



Minutes of the 93rd meeting of the Advisory Board of **safefood**

Held on Friday, 10th May 2013 at 9.30am

At Maryborough House Hotel, Douglas, Cork

PRESENT:

Ms Lynn Ni Bhaoighealláin (LNB- Chair)

Mr Thomas Burns (TB)

Ms Helen O Donnell (HOD)

Ms Hannah Su (HS)

Dr Mary Upton (MU)

Mr Campbell Tweedie (CT)

Mr Edward Spellman (ES)

Ms Jane Wells (JW)

Mr Brendan Kehoe (BK)

Mr Alan McGrath (AMG)

Safefood

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive Officer (MH)

Mr Ray Dolan, Director of Corporate Operations (RD)

Dr Gary Kearney, Director Food Science (GK)

Mr Peter Dewhurst, Corporate Operations Manager (PD)

Ms Fredrica Doyle, PA

APOLOGIES:

Ms Darina Allen (DA)-(Vice Chair)

Ms Julie Andrews (JA)

1. Introduction and apologies

Noted: The chair opened the meeting and apologies were received from Ms Darina Allen and Ms Julie Andrews.

2. Minutes of the meeting held 22nd March

Noted: The minutes of the 92nd meeting were reviewed, agreed and proposed by HOD and HS.

3. Matters arising from the minutes

There were no matters arising from the minutes.

4. Chief Executive Report

Corporate

2013 Business Plan

The 2013 Business Plan is with the Sponsor Departments for approval. The next North-South Ministerial Council (NSMC) meeting is on 3rd July and it is hoped to approve the Business Plan at that meeting. The **safefood** Business Plan was discussed at a recent meeting of the Special Advisory Group on Obesity (SAGO) in the South and was fully endorsed by them.

2012 Audit

The 2012 audit was completed by the Comptroller and Auditor-general (C&AG) and we are awaiting the audit certificate. There are no major issues arising at this point.

Scientific Advisory Committee

An Education Advisory Group was set up to advise **safefood** on its engagement and dissemination strategy for existing **safefood** resources.

Action: MH to check out the resource '101 Square Meals' to see the date of the last update.

Take Away My Way

AMG visited this event (an all-island cookery competition for schools) held at St. Angela's College for Home Economics in Sligo sponsored by **safefood** and was impressed with the event and its organisation.

Food Waste

Phase 2 of this campaign has begun, clarifying possible consumer confusion around best before / use by dates.

Publications

The report on the evaluation of the Demonstration Programme of Community Food Initiatives for 2010-2012 was published in April. A further programme over the period 2013-2015 covering ten all-island community food projects is to be funded.

Action : FD to send HOD the report.

Noted: The Board expressed an interest in the Community Food Initiatives Programme and MH suggested that he would ask Ms Georgina Buffini from Healthy Food for All, who project managed the project to present at a future meeting. .

Research

Noted: GK gave a brief outline of new research projects which will get underway from June – September.

Noted: It was also mentioned that a new app for healthy eating during pregnancy was being developed.

5. Presentataion of 2014-2016 Corporate Plan

MH gave a presentation on the main objectives of the Corporate Plan. The plan is prepared every 3 years.

The main objective of the 2014-2016 Corporate Plan will be to enhance the relationship with the consumer, particularly:

- We are looking at where we need to engage with consumers and what are the economic drivers that influence their decisions.
- We also need to look at how we can maximise the messge of healthy eating and food safety. The food safety message is clear and simple but there is still a lack of application and understanding in some areas.

A discussion took place around the importance of avoiding cross-contamination in the kitchen and ensuring raw poultry is fully cooked. A major food retailer and **safe food** are scoping out a potential study around accessibility to healthy and nutritious food.

A discussion took place around community based support and HS emphasised the importance of community based activities to empower consumers to make healthy choices.

LMB emphasised the role of emerging food issues as a key component of the Plan.

Action: Board members were asked to come back with further feedback on the Corporate Plan.

AMG asked as to the feasibility around one agency dealing with obesity issues (a one-stop shop). CEO acknowledged that while a one-stop-shop was an attractive idea, in reality the multi-factorial and interdisciplinary nature of the issue involved many agencies. The key is to have a joined-up approach and to avoid duplication.

Action: A further draft of the Corporate Plan will be brought back for further discussion to the Board. MH will distribute the final draft in advance.

6. Tour de table

There were no other issues arising.

7. Any Other Business

AMG expressed an interest in a presentation given by Prof. Donal O'Shea, on the subject of the health impacts of unhealthy foods.

Action: MH to ask Dr. Donal O'Shea to give a talk on this to the Board on this subject.

Agreed: All agreed this would be of interest.

Noted: There being no other business the meeting closed.

Date of next meeting:

June 21st 2013