



Minutes of the 64th Meeting of the Advisory Board of **safefood**
Held on Friday 12th December 2008 at 11.00 am
safefood's Dublin Office, Block B Abbey Court, Lower Abbey Street, Dublin 1

- PRESENT:**
- Mr. John Dardis (JD - Chair)
 - Ms. Lynn Ni Bhaoighealláin (LNB)
 - Mr. Joe Byrne (JB)
 - Ms. Aoife Healy (AH)
 - Mr. Seamus Sheridan (SS)
 - Mr. Con Traas (CT)
 - Ms. Jane Wells (JW)
 - Ms. Susan Heraghty (SH)
 - Dr. Ken Baird
 - Mr. Brian Cunningham (BC)
 - Dr. Maureen Edmondson (ME), Food Standards Agency Northern Ireland
- IN ATTENDANCE:**
- Dr. Cliodhna Foley-Nolan, Director, Human Health & Nutrition (CFN)
 - Mr Ray Dolan, Director of Corporate Operations (RD)
 - Mr. James McIntosh (JM)
 - Dr. Ina Kelly (IK)
 - Ms. Erin Brennan, Secretary (EB)
- APOLOGIES:**
- Mr. Campbell Tweedie (CT – Vice Chair)
 - Mr. Neven Maguire (NM)
 - Mr Peter Dewhurst, Finance Manager (PD)
 - Ms Fiona Gilligan, Director of Marketing (FG)
 - Mr Martin Higgins, Chief Executive (MH)
 - Dr Margaret Patterson (MP)

1. INTRODUCTION AND APOLOGIES

- Noted:** The Chair opened the meeting by welcoming ME from the Food Standards Agency Northern Ireland. The apologies of CT, NM, PD, FG, and MH were noted. The Chair noted MP's resignation, thanked her for her contribution, and wished her well.

2. MINUTES OF MEETING HELD ON 29TH AUGUST 2008

- Agreed:** As no matters were arising, the minutes were approved.

3. CHIEF EXECUTIVE'S REPORT

- Noted:** North South Ministerial Council
- The meeting of the NSMC in the Food Safety and Health Sector was postponed from November and is likely to be rescheduled for spring 2009.
- Noted:** 2009 Business Plan
- The 2009 Business Plan and Budget have not yet been approved.
- Noted:** Enteric Reference Service
- Prof Henrik Wegener has submitted a report giving his opinion on the technical and public health merits of the three enteric reference service options under consideration.
 - His findings have been incorporated into a paper drafted by Dr. John Bell, and this paper will be finalised following a presentation to the Executive Board later in December.
 - The consultation paper will then be sent to approximately 200 key stakeholders across the island.
 - Once the consultation process is complete and submissions carefully studied, a final recommendation paper will be submitted to the North-South Ministerial Council for consideration in due course.
- Noted:** Human Health and Nutrition
- Since the last meeting of the Advisory Board, the Tastebuds multimedia interactive primary school resource was launched by the Minister of Education. It was a great success.
 - The Tastebuds resource has been provided to 1100 school in the Republic of Ireland; a version for Northern Ireland is currently being planned and should be available in January 2009.
- Noted:** Marketing and Communications
- The Speak Out Radio campaign will be repeated for the first two weeks of December to support the restaurant direct marketing initiative.
- Noted:** Little Steps Obesity Campaign
- An evaluation of the campaign was completed following the second burst of advertising in August /September. The campaign performed very well.
- Noted:** Christmas Campaign
- The Christmas campaign will be supported by radio next week and also a consumer SMS text element using results from new research.

4. DIOXIN PRESENTATION BY DR. JAMES McINTOSH

- Noted:** Dioxins are very persistent in the environment

- They are very stable and difficult to breakdown creating great ramifications for human health
- Generated through combustion
- Incomplete burning of waste is the biggest source
- Average half-life in fat tissue is 7.5years

Noted: Irish Pork Crisis

- Sourced from contaminated pig feed

Noted: Dioxins and Human Health

- Body Burden of Dioxin is important (the amount of dioxins that accumulate in the body over time)
- One would normally need to have exposure over a lifetime in order to see any drastic effects
- Dioxin levels have been falling since the 1960s

Noted: The Pork Crisis and Food Labelling

- The issue will be discussed by the Board in the New Year
- The European Food Regulations, including food labelling, are currently up for discussion
- SS requested that Board members know when and if the salmonella survey will be released.
- There is not a testing laboratory on the IOI because the procedure is very costly and complicated.
- The education of food producers was discussed and suggested as a topic of discussion at a future meeting

5. FSANI PRESENTATION BY MAUREEN EDMONDSON

Noted: ME outlined the function and brief history of the Food Standards Agency Northern Ireland

Noted: Current Campaigns

- Salt: reduce salt and promote awareness
- Saturated fats
- Food labelling
- Food fraud

Noted: FSANI and **safefood**

- Aim to cooperate and avoid duplication where possible

6. ANTIMICROBIAL RESISTANCE IN FOOD PRESENTATION BY DR. INA KELLY

Noted: Antimicrobial Resistance in Food Report

- Written by some members of **safefood's** Scientific Advisory Committee
- IK contributed aspects of public health
- There has to date been a great focus of AMR in hospitals, etc, but food is also a very important source.
- If AMR in food is not addressed, the issue will only increase in severity and hold huge repercussions for human health.

7. ANY OTHER BUSINESS

Noted: Christmas Leaflet 2009

- AH suggested that next year other food items, such as pork, are discussed in the leaflet.
- NM was thanked for his input into this year's Christmas recipes

Noted: Increasing **safefood**'s profile in Northern Ireland

- JW informed the Board of 2 upcoming NI events that may be of interest to **safefood**:
 - o Food is our Nature NI
 - o Junior Chefs Academy Programme (January)
 - o JW to forward more information to RD

Noted: 2009 Board Dates

- 2009 meeting dates have been circulated; if any questions arise please contact EB.

There being no further business the meeting ended.

Date of next meeting: Friday 30th January in Dublin.