

Minutes of the 74th Meeting of the Advisory Board of **safefood**
Held on Thursday, 24th June, 2010 at 5.00pm
The Radisson SAS Hotel, Little Island, Co. Cork

PRESENT:

Mr John Dardis (JD - Chair)
Mr Campbell Tweedie (CT - Vice Chair)
Ms Aoife Healy (AH)
Mr Con Traas (CTR)
Ms Jane Wells (JW)
Mr Joe Byrne (JB)
Ms Susan Heraghty (SH)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director of Corporate Operations (RD)
Ms Fiona Gilligan, Director of Marketing & Communications (FG)
Dr Gary A. Kearney, Director of Food Science (GK)
Mr Peter Dewhurst, Corporate Operations Manager (PD)
Ms Angela Cahill, Finance Manager (AC)
Ms Erin Brennan, Secretary (EB)

APOLOGIES:

Ms Lynn Ni Bhaoighealláin (LNB)
Mr Seamus Sheridan (SS)
Mr Brian Cunningham (BC)
Dr Ken Baird (KB)
Mr Neven Maguire (NM)

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and thanked members for their attendance. The apologies of LNB, SS, BC, KB and NM were noted. AC was introduced as the new **safefood** Finance Manager.

Noted: AH was congratulated on her role in chairing this morning's **safefood** conference.

2. MINUTES OF MEETING HELD ON 7TH MAY, 2010

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

3. CHIEF EXECUTIVE'S REPORT

Noted: North-South Ministerial Council

- CFN presented the Surveillance paper to the Council.
- **safefood**'s presence in NI was noted by Minister Michelle Gildernew; this is on the agenda to discuss with Sponsor Departments.
- The members of the new SAC were approved.

- Noted:** Human Resources
- Corporate Operations represented **safefood** at a Labour Court hearing last week regarding a grading issue. The Court recommended that revised gradings be applied.
- Noted:** Corporate Plan
- The Corporate Plan is expected to be signed off in October/November 2010.
- Noted:** Risk Management
- The development of a Risk Register embodying all elements of Business Risk is being taken forward.
- Noted:** Consumer Focused Review
- The second draft was reviewed at the external advisory group meeting on 21st May. No significant changes to the document are required.
 - A conference to launch the document will take place in November.
- Noted:** Scientific Advisory Committee (SAC)
- Members appointed to the new SAC committee are listed in the CEO report.
 - Dr Ken Baird will be the new Chair and Dr Charlie Daly will be Vice-Chair.
- Noted:** Social Media Strategy
- Currently being developed.
- Noted:** Completed Research Projects
- One study involved *Campylobacter* in poultry on the IOI.
 - The second study involved estimating dietary salt intake.
- Noted:** Research Tender Call & Evaluations
- **safefood** has advertised a tender call for research projects; closing date is 30th July.
- Noted:** Obesity Workshop
- This workshop, "Tackling obesity in young people through partnership", was hosted by the All-island Obesity Action Forum in Belfast on 15th June.
 - This topic will be presented to the Board in due course.
- Noted:** National Food Safety Week
- Will take place from 7th to 13th June.
- Noted:** Community Food Initiatives (CFIs)
- There will be an opportunity to visit the CFI in Cork tomorrow.
- Action:** Board members interested in attending should speak with EB after the meeting.
- Noted:** International Federation Home Economics
- **safefood** is attending this event on 20th July to present on the topic "Challenges of community food and healthy eating messages on the island of Ireland".
- Noted:** The Chair congratulated **safefood** on their presence in recent press coverage.

- Noted:** Weigh2Live Campaign
- The campaign has been very successful.
 - The latest adverts went live last Monday week.
- Noted:** Don't Take Risks Campaign
- Elite and Masters Butchers (NI) and Craft Butchers (ROI) are assisting **safefood** with the development of both the materials and messages for this campaign.
- Noted:** Little Steps Campaign
- The HSE have recently secured a budget to put towards this campaign for 2010; plans are being developed to make best use of these funds.
- Noted:** Take on the Takeaway
- **safefood** is sponsoring a six programme television series on RTE called "Take on the Takeaway".
 - The show brings a celebrity chef into the home of a consumer who habitually orders takeaway food. The celebrity chef has to try to cook a healthier home cooked version of the takeaway food in the time it takes for the takeaway food to arrive.
 - The first episode airs on Wednesday, 14th July at 8.30pm.
 - Six chefs are involved (including NM).
 - During the programme, viewers are directed to the RTE website where video clips with CFN are available.
 - During the programme, there is also a live feed on **safefood's** Facebook page where viewers can discuss their thoughts about the episode.
- Noted:** Operation Transformation Group
- A group of politicians who previously participated in the RTE weight loss programme 'Operation Transformation' are planning to help us promote Weigh2live by forming an "exemplar" group on Facebook over the summer period; this will be open to the public.
 - Senator Jerry Buttimer, representative for this group, has been involved in ongoing discussions with **safefood**.
- Action:** FG to send information about the Operation Transformation Group to JW.
- Noted:** Happy Heart Eat Out Campaign
- **safefood** will be completing an evaluation on this campaign.

4. TOUR DE TABLE

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

- Noted:** No emerging issues were identified.

5. ANY OTHER BUSINESS

- Noted:** None

There being no further business the meeting ended.

Date of next meeting: Thursday, 19th August 2010 in Newry, Northern Ireland.

