

Minutes of the 82nd Meeting of the Advisory Board of **safefood**
Held on Thursday, 13th October, 2011 at 10.30am
safefood Dublin offices

PRESENT:

Mr Campbell Tweedie (CT – Vice Chair)
Ms Susan Heraghty (SH)
Mr Con Traas (CTR)
Mr Seamus Sheridan (SS)
Ms Jane Wells (JW)
Ms Aoife Healy (AH)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director of Corporate Operations (RD)
Dr Gary Kearney, Director of Food Science (GK)
Ms Fiona Gilligan, Director of Marketing and Communications (FG)
Ms Alison Dries (secretary) (AD)

APOLOGIES:

Mr Brian Cunningham (BC)
Mr Neven Maguire (NM)
Ms Lynn Ni Bhaoighealláin (LNB)
Mr John Dardis (JD - Chair)
Mr Ken Baird (KB)

1. INTRODUCTION AND APOLOGIES

Noted: The chair opened the meeting and thanked members for their attendance. The apologies of BC, NM, LNB, JD and KB were noted.

Noted: The last meeting of 2011 and the end of the current term of office of the Advisory Board will be on 8th December in the **safefood** Dublin office.

2. MINUTES OF MEETING HELD ON 25 AUGUST, 2011

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

3. ADVISORY BOARD APPOINTMENTS

Noted: The Irish Government are considering nominations for the next Advisory.

Noted: No decisions have been made by NI Executive regarding northern members.

Noted: Members of the Board are appointed by the North South Ministerial Council and members can serve two terms under the legislation.

4. safefood EQUALITY SCHEME

- Noted:** Board members were given a copy of the following;
- A summary of the revised Equality scheme 2011
 - Audit of inequalities and S75 action plan – 1 January 2011 to 31 December 2013.
- Noted:** A copy of the full revised Equality scheme 2011 is available by request to the secretary and on the **safefood** website.
- Noted:** RD gave an overview of the Equality scheme.
- Noted:** Equality training focusing on 'visually impaired' will be provided for all staff in December.

5. CHIEF EXECUTIVE REPORT

Corporate Issues

- Noted:** The 2011 Business plan has been approved
- Noted:** The 2012 Business plan has been submitted to the Sponsor Departments.
- Noted:** The Corporate Plan 2011 -2013 has been formally approved.
- Noted:** The next joint meeting with the sponsor department is scheduled for the 30th November.

Policy Issues

- Noted:** Stakeholder development work is progressing well, especially the MLA weigh-in initiative. 34 MLA's have now signed up to the weekly weigh-ins and a lot of PR coverage has been generated.
- Noted:** The SAC subgroup on 'Emerging food safety Issues' chaired by Prof Charlie Daly, was held. A final report advising on how to enhance arrangements in this area will be finalised at the end of the year. The report will look into horizon scanning, arrangements currently in place and collaborative activities of agencies.
- Noted:** **safefood** presented to 23 Oireachtas members at Leinster House on the 'Stop the Spread' campaign.

Campaigns

- Noted:** The 'Stop the Spread' advertising is currently running on TV and radio.
- Noted:** **safefood's** position on the sugar/fat tax debate would be;
- A sugar tax on fizzy drinks that are of no nutritional benefit is being considered
 - A fat tax is a far more complex issue. Taxing processed foods that tend to form a big part of the diet of people on a low income could raise food poverty concerns.
- Noted:** A new food safety campaign will launch on 7 November across TV and Outdoor (billboards and bus stop advertising). The focus of the campaign will focus on cross contamination and show the spread of bacteria across a domestic kitchen.

Noted: **safefood** is, in principle, continuing with the sponsorship of 'Operation Tranformation' when the programme airs in January. The focus of this series will be Diabetes and how type two diabetes can be diet managed.

Research

Noted: Research focusing on 'the cost of overweight and obesity' will form an important part in maintaining funding and investment in this area.

Noted: Research on portion sizes will provide important information on how to tackle obesity and promote calorie control. From this research it will be useful to show portion sizes in an everyday context that consumers can relate to rather than weight measurements.

Noted: The Board asked for **safefood** to provide information on 'healthy alternatives to treats' coming up to Halloween. Also taking into account that Christmas occurs a short time after.

Action: **safefood** will provide information on the web and also contact regional papers with a syndicated article on the topic.

Events

Noted: The Knowledge Networks were launched on the 11 October in the Harbour Commissioners Belfast. The event was chaired by the Vice Chair of the Board Campbell Tweedie. **safefood** thanked CT for chairing the event.

Noted: The 'Food on a low income - four households tell their story' research will be launched on 2 November at the NICVA centre, Belfast. Minister McCausland MLA is expected to attend the launch. The research looks at the 'why' behind the statistics on food poverty. Board members were invited to attend.

Presentation

Noted: GK presented on the Knowledge Networks. A copy of the presentation was printed for all Board members

6. TOUR DE TABLE

Noted: The CEO officially thanked CT for chairing the Knowledge Network event launch.

Noted: JW suggested **safefood** look at the website 'Small Business Can'. Which is an online network of small businesses, in relation to the Knowledge Networks.

7. ANY OTHER BUSINESS

There been no other business the meeting closed.

Date of next meeting: Thursday, 8 December, in Dublin, time TBC.