039
Additions	1,989	0	0	55,824	0	57,813
Disposals*	0	0	0	18,257	0	18,257
At 31st December 2010	414,552	1,824,751	206,380	681,591	429,321	3,556,595
DEPRECIATION						
At 1st January 2010	411,313	604,968	160,877	550,041	355,847	2,083,046
Provision for the year	959	71,270	20,638	73,007	73,474	239,348
Disposals	0	0	0	6,086	0	6,086
At 31st December 2010	412,272	676,238	181,515	616,962	429,321	2,316,308
NBV at 31st December 2010	2,280	1,148,513	24,865	64,629	0	1,240,287
NBV at 31st December 2009	1,250	1,219,783	45,503	93,983	73,474	1,433,993
	GBP	GBP	GBP	GBP	GBP	GBP
NBV at 31st December 2010	1,962	988,583	21,403	55,629	0	1,067,577
NBV at 31st December 2009	1,110	1,083,289	40,411	83,467	65,252	1,273,529

* The disposal in 2010 relates to the write off of computer software procured at a cost of €18,257/£16,265 in 2009 but not successfully commissioned as the vendor ceased operations, the capital project is ongoing with an alternative vendor, therefore sanction for the write-off has not yet been obtained in line with the financial memorandum.

7. CURRENT ASSETS

	2010	2009	2010	2009
	€	€	GBP	GBP
Debtors	40,274	54,168	34,666	48,107
Prepayments & Accrued Income	108,105	165,239	93,051	146,749
Cash at bank and in hand	444,367	283,614	382,489	251,878
	592,746	503,021	510,206	446,734

8. CREDITORS (AMOUNTS FALLING DUE WITHIN ONE YEAR)

	2010	2009	2010	2009
	€	€	GBP	GBP
Creditors & Accruals	367,443	398,011	316,277	353,474

9.
A) CAPITAL GRANT RESERVE

	2010	2009	2010	2009
	€	€	GBP	GBP
Opening Balance	1,433,993	1,659,887	1,273,264	1,581,042
Capital Additions	57,813	100,492	49,594	89,528
Less amount released to I&E A/C	(251,519)	(326,387)	(215,763)	(290,778)
Disposals – Cost	(18,257)	(585,848)	(15,662)	(521,932)
Disposals – Depreciation	6,086	584,696	5,221	520,906
Disposals – Loss	12,171	1,153	10,441	1,027
Currency Translation Adjustment			(39,518)	(106,264)
Closing Balance	1,240,287	1,433,993	1,067,577	1,273,529

9.
B) CAPITAL GRANT ACCOUNT

	2010	2009	2010	2009
	€	€	GBP	GBP
Opening Balance	0	0	0	0
Capital Funding Receivable	57,813	100,492	49,594	89,528
Capital Grant Reserve	(57,813)	(100,492)	(49,594)	(89,528)
Currency Translation Adjustment				
Closing Balance	0	0	0	0

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

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

	2010	2009	2010	2009
	€	€	GBP	GBP
Surplus/(Deficit) for the period	120,293	142,149	103,192	126,641
Transfer from Capital Grant Reserve	251,519	326,387	215,763	290,778
Depreciation Charges	(239,348)	(325,234)	(205,322)	(289,751)
Capital Disposal Loss	(12,171)	(1,153)	(10,441)	(1,027)
(Increase)/Decrease in Debtors	71,028	127,354	67,139	135,435
Increase/(Decrease) in Creditors	(30,568)	(218,047)	(37,197)	(233,321)
Currency Translation Adjustment			(2,523)	1,993
	160,753	51,456	130,611	30,748

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 01.01.10	Cashflow	At 31.12.10
	€	€	€
Euro Account	161,570	177,078	338,648
Sterling Account	95,411	(77,633)	17,778
Deposit Account	31,498	61,732	93,230
Petty Cash	365	(19)	346
Credit Cards	(5,230)	(405)	(5,635)
Total	283,614	160,753	444,367

12. FOOD PROMOTION ACTIVITIES

	2010	2009	2010	2009
	€	€	GBP	GBP
Media Costs	3,408,430	2,346,961	2,923,888	2,090,908
Marketing Costs	662,226	637,825	568,084	568,238
Events	186,521	174,922	160,005	155,838
Publications	158,445	192,037	135,921	171,086
Project & Conference Sponsorship	172,937	67,056	148,352	59,740
Educational Development	56,941	60,536	48,846	53,931
Helpline Activities	33,850	41,456	29,038	36,933
	4,679,350	3,520,793	4,014,134	3,136,674

13. GENERAL RESERVE

	2010	2009	2010	2009
	€	€	GBP	GBP
Opening Balance	105,010	(37,139)	93,260	(35,374)
Surplus/(Deficit)	120,293	142,149	103,192	126,641
Currency Translation Adjustment			(2,523)	1,993
Closing Balance	225,303	105,010	193,929	93,260

14. 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.

15. FUTURE CAPITAL EXPENDITURE

The Food Safety Promotion Board has no additional capital expenditure, which should be disclosed in the Financial Statements at 31 December 2010.

16. LEASES / COMMITMENTS**A) OPERATING LEASES**

The Board has annual lease commitments in respect of operating leases on properties where the lease terms expire as follows:

	2010	2009
	€	€
Within 1 Year	-	-
Between 2 and 5 Years	(76,772)	(76,772)
More than 5 Years	560,000	560,000
	483,228	483,228

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

Location	Expiry Date	Rent payable/(receivable)	Rent payable/(receivable)
		€	£
Cork	2026	370,000	317,401
Cork Sub Lease	2013	(76,772)	(65,858)
Dublin	2021	190,000	162,990
Total annual costs		483,228	414,533

B) COMMITMENTS

The Board has commitments in respect of approved research contracts at 31 December 2010 in the amount of €2,002,392/£1,723,559 (2009 €1,071,722/£951,796).

17. PENSIONS

The valuation used for FRS17 disclosures has been based on an actuarial valuation as at 31 December 2010 by an independent actuary. Principal assumptions used to calculate the scheme liabilities as at 31 December 2010 under FRS 17 are:

A) ECONOMIC ASSUMPTIONS**Discount rate:**

Northern Ireland:	5.40% p.a.
Republic of Ireland:	4.70% p.a.

Rate of future pay increases:	4.00% p.a.
--------------------------------------	------------

Rate of increases in retail prices:

Northern Ireland:	3.40% p.a.
Republic of Ireland:	2.50% p.a.

Rate of increase to pensions in payment

Northern Ireland:	3.40% p.a.
Republic of Ireland:	2.50% p.a.

B) DEMOGRAPHIC ASSUMPTIONS**Mortality:**

SAPS tables with allowance for future improvements in longevity in line with the medium cohort with a 1% underpin.

Average expected future life at age 65 for:	Male	Female
member currently aged 65	21.3 yrs	23.9 yrs
member currently aged 45	23.2 yrs	25.8 yrs

Withdrawals:	None
---------------------	------

Percentage married:	80%
----------------------------	-----

Spouses age difference:	Wives three years younger than their husbands
--------------------------------	---

Allowance for commutation:	No allowance is made for commutation at retirement.
-----------------------------------	---

C) PRINCIPAL ACTUARIAL ASSUMPTIONS USED FOR THE CALCULATIONS

	2010	2009
Discount rate (South)	4.70%	5.10%
Discount rate (North)	5.40%	5.70%
Inflation rate (South)	2.50%	2.50%
Inflation rate (North)	3.40%	3.70%
Rate of increase in salary	4.00%	4.00%
Rate of increase in pensions (South: In line with salary increases)	4.00%	4.00%
In line with CPI	2.50%	2.50%
Rate of increase in pensions (North)	3.40%	3.70%
Average expected future life at age 65 for		
Male currently aged 65	21.3 yrs	21.2 yrs
Female currently aged 65	23.9 yrs	23.8 yrs
Male currently aged 45	23.2 yrs	23.1 yrs
Female currently aged 45	25.8 yrs	25.7 yrs

D) MOVEMENT IN NET PENSION LIABILITY DURING THE FINANCIAL YEAR

	2010	2009	2010	2009
	€'000	€'000	GBP'000	GBP'000
(Deficit) in the plan at 1st January	(4,599)	(2,845)	(4,084)	(2,710)
Benefits paid during the year	27	27	23	24
Members contributions	(49)	(42)	(42)	(37)
Current service cost	(309)	(185)	(265)	(165)
Net transfers out of/(in to) the scheme	130	0	112	0
Other finance income/(charge)	(240)	(188)	(206)	(167)
Actuarial loss/(gain)	49	(1,366)	42	(1,217)
Exchange differences – GBP comparisons	0	0	124	188
(Deficit) in the plan at 31 December	(4,991)	(4,599)	(4,296)	(4,084)

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

	2010	2009	2010	2009
	€'000	€'000	GBP'000	GBP'000
Experience (loss)/gain	525	(140)	450	(125)
(Loss)/gain on change of financial assumptions	(476)	(1,226)	(408)	(1,092)
Actuarial (loss)/gain	49	(1,366)	42	(1,217)

E) INCOME AND EXPENDITURE ACCOUNT ANALYSIS FOR THE FINANCIAL YEAR

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

	2010	2009	2010	2009
	€'000	€'000	GBP'000	GBP'000
Current service cost	309	185	265	165
Other finance cost	240	188	206	167
Benefits paid during the year	(27)	(27)	(23)	(24)
	522	346	448	308

Analysis of the current pension service costs is as follows:

	2010	2009	2010	2009
	€'000	€'000	GBP'000	GBP'000
Current service cost	309	185	265	165
Other finance cost	240	188	206	167
	549	373	471	332

F) DEFERRED PENSION FUNDING

In accordance with accounting practice for non-commercial State sponsored bodies in the Republic of Ireland, the Food Safety Promotion Board recognises an asset representing resources to be made available by the UK and Irish Exchequers for the unfunded deferred liability for pensions on the basis of a number of past events. These events include the statutory backing for the superannuation schemes, and the policy and practice in relation to funding public service pensions in both jurisdictions including the annual estimates process. While there is no formal agreement and therefore no guarantee regarding these specific amounts with the funding bodies, The Food Safety Promotion Board has no evidence that this funding policy will not continue to meet this amount in accordance with current practice. This treatment is inconsistent with accounting practice for UK Non-Departmental Bodies, where, due to absence of a formal guarantee, a funding liability is not recognised until the commitment falls due.

The deferred funding asset for pensions as at 31 December 2010 amounted to €4.991m (2009: €4.599m).

	2010	2009	2010	2009
	€'000	€'000	GBP'000	GBP'000
Opening Balance at 1 January	4,599	2,845	4,084	2,710
(Decrease)/Increase in Deferred Pension Funding	392	1,754	212	1,374
Balance at 31 December	4,991	4,599	4,296	4,084

G) HISTORY OF DEFINED BENEFIT LIABILITIES

	2010	2009	2008
	€'000	€'000	€'000
(Deficit) as at 31 December	(4,991)	(4,599)	(2,845)
Experience adjustment on liabilities Including exchange rate effect gain/(loss)	525	(140)	(99)
Percentage of Scheme Liabilities	10.5%	3.0%	3.5%

	2010	2009	2008
	GBP'000	GBP'000	GBP'000
(Deficit) as at 31 December	(4,296)	(4,084)	(2,710)
Experience adjustment on liabilities Including exchange rate effect gain/(loss)	452	(125)	(79)
Percentage of Scheme Liabilities	10.5%	3.0%	3.5%

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

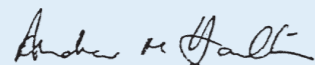
The annual accounts shall give a true and fair view of the income and expenditure and cash flows for the financial year, and the state of affairs as at the year end: Subject to this requirement, the Body shall prepare accounts for the financial period 2 December 1999 to 31 December 2000 and subsequent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

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

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

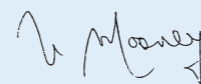
Signed by the authority of the

DEPARTMENT OF HEALTH
SOCIAL SERVICES AND PUBLIC SAFETY



18 June 2011

DEPARTMENT OF HEALTH
AND CHILDREN



13 June 2011

safefood

Food Safety Promotion Board

7 Eastgate Avenue
Eastgate
Little Island
Cork

An Bord um Chur Chun Cinn
Sábháilteachta Bia
7 Ascaill an Gheata Thoir
An tOileán Beag
Co. Chocáí

Tel: +353 (0) 21 230 4100
Fax: +353 (0) 21 230 4111

Block B
Abbey Court
Lower Abbey Street
Dublin 1

An Bord Um Chur Chun Cinn
Sábháilteachta Bia
Bloc B, Cúirt na Mainistreach
Sráid na Mainistreach Íocht
Baile Átha Cliath 1

Tel: +353 (0) 1 448 0600
Fax: +353 (0) 1 448 0699