



Minutes of the Twelfth Meeting of the Scientific Advisory Committee of **safefood**,
held on Wednesday 30th September, 2009 at 9.30 am
safefood, Block B, Abbey Court, Lower Abbey Street, Dublin 1.

PRESENT:

Prof Charles Daly, Chairperson (CD)
Dr Wayne Anderson (WA)
Dr Ken Baird (KB)
Mr Jim Buckley (JB)
Mr Barny Heywood (BH)
Mr Martin Mullane (MM)
Dr Brian Smyth (BS)
Ms Patricia McCusker (PM)
Dr John Egan (JE)
Dr Robert Houston (BeH)
Mr Gerry McCurdy (GMcC)
Prof David McDowell, Vice Chairperson (DMcD)
Dr Emer Shelley (ES)
Ms Catherine Foye (CF)
Dr James McIntosh (JMCI)

IN ATTENDANCE:

Mr Martin Higgins, Chief Executive (MH)
Mr Ray Dolan, Director, Corporate Operations
Dr Marian Faughnan, Senior Technical Executive, Human Health & Nutrition (MF)
Dr Cliodhna Foley-Nolan, Director, Human Health & Nutrition (CFN)
Mr Dermot Moriarty, Manager Marketing & Communications (DM)
Dr Gary A. Kearney, Director, Food Science (GK)
Dr David McCleery, Chief Specialist Microbiology (DMcC)
Dr Michelle Moore, **safefood** Fellow (MMO)
Dr Aileen McGloin, Scientific Support Manager (AMcG)
Ms Erin Brennan, Minute Secretary (EB)

APOLOGIES:

Prof Seamus Fanning (SF)
Prof Barbara Livingstone (BL)
Dr Derval Igoe (DI)
Mr Peter Dewhurst (PD)

1. WELCOME AND APOLOGIES

The Chairperson welcomed all members to the twelfth meeting of the Scientific Advisory Committee (SAC). Apologies were noted from SF, BL, DI and PD.

2. MINUTES OF THE ELEVENTH MEETING OF THE SAC HELD ON 22ND APRIL 2009.

The minutes were agreed and adopted.

3. MATTERS ARISING FROM THE MINUTES

No matters were arising.

4. DECLARATION OF INTEREST (oral)

No questions arose regarding the declaration of interests.

5. ANTIMICROBIAL RESISTANCE IN FOOD PAPER (SAC/2008/13)

An update on the final status of the Antimicrobial Resistance (AMR) and Food Safety paper was provided and dissemination possibilities were discussed:

Noted: The presentation of this document should reinforce the activity of **safe food**.

Noted: The creation of a steering group (with representation from key stakeholders) was recommended.

Noted: Document needs to be user-friendly.

Noted: A workshop and conference for stakeholders was recommended.

Noted: GMCC noted the importance of animal feed in AMR.

Noted: Dissemination to industry was encouraged.

Noted: CD noted that the recommendations in the document need to be focused on and the discussion section should be written with stakeholders.

Noted: The Chair thanked all for their comments.

6. SURVEILLANCE REPORT

Noted: DI and WA were thanked and congratulated for their hard work and input.

Noted: WA thanked Dr David McCleery and Dr Charmaine McGowan for their contributions to the document.

- Noted:** WA noted that this is a draft only; the document is not yet finished.
- Noted:** BS noted that **safe food** should have an advocacy role in developing a strategy for the document; the Zoonoses group should be responsible for developing awareness around the paper.
- Action:** CFN to provide an overview of the document at the next Zoonoses Committee meeting in Dublin.
- Noted:** MH noted that **safe food** is currently developing its next Corporate Plan. This document will be helpful in setting out the strategy for the organisation.
- Noted:** JE noted that the fifth chapter needs to be developed as it is very important for partnerships.
- Noted:** JE noted that **safe food** needs to look at own interests and create a timeline as to how to progress the document. The Zoonoses committee may be useful for this, but **safe food** must still put in place a plan.
- Noted:** MM noted that Chapter five is a key part of the document.
- Noted:** ES noted that aims and objectives need to be clarified.
- Noted:** DMcD noted that all recommendation in the document should be placed in chapter five.
- Noted:** WA noted that objectives need to be clarified.
- Noted:** MH noted that **safe food** needs to decide how to deliver based on legislative remit.
- Noted:** MH suggested that the Surveillance Paper working group meet once more to discuss these raised issues and then to distribute the document electronically to all members.
- Noted:** JB noted that **safe food** should adopt a proactive approach in disseminating information to relevant stakeholders.
- Noted:** CD noted that **safe food** needs to find avenues to maximise dialogue on the document going forward.
- Noted:** WA noted that this document adds nothing to surveillance unless a plan is developed and implemented for dissemination.
- Noted:** GMcC noted that this is an exercise for **safe food** in mapping out and identifying key stakeholders.

- Noted:** MH noted that, if completed, **safefood** could present this document at the next meeting of the NSMC.
- Noted:** CF noted that this document needs to be brought to the Departments.
- Noted:** WA noted that this document needs a driving force and leader and will need to get political support.
- Noted:** MH noted the importance of engaging policy holders in certain departments. Dissemination needs to be done in a targeted way.
- Noted:** ES noted that this is a practical document with important economic implications and could potentially lead the way in Europe.
- Action:** One further meeting of the working group is to take place in the next month. The document will then be revised and circulated to all.
- Noted:** The Chair thanked all for their input.

7. CONSUMER FOCUSED REVIEW (CFR): ORIGIN OF FOOD AND FOOD BEHAVIOUR

- Noted:** The CFR on the Origin of Food is now complete and has been distributed in the post and through e-mail to all members.
- Noted:** The CFR on Food Behaviour will follow. An external advisory panel has been organised. This document will provide a road map for communicators.
- Noted:** A draft will be ready in the early new year.
- Noted:** WA congratulated **safefood** on the good media pick up of the Food Origins CFR.
- Noted:** GMcC noted that this document should be directed towards consumers.
- Noted:** MH noted that this document is consumer focused but in a different way (will encourage better communication with consumers).
- Noted:** GMcC noted that the target audience of the document needs to be explicitly stated.
- Noted:** This document may result in a subsequent focus on food poverty.

8. FUTURE OF THE SAC

- Noted:** MH thanked all for their input at the SAC meeting in October last.

- Noted:** The structure of the SAC has been discussed with the departments and the original structure will now be refocused.
- Noted:** Horizon scanning and a tour de table at SAC meetings are of great importance and value.
- Noted:** There should be a focus on supporting **safefood**'s core promotional role.
- Noted:** For the next SAC committee, the number of members will be reduced from 18 to 12.
- Noted:** The committee will be made up of four sub-groups: Public Health/Nutrition, Public Health/Food Safety, Food Behaviour and Communication and Others (i.e. other agencies/Advisory Board members).
- Noted:** There will be two plenary meetings per year and the committee will work in sub-groups (task-focused)
- Noted:** **safefood** will invite expressions of interest and then the NSMC will make a decision based on the two departments.
- Noted:** This new group will be called the "Advisory Committee" until another name can be decided.
- Noted:** **safefood** will write to all members of the current SAC and invite them to apply for the new committee.
- Noted:** GMCC noted that individual rather than sectoral interests should be represented on the new committee.
- Noted:** KB noted that retail and distribution chains are an important aspect.
- Noted:** BS noted that it may be useful to stagger new SAC members, over a period of three years, to encourage a smooth transition.

9. COMMUNICATIONS UPDATE

DM provided an update of current activities in the Marketing & Communication Directorate at **safefood**.

- Noted:** Fiona Gilligan, Director of Marketing and Communications, is currently on maternity leave. DM, Manager of Marketing and Communications, is representing her here today.
- Noted:** The food hygiene campaign 'Don't Take Risks' is ongoing and involves television and online advertising. The focus of this

campaign is food safety in the home. Advertising in cinemas will take place in December.

Noted: The Speak Out campaign is also ongoing; 340 food outlets on the IOI have requested information.

Noted: The next campaign will focus on salt in the workplace. There will be radio and outdoor advertising. 200 workplaces have requested involvement and represent a wide range of industry.

Noted: A campaign will be developed for this year and next around the 'weigh2live' resource, an existing weigh management resource. Advertising will begin in late December.

Noted: Planning for the 2010 phase of the 'Little Steps' campaign is underway.

Noted: 20,000 copies of the Sammy met Sally pre-school resource have been distributed through county childcare committees.

Noted: The National Food Safety Week is currently being evaluated.

Noted: The next meeting of the All Island Obesity Action Forum will take place on 12th November in Dublin.

Noted: A launch for the Community Food Initiatives has been scheduled for the end of October in Belfast.

Noted: The 12-week Men's Health project launched on Monday and targets long-distance truck drivers.

Noted: MH noted that advertising for the salt workplace campaign will only take place in the ROI of because of a similar campaign being run by the FSANI at the same time.

9. SAC PROGRESS REPORT DOCUMENT

Noted: Members were given the updated SAC Progress Report document for information.

10. CHALLENGING AND EMERGING ISSUES: *TOUR DE TABLE*

The CEO invited members to identify issues that they considered to be of note. These included:

Noted: Food poverty was noted as a growing concern.

Noted: Food fortification and the link of folic acid and colon cancer has emerged in Canada and the USA.

- Noted:** GMcC noted the importance of animal feed.
- Noted:** ES noted that more continental multinational food companies are coming into the ROI and impacting the sourcing of food.
- Noted:** KB noted importance of food traceability.
- Noted:** MM noted the importance of a risk assessment for the IOI, especially considering the currently financial situation.
- Noted:** Growing financial pressures on food processors and regulators was noted.
- Noted:** MH thanked all for their input.

11. ANY OTHER BUSINESS

- Noted:** MH thanked all for their contributions over the last number of years.
- Noted:** MH thanked the Chair for this assistance and advice.