



Minutes of the 123rd meeting of the **safefood** Advisory Board
Held on Thursday, 24 August 2017 at 14:00
Farmleigh, Phoenix Park

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)
Dr Eddie Rooney (ER)
Ms Wendy McIntosh (WMI)
Ms Margaret Jeffares (MJ)
Mr Stephen Moutray (SM)
Mr Mervyn Oswald (MO)
Prof Dolores O'Riordan (DOR)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)
Dr Gary Kearney, Director, Food Science (GK)
Ms Fiona Gilligan, Director, Marketing and Communications (FG)
Ms Patricia Fitzgerald, Director, Corporate Operations (PF)
Dr Clíodhna Foley-Nolan, Director Human Health and Nutrition (CFN)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

No apologies were noted.

1. Introduction and apologies

Noted: The Chair welcomed all members of the Advisory Board to the meeting in the Courtyard Boardroom, Farmleigh.

Noted: The Chair thanked all attendees for travelling to the Phoenix Park and to the Office of Public Works for hosting the Advisory Board at Farmleigh.

Noted: The Chair thanked Dr Mary Upton for arranging the visit to Aras an Uachtarain prior the meeting and to the staff at the Aras for hosting the Board members.

Action: AD to draft thank you letters to Farmleigh and Aras an Uachtarain.

Noted: No apologies were noted.

2. Conflicts of interest

Noted: The Chair asked members if there were any conflicts of interest and no conflicts of interest were noted.

3. Minutes of meeting held on 23 June 2017

Noted: The minutes were adopted with no amendments.

Proposed: AMG

Seconded: BK

4. Matters arising from the minutes

Noted: No matters were arising from the minutes.

5. Presentation on University College Dublin's (UCD) Institute of Food and Health

Noted: Professor Dolores O'Riordan presented to the board on the food research activities at University College Dublin and demonstrated examples of research output.

6. Chief Executive's report

Corporate plan 2017 -2019 and Business Plan 2017

A meeting with sponsor departments to further discuss the matter of the request by **safefood** for a marginal increase in funding for 2018 and 2019 has been scheduled for 21 September 2017 and feedback will be given to the Board at the October meeting.

Financial Statements and Annual Report

The Comptroller and Auditor General and the Northern Ireland Audit office have indicated that they expect to issue the audit certificate for the year ended 31 December shortly.

Records Management

Following a tender process, **safefood** has appointed Microsoft SharePoint experts to advise on the best approach to moving electronic files to SharePoint. They will hold workshops with all directorates in September and produce a recommendations report thereafter.

Campaigns

FG gave feedback on campaigns in progress and planning.

Noted: **safefood** launched a new digital campaign on 3 July, to raise consumer awareness around the risks of eating undercooked burgers. The campaign ran for a 3 week period across multiple communications channels including; campaign poster in more than 200 restaurant/bar washrooms; digital screens in 40 locations, an online partnership with Lovin Dublin; a national PR campaign which has reached more than 2.5 million adults to date; social media advertising on Instagram, Facebook and Twitter and an online video which has reached in excess of 250,000 people.

Noted: following a series of workshops in ROI and NI with parents from our target audience of the new childhood obesity campaign, a creative direction for the campaign has been finalised and development is in progress.

Noted: Design concepts for the folic acid campaign is currently in consumer testing with young women (18-30) to help refine the campaign messages and development for the folic acid public awareness campaign.

Noted: A handwashing campaign aimed at parents and their children aged 2-4 will commence on 11 September and will feature an online animated video on children's channels, cinema advertising before children's movies; bathroom posters in cinemas, shopping centres and crèches.

Customer engagement

Noted: The CEO presented the figures for customer engagement.

Minimum nutritional standard for catering in health and social care

Noted: The steering group is in the process of recruiting a lead dietitian to oversee the implementation of the standards.

Nutritional standards for schools

Noted: The final version of the NI standards was agreed in July and a phased implementation of these will commence in September. The HHN team finalised the ROI nutritional standards for school meal schemes. The standards will be costed by other partners and published in early September.

Food standards for hospitals ROI

Noted: A new dietitian has been appointed by the HSE to lead on the development of this work. Initial meetings with **safefood** were held in July with the objective of guaranteeing collaboration between both jurisdictions regarding development, implementation and monitoring of catering standards.

Knowledge Network

Noted: the **safefood** knowledge Network hosted an event 'Too clean or not clean enough: the hypothesis myth' on 4 July. The hypothesis debunked the 'hygiene hypothesis' which led to confusion, with some consumers believing that excessive cleanliness is responsible for increasing the risk of developing allergies and other conditions. However, most experts

agree that the hygiene hypothesis is a misleading term and undermines attitudes and approaches to good hygiene. The event was very successful with over 60 people from public bodies, food business and academia in attendance.

Research

Noted: **safe food** has completed research in the following areas'

- Post-campaign research of the energy drinks campaign
- Post-campaign research of the Burger campaign
- Pre-campaign research for the handwashing campaign
- Risk profiling *Listeria* in ready-to-eat foods and determination of control strategies and practical interventions
- Consumer acceptability of poultry decontamination methods on the island of Ireland.

7. Financial Report

Noted: PF's presentation of the Financial Report for the first 7 months of 2017.

Date of next meeting: Thursday, 19 October, in Belfast.