



Minutes of the 114th meeting of the **safefood** Advisory Board

Held on Friday, 6th May 2016 at 10:30 am

safefood offices Dublin

PRESENT:

Mr Paul Gibbons (PG) (Chair)
Dr Mary Upton (MU)
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)
Ms Margaret Jeffares (MJ)

IN ATTENDANCE:

Ms Patricia Fitzgerald, Director of Corporate Operations (PF)
Dr Gary Kearney, Director of Food Science (GK)
Ms Fiona Gilligan, Director of Marketing and Communications (FG)
Dr Joana Caldeira Fernandes da Silva, Chief Specialist in Nutrition (JCFdS)
Ms Alison Dries (secretary) (AD)
Ms Angela Cahill, Corporate Operations Manager (item 4 only)
Ms Tina Flaherty, Research Fellow (item 5 only)

APOLOGIES: Mr Ray Dolan, Chief Executive (RD), Prof Dolores O'Riordan (DOR), Mr Mervyn Oswald (MO), Mr Campbell Tweedie (CT)

1. Introduction and apologies

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

Noted: The apologies of RD, DOR, MO and CT were noted.

Noted: The Chair advised that tickets to visit the **safefood** stand at the Balmoral Show were available to Board members.

2. Minutes of meeting held on 11th March 2016

Agreed: The minutes were adopted with no amendments.

3. Matters arising from the minutes

Noted: No matters were arising from the minutes

4. Feedback from the audit committee

Noted: Angela Cahill briefed the Board on the meeting of the audit committee, which preceded the Board meeting. The committee had reviewed the draft financial statements for 2015 which have been issued to the auditors, had received a presentation from the Finance Manager on progress with implementing the recommendations from the 2015 Internal Audit report and had discussed the internal audit plan for 2016.

Action: The committee requested an update at their next meeting on the safetrak results as they are interested in including a review of campaign spending in the 2016 Internal audit plan. Angela Cahill to arrange for this.

5. Presentation on **safefood's Market research 'safetrak 17'**

Noted: Tina Flaherty presented on **safefood's** Market research 'safetrak 17'. Safetrak, developed to evaluate the effectiveness of **safefood's** campaigns on an ongoing basis, is a consumer research programme that measures public awareness of its campaigns along with any food related concerns and their impact on consumer behaviour.

The research involves face-to-face interviews of a national representative sample carried out in the respondent's home by a contracted Market Research company.

6. Chief Executive's report

In the Chief Executive's absence, Patricia Fitzgerald presented the report.

2017-2019 Corporate Plan

Noted: The first draft of the Corporate Plan was issued to both sponsor departments and discussed at the joint meeting with the departments on 6th April. We await the guidance from the NSMC before issuing the next draft.

2017 Business Plan

Noted: Drafting of the 2017 Business Plan was later this year due to the timeframe required for finalising the 2017-2019 Corporate Plan.

Human Resources

Noted: There were two staffing changes to report - one maternity leave cover, and the filling of the Finance Manager vacancy on a permanent basis.

Community Food Initiative

Noted: JCFdS gave an update on the progress of the Community Food Initiative (CFI) programme 2016-18. The closing date for application for leaders had elapsed and thirteen leaders have been recruited with one more to follow.

safefood Advisory Committee

Noted: GK gave an overview of the role and formation of the committee and an update from the meeting held on the 28th April.

Noted: previously referred to as the scientific Advisory Committee the name was changed to **safefood** Advisory Committee to reflect the move to broaden out the skills base and bring expertise to the table which **safefood** does not have in-house. The committee is a requirement under our legislation and membership currently stands at 12 members. It is envisaged that two to three meetings per year will be held. Following a public recruitment process in 2015, five new members were identified by **safefood** and the NSMC appointed these to the committee at the beginning of 2016. Seven existing

members are due to step-down at the end of 2016, so a recruitment process will be held to replace those posts.

Noted: GK acknowledged the work which Mary Upton had done as Chair of the Advisory Committee before she stepped down last year.

Noted: The first meeting of the new committee focussed on the Business Plan, Corporate Plan and Research.

Marketing and Communications

Noted: FG updated the Board on progress in delivering the next phase of the Childhood Obesity campaign, the Folic Acid campaign and the Food Safety campaign. It was noted that the Food Safety Authority of Ireland were promoting the mandatory fortification approach.

Noted: Discussion took place around the Pat Kenny show who had a consultant on air talking about folic acid and fortification. Board Member asked if this affected the

safefood campaign and whether there was contradiction between the two agencies.

safefood confirmed that the campaign addresses an immediate need whilst fortification of food is currently not taking place. The research on Folate levels of women which will be complete later in the year will give a clearer assessment.

Events

Small and Medium Enterprise (SME) workshops

Noted: GK gave an overview of the eight SME training workshops that are being offered in association with Teagasc in the South and CAFRE in the North. The objective of the workshops are to provide practical advice that will assist SME food operators produce food that is safe for public consumption, also how to avoid costly and wasteful product recalls.

Noted: The Chair advised this was a good idea and useful for SME's who may have limited resources to address compliance and regulation issues.

Healthfest

Noted: The Chair attend the Transition Year event 'Healthfest' which was organised by **safefood** and the National Dairy Council. Over 4,500 students were in attendance at the event in City West which was designed to educate them about the importance of healthy eating and physical activity. **safefood** manned a stand focusing on sugary drinks and

also gave out 'exam survival guides'. The Chair confirmed it was a well-run event that was fun and informative for the audience.

Noted: The next all-island obesity action forum workshop is scheduled to take place in the MAC theatre in Belfast on the 14th June. The focus will be 'current interventions that have been developed using technology, such as apps and wearable technology, to assess and/or aid behaviour change to reduce behaviour. This is an extremely topical issue in this growing sector for all involved in health.

Education

Noted: The Eat Well Plate has been replaced by the Eat Well Guide in the UK and Northern Ireland. The eat Well Guide was launched on the 17th of March 2016. In addition, a revised Food pyramid had been designed and would be rolled out. A number of **safefood's** resources will need amending to incorporate the changes.

Noted: As **safefood** operates in both the ROI and NI it is required to use the Eat Well Guide and the food pyramid.

Coeliac support organisations meeting

Noted: Dr. James McIntosh, **safefood**, Chaired the first meeting of representatives of the different coeliac support organisation on the island of Ireland. With 30 per cent of the retail market in the USA pitched towards gluten-free this is a big and emerging market.

A discussion took place around those who have a proven coeliac condition and those who self report an intolerance to gluten and the difficulties this presents for caterers.

Research

Noted: FG updated the Board on the 4C's campaign evaluation and the Operation Transformation evaluation.

6. AOB

No AOB arose.

Date of next meeting: Friday, 24th June, in Dublin