



Minutes of the 110th meeting of the **safefood** Advisory Board
Held on Friday, 16th October 2015 at 10:30 am
safefood offices Dublin

PRESENT:

Dr Mary Upton (MU)
Ms Jane Wells (JW)
Mr Brendan Kehoe (BK)
Mr Thomas Burns (TB)
Ms Helen O'Donnell (HOD)
Ms Hannah Su O'Callaghan (HOC)
Mr Alan McGrath (AMG)
Ms Julie Andrews (JA)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)
Ms Patricia Fitzgerald, Director of Corporate Operations (PF)
Mr Dermot Moriarty, Acting Director of Marketing and Communications (DM)
Ms Aileen McGloin, Communications Manager, Digital & Health (AG)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Paul Gibbons (PG) (Chair)
Ms. Darina Allen (DA – Vice chair)
Mr Edward Spellman (ES)
Mr Campbell Tweedie (CT)
Ms Fiona Gilligan (FG)
Dr Cliodhna Foley-Nolan, Director of Human Health and Nutrition (CFN)
Dr Gary Kearney, Director of Food Science (GK)

1. Introduction and apologies

Noted: Dr Mary Upton was asked to Chair the meeting in the absence of the Chair and the Vice Chair.

Noted: The Chair welcomed all members of the Advisory Board to the meeting.

Noted: The apologies of PG, DA, ES, and CT were noted.

Noted: The Chair thanked members of the Advisory Board for travelling to Dublin to attend the meeting.

Noted: RD welcomed DM to the meeting and informed the Board DM is Acting Director of Marketing and Communications whilst FG is on sick leave.

Noted: RD informed due to the absence of a Minister in NI some processes will not move forward particularly approval of the Business Plan 2016 and the recruitment of the **safefood** Advisory Committee.

2. Minutes of meeting held on 21st August 2015

Agreed: The minutes were adopted with no amendments.

Noted: The minutes were proposed by JW and seconded by JA

3. Matters arising from the minutes

Noted: No matters were arising from the minutes

4. Revised Terms of Reference for the Audit and Risk Management Committee

Noted: PF introduced the paper 'Audit and Risk Management Committee Terms of Reference' and advised that Board approval was required.

Noted: No comments were made, the Board approved the revised Terms of reference for the Audit and Risk Committee.

5. Presentation on 'The Economic Context for Agri-food Industry' by Jim Power.

Noted: The Chair welcomed Jim Power and thanked him for presenting to the Board.

Noted: The slides will be distributed to Board Members after the meeting

Noted: TB expressed concern of the 'food over energy' debate whereby farmers can make more money from making their land available for energy (solar panels) than they can from farming and the resulting reduction in food production. JP thought non-agricultural land would be used. TB also referred to the loss of the single farmer's payment if the UK left the EU, making energy farming more attractive.

Noted: BK stated that he thought Ireland should have a bigger allocation of carbon credits as livestock are predominately grass fed versus meal fed in other countries resulting in less carbon emissions.

Noted: HOD asked why there hasn't been more growth in the artisan food sector? JP responded that this sector has seen massive growth, however it is very difficult for them to survive as it is a small scale operation, margins are tight and they incur high set-up costs.

8. Chief Executive's Report

Financial statements 2014

Noted: safefood continues to await receipt of the Signed Audit Report so that it can progress to publication.

Business plans 2015 and 2016

Noted: safefood continues to monitor its performance against the 2015 Business plan and remains on track to achieve the targets set out in our plan. The 2016 Business Plan was finalised in August and issued to the Sponsor Departments in September. Due to the political situation in NI this has not moved forwards. **safefood** is due to meet with its Sponsor Departments in December.

Corporate Plan

Noted: As an initial step to develop the next three year corporate Plan, an off-site strategy development day was held for Directors and Managers in order to identify key

priorities and components. A follow up session on the corporate culture and behaviours required to deliver our plans is scheduled with all staff for 17th November.

HR Issues

Noted: The re-grading issue that has been mentioned at previous meetings is still ongoing and the next step in this matter, which was decided at the last meeting, was to respond to the DHSSPS Minister seeking clarification as to why the regrading was rejected, with a view to reviewing the matter when clarification is given. Due to the political situation in NI and there been no Minister to seek clarification from it was agreed to put the matter on hold.

Noted: *safefood* is currently in the process of tying down details with the Health Service Executive relating to a six-month placement of a Public Health Doctor to take place during in 2016. This is something that ***safefood*** has taken part in in the past and has proven useful.

Community Food Initiatives Programme 2016-2018

Noted: A tender process was undertaken in order to engage an appropriately qualified organisation to oversee the programme. Interviews are due to take place with the shortlisted candidates on 22nd October.

Campaigns

Noted: DM gave an overview of current activity taking place in campaigns

Noted: A meeting took place between ***safefood*** and partners involved in the Childhood Obesity campaign (HSE and Healthy Ireland) to discuss the next steps in 2016.

Noted: Since the last meeting the post campaign survey on the Folic Acid campaign has been complete. ***safefood*** is very pleased with the results. A full evaluation of the campaign is been carried out and the results can be shared when completed.

Noted: Following a public tender process, three advertising agencies were admitted to a Framework, with one selected to lead on a new food safety campaign to launch in December. The campaign will cover the Four C's, cleaning, cooking, chilling and cross contamination, with a focus on vulnerable groups targeting the 65+ age group.

Public Relations

Noted: The press books were available at the Board Meeting with RD highlighting the amount of publicity received on the launch of the 'What's in your favourite Wraps?' report. This survey was one of a series of nutritional surveys **safe food** commissioned to look at the nutritional content of a popular and convenient "on-the-go" food, with the most recent survey looking at wraps, and shedding the light on whether it is a healthy option.

Customer Engagement

Noted: AG gave an overview of the stats provided in the Chief Executive's report in relation to customer Engagement. Website traffic was high in August due to the Childhood Obesity campaign and back-to-school traffic.

Noted: DM stated that he was speaking to counterparts from the public sectors that were very praising of our presence on social media.

Noted: RD seconded this and thanked AG and her team for the dedication and enthusiasm.

9. AOB

There been no other business the meeting ended.

Date of next meeting: Friday, 4th December, Dublin