



Minutes of the 95th meeting of the Advisory Board of **safefood**

Held on Friday, 16th August 10.30am

At **safefood** Offices, Dublin

PRESENT:

Ms Lynn Ni Bhaoighealláin (LNB- Chair)

Mr Thomas Burns (TB)

Ms Helen O Donnell (HOD)

Ms Hannah Su (HS)

Dr Mary Upton (MU)

Ms Julie Andrews (JA)

Ms Jane Wells (JW)

Mr Brendan Kehoe (BK)

Safefood

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive Officer (MH)

Mr Ray Dolan, Director of Corporate Operations (RD)

Ms Fiona Gilligan, Director of Marketing & Communications (FG)

Ms Fredrica Doyle, PA

APOLOGIES:

Ms Darina Allen (DA)-(Vice Chair)

Mr Campbell Tweedie (CT)

Mr Edward Spellman (ES)

Mr Alan McGrath (AMG)

1. Introduction and apologies

Noted: The chair opened the meeting and apologies were received.

2. Minutes of the meeting held 22nd March

Noted: The minutes of the 93rd meeting were reviewed, agreed and proposed by JW and MU.

3. Matters arising from the minutes

Noted : The NSMC meeting has been rescheduled for the 18th October 2013.

Noted: MH contacted Dr Donal O'Shea to present to the board but he was unavailable. Hopefully he will be available to attend the Christmas meeting as the next advisory board meeting will be held in Belfast.

4. Chief Executive Report

Corporate

4.1 2013 / 2014 Business Plan

MH informed board members that he expects the business plan 2013 to be approved at the NSMC meeting in October.

4.2 Audit

As part of the audit committee's 'meet the managers program' Dr Aileen Mc Gloin who manages **safe food**'s social media activity made a presentation to the committee at its meeting this morning. A discussion with questions and answers followed and audit committee members found it very useful and helpful.

4.3 Social Media

LNB commented on how the tips on the web are very relevant and useful

4.4 Childhood Obesity Focus Groups

FG briefed the board on the outcome of the focus groups that were held by MRBI. The campaign is due to go live in October for 3 weeks, then for the first 3 weeks in December and then again in January. FG talked the group through the materials **safe food** will be using in the campaign.

Noted: MU commented again on how she would be interested in Dr Donal O'Shea coming in and talking to the committee on statistics and genetics in regard to obesity.

Action: FG to invite board members to the briefing for stakeholders.

Action: MH to arrange a briefing on Childhood Obesity at next board meeting in Belfast.

5. Diary Notices

All Island Obesity Action Forum

HOD requested papers from the All Island Obesity Action Forum.

Action: MH to send on what is available and FG sending link to HOD on this.

Noted: JW attended this event in June and felt it was a very good and valuable day.

6. Presentation of Corporate Plan 2014 – 2016

MH went through the Corporate Plan with the board and he emphasised how it is in **safefood's** interest to enhance relations with the consumer and how evidence base messages are critical for **safefood**.

MH also apologised for the short notice in circulating the plan. Members were asked to revert with comments within 10 days.

Noted: MH suggested that **safefood** will continue to review customer focussed reviews.

7. Tour de table

There were no other issues arising.

8. Any Other Business

Noted: LNB mentioned that she was no longer receiving the media cuttings via e-mail.

Action: FG to look into this.

Date of next meeting:

October 11th in Belfast