



Minutes of the fifty-sixth meeting of the Advisory Board of **safefood**
held on Thursday 6th September 2007 at 11.00 am
safefood's Boardroom, 7 Eastgate Avenue, Little Island, Cork

PRESENT:

Cllr Bertie Kerr (Chairman)
Prof Don Anderson (DA)
Mr Odran Flynn (OF)
Mr Leslie Craig (LC)
Mr Damian O'Dwyer (DoD)
Prof Charlie Daly (CD)
Prof Sean Strain (SS)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (CEO)
Mr Ray Dolan, Director of Corporate Operations (RD)
Dr Cliodhna Foley-Nolan, Director, Human Health & Nutrition (CFN)
Dr Thomas Quigley, Director, Food Science (TQ)
Ms Suzanne Doran, Director of Marketing (SD)
Mr Peter Dewhurst, Finance Manager (PD)
Dr Margaret Patterson, FSPB (MP)
Ms Eileen O'Connor, acted as Secretary

APOLOGIES:

Ms Anne Speed
Prof Patrick Fottrell
Ms Catherine Murphy
Mr Patrick McColgan

1. INTRODUCTION AND APOLOGIES

Noted: The Chairman welcomed everyone and noted all apologies.

2. MINUTES OF MEETING HELD ON 8TH JUNE 2007

Agreed: The minutes were adopted with no amendments.

3. MATTERS ARISING FROM THE MINUTES

Noted: P2, No 6: In relation to Broadcast Advertising Clearance Centre (BACC), discussions have taken place with UTV and Channel 4, they have had **safefood** adverts assessed and both channels have agreed to run the adverts.

Action: SS will meet with **safefood** staff in October to discuss advertising issues further.

4. CHIEF EXECUTIVE'S REPORT

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

Action: The Internal Auditor has requested that the age of the individual board members be kept on record. PD will update records.

Noted: The appeal hearing in the Appeals Court in Northern Ireland (NI) has been withdrawn and is now closed.

Noted: **safefood** is still in the process of commissioning research.

Noted: A new food safety campaign called "Speak Up" will go live in October. The aim of the campaign is to encourage customers to let organisation know when they are not happy with the standard of hygiene or practices taking place on the premises.

Noted: Due to the success of the Laboratory exchange programme it has now been extended to include nutrition. The programme will be evaluated in terms of take up, it is currently for delivery in the work place but may be expanded. DA asked if evaluation results could be circulated in NI.

Agreed: Members advised that the Beef Consumer Focus Review (CFR) should now be released, with an insert stating that monitoring of foreign beef imports is ongoing.

Noted: The Milk Supply Chain CFR is due to be released in January.

Action: Superfoods in the Supermarkets Campaign – SD will forward members a timetable of events.

Noted: DA suggested that **safefood** should approach a newspaper with a view to them running a Superfoods comic as a regular feature for children.

5. ENTERIC REFERENCE SERVICES

MH informed that the third meeting of the Working Group of the Advisory Board and Scientific Advisory Committee (SAC) to develop North-South cooperation took place on Tuesday 4th September. Issues regarding an enteric reference service for the island of Ireland were discussed in depth at the meeting.

MH thanked members of **safefood** staff who have been meeting with experts around the country to gather information.

Advice: It is envisaged that a two part solution could involve (i) using Colindale for routine and outbreak samples and (ii) implementing an Enteric Reference Laboratory for the island of Ireland which would coordinate research activities with an aim to becoming a centre of excellence with an international element.

Action: Under legislation **safefood** will present a paper proposing the implementation of an Enteric Reference Laboratory to the North South Ministerial Council (NSMC) in October. It is hoped to get endorsement from the NSMC to proceed and to have a detailed business case put together by spring 2008.

6. CORPORATE PLAN UPDATE

Noted: Mr Peter Dewhurst, Finance Manager, **safefood**, gave a presentation outlining the draft Corporate Plan for 2008 to 2010.

Noted: DoD suggested that **safefood** develop their strategy on food alerts.

Noted: The board complimented PD on his presentation.

7. ANY OTHER BUSINESS

Noted: Discussion took place on recent press release from FSAI regarding consumption of artificial colours. MH informed that the approach of **safefood** is to reinforce the need for a balanced

diet. A meeting of **safefood** and FSAI will take place on 11th September and the process of coordinating the releasing press statements by FSAI and **safefood** will be discussed further at the meeting.

Noted: MH congratulated MP on receiving the IFT Division award for "professionalism and contributions to food science, especially in the area of food processing". She was the first person in the UK (and Ireland) to receive the reward.

Noted: This will be the last meeting of the current board to take place in the Cork office. MH thanked all members for their cooperation and good will.

In return the Chairman thanked MH and the staff of **safefood** for hospitality and cooperation.

DATE OF NEXT MEETING

The next board meeting will be held on Friday 2nd November 2007 in Dublin.