



Minutes of the 99th meeting of the Advisory Board of **safefood**

Held on Friday 21st March @10.30 am

Safefood offices, Dublin

PRESENT:

Ms Lynn Ni Bhaoighealláin (LNB- Chair)

Ms Darina Allen (Vice Chair)

Mr Thomas Burns (TB)

Ms Helen O Donnell (HOD)

Ms Hannah Su (HS)

Ms Julie Andrews (JA)

Mr Brendan Kehoe (BK)

Mr Campbell Tweedie (CT)

Ms Jane Wells (JW)

Safefood

IN ATTENDANCE:

Mr Martin Higgins, CEO (MH)

Ms Fiona Gilligan, Director Marketing & Communications (FG)

Ms Frederica Doyle, PA

APOLOGIES:

Mr Alan McGrath

Mr Edward Spellman

Dr Mary Upton

1. Introduction and apologies

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

2. Minutes of the previous meeting held October 11th

Noted: The minutes of the 98th meeting were reviewed, agreed and proposed by DA and BK

3. Matters arising from the minutes

Noted: DA raised the issue of intolerances and allergies and related her experience in dealing with students with allergies and intolerances. DA welcomed further discussion/briefing on the matter.

Action: MH to ask James McIntosh of **safe food** to follow up on DA's request.

Action: FD to send DA Mr Michael Walker's presentation on Food Allergies and Intolerances

4. Chief Executive Report

1.5 HR Issues

MH will be discussing his departure with the department's next week. The process will take approximately 12 weeks. It is envisaged that the Chair of the Advisory Board will sit on the interview panel and the position will be advertised in April. The Board expressed the view that the process be conducted without delay.

2.1.1 Childhood Obesity Campaign

Snacking and physical activity are the themes for the next phase of the campaign which is rolling out the week of the 31st March.

3.4 ASSET 2014 Conference

MH mentioned this major International Conference in Belfast on food authenticity and encouraged those with a relevant interest to attend.

Action: LNB looking for information on this event. FD to contact Gary Kearney.

5. Presentation

FG gave a presentation on the Communications Strategy and following this showed the new childhood obesity adverts. **Safe food** was congratulated on the good work to date.

Noted: A discussion took place around the topic of sweets and treats at tills in supermarkets with a view to giving consumers better choices. The question was raised of endorsing products but MH explained this was very complex involving quality control and not really possible for such a small organisation.

6. Tour de table

There were no other issues at this meeting.

7. Any Other Business

Noted: FG asked board members if they could send some photos of themselves as children or 'famous' people they might know doing sport or active play as children for the 'Bring back Play' campaign.

Noted: DA referred to nutrition research over the last four decades which has been focussed primarily on the effect of fat in the diet and that new research was challenging earlier finds.

Noted: A discussion took place around the regulatory issues in abattoirs and particular in NI.

The Date of the next meeting is scheduled for Friday 9th May in *safefood* offices, Dublin