



Minutes of the third Meeting of the **safefood** Advisory Committee, held on
Monday, 19 September, 2011 at 10.30am
safefood, Block B, Abbey Court, Lower Abbey Street, Dublin 1.

PRESENT:

Dr Ken Baird, Chairperson (KB)
Dr Wayne Anderson (WA)
Prof Margaret Barbara Elizabeth Livingstone (BL)
Ms Amanda McCloat (AMcC)
Ms Tina Leonard (TL)
Ms Maria Jennings (MJ)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director, Corporate Operations (RD)
Dr. Gary Kearney, Director, Food Science (GK)
Ms Fiona Gilligan, Director Marketing & Communications (FG)
Dr Marian Faughnan, Senior Technical Executive, Human Health & Nutrition (MF)
Dr David McCleery, Chief Specialist Microbiology (DMcC)
Dr Aileen McGloin, Scientific Support Manager (AMcG)
Dr Emer O'Mahony, **safefood** Fellow (EOM)
Ms Julie Carroll, Minute Secretary (JC)

APOLOGIES:

Prof Charles Daly (CD), Mr Kenneth Carroll (KC), Prof Martin Caraher (MC), Mr Robert Huey (RH), Dr Moira Dean (MD), Prof Seamus Fanning (SF), Mr Barny Heywood (BH).

1. WELCOME AND APOLOGIES

The Chairperson welcomed all members to the second meeting of the **safefood** Advisory Committee (SAC). The apologies of KC, MC, CD, MD, SF, BH and RH were noted.

2. MINUTES OF THE ELEVENTH MEETING OF THE SAC HELD ON 10 SEPTEMBER 2010.

The minutes were adopted with minor comments from WA and MJ.

3. MATTERS ARISING FROM THE MINUTES

Matters arising will be covered under Agenda item 5.

4. DECLARATION OF INTEREST (oral)

There were no declarations of interest.

5. SAC AREAS OF WORK AND SUBGROUPS (SAC/2011/1&2)

The four subgroups of the SAC are Emerging Issues, Nutrition Surveillance, Body Weight Perception and Antimicrobial Resistance.

Emerging Issues

Noted: GK gave an update of the Emerging Issues Working Group. The first meeting of the Emerging Issues Working Group took place on September 5th 2011. The group will meet 2-3 times and a draft report will be completed before the end of the year.

Noted: WA advised that Prof Chris Elliot's "Fortress Ireland" model could be used as a case study on how industry should collaborate on IOI.

Noted: WA advised that EFSA have just issued a report on the identification of emerging risks relating to food and feed.

Noted: MJ advised that one of the tasks of the NI Industry Advisory Panel is to carry out a risk assessment across the food chain.

Nutrition Surveillance

Noted: MF gave an update of the Nutrition Surveillance sub-group. The surveillance data has been gathered and is being divided into population groups.

Noted: A gap analysis will be completed before the next sub-group meeting, which will take place in mid-October.

- Noted:** WA queried whether the data will be useful from a food safety perspective. In terms of toxicology, food frequency data would be useful for risk assessment purposes.
- Noted:** MJ advised that the FSA in London is interested in this topic too and described recent developments in relation to the National Diet and Nutrition Survey.
- Noted:** BL highlighted the FACET project which is being undertaken by collaborative partners across the EU. The lead coordinator is Prof. Mike Gibney in UCD.
- Noted:** The recommendations and costs from the highlighted surveys should be taken into account.
- Actions:** MF to keep in contact with WA regarding food safety issues. A draft of the report is to be circulated to SAC members.

Body weight perception

- Noted:** AMcG gave an update of the body weight perception sub-group.
- Noted:** The first meeting of the body weight perception sub-group took place on 29th June 2011 and the terms of reference were presented.
- Noted:** A draft outline of the report has been developed and data is being gathered.
- Noted:** Communication on the issue of body weight perception will be the most challenging area for this sub-group, especially as this is such a sensitive topic.
- Noted:** MH highlighted the work of Linda Hancock from Deacon University on the issue of gambling.
- Noted:** BL advised that the issue should be looked at in the widest perspective and that the focus should not just be on overweight individuals.
- Noted:** TL queried whether the evaluation of the Stop the Spread Campaign can be included as a case study.
- Noted:** **safefood** have engaged with Bodywhys on issues they had raised from the campaign and will consult with them going forward

6. Antimicrobial Resistance (AMR)

- Noted:** AMcG gave an update of the AMR sub-group. **Safefood** participated in a Workshop on Food Attribution studies held in Ashtown Food

Research Centre in April 2011. **Safefood** have contributed to a report on the issue, which was released in August 2011.

Noted: An initial study on salmonellosis and its contribution to food borne human infection and AMR is now planned with funding from DAFF.

Noted: **safefood** have agreed to support and sponsor a webinar for veterinary practitioners on IOI on the issue of AMR and food animals in October 2011.

7. Food Preparation Skills

Noted: DMcC presented a paper on food preparation skills and highlighted questions for the SAC.

Noted: **safefood** will present research on food safety behaviour at a workshop on the 16th November 2011.

Noted: Very little research has been carried out on IOI on this topic. Of the research that has been carried out, the majority has been conducted in schools. Evaluations of these studies are not peer reviewed.

Noted: MJ advised that the references used in the paper are old.

Noted: A number of different sources of information were highlighted including the Healthy Food Made Easy project, the Cook it! programme, adult education programmes and a cookery course in Dublin aimed at unemployed men.

Noted: MJ advised that the FSA have developed a food competency framework for young people.

Noted: WA advised that recommendations should not be too complicated or expensive for the general public to implement.

Noted: MH advised that this is an issue of interest to the Advisory Board.

8. Consumer Focus Review (CFR)

Noted: AMcG advised that the Finfish and Food Behaviour CFRs have been submitted to publications.

Noted: The update of the chicken CFR will be completed by the end of the year. The External Advisory Group will meet in October.

Noted: The Men's Health Review will commence before the end of the current year and will be completed in 2012.

9. COMMUNICATIONS UPDATE

Stop the Spread

- Noted:** FG gave an overview and update of the Stop the Spread campaign including the objectives, the television advert, direct marketing, publicity, social media and research. Phase 1 of the campaign took place from 08/05/11- 04/06/11.
- Noted:** The contrasting reactions to the campaign in NI and ROI were discussed.
- Noted:** Phase 2 of the campaign is launching on September 20th 2011 and will include a number of case studies. Issues arising from phase 1 of the campaign, such as the confusion with 'contagion' element, are being addressed in the 2nd phase.

10. SAC Progress Report (SAC/2011/3)

- Noted:** AMcC thanked **safefood** for its support of the Take Away My Way competition. The feedback was positive and the campaign was a success. The competition will run again next year, at an earlier stage than the previous year. One barrier identified with regard to the video element of the competition was teacher's discomfort with uploading videos of children in relation to child protection.

11. Tour de table

- Noted:** BL highlighted vitamin D status as an issue of concern that **safefood** should consider.
- Noted:** MJ highlighted that the second phase of the Food Hygiene Rating Scheme is being launched on September 19th 2011 and that 24 out of 26 of the NI District Councils were on board.
- Noted:** MJ highlighted that an exercise is due to take place in Northern Ireland to test responses to a food incident that occurs over a weekend period. The exercise has a cross border dimension.
- Noted:** MJ advised that the FSA is currently evaluating the Healthy Eating Catering Award
- Noted:** MJ advised that the Scottish Executive are currently reviewing the role of the FSA in Scotland with the possibility of creating a standalone FSA in Scotland.

12. ANY OTHER BUSINESS

- Noted:** MH highlighted the current Broadcasting Authority of Ireland consultation on the advertising of food and drink to children. AMcG gave an overview of the background to the consultation.
- Noted:** FG highlighted the **safefood** Knowledge Networks.
- Noted:** FG highlighted **safefood**'s Food Poverty Network.
- Noted:** FG highlighted **safefood**'s new food safety campaign on cross contamination
- Noted:** Future Autumn meetings of the SAC will be held at a later date in September/early October so as not to co-incide with the busy time period in Universities
- Actions:** A link to the BAI consultation will be circulated to all members of the SAC.

NEXT MEETING

The next meeting of the **safefood** Advisory Committee is Tuesday 13 March 2012