



Minutes of the twenty-seventh meeting of the Advisory Board of the Food Safety Promotion Board held on Friday, 30th January 2004, at 11.00 am at **safefood**'s Boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin 1

PRESENT:

Cllr Bertie Kerr (Chairman)
Mr Don Anderson
Mr Leslie Craig
Mr Odran Flynn
Ms Carmel Foley
Prof Patrick Fottrell
Mr Pat McColgan
Ms Catherine Murphy
Mr Damien O'Dwyer
Ms Anne Speed
Prof Sean Strain

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive
Mr Ray Dolan, Director, Planning & Resources
Dr Thomas Quigley, Director, Science and Technical
Mr Barney Whelan, Director, Marketing and Communications
Ms Jane Lennox, acted as Secretary

Presentation:

Ms Claire MacEvilly, Stakeholder Development Executive, **safefood**

APOLOGIES:

Prof Charles Daly (Vice-Chairman)
Dr Margaret Patterson, FSPB

1 **INTRODUCTION AND APOLOGIES**

Noted: The Chairman welcomed all members and asked members for a few moments silence in respect of the late Ms E Higgins, mother of our Chief Executive, Mr Martin Higgins. The Chairman noted all apologies.

2 **MINUTES OF MEETING HELD ON 12TH DECEMBER 2003**

Agreed: The minutes were adopted without amendment.

3 **MATTERS ARISING FROM THE MINUTES**

There were no matters arising from the minutes.

4 **CHIEF EXECUTIVE'S REPORT**

Recruitment

Noted: Mr Higgins updated the Board on the current recruitment campaign and its status. Mr Higgins reported that there was a poor response to the most senior positions in Science and Technical and that we are currently considering the most effective way of re-advertising these posts.

Noted: Professor Fottrell suggested putting a search group in place to help with the recruitment process.

Meeting with Health Departments

Noted: Mr Higgins confirmed that Mr Clive Gowdy, Permanent Secretary, DHSSPS and Mr Michael Kelly, Secretary General, DOHC will visit Dublin on 4th February 2004.

Noted: In light of the recent delays in securing approval for staffing Mr Higgins will use the opportunity to explore opportunities to streamline the cumbersome mechanisms that exist in securing formal approvals from the sponsoring departments.

Audit Committee

Noted: Mr Higgins outlined that there is now an Audit Committee appointed. The committee comprises of the following members:

Mr Padraig O'Duibhir	Board Member, Foras na Gaeilge Audit Committee Chair Former Broadcast Resources Manager, Radio na Gaeltachta
Mr Laurence Lord	Director Corporate Services, Intertrade Ireland
Mr Michael Burke	Higher Executive Officer, Food Unit, Department of Health and Children

Draft Terms of Reference for Audit Committee in preparation and dates for initial meeting to be confirmed.

Mr Higgins also confirmed that a contract has been awarded for internal audit services to Patrick McNamara and Associates, Cork.

Science and Technical Update

Noted: Dr Quigley gave an update on the recently awarded research projects. The research projects awarded were:

- All-island learning from the "Decent food for All" programme (Institute of Public Health in Ireland)
- Dietary patterns, food intakes, attitudes and their determinants among low socio-economic adults and children and in-depth quantitative and qualitative analyses (DIT, UU, Trinity)
- Standard of healthy living on the island of Ireland (NUI Galway, UCC, UU)
- Epidemiological assessment of MAP in target Muster herds (Cork County Council, QUB, UCD, DAF)
- Epidemiology and molecular analysis of Norovirus Outbreaks in Ireland (Mater Hospital, NDSC, ERHA, NVRL, UCD, CDSC, RVRL)
- Development of a risk assessment model for Salmonella in shell eggs and processed eggs in Ireland (QUB, UCD, University of Strathclyde)
- Persistence and dissemination of Salmonella and Campylobacter in domestic kitchen environments (UU)
- A systematic review of the effectiveness of social marketing models in communicating nutrition and food

safety messages (University of Strathclyde, Oxford University)

- Economic Impact of Gastroenteritis in Ireland (London School of Hygiene and Tropical Medicine, Trinity)

- Noted: Professor Strain expressed concerns with the research project, a systematic review of the effectiveness of social marketing models in communicating nutrition and food safety messages (University of Strathclyde, Oxford University), his concern centred around the fact that the project doesn't have an Irish link and that research will not take place on the island of Ireland. He felt that there is an adequate research budget available to projects in the UK.
- Noted: Professor Fottrell agreed with Professor Strain's argument and felt that our research grants should be kept on the island of Ireland to prompt growth and interest in science.
- Noted: The Chairman and Ms Speed expressed a need to remain flexible and to promote good science.
- Noted: Mr Higgins and Dr Quigley welcomed the debate and Dr Quigley committed to examine the issue and to draft guidelines for consideration at the next Scientific Advisory Committee meeting and Advisory Board meeting.
- Noted: Dr Quigley noted the progress of the Research Networks and confirmed that the five research network co-ordinators have been selected and contracts signed.
- Noted: The next meeting of the Scientific Advisory Committee will be held on Thursday 4th March 2004.
- Noted: Dr Quigley informed the Board that a response prepared by **safefood**, as discussed at the last Advisory Board meeting, in respect of Phase 2 of the Children's Advertising Code has been submitted to the Broadcasting Commission of Ireland (BCI). **safefood** also attended a public debate to discuss food promotion to children in London on January 27th.
- Noted: Mr Anderson suggested that we speak to the BCI informally and perhaps facilitate a discussion between BCI and OFCOM. He also thought it perhaps a good time to publicise our interest in the subject given Ireland's current European Presidency.
- Noted: A meeting of the Food and Nutrition Forum Working Group is scheduled for 9th February. Our role on the forum is to foster co-operation and facilitate working together.

Noted: Dr Quigley also gave an update on the laboratory linkages, laboratory services directory and the laboratory newsletter.

Marketing and Communications Update

Noted: Mr Whelan updated the board on the current activities in the Marketing and Communications directorate.

Noted: Mr O'Dwyer complimented Mr Whelan and his directorate on our recent advertising campaign. Mr O'Dwyer through the food safety courses he runs had received excellent feedback.

Noted: Mr Whelan spoke about direct marketing strategy and our aim to target first time third level students for the coming year.

Noted: The third piece of tracking research will be completed on February 2nd and Mr Whelan will present the results to the Board at the next meeting in March.

Noted: Mr Whelan also updated on the conference, publications, the helpline and the website.

Noted: Mr Higgins informed the Board that he is still awaiting a reply from Mr Geoffrey Podger, Executive Director, European Food Safety Authority in relation to our participation at the European Advisory Forum.

Mr Higgins has written to the Chairman of the Joint Oireachtas Committee on Health and Children to propose that **safefood** make a presentation on food safety, particularly on the aspects of all-island working.

5 PRESENTATION: 'HANDS OF DOOM'

Noted: Ms Claire MacEvilly, Stakeholder Development Executive, **safefood** gave a presentation on 'Hands of Doom' – Primary School Panto.

6 STRATEGY 2005 - 2007

Noted: Our current corporate plan runs to end 2004. During the current year we are therefore required to devise and submit for approval a further three-year plan for 2005 – 2007. Mr Higgins would appreciate the Board's initial view on the steps we might take in formulating the plan.

Agreed: It was agreed to facilitate an away day in conjunction with a future Board meeting to consider the strategy 2005 – 2007. Mr

Higgins to prepare an initial draft paper for the next Board meeting.

7 DATE OF NEXT MEETING

The next board meeting will be held on Friday, 5th March 2004 in Dublin at 11.00 am at **safefood**'s boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin 1.

8 ANY OTHER BUSINESS

Noted: There being no further business the meeting closed.

Signed: _____

Dated: _____