

Minutes of the 67th Meeting of the Advisory Board of **safefood**
Held on Friday, 15th May, 2009 at 11.00 am
safefood's Dublin Office, Block B Abbey Court, Lower Abbey Street, Dublin 1

- PRESENT:**
- Mr John Dardis (JD - Chair)
 - Ms Lynn Ni Bhaoighealláin (LNB)
 - Mr Joe Byrne (JB)
 - Ms Aoife Healy (AH)
 - Ms Susan Heraghty (SH)
 - Mr Campbell Tweedie (CT – Vice Chair)
 - Mr Seamus Sheridan (SS)
 - Mr Con Traas (CTR)
 - Ms Jane Wells (JW)
- IN ATTENDANCE:**
- Mr Ray Dolan, Director of Corporate Operations (RD)
 - Mr Peter Dewhurst, Finance Manager (PD)
 - Ms Fiona Gilligan, Director of Marketing (FG)
 - Dr Cliodhna Foley-Nolan, Director, Human Health & Nutrition (CFN)
 - Dr Aileen McGloin (AMcG)
 - Dr Marian Faughnan (MF)
 - Mr Martin Higgins, Chief Executive (MH)
 - Dr Gary A. Kearney, Director of Food Science (GK)
 - Ms. Erin Brennan, Secretary (EB)
- APOLOGIES:**
- Dr Ken Baird (KB)
 - Mr Brian Cunningham (BC)
 - Mr Neven Maguire (NM)

1. INTRODUCTION AND APOLOGIES

- Noted:** The Chair opened the meeting by congratulating NM and CTR on their recent awards. The apologies of KB, BC, and NM were noted.

2. MINUTES OF MEETING HELD ON 3RD APRIL, 2009

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

3. CHIEF EXECUTIVE'S REPORT

- Noted:** North-South Ministerial Council
- The Food Safety and Health Sector meeting of the NSMC will be held in Dublin on 10th June.

- We have requested that a paper on the development of an enteric reference service for the island be tabled for the agenda of the meeting, with the external facilitators in attendance.
- CT noted that the recent Dioxin crisis emphasised the need of an enteric reference service for the island of Ireland.

Action: MH, JB, and CT are to attend

Noted: 2009 Business Plan

- Efficiency savings are to be discussed by both Finance departments.
- Increased clarity will be obtained at the June meeting of the NSMC.

Noted: Audit

- Fieldwork for the 2008 audit has now been completed.
- MH has been summoned to appear at the Public Accounts Committee next Thursday. The controller and auditor general are doing a review of all North-South bodies. The 2000-2007 accounts will be under discussion. The 2000/01 accounts will be particularly addressed due to procedural issues during that time. The FSAI has also been invited.

Action: MH, PD, and RD are to attend.

Noted: Food Standards Agency Strategic Consultation

- The FSA is launching a consultation on its' five year strategic plan.

Noted: Recruitment

- A recruitment embargo has been introduced by the Department of Finance in the ROI; we are awaiting guidance from the NSMC to see if this applies to North-South bodies.

Noted: All Island Obesity Action Forum

- A newsletter has been completed and will be circulated to Advisory Board members upon request.

Noted: Other Healthy Eating Initiatives

- **safefood** continues to participate in high-level implementation groups in both jurisdictions; the interdepartmental group in the ROI chaired by Minister Mary Wallace and the Obesity Prevention Steering Group in NI.
- Tenders have been invited for the community food initiatives.
- The FSA and **safefood** will be hosting a meeting with stakeholders on 23rd April to take forward the food poverty agenda in NI.

Noted: Research

- As listed in the CEO Report, Project 04-RESR-03 looked at blue-green algae products available in drug stores (advertising

'antioxidant' properties); liver toxins were found and the FSAI are now following up.

- New research proposals include "Food Marketing & the Preschool Child" and "Good Days and Bad Days: An Investigation of the Habits of Shoppers When They Do or Don't Buy Healthy Foods".

Noted: Men's Health Initiative

- Further updates will be available after the summer.

Noted: Consumer Focused Review

- This topic will be addressed during MM's presentation to the Board.

Noted: Scientific Advisory Committee

- The Committee has finalised a report on Antimicrobial Resistance and Food
- Members can request the final document, but a summary paper will also be organised and may be of greater interest.

Noted: The Balmoral Show

- The show finishes today in Belfast.
- JB, RD, and GK all noted positive feedback on the **safefood** stand.
- The Minister of Agriculture visited the stand yesterday.
- This is a unique event in that it attracts both urban and rural people.

Noted: Stakeholder Events

- In promoting the Weigh2Live website, **safefood** have targeted a number of opportunities to raise awareness among key health professionals, including the Irish College of General Practitioner (ICGP)'s AGM which was held on 9th May 2009.

Noted: Educational Resources

- A leaflet/poster "Staying Safe Down on the Farm" has been sent to open farms, pet farms, and over 5000 primary schools on the IOI. It is designed to highlight the importance of hand washing on open farms and petting zoos.
 - o This resource was re-launched this year because last year in Belfast a child in playschool fell sick after a goat was brought into the school.
- The Safe Food for Life programme is being extended to over 100 youth reach centres in the ROI. The feasibility of including it on the Leaving Certificate Applied curriculum is currently being discussed.
- The Department of Education and Science in the ROI has approved the Tastebuds summer course this year.

Noted: Website

- Development is ongoing.

- The updated Little Steps Campaign website was launched on 31st March to coincide with the first advertising burst of the 2009 campaign.

Noted: Corporate Newsletter

- The first edition has been completed and will be distributed next week; all members should get a copy.

Noted: Press Clippings

- All members should be getting these clippings on a daily basis.
- Printed copies are also brought to all meetings.

Noted: The Little Steps Healthy Eating Campaign

- The radio adverts will run from 8th June for 2 weeks.
- A Northern Ireland accent has been added to the television advert.

Noted: Speak Out Campaign

- Results from the Speak Out trade research indicate that the resources are useful but it is not clearly evident that subscribing is free of cost.
- Resources have now been repurposed; posters and leaflets have been redesigned.
- Going forward, trade will be the main focus (rather than the consumer).

Noted: Kitchen Hygiene

- A message of cooking, cleaning, and cross-contamination in the kitchen needs to be reinforced to promote behavioural change.
- The television advert will run in July.
- This is a two-year campaign
- SS noted that campaigns should promote confident cooking in the home.
 - o This suggestion is to be included in the PR elements of the campaign.

4. CONSUMER FOCUSED REVIEW PRESENTATION BY DR MICHELLE MOORE

Noted: On the IOI, there are controls, legislation and systems in place which aim to control both microbiological and chemical hazards in the supply chain and, thereby, minimise the risk to consumers.

Noted: A main consumer food safety concern with imported foods was that the further food travels, the greater the risk of contamination.

Noted: The final document has been completed and a consumer summary resource will soon be available.

6. ANY OTHER BUSINESS

- Noted:** This will be FG's last meeting before her maternity leave; the Chair wished her well.
- Noted:** In future, Advisory Board meetings will begin at 10.30am, rather than 11.00am.
- Action:** AMcG to forward Healthy Food for All tender information to SS.

There being no further business the meeting ended.

Date of next meeting: Friday, 21st August, 2009 in Hillsborough, Co. Down, Northern Ireland.