



Minutes of the thirty-fourth meeting of the Advisory Board of the Food Safety Promotion Board held on Friday, 12th November 2004, at 1100 am in **safefood**'s Boardroom, Abbey Court, Lower Abbey Street, Dublin 1

PRESENT:

Cllr Bertie Kerr (Chairman)
Prof Don Anderson
Mr Leslie Craig
Mr Odran Flynn
Prof Patrick Fottrell
Ms Catherine Murphy

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive
Mr Ray Dolan, Director, Planning & Resources
Mr Barney Whelan, Director, Marketing and Communications
Dr Margaret Patterson, FSPB
Ms Jane Lennox, acted as Secretary

APOLOGIES:

Prof Charlie Daly (Vice-Chairman)
Ms Carmel Foley
Mr Pat McColgan
Mr Damien O'Dwyer
Ms Anne Speed
Prof Sean Strain
Dr Thomas Quigley, Director, Scientific and Technical

1. Introduction and Apologies

Noted: The Chairman welcomed all members and noted all apologies.

2. Minutes of meeting held on 20th August 2004

Agreed: The minutes were adopted without amendment.

3. Matters Arising

Dr Quigley invited any Board members who would be interested in attending the two-day conference on health inequalities on the island of Ireland on 24th and 25th November in Maynooth to contact him. The Conference is organised by the Northern Ireland Public Health Alliance and the Public Health Alliance of Ireland in association with the Institute of Public Health in Ireland.

The final document on Educating for Health – Shaping Our Future, Food Safety and Nutrition in Schools as presented by Dr Charmaine Clarke at the last Board meeting is in final stages of preparation and will be circulated at the Board meeting in December.

Members should note that this is the thirty-fourth meeting of the Advisory Board and not the thirty-third meeting as indicated, during a review of minutes it was noted that there had been two 'thirteenth' meetings.

Members were asked to note that a Christmas Lunch would be hosted by **safefood** after the next Board meeting on 17th December 2004.

4. Chief Executive's Report

Health Service Reform in South

The Health Service Executive (HSE) will formally come into being on 1st January 2005. Catherine Murphy, our Board member is also member of the interim HSE team.

Chief Executive met with Dr Tony Holohan, HSE recently to introduce **safefood**. The challenge for **safefood** is to ensure that the food safety and nutrition agenda continues to be promoted during the period of re-structuring.

At the Board's request the CEO agreed to develop a strategy to deliver on a meeting with the Minister for Health and Children, An Tanaiste Mary Harney T.D. and the junior Minister responsible for nutrition and health promotion.

Scientific Advisory Committee (SAC)

Safefood are currently preparing a paper for submission to the two sponsoring departments to ensure continuity can be maintained, and nominating Professor Charles Daly as Chairman of the SAC. The next meeting of the SAC will take place on Thursday, 2nd December 2004.

Science and Technical Update

Research

The feedback from the five Research Networks, established by **safefood**, on Biotoxins, Chemical Residues, Cryptosporidium, Foodborne Viruses and Verocytotoxigenic Escherichia coli (VETC) has been extremely positive and reflects well on the organisation.

Plenary Research Review

A plenary evaluation team evaluated the projects received as a result of a call for research proposals for seven specific **safefood** research requirements. Five projects will be considered in the following areas:

- Sentinel surveillance of *Campylobacter* in Ireland
- Profiling for abuse of anabolic agents in meat production
- Development of techniques for the detection of anti-nutritional and toxic compounds in "health foods"
- The occurrence and epidemiology of *Salmonella* in Pork.
- Food Poverty in Northern Ireland (which was evaluated at an earlier review on 3rd September)

HACCP Seminar

safefood organised a very successful seminar to disseminate the findings of the research project "Assessing the effectiveness of HACCP implementation and maintenance in food production plants on the island of Ireland". Due to its success a second workshop is scheduled for Belfast in January 2005.

Food and Nutrition Forum

The next meeting of the Convening Group of the Forum is due to take place on 6th December in Belfast.

LabLink Activities

There has been a huge amount of progress in the area of LabLink Activities. A series of Laboratory Accreditation Workshops are currently taking place for laboratory personnel on quality control and accreditation issues and will continue during December.

The fourth and bumper edition of the lablink Newsletter will be published in November. The Board passed on their praise to the Lablink unit and the Communications team on an excellent publication.

The cross-Directorate Lablink/IT team has continued its work in the development of food data reporting systems in Northern Ireland and the Republic of Ireland.

Marketing and Communications Update

Mr Whelan gave an overview of recent and planned marketing and communications activity as follows:

Advertising

TV and radio space booked for Christmas campaign and a Christmas cooking and leftover message leaflet will be distributed through a direct response campaign and through the Sunday papers and RTE Guide.

Research

Safetrak 4 being collated, fieldwork commences January 3rd 2005

Direct Marketing

Campaign rolled out across 8 universities nationwide and a shortlist of entrants will be compiled and swabs will be carried out in the kitchens of all those short listed. Winners will be announced early December.

Professor Fottrell would like to see the campaign rolled out to the Institutes of Technology. Mr Whelan said this proposal was currently been considered.

Mr Whelan also updated on the areas of publications, website, the helpline and PR.

Education

The SPHE labelling resource is currently being piloted in 31 schools in ROI with a national launch in January 2005. Discussions are underway to customize the content for Northern Ireland with a pilot planned for March 2005.

'**safefood**' for life - Combined Media were successful in the tender for the new **safefood** for Life web based resource.

5. Presentation: Screening of the Food Chain

Noted: Mr Martin Higgins, CEO gave a presentation on **safefood** consumer focussed review ofschematic for discussion.

6. Date of next meeting

The next board meeting will be held on Friday 17th December 2004 at 11.00 am at **safefood**'s boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin 1 and will be followed by Christmas lunch in the Harbour Master Restaurant at 1.30 pm.

9. Any other Business

Noted: The Chairman asked Martin to look at proposing a visit of the new Advisory Board to Aras an Uachtarain.

Noted: The CEO informed the Board that our Chief Specialist in Public Health, Dr Clíodhna Foley-Nolan would be commencing employment on Monday, 15th November.

Noted: The Chairman and Board members wished to record their thanks to the CEO and all members of staff for their continued hard work and commitment to **safefood**.

Noted: There being no further business the meeting closed.

Signed: _____

Dated: _____