



Minutes of the 105th meeting of the **safefood** Advisory Board

Held on Friday, 23rd January 2015 at 10:30am

safefood Dublin office

PRESENT:

Mr Paul Gibbons (PG) (Chair)

Ms Jane Wells (JW)

Mr Brendan Kehoe (BK)

Mr Campbell Tweedie (CT)

Ms Julie Andrews (JA)

Ms Hannah Su (HS)

Mr Alan McGrath (AMG)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)

Dr Gary Kearney, Director of Food Science (GK)

Ms Fiona Gilligan, Director of Marketing & Communications (FG)

Miss Marian Faughnan (MF)

Ms Lynn Ni Bhaoighealláin (LNB)

Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Edward Spellman (ES)

Ms. Darina Allen (DA – Vice chair)

Mr Thomas Burns (TB)

Dr Mary Upton (MU)

Ms Helen O Donnell (HOD)

1. Introduction and apologies

Noted: This was the first meeting attended by Paul Gibbons in his role as Chair of the **safefood** Advisory Board, Paul has taken over the position from Lynn Ni Bhaoighealláin.

Noted: LNB attended the meeting to introduce PG to the board. LNB wished PG well in his role and wished the Advisory Board and **safefood** well.

Noted: CT wished LNB all the best on behalf of the board.

Noted: RD welcomed PG to the **safefood** Advisory Board, thanked LNB for her work and wished her well in the future.

Noted: RD congratulated CT on his Order of the British Empire (OBE) award for his contribution to the agriculture industry.

Noted: RD congratulated JW and her PR Company for winning the European PR Excellence Award in the Health Category.

Noted: PG introduced himself and provided a brief overview of his background and interests. Round the table introductions took place.

Noted: The apologies of DA, TB, MU, HOD and ES were noted.

2. Minutes of meeting held on 5th December 2014

Agreed: The minutes were adopted with no amendments.

3. Matters arising from the minutes

Noted: In reference to point 7.3 of the minutes held on 5th December 2014 regarding the press release issued by the Department of Health, Social Services and Public Safety highlighting the publication of a two year progress report against NI's obesity prevention strategy entitled '*A Fitter Future for All 2012-2022*', in which there was no mention of the considerable work **safefood** has undertaken in the area of obesity. MF explained that at the time the strategy was in development **safefood** was under review and a hold was placed on new projects. **safefood** could not commit officially to the strategy in the way it would have liked. Since the hold has been lifted, **safefood** has undertaken considerable work in this area that has fed into the strategy.

4. Presentation by Dr. Kenneth McKenzie 'Flags in the ground: guesstimating near-future consumer behaviours'.

Noted: Copies of the presentation were circulated to attendees.

Noted: A brief discussion took place around the presentation.

5. Chief Executive's Report

5.1 2015 Business Plan

Noted: The 2015 Business Plan has been formally approved by the NSMC.

5.2 Audit committee meetings

Noted: The audit committee is scheduled to meet four times in 2015 (27th March, 22nd May, 21st August, 4th December) and will report back to the Advisory Board after each respective meeting.

5.3 Financial statements

Noted: The financial statements for 2013 have been laid before the assembly and the Dail; these are available along with the annual report on **safefood**.eu. The audit for the 2014 financial statements is scheduled for early March with the C & AG.

5.4 HR Issues

Noted: The Hutton review of the UK state pension has had an effect on and caused changes to the North/South bodies' pension. Presentations, from the pension administrator, were held to help assist staff with their choices. These were received well in **safefood**. All pension changes will come into effect on 1st April 2015.

Noted: The recruitment process for the post of Director of Corporate Operations has been filled. Patricia Fitzgerald will take up this post on 26th January.

5.5 Campaigns

Noted: **safefood** is currently sponsoring the TV. Programme 'Operation Transformation' which is aired on RTE on Wednesday and Thursday nights from 8:30 to 9pm. The format remains the same as previous years with the aim being to lose weight, gain confidence, change your lifestyle and stay healthy. The programme received 465,000 viewers (26 per cent share) for the first night. There were many references to **safefood** during the show.

Noted: Research reports titled 'Consumer understanding of portion sizes' and 'What's in your favourite wraps? Nutrition takeout series' will be released in February.

Noted: 5km runs will be held in Dublin and Cork to encourage viewers of the show to get active. **safefood** will be present at both events pushing their nutrition messages.

Noted: Board members were invited to take part in the runs and informed to contact the secretary should they wish to do so.

5.5 Food Allergy and Food intolerance (FAFI) network information seminar

Noted: The FAFI Network hosted a third information seminar on the food allergy aspects of the new food information regulations that came into force in December.

5.6 Diary Notices

Noted: Upcoming events were reviewed and all Board members invited along with the instruction to inform AD if they wished to attend.

5.7 Community food Initiatives (CFI's)

Noted: MF gave a brief explanation of the work surrounding the CFI's and the one year evaluation.

Noted: safefood are currently funding ten CFI's across the island of Ireland that are providing healthy, nutritious food at a local level. The learnings from the previous round of CFI funding have been brought forward to this round. Previously the initiatives and the demonstration programme were not evaluated until the end of the term (three years). In this term we are going to evaluate after each year so successes and challenges that may exist can be identified and learnings shared beyond the ten CFIs.

Noted: The last term of the CFI's proved very positive and in testament to the programme the local authority took over the funding of the Knocknaheny initiative after **safefood's** funding ended.

5.8 'Consumer understanding of portion sizes'/'What's in your favourite wraps? Nutrition takeout series'

Noted: MF gave a brief overview of the research led by Prof Barbara Livingstone (University of Ulster) titled 'Consumer understanding of portion sizes' which will be published this month.

Noted: The report explained that while quality of food plays a part in your diet, quantity is equally important in terms of obesity. The report reviews international research and evidence and then looks at consumer understanding on the island of Ireland.

Noted: The topline result evident from the research report is consumers don't think about the amount of food they are eating.

Noted: The report then explored measures that can easily be related to, that would aid consumers in recognising the recommended portion size without having to weigh food e.g. a portion of meat/fish should be no bigger than the palm of your hand, pasta no bigger than a tennis ball.

Noted: BK recommended a TV programme that runs over three episodes 'What is the right diet for you?'

Noted: MF gave a brief overview of the finding of the research report 'What's in your favourite wraps? Nutrition takeout series'.

Noted: The research analysed the nutrition content of the three most popular types of wrap. Consumers perceived wraps to be healthier than a sandwich but research found one wrap was equal to two slices of bread.

5.9 Web

Noted: The statistics from traffic to the **safefood** website and social media channels were reviewed.

Noted: Christmas day was the busiest day of the year in 2014, with 8,000 visits to the website, most of which were for the Turkey cooking calculator and came through free google search. This is a testament to the work carried out during the year by all staff in getting the brand name out in the public domain. Consumers knew where to go for the information they required in relation to safe cooking, preparation and storage etc.

Noted: Figures on our social media channels are significantly exceeding the industry norm.

5.10 Knowledge Networks.

Noted: The Knowledge Networks are still going well. Membership is growing and has increased by 23 per cent over the past year.

AOB

Noted: The next meeting of the North South Ministerial Council will be held on 15th April. The CEO invited the Chair to attend.

Noted: HS has been working with Elderly people in relation to their diet. She enquired if **safefood** had undertaken any work specifically for that cohort of the population. MF responded that **safefood**'s priority has been children and adults and trying to change behaviour in consumers before they reach this age group.

Date of next meeting: Friday, 27th March, in Dublin, time 10:30am. The Audit committee will meet beforehand at 9:30am.