



Minutes of the 84th meeting of the Advisory Board of **safefood**
Held on Friday, 27th January 2012 at 10.30am
safefood Dublin Offices

PRESENT:

Ms Lynn Ni Bhaoighealláin (LNB- Chair)
Mr Thomas Burns (TB)
Ms Jane Wells (JW)
Ms Helen O Donnell (HOD)
Mr Brendan Kehoe (BK)
Mr Campbell Tweedie (CT)
Ms Julie Andrews (JA)
Ms Hannah Su (HS)
Mr Edward Spellman (ES)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director of Corporate Operations (RD)
Dr Gary Kearney, Director of Food Science (GK)
Dr Aileen McGloin, Scientific Support Manager
Ms Fiona Gilligan, Director of Marketing & Communications (FG)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Alan McGrath (AMG)
Dr Mary Upton (MU)
Ms. Darina Allen (DA – Vice chair)

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and welcomed the new Advisory Board Members and noted apologies of AMG, MU and DA.

The board expressed condolences to Alan McGrath's family on a recent bereavement.

Noted: Members and staff introduced themselves and gave a brief synopsis of their background and current projects.

Action: The CEO asked Members to provide him with any updates to their biographical details which will be posted on the **safefood** website.

2. MINUTES OF MEETING HELD ON 8TH DECEMBER 2011

Noted: The CEO explained that copies of the minutes had been sent to all of the previous Board Members for approval and no changes have been received.

Agreed: The minutes were adopted with no amendments.

3. MATTERS ARISING FROM THE MINUTES

Noted: There were no matters arising from the minutes.

Comment [MSOffice1]:

Comment [MSOffice2]:

4. WELCOME TO SAFEFOOD - PRESENTATION

Noted: Martin Higgins, CEO of **safefood**, gave an introductory presentation to the new Members of the Advisory Board on the the work of **safefood**.

Noted: The Chair thanked the CEO for his presentation and welcomed questions.

Noted:

Dr Gary Kearney, Dr Aileen McGloin and Ms Fiona Gilligan gave overviews on the work of their directorates.

If any board member would like more information, please get in touch with the secretary – one to one briefings were offered.

Noted: Quantitative market research will incorporate questions on the food safety campaign "If you could see germs spread" in April 2012.

Noted A press cuttings service is available to Board members. The secretariat will arrange for access if required

CAMPAIGNS:

Noted: A discussion took place around the "Stop the Spread" campaign. There was some concern regarding the use of the waist measurement as opposed to body Mass Index (BMI). FG explained that research showed the consumers found BMI difficult to understand, while the waist measurement is easy to carry out and consumers need to remember only one measurement (<32 inches for a woman and <37 for a man). BK expressed some concern that the influence of genetics on obesity is not addressed in **safefood's** communications. AMcG said that the genetics of obesity are at a relatively early stage in terms of translating this into public health messages. Some individuals are more at risk because of their genetic make-up but their eating and physical activity environment and their own diet and lifestyle are more influential. HOD noted that the measuring tapes seem to have prompted huge reaction. JA noted that the research has shown that all social sectors are taking notice of the campaign.

Noted: Operation transformation's Psychologist, Dr. Eddie Murphy, will participate in a live chat on **safefood's** Facebook page on the 9th of February.

Noted: ES enquired as to **safefood's** role in food labeling on the island of Ireland. The legislative aspects are regulated by FSANI and FSAI on the island of Ireland with directives being developed at European level. **safefood** provides an education role and has resources at secondary level to teach pupils about food labelling.

With regard to influencing food policy **safefood's** staff members sit on a variety of committees, including the expert advisory group of the Broadcasting Authority of Ireland (BAI), which recently proposed the use of the UK's model for restricting advertising of unhealthy foods to children. There was some discussion around the implications of the proposed model

for indigenous products such as cheese and the rationale for not making an exception of cheese.

4. CHIEF EXECUTIVE REPORT

Noted: In Autumn 2011, **safefood** conducted an 8 week weight loss programme with up to 30 MLAs in Stormont, as suggested by JW. Many MLAs successfully lost weight and changed their lifestyle and their efforts recieved a large amount of media attention, including the Stephen Nolan radio show. Safefood has also recently visited the MLAs to update them on out activites in relation to obesity.

Noted: The Business Plan is awaiting approval - a review of expenditure is to take place.

Noted: It has been the practice that two board members sit on the Audit Committee. If any members are interested they should let the secretary know. A decision will be made at the next board meeting.

6. TOUR DE TABLE

Noted: Board members were invited to suggest site visits that may be of interest and FG informed members they are invited to all **safefood** events.

7. ANY OTHER BUSINESS

There been no other business the meeting closed.

Date of next meeting: Friday, 23rd March, in Dublin, time TBC. The venue of the meeting on the 22nd of June will be changed to Dublin.