



Minutes of the 115th meeting of the **safefood** Advisory Board
Held on Friday, 24th June 2016 at 10:30 am
safefood offices Dublin

PRESENT:

Ms Helen O'Donnell (HOD) (Vice Chair)
Dr Mary Upton (MU)
Mr Brendan Kehoe (BK)
Mr Thomas Burns (TB)
Mr Alan McGrath (AMG)
Ms Julie Andrews (JA)
Ms Margaret Jeffares (MJ)
Mr Campbell Tweedie (CT)
Prof Dolores O'Riordan (DOR),
Mr Mervyn Oswald (MO),

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)
Mr Dermot Moriarty, Manager of Marketing and Communications (DM)
Dr Joana Caldeira Fernandes da Silva, Chief Specialist in Nutrition (JCFdS)
Mr Richard Murphy (RM), ICT and Facilities Manager
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Paul Gibbons (PG) (Chair)
Ms Hannah Su O'Callaghan (HOC)
Ms Fiona Gilligan, Director Marketing and Communications
Ms Clíodhna Foley-Nolan, Director Human Health and Nutrition
Ms Patricia Fitzgerald, Director Corporate Operations
Dr Gary Kearney, Director of Food Science (GK)

1. Introduction and apologies

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

Noted: The apologies of PG and HOC were noted.

Noted: The Vice Chair congratulated HOC on the recent birth of her baby boy.

2. Minutes of meeting held on 11th March 2016

Agreed: The minutes were adopted with no amendments, proposed by MD and seconded by JA.

3. Matters arising from the minutes

Noted: No matters were arising from the minutes

4. Presentation from Lynn Boylan MEP

Noted: Lynn Boylan MEP is a member of the Sinn Fein political party and was also elected to European Parliament (EU) in 2014, where she is a member of the Public Health Committee and the Employment and social affairs committee.

Noted: The general topic of Lynn's presentation focused on the work of the EU and how it affects **safefood's** work. The EU Public Health Committee in particular covers the following topics;

- Nano foods and Nano technology
- Country of origin labelling
- Trans-Atlantic Trade and Investment Partnership (TTIP)
- Regulatory co-operation and mutual recognition of standards
- Endocrine disruptors and how these can impact on hormones

Noted: There was discussion around TTIP and the implications for Ireland. Taking into account the Brexit vote that was announced earlier today there was also discussion around this.

5. Chief Executive's report

Financial statements 2015

Noted: The audit fieldwork by the C&AG's Office commenced on 14th June.

2017 Business plan

Noted: Drafting of the 2017 Business Plan has commenced but cannot be completed until the Corporate Plan is finalised. As stated in the previous CEO report a first draft of the Corporate Plan was issued to both sponsor departments in March and discussed at our meeting with the department officials on 6th April. We await the guidance from the NSMC in relation to preparing the Corporate Plan.

Community Food Initiative

Noted: The launch of the Community Food Initiative Programme 2016-2018 took place on the 24th May 2016 in the F2 Centre in Rialto. All of the 13 CFI leaders were represented. Roisin Ryder, Fatima Groups United shared her experiences of the CFI programme with the group. The Leaders all highlighted their plans for the programme and the first regional networking events will be run between June and September.

Noted: MO asked about the amount of funding received by the CFI's. This was confirmed by JCFdS to be €30,000 per group over a three year period.

Ministers

Noted: New Ministers that would have a remit for **safefood**'s work have been appointed both North and South. **safefood** contacted Simon Harris Minister for Health in ROI to set up a meeting, he directed **safefood** to Minister for State Corcoran Kennedy. **safefood** is hoping to secure a meeting in the near future.

Noted: Michelle O'Neill Minister for Health NI launched the Folic acid campaign.

Campaigns

Noted: The CEO asked DM to give a verbal update on campaigns.

Noted: The Folic Acid campaign is currently live.

Noted: The food safety campaign will follow the previous campaign focusing on the 4 c's (cooking, cleaning, cross contamination and chilling). There will be more of a focus on the over 65 year old age group in particular their susceptibility to food poisoning in later life.

Noted: The contractual period for the Marketing and Communication Agencies elapsed during 2015/2016. A framework agreement has been signed off for advertising agencies last year. **safefood** is at the final contract stages for Public Relations. Market Research and Media Buying are currently at the tender stage and Design and print will be entering the EU tender stage shortly.

Balmoral Show

Noted: **safefood** took a stand at the Balmoral Show on the 11th – 13th May. The Childhood Obesity campaign formed the basis for the stand at the show with a focus on the treat foods and sugar in drinks in messages. The exhibition floor space signature piece was be a large Perspex plinth filled with 16kgs of treat foods. This was to showcase the average amount of treat foods a child consumes in a year. The approach was in line with a slightly more direct tone being adopted by the campaign. **safefood** encouraged parents and grandparents to 'break the bad habits'.

Noted: TB attended the show and visited the **safefood** stand, he confirmed the stand was well attended, good design and staff were enthusiastic.

All-island Obesity Action Forum

Noted: The All-island Obesity Action Forum event took place in the Mac Theatre, Belfast and focused on current interventions been developed using technology to aid behaviour change and reduce obesity, in particular the use of cameras to record the true amount people are eating versus that reported. The event hosted a range of national and international speakers who presented on innovative technologies designed to track, engage, monitor and change behaviour.

Noted: Professor Cliona Ni Mhurchu, who leads the Nutrition Research Programme at the University of Auckland, joined by video link. This proved to be a very popular and interesting presentation and **safefood** hopes to keep contact with her and will hopefully secure her to present to the board next year.

Action: AD to circulate the presentation from the event.

Noted: The next All-island obesity action forum event will be held in Dublin in November and more details will be given to the board at the August meeting.

Minimum Nutritional Standards

Noted: The CEO invited JCFdS to give an update on the Minimum nutritional standards project.

Noted: *safefood* along with the FSA NI and the PHA have agreed a draft minimum nutritional standards, in consultation with caterers in HSC organisations.

Noted: Draft Standards have been finalised and will be sent out for consultation. These have been circulated to Senior Management of the three Agencies and have been approved and the recommendation to employ a Dietitian, which will be funded by the three agencies, to implement the standards and support caterers in all public Health Care facilities has been accepted. Next workshop, to extend the minimum standards to vending, was held on the 21st of June in partnership with the HSE.

Noted: This initiative has now filtered through to the ROI and Margaret O'Neill from the HSE travelled to Belfast to share their standards on vending.

6. AOB

No AOB arose.

Date of next meeting: Friday, 26th August, in Cork