



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

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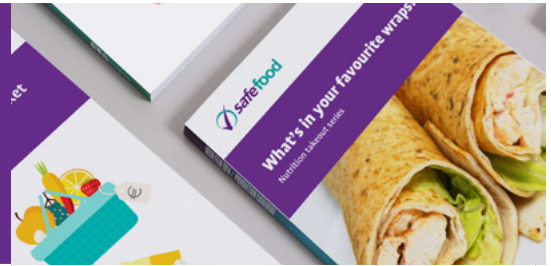
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AT A GLANCE

Research

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



Networks

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



Education

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



Events

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



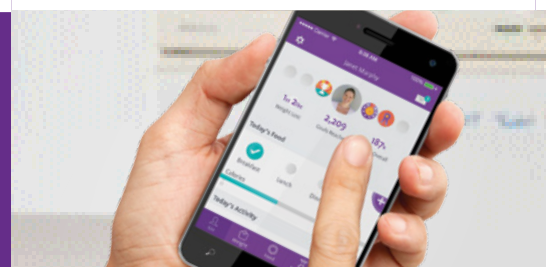
Campaigns

safefood promote the core messages of the organisation to consumers using integrated communication campaigns.



Corporate Operations

The Corporate Operations Directorate plays a key role in supporting the delivery of work programmes and activities throughout the organisation.



Chief Executive's Statement

This past year at **safefood** is an example of how our work in improving public health on the island of Ireland continues to evolve to meet the ever-changing needs of consumers and the food environment and how our work with stakeholders from across the public health spectrum helps us to maximise the impact of our work.

Our campaigning role in tackling a public health issue like childhood obesity has helped create vibrant debate while at the same time giving practical advice to parents on how to change everyday habits that can help address an issue where 1 in 4 children are now overweight or obese. Through the development of our new food safety campaign, we're actively targeting vulnerable groups in society who are most at risk from the effects of domestic food poisoning. And with the launch of our folic acid campaign this year, we've created a focused, innovative campaign exclusively on social and digital media which is yielding very positive results in both behaviour change and awareness amongst women.

Working with multiple stakeholders across the island has enabled **safefood** to strengthen partnerships while also helping with valuable knowledge sharing – our All Island Obesity Action Forum continues to offer fresh perspectives on obesity and brings voluntary, academic, industry and government sectors together in one place. The ongoing growth of our Knowledge Networks is facilitating long-lasting connections between those working at all links in our food chain. By strengthening these collaborations, we're also exploring real and emerging issues such as food fraud, allergy awareness for pre-school providers and school food nutritional standards.

With our continual programme of high-quality research, we're bridging knowledge gaps for people and policy makers on topics ranging from the true cost of a healthy food basket for those living on low incomes to marketing of foods to pre-school children. Our work with Community Food Initiatives in areas of disadvantage is of particular pride to all of us at **safefood**. Through financial and professional investment, we're helping community food groups to lay the foundations for healthy eating programmes that have the potential to change lives and health outcomes for the long-term.

Our ongoing work in developing a weight-loss app for smartphones reflects the changing nature of health communications and the wider influence of technology, digital and social media on many people's lives. Being at the vanguard of using digital channels to contribute to behaviour change through public health has been a notable feature of our work this year.

On behalf of the **safefood** Advisory Board and all my colleagues, I would like to thank the many individuals, partner agencies and organisations who have worked with us during this year and we look forward with optimism to the challenges that await.



Ray Dolan
Chief Executive Officer

Research

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



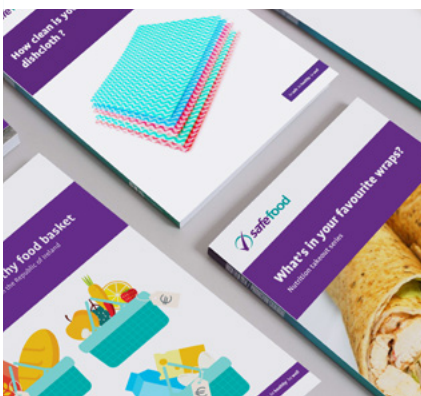
114

safefood have commissioned 114 research projects since 2000 with nine being completed in 2015.



1st

safefood launched its first online research portfolio in 2015.



7

The seven research reports published by *safefood* in 2015 covered food safety and healthy eating.



10

16 research projects were commissioned in 2015, involving researchers from ten third-level and research institutions.

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

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

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

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

Research projects overview

The following research projects were commissioned in 2015.

Foodborne viruses – current trends, including prevalence of norovirus and Hepatitis A in fresh produce on the island of Ireland

The duration of the project is nine months from December 2015 to September 2016. This project is aimed at assessing the current trends in relation to the contribution of foodborne viruses to the burden of infectious intestinal disease, with a particular focus on norovirus and Hepatitis A in fresh produce.

Consumer acceptability of poultry decontamination methods on the island of Ireland

This project will be conducted by University College Dublin. The duration of the project is six months from January 2016 to July 2016. This project is aimed at assessing consumer attitudes to a range of techniques to reduce *Campylobacter* in poultry on the island of Ireland.

Investigation into the potential food safety, economic, and environmental impacts of climate change on the dairy production chain on the island of Ireland

This project will be conducted by Teagasc at Ashtown, Dublin. The duration of the project is 10 months from February 2016 to November 2016. This project seeks to identify the potential food safety, economic and environmental impacts of climate change on the dairy production chain on the island of Ireland.

A needs assessment of food safety knowledge and skills within small or medium-sized food manufacturing enterprises on the island of Ireland

This project will be conducted by Excellence Ireland Quality Association (EIQA). The duration of the project is 10 months from December 2015 to October 2016. This project aims to identify and evaluate working models within Small Medium Enterprises' (SMEs) to ensure staff are fully trained in food safety issues.

Do nutrient and health claims have an impact on the perceived healthiness and the amount of foods/meals eaten by adults on the island of Ireland?

This project will be conducted by Queen's University, Belfast. The duration of the project is 18 months from April 2016 to September 2017. The purpose of this research is to gain a greater understanding of the impact of nutrient and health claims used for marketing purposes on food, both packaging and related advertising, commonly consumed on the island of Ireland in terms of:

- How healthy people perceive the food to be;
- The amount of that food they perceive to be an appropriate portion to consume.

Investigation into the balance of healthy versus less-healthy food promotions among Republic of Ireland food retailers

This project will be conducted by the University of Ulster. The duration of the project is 18 months from January 2016 to July 2017. The aim is this research is to provide an evidence base on the balance of healthy versus less-healthy food promotions in the Irish retail sector, that will inform the development of recommendations for strategies to increase consumer accessibility to healthier food products (in terms of number, range and variety) sold on promotional offer in retail stores in RoI.

Weaning practices on the island of Ireland

This project will be conducted by NUI Galway. The duration of the project is 18 months from March 2016 to September 2017. The aim of this research is to investigate parents' knowledge, attitudes and their practices around weaning their child(ren) between the ages of four and 12 months of age on the island of Ireland.

The research projects completed in 2015 were:

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

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

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

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

Protecting consumer choice: Ensuring the provenance of artisan foods produced on the island of Ireland (a scoping study)

This project was conducted by Teagasc. The duration of the project was 23 months from September 2013 to July 2015.

Assessment of antibiotic resistant *Escherichia coli* in meat production systems on the island of Ireland

This project was conducted by the Agri-Food & Biosciences Institute (AFBI). The duration of the project was 27 months from July 2013 to October 2015.

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

This project was conducted by Queen's University, Belfast. The duration of the project was 18 months from May 2014 to October 2015.

Iodine status: is there a public health issue on the island of Ireland

This project was conducted by Queen's University, Belfast. The duration of the project was 24 months from November 2013 to November 2015.

Development of a Risk Register for both the pig and poultry meat sectors on the island of Ireland: Food hazard alert

This project was conducted by Queen's University, Belfast. The duration of the project was 24 months from September 2013 to September 2015.

Managing food on shift work

This project was conducted by Dublin Institute of Technology. The duration of the project was 19 months from May 2014 to December 2015.

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

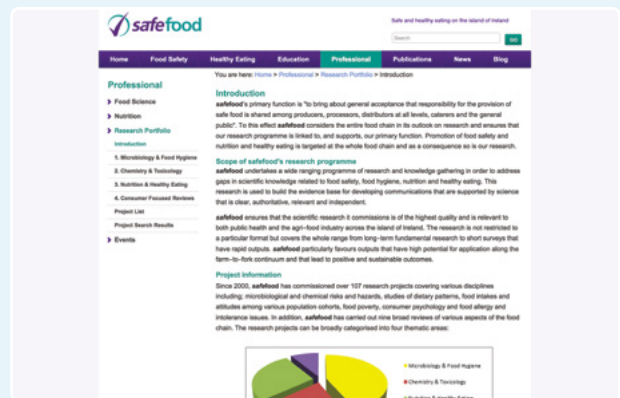
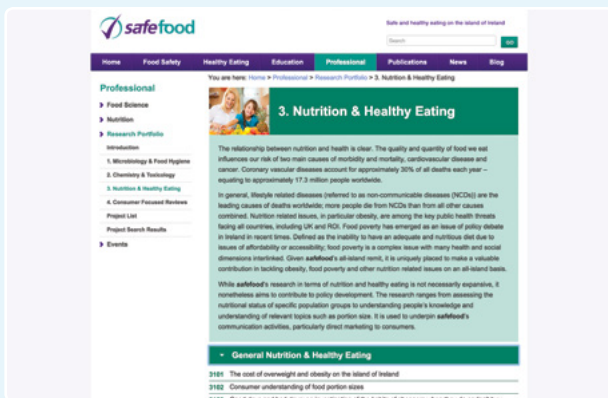
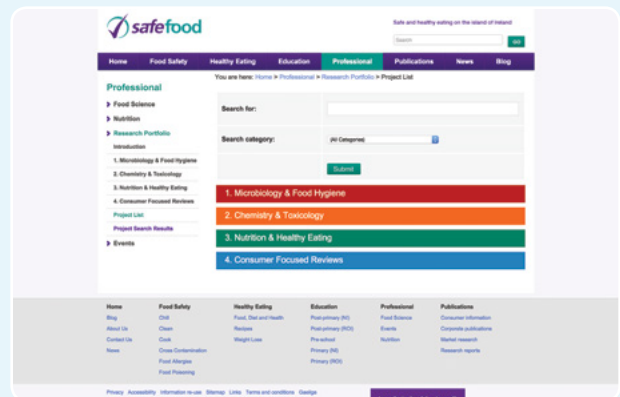
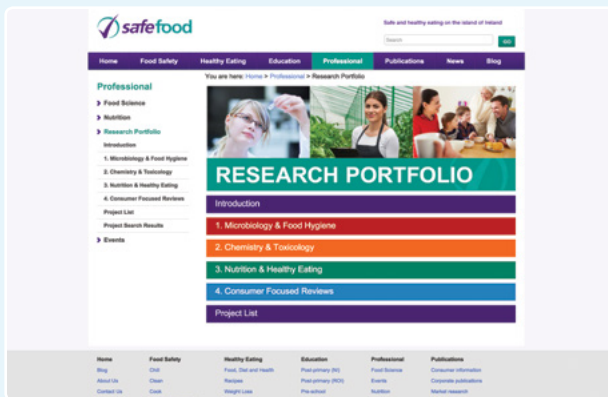
This project was conducted by the Queen's University, Belfast. The duration of the project was nine months from December 2014 to September 2015.

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

Research portfolio

2015 saw **safefood** launch its first online research portfolio. Previously documenting **safefood**'s research projects in a hard copy booklet, the online version now ensures greater accessibility by providing links to any associated published reports or digital resources and peer-reviewed publications. The portfolio is of interest to government agencies, agri-food industry personnel, research institutions, public health professionals and other stakeholders across the island of Ireland.

Since 2000, **safefood** has commissioned over 114 research projects covering various disciplines including; microbiological and chemical risks and hazards, studies of dietary patterns, food intakes and attitudes among various population cohorts, food poverty, consumer psychology and food allergy and intolerance issues. In addition, **safefood** has carried out nine broad reviews of various aspects of the food chain.



Publications

Evaluation of year one of the Community Food Initiative Programme (2013–2015)

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

This report summarises the main findings of an evaluation from the first year (April 2013 to March 2014) of a three-year **safefood** funded programme, managed by Healthy Food for All, of 10 Community Food Initiatives based in areas of socio-economic disadvantage across the IOI. Underpinning this project is the conviction that CFIs represent a practical way in which barriers to healthy eating can be addressed at local level.

Food marketing to pre-school children

This report aimed to investigate the level and types of exposure of young children (two to five years old) to advertising of unhealthy foods and to examine its influence on family food purchases, children's eating behaviour and their body weight.

Research has shown that preschool children's dietary habits and body weight can be affected by food advertising. Multiple techniques and channels are now used to reach young populations to foster brand awareness and influence purchasing behaviour. These food marketing channels include television and radio advertising, in-school marketing, product placements, kids' clubs, the Internet, and toys and products with brand logos. Young children lack the cognitive skills and abilities of older children and adults to comprehend commercial messages and therefore are uniquely susceptible to advertising influence.

The cost of a healthy food basket

This report was presented in the context of increasing concerns about the issue of food poverty on the island of Ireland. Two reports were published in order to document the situation in terms of food poverty in both jurisdictions, the Republic of Ireland and Northern Ireland. An increasing number of households on the island of Ireland are reporting experiencing food poverty, meaning that they are unable to have an adequate and nutritious diet due to issues of affordability and accessibility, with those on low income at increased risk. The food budget is a very flexible part of a household's expenditure. When pressure is put on the household budget, cheap, highly processed and nutritionally poor food can meet basic hunger and energy needs of household members. This research examined the cost of a healthy food basket for different household types. This research delivered figures for the cost of a weekly food basket that is both adequately healthy and acceptable.

How clean is your dishcloth?

The kitchen dishcloth plays an important role in hygiene and food safety in every kitchen as they are used to clean worktops and surfaces of visible contamination and can remove a significant proportion of the food debris and microorganisms present on kitchen surfaces. However, as they frequently remain wet for long periods of time and always contain some residual soil or debris, dishcloths provide an ideal environment for the survival and growth of microorganisms. Hence, dishcloths, by the nature of their function, may represent a health risk because of their potential to increase exposure to harmful bacteria. This report brings together the results of two related studies, carried out in 2011 and 2012. One study investigated the microbiological contamination of "in-use" household dishcloths along with consumer demographic and behavioural findings in relation to the use and cleaning of these dishcloths. The other study examined, in controlled investigations, the effectiveness of various methods for decontaminating different types of dishcloth and the transfer of contamination from dishcloths to kitchen surfaces. The results obtained underpin consumer advice on the use of dishcloths in the home with the aim of minimising contamination and cross-contamination of food preparation surfaces in the kitchen.

A study of domestic fridges on the island of Ireland

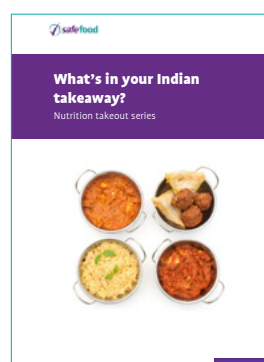
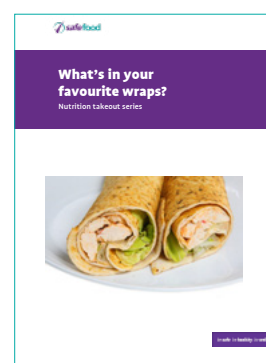
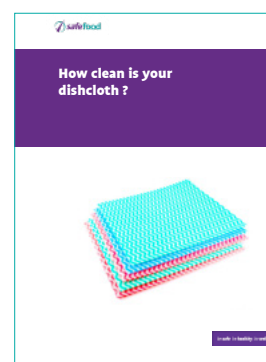
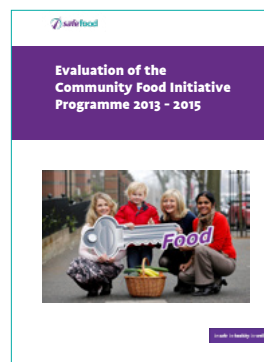
Almost every household on the island of Ireland has a domestic fridge, yet a number of studies have shown that many consumers may not be using their fridge safely. **safefood** in both 2005 and 2012 reported a lack of awareness of safe practices in relation to food storage in the refrigerator amongst householders, such as the importance of correct refrigeration temperatures (0–5°C). The development and delivery of a number of domestic food safety campaigns, and the introduction of new fridge designs and technologies, made it timely to carry out a new survey to update previous findings and gain new insights into consumer knowledge, behaviours and perceptions relating to fridge safety using a comprehensive and multidisciplinary approach. One of the significant findings was that 14 per cent of fridges were kept at temperatures greater than 8°C, including eight per cent which were at 10°C or above.

What's in your favourite wraps?

This survey is one of a series of nutritional surveys **safefood** has commissioned to look at the nutritional content of popular convenience foods. Generally wraps consist of tortilla bread rolled to contain a variety of fillings, and they are increasingly becoming a popular easy-to-eat and portable option for lunch on the go. However, little is known about their nutritional content. Previous **safefood** funded research has shown that certain foods are often perceived to be healthier, giving the person a 'licence' to overeat. Similarly, wraps are frequently marketed as a healthy lunch option. It is important to bear in mind that typically only about one-third of our daily calories should be consumed at lunchtime. This report was published along with an infographic titled *'How much bread is in your sandwich?'* which compared various sandwich options with the calorie content of sliced pan.

What's in your Indian takeaway?

Forming part of the same nutritional survey series as the wraps report above, this survey has been designed to provide an insight into the energy (calorie), total fat, saturated fat, protein and salt content of the most popular starters, main courses and side dishes from various Indian takeaways and Indian restaurants with a takeaway service, as well as supermarkets or shop-bought equivalents. Traditionally, Indian diets are low in fat and high in fibre and rich in fruit and vegetables. However, these traditional meals have been adapted to suit Western palates and, as such, different ingredients in various quantities are added, potentially increasing their fat and salt content.



Networks

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



188

Early childhood providers took part in *safefood*'s childhood allergen training workshops.



12,117

People engaged with the *safefood* funded Community Food Initiatives (CFI) in 2015.



101

Videos covering a broad range of food safety topics and conference reviews and interviews, available 24/7 on *safefood*'s Knowledge Networks website.



2,404

Delegates attended over 44 events organised by *safefood*'s Knowledge Networks since 2011.

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

Knowledge Networks

The current configuration of the Knowledge Networks contractually concluded in December 2015 with a view to restructuring the Networks in 2016. During 2015, the Networks continued to enhance linkages across the island of Ireland between food safety professionals working in the food production and processing sectors, in research and academia, and the wider public sectors. Over 12 conferences, workshops and seminars were delivered together with five newsletters, biweekly eNews updates and continual uploading of new and emerging issues of food safety interest on the Networks NING platform. The take-up in membership suggests that **safefood** has identified a significant unmet demand for an enabling framework.

Events and training	
44	Events held
52	Food safety professionals participated in the Knowledge Networks Training and Mobility programme facilitated by safefood
82	International speakers
295	Presentations
2,404	Attendees
2,829	Members

Communication and resources	
28	Newsletters distributed
30	eNews network summaries distributed
101	Videos produced by safefood covering a broad range of food safety topics and conference reviews and interviews
2,985	Uploads to the Knowledge Networks NING website including news, events, discussions and forum postings

Knowledge Networks events

Biotoxin Knowledge Network Conference

The Biotoxin Knowledge Network Conference took place on Thursday 11th June in Belfast. This year's conference was held in conjunction with the Irish Society of Toxicology and the theme of the meeting was Analytical Chemistry meets Toxicology. The interpretation of analytical data in the context of its meaning for human health and safety was explored especially with regard to multiple chemical exposures. There were four international speakers and the event was attended by 60 delegates from throughout the island of Ireland and abroad. The poster session attracted entries from both Queen's University Belfast and Dublin City University

Campylobacter Knowledge Network Annual Conference

The *Campylobacter* Knowledge Network held a very successful *Campylobacter* Control Training Workshop in Monaghan on 24th September. There were over 100 delegates in attendance, many of whom were poultry growers keen to hear the latest developments in on-farm biosecurity. Dr. Mogens Madsen from Denmark presented the findings from the multi-partner EU project, CamCon, and demonstrated the tools that have been developed to implement the findings. Delegates discussed the challenges facing growers in implementing biosecurity measures.

Food Allergy & Food Intolerance Knowledge Network Conference

On 29th October, the **safefood** Food Allergy & Food Intolerance Knowledge Network held an open meeting at the Radisson Blue Hotel, Galway on the subject of food intolerances. Upwards of fifty delegates heard presentations on medical aspects of food intolerance, FODMAPs, the analytical chemistry of gluten and the psychological aspects of food intolerance. Derek & Tina Thompson from Co. Down described their work in Gluten Free Ireland and gave insights into the supports available for consumers with coeliac disease and gluten intolerance in Northern Ireland.

Listeria Network Annual Conference

The *Listeria* Network Annual Conference took place on Wednesday 20th May at Teagasc, Moorepark, Co. Cork. There were 76 delegates in attendance from areas including research, public health and the food industry. The theme of the event was '*Managing and communicating risks related to pathogens in food*'.

Networks

Salmonella Network Annual Conference

The *Salmonella* Network Annual Conference took place on Thursday 16th April in Co. Kildare. There were 71 delegates in attendance and the theme of the event covered 'Supply chain management issues in the meat and dairy industry'. Three international speakers attended from Denmark, the Netherlands and Portugal. At the end of the conference delegates were invited to view the laboratory facilities at Backweston.

VTEC Network Conference

The VTEC Network held a very successful Annual Conference in Dublin on 10th November 2015. There were over 90 delegates in attendance, including academics, public health professionals and food businesses. Professor Marcello Trevisani from the University of Bologna discussed VTEC in dairy herds, raw milk and dairy products and Dr. Gro Johannessen discussed risk factors for VTEC in fresh produce. During the discussion session, Network Facilitator Geraldine Duffy gave feedback on the VTEC 2015 Conference held in Boston and the issues covered, including the use of whole genome sequencing and animal shedding dynamics.

Supplementary Knowledge Networks activities

Childhood Allergen Training Workshops

safefood collaborates with Early Childhood Ireland (ROI) and Early Years (NI) to make food safety and healthy eating information and resources available to early childhood providers throughout the island of Ireland. In this regard, **safefood** has developed the Little Bites web resource on the **safefood** website. During this process, a need for upskilling in the area of food allergens and food allergen control was identified.

In 2015 a trainer delivered five evening workshops for early childhood providers in ROI and two in NI on a pilot basis. In addition, a number of lectures were held for students of early childhood courses. In all, 188 early childhood providers have been trained. The programme was very successful with 99 per cent of delegates indicating their expectations had been either exceeded or met.

Controlling Foodborne Viruses Workshop

safefood hosted a successful workshop entitled 'Controlling Foodborne Viruses' on the 1st December, 2015 in Dublin. The aim of the event was to gather and share existing knowledge and identify key gaps to steer future research in foodborne viruses. Key speakers presented on the latest developments in viruses that are transmitted through the food chain.

The event explored regulatory issues and challenges in detection of foodborne viruses whilst facilitating discussion around the methods for controlling viruses in the food industry. Case studies presented included the EU outbreak of hepatitis A virus linked to frozen berries and norovirus which is associated with the consumption of shellfish. The event was well attended by over 100 representatives from the food industry, food producers, members from the catering industry, regulators, researchers, those working in academia and other government departments.

Food authenticity: Protecting your business from food fraud

Two conferences on this theme were organised in partnership with Teagasc and the Institute for Global Food Security at Teagasc Training and Conference Centre in Dublin on 26th June and Queen's University Belfast on 12th November. The events shared recent advances in monitoring, detecting and preventing food fraud and how businesses can play their part in protecting both their own business and their customers, as well as the risk assessment approach to the vulnerability assessments that are now required for all food manufacturing companies.

The complexity of the task regulators face to combat food fraud were highlighted and proffered practical advice for food businesses on how they could proof their supply chains. Key speakers included Professor Chris Elliot, Queen's University Belfast, who discussed the importance of the UK Elliott Report for the agri-food economy on the island in particular with regard to the red meat industry. Other significant contributors were the Food Standards Agency in Northern Ireland, the Food Safety Authority of Ireland, as well as retailers and other experts. In all, 120 delegates from across the food industry attended the event in Dublin with over 95 delegates attending the Belfast event.

Community Food Initiatives (CFIs)

In January **safefood** published the evaluation from the first year (April 2013 to March 2014) of a three-year **safefood** funded programme, managed by Healthy Food for All, of 10 Community Food Initiatives (CFIs) based in areas of socio-economic disadvantage across the island of Ireland. The community development projects focus on food and health and are managed at a local level by Healthy Food for All, an all-island charity seeking to promote healthy food for low-income groups. Other project activities include support in important food skills such as food planning, budgeting and shopping.

The results from the evaluation show that more than 12,000 people engaged with **safefood** funded Community Food Initiatives on the island in their first year. The aim of the evaluation was to identify strengths and weaknesses of the programme and act on them during the term rather than evaluating at the end of the three year term.

The evaluation concluded the following achievements of the CFIs;

- Ten CFI projects were established across the island of Ireland
- Technical support and training has been provided and three all-island networking events took place
- Shared learning and networking has developed among the projects
- Stakeholder awareness has been encouraged through promotion, building the evidence base and networking
- Long-term project sustainability is now a growing focus for CFIs.

The following challenges were identified;

- Maintaining and growing participant numbers
- Motivating volunteers (i.e. during winter), managing interpersonal relations and volunteers' expectations
- Recognising the need for a long-term sustainability plan for the project
- Community engagement/networking with local organisations/agencies
- The funding process.

Number of individuals that took part in CFI activities

12,117	Overall reach of all CFI activities
3,299	Healthy eating activities
3,273	Gardening/Growing activities
1,515	Cooking skills activities
373	Planning/Budgeting/Shopping activities
3,717	Other activity such as physical activity, food and healthy living seminars/demonstrations, community meals, open or fun days, foraging and networking

All-island Food Poverty Network

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

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

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

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

The All-island Food Poverty Network supported by **safefood** and the Food Standards Agency in Northern Ireland held their annual conference entitled '*Food Poverty – Information for Action*' on the 21st April in the NICVA centre, Belfast.

The event shared new insights into the area of food poverty, looking at current research and the extent of food poverty on the island of Ireland. An excellent case study of the work being carried out to tackle food poverty and increase access to affordable healthy food in Belfast was presented. 67 delegates working across government departments, local council, community and voluntary groups attended what was a very engaging morning. It also showcased the launch of the '*Cost of a Healthy Basket*' research which was carried out in both the North and South. In NI the work was funded by **safefood** in partnership with the Food Standards Agency in Northern Ireland and Consumer Council NI. Plans are in place to progress this work in 2016 in both jurisdictions

Nutrition Surveillance programme

In February 2015, **safefood** set up a multiagency planning group to develop a framework for a nutrition surveillance programme for the island of Ireland. The principal aim of this initiative was to take forward the recommendation of a report published in October 2012 that recommended close co-operation on nutrition surveillance be developed on an all-island basis in order to ensure the collection of timely, robust and comparable data. Nutrition surveillance is a very important activity which provides the underpinning information necessary to enable governments to develop sound nutrition policies to protect public health.

In drawing up a suitable framework, the multiagency planning group, which met six times in 2015, determined that it should be capable of providing data for both nutrition and chemical exposure purposes, that it should represent value for money by avoiding duplication of effort whilst meeting health, agriculture and food industry needs, that it should encourage the collection of data on a rolling basis rather than periodically so as to provide continuity and allow trends to be identified, serve the needs of the whole of Ireland, and be capable of being phased in as resources and the timetables of existing surveillance programmes permitted.

All-island Obesity Action Forum

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

The forum is supported by the publication of an e-bulletin 'The All-island Obesity News' which promotes the sharing of information and exchange of best practice. A new shorter and more concise layout for the newsletter was launched in January 2015 and focused on events, news items and highlighted a key pieces of research. It has gone from strength to strength attracting more subscribers and greater engagement, with 12 editions being published this year. Continuing to increase engagement and reach of the newsletter is a priority with plans to increase our presence on social media.

The All-island Obesity News	
12	Editions issued in 2015
60	News items published
10	Research results shared
488	The number of subscribers to 'All-island Obesity News' grew by over 10% to 488

The topic for the first All-island Obesity Action Forum workshop of 2015 addressed current interventions to reduce the burden of obesity both nationally and internationally. The key note speaker in attendance was Professor Jaap Seidell from the University of Amsterdam, whose presentation focused on a public-private partnership initiative (the JOGG programme) being run in the Netherlands. Dr. Brendan O'Shea presented on research being undertaken in GP practices to determine the acceptability of weighing children as a routine part of an appointment. Dr. Joanne McClean then followed

this up looking at a pilot study in Northern Ireland in which GPs referred patients into commercial weight loss programmes. Ms. Fiona Gilligan, Director of Marketing and Communications at **safefood** looked at the social movement generated by the TV show Operation Transformation. Our final speaker, Ms. Amy Davies presented on an initiative in four European countries where youth developed social media campaigns to encourage their peers to adopt healthier lifestyles. 72 delegates working across government departments, local council, NGO's and community and voluntary groups attended.

The latest All-island Obesity Action Forum event held on 10th November commenced with a welcome and introduction by Dr. Clíodhna Foley-Nolan, Director of Human Health and Nutrition at **safefood**. The focus of this event was 'Changing environments, changing behaviours' in an effort to reduce obesity both nationally and globally paying particular attention to current interventions that have been developed to change living environments and to encourage positive lifestyle behaviour change. Professor Ivan Perry commenced the presentations with a comprehensive overview of changing food related health behaviours in the workplace.

Ms. Diane Glasgow presented on research being in Northern Ireland to encourage healthy lifestyles through the family health initiative. Mr Kyle Ferguson then followed this up looking at a Field Labs project in Northern Ireland in which researchers have developed an interactive playground. He also looked at the products being developed by five partner countries to encourage physical activity.

Professor Simon Capewell joined us by Skype and presented on how we as health professionals can use our work to generate change focussing on the case of taxing sugar sweetened beverages, the evidence around this, the benefits and the additional resources it would generate which could possibly be ring fenced for health initiatives. Our final speaker, Dr. Sorcha McKenna presented on which interventions are the most effective in terms of impact and cost effectiveness.

Education

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



85,000

Healthy lunchbox leaflets distributed free to primary schools.



3,437

Second-level students undertook the *safefood* for Life food safety exam and gained an industry-recognised qualification.



16,932

Primary and secondary school teachers, trainers and students visited the education section of the *safefood* website in 2015.



1,254

Visits to Little Bites, the one-stop-shop for food safety, food allergen and healthy eating advice for all early childcare providers, since its launch in 2015.

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

eatright.eu

With up to one in five teenagers leaving school early¹, this can impact negatively on their longer-term health, as limited knowledge around healthy eating and physical activity is a contributory factor to the growing problem of obesity on the island.

Launched in October 2014, eatright.eu is the first all-island designed to help early school leavers learn skills in health eating and food safety. The resource was promoted in ROI at the National Youthreach Conference on 26th February in Letterkenny and was promoted in NI in February through the National Youth Council of Ireland e-bulletin. It was also promoted throughout 2015 on social media and email. eatright.eu received 1,515 visits in 2015 and over 100 people subscribed to further updates on the resource via e-mail.

Food in School Forum

safefood worked with the Food in School Forum (resources group) to produce content for NI schools for the 2015 Balmoral Show. This focused on milk and honey, and included an activity sheet on bees and honey developed by the **safefood** nutrition team. The content, some of which was pre-recorded and some which was recorded live at the Balmoral Show, was available on the c2k food@myschool fronter room.

Little Bites

The 'Little Bites' resource was launched in 2015 for pre-schools in the Republic of Ireland in collaboration with Early childhood Ireland. The resource had 1,254 visits on the **safefood** website.

Lunchbox leaflets

The lunchbox leaflet, which promotes awareness of a healthy lunch whilst giving practical tips to parents for providing their child with a healthy and varied lunch, were disseminated at various stages throughout 2015. Mainly in February to coincide with new registrations and admissions and in September to coincide with back-to-school. A total of 85,000 copies of the leaflet were disseminated in ROI, with a total of 1,336 views on the website. In Northern Ireland the leaflet was disseminated to all P1 classes via the Public Health Agency and there were 114 views on the website.

¹ Department of Employment and Learning; Northern Ireland (2013)

safefood for life

safefood for Life is a free, interactive food safety teaching programme that allows students to sit a certified online food hygiene exam. Successful students receive an industry-recognised qualification enables them to work in food handling businesses such as restaurants, sandwich bars and delis.

safefood for life 2015	
700	Schools
3,437	Exams completed
15,000	Students

What's on a label?

In 2014, **safefood** developed the 'What's on a label?' resource to provide practical everyday examples of information provided on food labelling to help students make informed healthier food choices. In 2015 there were 161 visits to the NI resource and 259 visits to ROI resource on the **safefood** website.

INTO (Irish National Teachers Organisation) Conference

safefood hosted a stand at the 2015 Irish National Teachers Organisation conference (INTO), from 2nd–3rd October, whereby our fun interactive education resources were promoted to over 350 primary school principals and deputy principals.

ATHE (Association of Teachers of Home Economics) Conference

The Association of Teachers of Home Economics Conference was held from 16th–17th October. Dr. Charmaine McGowan presented on **safefood**'s folic acid and childhood obesity campaigns and **safefood** hosted a stand to showcase the updated labelling resource. Copies of the resource were distributed to post primary teachers on USB keys.

Events

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



205

Delegates attended *safefood*'s Food authenticity: Protecting your business from food fraud conferences held in Dublin and Belfast.



2,500

Consumers visited *safefood*'s stand at Balmoral.



156

Delegates attended *safefood*'s All-island Obesity Action Forum conferences held in Dublin and Belfast.



12

Conferences, workshops and seminars were delivered by *safefood*'s Knowledge Networks in 2015.

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

Balmoral Show

safefood presented the Childhood Obesity Campaign at the Balmoral show with a focus on the 'sugary drinks' message and encouraged families to be more active through our 'Bring Back Play' Initiative. Approximately 2,500 people visited the stand over the three days between 13th–15th May.

The exhibition floor space had a drawn out hopscotch game for parents and children to play and a Hula-hoop Challenge to see who can hula-hoop for 30 seconds or longer. Skipping ropes, footballs and space hoppers were also on the stand to encourage physical activity.

The sugary drinks infographic formed the basis of the drinks message on the stand, where visitors were challenged to correctly identify the sugar content of some popular drinks by placing the correct number of sugar cubes against each drink.

Parents and grandparents were targeted and our footfall increased on last year. Over 350 copies of our sugary drinks leaflet and 200 copies of our campaign booklet 'Your Child's Weight' were disseminated. Political visitors to the stand included Deputy First Minister Martin McGuinness, Assembly health committee member Jo-Anne Dobson and Ulster Unionist MEP Jim Nicholson.

Food authenticity: Protecting your business from food fraud

The seminar, organised in partnership with Teagasc and Queen's University Belfast (QUB) shared new insights into combatting food fraud and how to protect a business. The event shared recent advances in monitoring, detecting and preventing food fraud. Key speakers included Professor Chris Elliott, QUB, Dr. David Hammond, Eurofins and Europol Expert on food fraud. More than 105 delegates attended the event on the 26th June held in Dublin.

A second event covering the same topic was held in Belfast on the 12th November. Key speakers included Professor Chris Elliot, Queen's University Belfast who discussed the importance of the Elliott Report for the Agri-food economy on the island in particular the red meat industry, and Ms. Lynn Patterson, from LP Associates discussed the risk assessment approach to the vulnerability assessments that are now required for all food manufacturing companies. 100 delegates from across the food industry attended the event.

Joint NIFAC/FSCC meeting

safefood was invited to attend and present at the joint meeting of the Northern Ireland Food Advisory Committee (NIFAC) and the Food Safety Consultative Council of the FSAI (FSCC) held in Dundalk in May. The FSCC discusses food safety issues and provides advice to the FSAI Board. NIFAC acts as an independent advisory body to the Food Standards Agency in Northern Ireland in Belfast and its role is to advise the Agency on food safety and standards issues.

Dr. James McIntosh presented on the current and future work priorities for **safefood**. There was considerable interest in the Community Food Initiatives.

Irish Cancer Society Obesity and Cancer Symposium

Dr. Marian Faughnan, Chief Specialist in Nutrition at **safefood**, gave the opening talk at the symposium on the 16th September highlighting the current situation on the island of Ireland. The talk highlighted **safefood's** childhood obesity campaign, the relevance of diet in cancer prevention and relevant research.

Revision of Healthy Eating Guidelines

safefood actively participated in a group tasked by the Department of Health (ROI) with developing the key healthy eating messages and development of menu plans for the Republic of Ireland based on the food basket research.

Professional Networks

<p>16th April DAFM Laboratories, Kildare</p> <p>Salmonella Network Annual Conference – Supply chain management issues in the meat and dairy industry 71 delegates attended the event.</p>
<p>21st April NICVA Centre, Belfast</p> <p>All-island Food Poverty Network – Food Poverty – Information for Action 67 delegates attended the event.</p>
<p>20th May Teagasc Food Research Centre, Cork</p> <p>Listeria Network Annual Conference – Managing and communicating risks related to pathogens in food 76 delegates attended the event.</p>
<p>3rd June Stormont Hotel, Belfast</p> <p>All-island Obesity Action Forum – Intervening to reduce obesity 83 delegates attended the event.</p>
<p>11th June Malone Lodge Hotel, Belfast</p> <p>Biotoxin Knowledge Network Conference – Analytical Chemistry meets Toxicology 60 delegates attended the event.</p>
<p>24th September Four Seasons Hotel, Monaghan</p> <p>Knowledge Network Conference – Campylobacter Control: Training Workshop Over 100 delegates attended, many of whom were poultry growers.</p>

<p>29th October Radisson Blu Hotel, Galway</p> <p>Knowledge Network Conference – Food Intolerance: Challenges and Developments Conference Over 50 delegates attended the event.</p>
<p>10th November Crowne Plaza Hotel, Dublin</p> <p>VTEC Network Conference Over 90 delegates attended the event.</p>
<p>10th November 2015 The Gibson Hotel, Dublin</p> <p>All-island Obesity Action Forum Event – Changing environments, changing behaviours 59 delegates attended the event.</p>

Education

<p>2nd–3rd October Newpark Hotel, Kilkenny</p> <p>safefood hosted a stand at the 2015 Irish National Teachers Organisation conference (INTO) attended by over 350 primary school principals and deputy principals.</p>
<p>16th–17th October Athlone Springs Hotel, Athlone</p> <p>ATHE (Association of Teachers of Home Economics) Conference safefood attended and spoke at the ATHE conference in Athlone. Dr. Charmaine McGowan presented on safefood's folic acid and childhood obesity campaigns.</p>

Training and workshops

<p>12th October–25th November</p> <p>Childhood Allergen Training Workshops 12th October Glasshouse Hotel, Sligo 14th October Clayton Hotel, Dublin 15th October Athlone Springs Hotel, Athlone, 21st October Vienna Woods Hotel, Cork 22nd October Early Childhood Ireland, Dublin 18th November Early Years HQ, Belfast 25th November Silverbirch Hotel, Omagh</p> <p>safefood, in collaboration with Early Childhood Ireland, hosted workshops on food allergen training tailored to meet the needs of frontline childcare providers.</p> <p>In total 188 early childhood providers attended the eight training workshops.</p>
<p>1st December The Gibson Hotel, Dublin</p> <p>Controlling Foodborne Viruses Workshop Over 100 representatives from the food industry, food producers, members from the catering industry, regulators, researchers, those working in academia and other government departments.</p>

Seminars

26th June
Teagasc Centre, Dublin

Food authenticity: Protecting your business from food fraud

120 delegates from across the food industry attended the event.

16th September
Trinity College Dublin, Dublin

Irish Cancer Society Obesity and Cancer Symposium

Dr. Marian Faughnan, Chief Specialist in Nutrition at **safefood**, gave the opening talk, highlighting the current situation on the island of Ireland and the relevance of diet in cancer prevention.

18th September
CAFRE, Loughry Campus, Tyrone

Development of a Risk Register for the pork and poultry meat sectors on the island of Ireland

In conjunction with Queen's University Belfast, University College Dublin and Teagasc, **safefood** presented the Risk Register database which will help companies keep abreast of potential and emerging food safety risks in the ingredients they source.

12th November
Ramada Plaza Hotel, Belfast

Food authenticity: Protecting your business from food fraud

100 delegates from across the food industry attended the event.

Promotion

21st February
Phoenix Park, Dublin

Operation Transformation 5k Run

16 **safefood** staff members crossed the finish line along with over 8,000 followers of Operation Transformation in Dublin and Cork.

25th–27th February
Radisson Blu Hotel, Donegal

National Youthreach Conference

A Youthreach co-ordinator shared his experience of using **safefood**'s eatright.eu resource with early school leavers.

13th–15th May
Balmoral Park, Lisburn

Balmoral Show

Approximately 2,500 people visited **safefood**'s stand.

Corporate

27th May
Ballymascanlon House Hotel, Dundalk

Joint Northern Ireland Food Advisory Committee (NIFAC)/Food Safety Consultative Council of the FSAI (FSCC) meeting

safefood presented at the NIFAC and FSCC event which discusses food safety issues and provides advice to the FSAI board.

18th June
St Laurence Cheshire, Cork

safefood staff volunteered by painting the communal areas.



Campaigns

safefood promote the core messages of the organisation to consumers using integrated communication campaigns.



+26%

Increase in folic acid sales during *safefood's* campaign in 2015 compared to the previous year.



81%

Of respondents stated that the food safety campaign contained new information about food safety in the home



23,000

People have downloaded weight-mate, *safefood's* weight loss app since its launch in 2015.



64%

Of respondents agreed that a lack of sleep can impact on children's health.

Our key messages of food safety, food hygiene and nutrition are communicated using a combination of advertising, public relations, direct marketing, digital and social media, events, publications, sponsorship and the **safefood** website

Childhood obesity campaign

safefood's campaign to take on childhood obesity focused on helping parents to:

- Make healthier drink choices
- Understand appropriate portion sizes
- Change shopping habits
- Become more active
- Cut down on treat foods
- Encourage bedtime routines and appropriate hours of sleep.

In April 2015 **safefood** launched a new message under the over-arching campaign of Childhood Obesity. The 'sleep' message phase of the campaign focused on raising awareness among parents of the link between sleep and obesity; tips on how to have regular bedtime routines, and the need to cut down on screen time for children. The link between sleep and obesity shows individuals who have a good night's sleep are less likely to become overweight.

The campaign encouraged parents to develop a regular bedtime routine for their children and make bedrooms a 'screen-free zone' by removing phones and tablets at night to ensure better sleeping habits for children's healthy growth and development.

A **safefood** online survey¹ found that almost two thirds (63%) of parents said they didn't think their child got enough sleep. Research shows an association between sleep and weight in children. 11 international studies² found that children with less than 11 hours sleep had a 58% increased risk of overweight and obesity than children who slept more. It showed that for each additional hour of sleep, the risk was reduced by 9%.

The campaign featured on television, radio and digital advertising and was also supported on the **safefood** website, Facebook and Twitter with the hashtag #its bedtime. The website offered practical tips, advice and support from health experts for parents on how to set a better bedtime routine for their children.



Highlights included extensive coverage in the media including three consecutive weeks in Health Plus – Irish Times, an appearance on BBC Breakfast News, coverage in National papers and radio shows.

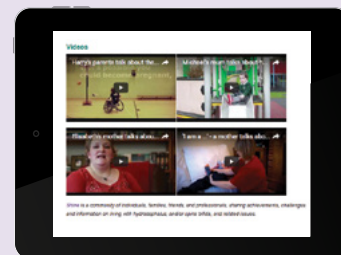
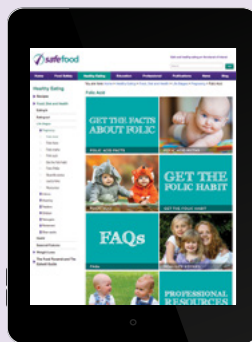
In June and again in September the campaign aired the 'sleep' message along with the previous message of 'controlling portion sizes'.

Campaign impact

ROI	NI	
74%	76%	said the ads contained new information
75%	71%	said it made them understand the association between screen time and their child's weight
1 in 4		parents have thought about making changes to increase the amount of sleep their child gets and the same amount have actually tried

¹ Online **safefood** survey of 1,696 parents on the island of Ireland (March–April 2015)

² Chen X, Beydoun MA, Wang Y. Is Sleep Duration Associated With Childhood Obesity? A Systematic Review and Meta-analysis. *Obesity*. 2008; 16(2):265-74



Folic acid awareness campaign

To address the increasing rates of Neural Tube Defects (NTDs) and the behavioural barriers to taking folic acid, **safefood** launched an all island awareness campaign in July. Titled *'Babies know the facts about Folic'*, the campaign was primarily delivered via digital and social media channels and also supported by a strong public relations campaign, instore retail promotional marketing as well as stakeholder engagement with Spina Bifida & Hydrocephalus charities.

With approximately 50 per cent of pregnancies being unplanned, the campaign targeted all women who are sexually active and could become pregnant (even if taking contraceptive precautions).

The specific target groups for the campaign included:

1. Young women who are sexually active but not considering pregnancy
2. Women considering pregnancy
3. Women, who already have child/children, could become pregnant but are not taking folic acid.

The aim of the campaign was to:

1. Educate women about who should be taking folic acid supplements – all women who are sexually active and who could become pregnant
2. Highlight the benefits of taking folic acid supplements
3. Change consumer attitudes towards taking folic acid.
4. Promote conversation and reduce stigma around taking folic acid
5. Increase consumption of folic acid supplements among all sexually active women who could become pregnant, irrespective of whether they are planning a pregnancy or not.

As the campaign was delivered primarily on digital and social media channels, a highly engaging creative idea was required to initiate a conversation, engage the audience, and increase awareness while also being thought-provoking and shareable on social media.

The campaign idea *'Babies know the facts about folic'* aimed to engage the audience with humour, attract their attention and address key barriers to behaviour change around taking folic acid.

Short animated video pieces were created and these formed the basis for the campaign. The animations combined the legendary wisdom of mothers with the no-nonsense common sense of a child. **safefood** carried out formative research to pre-test the campaign ideas among the target audience and the campaign was also pre-tested with representatives from SHINE the charity for NTDs in Northern Ireland.

An evaluation of the campaign showing encouraging results, was published in October. Many participating pharmacies and manufacturers noted increased sales of their folic acid supplement products. There was a noted impact in terms of behavioural change as a result of the campaign. The research indicated that pre-campaign only 7.3 per cent of women routinely took folic acid supplements although they were not planning a pregnancy but knew that all sexually active women should. This rose to 14.5 per cent post campaign.

Campaign impact

+26% Folic acid sales increased by 26% on average, from the same period in 2014 among the pharmacies and manufacturers.

+7.2% The percentage of women routinely taking folic acid supplements increased from 7.3% to 14.5%.

The campaign won an award for best marketing campaign at the 2015 eGov awards.

- 33,481 visits to the folic acid pages on the web
- 3,366 views of the animated videos on YouTube
- 135 pieces of PR coverage on the island of Ireland (TV, radio, print, digital)
- Over 830,000 views of Facebook posts with 20,000 engagements
- 256,000 views of Twitter posts with 5,000 engagements



Food safety ‘Listen to the voice of food safety’

safefood developed a two year campaign to raise awareness and support proactive behaviour change among our target audience who may be unaware their domestic food behaviours could be putting themselves and their loved ones at risk of food poisoning.

Rather than a broad audience targeting, **safefood** adopted a risk-tailored approach and focused on those most at risk of food poisoning because of their life stage and habits. For this campaign, the primary audience is adults aged 65+.

Those most at risk from food poisoning are the very young, the elderly, those with an underlying medical condition and pregnant women.

Titled ‘Listen to the voice of food safety’, the campaign was developed with input from the target audience. With a focus on cross-contamination, chilling and cleaning, the campaign comprised advertising on TV, radio, online, outdoor poster and supermarket instore. The strapline ‘Foresee the Risks’ and an audio/visual icon was also included to help with recall and amplify the campaign messages.

Launched in November 2015, the campaign will be evaluated next year.

Operation Transformation

The eighth series of the **safefood**-sponsored Operation Transformation aired from January 7th on RTE1 TV for eight consecutive weeks on Wednesday and Thursday nights. The aim of the programme is to encourage people to lose weight, gain confidence and make positive changes to diet and lifestyle to become healthier.

safefood sponsor stings for ‘smaller portions’ and ‘reducing sugary drinks’ accompanied the show on TV while live support on social media was provided during all episodes.

Omnibus research following the series showed that 1 in 3 adults watched at least one episode while 1 in 5 claimed to have lost weight while following the show. Being more active and eating healthier food were the main lifestyle changes reported by those as a result of watching the show.

‘Weight-mate’ weight loss app

During 2015 a new free weight loss smartphone app named ‘weight-mate’ was developed by **safefood** to help people to lose weight in a healthy way. Research has indicated that one in three Irish adults (35%) are trying to lose weight¹ and, at present in Ireland, almost two in three adults (61%) are overweight or obese² and the economic cost³ of obesity is estimated at €1.64 billion.

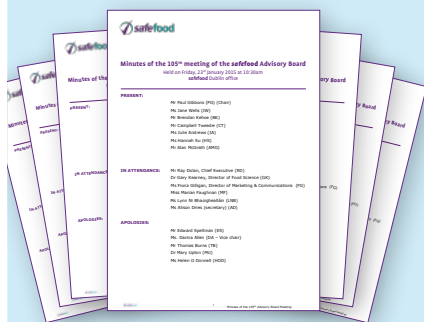
¹ Healthy Ireland Survey 2015. (IPSOS MRBI)

² IUNA (Irish Universities Nutrition Alliance) National Adult Nutrition Survey; summary report March 2011

³ Perry I, Dee A. The cost of overweight and obesity on the island of Ireland, 2012 (UCC; **safefood**) €1.64billion (€1.13 billion Republic of Ireland; €510 million Northern Ireland).

Corporate Operations

The Corporate Operations Directorate plays a key role in supporting the delivery of work programmes and activities throughout the organisation.



7

Meetings of the Advisory Board were held through the year.



9

The nine members of **safefood's** Advisory Committee are experts with a broad range of professional expertise, experience and backgrounds.



1st

A detailed Privacy Impact Assessment was carried out for **safefood's** first app, 'weight-mate'.



200

In partnership with the National Council for the Blind of Ireland (NCBI), **safefood** translated food safety and healthy eating resources into audio and Braille formats and distributed 200 copies.

The services provided span the areas of accounting and finance, procurement, human resources, information technology, legal, governance and audit, all contributing to facilitate the efficient and effective delivery of **safefood's** business goals and strategy.

Advisory Board

Seven meetings of the Advisory Board were held through the year, five in Dublin, one in Cork and one in Enniskillen. In addition to in-house presentations and briefings from **safefood** staff, several guest speakers were invited to present to the Board on such topics as consumer behaviours; the importance of keeping Irish agricultural biodiversity alive; food security; microbiota and on the 'Economic Context for Agri-Food Industry'.

The terms of office for all Board members expired in December 2015. The North South Ministerial Council reappointed nine members to serve for a term of one year and three new members were appointed – two to serve terms of three years and one to serve a one year term.

Audit Committee

The Audit Committee is comprised of two members of the Advisory Board and two external members, one of whom chairs the committee. Both external members of the committee have wide relevant professional experience. The Audit Committee met four times in 2015. The Audit Committee engages external professional auditors to conduct a programme of internal audits and regularly reviews the risk register for completeness and to ensure that all appropriate steps to control and mitigate risks are in place. The terms of reference for **safefood's** Audit Committee were reviewed in 2015 to ensure these met current best practice in both jurisdictions.

safefood Advisory Committee

The 9th meeting of the **safefood** Advisory Committee (SAC) was held in Dublin in October. Two guest speakers gave presentations. Mr. Robin Irvine, past president of the Northern Ireland Grain Trade Association gave a presentation on the development of the Food Fortress concept in Northern Ireland for the protection of the feed supply chain. This was followed by a presentation by Ms. Maureen Mulvihill, Head of Health Promotion with the Irish Heart Foundation, who discussed the issue of food provision in post-primary schools and the feasibility of a National Healthy Catering award.

In advance of six retirements from the Advisory Committee in November 2015, an invitation for expressions of interest in membership was published in printed media and recruitment websites in both jurisdictions. In January 2016, the North South Ministerial Council reappointed one member and appointed four new members to serve on the Advisory Committee for a term of three years.

Equality

In 2015, **safefood**, in partnership with the National Council for the Blind of Ireland (NCBI), translated both food safety and healthy eating resources into audio and Braille formats for visually impaired consumers. Following engagement with the Royal National Institute of Blind people (RNIB) in Belfast and with Libraries NI, **safefood** also produced these resources in audio book format and distributed copies to all of the libraries in NI and the RNIB.

safefood continuously reviews its Equality commitments and policies and ensures that the Annual Report on Equality and the Disability Action Plan Report are submitted on a timely basis to the Equality Commission (NI). **safefood's** recruitment programme actively encourages people with disabilities to apply for roles.

Data Protection

The impending EU legislation and other recent issues arising from data protection and privacy concerns has been a cornerstone for reviewing policies and implementing data protection measures at **safefood**. In 2015, a detailed Privacy Impact Assessment was carried out for our new 'weight-mate' app, which was launched early in 2016.

Human Resources

Arising from significant changes to the North/South Pension Scheme, considerable time was spent by **safefood** in 2015 working through the changes. Meetings were facilitated to explain to staff the proposed changes and their implications.

Corporate and Business Plans

The 2016 Business Plan was issued to both sponsor Departments in August 2015 and was approved by the North South Ministerial Council in December. Work commenced towards the end of 2015 on developing and drafting the next three-year (2017–2019) corporate plan.

Partnership working

As highlighted throughout our Annual Report, **safefood** continuously works closely and in partnership with all stakeholders who are seeking to promote food safety, nutrition and healthy eating for consumers on the island of Ireland.

A quadripartite Memorandum of Understanding between the Department of Health (NI), the Public Health Agency, the Food Standards Agency in Northern Ireland and **safefood** was signed on the 13th November 2015. This includes proposals for quarterly meetings of communications and policy teams, half yearly meetings of the Chief Executives and annual strategic and Business Planning meetings.

The Public Health Agency, Food Standards Agency in Northern Ireland and **safefood** held a collaborative planning workshop in the Mount Business and Conference Centre in Belfast on the 4th June 2015. The aim of the workshop was to generate ideas about a collaborative project which can be implemented which would address a real need that cannot be effectively progressed by any single agency. The three agencies agreed to develop a healthy eating workplace programme in 2016 aimed at positively influencing the eating habits of staff through awareness programmes and by increasing the accessibility of healthy foods in workplace.

Oireachtas Committee Meeting

Following an invitation from the Chairman of the Joint Oireachtas Committee on the Implementation of the Good Friday Agreement, Frank Feighan TD, **safefood** attended a meeting in April to discuss North/South cooperation in food safety and initiatives to promote healthy eating and combat obesity.

North South Ministerial Council Meetings

safefood attended the North South Ministerial Council meeting on Health and Food Safety in April 2015. The meeting was chaired by the Minister for Health (NI) Jim Wells, MLA and Michelle O'Neill, MLA. The Minister for Health, Leo Varadkar, TD and Dr. James Reilly, TD, Minister for Children and Youth Affairs represented the Irish Government. **safefood** arranged for Professor Chris Elliott (Queen's University Belfast) to deliver a presentation on '*Food Safety and Traceability – an all-island imperative*'. The CEO and the Chair of the Advisory Board provided an overview of high level achievements against Business Plan targets and updates on campaigns from 2014 and advised on progress with and targets and objectives for 2015.

Minister for State visit to **safefood's** head office

Minister of State for Development, Trade Promotion and North-South Co-operation at the Department of Foreign Affairs Sean Sherlock, TD visited **safefood's** Cork offices on the 17th April and met with the Chief Executive and staff.

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Foreword to the Accounts

1. Format

These Accounts are prepared in a form directed by the Department of Health (Northern Ireland) (formerly the Department of Health, Social Services and Public Safety) and the Department of Health (Republic of Ireland) with the approval of the Department of Public Expenditure and Reform (Republic of Ireland), and in accordance with the financial arrangements of Part 7 of Annex 2 to the British-Irish Agreement Act 1999 and the North-South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999.

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 2015 were:

Advisory Board 2015

Mr. Paul Gibbons (Chairperson)
Ms. Darina Allen (Vice Chairperson resigned 12th December)
Ms. Helen O'Donnell (Vice-Chairperson appointed Vice Chair 13th December)
Ms. Julie Andrews
Mr. Thomas Burns
Mr. Brendan Kehoe
Mr. Alan McGrath
Ms. Hannah Su
Mr. Campbell Tweedie
Ms. Mary Upton
Mr. Edward Spelman (Resigned 12th December)
Ms. Jane Wells (Resigned 12th December)
Mr. Mervyn Oswald (Appointed 13th December)
Ms. Margaret Jeffares (Appointed 13th December)
Professor Dolores O'Riordan (Appointed 13th December)

The **safefood** Advisory Committee comprises 12 members drawn from a broad range of expertise and disciplines available in both jurisdictions and advises on food sciences, the agri-food chain, public health nutrition, education, consumer behaviour, communications and community and voluntary matters.

4. Financial Results

The results of the Food Safety Promotion Board are set out in detail on page 36. During 2015, the Food Safety Promotion Board incurred expenditure of €8,966,383 (GBP€6,508,249) and received income of €8,964,117 (GBP€6,506,604) resulting in a deficit for the year of €2,266 (GBP€1,645).

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

The Board complies with the requirements of Part 5 of the Disabilities Act 2005 in supporting the employment of people with disabilities and continues to be committed to a policy of equal opportunity and welcomes applications from suitably qualified applicants irrespective of disability. A disability action plan was issued in 2011 to promote positive attitudes towards disabled people and to encourage their participation in public life.

Equality

The Board's approved Equality Scheme was issued in September 2011 and **safefood** is engaged in an ongoing review process.

Provision of Information to and Consulting with Employees

An Employee Partnership Forum was in place throughout 2015 as a mechanism for consultation with employees.

Prompt Payment Policy and its performance

The Board is committed to the prompt payments for goods and services received, in accordance with the Irish Prompt Payments of Accounts Act, 1997 as amended by the European Communities (Late Payments in Commercial Transactions) Regulations 2013 and the UK Late Payment of Commercial Debts (Interest) Act 1998, as amended by the Late Payment of Commercial Debts Regulations 2002. Unless otherwise stated in the contract, payment is due within 30 days of receipt of the goods or services, or on presentation of a valid invoice or similar demand whichever is later. In 2015 98% (2014: 93%) of all invoices were settled within 30 days.

Health & Safety Policy

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

8. Future Development

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

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

The grant funding approved for 2016 is €7,480,000 (GBP£5,236,000). The budgeted expenditure for 2016 is €7,480,000 (GBP£5,236,000).

Statement of Food Safety Promotion Board's Responsibilities

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

In preparing the accounts the Body is required to:

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

Chief Executive's Responsibilities

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



Raymond Dolan
Chief Executive Officer

28th September 2016

Statement on Internal Control

1. Scope of Responsibility

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

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

2. The Purpose of the System of Internal Control

The system of internal control is designed to manage risk to a reasonable level rather than to eliminate all risk of failure to achieve policies, aims, and objectives; it can therefore only provide reasonable and not absolute assurance of effectiveness. The system of internal control is based on an on-going process designed to identify and prioritise the risks to the achievement of Board policies, aims and objectives, to evaluate the likelihood of those risks being realised and the impact should they be realised, and to manage them efficiently, effectively, and economically. The system of internal control has been in place in The Food Safety Promotion Board for the year ended 31 December 2015 and up to the date of approval of the Annual Report and Accounts, and accords with the Finance Departments' guidance.

3. Capacity to Handle Risk

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

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

4. The Risk and Control Framework

The Board has developed a risk register and risk assessment matrix. Risk is identified at both the inherent and control

level at the time of the development of business plans and strategies. The Board has developed a framework of regular management information, variance review, and administrative and control procedures (including the segregation of duties and a system of delegation and accountability).

It also includes:

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

In 2015, 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 any variances from planned activity; and
- The framework for risk management was kept under continuing review and the risk register was presented to the Advisory Board Audit Committee;
- A review of the effectiveness of Internal Financial Controls in place during the 2015 financial year was undertaken in November 2015 by the Internal Auditors.



Raymond Dolan
Chief Executive Officer

28th September 2016

The certificate of the Comptrollers and Auditors General to the Northern Ireland Assembly and Houses of the Oireachtas

We have audited the accounts of the Food Safety Promotion Board (the Body) for the year ended 31 December 2015 pursuant to the provisions of the North/South Co-operation (Implementation Bodies) (Northern Ireland) Order 1999 and the British-Irish Agreement Act 1999 which require us to audit and certify, in co-operation, the accounts presented to us by the Body. The accounts comprise the income and expenditure account, the statement of total recognised gains and losses, the balance sheet, the cash flow statement and the related notes and appendix. These accounts have been prepared under the accounting policies set out within them.

Respective responsibilities of the Body, the Chief Executive and the Auditors

As explained more fully in the statement of responsibilities, the Body is responsible for the preparation of the accounts on the basis set out in the accounts direction in the appendix to these accounts. The Chief Executive, as Accountable Person, 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 annual report and the foreword to identify material inconsistencies with the audited accounts and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing our audit. If we become aware of any apparent material misstatements or inconsistencies, we consider the implications for our certificate.

We are required to obtain evidence sufficient to give reasonable assurance that the expenditure and income reported in the accounts have been applied to the purposes intended by the Northern Ireland Assembly and the Houses of the Oireachtas 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 recorded in the accounts have been applied to the purposes intended by the Northern Ireland Assembly and the Houses of the Oireachtas and the financial transactions recorded in the accounts conform to the authorities which govern them.

Non effective expenditure

We draw attention to Note 16 of the financial statements which discloses that non-effective expenditure has been incurred by the Board on rent associated with unoccupied space at its headquarters in Cork since December 2013 when a sub-letting agreement for the space expired. Non effective expenditure of €152,000 (£110,329) has been incurred to date. €76,000 (£55,165) of this expenditure relates to 2015. Our opinion on regularity is not however qualified on this matter.

Opinion on the accounts

In our opinion:

- 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; and
- the accounts give a true and fair view, in accordance with those accounts directions, of the state of the Body's affairs as at 31 December 2015 and of its deficit, total recognised gains and losses and cash flows for the year then ended.

Opinion on other matters

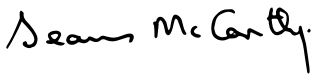
In our opinion, the information in the foreword for the financial year for which the accounts are prepared is consistent with the accounts.

Matters on which we report by exception

We report by exception if:

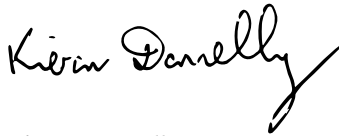
- adequate accounting records have not been kept; or
- the accounts are not in agreement with the accounting records; or
- we have not received all of the information and explanations we require for our audit; or
- the information given in the annual report is not consistent with the related accounts: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

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



Seamus McCarthy
Irish Comptroller and Auditor General
3A Mayor Street Upper
Dublin 1
Ireland

30 September 2016



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

10 October 2016

Income and Expenditure Account

for the year ended 31 December 2015

	Notes	2015 €	2014 €	2015 GBP	2014 GBP
Income					
Revenue Grant from Departments	2(a)	8,108,981	8,355,007	5,885,904	6,735,138
Capital Grant Release	9	120,776	114,917	87,665	92,637
		8,229,757	8,469,924	5,973,569	6,827,775
Other Income	2(b)	734,360	614,090	533,035	495,030
Total Income		8,964,117	9,084,014	6,506,604	7,322,805
Expenditure					
Staff Costs	3(b)	2,563,900	2,422,639	1,861,007	1,952,937
Board Fees	3(e)	74,751	82,048	54,258	66,141
Depreciation	6	120,776	114,917	87,665	92,637
Research Programme Expenditure	5	1,467,627	1,036,243	1,065,277	835,336
Promotion Activities	12	2,921,764	3,581,579	2,120,762	2,887,182
Other Operating Costs	4	1,817,565	1,799,634	1,319,280	1,450,721
Total Expenditure		8,966,383	9,037,060	6,508,249	7,284,954
Surplus/(Deficit) for the year		(2,266)	46,954	(1,645)	37,851
Amount transferred to General Reserve	13	(2,266)	46,954	(1,645)	37,851

All amounts above relate to continuing activities.

The notes on pages 40 to 52 form part of these accounts, together with Annex A on page 53.



Raymond Dolan
Chief Executive Officer

28th September 2016

Statement of Total Recognised Gains and Losses

for the year ended 31 December 2015

	Notes	2015 €	2014 €	2015 GBP	2014 GBP
Surplus/(Deficit) for the period		(2,266)	46,954	(1,645)	37,851
Actuarial gain/(loss) on pension liabilities	17(b)	1,093,000	(2,598,000)	793,354	(2,094,300)
Transfers (In)/Out of the Scheme	17(b)	(5,000)	0	(3,629)	0
Adjustment to deferred pension funding		(1,088,000)	2,598,000	(789,725)	2,094,300
Total recognised gain/(loss) for the period		(2,266)	46,954	(1,645)	37,851

The notes on pages 40 to 52 form part of these accounts, together with Annex A on page 53.



Raymond Dolan
Chief Executive Officer

28th September 2016

Balance Sheet

as at 31 December 2015

	Notes	2015 €	2014 €	2015 GBP	2014 GBP
Fixed Assets					
Tangible Assets	6	866,885	936,271	636,250	729,621
Current Assets					
	7	961,254	700,772	705,512	545,831
Current Liabilities					
Creditors – amount falling due within one year	8	(754,613)	(491,865)	(553,848)	(383,247)
Net Current Assets		206,641	208,907	151,664	162,584
Total Assets less Current Liabilities before Pensions		1,073,526	1,145,178	787,914	892,205
Deferred Pension Funding	17(d)	11,117,000	11,472,000	8,159,322	8,935,541
Pension Liabilities	17(b)	(11,117,000)	(11,472,000)	(8,159,322)	(8,935,541)
Net Assets		1,073,526	1,145,178	787,914	892,205
Financed By:					
Capital & Reserves					
General Reserve	13	206,641	208,907	151,664	162,584
Capital Grant Reserve	9	866,885	936,271	636,250	729,621
		1,073,526	1,145,178	787,914	892,205

The notes on pages 40 to 52 form part of these accounts, together with Annex A on page 53.



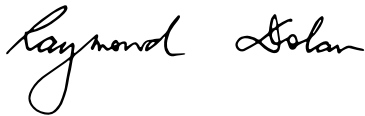
Raymond Dolan
Chief Executive Officer
 28th September 2016

Cash Flow Statement

for the year ended 31 December 2015

	Notes	2015 €	2014 €	2015 GBP	2014 GBP
Net cash inflow/(outflow) from operating activities	10	48,321	143,117	9,856	88,094
Capital expenditure & financial investment					
Payments to acquire tangible fixed assets	6	(51,390)	(50,818)	(37,301)	(40,965)
Net cash inflow/(outflow) before financing		(3,069)	92,299	(27,445)	47,129
Financing					
Capital Funding Received		51,390	50,818	37,301	40,965
Increase/(decrease) in cash/bank balances	11	48,321	143,117	9,856	88,094

The notes on pages 40 to 52 form part of these accounts, together with Annex A on page 53.



Raymond Dolan
Chief Executive Officer
28th September 2016

Notes to the Accounts

1. Accounting Policies

1.1 Accounting Convention

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

Without limiting the information given, the Financial Statements are prepared on an accrual basis and comply with the accounting and disclosure requirements issued by the Department of Finance (formerly the Department of Finance and Personnel) and Department of Public Expenditure and Reform, insofar as those requirements are appropriate.

1.2 Income

Income represents revenue grants receivable from the Department of Health (ROI) and the Department of Health (NI) (formerly 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 over their useful lives.

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

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

- c) Depreciation is charged in the year of acquisition but not in the year of disposal.
- d) Fixed Assets are capitalised once they exceed €650 (GBP£423).

1.4 Value Added Tax

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

1.5 Pensions

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

The North/South Pension Scheme was established by the North/South Implementation Bodies and Tourism Ireland Limited with effect from 29 April 2005. It is a defined benefit pension scheme which is funded annually on a pay as you go basis from monies provided by the UK and Irish Exchequers. Funding is provided to the Body by the Department of Health in the South and the Department of Health (formerly the Department of Health, Social Services and Public Safety) in the North. The scheme is administered by an external administrator.

Financial Reporting Standard (FRS) 17 covers retirement benefits. The liability at 31 December 2015 has been included in the financial statements and a disclosure note has been included (Note 17) detailing the actuarial review calculations, which were carried out by Xafinity Consulting using the projected unit method. This includes the results of the calculations of the pension liabilities and costs of employees (and ex-employees) of the Food Safety Promotion Board for the purposes of the accounts for the year ended 31 December 2015 and comparative figures for 2014.

Pension costs reflect pension benefits earned by employees in the period. An amount corresponding to the pension charge is recognised as income to the extent that it is recoverable, and offset by grants received in the year to discharge pension payments. Pension liabilities represent the present value of future pension payments earned by staff to date. Deferred pension funding represents a corresponding asset, being resources to be made available in future periods from the UK and Irish Exchequers in the manner described above.

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

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 Sterling are translated into Euro at the rates of exchange prevailing at the Balance Sheet date (0.73395). 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 (2015: 0.72585, 2014: 0.80612) while the Balance Sheet is translated using the closing exchange rate (2015: 0.73395, 2014: 0.77890). 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), and General Reserve (Note 13).

Notes to the Accounts

2

a) Grants from the Departments

Financial Period 1st January, 2015 to 31st December, 2015

	Note	DOH (ROI) €	DOH (NI) €	TOTAL €	DOH (ROI) GBP	DOH (NI) GBP	TOTAL GBP
Revenue Grant		5,439,528	2,669,453	8,108,981	3,948,281	1,937,623	5,885,904
Capital Account	9	34,472	16,918	51,390	25,021	12,280	37,301
		5,474,000	2,686,371	8,160,371	3,973,302	1,949,903	5,923,205

Financial Period 1st January, 2014 to 31st December, 2014

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

The Food Safety Promotion Board receives grants from the Department of Health (DOH (ROI)) and the Department of Health (DOH (NI)). The respective contributions are DOH (ROI) 67% (2014: 68%), and DOH (NI) (formerly the Department of Health, Social Services and Public Safety) 33% (2014: 32%).

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

b) Other Income

	Note	2015 €	2014 €	2015 GBP	2014 GBP
Bank Interest		60	90	43	73
Profit – Disposal of Fixed Asset		1,300	-	944	-
Net deferred funding for pensions	17 (c)	733,000	614,000	532,048	494,957
		734,360	614,090	533,035	495,030

3. Staff Costs

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

Directorates	2015	2014
Senior Management	5	4
Corporate Operations	9	9
Food Science	6	6
Human Health & Nutrition	3	3
Marketing & Communications	8	8
Total	31	30

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

	2015 €	2014 €	2015 GBP	2014 GBP
Salary Costs	1,599,592	1,450,266	1,161,064	1,169,088
Employer PRSI	137,739	119,322	99,978	96,188
Agency Staff	1,899	-	1,378	-
Pension Costs:				
Current Pension Service Costs	824,670	853,051	598,587	687,661
	2,563,900	2,422,639	1,861,007	1,952,937

During the year, €97,798/£70,987 (2014: €89,725/£72,329) of pension related deductions, under the Financial Emergency Measures in the Public Interest Act, 2009 as amended, were deducted and paid over to the Department of Health.

c) The number of employees at the end of the year whose emoluments (including pension contributions) fell within the following bands (this represents the annual emoluments) are:

	2015	2014
€40,001–50,000	5	6
€50,001–60,000	3	2
€60,001–70,000	2	3
€70,001–80,000	6	4
€80,001–90,000	1	0
€90,001–100,000	1	2
€100,001–110,000	1	0

3. Staff Costs continued

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

	Emoluments €	Emoluments GBP	Real Increase/ (Decrease) in Pension Earned €	Real Increase/ (Decrease) in Pension Earned GBP	Value of Accrued Pension at year-end €	Value of Accrued Pension at year-end GBP	Age (years)
Mr. Ray Dolan (CEO)	104,317	75,718	1,304	947	50,897	37,356	60

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

e) The following fees were paid to the Advisory Board in 2015:

	2015 €'000	2014 €'000	2015 GBP'000	2014 GBP'000	2015 Meetings Attended	2014 Meetings Attended
Paul Gibbons	-	-	-	-	6	N/A
Darina Allen	-	-	-	-	0	1
Julie Andrews	5-10	5-10	5-10	5-10	5	6
Thomas Burns	5-10	5-10	5-10	5-10	6	7
Brendan Kehoe	5-10	5-10	5-10	5-10	7	6
Alan McGrath	5-10	5-10	5-10	5-10	6	4
Helen O'Donnell	5-10	5-10	5-10	5-10	6	6
Edward Spelman	5-10	5-10	5-10	5-10	0	3
Hannah Su	5-10	5-10	5-10	5-10	5	7
Campbell Tweedie	5-10	5-10	5-10	5-10	4	5
Mary Upton	5-10	5-10	5-10	5-10	5	6
Jane Wells	5-10	5-10	5-10	5-10	7	5

7 meetings of the Advisory Board were held in 2015 (2014: 7). Mr. Paul Gibbons and Professor Dolores O'Riordan do not receive board fees due to the "One Person One Salary" principle. Ms. Darina Allen waived her right to receive a board fee. Mr. Mervyn Oswald, Ms. Margaret Jeffares and Professor Dolores O'Riordan were appointed to the Board prior to the end of the financial year, however no payments were made to them during 2015. The total amount of fees paid to Advisory Board members in 2015 was €73,994/£53,709 (2014: €82,048/£66,141), total amount due at 31st December of €757/£549. No Benefits in Kind were provided to Senior Management or Advisory Board Members. A total of €9,365/£6,798 (2014: €5,874/£4,735) was claimed by Advisory Board Members to cover travel and subsistence expenses. This amount is included in travel and subsistence disclosed in Note 4.

4. Other Operating Costs

	2015	2014	2015	2014
	€	€	GBP	GBP
Rent & Electricity*	676,783	662,657	491,243	534,181
Printing, Reports & Literature	4,000	3,010	2,903	2,426
Travel & Subsistence	161,319	172,072	117,094	138,710
Computer Support	163,568	112,786	118,726	90,919
Telephone	52,886	58,235	38,387	46,944
Postage & Stationery	13,490	25,337	9,792	20,425
Meeting Costs**	6,745	11,188	4,896	9,019
Office Expenses**	62,046	45,149	45,036	36,396
Currency Variance	46,297	33,879	33,605	27,311
Recruitment Expenses	14,433	47,653	10,476	38,414
Advertising	3,211	9,558	2,331	7,705
Training	48,214	32,828	34,996	26,463
Insurance	21,922	22,061	15,912	17,784
Subscriptions	11,714	18,158	8,503	14,638
Auditors' Remuneration	16,054	16,000	11,653	12,898
Legal & Professional Fees	84,428	67,083	61,282	54,077
Cleaning & Catering	26,040	24,645	18,901	19,867
Maintenance & Repairs	88,104	67,243	63,950	54,206
Bank Charges	2,460	2,293	1,786	1,848
Fellowships	130,048	136,455	94,395	109,999
Community Food Initiative	180,626	223,092	131,107	179,839
Equality & Disability	3,177	8,252	2,306	6,652
	1,817,565	1,799,634	1,319,280	1,450,721

*In 2015 the Food Safety Promotion Board incurred expenditure of €76,000 on rent on unoccupied space at its headquarters building. The vacancy arose as a result of the expiry of a sub-lease in December 2013. The Board has entered a new sub-lease with effect from February 2016 in respect of this space.

**The hospitality element of costs in 2015 was €2,180/£1,583 (2014: €5,900/£4,756).

5. Research Programme Expenditure

	2015	2014	2015	2014
	€	€	GBP	GBP
Chemistry & Toxicology	125,705	72,125	91,243	58,141
Food Science	690,941	466,027	501,519	375,674
Human Health & Nutrition	590,633	447,488	428,711	360,729
Microbiology & Surveillance	60,348	50,603	43,804	40,792
	1,467,627	1,036,243	1,065,277	835,336

Notes to the Accounts

6. Fixed Assets

Cost or Valuation	Office Equipment €	Property & Fitout Cost €	Fixtures & Fittings €	Computer Equipment & Software €	Total €
At 1 st January 2015	390,189	1,811,949	241,717	572,513	3,016,368
Additions	-	-	15,209	36,181	51,390
Disposals	-	-	-	(1,441)	(1,441)
At 31 st December 2015	390,189	1,811,949	256,926	607,253	3,066,317
Depreciation					
At 1 st January 2015	381,203	955,173	204,145	539,576	2,080,097
Provision for the year	2,306	70,758	7,576	40,136	120,776
Disposals	-	-	-	(1,441)	(1,441)
At 31 st December 2015	383,509	1,025,931	211,721	578,271	2,199,432
NBV at 31st December 2015	6,680	786,018	45,205	28,982	866,885
NBV at 31st December 2014	8,986	856,776	37,572	32,937	936,271
	GBP	GBP	GBP	GBP	GBP
NBV at 31st December 2015	4,903	576,898	33,178	21,271	636,250
NBV at 31st December 2014	6,999	667,343	29,265	25,654	729,261

7. Current Assets

	2015 €	2014 €	2015 GBP	2014 GBP
Debtors	25,887	50,028	19,000	38,967
Prepayments & Accrued Income	317,306	81,004	232,886	63,094
Cash at bank and in hand	618,061	569,740	453,626	443,770
	961,254	700,772	705,512	545,831

8. Creditors (amounts falling due within one year)

	2015	2014	2015	2014
	€	€	GBP	GBP
Creditors & Accruals	754,613	491,865	553,848	383,247

9. Capital Grant Reserve

	2015	2014	2015	2014
	€	€	GBP	GBP
Opening Balance	936,271	1,000,370	729,621	834,008
Capital Additions	51,390	50,818	37,301	40,965
Capital Disposals – Cost	(1,441)	(461,888)	(1,046)	(372,337)
Capital Disposals – Depreciation	1,441	461,888	1,046	372,337
Currency Translation Adjustment	–	–	(43,007)	(52,715)
Less amount released to I&E A/C *	(120,776)	(114,917)	(87,665)	(92,637)
	866,885	936,271	636,250	729,621

*Amount released to I&E	2015	2014	2015	2014
	€	€	GBP	GBP
Amortised in line with depreciation	(120,776)	(114,917)	(87,665)	(92,637)
	(120,776)	(114,917)	(87,665)	(92,637)

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

	2015	2014	2015	2014
	€	€	GBP	GBP
Surplus/(Deficit) for the period	(2,266)	46,954	(1,645)	37,851
Transfer from Capital Grant Reserve	(120,776)	(114,917)	(87,665)	(92,637)
Depreciation Charges	120,776	114,917	87,665	92,637
(Increase)/Decrease in Debtors	(212,161)	42,868	(149,825)	42,919
Increase/(Decrease) in Creditors	262,748	53,295	170,601	17,611
Currency Translation Adjustment	–	–	(9,275)	(10,287)
	48,321	143,117	9,856	88,094

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

Notes to the Accounts

11. Analysis of the balances of cash as shown in the Balance Sheet

	At 01.01.15	Cashflow	At 31.12.15
	€	€	€
Euro Account	413,908	(134,365)	279,543
Sterling Account	162,918	180,450	343,368
Deposit Account	753	(715)	38
Petty Cash	338	1,061	1,399
Credit Cards	(8,177)	1,890	(6,287)
Total	569,740	48,321	618,061

12. Promotion Activities

	2015	2014	2015	2014
	€	€	GBP	GBP
Media Costs	2,248,753	2,575,189	1,632,257	2,075,911
Marketing Costs	166,857	435,873	121,113	351,366
Events	102,629	240,727	74,493	194,055
Publications	35,341	103,244	25,652	83,227
Project & Conference Sponsorship	282,847	116,169	205,305	93,646
Educational Development	54,261	61,374	39,385	49,475
Helpline Activities	31,076	49,003	22,557	39,502
	2,921,764	3,581,579	2,120,762	2,887,182

13. General Reserve

	2015	2014	2015	2014
	€	€	GBP	GBP
Opening Balance	208,907	161,953	162,584	135,020
Surplus/(Deficit)	(2,266)	46,954	(1,645)	37,851
Currency Translation Adjustment			(9,275)	(10,287)
Closing Balance	206,641	208,907	151,664	162,584

14. Related Party Transactions

The Food Safety Promotion Board is a cross border implementation body sponsored by the Department of Health (ROI) and the Department of Health (NI) (formerly the Department of Health, Social Services and Public Safety) which are regarded as related parties. During the year, The Food Safety Promotion Board was principally funded by these departments and had various transactions with them. No Board member, key manager or other related party has undertaken any material transactions with the Food Safety Promotion Board during the year.

15. Future Capital Expenditure

The Food Safety Promotion Board had no capital commitments at 31 December 2015.

16. Leases/Commitments

(a) Operating Leases

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

	31.12.15	31.12.14
	€	€
Within 1 Year	-	-
Between 2 and 5 Years	-	-
More than 5 Years	560,000	560,000
	560,000	560,000

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

Rents payable/(receivable)

Location Expiry Date	2015	2014	2015	2014
	€	€	GBP	GBP
Cork 2026	370,000	370,000	268,565	298,264
Cork Sub Lease 2026	-	-	-	-
Dublin 2021	190,000	190,000	137,911	153,163
Total Annual Costs	560,000	560,000	406,476	451,427

The Board has not occupied 21% of the floor space in its building in Cork since 2003 and that portion of the building had been sublet up to December 2013. The subletting arrangement expired in December 2013 and in February 2016, the Board entered into a new sub-letting arrangement for this space. As a result, the Board has incurred non-effective expenditure totalling €152,000 (STG€110,329) since December 2013, €76,000 (STG€55,165) of which relates to 2015.

(b) Commitments

The Board has commitments in respect of approved research contracts at 31 December 2015 in the amount of €1,535,245/£1,126,793 (2014: €1,359,932/£1,059,251).

17. Pensions

The pension liabilities disclosed at 31 December 2015 are based on the revised benefit structure of the North/South Pension Scheme Core Section and Reserved Rights Sections. The core section of the scheme was reformed from 1 April 2015 in line with changes implemented in Northern Ireland across all Public Service Pension Schemes and the impact of these changes has been allowed for in these disclosures. The main changes include:

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

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

The valuation used for FRS17 disclosures has been based on an actuarial valuation as at 31 December 2015 by an independent actuary. Assumptions used to calculate the scheme liabilities as at 31 December 2015 under FRS 17 are:

a) Principal actuarial assumptions used for the calculations

	2015	2014
Discount rate (Republic of Ireland)	2.65%	2.10%
Discount rate (Northern Ireland)	3.70%	3.60%
Inflation rate (Republic of Ireland)	2.00%	2.00%
Inflation rate (Northern Ireland)	1.90%	2.00%
Rate of increase in salary (Republic of Ireland)	3.00%	3.00%
Rate of increase in salary (Northern Ireland)	2.90%	3.00%
Rate of increase in pensions (Republic of Ireland):		
In line with salary increases	2.90%	3.00%
In line with CPI	2.00%	2.00%
Rate of increase in pensions (Northern Ireland)	1.90%	2.00%
Average expected future life at age 65 for		
Male currently aged 65	21.9yrs	22.1yrs
Female currently aged 65	23.8yrs	24.3yrs
Male currently aged 45	23.1yrs	23.5yrs
Female currently aged 45	25.3yrs	25.8yrs

17. Pensions continued

b) Movement in Net Pension Liability during the financial year

	2015	2014	2015	2014
	€'000	€'000	GBP'000	GBP'000
(Deficit) in the pension liability at 1 January	(11,472)	(8,260)	(8,936)	(6,886)
Benefits paid during the year	92	239	67	193
Current service cost	(726)	(558)	(527)	(450)
Past service credit	148	-	107	-
Net transfers out of/(in to) the scheme	(5)	0	(4)	0
Other finance income/(charge)	(247)	(295)	(179)	(238)
Actuarial gain/(loss)	1,093	(2,598)	793	(2,094)
Exchange differences – GBP comparisons	-	-	520	539
(Deficit) in the pension liability at 31 December	(11,117)	(11,472)	(8,159)	(8,936)

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

	2015	2014	2015	2014
	€'000	€'000	GBP'000	GBP'000
Experience gain/(loss)	(1,107)	102	(804)	82
Gain/(loss) on change of financial assumptions	2,200	(2,700)	1,597	(2,176)
Actuarial gain/(loss)	1,093	(2,598)	793	(2,094)

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

c) Income and Expenditure Account analysis for the financial year

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

	2015	2014	2015	2014
	€'000	€'000	GBP'000	GBP'000
Current service cost	726	558	527	450
Past service credit	(148)	-	(107)	-
Other finance cost	247	295	179	238
Benefits paid during the year	(92)	(239)	(67)	(193)
	733	614	532	495

Analysis of the current pension service costs is as follows:

	2015	2014	2015	2014
	€'000	€'000	GBP'000	GBP'000
Current service cost	726	558	527	450
Past service credit	(148)	-	(107)	-
Other finance cost	247	295	179	238
	825	853	599	688

17. Pensions continued

d) Deferred Pension Funding

In accordance with accounting practice for non-commercial State sponsored bodies in the Republic of Ireland, the Food Safety Promotion Board recognises an asset representing resources to be made available by the UK and Irish Exchequers for the unfunded deferred liability for pensions on the basis of a number of past events. These events include the statutory backing for the superannuation schemes, and the policy and practice in relation to funding public service pensions in both jurisdictions including the annual estimates process.

While there is no formal agreement and therefore no guarantee regarding these specific amounts with the funding bodies, the Food Safety Promotion Board has no evidence that this funding policy will not continue to meet this amount in accordance with current practice. This treatment is inconsistent with accounting practice for UK Non-Departmental Bodies, where, due to absence of a formal guarantee, a funding liability is not recognised until the commitment falls due.

The deferred funding asset for pensions as at 31 December 2015 amounted to €11.117m/£8.159m (2014: €11.472m/£8.936m).

	2015 €'000	2014 €'000	2015 GBP'000	2014 GBP'000
Opening Balance at 1 January	11,472	8,260	8,936	6,886
Increase/(decrease) in Deferred Pension Funding	(355)	3,212	(777)	2,050
Balance at 31 December	11,117	11,472	8,159	8,936

e) History of Defined Benefit Liabilities

	2015 €'000	2014 €'000	2015 GBP'000	2014 GBP'000
(Deficit) as at 31 December	(11,117)	(11,472)	(8,260)	(10,642)
Experience adjustment on liabilities Including exchange rate effect gain/(loss)	(1,107)	102	700	119
Percentage of Scheme Liabilities	10.0%	0.9%	8.5%	1.1%

	2015 €'000	2014 €'000	2015 GBP'000	2014 GBP'000
(Deficit) as at 31 December	(8,159)	(8,936)	(6,886)	(8,685)
Experience adjustment on liabilities Including exchange rate effect gain/(loss)	(804)	82	594	96
Percentage of Scheme Liabilities	10.0%	0.9%	8.5%	1.1%

Date of Authorisation for issue

The Accountable Person (CEO) authorised the issue of these financial statements on 28th September 2016.

Appendix 1

Accounts Direction

Food Safety Promotion Board

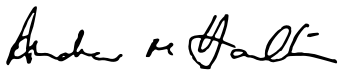
Accounts direction given by the Northern Department of Health, Social Services and Public Safety and the Southern Department of Health and Children, with the approval of the finance departments North and South, in accordance with the North/South Co-Operation (Implementation Bodies) (Northern Ireland)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

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

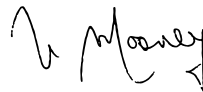
- a. the North/South Implementation Bodies Annual Reports and Account Guidance;
- b. other guidance which Finance Departments may issue from time to time in respect of accounts which are required to give a true and fair view;
- c. any other specific disclosures required by sponsoring Departments;

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

Signed by the authority of the



**Department of Health,
Social Services and Public Safety**
18th June 2001



**Department of
Health and Children**
13th June 2001

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