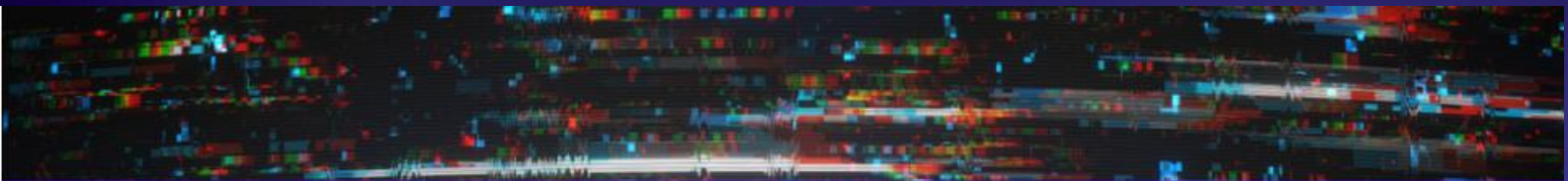




Údarás Sábháilteachta Bia na hÉireann  
Food Safety Authority of Ireland

2026



## The Food Safety Consultative Council Open Meeting Navigating Misinformation in Food Safety

5 March 2026

The Convention Centre, Dublin



## **Food Safety Consultative Council Open Meeting**

**Navigating Misinformation in Food Safety**

*Published by:*

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# Contents

<b>EXECUTIVE SUMMARY .....</b>	<b>2</b>
<b>1. INTRODUCTION AND OVERVIEW .....</b>	<b>4</b>
1.1 THE FOOD SAFETY CONSULTATIVE COUNCIL (FSCC).....	5
1.2 THEME OF MISINFORMATION IN FOOD SAFETY .....	5
<b>2. THE OPEN MEETING .....</b>	<b>6</b>
2.1 AGENDA .....	6
2.2 AUDIENCE ENGAGEMENT .....	7
2.3 OPENING ADDRESS – MR GREG DEMPSEY .....	7
OPENING ADDRESS – MR JAMIE KNOX .....	8
2.4 KEYNOTE ADDRESS – MR MARK LITTLE .....	9
2.5 PSYCHOLOGY OF MISINFORMATION – PROFESSOR CIARA GREENE .....	10
2.6 COMBATting NUTRITION MISINFORMATION ONLINE – DR GARY MCGOWAN .....	11
2.7 RISK COMMUNICATION AND STAKEHOLDER ENGAGEMENT – MS JANE RYDER .....	12
2.8 CLICKS, CLAIMS & CONSEQUENCES: FOOD SAFETY REGULATION IN A DIGITAL ENVIRONMENT – MS JILL MURPHY.....	13
2.9 COMBATting CANCER MISINFORMATION AT THE IRISH CANCER SOCIETY – DR CLAIRE KILTY .....	14
2.10 PANEL DISCUSSION AND AUDIENCE Q&A .....	16
2.11 CLOSING.....	17
<b>3. DISCUSSION AND CONCLUSION .....</b>	<b>18</b>
<b>MEMBERS OF THE FOOD SAFETY CONSULTATIVE COUNCIL.....</b>	<b>20</b>

## Executive summary

The Food Safety Consultative Council (“the Council”) of the Food Safety Authority of Ireland (FSAI) has a role to facilitate discussion on relevant food safety topics between consumers, food business operators and State actors with the objective of promoting higher food safety standards. In March 2026, the Council hosted an open meeting at the Convention Centre in Dublin to explore the topic of misinformation in food safety. This is the report of the meeting.

At the meeting, the FSAI and the Council aimed to encourage an informed discussion on navigating misinformation in the food sector. In today’s digital environment, misinformation can spread faster and further than ever before. When it comes to food safety, inaccurate or misleading information can distort risk, create unnecessary fear, and, in some cases, influence behaviours that may put public health at risk. By bringing together experts, industry stakeholders, and the public, this meeting sought to enhance understanding of the impact of misinformation, how it spreads, how it can be responded to, and to support measures to ensure food safety advice remains firmly grounded in science and is communicated in a clear and transparent manner.

The open meeting was attended by over 220 people representing 112 different organisations including consumers, food businesses, journalists, students, food safety inspectors, and policy-makers. The meeting included a diverse lineup of speakers including experts in media and communications, psychology, medicine, science and regulation as follows:

- **Mr Mark Little (journalist and keynote speaker)**  
The evolution of the information environment and its ongoing transformation
- **Professor Ciara Greene (UCD)**  
The Psychology of Misinformation
- **Dr Gary McGowan (doctor and physiotherapist)**  
Combatting Nutrition Misinformation Online
- **Ms Jane Ryder (FSAI)**  
Risk Communication and Stakeholder Engagement
- **Ms Jill Murphy (FSAI)**  
Clicks, Claims & Consequences: Food Safety Regulation in a Digital Environment
- **Dr Claire Kilty (Irish Cancer Society)**  
Combatting Cancer Misinformation at the Irish Cancer Society.



The event concluded with a moderated panel discussion, during which speakers discussed the meeting themes and responded to audience questions. Topics included consumer empowerment, age and susceptibility to misinformation, the concept of ‘prebunking’, the role of trust in online communities, methods of addressing misinformation within regulations and the role that influencers and artificial intelligence (AI) could play in tackling misinformation.

Key themes that emerged from the meeting included the influence of non-experts on public perceptions of food safety, the importance of critical thinking, the need for credible sources of information, and the global regulatory challenges associated with addressing misinformation.

Learnings and takeaways from the meeting include:

- Tackling misinformation in its entirety requires a horizontal **multi-legislative approach** across several legislative areas.
- The importance of ‘**prebunking**’: The concept of getting ahead to prevent people from being misled by misinformation before they encounter it.
- **Critical thinking** is a key skill for consumers navigating misinformation and many people are already questioning what they see online and the motivation behind it.
- **People power**: Consumers are not powerless or passive when it comes to misinformation. By choosing what to engage with, question, and share, people can actively shape the information environment around them.
- It is important to make it clear on what the **routes and options are to report and address misinformation**. This includes reporting misleading content, calling out false claims, and supporting accurate, trustworthy information.

Discussions from the event will support the FSAI and the Council, as well as our wider stakeholders to consider strategies to support addressing misinformation in food safety. It will also inform the appropriate role for the FSAI in the delivery of its vision of “Safe and trustworthy food for everyone”. The FSAI is grateful to its Council and attendees for contributing to these discussions.

## 1. Introduction and overview



**Image 1** Guest speakers (L→R): Suzanne Campbell, Jane Ryder (FSAI), Rob Phillips (FSAI), Greg Dempsey (FSAI), Dr Claire Kilty (Irish Cancer Society), Mark Little, Professor Ciara Greene (UCD), Jamie Knox (FSCC Chair (Keurig Dr Pepper Inc)), Gail Carroll (FSAI), and Jill Murphy (FSAI).



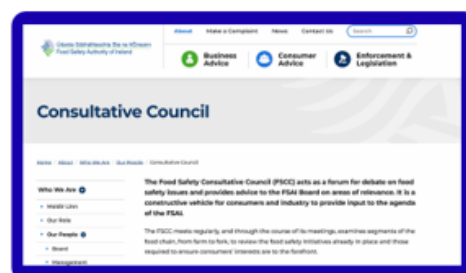
**Image 2** Photographs of attendees at the event.

## 1.1 The Food Safety Consultative Council (FSCC)

The Food Safety Consultative Council (FSCC) of the Food Safety Authority of Ireland (FSAI) is a statutory body under Section 14 of the FSAI Act, 1998. The purpose of the Council is to facilitate stakeholder feedback to the FSAI to promote higher standards of food safety. As part of fulfilling this role, the Council holds an annual open meeting on topics of relevance to the role of the Council. Some previous topics have included “When food safety met sustainability” and “AI in food safety: innovation, risks & opportunities”.

In 2026, the open meeting’s goal was to explore the topic of ‘misinformation in food safety’ to strengthen collective understanding, identify practical strategies to address misinformation, and highlight the

regulatory framework that can be used to address this evolving challenge.



## 1.2 Theme of misinformation in food safety

The Council, in consultation with the FSAI, selected the theme of misinformation in food safety for the 2026 open meeting due to the growing impact of misinformation in today’s digital environment which can significantly distort public understanding of risk, create unnecessary fear and confusion among consumers, and influence behaviours in ways that may ultimately compromise health. For the FSAI and its stakeholders, the rapidly evolving digital landscape has transformed the marketing, promotion, and sale of food online. In the realm of food safety, inaccurate or unsubstantiated information can spread faster and further than ever before. As this is a rapidly evolving area the open meeting was an important opportunity for open dialogue to understand how misinformation spreads, its impact on risk communication and how it can be addressed.

## 2. The open meeting

### 2.1 Agenda

#### Opening address



**Greg Dempsey**  
CEO, Food Safety  
Authority of Ireland



**Jamie Knox**  
Chair, Food Safety  
Consultative Council

#### Speakers



**Mark Little**  
Journalist and Entrepreneur  
*Keynote Address*



**Prof. Ciara Greene**  
School of Psychology, UCD  
*'The Psychology of Misinformation'*



**Dr Gary McGowan**  
Doctor, Physiotherapist,  
Trainer  
*'Combatting Nutrition  
Misinformation Online'*



**Jane Ryder**  
Communications Manager,  
FAI  
*'Risk Communication and  
Stakeholder Engagement'*



**Jill Murphy**  
Senior Technical Executive,  
FAI  
*'Clicks, Claims & Consequences  
Food Safety Regulation in a  
Digital Environment'*



**Dr Claire Kilty**  
Head of Research, Irish  
Cancer Society  
*'Combatting Misinformation at  
the Irish Cancer Society'*

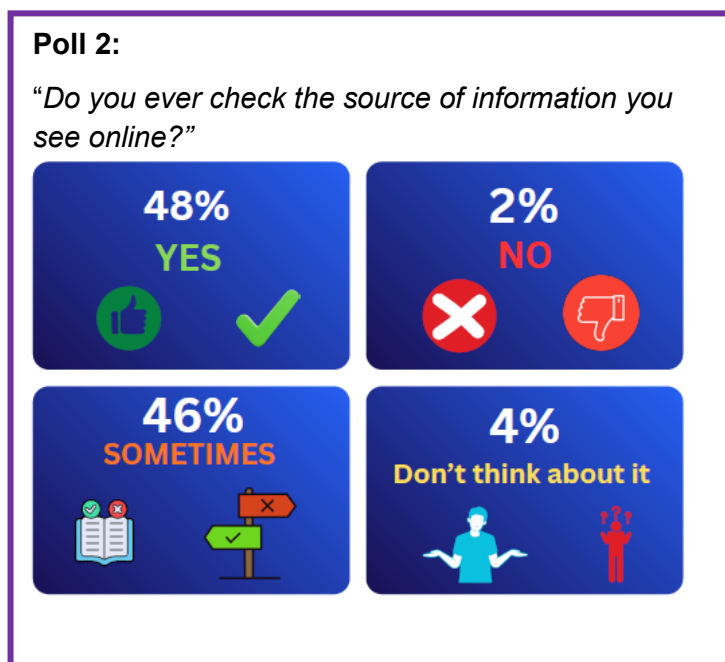
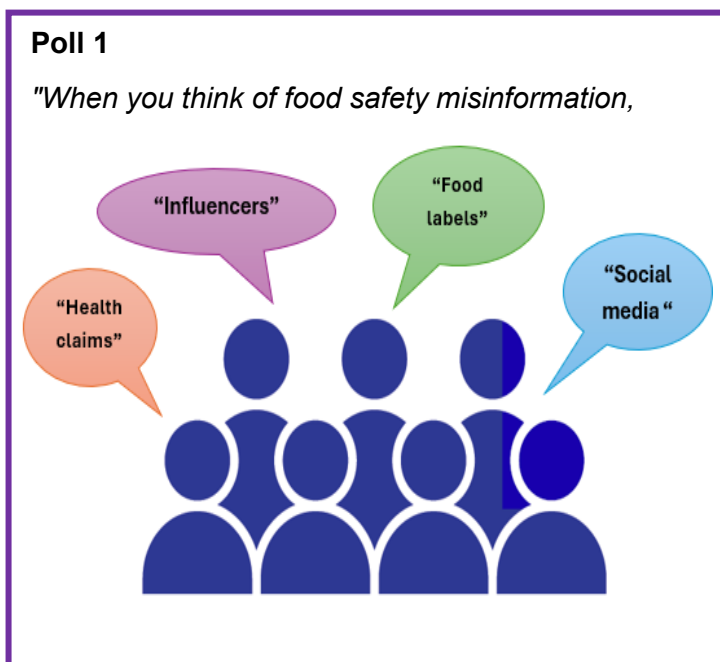
#### Panel discussion



Professor Ciara Greene (UCD), Dr Claire Kilty (ICS), Jane Ryder (FAI), Mark Little, Rob Phillips (FAI), and Suzanne Campbell (Moderator)

## 2.2 Audience engagement

The event demonstrated a strong level of audience engagement, with more than 220 attendees representing 112 organisations. Participants included consumers, food businesses, journalists, students, food safety inspectors, and policy-makers. When presented with opportunities to provide their thoughts, opinions and viewpoints, the attendees actively engaged with interactive elements, such as short polls, which enriched the event through insights and active participation.



## 2.3 Opening address – Mr Greg Dempsey

The CEO of the FSAI, Mr Greg Dempsey, opened the meeting by highlighting the growing challenge and scale of misinformation for consumers, both personally and professionally. He noted that transparent, evidence-based information is challenged by online misinformation which can shape public opinion long before evidence enters the conversation and undermine trust in food safety authorities. He highlighted that Ireland's food safety system is internationally recognised for its strength and rigour, as demonstrated by the FSAI's extensive regulatory oversight activities.



**Image 3** Greg Dempsey giving his opening address

However, Mr Dempsey noted that the digital environment has significantly accelerated the pace at which regulators must inform, educate, and respond to food safety issues. With more than **95%** of adults in Ireland online daily (CSO, 2025)<sup>1</sup>, people consume and understand information differently in the modern age and Mr Dempsey highlighted the consequences of this issue - confusion, fear mongering, and unsafe practices. Mr Dempsey concluded with a call to action to encourage attendees to adopt three actions; question what you hear, seek expert advice and seek credible sources of information. He finished by reinforcing that the cost of misinformation is not measured in likes or views, but in the safety and the well-being of our communities and the trust we place in the food system.

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*“Let evidence guide you, not clickbait”*

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## Opening address – Mr Jamie Knox

As part of the opening address, Mr Jamie Knox, Chair of the FSCC, emphasised the council’s role in promoting food safety in Ireland, and identifying priorities for the future. Drawing on 25 years of industry experience, Mr Knox highlighted how misinformation has become an increasingly significant issue, amplified by advances in technology, social media and the constant flow of conflicting information available to consumers at their fingertips. Mr Knox reiterated the importance of continued collaboration, clear communication, and evidence to support consumers and maintain trust in the food safety system.



**Image 4** Jamie Knox giving his opening address

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<sup>1</sup> Central Statistics Office (2025) *Information and Communications Technology (ICT) Usage by Households and Individuals*. CSO.

## 2.4 Keynote address – Mr Mark Little

In the keynote address, journalist and entrepreneur, Mr Mark Little, focused on the evolution of the information environment and its ongoing transformation. Drawing on extensive experience in journalism, Mr Little reflected on the limitations of traditional media, which operated largely as a one-way system with little opportunity for public engagement.

He identified the 2007–2008 financial crisis as a critical turning point, when platforms such as Twitter enabled more direct, two-way communication between journalists and the public, allowing real-time audience participation. He described the shift in perception regarding social media, citing that while early optimism regarded these platforms as a democratising force, particularly during geopolitical events, this perspective has since evolved. He identified the key factors contributing to the spread of misinformation as the rise of an “attention economy” driven by algorithms designed to maximise engagement and the declining trust in institutions.

Misinformation was described as frequently partial rather than entirely false, relying on selective facts or missing context. Engagement with such content may provide individuals with a sense of certainty or control, particularly during periods of uncertainty. Looking to current trends, Mr Little highlighted behavioural changes among younger users, including reduced use of large social media platforms and a shift towards smaller, more trusted spaces such as group chats and niche online communities. This reflects a broader move from traditional “top-down” trust in institutions to more peer-based, “horizontal” trust.

Mr Little emphasised the importance of measures such as the EU Digital Services Act, which aims to improve transparency and accountability in platform systems. The value of anticipating misinformation (“prebunking”) and responding quickly to emerging issues was also stressed.



**Image 5** Mark Little delivering his keynote address

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*“Prebunking is the single most effective form of combatting misinformation”*

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The keynote concluded by underlining the enduring significance of clear communication, transparency, and empathy. In a rapidly evolving information environment, human connection and trust remain critical strategies for navigating its complexities.

## 2.5 Psychology of misinformation – Professor Ciara Greene



**Image 6** Professor Greene’s presentation on ‘Tracing the Consequences of Exposure to Misinformation’.

Professor Ciara Greene opened her session by defining fake news and distinguishing it from misinformation and disinformation. She noted that the term has a variety of definitions, and explained that in her research, it is used to describe ‘entirely fabricated accounts of events that have never occurred’. She emphasised that susceptibility to fake news and other forms of misinformation is often linked with personal beliefs, and explored the idea that people are prone to confirmation bias. This term relates to the tendency to seek out, interpret, and remember information in a way that confirms our existing beliefs while disregarding evidence that contradicts them. Findings from a UCD study demonstrated that 30% of participants formed false memories after exposure to fabricated news stories, particularly when the content matched their pre-existing views.

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*“Individuals tend to remember information that already aligns with their existing beliefs”*

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Professor Greene detailed limitations within the current research around psychology and misinformation with most studies focusing on indicative parameters such as belief, attitude and online behavioural intention, with fewer than 1% of studies examining actual real-life behavioural outcomes. She discussed her current research exploring whether exposure to a single fake news

story influenced food opinions or consumption. Despite widespread concern, there is very limited evidence that one-off misinformation exposure changes real behaviour.

Professor Greene concluded her talk by outlining ongoing research being conducted in this area to better understand misinformation and raised important questions for future research including whether some behaviours are more easily influenced than other, whether repeated exposure to misinformation increases susceptibility, and how social context shapes responses to misinformation.

## 2.6 Combatting nutrition misinformation online – Dr Gary McGowan

In a pre-recorded address, Dr Gary McGowan discussed the challenges of tackling nutrition misinformation in the digital space, noting that information is often delivered in emotionally provocative ways, typically at the expense of nuance, and accuracy. He said that it is within this context that modern nutrition discourse needs to be understood. Dr McGowan shared his experiences challenging nutrition misinformation online, leaving the audience with lessons on spotting information and challenging it head on.

Dr McGowan discussed examples related to cardiovascular disease (CVD) as a focal point and highlighted the issue of misinformation in relation to CVD and the role of nutrition. Dr McGowan explained that while saturated fat and salt are well-established risk factors for CVD, there are cases where some influencers advocate for their increased consumption. He cautioned that this shift in messaging can turn everyday nutrition discussions into a source of significant harm for vulnerable populations.

Dr Gowan also sought to emphasise that nutrition misinformation is not just about influencers on social media, but also scientific publishing. There are many examples of scientific publications designed and shared in such a way as to avail of “clickbait” and biased reporting as a means of maximising attention over honest science communication. By exploring these issues, we see that



**Image 7** Dr Gary McGowan’s presentation on ‘Challenging Nutrition Information’

citing research or referencing ‘science’ alone is not enough to establish trust in science communicators; a difficult but necessary reality to recognise.

Dr Gowan reminded the audience that ‘information is not knowledge’. Dr Gowan left the audience with the knowledge that science communication is challenging, and that appraising science communication is a skill in itself. He emphasised why expertise matters, so while we live in a world in which everyone has access to health information at their fingertips, sounding smart is not the same as having expertise.

## 2.7 Risk communication and stakeholder engagement – Ms

### Jane Ryder

Ms Jane Ryder presented on how the FSAI approaches risk communication within an increasingly crowded and fast-moving information landscape. She spoke about the organisation’s responsibility to cut through this noise to protect public health, acknowledging that while misinformation can never be fully eliminated, the FSAI plays a crucial role in communicating critical food safety messages. She stressed the importance of establishing and maintaining consumer trust through risk communication to ensure that in the event of an incident, consumers know who the FSAI is, what we do, and that the information provided is grounded in science and risk assessment.

Ms Ryder outlined how the FSAI uses different communication channels depending on the topic and objective. This enables the FSAI to reach targeted stakeholders, provide evidence-based advice during a crisis, and ensure transparency around uncertainty. She emphasised the importance of two-way communication between the FSAI and consumers, noting that the organisation endeavours to provide clear, accessible information that empowers consumers to act in response to identified risks.



**Image 8** Jane Ryder presenting on risk communication and stakeholder engagement in the FSAI

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*“With risk communication there must be an action. We always want to provide actionable steps for consumers”*

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Ms Ryder discussed how timing is critical in risk communication, underscoring the importance of delivering information without delay. She explained that the FSAI provides scientific information as quickly as possible and remains consistently prepared and ready to respond when needed.

Ms Ryder demonstrated the benefits of media and social media channels for food safety messaging and explained how the FSAI uses a broad range of communication channels to communicate risks effectively to the intended audience. The presentation emphasised the importance of continually evolving communication strategies to remain effective in a rapidly changing information environment.

## 2.8 Clicks, claims & consequences: food safety regulation in a digital environment – Ms Jill Murphy

Ms Jill Murphy began by outlining how the rapidly evolving digital landscape has transformed the marketing, promotion, and sale of food online and said that regardless of new business models, food safety regulations remain fully applicable to all actors in this space. Ms Murphy highlighted that while the online space has increased visibility for businesses and products, it also brings a greater responsibility to ensure that consumers are not misled by misinformation.

Ms Murphy demonstrated how traditional food safety regulatory frameworks and official control activities, originally designed for structured physical environments, struggle to keep pace with the fast-moving digital ecosystem. She outlined the key challenges for food regulation including the rapid turnover of online businesses, influencer-driven promotion, increased cross-border



**Image 9** Jill Murphy presenting on food safety regulation in the digital environment.

operations and the scale of e-commerce activity which strains enforcement capacity.

Ms Murphy outlined the practical steps that are taken by the FSAI to address these challenges. The presentation listed key developments in the Digital Services Act (2022) (Regulation (EU) 2022/2065), which enhances accountability across online platforms and provides mechanisms for the removal of illegal content.

Ms Murphy also summarised the guidance issued by the Commission to Member States' competent authorities on applying official controls to online activities under the official controls legislation (Regulation (EU) 2017/625), which provides additional clarity and advances in digital surveillance technologies, including AI-driven monitoring, which may offer additional tools for enforcement in the future. She introduced ongoing European work such as the EFSA 'FLARE' project which aims to develop a standardised framework for ranking and quantifying risks in the online space. Ms Murphy concluded the presentation by emphasising the need for a horizontal regulatory ecosystem, through collaboration with other national regulators in this area, government agencies, EU bodies, and cross-border cooperation.

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*“Misinformation doesn't distinguish between consumer law, food law, or digital regulation, and our regulatory response must be a coordinated cross-sectoral system”*

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## 2.9 Combatting cancer misinformation at the Irish Cancer Society – Dr Claire Kilty



**Image 10** Dr Claire Kilty presenting on combatting misinformation at the Irish Cancer Society

Dr Claire Kilty addressed the growing challenge of cancer-related misinformation, outlining the significant impact misinformation can have on individuals living with cancer. Dr Kilty advised that the Irish Cancer Society's (ICS) research division provides trusted, evidence-based cancer information to the public. Additionally, it is heavily involved in addressing misinformation surrounding alternative cancer treatments, including claims relating to restrictive diets, herbal preparations, and food supplements as substitutes for conventional cancer treatment.

She presented findings of a [survey](#)<sup>2</sup> of cancer patients published in 2021 in which 1 in 3 respondents reported they turned to alternative diets and food restrictions after diagnosis, while 50% reported confusion from conflicting nutrition advice.



Dr Kilty explored some real-world scenarios of people forgoing medical treatment in favour of holistic remedies including cases of cyanide poisoning from unregulated “natural cures” and interference with cancer treatment from high dose supplements such as vitamin C.

Dr Kilty shared work that the ICS is actively involved in to counter misinformation including online resources, podcasts and booklets which signpost to reputable sources such as the Irish Nutrition and Dietetic Institute (INDI). She also shared ongoing research with the University of Galway that has received recent investment to empower cancer patients to think critically when accessing information online to encourage healthier, more informed choices. Advocacy efforts in the ICS focus on lobbying for tighter controls on cancer-related information that is not evidence-based or has not passed the clinical trial process in Ireland.

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<sup>2</sup>Sullivan, E.S. *et al.* (2021) 'A national survey of oncology survivors examining nutrition attitudes, problems and behaviours, and access to dietetic care throughout the cancer journey', *Clinical Nutrition ESPEN*, 41, pp. 331–339. Available at: <https://doi.org/10.1016/j.clnesp.2020.10.023>.

## 2.10 Panel discussion and audience Q&A



**Image 11** Panel discussion and audience Q&A. Participants (L→R) Dr Claire Kilty (ICS), Mark Little, Jane Ryder (FSAI), Rob Phillips (FSAI), Prof Ciara Greene (UCD) and Suzanne Campbell.

A panel discussion and audience Q&A concluded the event, addressing themes and questions that emerged from the day's presentations. Key topics from the discussion included:

- **Steps that can be taken by regulators to tackle misinformation online:**

Regulatory tools were discussed, including the Digital Services Act (DSA) notice-and-action mechanism, which enables both the FSAI and consumers to report illegal or misleading content and request its removal. This remains a rapidly evolving area, with significant work underway at EU level to strengthen oversight of online content and product advertising. The FSAI is actively engaging with the relevant authorities and examining how this legislation can be effectively leveraged to enhance platform accountability and ensure more effective enforcement.



- **Steps that can be taken by consumers to tackle misinformation online:**

The conversation highlighted that people want to feel their actions have real impact and that reports of harmful or misleading content will be taken seriously. It also underscored the importance of critical thinking when engaging with information online, as these skills empower individuals to navigate digital spaces more effectively. When users understand how algorithms shape their information environment, they are far better equipped to direct their feeds more toward credible, trustworthy sources.



- **Age and misinformation**

Young children and older adults are often identified as groups more susceptible to misinformation, primarily due to a lack of familiarity with navigating complex information environments. However, this susceptibility depends on the reliability of the source and the nature of the content.



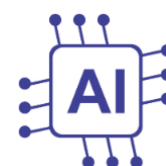
- **Online comments as a source of misinformation**

Algorithms were discussed and their tendency to prioritise comments that match a user’s engagement patterns, potentially increasing the visibility and spread of misinformation. For younger audiences comments can act as a key reference point or “yardstick” when interpreting content. Challenges relating to responding to misleading comments were addressed, outlining how engagement with inaccurate comments can boost audience exposure.



- **The role of AI in tackling misinformation**

AI offers significant potential to support efforts to address misinformation, and a number of EU-led initiatives are currently exploring AI’s capacity to process and identify large volumes of misleading content. At the same time, its use in regulatory contexts presents practical considerations, including the complexity of implementation and privacy factors.



## 2.11 Closing

In the closing address, Ms Gail Carroll, Director of Regulatory Affairs and Compliance Building in the FSAI, reiterated the key points raised during the day. She explained that misinformation is not only a communications issue but also a public health issue affecting many groups. She highlighted the importance of empathy and critical thinking when engaging with information online, as well as the role of regulators and trusted sources in anticipating and countering misinformation by making reliable and accessible information readily available (“prebunking”). The meeting ended with a call to the attendees to become “leaders in digital wellbeing”, echoing points made throughout the presentations and panel discussion.

### 3. Discussion and conclusion

It is evident that managing food safety risks now extends beyond managing scientific risk to include maintaining public trust and consumer confidence in the food they consume. As discussed during the 2026 FSCC open meeting, incorrect or misleading information can skew perceptions of risk, generate unwarranted fear, and shape behaviours in ways that may ultimately endanger public health.

This FSCC open meeting was a very well-attended in-person event, demonstrating the significant interest in the subject of misinformation across the stakeholder groups represented by the FSAI and its FSCC.

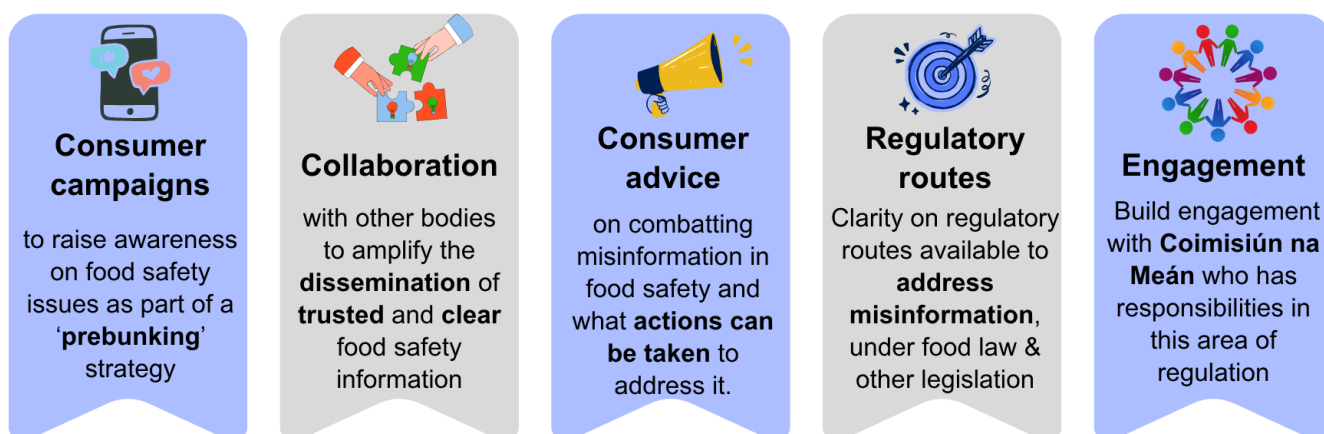
The open meeting supported the FSAI and its stakeholders in the food industry, consumers, students, policy-makers and media by raising awareness of what misinformation is, how it spreads, and how to identify misinformation online. The meeting provided practical solutions and approaches to address false or misleading information. The meeting also emphasised the crucial role that regulators, industry stakeholders, and consumers alike can play in slowing the spread of misinformation and reinforcing trust in food safety and evidence-based decision-making.

Learnings and takeaways from the meeting include:

- **Multi-legislative approach:** Tackling misinformation in its entirety requires a horizontal approach across several legislative areas (for example, covering consumer law, food law, and digital law).
- **Prebunking:** While there is definition of this concept in EU food legislation, it can be considered as ‘the concept of getting ahead to prevent people from being misled by misinformation before they encounter it’. There is an important role here for trusted voices such as the FSAI in collaboration with other partners to counter misinformation by making reliable and accessible information easily available. The [2025 National Counter Disinformation Strategy](#) has highlighted the importance of supporting fact-checking and prebunking expertise in Ireland.
- **Motivation:** When evaluating information as a consumer, it is important to question the motivation behind the information rather than accepting it at face value. Many sources of information, especially online, are created with a specific goal in mind. Often, that goal is not always to inform objectively, and motivations may include financial incentives, driving engagement and acquiring followers.
- **Critical thinking:** Critical thinking is a key skill for consumers navigating misinformation and many people are already questioning what they see online, rather than accepting it at face value.

- **People power:** Consumers are not powerless or passive when it comes to misinformation. In fact, individuals have more influence than they often realise. By choosing what to engage with, question, and share, people can actively shape the information environment around them. By being selective about what you engage with, you can ‘train your algorithm’ and take more control over the content you see. It is also important to look out for those around you, friends, peers, and family.
- **Empowerment:** It is important to empower people by clearly setting out the routes and options available to report and address misinformation. This includes reporting misleading content, calling out false claims, and supporting accurate, trustworthy information.

Reflecting on the open meeting, the FSAI and the FSCC event objectives were achieved through information sharing, learning, and open discussion on challenges and opportunities. For the FSAI, the meeting discussion will inform its considerations around what an appropriate proactive and reactive role is for the Authority in addressing misinformation including:



The FSAI is grateful to its FSCC for providing, through the open meeting, a forum for the constructive and open examination of important food safety topics which supports the FSAI in delivering its vision of safe and trustworthy food for everyone

## Members of the Food Safety Consultative Council

### Chair

Jamie Knox, Keurig Dr Pepper Inc

### Members

Paula Barry Walsh, formerly Department of Agriculture, Food, and Marine (Deputy Chair)

Dave Lang, Association of Craft Butcher of Ireland (Deputy Chair)

Mark Christal, Enterprise Ireland

Elaine Clohosey, BWG Foods

Dale Crammond, Meat Industry Ireland

Adrian Cummins, Restaurants Association of Ireland

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