



Minutes of the 103rd meeting of the **safefood** Advisory Board

Held on Friday, 10<sup>th</sup> October 2014 at 9:45am

***AFBI Belfast***

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**PRESENT:**

Mr Thomas Burns (TB)  
Ms Jane Wells (JW)  
Ms Helen O Donnell (HOD)  
Mr Brendan Kehoe (BK)  
Mr Campbell Tweedie (CT)  
Ms Julie Andrews (JA)  
Ms Hannah Su (HS)  
Dr Mary Upton (MU)

**IN ATTENDANCE:**

Mr Ray Dolan, Chief Executive (RD)  
Dr Gary Kearney, Director of Food Science (GK)  
Ms Fiona Gilligan, Director of Marketing & Communications (FG)  
Ms Alison Dries (secretary) (AD)

**APOLOGIES:**

Mr Alan McGrath (AMG)  
Mr Edward Spellman (ES)  
Ms. Darina Allen (DA – Vice chair)  
Ms Lynn Ni Bhaoighealláin (LNB- Chair)

## 1. Introduction and apologies

**Noted:** The Chair and Vice-Chair both sent their apologies to the meeting. RD asked the Board permission for CT to Chair the meeting. Permission was granted.

RD asked the permission of the Board that CT accompanies him to the next NSMC meeting, permission was granted.

The apologies of AMG, ES, DA and LNB were noted.

## 2. Minutes of meeting held on 15<sup>th</sup> August 2014

**Agreed:** The minutes were adopted with no amendments.

## 3. Matters arising from the minutes

**Noted:** BK referred to the mention of Ebola, 'since this has now reached epidemic status in the world and asked whether **safefood's** stance has changed since the last meeting?'

GK stated that Ebola is not a food issue and therefore advised that **safefood's** position remains the same.

MU supported this and advised that making a statement could be seen as 'scare mongering'.

**Agreed:** It was agreed no action would be taken with regard to Ebola. If the virus reaches Irish shores **safefood** may consider issuing a reassuring message on the website in regard to food safety.

## 4. Presentation 'Elliott review into the integrity and assurance of food supply networks – A national food crime prevention framework'.

**Noted:** Both the Chair and RD thanked Professor Elliott for presenting to **safefood**. Professor Elliott has worked with **safefood** for a number of years and has always been available to us. He is a great ambassador for food safety.

**Noted:** Professor Elliott's presented an overview on the key food traceability recommendations advocated in his recently completed review and report on UK food safety controls. This Review was initiated by the UK government following the 2013

meat scandal, known as Horsegate. The scandal involved foods advertised as containing beef but were found to contain horse meat and other undeclared meat species. Prof Elliott's report was published in September.

By way of background, Prof Elliott mentioned that food fraud has been perpetrated for approximately 2,000 years. Now that food supply systems are more complex and global, any crime committed within the food supply chain causes a ripple effect across the world. There is huge economic pressure on supply chains with consumers spending nine per cent of their income on food; this is a third of what it once was. The United Kingdom is now the second cheapest country in the world for food behind the United States.

Professor Elliott further elaborated on his new proposed National Food Crime Prevention Framework – which is modelled on eight pillars of food integrity. The framework has to be viewed and implemented in its entirety to be successful.

These include:

- (1) Putting the consumers first by ensuring that the needs of consumers in relation to food safety and food crime prevention are the top priority.
- (2) Creating a robust, effective Food Crime Unit to protect our food industry and consumers from criminal activity, and support better links with food crime agencies across the EU and beyond;
- (3) A zero tolerance approach to food fraud by improving intelligence gathering and sharing to make it difficult for criminals to operate;
- (4) Introducing new unannounced audit checks by the food industry to protect businesses and their customers;
- (5) Supporting the development of whistleblowing and reporting of food crime;
- (6) Improving laboratory testing capacity and capability to ensure a standardised approach for testing for food authenticity; and;
- (7) Encouraging the food industry to question the source of their supply chain.
- (8) Mechanisms must be in place to deal effectively with any serious food safety and/or food crime incident.

Finally Prof Elliott provided an overview of the NI Food Fortress Project which commenced soon after the 2008/09 dioxin in animal feed crisis. With over 35 feed mills in NI and approximately two million tons of feed components coming into NI every year, it was vital that an enhanced quality assurance system for

feed was developed. The food fortress is a system where all those involved in the animal feed supply chain work collectively, share information, benefit from a competitive advantage in the global market place, and contribute in a meaningful way to enhanced public health protection.

## **5. Persona research presentation by FG and Niall McCaffrey ipsos.**

**Noted:** Fiona Gillian **safefood** and Niall McCaffrey Ipsos presented persona research.

**Noted:** Presentation slides existed for this presentation and will be circulated with the minutes.

**Noted:** HS asked where the lower socio economic groups would fit into the categories/segments.

**Action:** Niall to review the data and **safefood** to respond.

## **6. Chief Executive report**

### **1 Corporate**

**Noted:** The 2015 Business Plan has been sent to our Sponsor Departments for approval.

**Noted:** The financial statements have been cleared by the Comptroller and Auditor General and by the Northern Ireland Audit office and will be published as soon as we receive confirmation from our sponsor departments that the Annual Report has been laid before the Dail and the Assembly.

**Noted:** The position of Director of Corporate Operations will be recruited for shortly.

### **2.1 campaigns**

**Noted:** More PR debate was expected around the launch of the childhood obesity campaign. A quantitative piece of research is currently in the field to establish if behaviour has changed since the last wave of activity.

**Noted:** There has been good engagement from a social media perspective on the campaign.

**Noted: safefood** will be partnering with the FSA NI on the next food safety campaign in NI. The message dovetails nicely with National Food Safety Week. There is good partnership and both organisations are keen to work together.

**Noted:** The sponsorship of the TV programme 'Angeline's Home Cooks Academy' was successful in covering basic information when it comes to cooking, i.e. what does baste and simmer mean, terms that the younger generations may not be ofay with.

## **2.2 Events**

**Noted:** National ploughing 2014 was a great success. The new position of the stand generated more traffic. Thanks to BK who suggested the move.

**Noted:** New legislation for the labelling of food in the EU has been approved. A training day has been arranged to assist EHO's who will be responsible for checking compliance with the new legislation. **safefood** are also planning a similar training workshop for industry to assist them with how the changes will affect them.

## **3.4 Newsletter**

**Noted:** The existing networks have a remit to publish an annual newsletter. Feedback has been received indicating this newsletter is too technical and heavy in terms of research. Tenders are out at present to create a newsletter that will appeal to a cross section of membership.

## **AOB**

**Noted:** JW congratulated **safefood** on the Press coverage of the Obesity campaign.

**Noted:** there will be an audit committee meeting prior to the next meeting of the Advisory Board.

**Noted:** Ms Lynn Ni Bhaoighealláin remains the Chair of the **safefood** Advisory Board. The decision regarding her replacement is awaited.

**Noted:** Ray Dolan was formally approved as Chief Executive Officer last Wednesday.

**Date of next meeting:** Friday, 5th December, in Dublin, time TBC.