

Minutes of the 76<sup>th</sup> Meeting of the Advisory Board of **safefood**  
Held on Friday, 08 October, 2010 at 12pm  
**safefood Dublin office**

---

**PRESENT:**

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

**IN ATTENDANCE:**

Mr Martin Higgins, Chief Executive (MH)  
Mr Ray Dolan, Director of Corporate Operations (RD)  
Mr Peter Dewhutst, Corporate Operations Manager (PD)  
Ms Angella Cahill, Finance Manager (AC)  
Ms Alison Dries (secretary) (AD)

**APOLOGIES:**

Mr Ken Baird (KB)  
Mr Neven Maguire (NM)  
Mr Brian Cunningham (BC)

**1. INTRODUCTION AND APOLOGIES**

- Noted:** The chair opened the meeting and thanked members for their attendance. The apologies of KB, NM and BC were noted.
- Noted:** The Chair thanked SH for her hospitality in hosting the previous Board meeting
- Noted:** The Chair congratulated all staff who were involved in the Social Media Conference 'you are what you tweet'. The Chair attended the conference and thought it was a huge success in reaching stakeholders that **safefood** would not usually communicate with.
- Noted:** The Audit/Risk Management and Stakeholder Development sub-committies met prior to the Board meeting

**2. MINUTES OF MEETING HELD ON 19 AUGUST, 2010**

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

**3. CHIEF EXECUTIVE'S REPORT**

- Noted:** Human Resources
- The recruitment for the position of Administrative Assistant in the Marketing and Communications Directorate was succesful. There was a good response to the recruitment advertisement with the quality of the candidates being very high.

- Noted:** Financial Statements
- Currently waiting on a certificate from the auditors.
- Noted:** NSMC
- The next NSMC meeting will be held on 16 November in Canal Court Hotel, Newry
  - The Chair along with the Vice Chair and RD met the joint secretary Ann Barrington in Armagh. Attendees reported a discussion on budgets with the suggestion of centralising services
  - Reminded the group that Minister McGimpsey said the government would have to do more to combat Obesity, this comment is encouraging for **safefood**
  - There is a presumed need to defend and justify **safefood**'s existence coming up to the budgets.
- Noted:** Research
- Research to assess Dietary salt intakes in the Irish population is complete. The research will be launched on 4 November in Cork.
- Noted:** Consumer Focused Review (CFR) of FinFish
- There are interesting statistics and attitudinal changes to the finfish (CFR) since the review was carried out five years ago
- Noted:** **safefood** Advisory Committee (SAC)
- The SAC met on the 10th September, sub-committees will be established
- Noted:** Events
- The ploughing Championships was very successful with over 12,000 consumers visiting the stand over three days including a visit to the stand from the Minister of Agriculture Brendan Smith.
- Noted:** Web
- The weigh2live website is working very well
  - The **safefood** blog has been live since 10 August
  - Board members were invited to guest blog
- Noted:** Campaigns
- Don't take risks advertisements are currently running on TV
  - Little steps advertisements are running on both radio and TV.

## 5. CORPORATE PLAN

- Noted:**
- The Corporate Plan 2011 – 2013 was reviewed, this is currently with the sponsor Departments for approval, they have indicated they would like to see more information on performance indicators
- Noted:** Empower individuals
- Under the heading 'empower individuals' discussion centred around portions sizes and in particular the chain supermacs advertising that it's portions sizes are bigger than all its competitors. **safefood** are currently taking advice whether to comment on un-healthy portion sizes

- Noted:** Engaging Stakeholders
- The aim is to build a structure that allows **safefood** to maximise engagement with all stakeholders
  - Presence in NI is far more influential than in ROI, e.g. the Antrim and Fermanagh shows, whilst the attendee numbers were relatively small compared to the Ploughing Championships the engagement was worthwhile. Three ministers were in present at the two shows.
  - **safefood** are currently conducting a cost analysis for a mobile unit to attend such shows.

- Noted:** Efficiency savings
- **safefood** is currently tendering for a new financial system which will provide value for money on accountability
  - It is envisaged Exchequer will be used in **safefood** from January 2011
  - **safefood**'s budget will see a three per cent accumulative reduction over three years
  - with reductions in advertising now leveling out since the start of the recession **safefood** will look to advertise through sponsorships to gain value for money advertising.
  - Currently in talks with RTE regarding the sponsorship of Operation Transformation, which alligns well to our weigh2live advertising on weight reduction and obesity as a whole.
  - **safefood** were approached by RTE radio for a slot on their 12 – 1pm show at no cost to **safefood**.
  -

## 6. SOCIAL MEDIA PRESENTATION

- Noted:**
- Dr. Aileen McGloin, Scientific Support Manager presented on **safefood**'s social media work
  - The PPowerPoint presentation will be circulated with the minutes
  - The Chair thanked Dr. Aileen McGloin for her presentation

## 7. TOUR DE TABLE

The Chair invited members to identify issues that they considered to be of note

## 8. PROPOSED ADVISORY BOARD DATES FOR 2011

- Noted:**
- 2011 board dates were circulated for review
  - Board members were instructed that any date posing a problem to contact the secretary
  - Board meeting will be held on Thursday's from 2011.

## 9. ANY OTHER BUSINESS

- Noted:** Howth was suggested for a site visit in May.

There being no further business the meeting ended.

**Date of next meeting:** Friday, 3 December, 2010 in the Dublin office of **safefood** at 11.30pm