



Minutes of the 78th Meeting of the Advisory Board of **safefood**
Held on Thursday, 31 March, 2011 at 10.30am
safefood Dublin office

PRESENT:

Mr John Dardis (JD - Chair)
Mr Campbell Tweedie (CT - Vice Chair)
Ms Lynn Ni Bhaoighealláin (LNB)
Ms Susan Heraghty (SH)
Mr Ken Baird (KB)
Ms Aoife Healy (AH)
Mr Con Traas (CTR)
Ms Jane Wells (JW)
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 Clíodhna Foley-Nolan, Director of Human Health and Nutrition (CFN)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Neven Maguire (NM)
Mr Brian Cunningham (BC)
Mr Joe Byrne (JB)

1. INTRODUCTION AND APOLOGIES

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

Noted: There were no sub-committees held prior to the Board meeting

2. MINUTES OF MEETING HELD ON 27 JANUARY, 2011

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

3. CHIEF EXECUTIVE'S REPORT

Noted: The circulated Irish Programme for Government states that a single food safety monitoring agency will be created to oversee food safety inspection from farm to fork. **safefood** has no remit for food safety inspection or enforcement, it is presumed that this change should therefore not affect **safefood**. The Programme for Government provides for continued support of the North South Bodies.

safefood Advisory Committee

Noted: The **safefood** Advisory Committee met on Tuesday, 22 March, 2011. The Committee is scheduled to meet twice a year. A number of working groups have been established, which will meet more frequently. The terms of reference of the Emerging Risks group are being reviewed. The working groups are; Body Weight Perception, Nutrition Surveillance and Emerging Risks.

Noted: A definition of 'Body weight perception' was sought. This relates to these who perceive themselves to be a healthy weight who actually are not. A research project is underway at present to determine the cost of obesity to the island of Ireland.

Advertising

Noted: Fiona Gilligan gave an overview of **safefood's** new Advertising campaign which will launch on 9th May. The campaign will run for two years in two bursts of four weeks each year through television and radio.

Action: Advertisements to be screened at the next meeting

Noted: **safefood** plan to partner with chemists and pharmacies on the island of Ireland in their new campaign 'Stop the Spread'. A direct marketing piece will see tape measures, distributed through these partners, to consumers with the message a healthy waist size of upto 37 inches for men and 32 inches for women.

Noted: The Board expressed some concern that the **safefood** campaign will compete with slimming products in the pharmacy environment.

Noted: The use of imperial measurement was queried. **safefood** confirmed that the messaging had gone to consumer testing and that inches rather than metric was more clearly understood.

Noted: **safefood** have received confirmation from the producers of Operation Transformation that they are planning to re-visit the contestants over three programmes in June to see how their weight loss is progressing. **safefood** has the opportunity to sponsor these programmes.

Noted: Take on the Takeaway is re-running on daytime TV with **safefood's** advertising at not cost.

Events

Noted: In relation to item 6.1 of the Chief Executive's report, it was clarified a food poverty indicator was not agreed upon. 21 parties from a wide range of backgrounds were involved in the workshop to decide the indicator. The group will convene again Tuesday, 5 April.

Noted: Board members were invited to attend any Knowledge Network events that are of interest.

Noted: **safefood** has been invited to participate in the Stormont Family Day Out on the 31 May.

Noted: The Chair thanked all staff for their work on the Chief Executive's Report.

6. PRESENTATION

Noted: Mr. Michael Maloney, Director of Quality with Bord Bia presented on Bord Bia's Quality Assurance Schemes and took questions from members.

Noted: The Chair thanked Mr. Michael Maloney for his presentation

7. TOUR DE TABLE

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

8. ANY OTHER BUSINESS

Noted: There been no further business the meeting ended.

Date of next meeting: Thursday, 12 May, venue and time TBC.