



Minutes of the fifty-second meeting of the Advisory Board of **safefood**
held on Friday 9th March at 11.00 am
safefood's Boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin

PRESENT:

Cllr Bertie Kerr (Chairman)
Ms Catherine Murphy (CM)
Prof Don Anderson (DA)
Mr Odran Flynn (OF)
Mr Leslie Craig (LC)
Prof Sean Strain (SS)
Prof Patrick Fottrell (PF)
Prof Charlie Daly
Mr Damien O'Dwyer
Mr Patrick McColgan

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (CEO)
Mr Ray Dolan, Director of Corporate Operations (RD)
Dr Thomas Quigley, Director, Food Science (TQ)
Ms Fiona Gilligan, Marketing & Communications Manager (FG)
Dr Margaret Patterson, FSPB (MP)
Ms Eileen O'Connor, acted as Secretary

APOLOGIES:

Ms Anne Speed
Dr Cliodhna Foley-Nolan
Ms Suzanne Doran
Dr James McIntosh

1. INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed everyone and noted all apologies.

2. MINUTES OF MEETING HELD ON 26TH JANUARY 2007

Agreed: The minutes were adopted with no amendments.

3. MATTERS ARISING FROM THE MINUTES

Noted: Page 3 – a joint working group including the SAC and the Advisory Board has been set up to advance the area of North/South Cooperation. Their first meeting will take place on 17th or 18th April 2007.

Noted: The Chief Executive will contact Mr Patrick Colgan, SEUPB, to discuss funding opportunities. He will also explore ways to access cross border funding and give an update to the Advisory Board at the next meeting.

Noted: RD is liaising with the Department of Finance and hopes to give a presentation on the National Development Plan at the next Advisory Board meeting.

4. UPDATE ON POLITICAL SITUATION

The Chief Executive gave an update on the current political situation.

5. CHIEF EXECUTIVE'S REPORT

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

Noted: When in-house workshops regarding Corporate Plan 2008-2010 have been complete the Chief Executive will revert to Advisory Board with outcome and for their advice. It is hoped to submit the Corporate Plan to Sponsoring Departments by end of May 2007.

Action: Fair Employment Tribunal – At the Chair's suggestion the Advisory board recorded its full support for **safefood's** approach and conduct.

Noted: The Consumer Focused Review (CFR) on Fruit & Vegetables has received excellent coverage. The CFR will concentrate on the liquid milk sector.

- Noted:** Smoked Fish Survey – one **safefood** staff member will spend one week with the FSA to shadow personnel carrying out the review.
- Action:** Copies of the '**safefood** Kid's Food Challenge' booklet will be forwarded to Advisory Board Members.
- Noted:** Paul Goggins MP, Parliamentary Undersecretary of State has agreed to open the 'Dietary Habits – the evidence for change' conference. It is also hoped that Junior Minister Sean Power and Dame Deirdre Hutton will attend. Information on the conference will be forwarded to Board Members.
- Agreed:** Food labelling issues need to be addressed on a European wide basis. **safefood** will work in partnership with others to provide appropriate information.
- Noted:** Safetrak findings indicate that **safefood** brand recognition was now at 75%.

6. CORPORATE PLAN UPDATE

- Noted:** Members were given an update on the preparation of the Corporate Plan for 2008 – 2010. Members will be presented with a rough draft at the next Advisory Board meeting and will be asked for their views.
- Action:** A special Advisory Board meeting to work on the Corporate Plan will be held on Friday 11th May 2007 in the Dublin office.

7. ANY OTHER BUSINESS

- Advice:** PF informed that there may be an opportunity for **safefood** in relation to US sponsored initiative on research.
- Action:** PF will bring information to the next board meeting. The Chief Executive will follow up with possible contacts.

DATE OF NEXT MEETING

The next board meeting will be held on Friday 20th April 2007 in Cork.