

Minutes of the 81<sup>st</sup> Meeting of the Advisory Board of **safefood**  
Held on Thursday, 25th August, 2011 at 11.30am  
**Stormont Hotel, Belfast**

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**PRESENT:**

Mr John Dardis (JD - Chair)  
Mr Campbell Tweedie (CT - Vice Chair)  
Ms Susan Heraghty (SH)  
Mr Ken Baird (KB)  
Mr Con Traas (CTR)  
Mr Seamus Sheridan (SS)  
Ms Jane Wells (JW)

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive (MH)  
Mr Ray Dolan, Director of Corporate Operations (RD)  
Dr Gary Kearney, Director of Food Science (GK)  
Dr Clíodhna Foley-Nolan, Director of Human Health and Nutrition (CFN)  
Ms Fiona Gilligan, Director of Marketing and Communications (FG)  
Ms Alison Dries (secretary) (AD)

**APOLOGIES:**

Mr Brian Cunningham (BC)  
Mr Neven Maguire (NM)  
Ms Aoife Healy (AH)  
Ms Lynn Ni Bhaoighealláin (LNB)

**1. INTRODUCTION AND APOLOGIES**

**Noted:** The chair opened the meeting and thanked members for their attendance. The apologies of BC, NM, LNB and AH were noted.

**Noted:** The next Advisory Board meeting will be held on 13<sup>th</sup> October in the **safefood** Dublin office.

**2. MINUTES OF MEETING HELD ON 23 JUNE, 2011**

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

**3. PRESENTATION**

**Noted:** Fiona Gilligan, **safefood**, presented the results of market research conducted on the 1<sup>st</sup> phase of the 'Stop the Spread' campaign

**Noted:** The market research results showed the campaign performed well, with one in five respondents claiming to have measured their waist in the last six weeks and 63 per cent been aware of the ideal waist measurements.

40 per cent of those who saw the ad said it motivated them to loose weight.

**Noted:** The results gave an insight into areas of the campaign that could be addressed before phase two launches on 22<sup>nd</sup> September for four weeks.

**Noted:** The Chair thanked Fiona for her presentation

**Noted:** A discussion took place around the overall campaign with members of the board expressing a view that huge PR interest would once again follow the 2<sup>nd</sup> phase.

#### **4. CHIEF EXECUTIVE REPORT**

##### **Corporate Issues**

**Noted:** **safefood** representatives met the Ministers for Health (north and south) at the recent Health NSMC. The Corporate plan 2011-2013 and the Business Plan 2011 were approved.

**Noted:** Publishing of the 2009 Annual report is delayed until the financial statements are laid before the Northern Ireland Assembly and the Oireachtas.

**Noted:** It has been requested by the Health Minister for Northern Ireland that **safefood** monitor the community background of its employees. **safefood** will respond to the Minister outlining the legal position regarding the collection of such information.

##### **Policy Issues**

**Noted:** Ministers approved the All Island Obesity Action Forum (AIOAF) to run for a further three years, after a positive evaluation showed value in continuing the forum.

##### **Research**

**Noted:** A research feasibility survey took place to assess the prevalence of plastic bottle usage among school children. The research showed 50 per cent of parents polled re-used plastic bottles. The topic will be further scoped out to determine whether it warrants further research.

**Noted:** A member of the board advised on a government scheme which provides lunches to school children including plastic bottles for drinks and the litter problems this creates.

##### **Campaigns**

**Noted:** The next food safety campaign will launch in November. The topic is cross-contamination

**Noted:** It was advised by the board to emphasise the importance of cooking at home and not to scare consumers into relying only on convenience food.

## EVENTS

**Noted:** **safefood** invited MLAs in the Northern Ireland Assembly to sign up to an eight week 'weigh in' programme in conjunction with the 'Stop the Spread' campaign. Six MLAs have signed up so far and **safefood** will meet them on 20<sup>th</sup> September.

**Noted:** The **safefood** Knowledge Networks will be formally launched in the Belfast Harbour Commissioners Office on 11<sup>th</sup> October at 9:30am. The purpose of the Networks is to connect the various parts of the food chain and encourage food safety professionals across the food chain to exchange information and work together.

## 6. TOUR DE TABLE

**Noted:** The Chair thanked JW for the offer to use her boardroom. Unfortunately logistically it was not practical.

## 7. ANY OTHER BUSINESS

There been no other business the meeting closed.

**Date of next meeting:** Thursday, 13 October, in Dublin, time TBC.