



Minutes of the 87th meeting of the Advisory Board of **safefood**
Held on Friday, 22nd June 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)
Ms Jane Wells (JW)
Mr Brendan Kehoe (BK)

IN ATTENDANCE:

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

APOLOGIES:

Mr Edward Spellman
Mr Campbell Tweedie
Mr Alan Mc Grath

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and apologies were received from Mr Campbell Tweedie, Mr Alan McGrath & Mr Edward Spellman.

2. Minutes of the meeting held on 11th May 2012

Noted: The minutes of the 86th meeting were reviewed and Ms Darina Allen had pointed out that some issues she had raised in the previous meetings were not noted.

Agreed: It was agreed that the previous format would continue; minutes would be recorded in summary form and published on the web.

Agreed: It was also agreed that summary minutes would be sent out within one week of the meeting for review and amendment if required.

3. Matters arising from the minutes

Noted: Other than the issues in 2 above there were no other matters arising.

4. CHIEF EXECUTIVE REPORT

Noted: The CEO gave an update on a Health Impact Assessment commissioned by the Minister for Health in the South to inform his consideration of an excise duty on sugar sweetened beverages. An initial workshop took place on the 12th June at which safefood took part. Members expressed an interest in feeding into the process.

Action: The CEO to establish the process to do this and revert to members

Noted: Discussions took place around the issues and in particular the high tax (vat) on bottled water. Concern was also expressed regarding artificially sweetened drinks, the issue of tap water was also discussed.

Action: The CEO agreed to arrange a presentation on artificial sweeteners for the next board meeting.

Discussed: Board Members would like some additional information on key events.

Action: CEO to include web links in future CEO reports.

Noted: Events

The CEO gave an update on recent events that **safefood** attended and in particular the success of **safefood**'s presence at the Balmoral Show. TB said that he had attended the show and welcomed the theme and the activity attracted by **safefood**'s stand. The CEO said **safefood** would also be attending the Ploughing Championships in Wexford later in the year. BK suggested an event that **safefood** might consider. DA suggested that the message of 'eating fresh food' would be worthwhile.

Action: CEO to consider event suggested by BK and to provide DA with materials used at Balmoral.

Campaigns

Noted: The CEO gave an update, stating that the 'Stop the Spread' campaign was still on hold pending the review of functions in NI. The most recent recent food safety campaign 'If you could see germs' was discussed. Discussion took place on the efficiency of the campaign and concerns were raised by DA about the 'scare tactic' used in the advertising.

Action: The CEO agreed to present the statistics from the 'If you could see germs' campaign at the next board meeting. The CEO also agreed to circulate the revised consumer review on chicken, as this matter had also been mentioned.

Knowledge Networks

Noted: The CEO gave an update on the 'Knowledge Networks' and the Board discussed the merits of getting up to date information on events, forums and conferences that **safefood** attended.

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

5. Review update

Noted : The CEO updated Board Members in regard to the review carried out by the DHSSPSNI and discussions took place on the draft report. Concerns were expressed by board members in regard to recommendation 8: "PHA should have lead responsibility for public information campaigns on nutrition in NI". Concerns were also raised in regard to a possible campaign by another organisation on waist measurement. Board members expressed concern at the possible duplication if this was to take place.

Action: Chair to write to both Health Ministers to outline concerns

6. ANY OTHER BUSINESS

Noted: There been no other business the meeting closed.

Date of next meeting: Friday, 17th August, in Dublin at 10.30am.