

Minutes of the 79th Meeting of the Advisory Board of **safefood**
Held on Thursday, 12 May, 2011 at 10.45am
Ella restaurant Howth, North County Dublin

PRESENT:

Mr John Dardis (JD - Chair)
Ms Lynn Ni Bhaoighealláin (LNB)
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)
Dr Clíodhna Foley-Nolan, Director of Human Health and Nutrition (CFN)
Dr Gary Kearney, Director of Food Science (GK)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Neven Maguire (NM)
Mr Brian Cunningham (BC)
Mr Joe Byrne (JB)
Mr Campbell Tweedie (CT – Vice Chair)
Ms Susan Heraghty (SH)

1. INTRODUCTION AND APOLOGIES

- Noted:** The chair opened the meeting and thanked members for their attendance. The apologies of NM, JB, BC, CT and SH were noted.
- Noted:** The Chair thanked AH for her kind hospitality in hosting the meeting and arranging a site visit to Dorans fish distributors Howth.
- Noted:** The Chair congratulated JB on his recent election to the Northern Assembly
- Action:** MH to convey formal congratulations to JB
- Noted:** The Audit/Risk Management sub-committee met on Friday, 15 April, 2011.
- Noted:** The next Advisory Board meeting will be held on 23rd June in the Dublin Office. This meeting was originally scheduled to take place in Cork. However as there is currently no air service from Belfast to Cork meetings in Cork have been suspended until a service is resumed.
- Noted:** The Chair congratulated **safefood** on the launch of the new advertising campaign 'Stop the Spread'.

2. MINUTES OF MEETING HELD ON 31 MARCH, 2011

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

3. CHIEF EXECUTIVE'S REPORT

Infectious Intestinal Disease Surveillance

Noted: The report currently been prepared on Human Infectious Intestinal Disease will provide an update on the burden of food-borne disease.

Operations Transformation

Noted: **safefood** is sponsoring a three part re-visit of Operation Transformation in August. There will be a segment on waist measurement which ties in with the 'Stop the Spread' campaign

Noted: Board members were briefed on filming of a 'flash mob' on Grafton Street in Dublin. The flash mob will be promoted virally and will be used as a promotion for the three part programme.

Stop the spread

Noted: FG gave an overview of the PR coverage received both North and South which included Morning Ireland, Ray Darcy show and prime time TV News slots. BBC Radio Ulster also covered the story in prime time.

Noted: Prof Donal O'Shea, a leading obesity clinician and Mr. Gerry McElwee, Head of Cancer Prevention, Ulster Cancer Foundation both gave supporting quotes to the press release and have pushed the campaign.

Noted: The uptake from pharmacies has been very positive with 700 pharmacies out of 2000 on the island already signed up, and 500 more showing an interest.

Noted: The TV advertisement was shown.

Food safety messages

Noted: The next food safety campaign is in planning, this is likely to focus on cross contamination and will be launched in September.

Stakeholder engagement

Noted: A discussion took place regarding stakeholder engagement and briefings for the new Northern Ireland Assembly.

Noted: JW suggested that **safefood** could engage with the new Assembly through the 'stop the spread' campaign and provide a bespoke weight loss programme for Assembly members.

Take on the Takeaway competition

- Noted:** RD gave an overview of the **safefood** sponsored cookery competition Take on the Takeaway run in conjunction with St. Angela's College.
- Noted:** The total number of enteries was 941 (160 from the North and 781 from the South).
- Noted:** The competition was deemed a great success and the number of NI participants was encouraging.
- Noted:** RD thanked NM for his involvement in the competition particuarly his generosity and promotion.

4. AUDIT COMMITTEE MEETING FEEDBACK

- Noted:** RD gave an overview of the minutes from the Audit/Risk Management sub-committee meeting.
- Noted:** The minutes from the meeting were circulated to all Board Members.
- Noted:** There were no concerns from the risk register exercise that was independently carried out.
- Noted:** The C & AG's management letter was reviewed by the audit committee in detail and a representative of the C&AG's office will be asked to attended the next audit committee meeting
- Noted:** A discussion took place as to the timeline involved in the approval of Annual reports.

5. Presentation

- Noted:** As part of the site visit Martin McLoughlin owner and proprietor of Nicky's Plaice, Howth gave a short presentation to the Board including an overview of his business and the wider fishing sector.
- Noted:** The Chair thanked Martin for his attendance and presentation.

7. TOUR DE TABLE

- The Chair invited members to identify issues that they considered to be of note
- Noted:** MH asked the Board if they would prefer to discuss stakeholder engagement at the next meeting or if a seperate sub-committee meeting should be held.
- Noted:** It was felt that all members of the board could input on stakeholder engagement and that this should be the main topic for discussion at the next board meeting.

8. ANY OTHER BUSINESS

Noted: Tickets to visit the **safe food** stand at the Balmoral show were made available.

Noted: SS mentioned and invited all to the Sheridans Food Fair Co Meath on Sunday 29th May.

Date of next meeting: Thursday, 23 June, in **safe food** office Dublin at 10.30am.