

Minutes of the 73<sup>rd</sup> Meeting of the Advisory Board of **safefood**  
Held on Friday, 7<sup>th</sup> May, 2010 at 11.00am  
**safefood**, Block B, Abbey Court, Lower Abbey Street, Dublin 1

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**PRESENT:**

Mr John Dardis (JD - Chair)  
Mr Campbell Tweedie (CT – Vice Chair)  
Mr Neven Maguire (NM)  
Ms Aoife Healy (AH)  
Mr Con Traas (CTR)  
Ms Jane Wells (JW)

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive (MH)  
Mr Ray Dolan, Director of Corporate Operations (RD)  
Ms Fiona Gilligan, Director of Marketing & Communications (FG)  
Dr Gary A. Kearney, Director of Food Science (GK)  
Mr Peter Dewhurst, Corporate Operations Manager (PD)  
Ms Erin Brennan, Secretary (EB)

**APOLOGIES:**

Ms Lynn Ni Bhaoighealláin (LNB)  
Mr Joe Byrne (JB)  
Ms Susan Heraghty (SH)  
Mr Seamus Sheridan (SS)  
Mr Brian Cunningham (BC)  
Dr Ken Baird (KB)

**1. INTRODUCTION AND APOLOGIES**

- Noted:** The chair opened the meeting and thanked members for their attendance. The apologies of LNB, JB, SH, SS, BC and KB were noted.
- Noted:** Due to flight cancellations, the June Board meeting may now take place on Thursday, 24<sup>th</sup> June (after the conference).
- Noted:** The Chair congratulated **safefood** on the success of their recent Antimicrobial Resistance in Food conference.

**2. MINUTES OF MEETING HELD ON 7<sup>TH</sup> MAY, 2010**

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

**3 (A) PRESENTATION ON SAFEFOOD CORPORATE PLAN BY: MR PETER DEWHURST**

- Noted:** Presentation notes were distributed to all.
- Noted:** The two working groups have already met: an Advisory Board sub-committee meeting was held in February and an internal corporate planning workshop was held in March.
- Noted:** Three strategic issues were identified: **safefood** needs to be embedded in the public consciousness; stakeholder involvement needs to be developed; an all-island presence needs to be promoted.

### 3 (B) CORPORATE PLAN DISCUSSION

- Noted:** MH noted that three groups that should be targeted: professional (academic, health professionals, etc); consumers; and other related organisations (i.e. Departments, other food agencies, etc).
- Noted:** **safefood** recently had a very productive meeting with politicians in the Dail. These politicians had previously been involved in the "Operation Transformation" television programme.
- Noted:** FG noted the new **safefood** brand strap-line: "be safe, be healthy, be well".
- Noted:** The Chair and Vice-Chair both noted doctors' surgeries as an important source for consumer advice.
- Noted:** JW noted that media outlets are only one type of stakeholder. Health care professionals should also be engaged.
- Noted:** In the past, **safefood** has worked with stakeholders such as dentists and diabetes organisations.
- Noted:** **safefood** will be participating in a variety of food festivals this summer, including one in Wexford with NM.
- Noted:** **safefood** will also be working with RTE on a television programme called "Take on the Takeaway". This programme will involve chefs cooking a meal in the same amount of time that it would take for a takeaway to be delivered. The meal cooked by the chef must also be cheaper and healthier.
- Noted:** NM congratulated **safefood** on their recent Little Steps radio advertisements.
- Noted:** **safefood** is committed to being physically present in NI through agricultural shows and other events.
- Noted:** **safefood** is currently working with the ROI Craft Butchers Association on a consumer campaign.
- Noted:** PD noted that the Corporate Plan should be completed by the end of June.
- Action:** PD to circulate final draft to all members before the June Advisory Board meeting.

### 4. CHIEF EXECUTIVE'S REPORT

- Noted:** North-South Ministerial Council
- The next meeting will take place in Armagh on 2<sup>nd</sup> June.
  - All future meetings will be held in Armagh.
- Noted:** Human Resources
- A fixed term contract has been put in place for the position of Finance and Administration Manager.

- Noted:** Business Plan
- Risk management is being reviewed in-house.
- Noted:** Corporate Event
- Mentioned earlier in the meeting
  - May need to be reconsidered due to flight disruptions.
- Noted:** Consumer Focused Review on Food Behaviour
- Final document will be launched in October.
- Noted:** Scientific Advisory Committee
- A list of recommendations has been sent to the Departments.
  - 69 applications were received in total.
- Noted:** Oireachtas Meeting
- The Chair had written to all politicians involved in the television programme "Operation Transformation". A meeting in Leinster House had followed this initial engagement.
  - The Chair thanked Senator Buttimer for his facilitation on the day.
- Noted:** Healthy Food for All
- A development plan is ongoing.
- Noted:** Research
- Two contracts have recently been signed for research projects. One involves ready-to-eat soup in catering establishments and the other looks at food poverty in household groupings.
- Noted:** Knowledge Networks
- Professional stakeholder piece.
  - GK is organising a pre-contract workshop in the **safefood** Dublin office on 10<sup>th</sup> May.
- Noted:** Social Media Conference
- Will take place in September at the new conference centre in Dublin.
- Noted:** Balmoral Show
- A stakeholder reception will take place at the stand on Thursday, 13<sup>th</sup> May.
  - Invitations have been sent to all members
- Noted:** Wexford Food Festival
- Will target 8-10 year olds.
  - NM is involved.
- Noted:** Publications
- Eat to Compete (an information leaflet for teenagers) is close to completion; dissemination plans ongoing.
  - An allergen piece, as circulated at today's meeting, has been developed as a result of the EHO allergy training workshops.
  - The internal blog is ongoing. A public **safefood** blog may go on the website at the end of May.
- Noted:** Campaigns
- **safefood** is currently in the third year of its three-year plan.
  - Weigh2Live has been a great success and will continue.

- The Little Steps' radio advert is on air again.
- The Don't Take Risks' television advert is on air again.
- A campaign in support of the Irish Heart Foundation and HSE's "Happy Heart Eat Out" initiative will launch on 31<sup>st</sup> May on radio (IOI).

## **5. JUNE ADVISORY BOARD MEETING**

**Noted:** Was discussed earlier in the meeting.

## **6. TOUR DE TABLE**

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

**Noted:** No emerging issues were identified.

## **7. ANY OTHER BUSINESS**

**Noted:** None

There being no further business the meeting ended.

**Date of next meeting:** Thursday, 24<sup>th</sup> June 2010 in the Cork office of **safefood** (time TBC).