

Minutes of the forty ninth meeting of the Advisory Board of the Food Safety Promotion Board held on Friday 13th October 2006 at 11.00 am
safefood's Boardroom, Block B, Abbey Court, Lower Abbey Street, Dublin

PRESENT:

Cllr Bertie Kerr (Chairman)
Prof Charlie Daly (CD)
Prof Don Anderson (DA)
Mr Odran Flynn (OF)
Mr Leslie Craig (LC)
Ms Catherine Murphy (CM)
Mr Damien O'Dwyer (DOD)
Ms Anne Speed (AS)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Dr Clíodhna Foley-Nolan, Director Human Health & Nutrition (CFN)
Dr Thomas Quigley, Director, Food Science (TQ)
Mr Ray Dolan, Director of Corporate Operations (RD)
Ms Suzanne Doran, Director of Marketing (SD)
Mr Peter Dewhurst, Finance Manager (PD)
Dr Helena Murray, Specialist Registrar in Public Health Medicine (HM)
Ms Fiona Gilligan, Marketing & Communications Manager (FG)
Ms Jane Kearney, Research Director, Amarach (JK)
Mr Adrian Fernandes, Research Executive, Amarach (AF)
Ms Tanya Daly, Research Executive, Amarach (TD)
Ms Eileen O'Connor, acted as Secretary

APOLOGIES:

Mr Patrick McColgan (PMC)
Prof Sean Strain (SS)
Dr Margaret Patterson (MP)
Prof Patrick Fottrell (PF)

1. INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed everyone and noted all apologies. He also introduced HM, who is on a six month placement at **safefood** based in Public Health and Nutrition.

2. MINUTES OF MEETING HELD ON 1ST SEPTEMBER 2006

Agreed: The minutes were adopted with no amendments.

3. MATTERS ARISING FROM THE MINUTES

Noted: Fridges to Schools initiative (page 2) - 600 fridges have already been distributed, **safefood** will be distributing leaflets with the further 400 going out in January.

4. CHIEF EXECUTIVE'S REPORT

The CEO highlighted some of the key activities from the Chief Executive's Report.

Noted: A Board member referred to a discussion in another forum on the use of advertising agencies in Northern Ireland. The Chief Executive outlined the procedure under EU procurement rules for the awarding of advertising contracts.

safefood has just completed a call for expressions of interest under this procedure. One NI company has expressed an interest, satisfies the criteria and is being invited to tender for the work.

- AV Brown, Advertising Agency, based in Belfast have been awarded two successive contracts over three years with Inter Trade Ireland.
- Advisory Board and staff have been exceptionally willing to bring NI people on board. Companies can not be appointed if they do not put in an application.
- There is an obligation under EU procurement that all countries in EU are free to express an interest.
- One company from NI has submitted an Expression of Interest this time and they will be treated as all other applications using the criteria process.

Action: Board members will outline the procedures for other interested parties, where appropriate.

- Noted:** Ministerial approval has been received for the 2007 Business Plan.
- Noted:** CEO gave Members an outline of the Laboratory Information Management System (LIMS) funded by **safefood**. Discussion followed and members commended **safefood** on this positive move towards an all-island electronic system where information from North and South is available for interpretation by the relevant public health professionals.
- Action:** At the request of the Chair agreed to put together a briefing document work carried out by **safefood** with particular emphasis for NI and to distribute to Members.
- Action:** CEO will circulate a report on the Enteric Reference Service Meeting which took place on 18th September 2006 and Advisory Board assistance will be sought in developing a proposal to sponsoring departments.
- Noted:** 10,000 Handwashing leaflets have been issued and more will be distributed. They are being targeted at key locations e.g. doctor's surgeries.
- Noted:** Members complimented safefood on the copy and design of the Finfish Consumer Focused Review (CFR) document.
- Action:** As part of the Beef CFR development, one member has facilitated a visit to a meat plant
- Noted:** It was suggested that **safefood** should put out a message regarding healthy eating aimed at those who spend a lot of time in their cars and eat while on the road.

5. FOOD POVERTY (PRESENTATION)

- Noted:** Dr Helena Murray, Specialist Registrar in Public Health Medicine gave a presentation on Food Poverty. Members felt that there should be a campaign to put cooking back on the school curriculum.

6. TOPLINE RESULTS FROM SAFETRAK 7 (PRESENTATION)

- Noted:** Amarach Consulting gave a presentation on topline results from Safetrak 7.
- Action:** Copies of the report will be circulated to Members.

7. ANY OTHER BUSINESS

There being no further business the meeting ended.

DATE OF NEXT MEETING

The next board meeting will be held on Friday 8th December 2006 in Dublin.

Signed: _____
Chairman

Dated: _____