



Minutes of the 89<sup>th</sup> meeting of the Advisory Board of **safefood**

Held on Friday, 12<sup>th</sup> October 2012 at 10.30am

At the University of Ulster in Belfast

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**PRESENT:**

Ms Lynn Ni Bhaoighealláin (LNB- Chair)

Mr Thomas Burns (TB)

Ms Helen O Donnell (HOD)

Ms Julie Andrews (JA)

Ms Hannah Su (HS)

Dr Mary Upton (MU)

Ms Jane Wells (JW)

Mr Brendan Kehoe (BK)

Mr Campbell Tweedie (CT)

Ms Darina Allen (DA)-(Vice Chair)

Mr Edward Spellman (ES)

**Safefood**

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive (MH)

Mr Ray Dolan, Director of Corporate Operations (RD)

Ms Fiona Gilligan – Director of Marketing & Communications

Ms Angela Cahill – Finance Manager

Dr David McCleery – Chief Specialist Microbiology

Ms Fredrica Doyle, PA

**APOLOGIES:**

Mr Alan Mc Grath

## **1. INTRODUCTION AND APOLOGIES**

**Noted:** The chair opened the meeting and apologies were received from Mr Alan McGrath.

## **2. Minutes of the meeting held on 22<sup>nd</sup> June 2012**

**Noted:** The minutes of the 88<sup>th</sup> meeting were reviewed and agreed.

## **3. Matters arising from the minutes**

**Noted:** DA expressed concern about bacteria in raw chicken and asked what role **safefood** plays in putting the onus on the industry to tackle the problem

**Noted:** MH referred to the **safefood** Consumer Focus Review on the chicken food chain published in August 2012. This document outlines the current regulatory regime and is available on line at [http://www.safefood.eu/safefood/media/safefoodlibrary/documents/publications/research%20reports/chicken-food-chain-report-oct-2012-\(3\).pdf](http://www.safefood.eu/safefood/media/safefoodlibrary/documents/publications/research%20reports/chicken-food-chain-report-oct-2012-(3).pdf)

## **4. CHIEF EXECUTIVE REPORT**

**Noted:** The CEO gave an update on the departmental reviews of **safefood's** functions.

**Noted:** The 2012 Business Plan is tabled for discussions in November at the next NSMC meeting. The roles and responsibilities review is on-going. MH is hoping that the business plan for 2012 will be signed off as soon as possible.

**Noted:** **Audit Committee**

The audit committee met this morning and an internal auditor gave an update on the audit plan for the rest of 2012. An audit of the community food initiatives will be carried out. The next audit meeting will be held on 7 December 2012.

### **Scientific Activities**

**Noted:** There was huge pick-up in the press and media following the publication of the report on Chinese Take-away food.

### **Community Food Initiatives**

**Action:** Advertisements for new project applications have been posted on the website.

**Noted:** Concern was expressed about the connection between mental health and obesity.

**Noted:** A discussion took place around 'junk food' being advertised during childrens TV programmes. DA asked what action **safefood** was taking. MH responded that **safefood** was represented on the BAI expert advisory group and had made a submission. Some board members felt that this is essentially a parental educational issue.

**Action:** MH to circulate **safefood** submission to board members.

**Action:** FD to circulate leaflets of the 'Savour Kilkenny Festival of Food' which will take place on October 25th to 29th and **safefood** are involved.

**Noted:** DA referred to the recent **safefood** campaign on food safety and expressed concern that it was discouraging cooking at home. The Chair referred to the research presented at the previous meeting to show that this was not the case.

**Noted:** The Chair and Board thanked the CEO for his detailed report.

## **5. Presentation on research on shopping habits of consumers**

A presentation research on shopping habits of consumers was given by Dr Moira Dean.

A question and answer session and discussion followed.

**6. Presentation on emerging issues**

A presentation on this topic was given by Dr David McCleery.

There was a very positive reaction from board members on this presentation and MU expressed strong support for the work in this area.

**Noted:** The board briefly discussed the topic of animal feed and harvesting after spraying.

**7. Tour de table / Members time**

HOD expressed a need for some sort of evaluation of the advisory board and perhaps members could feedback ideas to FD

**8. ANY OTHER BUSINESS**

**Noted:** There been no other business the meeting closed.

**Date of next meeting:** Friday, 7<sup>th</sup> December in Dublin offices