



Minutes of the fifty-third meeting of the Advisory Board of **safefood**
held on Friday 20 April 2007 at 11.00 am
safefood's Boardroom, 7 Eastgate Avenue, Eastgate, Little Island, Cork

PRESENT:

Cllr Bertie Kerr (Chairman)
Ms Catherine Murphy (CM)
Prof Don Anderson (DA)
Mr Odran Flynn (OF)
Mr Leslie Craig (LC)
Ms Anne Speed (AS)
Mr Patrick McColgan (PMC)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (CEO)
Mr Ray Dolan, Director of Corporate Operations (RD)
Dr Clíodhna Foley-Nolan, Director, Human Health & Nutrition (CFN)
Ms Suzanne Doran, Director of Marketing (SD)
Mr Peter Dewhurst, Finance Manager (PD)
Dr James McIntosh, Chief Specialist in Toxicology (JMI)
Ms Eileen O'Connor, acted as Secretary

APOLOGIES:

Dr Margaret Patterson
Prof Charlie Daly
Prof Patrick Fottrell
Prof Sean Strain
Mr Damien O'Dwyer
Dr Thomas Quigley

1. INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed everyone and noted all apologies.

2. MINUTES OF MEETING HELD ON 9 MARCH 2007

Agreed: The minutes were adopted with one amendment.

3. MATTERS ARISING

Noted: Page 3: Ministers will now be unable to attend the 'Dietary Habits – the evidence for change' conference. Mr Andrew Elliott, Director of Health Development, DHSS PSNI, will attend in his place and Mr Dermot Smyth, Department of Health and Children, will also be attending.

4. CHIEF EXECUTIVE'S REPORT

The CEO highlighted some of the key activities from the Chief Executive's Report.

Noted: A special Advisory Board Meeting will take place on Friday 11th May to discuss the Corporate Plan 2008-2010.

Noted: **safe food** is exploring funding opportunities with the Special EU Programmes Body.

Noted: Consumer Focused Reviews (CFR) – A series of stakeholder meetings are being planned for Belfast, Dublin and Cork to present the Fruit & Vegetable CFR.

Action: Food and Nutrition Forum – There is a need to refocus the work of the forum and the Chief Executive will raise this subject with Dr Michael McBride, Chief Medical Officer, NI when he is in Cork on 24th April.

Action: Members will be given a preview of phase two of the superfood advertising campaign at the next Board Meeting.

Noted: CFN recorded a piece on superfoods for the television series 'Corrigan Knows Food' which will be airing on RTE in June.

Noted: Web site statistics for March 2007 have been the best since the web was launched, up by 123% on last year. The Kids Treats Pack has generated a lot of interest in the site.

5. CORPORATE PLAN UPDATE

Noted: PD gave members an update on the preparation of the Corporate Plan for 2008 – 2010. A special meeting of the Advisory Board will be held on 11th May to discuss the Corporate Plan.

6. UPDATE ON MEETING OF SUB-COMMITTEE ON NORTH-SOUTH CO-OPERATION

The first meeting of the Working Group of the Advisory Board and Scientific Advisory Board (SAC) took place on Wednesday 18th April. The purpose of the meetings is to look at developing North-South Co-operation. The meeting was attended by Mr Andy Pollak, Director of Centre for Cross Border Studies.

Noted: Members were given a copy of the minutes from the meeting.

7. PRESENTATION ON FOOD ALLERGY TRAINING PROJECT

Noted: Dr James McIntosh, Chief Specialist in Toxicology gave a presentation.

Noted: The Chair and Members congratulated Dr McIntosh on the presentation.

8. ANY OTHER BUSINESS

There being no further business the meeting ended.

DATE OF NEXT MEETING

The next board meeting will be held on Friday 11th May 2007 in Dublin.