

Minutes of the forty seventh meeting of the Advisory Board of the Food Safety Promotion Board held on Friday 16<sup>th</sup> June 2006 at 11.00 am  
**safe food**'s Boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin 1

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**PRESENT:**

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

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive  
Dr Thomas Quigley, Director, Food Science  
Ms Fiona Gilligan, Manager Marketing & Communications  
Mr Peter Dewhurst, Finance Manager  
Ms Eileen O'Connor, acted as Secretary

**APOLOGIES:**

Dr Margaret Patterson, FSPB  
Prof Charlie Daly  
Prof Sean Strain  
Dr Clíodhna Foley Nolan  
Mr Ray Dolan

## 1. INTRODUCTION AND APOLOGIES

**Noted:** The Chairman welcomed everyone and noted all apologies.

## 2. MINUTES OF MEETING HELD ON 12<sup>TH</sup> MAY 2006

**Agreed:** The minutes were adopted with one amendment on Page 3.

## 3. MATTERS ARISING FROM THE MINUTES

**Noted:** **safefood** met with the Snack Food Council. At the meeting **safefood** made the point that it does not seek to demonise snack foods and avoids the use of terms such as 'junk food'. On the other hand it expects the industry to behave responsibly and honestly in terms of its advertising treatments.

**Noted:** **Declaration of Interest** – Ms Ann Speed declared that through business she was in contact with various snack food companies.

**Declaration of Interest** – Mr Damian O'Dwyer declared that he carried out business with various snack food companies.

**Noted:** The **safefood** direct marketing campaign on salt awareness has now reached 70,000 people in the work place. Members were given samples of the materials used in the campaign.

## 4. CHIEF EXECUTIVE'S REPORT

The CEO highlighted some of the key activities from the Chief Executive's Report.

**Noted:** Due to low salary starting point there is a low interest in positions advertised. However the amount spent on advertising vacant positions is considerable. North/South bodies will continue to press the case for greater flexibility on starting salaries.

**Noted:** Board members received an invitation to the launch of **safefood** For Life on Tuesday 27<sup>th</sup> June at the Europa Hotel in Belfast.

**Noted:** In addition to the summer cooking message a campaign is in planning for two weeks in July to distribute temperature indicators, "T-sticks", to consumers. The campaign is in the scripting stage for radio and currently there are 30,000 T-sticks available to be distributed through the Helpline.

## 5. MARKETING AND COMMUNICATIONS STRATEGY

The Chief Executive informed that **safefood** is developing a marketing and communications strategy. He invited board members to discuss key issues of concern and suggestions.

**Noted:** Members commented that the **safefood** marketing strategy has been very effective in getting messages across and **safefood** has become increasingly recognised. **safefood** marketing campaigns have been successful and it would be useful to examine these campaigns and advertising that has worked best.

**Advice:** Research new marketing techniques e.g. mobile phones, petrol stations, logo on food trucks.

**Advice:** Sporting organisations should be targeted. Also it is important to work with disadvantaged communities, using existing channels. Excellent projects carried out in Armagh and Dungannon have given **safefood** tool kits to use in other communities.

**Action:** Sharing research with the private sector could help to develop funding initiatives.

**Action:** As local councils have a role in targeting social need **safefood** should meet with civic authorities with a view to generating understanding at local level. Members agreed that this should be tested on a pilot basis. **safefood** will put together a package for members to present to local councils, tailored to suit their needs.

**Action:** **safefood** will contact Cork County Council with a view to organising an engagement with the Advisory Board at the next meeting in September.

**Noted:** Members reinforced the view that concentrating on giving out positive messages rather than highlighting negatives is preferred.

**Advice:** Press clippings show that coverage in local media is higher than in national so this is worth exploring further. Local newspapers remain in homes for a longer period of time and more air time is given in local radio, allowing in-depth discussion of issue.

**Action:** **safefood** will work on putting together a basic script which can be varied for specific target audiences.

The Chief Executive thanked the board for their advice and will bring an update to the September meeting.

## 6. REFLECTION ON THE ROLE OF THE ADVISORY BOARD

The Chief Executive conveyed **safefood's** thanks to the Advisory Board Members for their excellent work and encouragement to staff. As some members' term will end in December he asked them to reflect on their role. He highlighted that in lending their expertise the board has played a critical role.

The Chairman replied that it has been a privilege to be involved with **safefood** from the beginning in 1999, **safefood** is now established throughout the island.

**Noted:** The Chairman and board members congratulated the staff of **safefood** on their excellent work.

The Chairman asked members for advice on what worked well, what areas could be improved and what they would like to see in place for future.

**Noted:** Members reported that the ending of term of the current chair would clearly be a loss. They are very impressed by the work of the chair and management and again congratulated management and staff on their superb foundation, body of work, methodology and achievement in steering **safefood**.

**Noted:** Of the six Northern Ireland representatives it is very significant that five are now on a second term.

**Advice:** When NSMC appoints next board it would be advisable to vary length of service, in the interests of continuity.

**Noted:** The Chair expressed the importance of retaining the positive image that **safefood** has built. He would like to portray how well North and South have worked together on the common platform of food safety.

**Advice:** The use of sub-committees would be advantageous and should be encouraged.

**Noted:** The Chairman thanked members for their advice.

## 7. ANY OTHER BUSINESS

There being no further business the meeting ended.

## 8. DATE OF NEXT MEETING

The next board meeting will be held on Friday 1<sup>st</sup> September 2006 in Cork.

Signed: \_\_\_\_\_  
Chairman

Dated: \_\_\_\_\_