



Minutes of the 121st meeting of the **safefood** Advisory Board
Held on Friday, 12th May 2017 at 10:30am
safefood Dublin office

PRESENT:

Ms Helen O'Donnell (HOD) (Chair)
Mr Paul Gibbons (PG) (Vice Chair)
Dr Mary Upton (MU)
Mr Brendan Kehoe (BK)
Mr Alan McGrath (AMG)
Mr Mervyn Oswald (MO)
Dr Eddie Rooney (ER)
Ms Wendy McIntosh (WMI)
Ms Margaret Jeffares (MJ)
Prof Dolores O'Riordan (DOR)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)
Dr James McIntosh, Chief specialist in Toxicology (JMcI)
Dr Cliodhna Foley-Nolan, Director, Human Health and Nutrition (CFN)
Ms Fiona Gilligan, Director, Marketing and Communications (FG)
Ms Patricia Fitzgerald, Director, Corporate Operations (PF)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Stephen Moutray (SM)

1. Introduction and apologies

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

Noted: The apologies of SM were noted.

Noted: BK expressed a conflict of Interest in relation to the presentation on the Dairy and Climate change report'.

2. Minutes of meeting held on 24th March 2017

Agreed: The minutes were adopted with no amendments.

Proposed: BK

Seconded: MU

3. Matters arising from the minutes

Noted: No matters were arising from the minutes.

4. Safetrak presentation

Noted: **safefood's** market research Company, Ipsos MRBI, presented the results of the annual research titled 'safetrak'.

Noted: safetrak research is conducted by a Stratified Random Sample approach in the form of face-to-face, in-home interviews amongst a nationally representative, quota controlled sample of adults on the island of Ireland.

Noted: Fieldwork was conducted between 14th January and 6th February 2017 (which co-incided with the transmission of RTE's Operation Transformation series).

Noted: The total number of interviews achieved was 805 (504 ROI and 301 NI).

Noted: safetrak 18 recorded the highest ever logo recognition for **safefood**.

Noted: The Chair thanked Ipsos MRBI for their presentation.

5. Research projects presentation

Noted: Dr James McIntosh presented on the recently launched research project 'The impact of climate change on dairy production'.

Noted: The report is a result of desk research carried out over six months that looked into vulnerabilities in the dairy chain and what measures could be taken.

Noted: The dairy sector is one of the most important sectors to the island of Ireland's economy.

Noted: The research found extreme weather was the most impactful variable in dairy production.

Noted: ER advised that the 'The impact of climate change on dairy production' report needs to be brought to the attention of policy makers who have the ability to implement the measures.

Noted: DOR highlighted that data exists in relation to the carbon footprint of milk production compared to the carbon footprint for production of other sources of protein.

Noted: AMG supported DOR's point and stated that environmental impact concerns were taking precedence over the animal cruelty message used by vegetarians and vegans.

Noted: CFN also asked if milk is being analysed for mycro toxins and if there are two or three points where this monitoring could be done.

5. 'Media Wise' *safefood*'s new education resource

Noted: FG presented 'Media Wise' *safefood*'s new education resource which will be launched to education professionals on the 7th June.

Noted: MediaWise is a Media Literacy Resource for Primary Schools, which aims to develop children's awareness of both media and advertising. In a media saturated society, children are exposed to a massive number of advertisements on a daily basis from phones, tablets, magazines, television, radio, websites, posters, newspapers and more. MediaWise aims to enable children to make informed decisions about their needs and wants, based on the information they are gathering from media and advertising.

Noted: Research conducted in 2013 showed children's knowledge of food brands is very high. There are over 1000 advertisements per year of un-healthy foods, which will ultimately have an effect on the one in four children on the IOI who are overweight or obese.

Noted: The resource, which was developed with a team of experts from various disciplines, will sit in the social personal and health education (SPHE) curriculum but also has a cross curricular linkage element in that it will also fit into other element of the curriculum e.g. Drama.

6. Chief Executive's report

Corporate plan 2017-2019

Noted: At a meeting with both sponsor Departments at the end of March, **safefood** received DRAFT Guidance for finalising the Corporate Plan. The 2017 budget will remain at the same level as 2016. **safefood** revised its draft Corporate Plan as well as its 2017 Business Plan to reflect the guidance and issued these to both sponsor departments in April.

Noted: Interim arrangements have been put in place to facilitate the payment of grants to the North South Bodies in advance of the NSMC approving the plans.

Financial statements

Noted: Draft Financial Statements for the year ended 31 December 2016 have been prepared and representatives from the Comptroller and Auditor General and the Northern Ireland Audit Office commenced the audit field work on 2nd May.

Campaigns

Noted: Childhood obesity – Following a competitive mini-tender, a creative agency has been appointed and the first planning meeting with multiple health stakeholders took place on the 10th May.

Noted: Folic Acid – An agency has been appointed and creative development work has begun on the campaign, with a scheduled go live date of mid-August.

Noted: Food Safety – Creative development has begun on the next phase of the campaign with a focus on handwashing for children aged two to four years. The campaign will commence w/c 5 June.

Noted: Burger safety campaign – following a request from the FSAI for **safefood** to provide information on the dangers of eating undercooked burgers a competitive mini-

tender has been issued to framework agencies. The campaign is scheduled to go live from the end of June.

Noted: PG welcomed the campaign and confirmed that this is a problem and education of consumers is required.

Events

Noted: ER visited the **safefood** stand at the Balmoral show and gave feedback to board members. ER confirmed the information and stand were very good and congratulated all staff who took part.

Noted: The stand showcased a 'sugar shockers' message, focussing on the high sugar content of energy drinks.

Noted: Over 3000 transition year students attended the **safefood** & National Dairy Council Healthfest event on 26th April in RDS Dublin. The event focused on nutrition, exercise and wellbeing. The **safefood** stand at the event focused on the high sugar content of energy drinks. The 'Exam survival guide' which includes nutrition tips to stay alert during the run up to exam season were disseminated to students and the 'Fuel your body – for the teenage sports person' were put in the teachers packs in the hope requests for more copies will be recieved.

Noted: BK advised that the Minister for Finance Michael Noonan had confirmed that revenue raised from the sugar tax would not be 'ring-fenced' for the health budget.

Web

Noted: Board members attention was brought to the encouraging customer engagement figures.

Publications

Noted: A revised and shortened version of the publication 'Fuel your body – for the teenage sports person' was produced and copies put in the teachers packs at Healthfest. This booklet which is written specifically for the teenage audience is packed with information about what to eat and drink to perform at your best in sport, stay healthy and feel great.

7. AOB

Noted: No other business

Date of next meeting: Friday, 23rd June, in Cork.