



Minutes of the 88th meeting of the Advisory Board of **safefood**
Held on Friday, 17th August 2012 at 10.30am
in **safefood** Dublin offices

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 Alan McGrath (AMG)
Mr Campbell Tweedie (CT)

Safefood

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director of Corporate Operations (RD)
Mr Dermot Moriarty, Manager, Marketing and Communications
Dr James McIntosh, Chief Specialist, Chemistry & Toxicology
Dr Gary Kearney, Director of Food Science (GK)
Ms Fredrica Doyle, PA

APOLOGIES:

Mr Edward Spellman
Ms Darina Allen

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and apologies were received from Mr Edward Spellman and Ms Darina Allen.

2. Minutes of the meeting held on 22nd June 2012

Noted: The minutes of the 87th meeting were reviewed and Ms Darina Allen had made a small change to the minutes which were changed as requested.

3. Matters arising from the minutes

Noted: Following previous meetings discussion on excise duty on sugar sweetened beverages the position is that there is no public consultation by the Department of Health on this, but if board members would like to make comments **safefood** could facilitate this.

Noted: Regarding the review of **safefood** functions, the Chair wrote to both Ministers and a response was received from the North but not from the South. Both Ministers have been made aware of the boards concerns.

4. CHIEF EXECUTIVE REPORT

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

Noted: Events

Safefood is planning to attend an event in Kilkenny - 'Savour Kilkenny' as suggested by BK. **Safefood** are considering the theme of involving children in cooking for the show.

Campaigns

Noted: The Stop the Spread was Highly Commended in The PRII PRCA Excellence Awards.

Noted: The Childhood Obesity Campaign has been put on hold awaiting the outcome of the review.

Publications

Discussions took place around the publication on Monosodium glutamate and answered board members questions.

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

4. a Financial Statements

Noted: RD gave an overview of the financial statements prepared for the Arachtas. Internal auditors had carried out an inspection and there were some minor issues around drafting procedures & draft Annual report 2011. Report going to both parliaments.

5. Presentation on Cross Contamination Campaign Evaluation

A presentation on Cross Contamination Campaign Evaluation was given by Ms Velma Burns from Millward Brown Lansdowne.

Noted: BK raised the question of how high is the level of harmful bacteria in raw chicken? GK responded that it was quite high at 85% but if the chicken was cooked properly the risk is eliminated. AMG raised the issue if the campaign discouraged people to cook chicken. Ms Velma Burns stated that the issue was not raised by respondents .

Action: DM and Aileen McGloin to do short report on the reasons why people don't cook for a future advisory board meeting.

6. Presentation on Artificial Sweeteners

Mr James Mc Intosh gave a presentation on Artificial Sweeteners and answered questions by board members.

7. Chief Executives Contract

The CEO and staff withdrew, Mr Dolan remained

Noted: The chair outlined the position that the CEO's contract would expire on 15 November 2012. Members were unanimous in their support for reappointment and CT and JW who had served on the previous advisory board spoke of their strong support.

Action: Chair to write to both Sponsor Departments outlining the Advisory Boards recommendation.

8. Tour de table / Members time

HO'D and BK expressed concern that the 2012 Business Plan was still not approved. HO'D was also concerned that not having an approved business plan may be a cause of concern to **safe food**'s auditors? MH indicated that this is an issue for all the implementation bodies.

9. ANY OTHER BUSINESS

Noted: There been no other business the meeting closed.

Date of next meeting: Friday, 12th October in Belfast