



Minutes of the fifty-fifth meeting of the Advisory Board of **safefood**
held on Friday 8th June 2007 at 11.00 am
safefood's Boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin 1

PRESENT:

Cllr Bertie Kerr (Chairman)
Prof Don Anderson (DA)
Mr Odran Flynn (OF)
Mr Leslie Craig (LC)
Ms Anne Speed (AS)
Mr Patrick McColgan (PC)
Mr Damian O'Dwyer (DOD)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (CEO)
Mr Ray Dolan, Director of Corporate Operations (RD)
Ms Fiona Gilligan, Marketing & Communications Manager (FG)
Dr Charmaine Clarke, Scientific Officer (CC)
Ms Eileen O'Connor, acted as Secretary

APOLOGIES:

Prof Charlie Daly
Dr Cliodhna Foley-Nolan
Ms Suzanne Doran
Dr Thomas Quigley
Dr Margaret Patterson
Prof Patrick Fottrell
Ms Catherine Murphy
Prof Sean Strain
Mr Peter Dewhurst

1. INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed everyone and noted all apologies.

2. MINUTES OF MEETING HELD ON 20TH APRIL 2007

Agreed: The minutes were adopted with no amendments.

3. MATTERS ARISING FROM THE APRIL MINUTES

Noted: There were no matters arising from the minutes.

4. MINUTES OF MEETING HELD ON 11TH MAY 2007

Agreed: The minutes were adopted with no amendments.

5. MATTERS ARISING FROM THE MAY MINUTES

Noted: There were no matters arising from the minutes.

6. CHIEF EXECUTIVE'S REPORT

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

Noted: Date for the RoI LIMS launch has not been set yet.

Noted: Broadcast Advertising Clearance Centre (BACC) have refused to pass the advertising copy for superfoods – Phase 2 advertising campaign on "health claims" grounds. FG gave examples of the advertisements to the Board Members. Board Members discussed the content of the advertisements and expressed disappointment with the BACC stance.

Action: The CEO will ascertain at what level this decision was made at BACC and whether it can be taken higher or appealed.

7. UPDATE OF MEETING OF NORTH SOUTH SUB-GROUP

Noted: OF gave an update on the meeting of the North South Sub-Group which took place on 5th June. The main topic of

discussion was on Enteric Reference Laboratory, Dr Gary Kearney gave a presentation on this subject at the meeting.

8. PRESENTATION: "Educational Settings Strategy – Update on Implementation"

Noted: Dr Charmaine Clarke, Scientific Officer, **safefood** gave a presentation on Educational Settings Strategy – Update on Implementation.

Noted: The Board complimented CC on her presentation.

9. CORPORATE PLAN UPDATE

Action: Senior management team will meet to look at the first draft of the Corporate Plan on Wednesday 13th June and will circulate to Board Members.

10. ANY OTHER BUSINESS

Noted: The CEO attended a meeting on 1st June with the Joint Secretaries and CEO's of North South bodies. The update given by Joint Secretaries was positive. The CEO will be meeting Minister Michael McGimpsey, UUP, MLA, to give him an update on **safefood**.

It is also anticipated that a plenary meeting of the North/South Ministerial will take place in July. A meeting of the institutional group headed by Dermot Ahern, TD, will take place in August followed by sectorial meetings starting in September/October.

Approval of boards may take place in the autumn. It may be possible for members of one board to be appointed to another in order to use experience gained.

Noted: DOD informed the Board that due to increased demand for wheat for bio-fuel projects, it is anticipated that bread prices may rise dramatically.

DATE OF NEXT MEETING

The next board meeting will be held on Thursday 6th September 2007 in Cork.