



Minutes of the twenty-ninth meeting of the Advisory Board of the Food Safety Promotion Board held on Thursday, 15<sup>th</sup> April 2004, at 4.30 pm at Maryborough House Hotel, Douglas, Co. Cork

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**PRESENT:**

Cllr Bertie Kerr (Chairman)  
Mr Don Anderson  
Mr Leslie Craig  
Prof Charles Daly (Vice-Chairman)  
Mr Odran Flynn  
Ms Carmel Foley  
Mr Pat McColgan  
Mr Damien O'Dwyer  
Ms Anne Speed  
Prof Sean Strain

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive  
Mr Ray Dolan, Director, Planning & Resources  
Mr Barney Whelan, Director, Marketing and Communications  
Ms Jane Lennox, acted as Secretary

**APOLOGIES:**

Prof Pat Fottrell  
Ms Catherine Murphy  
Dr Margaret Patterson, FSPB  
Dr Thomas Quigley, Director, Science and Technical

## 1 INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed all members. The Chairman extended congratulations to Mr O'Dwyer on the birth of his new baby son Sean and also congratulated Mr Anderson on his appointment to the University of Ulster as visiting Professor in the Faculty of Life and Health Sciences. The Chairman noted all apologies.

## 2 MINUTES OF MEETING HELD ON 5<sup>TH</sup> MARCH 2004

**Agreed:** The minutes were adopted without amendment.

## 3 MATTERS ARISING FROM THE MINUTES

There were no matters arising from the minutes.

## 4 CHIEF EXECUTIVE'S REPORT

### **Fridge Thermometer Giveaway**

Noted: Mr Higgins updated the Board on the Fridge Thermometer Giveaway. As of 15<sup>th</sup> April 28,000 requests had been received. 11.00 am – 5.00 pm is the peak calling period. The calls also allow **safefood** to garner information on the age, gender and location profiles of callers, the media source (radio, TV, press). This database of information will help in developing our communications planning and allow us to identify radio stations and newspapers which give the best response.

### **Advertising of Food to Children**

Noted: The BCI draft code is to be published on 19<sup>th</sup> April and in order to reinforce our submission **safefood** has arranged a public debate on 21<sup>st</sup> April. We currently have 40 people registered for the event and Board members are welcome to attend.

### **Corporate Plan 2005 – 2007 and Annual Business Plan 2005**

Noted: Mr Higgins informed the Board that following a recent seminar hosted by the NSMC Secretariat, it has been agreed that all North-South bodies will have completed and submitted corporate and business plans by 28<sup>th</sup> June 2004. The Board will focus on this subject at our meeting scheduled for 16<sup>th</sup> April 2004.

## **Marketing and Communications Update**

- Noted: Mr Whelan updated the board on the current activities in the Marketing and Communications directorate.
- Noted: **safefood** will have a joint presence with the FSANI at the Balmoral Show on 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> May. The Board suggested that we would distribute any additional fridge thermometers.
- Noted: The Risk Communication Conference is well underway with over 30 delegates registered at this point and invitations were circulated to the Board.
- Noted: Mr Whelan highlighted the increased number of unique visits to our website which is increasing month on month to a high of nearly 3000 for February.
- Noted: Continuing on the success of the Panto, **safefood** are now formulating an evaluation process.
- Noted: Mr Whelan also updated on the conference, publications, the helpline and the website.

## **Science and Technical Update**

- Noted: **safefood** and the Relay Research have agreed to a partnership to develop a comprehensive website database of food safety research on the island of Ireland. The website will provide a comprehensive overview of all food-safety research.
- Mr O'Dwyer said Relay is widely used in the Food Industry.
- Noted: The next meeting of the Scientific Advisory Committee will be held on Thursday 13<sup>th</sup> May 2004.
- Noted: Mr Higgins also highlighted other areas within the Science and Technical Directorate as per his CEO report including the Laboratory Linkages, Food Nutrition Forum, Research Activities and Promotion of Food to Children.

## **5 STRATEGY 2005 - 2007**

- Noted: Mr Higgins outlined the format for the following day's meeting to consider the Strategy 2005-2007. Mr Joe Horan, Frontline Communications, will facilitate the day and the Advisory will be joined by Dr David McDowell (SAC) and Dr Margaret Patterson. Key issues have been identified and grouped into communications and science sets and meeting attendees will

work in teams to consider these key issues. The Advisory Board agreed to the format outlined.

**6 DATE OF NEXT MEETING**

The next board meeting will be held on Friday, 21<sup>st</sup> May 2004 in Dublin at 11.00 am at **safefood**'s boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin 1.

**7 ANY OTHER BUSINESS**

Noted:        There being no further business the meeting closed.

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_