



Recipe for Information Dissemination

Edel Smyth

Food Safety Authority of Ireland

26 November 2015



Information Resources

Website
Advice-Line
Social Media
Extranet
Newsletter
Information Centre
Subscriptions



Customer Charter



Website

Maintain a user-friendly, accessible website.

Maintain our website in compliance with the Website Accessibility Initiative (WAI), Level 2.

Provide facilities for making an enquiry or complaint online.

Offer the facility to subscribe to sections of our website.

Advice Line

Answer at least 90% of calls within 15 seconds, during business hours.

For calls transferred to voicemail, respond to voice message within three hours.

Answer queries immediately, if possible.

Otherwise, respond to queries within five working days.



Measuring the Customer Charter

Website

External evaluation for compliance with WAI

Electronic site checks

Manual site checks

Training



Advice Line

Electronic telephone system

Database

External evaluation / questionnaire (every 2 years)

Mystery shopper exercise (every 2 years)





The FSAI provides advice to businesses on how to produce safe food.

Recent News

Nov 16 [FSAI Publishes Audit of Cold Stores](#)

Nov 9 [FSAI & Varadkar Launch Allergen Tool for Food Businesses](#)

Nov 5 [FSAI Strategic Plan 2016-2018: Pre-Consultation with Stakeholders](#)

Nov 5 [Three Enforcement Orders Served on Food Businesses in October](#)

[MORE NEWS](#)

Safe Catering Pack

Latest Food Alerts

[Recall of a Batch of Caterway Ground Almonds due to Salmonella Contamination](#)

November 6th

[Recall of a Batch of Cow & Gate Muesli Due to Possible Insect Contamination](#)

October 30th

Latest Food Allergen Alerts

[Undeclared Barley and Soya in a Batch of Dunnes Stores Cook At Home Vegetable Samosas](#)

November 11th

[Presence of Soya in a Batch of Hame Svacinka Meat Pate](#)

November 11th

[Allergens in Four Confectionery Products Not Labelled in English](#)

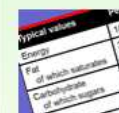
Events

[Breakfast Bite: MenuCal - helps you comply with the laws on allergen labelling](#)

December 2nd - 2nd

Food Safety Authority of Ireland,
Dublin 1

Food Labelling



Regulation

Information on the [Food Information to Consumers \(FIC\)](#)

Make a Complaint



If you're not happy with the standard of hygiene or food that you've bought in a shop or restaurant you should [make a](#)

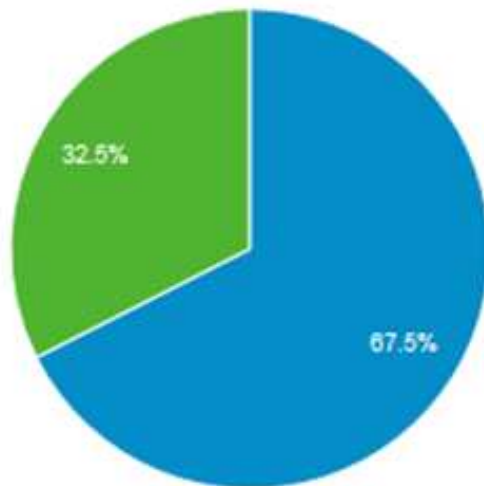
Website Statistics, 2015 (to date)

Total Website Visits: 823,491

Unique Visitors: 572,902

Page-views: 2,088,122

■ New Visitor ■ Returning Visitor



Peak (2015) – Thursday 8th January – 11,346 sessions



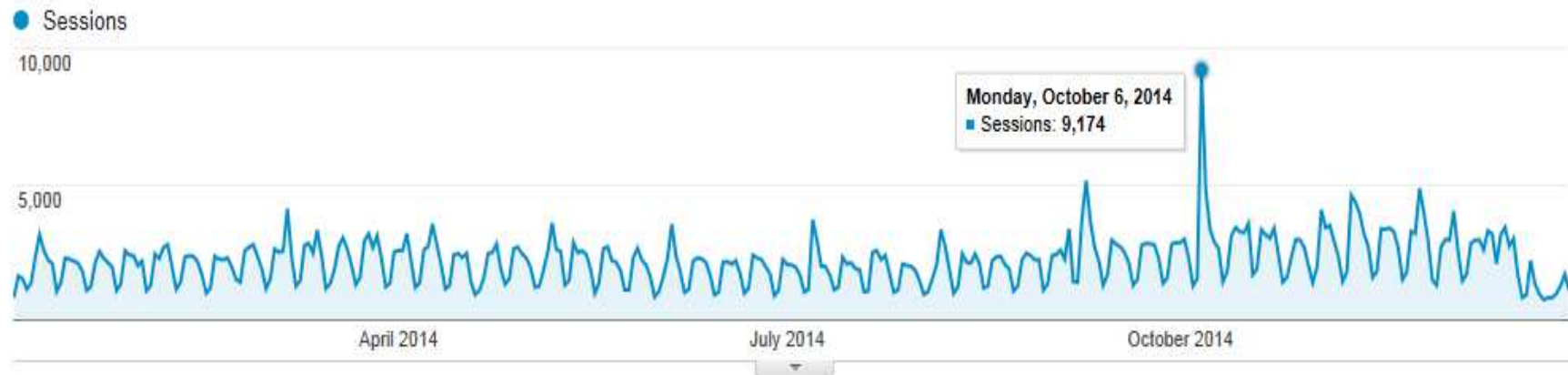
21% Decrease in Food Safety Enforcement Orders in 2014

Thursday, 8 January 2015

A total of 113 Enforcement Orders were served on food businesses for breaches in food safety legislation in 2014, compared with 144 in 2013, a decrease of 21%. Whilst welcoming the reduction in numbers of Enforcement Orders needing to be served, the FSAI noted that 2014 still had the second highest number served on food businesses.



Peak (2014) – Monday 6th October – 9,174 sessions
























Fourteen Enforcement Orders Served on Food Businesses in September

Monday, 6 October 2014

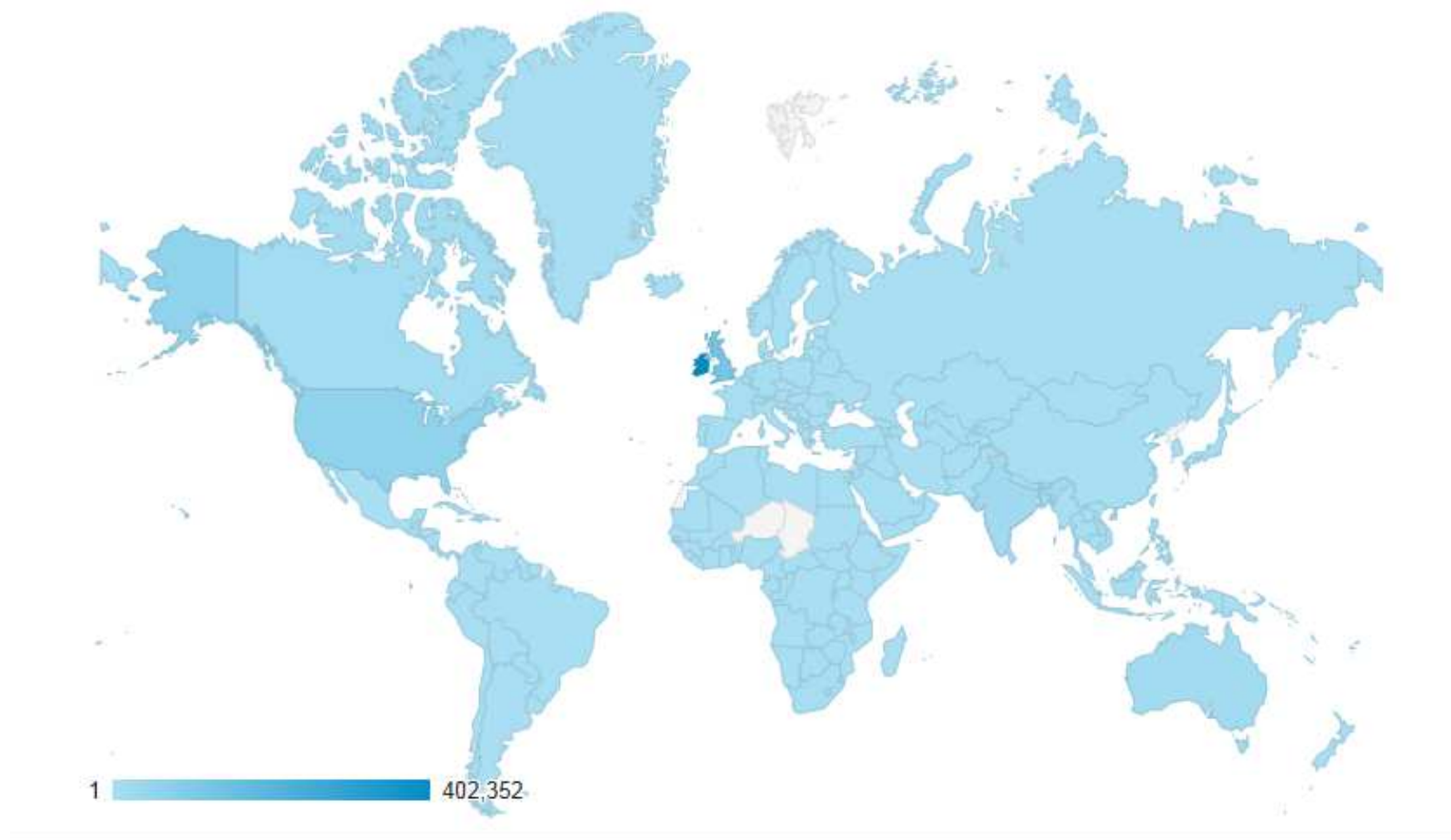
The Food Safety Authority of Ireland (FSAI) today reported that twelve Closure Orders and two Prohibition Orders were served on food businesses during the month of September for breaches of food safety legislation, pursuant to the FSAI Act, 1998 and the EC (Official Control of Foodstuffs) Regulations, 2010. The Orders were issued by environmental health officers in the Health Service Executive.



Where do our website users come from? (2015 to date)

Country	Sessions	% Sessions
1.  Ireland	416,957	 50.63%
2.  United Kingdom	139,934	 16.99%
3.  United States	58,795	 7.14%
4.  Australia	35,667	 4.33%
5.  India	18,915	 2.30%
6.  Canada	14,710	 1.79%
7.  Philippines	12,383	 1.50%
8.  Malaysia	7,334	 0.89%
9.  Germany	6,562	 0.80%
10.  France	5,363	 0.65%
63.  Slovenia	553 (0.07%)	





Of interest

Most Popular Sections:

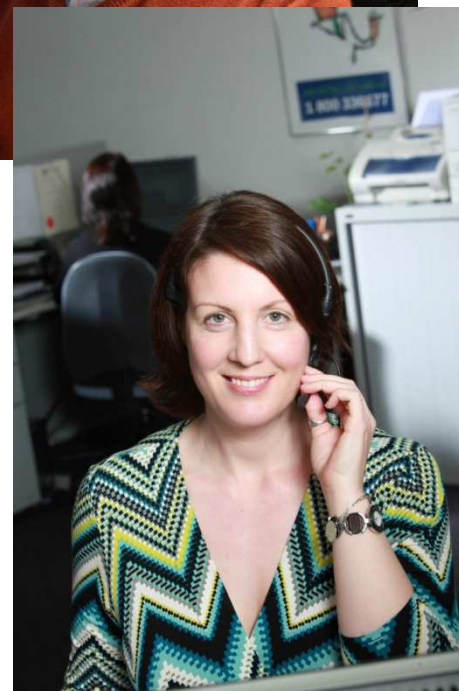
- Homepage
- HACCP
- Publications
- Legislation
- Food Business



Devices Used:

- | | |
|-----------|-----|
| • Desktop | 79% |
| • Mobile | 15% |
| • Tablet | 6% |





Advice Line



Advice Line

A total of **14,348** queries in 2014, an 8% increase on 2013

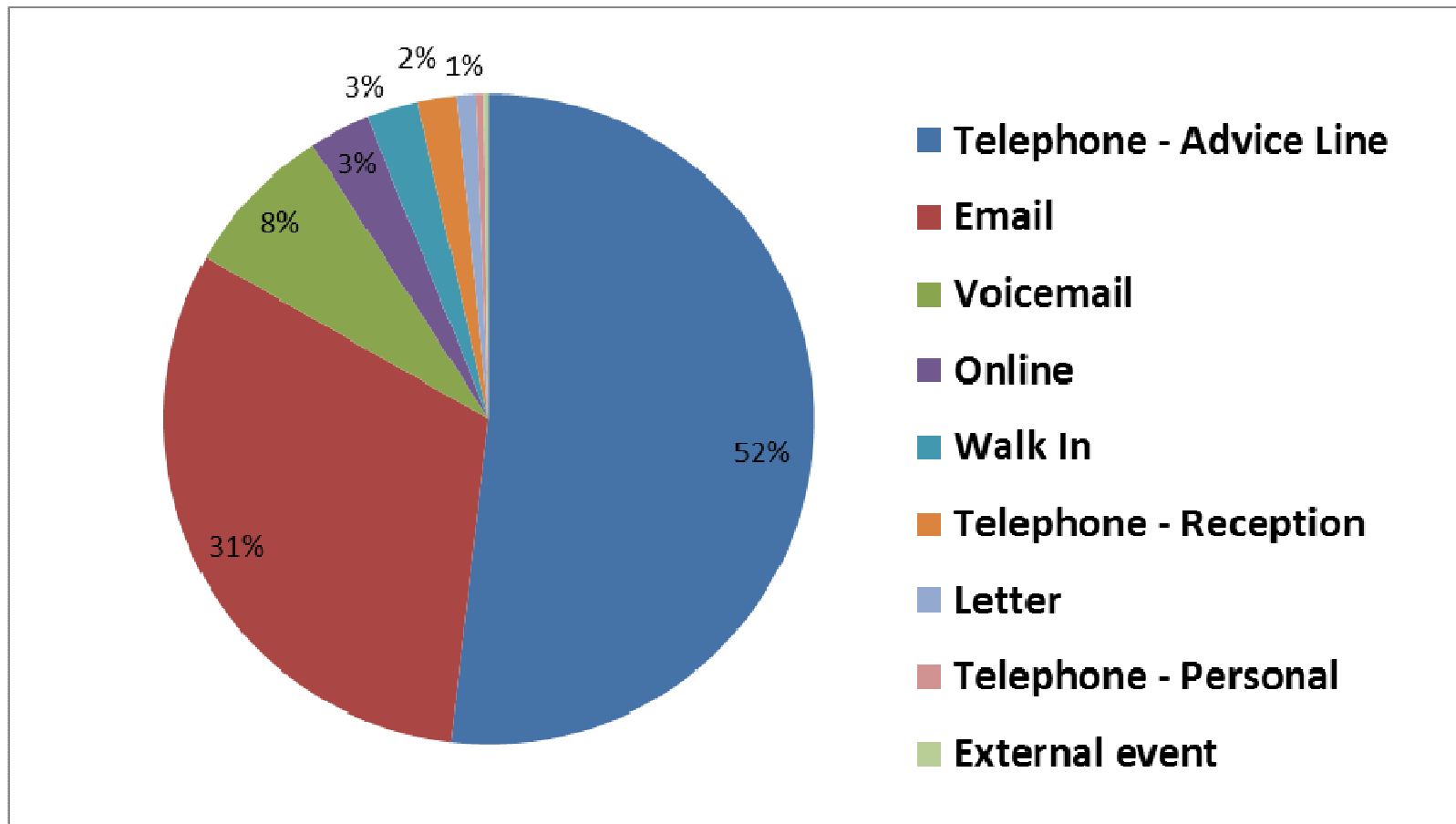
11,604 involved requests for advice across a range of food-related areas

- Labelling requests were up almost 100% on 2013 (at 2,463 requests) due to the introduction of the new Food Information to Consumers rules in December

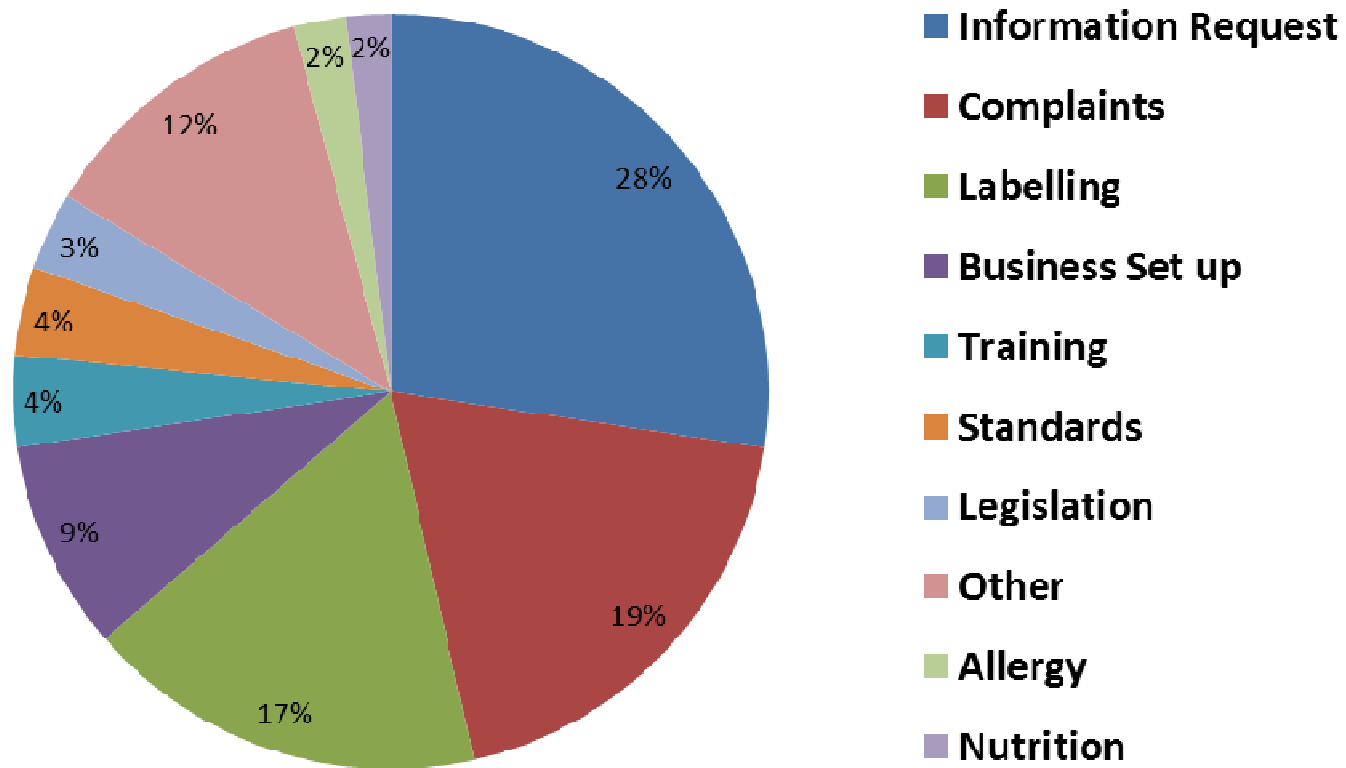
2,738 were complaints by consumers about food and food premises



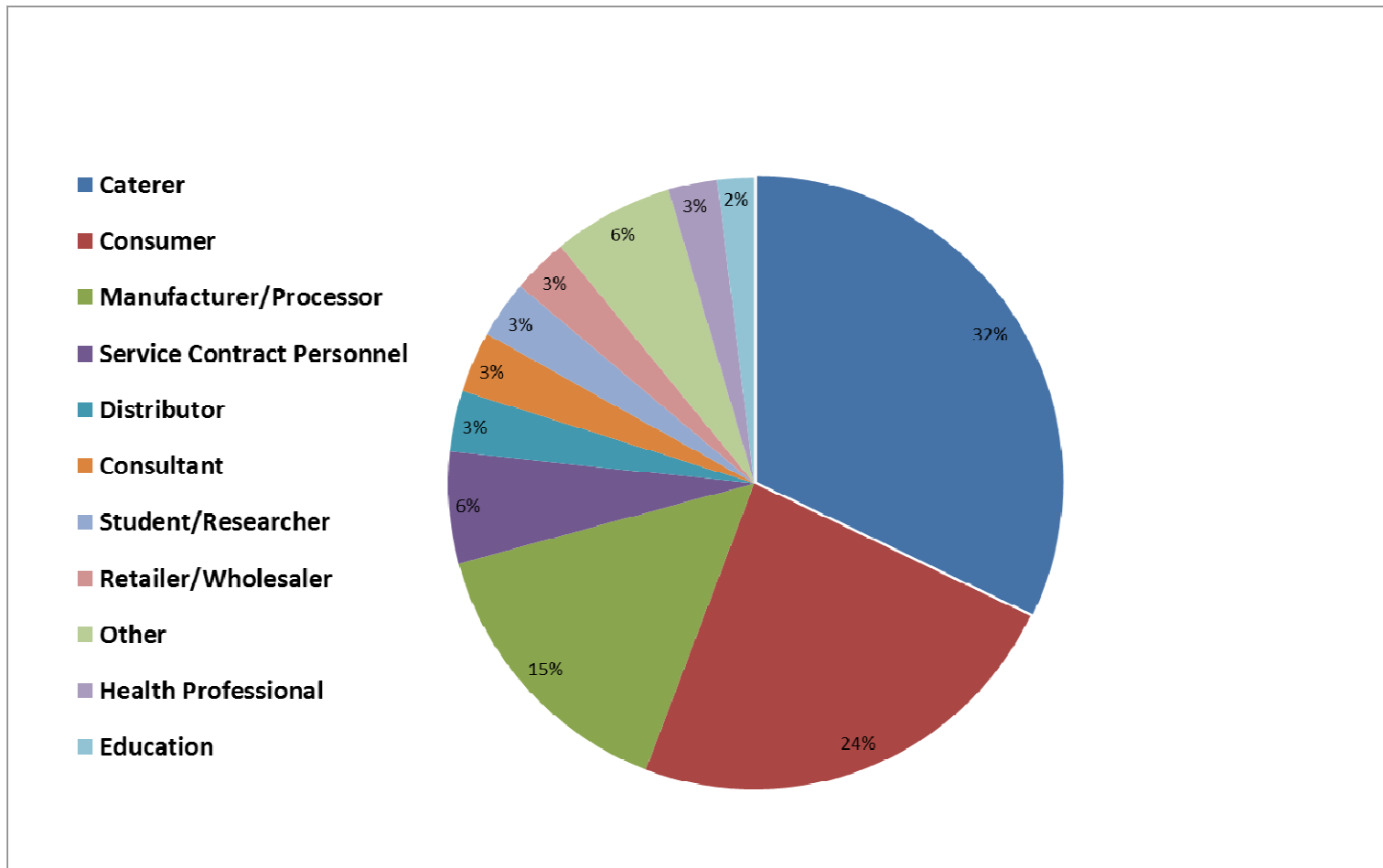
Source of Request, 2014



Top 10 Request Types, 2014



Who called us?



Complaints

- **2,738 in 2014**
- 2,846 in 2013
- 2,530 in 2012



Complaints received (2014) were categorised as follows:

- *1,199 - unfit food*
- *529 - suspect food poisoning*
- *566 - hygiene standards*
- *175 - incorrect information on food labels*
- *269 - other*



Social Media



Twitter – 3,465 Followers

Facebook – 3,738 Likes





TWEETS 1,737 FOLLOWING 769 FOLLOWERS 3,465 LIKES 641



Following

FoodSafetyAuthority

@FSAInfo

Welcome to the FSAI's official Twitter account. Here you'll find updates on the latest food safety news in Ireland. Check out facebook.com/fsai

Dublin, Ireland

fsai.ie

Joined February 2012

Tweet to FoodSafetyAuthority

5 Followers you know



Tweets Tweets & replies Photos & videos



FoodSafetyAuthority Retweeted



Dept Agriculture IRL @agriculture_ie · 3h

Minister @simoncoveney & Minister @campaignforleo WELCOME EUROPEAN ANTIBIOTICS AWARENESS DAY 2015 & FIRST WORLD ANTIBIOTIC AWARENESS WEEK



2



4



FoodSafetyAuthority Retweeted



Stateboards.ie @stateboards · Nov 17

Seeking board members with Risk assessment/Regulation/Food Sector exp. for the board of the FSAI. Closing 8th Dec: bit.ly/FSAIBMs



2



1



FoodSafetyAuthority @FSAInfo · Nov 16

Audit of cold stores published bit.ly/1MQUjt7

Who to follow · Refresh · View all



Khaliya @Khaliya

Follow

Promoted



Matt Cooper @cooper_m

Followed by [safefood](#) and [ot...](#)

Follow



Simona @Simona68as

Followed by [Black Sheep Pr...](#)

Follow

Find friends

Trends · Change

Jonah Lomu

301K Tweets







**Food Safety Authority
of Ireland**
 Government Organisation

Contact Us
 Liked
 Message

Timeline
 About
 Photos
 Reviews
 More

100% response rate, 1 day or more to respond
 Respond faster to turn on the icon

3,738 likes +14 this week
 Jane Ryder and 9 other friends

4 were here 0 this week

View Pages Feed
 See posts from other Pages

Invite friends to like this Page

1,093 post reach this week

Number of people you can reach within 1 kilometre of your business:

Status
 Photo/Video
 Offer, Event+



Food Safety Authority of Ireland
 Published by Patricia Wall [?] · 16 November at 10:45 ·

Press Release
 Audit of cold stores published.
 For more information, please see: <http://bit.ly/1MQUjt7>



Promote

THIS WEEK

1,093
Post Reach

85
Post Engagement

4
Contact Us

0
Website Clicks

1 of 1
Response Rate


Recent


2015
2014
2013
2012
2011
2010
2009
1999


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All activities ▾


 fsaiTV uploaded a video 1 week ago

 **MenuCal Explainer Movie**
by fsaiTV
1 week ago • 26 views
This video will show you how to use MenuCal to record the allergens in a simple recipe.

 fsaiTV uploaded a video 1 year ago

 **FSAI MenuCal**
by fsaiTV
1 year ago • 716 views
The calorie calculator to help food businesses put calories on their menus.

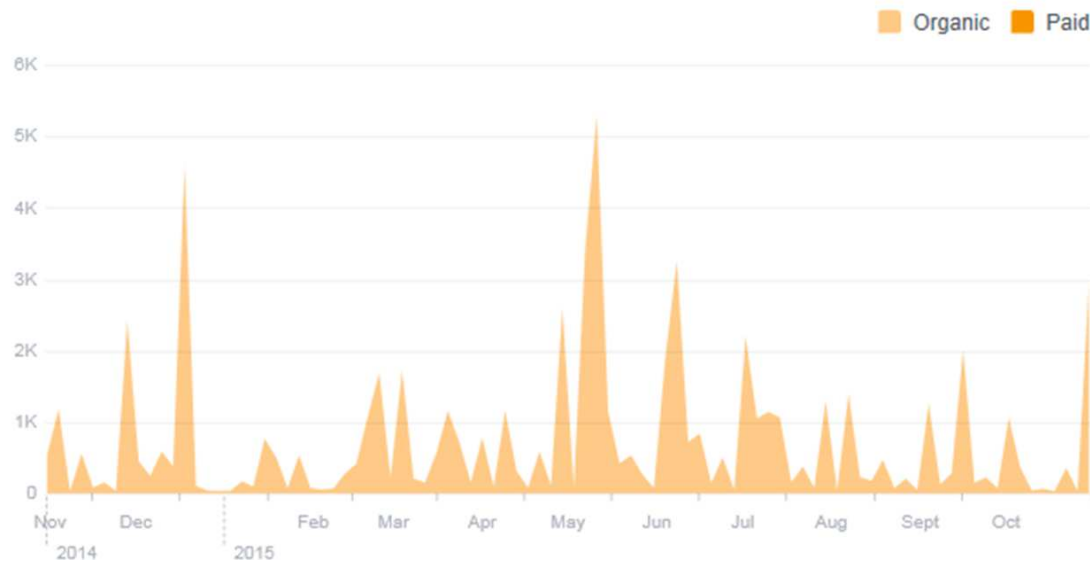
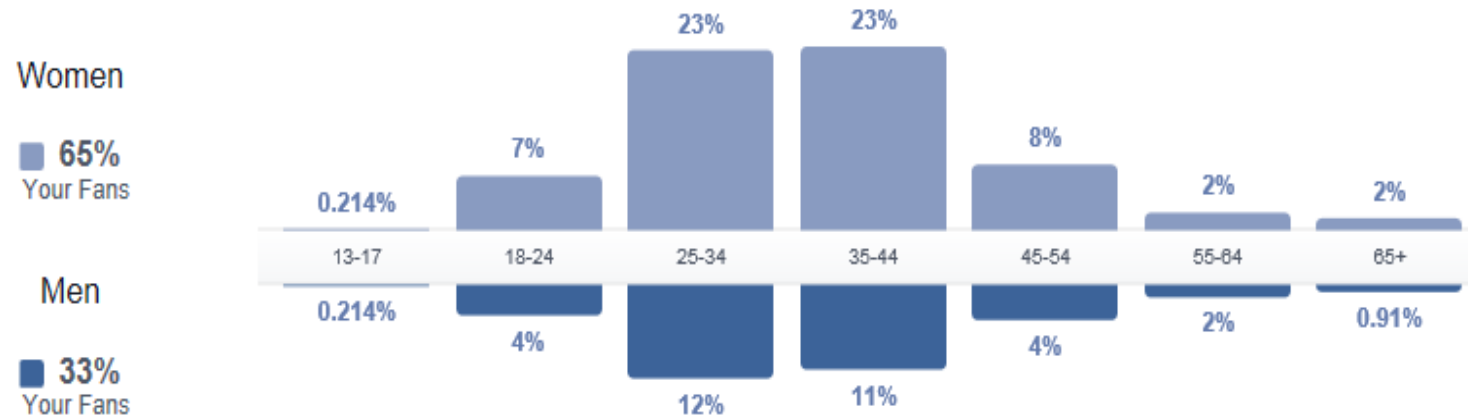
 fsaiTV subscribed to a channel 2 years ago

 **Grade Pending Documentary**
2 videos
This channel is to promote and showcase the documentary "Grade Pending."
During production, the documentary and its producers will post videos of the doc in progress...

[CHANNEL](#) [Subscribe](#) 3



Facebook Demographic



Facebook Post Reach





Enter keyword



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My Admin Rights



welcome to safetynet

keeping you connected, organised
and up-to-date



Latest News



09/11/2015

[FSAI Strategic Plan 2016-2018: Pre-Consultation with Stakeholders](#)

[More News](#)

Latest EFSA News



09/10/2015

[Public consultation on EFSA's draft strategy](#)

02/02/2015

[EFSA Infographic on Zoonoses](#)

[More EFSA News](#)

Press Coverage



18 Nov 2015

[Allergen tool to help food businesses](#)

...ooo food service businesses identify and manage allergens in the **food** they serve. The easy-to-use facility was launched last week by ...tool is an additional application as part of the **FSAI's MenuCal calorie** calculator, which is available free-of-charge. **MenuCal** enables food service ...

18 Nov 2015

[Allergen tool to help food businesses](#)

...is an additional application as part of the **FSAI's MenuCal calorie** calculator, which is available free-of-charge. **MenuCal** enables food service businesses ...has been developed by the **Food Safety Authority of Ireland (FSAI)** to assist Ireland's 22,000 food service businesses identify and ...

18 Nov 2015

[Allergen tool is launched to help food businesses](#)

...**FSAI** and Dr Mary Flynn, chief specialist, Public Health **Nutrition**, **FSAI** at the launch, PHOTO: COLM MAHADY/Allergen tool is ...**Ireland (FSAI)** and Dr Mary Flynn, chief specialist, Public Health **Nutrition**, **FSAI** at the launch, PHOTO: COLM MAHADY/Allergen tool ...

[More Press Coverage](#)



Newsletter



Every two months

Postal
distribution:
3,400

Electronic
distribution:
2,400



