



Minutes of the 80th Meeting of the Advisory Board of **safefood**
Held on Thursday, 23 June, 2011 at 10.30am
safefood Dublin Office

PRESENT:

Mr John Dardis (JD - Chair)
Mr Campbell Tweedie (CT – Vice Chair)
Mr Neven Maguire (NM)
Ms Susan Heraghty (SH)
Ms Lynn Ni Bhaoighealláin (LNB)
Mr Ken Baird (KB)
Ms Aoife Healy (AH)
Mr Con Traas (CTR)
Mr Seamus Sheridan (SS)

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)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Brian Cunningham (BC)
Mr Joe Byrne (JB)
Ms Jane Wells (JW)

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and thanked members for their attendance. The apologies of BC, JB and JW were noted.

Noted: **safefood** will brief the MLA's at Stormont on the work of the organisation

Noted: **safefood** will brief Oireachtas members in the Dail on **safefood's** work

Action: The secretary (AD) will inform the board members of the two briefings above

Noted: The next Advisory Board meeting will be held on 25th August in Belfast and will include a visit to Stormont.

Noted: Press coverage recently reported on NM was acknowledged. The Chair spoke on behalf of Board members and **safefood** in saying that the work NM does for the organisation is greatly appreciated.

2. MINUTES OF MEETING HELD ON 12 MAY, 2011

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

3. CHIEF EXECUTIVE'S REPORT

Corporate and Business Planning

Noted: The Business Plan 2011 and Corporate Plan 2011/2013 are going through the necessary approval channels.

Noted: The annual report 2010 and Financial Statements are in the final staged of preparation awaiting the audit certificate for both C&AG's.

Policy Issues

Noted: The **safefood** Equality scheme is being used as a model by other N/S bodies.

Campaigns

Noted: The first Phase of the 'Stop the Spread' advertising campaign has completed. It provided the most dramatic reaction to a campaign that **safefood** has ever received and really engaged. Key professionals came out in support of the campaign whilst journalists were divided in their opinions, although the majority of coverage was positive.

Noted: Quantitative research is currently been carried out to ascertain what message consumers took from the 'Stop the Spread' Campaign.

Noted: Phase two of the campaign will be based on the results of the research expected in July.

Noted: The Direct Marketing aspect of the campaign saw 400,000 tape measure distributed to date by pharmacies.

Noted: The Chair congratulated **safefood** on the publicity generated by the campaign

Eat, Taste and Grow

Noted: The new education resource was launched in NI and attended by Minister Poots.

Noted: The Chair thanked those members of the Board who attended the launch.

Noted: The resource is a great example of joined up thinking which involved four agencies

Noted: Copies of the resource will be sent out to 846 schools and 43 special schools in NI. The ROI equivalent is known as 'Tastebuds'. Training sessions on how to use the resource will be offered to teachers in September.

Noted: It was suggested a route to training could be providing the resource to those who run training courses to teachers.

4. ENTERIC REFERENCE

- Noted:** Due to the recent *E. Coli* 104 outbreak in Germany, which reinforced that quick laboratory testing is vital, members of the Board requested an update on **safefood**'s role in providing an Enteric Reference service.
- Noted:** **safefood** had proposed the conduct of an economic cost benefit analysis for an Enteric Reference Service, but Departmental consent has been withheld, due to the pressures on public finances.
- Noted:** Due to the recent outbreak and its subsequent health and economic consequences it was suggested by Board members that it may be worth approaching the Departments again for approval on the economic analysis. There was a strong view from Board members that the economic analysis be conducted.
- Noted:** The cost to the country especially due to the importance of agriculture in the economy could be huge if a problem pathogen cannot be identified.
- Noted:** The development of specialised laboratory testing forms a major part of **safefood**'s remit.

5. PRESENTATION

- Noted:** Alastair Hodgett from Ogilvy presented on the relevance and management of stakeholder relationships to the organisation.
- Noted:** The Chair thanked Alastair for his presentation.
- Noted:** The secretary will circulate the PowerPoint presentation

6. TOUR DE TABLE

- Noted:** The CEO confirmed that following his election to the Assembly Joe Byrne will now be stepping down as a member of the Advisory Board.

7. ANY OTHER BUSINESS

There been no other business the meeting closed.

Date of next meeting: Thursday, 25 August, in Belfast, time TBC.