



Minutes of the 58th meeting of the Advisory Board of **safefood**
held on Friday 7th December 2007 at 11.00 am
safefood's Boardroom, Block B, Abbey Court, Lower Abbey St, Dublin 1

PRESENT:

Cllr Bertie Kerr (Chairman)
Prof Don Anderson (DA)
Mr Odran Flynn (OF)
Mr Leslie Craig (LC)
Mr Damian O'Dwyer (DoD)
Prof Sean Strain (SS)
Ms Anne Speed (AS)
Prof Patrick Fottrell (PF)
Mr Patrick McColgan (PMC)

IN ATTENDANCE:

Mr Pat the Cope Gallagher, TD, Minister of State
Mr Martin Higgins, Chief Executive (CEO)
Mr Eamon Corcoran, Department of Health & Children
Mr Ray Dolan, Director of Corporate Operations (RD)
Dr Thomas Quigley, Director, Food Science (TQ)
Ms Fiona Gilligan, Director of Marketing & Communications (FG)
Dr Clíodhna Foley-Nolan, Director, Human Health & Nutrition (CFN)
Mr Peter Dewhurst, Finance Manager (PD)
Mr Gary Kearney, Corporate Operations Manager (GK)
Dr David McCleery, Chief Specialist Microbiologist (DMC)
Ms Eileen O'Connor, acted as Secretary

APOLOGIES:

Dr Margaret Patterson
Prof Charlie Daly
Ms Catherine Murphy

1. INTRODUCTION AND APOLOGIES

MH welcomed everyone to the meeting. He introduced Mr Pat the Cope Gallagher, TD, Minister of State with responsibilities for health promotion and food safety and thanked him for coming along to the last meeting of the current Advisory Board.

Noted: Mr Gallagher replied that he was delighted to meet the Advisory Board Members and staff. He congratulated them on the excellent work which has been extremely important for the island of Ireland, especially the border counties. He said that he came to thank the Advisory Board for their contribution over the past eight years and to signal his support for **safefood**.

Mr Gallagher thanked members attending their last meeting on behalf of the Irish Government for their major contribution. He said that he looked forward to working with **safefood** in the years ahead and wished Advisory Board Members, **safefood** staff and their families a very happy Christmas and prosperous new year.

2. MINUTES OF MEETING HELD ON 6TH SEPTEMBER 2007

Agreed: The minutes were adopted with no amendments.

3. MATTERS ARISING FROM THE MINUTES

Noted: There were no matters arising from the minutes.

4. CHIEF EXECUTIVE'S REPORT

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

Noted: **1.1** The North South Ministerial Council (NSMC) have given go-ahead on Enteric Reference proposal.

Noted: **1.3** The 2006 Annual Report has been approved by the NSMC.

Noted: **2.3** The Christmas campaign was launched on 10th December in RoI and 11th December in NI.

Noted: **4.1** The release date for the Beef Consumer Focused Review (CFR) is still under consideration.

Noted: **4.2** A SAC conference will be held in 2008.

5. EIGHT YEARS ON (PRESENTATION)

Noted: Ms Fiona Gilligan, Director of Marketing and Communications, Dr David McCleery, Chief Specialist Microbiologist and Mr Gary Kearney, Corporate Operations Manager, gave a presentation on the work of **safefood** from 2000 to present.

6. NEXT STEPS – OPPORTUNITY FOR BOARD MEMBERS TO COMMENT ON FUTURE DIRECTION

The CEO invited Board Members comments on future direction.

Noted: Board Members all agreed that **safefood** should retain its novel approach to communication and continue its role as an honest broker of healthy eating and food safety messages.

Noted: Board Members also agreed that **safefood** should become involved in working with schools during the "Year of the Potato".

7. A NOTE OF THANKS

The CEO outlined that due to the nature of government legislation this will be the last meeting of the current Advisory Board. He said that the wealth of experience that each one of the Advisory Board Members has brought to **safefood** has been invaluable and on behalf of **safefood** staff he paid tribute to each Board member individually and said that it has been a great pleasure to work with all of them.

Noted: Board Members reported that it has been a privilege to work on the Advisory Board and thanked the CEO and staff of **safefood** for their hospitality and professionalism. Board Members individually paid tribute to the Chairman, CEO and staff.

Noted: The CEO and all Board Members commended the Chairman on his outstanding contribution in bringing an all island body to a point where different jurisdictions and communities can achieve a joined up approach.

On behalf of staff the CEO presented Members with a token of appreciation.

8. ANY OTHER BUSINESS

Noted: **safefood** was the winner of the "Best Interactive Marketing Campaign" award at the Annual Eircom Golden Spider Awards on 22nd November. The award was in recognition of the "Superfoods HQ" campaign developed by Agency.com on behalf of **safefood**."

There being no further business the meeting ended.