

Minutes of the forty fifth meeting of the Advisory Board of the Food Safety  
Promotion Board held on Friday 24<sup>th</sup> March, 2006 at 11.00 am  
**safefood's** Boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin

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**PRESENT:**

Cllr Bertie Kerr (Chairman)  
Charlie Daly  
Prof Don Anderson  
Mr Odran Flynn  
Mr Leslie Craig  
Prof Patrick Fottrell  
Mr Pat McColgan  
Mr Damien O'Dwyer  
Ms Anne Speed  
Prof Sean Strain

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive  
Mr Ray Dolan, Director, Corporate Operations  
Dr Thomas Quigley, Director, Science and Technical  
Ms Eileen O'Connor, acted as Secretary

**PRESENTATION:**

Ms Fiona Gilligan  
Manager Marketing & Communications, **safefood**

**APOLOGIES:**

Dr Margaret Patterson, FSPB  
Mr Peter Dewhurst, Finance Manager  
Ms Catherine Murphy  
Dr Clíodhna Foley-Nolan, Director Human Health &  
Nutrition

1     **INTRODUCTION AND APOLOGIES**

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

2     **MINUTES OF MEETING HELD ON 3<sup>RD</sup> FEBRUARY 2006**

**Agreed:**     The minutes were adopted without amendment.

3     **MATTERS ARISING FROM THE MINUTES**

**Agreed:**     There were no matters arising from the minutes.

4     **CHIEF EXECUTIVE'S REPORT**

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

**Corporate Operations Update**

**Noted:**       An advertisement will be placed on Friday 31<sup>st</sup> March for positions of Executive Assistant, Finance and Technical Executive, Laboratory Linkages Unit.

**Noted:**       The revised joint Code of Conduct for Employees and Advisory Board Members is still in draft form, an updated version will be distributed to members when completed.

**Noted:**       Avian Influenza Press Release will be launched on Wednesday 29<sup>th</sup> March and the information will also be placed on the website.

**Advice:**     Inter-Departmental Group in NI is looking at obesity issues and has produced a very top level report titled "Fit Futures". The Chief Executive will review the report and liaise with Department of Health & Social Security (DHSS).

**Advice:**     Discussion took place on "Processed Versus Fresh Food". Members agreed that it was necessary to give enough information so that the public are informed enough to make their choice. Members agreed that **safe food** should liaise with European Education Food Information Centre (EEFIC), the Manager of Marketing & Communications to follow up on this.

**Noted:**       The Consumer booklet on chicken was circulated to members.

## 5 ENTERIC REFERENCE SERVICE – RESPONSE FROM SPONSORING DEPARTMENTS

**Noted:** Members were given a copy of the draft responses received from the sponsoring departments with regard to Enteric Reference Service. The Chief Executive stated that a joint response from the two sponsoring departments is still required.

**Noted:** It is the Advisory Board's view that the public health interests of the Island of Ireland would be best served by having a facility on the island, with appropriate operational linkages with expert organisations in other jurisdictions. The assistance of the North South Ministerial Secretariat should be sought in taking the matter forward.

**Noted:** International best practice should be followed, in respect of this, service of possible models in other European countries should be explored.

## 6 EDUCATION STRATEGY

The strategy to guide **safefood**'s work in educational settings was presented by the Director of Corporate Operations. The Advisory Board endorsed the strategy as a key **safefood** operational activity. The strategy should complement science subjects at school and Board Members suggested the development of specific food safety resources for inclusion in the curriculum.

**Noted:** In general a pragmatic approach to the implementation of the strategy was recommended by the Board.

## 7 SAFETRAK 6, MARKET RESEARCH RESULTS – TOP LINE FIGURES

**Noted:** The Manager of Marketing & Communications, **safefood** gave a presentation on Safetrak 6, Market Research Results – of top line results.

## 8 ANY OTHER BUSINESS

**Agreed:** The date of the next meeting has been rescheduled from Friday 5<sup>th</sup> May to Friday 12<sup>th</sup> May, 2006 in Cork.

There being no further business the meeting ended.

## 9 DATE OF NEXT MEETING

The next board meeting will be held on Friday 12<sup>th</sup> May 2006 in Cork.