



Minutes of the 118th meeting of the **safefood** Advisory Board

Held on Friday, 9th December 2016 at 10:30am

safefood Dublin office

PRESENT:

Mr Paul Gibbons (PG) (Chair)

Dr Mary Upton (MU)

Mr Brendan Kehoe (BK)

Mr Thomas Burns (TB)

Mr Alan McGrath (AMG)

Ms Julie Andrews (JA)

Mr Campbell Tweedie (CT)

Mr Mervyn Oswald (MO)

Ms Margaret Jeffares (MJ)

Prof Dolores O'Riordan (DOR)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)

Dr Gary Kearney, Director of Food Science (GK)

Ms Patricia Fitzgerald, Director of Corporate Operations (PF)

Dr Aileen McGloin, Communications Manager, Digital & Health,
Marketing & Communications (AMcG)

Ms Alison Dries (secretary) (AD)

APOLOGIES:

Ms Helen O'Donnell (HOD) (Vice Chair)

Ms Hannah Su O'Callaghan (HOC)

1. Introduction and apologies

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

Noted: The apologies of HD and HOC were noted.

Noted: The Chair advised this was the last meeting for four members of the Advisory Board whom have completed their term. He offered his thanks to JA, TB and CT for their hard work and dedication on behalf of all staff and Board members.

Noted: Provisional meeting dates for 2017 were circulated and reviewed.

Noted: Meeting dates for 2017 were approved.

2. Minutes of meeting held on 21st October 2016

Agreed: The minutes were adopted with no other amendments.

3. Matters arising from the minutes

Noted: No matters were arising from the minutes.

4. Presentation from Dr Aileen McGloin on crisis management in social media.

Noted: Dr Aileen McGloin presented on how **safe food** deals with problems occurring in social media. The fact that posts on Facebook, Twitter and Instagram can be misinterpreted or **safe food** not being in control of posts from consumers occasionally incidents occur where **safe food** has to crisis manage the situation.

Noted: **safe food**'s social media policy includes risk management and is updated approximately every 18 months.

Noted: If a problem does occur **safe food**'s policy is to be open and rectify as quick as possible in order to maintain trust.

Noted: The Chair thanked Dr Aileen McGloin for her presentation and the work of her team who regularly run social media after working hours.

5. Chief Executive's report

North South Ministerial Council

Noted: The CEO informed Board members at a special NSMC EU programme meeting three new members were approved to sit on the **safefood** Advisory Board, with one position to be filled in the New Year. The new members are; Dr Eddie Rooney, Ms Wendy McIntosh and Mr Stephen Moutray. **safefood** staff and Board members look forward to meeting the new members in the New Year.

Noted: Congratulations to HOD on her appointment as the new Chair of the **safefood** Advisory Board.

Noted: PG will become the Vice Chair, and the CEO thanked PG for all his hard work as Chair.

Financial statements 2015

Noted: The Financial Statements for the year ended 31 December 2015 were presented to the NSMC on 9th November and have been laid before the Oireachtas and the Stormont Assembly.

Corporate Plan 2017-2019 & Business Plan 2017

Noted: The first draft of the Corporate plan and the 2017 Business plan were issued to both sponsor departments earlier in the year and were discussed with them in April and September. Guidance from the NSMC has not yet been received, however the sponsor departments have outlined their expectation that budgets will remain at the same level as 2016 for 2017. On foot of that, **safefood** has prepared a revised draft of its Corporate Plan 2017-2019 and 2017 Business plan to reflect the lower budget and will finalise and then issue to both sponsor departments following receipt of Guidance from the NSMC.

Community Food Initiatives (CFI's)

Noted: SECAD delivered their first interim report on the 28th November. All the projects are running well.

Disability Action Plan 2016-2020.

Noted: **safefood** issued the Disability Action Plan (DAP) for consultation in September 2016 and finalized and published the new DAP which has also been issued to all staff and members of the Advisory Board and Audit Committee.

Audit Committee

Noted: The terms of reference of the Audit Committee requires it to meet four times per year. However, due to a quorum not being present, the meeting arranged for 9th December could not go ahead prior to the Board meeting as scheduled. The CEO is keen the committee hold the last meeting before the end of the year as per its remit and this will therefore take place on Monday 19th December.

Revised Performance Management and Development System (PMDS)

Noted: **safefood** has made improvements to the PMDS model in line with other Civil Service bodies.

Campaigns

Noted: Planning meetings with campaign stakeholders are being held to help determine the emphasis and focus of the next childhood obesity campaign.

Noted: The Folic Acid campaign re-ran from the 14th November for three weeks across digital and social media and PR. PR supporting the campaign was used in two ways; **safefood** spokespersons and other medical experts carried out media interviews to communicate the key public health messages of the campaign. In addition, a Mum whose young daughter has Spina Bifida volunteered to help the campaign and give interviews from a parents' perspective on the need for all women to take folic acid. The campaign was awarded Best Public Sector Marketing campaign at the recent Chartered Institute of Marketing Awards 2016 in Belfast.

Press/publicity

Noted: The Opinion Editorial on proposed Sugar Tax due to appear in the Sunday Business Post 'Healthy Ireland' supplement was not published. AMcG suggested this could be due to the issue of sugar tax going to consultation and perhaps the Business Post are holding the article until a decision is reached.

Events

Noted: The following events took place since the last meeting.

- All-island Obesity Action Forum (The role of appetite in obesity)
- Food shelf life studies workshop
- Diabetes Ireland Health and Wellbeing Exhibition.

Noted: MU attended the All-island Obesity Action Forum and reported it be a very successful event with good communication. Congratulations were extended to all involved.

Noted: DOR congratulated **safefood** on the All-island Obesity Action Forum as the line-up of speakers comprehensively covered the breadth of obesity issues.

Noted: GK gave an overview of the outcomes of the Food shelf life workshop

- Shelf life is important as it determines use-by-dates and ensure food safety.
- There is conflicting guidance in terms of Listeria on what should determine use-by-dates
- The workshop shared knowledge on current requirements around shelf life and emerging technologies
- 163 people attended the event with a waiting list for cancellations, so a very popular topic.

Noted: BK would like to see the difference between use-by and best-before being made clear as this generates a lot of waste and suggested only use-by is used on packaging.

Customer Engagement

Noted: The CEO invited Board members to review the figures for social media and web.

Publication

Noted: The report 'What is the cost of a healthy food basket in the Republic of Ireland 2016' was published. **safefood** has been funding research carried out by the Vincentian Partnership for the last couple of years. The research calculates the minimum cost for certain household types to eat healthily for one week.

Knowledge Network

Noted: GK updated on Knowledge Network.

Healthy Eating Guidelines/Food Pyramid

Noted: The new Healthy Eating Guidelines were published on 6th December by the Department of Health/Healthy Ireland and were developed by Department of Health/Healthy Ireland, HSE and **safefood**. **safefood** were instrumental in this project and the CEO thanked all those involved.

Research

Noted: GK gave an overview on a research tender call.

Noted: MU suggested research into the high protein diets of high profile athletes due to the extensive use of high-protein products by consumers may prove worthwhile.

Noted: AMcG does not think this research will have been carried out as this is the first generation of athletes consuming this diet and the health implications are not yet known.

Noted: DOR suggested that there would be no harm to the high profile athletes as they have a team of nutritionists looking after them. Non-professional sports people who are emulating the high profile athletes would be at risk.

6. AOB

Noted: The Chair asked Board Members how they felt in offering to be assistance in the All-island civic dialogue in relation to the Agri food sphere.

Noted: The board agreed that all-island systems have worked and **safefood** could offer expertise in this area.

Action: PG to correspond with relevant party.

Date of next meeting: Friday, 27th January, in Dublin