

Minutes of the 68<sup>th</sup> Meeting of the Advisory Board of **safefood**  
Held on Friday, 21<sup>st</sup> August, 2009 at 11.00 am  
Hillsborough Castle, Hillsborough, Co. Down, Northern Ireland

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<b>PRESENT:</b>	Mr John Dardis (JD - Chair) Mr Campbell Tweedie (CT – Vice Chair) Ms Lynn Ni Bhaoighealláin (LNB) Mr Joe Byrne (JB) Ms Aoife Healy (AH) Ms Susan Heraghty (SH) Mr Seamus Sheridan (SS) Mr Con Traas (CTR) Ms Jane Wells (JW) Dr Ken Baird (KB) Mr Brian Cunningham (BC)
<b>IN ATTENDANCE:</b>	Mr Martin Higgins, Chief Executive (MH) Mr Ray Dolan, Director of Corporate Operations (RD) Mr Peter Dewhurst, Finance Manager (PD) Dr Gary A. Kearney, Director of Food Science (GK) Ms. Erin Brennan, Secretary (EB)
<b>APOLOGIES:</b>	Dr Cliodhna Foley-Nolan, Director, Human Health & Nutrition (CFN) Mr Neven Maguire (NM)

### 1. INTRODUCTION AND APOLOGIES

**Noted:** The chair opened the meeting by welcoming all members to Hillsborough Castle and thanking everyone for their attendance. The apologies of NM and CFN were noted.

### 2. MINUTES OF MEETING HELD ON 15<sup>TH</sup> MAY, 2009

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

### 3. CHIEF EXECUTIVE'S REPORT

**Noted:** The Food Safety and Health Sector meeting of the NSMC will be held in Belfast in November. An agenda has not yet been circulated.

**Noted:** 2009 Business Plan

The 2009 Business Plan is still awaiting approval. A 3% budget cut will apply in 2009; a further 3% will be enforced in 2010 (resulting in a cumulative reduction of 6%).

**Noted:** Audit

The 2008 audit has been completed and is awaiting approval. Planning for the 2008 annual report has commenced.

**Noted:** Public Health Medicine

Dr. Ann Dee will be with **safefood** until the end of this year as a part of her training under the auspices of the Royal College of Physicians.

**Noted:** Enteric Reference Service

Companies on the Island of Ireland and Great Britain have been invited to tender for the production of an economic analysis of the two most favoured options. Further discussion with sponsor departments will then take place.

**Noted:** **safefood** Knowledge Networks

In the coming months, **safefood** will seek to maximise and broaden participation across disciplines and sectors of the food chain on an all-island basis.

**Noted:** All-island Obesity Action Forum

The 2<sup>nd</sup> meeting took place in Belfast on 16<sup>th</sup> June 2009. The meeting was well attended and good feedback was received. The next workshop will be held in November 2009.

**Noted:** Food Poverty

**safefood** is a co-founder of the poverty network Healthy Food for All initiative (HFfA). The **safefood**-funded all-island Demonstration of Community Food Initiatives sought the submissions of projects and a total of 115 applications were received. 6 projects have been selected for funding.

**Action:** A presentation from a community initiative to the Advisory Board will be considered.

**Noted:** Events

The Northern Ireland Health Promoting Dieticians' Network Study meeting was held in June 2009 and sponsored by **safefood**.

The Departments of Health and (Co-operation and Working Together) CAWT will be conducting a 3-year cross border obesity prevention and management project aimed at families; **safefood** participated in planning for the project.

The Ploughing Championships will take place in Athy, Kildare on 22<sup>nd</sup>-24<sup>th</sup> September. **safefood** will attend.

A further list of ongoing events can be found in the August Advisory Board CEO report.

**Action:** Board members that wish to attend the Ploughing Championships to contact EB for tickets.

**Noted:** Research  
Projects that have been recently completed, and are now being evaluated in-house, are listed in the August CEO report.

One such project is 02-2008, which addresses the control of Campylobacter in poultry and a related dissemination programme for lessons for farmers on the island of Ireland.

**Noted:** New Research  
A "Nutrition Take-Out Series" has been selected for commissioning later in 2009. It will involve 2 separate surveys to examine the level of calories, protein, fat, saturated fat, sugar and salt in commonly eaten take-out foods on the island.

**safefood** advertised a tender call for specific research projects on its website and through newspaper advertisements in May 2009. One such area involved consumer understanding of food portion sizes.

**Action:** The distribution of a consumer "portions plate" is an option for future healthy eating campaigns.

**Noted:** Men's Health Initiative  
The formative research stage of the project is now complete and the revised launch date is the week commencing 5<sup>th</sup> October.

**Noted:** Consumer Focused Review (CFR)  
The CFR, "Where Does Our Food Come From", was launched on 30<sup>th</sup> July. At the same time, the FSA had released a statement about organic foods. Overall, there was great media coverage.

**Noted:** Campaigns  
A salt workplace campaign will be launched in October 2009, to be supported by advertising and PR on the island of Ireland.

A campaign to promote the **safefood** Weigh2Live weight loss website will run in January 2010.

Advertising for the "Don't Take Risks" consumer food safety campaign will next air from 7<sup>th</sup> September for 3 consecutive weeks.

#### **4. THE ROLE OF THE ADVISORY BOARD: TOUR DE TABLE**

The Chair invited members to identify issues that they considered to be of note. Questions in regards to member responsibility, challenges for food safety and healthy

eating and the future development of the Board were posed. Member feedback included:

**SS:**

- ✓ **safe food** campaigns should encourage consumers to cook (rather than frighten them away from the task).
- ✓ Members of the Board should be notified of events and campaigns in advance of their launch in order to be more involved in planning processes.
- ✓ **safe food** consumer advice should be given in an enabling way.

**SH:**

- ✓ **safe food** should encourage consumers to cook at home and give tips on how to plan meals for the week.

**BC:**

- ✓ Felt that **safe food** is doing great work and is learning a great deal from attending the meetings of the Board.
- ✓ Suggested that future presentations to the Board include an opportunity for members to debate the issues presented.

**AH:**

- ✓ Would like to contribute more to the Board.
- ✓ Would like minutes to be circulated to members within 2 weeks of the last meeting.

**JW:**

- ✓ Perhaps Board members should be given projects to take ownership of.
- ✓ Would like to contribute more.

**LNB:**

- ✓ Board meetings should incorporate other activities and be a full day event.
- ✓ Research projects and campaigns should be discussed at Board meetings before they are undertaken.
- ✓ Would like to contribute more.

**KB:**

- ✓ **safe food** should aim to use the expertise available around the table.
- ✓ To make better use of time, meetings should be full-day, rather than half-day, events.
- ✓ Members should have more engagement with the campaigns.

**CTR:**

- ✓ Communication between **safe food** and Board members should continue in between meetings.
- ✓ A mini-newsletter was suggested for Board members.
- ✓ Would like to contribute more.

**JB:**

- ✓ Suggested a policy issues subcommittee.

**CT:**

- ✓ Need to promote ground-level knowledge of healthy eating and food safety issues.
- ✓ Campaigns may not be “loud” enough on the street.
- ✓ Great work produced from **safefood**.

**GK:**

- ✓ Need to make use the diverse expertise of the Board.

**PD:**

- ✓ The Board should be more involved in setting items for the agenda.
- ✓ **safefood** should use members to promote stakeholder interactions (build contacts).
- ✓ Suggested possibly implementing sub-committees for specific issues.

**RD:**

- ✓ Advanced planning of campaigns should involve members.
- ✓ Sub-committees (on a voluntary-basis) will encourage involvement of members.

**MH:**

- ✓ Perhaps subcommittees of the Board should be implemented to advise group decisions.
- ✓ Going forward, at the end of each meeting members will be given the opportunity to raise any matters they wish to discuss (in a 30-minute tour de table).
- ✓ Members will be involved in the development of the next Corporate Plan (strategy for the next 3 years).
- ✓ The vacancy of Corporate Operations manager would take on stakeholder events and promote communication between **safefood** and the Board (including ongoing communication/possible newsletter between meetings).
- ✓ ACTION: EB to circulate password for media clippings to all members.
- ✓ ACTION: EB to add members to the All Island Obesity Action Forum Newsletter.
- ✓ Problems with communication in NI may exist because the FSANI have a similar role to **safefood**. Furthermore, food safety is not as high on the public agenda in NI as it is in the ROI.
- ✓ Networking should be encouraged.
- ✓ Meetings should be combined with another event.
- ✓ Campaign sub-committees of the Board are a possibility to be discussed internally.
- ✓ An event to follow the November meeting of the Board will be planned.
- ✓ Delighted to hear that members want to contribute more.

**Chair:**

- ✓ All agreed that meetings should incorporate site visits, etc.
- ✓ All agreed that members should be invited to all **safefood** events.

**6. ANY OTHER BUSINESS**

**Noted:** A website with an electronic version of the revised and updated code of practice for state bodies was provided to members.

There being no further business the meeting ended.

**Date of next meeting:** Friday, 6<sup>th</sup> November, 2009 in Cork.