



Minutes of the 102<sup>nd</sup> meeting of the Advisory Board of **safefood**  
Held on Friday 15<sup>th</sup> August @10.30 am  
**safefood** offices, Dublin

---

**PRESENT:**

Ms Lynn Ni Bhaoighealláin (LNB- Chair)  
Ms Jane Wells (JW)  
Ms Julie Andrews (JA)  
Mr Brendan Kehoe (BK)  
Mr Thomas Burns (TB)  
Ms Hannah Su (HS)  
Mr Alan McGrath (AMG)  
Dr Mary Upton (MU)  
Ms Helen O'Donnell (HOD)

**Safefood**

**IN ATTENDANCE:**

Mr Ray Dolan (RD)  
Ms Frederica Doyle (FD)  
Aileen McGloin (AMG)

**APOLOGIES:**

Ms Darina Allen (Vice Chair)  
Mr Edward Spellman  
Mr Campbell Tweedie  
Mr Alan McGrath

**1. Introduction and apologies**

**Noted:** The chair opened the meeting and apologies were received.

## **2. Minutes of the previous meeting held June 20th**

### **Noted:**

The minutes of the 101<sup>st</sup> meeting were reviewed, agreed and proposed by TB and MU.

## **3. Matters arising from the minutes**

There were no matters arising from the minutes.

## **4. Chief Executive Report**

RD went through the CEO report for the board as follows;

### **1.2 Audit Committee**

There was no quorum for the committee today so they conducted a review of the Audit Plan to date.

### **1.3 Financial Statements**

The Audit report from the C & AG is in the process and there are no issues and it should be signed off in August.

### **1.4 HR Issues**

RD was successful in the competition for the new CEO and the board congratulated him on his new position. He is awaiting a contract.

## **2.1 Campaigns**

The new 'treats' campaign is to be launched in September and we are looking at the idea of asking the new Minister for Health to launch the campaign.

### **2.2.3 Food in School Forum**

The food in school forum has made a proposal to **safefood** in relation to funding the development of marketing plans for the marketing of school meals.

**Action:** FD to circulate further information from Alice Sheahan to board members & may be put on the Agenda for next meeting.

**Noted:** BK mentioned the outbreak of Ebola and is something **safefood** should put up on the website as there was a suspected case in the country. A brief discussion took place and it was agreed that this was not food related and there was no need.

### **2.5.4 European Pesticide Residue Workshop**

This was held in Ireland for the first time this year and Board members were interested in hearing more about this.

**Action:** FD to ask James McIntosh for more information on this to circulate to board members

### **3.7 Measuring Food Poverty in Ireland – the indicator's success to date**

**Noted:** The board were interested in either getting a copy of the briefing document on this or having it on the agenda for the next meeting.

**Action:** FD to get copy from Marian Faughnan & circulate to board members

### **4.1 Recently completed research**

**Project 02-2013 – 'Nutrition take out series'**

**Noted:** The board were interested in getting the executive summary on this.

**Action:** FD to get from Marian Faughnan & circulate to board members.

**Noted:** BK asked if **safe food** were taking part in the National Ploughing Championships in September and a brief discussion took place around the subject and our position at the show

. It was noted that the position of our stand is better placed than where we were located last year.

**Action:** Andrew Castles to contact BK in relation to this.

## **5. Presentation : Social & Digital opportunities for behaviour change**

Dr Aileen McGloin gave a presentation on the above topic and a discussion took place afterwards on how **safe food** is engaging on social media so well and JW offered her congratulations on this.

**Action:** If any board member is looking for any images or infographics they are to contact FD to organise.

**Noted:** A discussion took place around the subject of salt as HOD discussed recent research on 'salt – not all bad' and how this is worrying as it may encourage people to add salt to already salted foods.

Noted: A discussion also took place around coffee and recent findings on preventing alzimhers.

## **6. Tour de table**

There were no other issues at this meeting.

## **7. Any Other Business**

There was no other business at the meeting.

**The Date of the next meeting is scheduled for Friday 10<sup>th</sup> October in Belfast venue TBC**

