

Minutes of the forty sixth meeting of the Advisory Board of the Food Safety Promotion Board held on Friday 12th May 2006 at 11.00 am
safefood's Boardroom, 7 Eastgate Avenue, Little Island, Co Cork

PRESENT:

Cllr Bertie Kerr (Chairman)
Prof Don Anderson
Mr Odran Flynn
Mr Leslie Craig
Prof Sean Strain
Ms Catherine Murphy

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive
Dr Clodhna Foley-Nolan, Director Human Health & Nutrition
Mr Ray Dolan, Director, Corporate Operations
Dr Thomas Quigley, Director, Food Science
Ms Fiona Gilligan, Manager Marketing & Communications
Mr Peter Dewhurst, Finance Manager
Ms Eileen O'Connor, acted as Secretary

PRESENTATION:

Dr Geraldine Quinn, Scientific Support Manager

APOLOGIES:

Dr Margaret Patterson, FSPB
Prof Charlie Daly
Prof Patrick Fottrell
Mr Damien O'Dwyer
Mr Pat McColgan
Ms Anne Speed

1. INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed everyone and noted all apologies.

2. MINUTES OF MEETING HELD ON 24TH MARCH 2006

Agreed: The minutes were adopted with one amendment on Page 2.

3. MATTERS ARISING FROM THE MINUTES

Noted: A meeting involving the two sponsoring departments will be held on 23rd May 2006. The issue of a joint response to Enteric Reference Service will be raised.

Action: The Chief Executive will further explore international best practice in respect of the Enteric Reference Service, particularly with reference to Denmark.

4. CHIEF EXECUTIVE'S REPORT

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

Noted: Out of five applications submitted for the position of Executive Assistant, Finance, four have withdrawn due to the low salary scale. The one remaining person will be interviewed on 15th May 2006.

Noted: Staff training in relation to Section 75 Northern Ireland Act has concluded.

Noted: Some snack food industry representatives have indicated that **safefood** advertising may reflect negatively on their products. As a result meetings have been held and discussions are ongoing.

Action: A **safefood** direct marketing campaign on salt awareness will target 60,000 people in a six week work based campaign due to launch in late May. The Health Service Executive is holding health promotion campaigns and will forward a list of stakeholders and will liaise with **safefood** regarding complementary campaigns.

5. CONSUMER FOCUS REVIEW ON FINFISH PRESENTATION

A presentation on the Consumer Focused Review on finfish was given by the Scientific Support Manager.

Advice: The Advisory Board congratulated **safefood** on the document which is a valuable research tool, possibly of international interest.

6A. FEEDBACK FROM SCIENTIFIC ADVISORY COMMITTEE (SAC)

Noted: The Scientific Support Manager provided feedback from the SAC meeting held on 27th April 2006. Minutes of the meeting will be circulated to Advisory Board Members.

6B. FEEDBACK FROM BRUSSELS VISIT

Three Members of the Advisory Board and one member of **safefood** staff took part in a practical study trip to Brussels in April organised by Northern Ireland Government Affairs Group (NIGAG). The purpose of the trip was to examine the workings of the EU institutions and various non elected interest groups in the policy making process and to explore how locally based organisations can influence the process through a series of meetings with relevant organisations and individuals.

Advice: The trip was informative and worthwhile and enabled **safefood** to make valuable contacts. A further trip more focused on food safety would be beneficial.

Action: The Finance Manager will compile a back to office report.

7. PROPOSAL FOR REFLECTION AND DISCUSSION ON THE ROLE OF THE ADVISORY BOARD

Action: "Proposal for Reflection and Discussion on the Role of the Advisory Board" will be the main agenda item for the next meeting.

8 ANY OTHER BUSINESS

There being no further business the meeting ended.

9 DATE OF NEXT MEETING

The next board meeting will be held on Friday 16th June 2006 in Dublin.

SIGNED: _____

DATED: _____