

Minutes of the seventh meeting of the **Safefood** Advisory Committee, held on Thursday 3rd of October 2013 at 10:30am

Safefood, Block B, Abbey Court, Lower Abbey Street, Dublin 1

PRESENT:

Dr Mary Upton, Chairperson (MU)
Prof Martin Caraher (MC)
Dr Moira Dean (MD)
Ms Claire Kerins (CK)
Dr Robert Huey (RH)
Dr Bridget Maher (BM)
Prof Helen Roche (HR)
Mr Kenneth Carroll (KC)
Ms Amanda McCloat (AMcC)
Ms Margaret Patterson (MP)
Ms Christine Domegan (CD)

IN ATTENDANCE:

Mr Martin Higgins, CEO *safefood* (MH)
Dr Aileen McGloin, Scientific Support Manager (AMcG)
Dr Gary Kearney, Director Food Science (GK)
Mr Ray Dolan, Director Corporate Operation (RD)
Dr James McIntosh, (JMcI)
Ms Frederica Doyle, Minute Secretary (FD)
Ms Sara Eslami, Minute Secretary (SE)

APOLOGIES:

Dr. Gary McFarlane
Ms Maria Jennings
Ms. Fiona Gilligan, Director Marketing and Communication (FG)
Ms Marian Faughnan, Chief Specialist in Nutrition (MF)
Dr. Cliodhna Foley Nolan, Director Human Health and Nutrition (CFN)

1. Welcome and apologies

The chairperson welcomed all members to the seventh meeting of the *Safefood* Advisory Committee (SAC). The apologies were noted. And MU welcomed Christine Domegan to the Board and she gave a brief description on her background.

2. Minutes of the previous meeting held on 28th May 2013:

Minutes of the previous meeting were agreed upon and signed with no changes.

3. Matters arising from the minutes

Matters arising will be covered under Agenda items 5, 6 and 7.

4. Declarations of interest

There were no declarations of interest

5. SAC sub –groups

- Education Advisory Group

The Education Advisory Sub Group meeting held in April 2013 resulted in many actions, which were further discussed in September 2013. It was decided that two suggestions would be put forward for consideration in the 2014 Business Plan, namely to explore linking schools with current Community Food Initiatives and consider a Flag/Awards Scheme for schools which is linked to the completion of a selection of **safefood's** education resources.

- Food Skills

SE talked about the progress of the report so far and outlined some of the challenges and difficulties emerging from the literature review in relation to measuring and assessing food skills.

- Noted:** Focus of the topic might be too broad and it should be narrowed down further in order to obtain more focused results.
- Noted** MC noted that Tesco and Dunhumby have useful data on food purchasing patterns of consumers which can be accessed through university libraries.
- Noted** CD noted that UCD Quinn business school has also collected food purchase data.

- Emerging issues

- Noted** JMcIn noted that the sub-group concluded last year. One of the recommended outcomes was to form a group of food experts to anticipate food safety issues and the task of gathering these experts is continuing. There will be updates for the SAC at the next meeting.

6. Update on *safefood* research programme

- Noted** GK referred members to the minutes of the previous meeting for details of the projects in the research programme. All projects apart from one on Iodine in the diet have been commissioned. Two other projects (Food Skills and Health/Shift work) have gone for tender and are will be evaluated by an external evaluation group. Both are 18 months in duration.
- Action** GK to circulate tender information for shift work to CK and other interested members.
- Noted** MC noted that there has been work done at EU level on health in the workplace. Limitations on this project (shift work) would probably not allow measuring BMI etc. and would rather look at barriers and influences.
- Noted** CD noted that data from previous **Safefood** research on mobile workers should be made available to those researching the shift work project.

7. Consumer Focus Review

- Noted** AMcG noted that the Fruit and Vegetable CFR is ready for publication and can be circulated to anyone who is interested. The press release for this publication would go out the following week. Results from the review have shown that awareness of the 5-a-day message has increased but that there has not been a corresponding change in consumption.
- Noted** AMcG noted that work on the Men's Food Behaviour CFR is also continuing with the review underway and field work to start soon. The qualitative research for this CFR had been postponed to accommodate the childhood obesity campaign but would resume from the end of October.
- Noted** CD noted that in relation to the findings from the Fruit and Vegetables CFR, there is a need to understand behaviours and why the messages are not translated into habits.
- Noted** CK noted that cost may not be the main barrier but rather habit is the problem. Many patients report buying the fruit and vegetables but not eating them.
- Noted** KC noted that Dublin City Council tender their school lunch providers contract and there are a lot of specifications on their list of requirements, so it might be possible to influence that process and get fruits and vegetables included so that children would get into the habit of eating them.

8. Safefood Knowledge Networks

JMcIn gave a presentation on the **Safefood** knowledge networks.

9. Childhood Obesity Campaign

AMcG gave a presentation outlining the **Safefood** Childhood Obesity campaign messages and direction.

- Noted** MH noted that the campaign adverts were filmed in Great Britain due to the sensitivity of the issue.

10. Communications Update

- Noted** MH noted that Operation Transformation will be sponsored by **Safefood** again this year.

- Noted** MH noted that the evaluation on the Food Waste campaign will take place on the next round of data collection. The campaign with the Department of Agriculture and the Environmental Agency raised awareness of the 'use by' date on foods.
- Noted** MH noted that **Safefood** had the Germ Scene Investigation stand at this year National Ploughing Championships. The event had record number of visitors this year.
- Action** Video of the **Safefood** GSI stand to be shared with members.
- Noted** **Safefood** will be present at the Food and Drink Show (NI) this year and will host workshops on children's food choices (interactive games and tastings).
- Noted** MH noted that **Safefood** website received more than 134,000 unique visits between June and September this year which is an increase of 400% from 2012.

11. SAC Progress Report

Members were invited to comment. Most points had already been covered via agenda items.

12. Tour de table

- Noted** AMcC thanked **Safefood** for their work with the TAMW competition. This year there were more than 1,200 participants.
- Noted** JMcIn noted that 9-17th of September is Allergy Awareness Week and **Safefood** knowledge Networks have organised a public lecture in Stormont highlighting potential new developments in treating allergies.
- Noted** MP noted that an outbreak of legionella has been discovered in mushrooms/compost.

13. AOB

- Noted** AMcG asked members for suggestions for next year's research projects.

Noted Congratulations to MJ for her new position.

Noted David McCleary, Chief Specialist in microbiology has taken up a new position and has left **Safefood**.

14. Close