

Minutes of the 77th Meeting of the Advisory Board of **safefood**
Held on Thursday, 27 January, 2011 at 10.30am
safefood Dublin office

- PRESENT:** Mr John Dardis (JD - Chair)
Ms Lynn Ni Bhaoighealláin (LNB)
Mr Joe Byrne (JB)
Ms Susan Heraghty (SH)
Mr Ken Baird (KB)
Ms Aoife Healy (AH)
Mr Con Traas (CTR)
Ms Jane Wells (JW)
- IN ATTENDANCE:** Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director of Corporate Operations (RD)
Ms Fiona Gilligan, Director of Marketing and Communications (FG)
Mr Gary Kearney, Director of Food Science (GK)
Ms Clíodhna Foley-Nolan, Director of Human Health and Nutrition (CFN)
Ms Alison Dries (secretary) (AD)
- APOLOGIES:** Mr Campbell Tweedie (CT – Vice Chair)
Mr Neven Maguire (NM)
Mr Brian Cunningham (BC)
Mr Seamus Sheridan (SS)

1. INTRODUCTION AND APOLOGIES

- Noted:** The chair opened the meeting and thanked members for their attendance. The apologies of NM, CT, SS and BC were noted.
- Noted:** There were no sub-committees held prior to the Board meeting
- Noted:** Sub-committees may be held in the period prior to the next meeting

2. MINUTES OF MEETING HELD ON 08 OCTOBER, 2010

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

3. CHIEF EXECUTIVE'S REPORT

- Noted:** **Financial Statements**
safefood are currently awaiting the audit certificate for the 2009 financial statements. The delay is due to the volume of work at the C&AG's office.
- Noted:** **Policy**
Minister Pat Carey TD launched 'A Good Practice Guide for Community Food Initiatives (CFI)' published by Healthy Food for All, which is funded by **safefood**. This guide will be available to all Community Food Initiatives and will prove useful to those sponsored by **safefood**. The CEO confirmed all of the **safefood** sponsored CFI's are now up and running

and celebrated their first anniversary. As a result of **safefood's** sponsorship of the CFI programme, the Food Focus Community Food Initiative' in Cork and is run by North side Community Health Initiative NICHE has now secured additional resources.

Noted: Events

The Food Integrity and Traceability Conference was flagged to being of potential interest to Board members. Minister for Employment and Learning, Danny Kennedy MLA, will address the conference.

Action: **safefood** will circulate the programme and details of registration to members

Noted: Sponsorship

safefood are currently sponsoring the RTE production 'Operation Transformation'. The programme topic aligns with **safefood's** healthy eating messages in order to maintain a healthy body weight and highlights the challenge presented by obesity.

Noted: As the programme sponsor, **safefood** does not have under Broadcast Authority rules, any editorial input or control.

Noted: **safefood's** stance was sought on the "count me in" element within the programme. This element encourages catering establishments to display the calorie content on all products served. **safefood** considers that the more information that is available to consumers may be of benefit.

Noted: Campaigns

safefood are currently evaluating the salt workplace campaign and Little Steps campaigns.

5. BUSINESS PLAN

Noted: MH and RD met the two sponsor departments on 26th January. The departments have sought a cut to the budget of 10%, bringing **safefood's** proposed budget to €8.5m for 2011.

Discussion: The Board discussed the relative merits of agreeing to the reduction at this point or seeking to negotiate the figure.

Advice: The general advice from the Board was to accept the adjustment now.

Noted: The senior management team will meet on 1st February to discuss how to implement the budget cut in the business plan. The advice from the Board was prioritise work rather than imposing a blanket cut across all areas of the business plan. The prioritisation route would ensure a more effective business plan.

Action: Advisory Board Members were asked to review the business plan and feedback amendments/suggestions to **safefood** via email to the secretary by Wednesday, 2 February.

Noted: KB suggested that the management might consider an evaluation role for the Advisory Board as part of the Business plan deliverables

6. PRESENTATION

Noted: Dr. Martin Caraher, Professor of Food and Health Policy at City University, London and a member of the **safefood** Advisory Committee presented on "Food taxes, Subsidies and 'Nudge".

Noted: The Chair thanked Dr. Martin Caraher for his presentation

7. TOUR DE TABLE

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

Noted: A weight loss programme for MLA's was highlighted as a potential topic to raise **safefood**'s profile in NI. To be actioned after the May election

Noted: A visit to Stormont was suggested as been beneficial and of interest to Board members and **safefood** staff. It was agreed to look at tying this in with a Board meeting or event later in the year.

8. ANY OTHER BUSINESS

Noted: There been no further business the meeting ended.

Date of next meeting: Thursday, 31 March, 2011 in the Dublin office of **safefood**, time TBC.