



Minutes of the twenty-eighth meeting of the Advisory Board of the Food Safety Promotion Board held on Friday, 5th March 2004, at 11.00 am at **safefood**'s Boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin 1

PRESENT:

Cllr Bertie Kerr (Chairman)
Mr Don Anderson
Mr Leslie Craig
Mr Odran Flynn
Prof Patrick Fottrell
Mr Pat McColgan
Ms Catherine Murphy
Ms Anne Speed
Prof Sean Strain

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive
Mr Ray Dolan, Director, Planning & Resources
Dr Thomas Quigley, Director, Science and Technical
Mr Barney Whelan, Director, Marketing and Communications
Dr Margaret Patterson, FSPB
Ms Jane Lennox, acted as Secretary

Presentation:

Mr Barney Whelan, Director, Marketing and Communications, **safefood**

APOLOGIES:

Prof Charles Daly (Vice-Chairman)
Ms Carmel Foley
Mr Damien O'Dwyer

1 INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed all members and noted all apologies.

2 MINUTES OF MEETING HELD ON 30TH JANUARY 2004

Agreed: The minutes were adopted without amendment.

3 MATTERS ARISING FROM THE MINUTES

Research Projects

Noted: Dr Quigley had examined the issues raised at the last Advisory Board meeting but felt that a broader look at our research remit was required and he has engaged a consultant, Dr Robert Coleman, formerly Director General, Health and Consumer Protection Directorate-General at the European Commission, to undertake a review and comeback with a paper later in the year. The Board welcomed this approach.

BCI and OFCOM

Noted: Mr Anderson has spoken informally to the Director of OFCOM with regard to **safefood**'s position and agreed to assist in setting up a formal meeting with OFCOM and **safefood**.

The Board debated the current key issues being highlighted to the BCI and noted that on publication of a draft code **safefood** will hold a public meeting in Dublin in May on the promotion of food to children.

Ms Speed suggested that **safefood** should obtain information on industry's angle so we can be prepared for the public meeting and that we should also share our position with the ICTU.

4 CHIEF EXECUTIVE'S REPORT

Advertising and Corporate Image Research

Noted: The latest round of market research is encouraging but more importantly our key messages are getting through more effectively.

Mr Whelan gave a short presentation on the headline results from the survey.

Appointments in other Agencies

Noted: Dr John O'Brien has been appointed as Chief Executive of the FSAI.

Sir John Krebs has been reappointed as Chair of the FSA.

Refrigeration Campaign

Noted: During March we will begin an awareness campaign of fridge temperatures and we will be distributing fridge thermometers in association with Glanbia.

Noted: Mr Anderson suggested approaching the BBC to ask them if it would be possible to run our advertisements as public service advertisements.

Education

Noted: Requests for the 'Hands of Doom' panto kit continue to grow. We are working closely with health promoting schools on distribution and looking at ways to provide additional kits.

In April we will launch an information leaflet specifically designed for visitors to pet farms (Susie Moo).

Events

Noted: It has been agreed to have a joint presence with the FSANI at the Balmoral Show in May, the advisory leaflet for pet farm visitors will be used.

The report on the Strategic Review of Health Board Food Control Laboratories, facilitated by **safefood** on behalf of the Department of Health and Children will be formally presented to Minister Micheal Martin at the end of April.

Minister Martin has also accepted an invitation to open our Conference in Cork in June and a favourable response is expected from Minister Angela Smith's office.

Stimulant Drinks

Noted: There was a huge media uptake on the Stimulant Drinks issue and **safefood's** report on the Health Effects of Stimulant Drinks published two years ago.

Science and Technical Update

Noted: Two research publications are ready for publication - Foodborne Infections and Gastrointestinal Diseases on the Island of Ireland

in 2002 and Acute Gastroenteritis in Ireland, North and South: A Survey of General Practitioners.

Noted: **safefood** received 20 eligible applications for the Postgraduate fellowship scheme 2004 and three students will be funded by **safefood**. Professor Fottrell suggested that the scheme be reviewed as part of the overall research project review by Dr Coleman.

Noted: A fourth call has been made for the Training and Mobility Programmes. There have been 45 participants to date.

Noted: A Nutrition placement student from University of Ulster has been selected to replace the current incumbent and will commence in June 2004 in Cork. This placement is very valuable to both the student and **safefood**.

Noted: A meeting of the Food and Nutrition Forum Working Group took place on the 9th February 2004 and a number of initial terms of reference for the forum were proposed and a further meeting will be scheduled for April.

Noted: The economic appraisal for the Enteric Reference Service is nearing completion and on receipt of the appraisal Dr Quigley has agreed to arrange a meeting of the Board sub-committee.

Noted: **safefood** and the Mid-Western Zoonosis Committee are hosting a conference on foodborne zoonoses on 10th March 2004 in Limerick.

5 PRESENTATION: UPDATE ON MARKET RESEARCH

Noted: Mr Barney Whelan, Director, Marketing and Communications, **safefood** gave a presentation on our Market Research.

6 SCIENTIFIC ADVISORY COMMITTEE UPDATE

The Scientific Advisory Board (SAC) meeting took place the previous day, 4th March 2004 and Professor Strain gave a verbal update to the Board on the outcome of the meeting. The main agenda item for the meeting was a Review and Presentation on MAP by Executive and Researcher, Mr. Jim Buckley.

The meeting also reviewed the Stimulant Drinks issue and agreed to do a further review.

The SAC also took time out to consider **safefood**'s Strategy 2005 – 2007.

The Chairman expressed his thanks to Professor Strain and the committee members for their continued time and effort.

7 STRATEGY 2005 - 2007

Noted: It was agreed to facilitate a day in April to coincide with the April Board meeting to focus on the Strategy 2005 – 2007. Mr Higgins would ask Mr Joe Horan who facilitated our last strategy preparation to chair the day and Mr Higgins would prepare a working document for the day, to consider our roles and legislative obligations and areas of interest and budgets available.

SAC members will be invited to participate in the Strategy Day.

Agreed: The Strategy Day for the Advisory Board will be scheduled for Friday, 16th April 2004.

8 DATE OF NEXT MEETING

The next board meeting will be held on Thursday 15th April 2004 in Cork at Maryborough House Hotel at 4.30 pm and the Strategy Day will be held on Friday 16th April in Cork at 9.00 am at **safefood**'s Headquarters, 7 Eastgate Avenue, Little Island, Cork.

9 ANY OTHER BUSINESS

Noted: Mr Higgins informed the Board that he had received a response from Mr Geoffrey Podger in relation to our participation in the EFSA Advisory Forum, the response was not favourable but Mr Higgins will continue to press for an appropriate involvement for **safefood** with EFSA.

Noted: Mr Higgins also received a response from the Joint Committee on Health and Children on our request to make a presentation to them but the Committee is not in a position to meet with **safefood** at present.

Noted: There being no further business the meeting closed.

Signed: _____

Dated: _____