

Minutes of the 75th Meeting of the Advisory Board of **safefood**
Held on Thursday, 19 August, 2010 at 12.30pm
Number 32 Restaurant, Dundalk

PRESENT:

Mr John Dardis (JD - Chair)
Mr Campbell Tweedie (CT – Vice Chair)
Ms Lynn Ni Bhaoighealláin (LNB)
Mr Joe Byrne (JB)
Ms Susan Heraghty (SH)
Mr Seamus Sheridan (SS)
Mr Brian Cunningham (BC)
Dr Ken Baird (KB)
Ms Aoife Healy (AH)
Mr Con Traas (CTR)
Ms Jane Wells (JW)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director of Corporate Operations (RD)
Ms Fiona Gilligan, Director of Marketing & Communications (FG)
Dr Gary A. Kearney, Director of Food Science (GK)
Ms Erin Brennan (EB)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Neven Maguire (NM)

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and thanked members for their attendance.
The apologies of NM were noted.

Noted: The Chair thanked SH and BC for their hospitality

Noted: The Chair congratulated NM on the success of his appearance on RTE's
Take on the Takeaway, which aired on Wednesday, 18 August, 2010

2. MINUTES OF MEETING HELD ON 24 JUNE, 2010

Agreed: There being no matters arising, the minutes were approved.

3. CHIEF EXECUTIVE'S REPORT

Noted: Human Resources
- The recruitment for the positions of Executive Assistant and Corporate
Operations Executive were filled.

Noted: Business and Corporate Plan
- The Business Plan and Corporate Plan will be presented to the
Departments next week.

Noted: Financial Statements
- Currently waiting on certificates from the auditors.

- Noted:** Equality in NI
- **safefood** is required to produce a new strategy for equality in NI.
 - An action plan is in progress and a consultant has been appointed.
- Noted:** Knowledge Networks
- In progress, social media will be used.
- Noted:** Consumer Focused Review on Food Behaviour
- Final document will be launched in January
 - SS asked if there was any duplication of research between agencies – he was advised that there were cooperative discussions between agencies.
- Noted:** Consumer Focused Review of FinFish
- Currently updating the previous publication
 - BC is sitting on the advisory group
 - CT expressed an interest to sit on the advisory group of the CFR of Fruit and vegetables when this is reviewed
- Noted:** Scientific Advisory Committee (SAC)
- The first meeting of the new Committee will be on Friday, 10 September, 2010.
- Noted:** Social Media
- **safefood** is currently developing a Social Media Policy
 - Almost 4,000 facebook fans to date.
 - A social media conference will take place on the 16 September in the Convention Centre, Dublin. All board members confirmed that they received an invitation.
 - The date of the QUB conference, Food Integrity and Traceability was recorded incorrectly in the CEO report. This will take place on 21-24 March 2011.
- Noted:** Events
- **safefood** held stands at both the Antrim and Enniskillen Agricultural Shows.
 - Three Ministers were in attendance at the Enniskillen show.
 - These shows identified the need for a mobile stand unit.
 - FG due to meet the Road Safety Authority to view their unit.
- Noted:** Research
- The Chair expressed an interest in having the lead Researcher of a **safefood** project present to the Board.
- Noted:** PR
- The third issue of the Corporate newsletter 'Insights' has been published and distributed.
 - The Chair congratulated **safefood** on their presence in recent local papers.
 - MH confirmed that the syndicated articles are excellent for building relationships with regional press.
 - PR around the Butchers campaign has been good.

Noted: Web

- A lot of hits to the website recently, some can be accredited to recruitment and tenders.
- The Weigh2live characters are proving very popular and **safefood** is looking at developing these further.
- Senator Gerry Buttimer has confirmed that the group of politicians are interested in using Weigh2live. He also suggested that an invitation be circulated to the whole Dail.
- Need to attract the same interest in the NI Assembly.

Noted: Campaigns

- Little Steps – further development is dependent on the HSE, who are facing funding cuts. **safefood** has invested a lot into the campaign and would like for it to continue if possible.
- Take on the Takeaway – proved to be cost effective advertising.

5. OCTOBER ADVISORY BOARD MEETING

Noted: MH asked for availability for Friday, 8 October, 2010.

6. TOUR DE TABLE

The Chair invited members to identify issues that they considered to be of note.

Noted: BC referred to the degree of scrutiny being carried out by auditors on public bodies.

7. ANY OTHER BUSINESS

Noted: None

There being no further business the meeting ended.

Date of next meeting: Friday, 8 October, 2010 in the Dublin office of **safefood** (time TBC).