

Minutes of the 69th Meeting of the Advisory Board of **safefood**
Held on Friday, 6th November, 2009 at 11.00 am
safefood, 7 Eastgate Avenue, Eastgate, Little Island, Co. Cork

PRESENT:

Mr John Dardis (JD - Chair)
Mr Campbell Tweedie (CT – Vice Chair)
Ms Lynn Ni Bhaoighealláin (LNB)
Mr Joe Byrne (JB)
Ms Aoife Healy (AH)
Ms Susan Heraghty (SH)
Mr Seamus Sheridan (SS)
Mr Con Traas (CTR)
Ms Jane Wells (JW)
Dr Ken Baird (KB)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Dr Cliodhna Foley-Nolan, Director, Human Health & Nutrition (CFN)
Dr Gary A. Kearney, Director of Food Science (GK)
Ms. Erin Brennan, Secretary (EB)

APOLOGIES:

Mr Neven Maguire (NM)
Mr Brian Cunningham (BC)
Mr Ray Dolan, Director of Corporate Operations (RD)
Mr Peter Dewhurst, Finance Manager (PD)
Mr Dermot Moriarty, Manager Marketing & Communications (DM)

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and thanked members for their attendance. The apologies of NM, BC, PD, RD and DM were noted. The SFPA was also thanked for their hospitality during yesterday's site visit in Clonakilty.

2. MINUTES OF MEETING HELD ON 21ST AUGUST, 2009

Agreed: There being no matters arising, the minutes were approved.

3. CHIEF EXECUTIVE'S REPORT

Noted: North-South Ministerial Council
- The next meeting of the Food and Health Sector of the NSMC will be held in Belfast on 25th November. Both JD and CT have been invited to attend.

Noted: Social Media Marketing Day
- On 20th October, all staff took part in social media marketing training delivered by Nixon McInnis, an agency specialising in social media. They had previously presented at the All Island Obesity Action Forum conference in Belfast.

- The “Weigh2Live” weight loss campaign, to be profiled immediately after Christmas, will be used as a pilot for new media.

Noted: Enteric Reference Service

- After a meeting with the sponsor health departments in September, **safe food** was advised not to proceed with the economic appraisal at this time and to defer from progressing on any further work in this area.
- AH suggested that the Board write a formal letter to the health Ministers, requesting their reconsideration.

Action: MH to draft a letter for the Health Ministers, to be signed off by JD.

Noted: The Chair thanked all for their input.

Noted: All Island Obesity Action Forum

- The next meeting of the forum will be held in Dublin on 12th November.

Action: If members would like to attend, please contact EB for more details.

Noted: Food Poverty

- A total of 3 projects in NI and 4 in the ROI are being awarded funding.
- The projects will be formally launched in Belfast on 1st December.
- 115 applications were received; there has been lots of interest.
- Projects not awarded funding will be updated on the progress of the others.

Noted: **safe food** Knowledge Networks

- A call for Knowledge Network Facilitators was advertised on 9th October; closing date for applications is today.

Noted: A list of completed and recently completed research can be found in this month’s Chief Executive Report.

Action: Antimicrobial Resistance and Food Report

- Final editing of this **safe food** report is underway.

Noted: Surveillance Strategy Report

- This document was produced by the Scientific Advisory Committee and will hopefully be presented at the next NSMC meeting.

Noted: 2009 Research Tender Call & Evaluations

- Applications have been received for the tender call; evaluation sessions are ongoing.

Noted: Men’s Health Initiative

- The “Get Your Live in Gear” pilot project was launched in Belfast on 5th October.

Noted: Consumer Focused Review (CFR)

- The current CFR explores food behaviour among consumers on the island of Ireland.
- The first meeting with the external advisory group of experts was held on 21st September.
- The paper is expected to be finalised in spring 2010.

- Noted:** Scientific Advisory Committee (SAC)
- The final meeting of the current SAC took place on 30th September.
 - The structure of the Committee has been reviewed and will change for 2010.
 - A call for expression of interest will take place in November.
 - The Chair thanked the outgoing Committee for their work.
- Noted:** The Junior Chef's Academy
- This initiative was a finalist in the Hospitality Training Initiative Category at the Licensed and Catering News Awards for 2009.
 - This programme will hopefully be rolled out in the ROI.
- Noted:** NI Hospitality Exchange Event
- **safefood** attended to showcase the "Speak Out" campaign material.
 - MH is to meet Adrian Cummins, the Chief Executive of the ROI Restaurant's Association on Tuesday next.
- Noted:** Safe Powdered Infant Formula Feeding
- CFN presented this initiative at the European meeting of the International Association of Food Protection in Berlin on October last.
- Noted:** Taste Buds
- In NI, **safefood** have teamed up with Western Investing for Health (WIFH) as they are developing a similar resource called "From Farm to Fork".
 - Both the WIFH and **safefood** are currently identifying how both resources can be combined to maximise resources.
- Action:** Dr Charmaine McGowan, **safefood**, is to contact LNB in regards to the administration of Tastebuds in schools.
- Noted:** Web
- **safefood** has a Facebook page and is currently investigating www.Youtube.com opportunities.
- Noted:** Food Safety Campaign: "Don't Take Risks"
- Will re-run on television during November and early December.
 - One of the adverts will run in cinemas in December.
- Noted:** Weigh2Live Weight Loss Campaign
- Creative concepts are currently being developed and will hopefully be available at the next Board meeting.
- Noted:** Little Steps Healthy Eating Campaign
- This campaign is currently entering its third year.
 - Discussions are ongoing with the HSE; an edgier approach may be used for next year.
- Noted:** Christmas Campaign
- The Christmas seasonal message is currently being developed with a planned launch of 7th December.
- Noted:** MH noted that a draft work plan for the structure of the Advisory Board will be discussed at the December meeting.
- Noted:** A Christmas lunch will be held at 1.00pm, after the next Board meeting, on 11th December.

Action: Members are to confirm their attendance for the Board Christmas lunch with EB.

4. PRESENTATION ON ANTIMICROBIAL RESISTANCE IN FOOD: DR. CLIODHNA FOLEY-NOLAN

Noted: CFN distributed notes on her presentation.

Noted: A conference will be planned on this topic next year.

5. THE ROLE OF THE ADVISORY BOARD: TOUR DE TABLE

The Chair invited members to identify issues that they considered to be of note. Questions in regards to member responsibility, challenges for food safety and healthy eating and the future development of the Board were posed.

Noted: No emerging issues were identified.

6. ANY OTHER BUSINESS

Noted: None.

There being no further business the meeting ended.

Date of next meeting: Friday, 11th December at 11.00am.