

Minutes of the 71<sup>st</sup> Meeting of the Advisory Board of **safefood**  
Held on Friday, 5<sup>th</sup> February, 2010 at 12.00pm  
**safefood**, Block B, Abbey Court, Lower Abbey Street, Dublin 1

---

**PRESENT:**

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

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive (MH)  
Mr Ray Dolan, Director of Corporate Operations (RD)  
Mr Peter Dewhurst, Finance Manager (PD)  
Dr Clíodhna Foley-Nolan, Director, Human Health & Nutrition (CFN)  
Ms Fiona Gilligan, Director, Marketing & Communications (FG)  
Ms. Erin Brennan, Secretary (EB)

**APOLOGIES:**

Mr Campbell Tweedie (CT – Vice Chair)  
Mr Joe Byrne (JB)

**1. INTRODUCTION AND APOLOGIES**

**Noted:** The chair opened the meeting and thanked members for their attendance.  
The apologies of CT, GK and JB were noted.

**2. MINUTES OF MEETING HELD ON 5<sup>TH</sup> FEBRUARY 2010**

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

**3. PRESENTATION ON SOCIAL MEDIA**

**BY DR AILEEN MCGLOIN, MR DERMOT MORIARTY AND MR RICHARD MURPHY**

**Noted:** Presentation notes were distributed to all.

**4. CHIEF EXECUTIVE'S REPORT**

**Noted:** Broadcasting Authority of Ireland  
- MH noted that the Broadcasting Authority of Ireland public consultation dates have not yet been announced. The consultation is unlikely to take place in March (as was originally envisioned).

**Noted:** 2010 Business Plan

- The 2010 Business plan was approved in principle by the NSMC in December.

**Noted:** Human resources

- PD has been promoted to the position of Corporate Operations Manager and will be focusing on stakeholder engagement.
- FG has returned from maternity leave.

**Noted:** Obesity Prevention Strategic Framework Development in Northern Ireland

- A half day conference was jointly hosted by the FSA and the Department of Health, Social Services and Public Safety on 13<sup>th</sup> January in Belfast. This conference targeted the food industry.

**Noted:** Knowledge Networks

- **safefood** is in the process of appointing Knowledge Network Facilitators.

**Noted:** Enteric Reference Service

- The Minister for Health and Children Mary Harney TD met with the Chairman and a delegation to discuss the project. She indicated that she would respond in January 2010.
- A formal letter of acknowledgment has not yet been received from Northern Ireland.

**Noted:** Consumer Focused Review

- A first draft has been completed.
- The External Advisory Committee met last week to discuss recommendations and comments.

**Noted:** Scientific Advisory Committee

- A call for expressions of interest has been publically advertised and there has already been a great deal of interest.

**Noted:** Men's Health Initiative

- A full report highlighting all of the results will be available in early April 2010.

**Noted:** Community Food Initiatives (CFI)

- This programme was launched last week by the Chief Medical Officer for Northern Ireland, Dr Michael McBride.
- Both JW and JD were in attendance.
- The launch has received very positive feedback.
- Details of the projects were circulated to all.

**Action:** CFN to ask Ms Marita Hennessy (**safefood**) to circulate the CFI project contact details to all members. Members may contact groups if they wish to arrange a visit.

**Noted:** Christmas Campaign

- The 2009 Christmas campaign saw great website activity; there were more than 36,000 visits to the site in December and the iPhone turkey calculator application was downloaded over 1,000 times from the Apple Store.

**Noted:** Weigh2Live

- The Weigh2Live campaign television adverts have received positive feedback.

## 5. PRESENTATION ON THE SAFETRACK 11 RESULTS BY MS FIONA GILLIGAN

**Noted:** Presentation notes were distribute to all.

## 6. TOUR DE TABLE

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

**Noted:** The importance of traceability and nutrition and the elderly (such as the link of diet to Alzheimer's) were suggested as topics for future **safefood** initiatives.

## 7. ANY OTHER BUSINESS

**Noted:** 2010 Advisory Board meeting dates were circulated.

**Action:** EB to correct the document dates and re-circulate to all.

**Action:** If members wish to be reassigned to a different sub-committee group, they should alert MH.

**Noted:** Sub-committee meetings will take place at 10.30am on the morning of Advisory Board meetings. The Board meetings will take place from 12.00-2.00pm.

**Noted:** The Audit/Risk Management Subcommittee and the Stakeholder Development Sub-committees will both meet on the morning of the next Advisory Board meeting.

**Noted:** The next Scientific Advisory Committee (SAC) will hopefully be in place by June.

**Action:** A June conference for the SAC and the AB will be planned; a site visit and social event will also be incorporated, if feasible.

**Noted:** BC noted that an increased emphasis should be made on consumer contact with food producers.

**Noted:** The Board was updated on the work of the Corporate Plan sub-committee meeting held this morning.

**Noted:** The **safefood** Facebook.com page has almost 400 fans.

**Action:** MH to circulate a Corporate Plan working document to all members between now and April; comments will then be discussed at the May meeting.

There being no further business the meeting ended.

**Date of next meeting:** Friday, 26<sup>th</sup> March 2010 at 12.00pm in the Dublin office of **safefood**.