

Minutes of the 72nd Meeting of the Advisory Board of **safefood**
Held on Friday, 26th March, 2010 at 12.00pm
safefood, Block B, Abbey Court, Lower Abbey Street, Dublin 1

PRESENT:	Mr John Dardis (JD - Chair) Ms Lynn Ni Bhaoighealláin (LNB) Ms Aoife Healy (AH) Mr Con Traas (CTR) Ms Jane Wells (JW) Dr Ken Baird (KB) Ms Susan Heraghty (SH) Mr Joe Byrne (JB)
IN ATTENDANCE:	Mr Martin Higgins, Chief Executive (MH) Mr Ray Dolan, Director of Corporate Operations (RD) Ms Erin Brennan, Secretary (EB)
APOLOGIES:	Mr Campbell Tweedie (CT - Vice Chair) Mr Neven Maguire (NM) Mr Seamus Sheridan (SS) Mr Brian Cunningham (BC)

1. INTRODUCTION AND APOLOGIES

Noted:	The chair opened the meeting and thanked members for their attendance. The apologies of NM, CT, SS and BC were noted. Condolences were extended to Peter Dewhurst and his family on the recent death of his mother.
Noted:	All members present, except for LNB and JB, agreed that they would no longer like to receive the Board papers in the post (email only).
Action:	EB to follow up with members not present at this meeting.

2. MINUTES OF MEETING HELD ON 5TH FEBRUARY, 2010

Agreed:	There being no matters arising, the minutes were approved.
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3. CHIEF EXECUTIVE'S REPORT

Noted:	North-South Ministerial Council - The next meeting of the NSMC in the Health and Food Safety Sector will now take place on 2 nd June.
Noted:	Human Resources - PD's old post has not yet been filled. safefood is examining possible options.
Noted:	Corporate and Business Planning

- All directors and managers attended a planning session in advance of the preparation of the Corporate Plan.
- A draft outline of the plan should be ready for the Departments in July.
- Minutes of the last Advisory Board Corporate Plan sub-committee meeting were circulated to all those involved.

Noted: Risk Management

- The first meeting of the new audit committee was held this morning.
- CTR and JB are members.
- Risk management was discussed at this morning's audit committee meeting; **safefood** directors may be asked to periodically attend these meetings to discuss risks in their area.

Noted: Food Allergen Control

- An evaluation of the 'Food Allergen Control' training programme for Environmental Health Officers was carried out in collaboration with the FSANI.

Noted: Food Poverty

- A briefing paper on the development of an all-island food poverty indicator is being developed by **safefood**.

Noted: Obesity Prevention Strategic Framework

- An Oireachtas committee meeting was held on health and obesity but **safefood** was not invited.
- **safefood**'s profile needs to be stronger.

Noted: Recently Completed Research

- A gluten survey has been completed and disseminated.

Noted: Scientific Advisory Committee

- A final selection of candidates will be made by the NSMC in May.
- The Chair thanked KB for his help with the application process.

Noted: Antimicrobial Resistance in Food (AMR) Conference

- Will take place at the end of April.
- CFN presented on this topic at the last Advisory Board meeting held in Cork.

Noted: National Food Safety Week

- **safefood** is working with the District Councils.
- The theme this year will focus on the avoidance of cross-contamination.

Noted: Publications

- "Eat to Compete", a leaflet for teenagers active in sport, is back in production.
- AMR paper will be published at the end of April
- Allergens Booklet for catering establishments is in the final stages of production; this is an outcome of the training programme.
- The second edition of the corporate newsletter has been distributed to all stakeholders.
- A diabetes leaflet is currently being developed.

Noted: Blog

- An internal blog was launched last Friday and will be updated weekly.

- Noted:** Weigh2Live Campaign
- 9,000 people across the IOI have requested Weigh2Live pedometers from the website.
- Noted:** Little Steps Campaign
- New radio adverts have been created.
 - The campaign is currently in its third year; progress is being reviewed.
- Noted:** Don't Take Risks
- Craft Butchers and supermarkets have approached **safefood** with interest.

4. PRESENTATION ON SOCIAL MEDIA BY: DR AILEEN MCGLOIN, MR DERMOT MORIARTY AND MR RICHARD MURPHY (SAFEFOOD)

- Noted:** Presentation notes were distributed to all.
- Noted:** Continued legal testing needs to be done.
- Noted:** Social media would cut consumer delivery costs, increase interactivity with consumers and increase **safefood**'s visibility, especially in NI.

5. TOUR DE TABLE

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

- Noted:** No emerging issues were identified.

6. ANY OTHER BUSINESS

- Noted:** None

There being no further business the meeting ended.

Date of next meeting: Friday, 7th May 2010 at 12.00pm in the Dublin office of **safefood**.