



Minutes of the 86th meeting of the Advisory Board of **safefood**
Held on Friday, 11th May 2012 at 10.30am
in **safefood** Dublin offices

PRESENT:

Ms Lynn Ni Bhaoighealláin (LNB- Chair)
Ms. Darina Allen (DA – Vice chair)
Mr Thomas Burns (TB)
Ms Helen O Donnell (HOD)
Ms Julie Andrews (JA)
Ms Hannah Su (HS)
Dr Mary Upton (MU)
Mr Alan McGrath (AMG)
Mr Campbell Tweedie (CT)
Ms Jane Wells (JW)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director of Corporate Operations (RD)
Dr Aileen McGloin
Dr David McCleery
Ms Fredrica Doyle, PA

APOLOGIES:

Mr Edward Spellman
Mr Brendan Kehoe

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and welcomed Ms Darina Allen, Vice Chair, to the Board.

Noted: Apologies were received from Mr Brendan Kehoe & Mr Edward Spellman. Congratulations to Edward and his wife, on the birth of their baby, were tendered.

Agreed: It was agreed by all board members that Ms Frederica Doyle, PA to the CEO would open all post personally addressed to board members and would notify them of the content.

2. Minutes of the meeting held on 23rd March 2012

Noted: The minutes of the 85th meeting were reviewed and adopted.

Agreed: It was agreed in future that minutes would be recorded in summary form and published on the web.

3. Matters arising from the minutes

Business Plan 2012

Noted: This item to be taken up in item 4, CEO Report.

Review of *safefood* role and remit

Noted: This item to be taken up in item 4, CEO Report.

4. CHIEF EXECUTIVE REPORT

Noted: The CEO gave an oral summary of his report.

Discussed: Concerns were expressed with regard to the 2012 Business Plan, not yet approved, and the difficulties in renewing new contracts and completing procurement projects.

The development of awareness campaigns is on hold on the instruction of the sponsor Departments, but on a positive note the commitment of both Ministers for Health to the long term future of **safefood** was recognised.

Noted: **safefood's** 'Stop the Spread' Direct marketing campaign won 1st prize in the An Post Integrated Direct Marketing Awards. Congratulations were given by board members to the staff and the agency concerned.

Discussed: The Board discussed the background to **safefood's** campaigns and were informed of the research that underpin the campaigns.

Discussion took place around the 'If you could see germs' campaign. The Chair noted that, since becoming a board member, **safefood** had, in her experience, always taken a balanced approach in the development and dissemination of messages.

Finance Matters

Noted: The field work on the audit of 2011 Financial Statements is completed by the C&AG and are expected to be certified soon.

Ms Hannah Su and Ms Helen O'Donnell attended their first audit meeting today. Representing the Advisory Board on the Audit Committee. The Committee approved the Audit Plan 2012 which will include examination of **safefood** funded projects in the following areas.

- Community Food Initiatives
- Research

The Audit Committee meets four times per annum

Noted: Report into The Cost of Overweight & Obesity should be completed at the end of 2012.

Noted: Report into Consumer Understanding of Size Portions to be finished at the end of 2012.

Discussed: The Board discussed the need to further develop **safefood**'s presence in NI

5. Presentation:

Noted: Dr Aileen McGloin gave a presentation the development of social media as a set of communication tools, and in particular **safefood**'s approach to developments in this area.

7. ANY OTHER BUSINESS

There been no other business the meeting closed.

Date of next meeting: Friday, 22nd June, in Dublin at 10.30am.