



Minutes of the 130th meeting of the **safefood** Advisory Board

Held on Thursday, 23 August 2018 at 10:30

safefood office Dublin.

PRESENT:

Ms Helen O'Donnell (HOD) (Chair)

Mr Paul Gibbons (PG) (Vice Chair)

Dr Mary Upton (MU)

Dr Eddie Rooney (ER)

Mr Brendan Kehoe (BK)

Mr Stephen Moutray (SM)

Mr Alan McGrath (AMG)

Ms Wendy McIntosh (WMI)

Mr Mervyn Oswald (MO)

Prof Dolores O'Riordan (DOR)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)

Ms Patricia Fitzgerald, Director, Corporate Operations (PF)

Dr Cliodhna Foley-Nolan, Director, Human Health and Nutrition (CFN)

Dr Gary Kearney, Director, Food Science (GK)

Mr Dermot Moriarty, Manager, Marketing and Communications (DM)

Ms Aoife O'Reilly, Manager, Digital and Health AOR)

Ms Colette O'Shea (secretary) (COS)

APOLOGIES:

Ms Margaret Jeffares (MJ)

Dr Aileen McGloin, Director, Marketing and Communications (AMG)

1. Meeting of Advisory Board members – without Executive present

Noted: The members of the Advisory board met without the Executive present and no issues arose for follow up with the Executive.

2. Introduction and apologies

Noted: The Chair welcomed all members of the Advisory Board to the meeting in the **safefood** Dublin office.

Noted: The Chair thanked all attendees for travelling to Dublin.

Noted: Apologies of MJ were noted.

Noted: DM and AOR were present at the meeting to represent AMG

3. Conflicts of interest

Noted: The Chair asked members if there were any conflicts of interest and no conflicts of interest were noted.

4. Minutes of meeting held on Thursday, 21 June, 2018

Noted: The minutes were adopted with no amendments

Proposed: AMcG

Seconded: BK

5. Matters arising from the minutes

Noted: There were no matters arising from the minutes

6. LinkedIn and Twitter Training from Joanne Sweeney Burke of The Digital Training Institute.

Noted: Ms Sweeney Burke gave a presentation to the Advisory board on LinkedIn and Twitter.

Noted: **safefood's** use of such social media is to contradict 'fake news' and ensure the correct facts are circulated; to push/promote **safefood's** messages, and to seek to influence the influencers who use these platforms.

Noted: Following some queries from Board members, the Chair thanked Ms Sweeney Burke for her presentation.

7. Chief Executive's report

Corporate

Noted: In the absence of an NI Assembly and the NSMC, **safefood's** 2017 and 2018 Business Plans and **safefood's** 2017-2019 Corporate Plan await formal approval.

Noted: Work has commenced on preparing the first draft of **safefood's** 2019 Business Plan.

Campaigns

Noted: DM informed on the progress of the next phase of the START and handwashing campaigns, which are due to air in September and October respectively.

Noted: Early planning for the 2018 Christmas food safety campaign is underway.

Noted: **safefood** had also been busy over the Summer months dealing with BBQ, lunchbox and eColi issues.

Noted: Focus groups held with pre-school workers provided useful feedback and provided an indepth understanding of their environment.

Events

Noted: **safefood** will be present at the following events in September;

- National Ploughing Championships 18 – 20 September 2018, Tullamore, County Offlay – stand in partnership with the Health Service Executive (HSE) featuring START.
- All-island Food Poverty conference, 18 September 2018, NICVA centre, Belfast – conference in partnership with the Food Standards Agency Northern Ireland (FSA NI).
- Obesity Policy Implementation Oversight (OPIOG) Reformulation Sub-Group- Workshop with Food Sector Stakeholders 20 September 2018 – Dr Marian O'Reilly will represent **safefood** at the group.

Action: COS to enquire about the availability of complimentary tickets for the ploughing championships.

Education

Noted: The typesetting of the Mediawise (Irish language version) for web and print is ongoing. The printed resource will be available at the Gaeloideachas annual conference for teachers in November.

Noted: **safefood** has started planning for the Feilte 2018 teacher event in October at which the Mediawise resource will be showcased, accompanied by two primary school teachers who will be on hand to give feedback on the resource.

Noted: A mini tender for the upgrade of Tastebuds and Eat Taste and Grow (videos/animation/games) primary school resources has gone to the agencies on the print and design framework. Responses are due back at the end of August with a view to work commencing the end of September.

Publications

Noted: GK informed on the applied research project 'Risk profiling *Listeria* in ready-to-eat foods in Northern Ireland', which was published to the website in July. Project learnings have been incorporated into the SME workshops and the KN Listeria conference.

Customer engagement

Noted: DM updated on the customer engagement figures for July. Content on sleep routine and screen time generated the most interaction on social media.

Minimum nutritional standards for healthcare facilities (NI)

Noted: The Lead Nutritionist who is heading the implementation of the Standards in Health and Social care facilities started their new post on the 1 July. Work continues with the Innovation Lab (Department of Finance NI) to inform the implementation of the Nutritional Standards. Following the completion of a comprehensive literature review which will guide the steering group, the FSA NI are now recruiting two leads to replicate this implementation work in other public government settings (Councils). From September, **safefood** will take on the role of Chair for the Steering Group that overviews the work with these standards.

Minimum nutrition standards for healthcare facilities (ROI)

Noted: The finalised draft of the Standards was consulted on by multiple partners in the HSE. The Healthier Food Environment Advisory Group hosted a workshop in June to review the Vending Report audit carried out by UCD on behalf of the HSE which will be used to further develop the HSE vending policy. This work will inform the review of the Vending Policy in ROI as well as the development of a vending policy for Health and Social care settings in NI, with particular emphasis on **safefood**'s role in promoting collaborative work with NI and ROI.

Knowledge Network

Noted: GK informed on the work to date in Knowledge Network incorporating the meeting of the Expert Group, the Chemical Laboratory staff workshop, Shelf Life training for EHOs in NI, the "Food Chain" magazine, KN membership statistics and KN diary notices.

Research

Noted: GK informed on progress with research projects including 'Mapping the Dairy Supply chain on the IOI', "What's on your child's plate?" and "Why are adults giving food treats to children?".

8. Financial Report

Noted: PF referred to the summary Financial Results for the first 7 months for 2018 with no specific areas to highlight at this stage of the year.

9. Tour de table

10. AOB

Noted: BK advised that **safefood** had been referenced in a health promotion booklet prepared for farmers by Glanbia.

Noted: The Chair expressed concern regarding improper use (wrong temperature settings) of domestic fridges, particularly given the exceptionally warm summer, and queried whether **safefood** had undertaken research into domestic fridges. GK clarified that research in this area had been undertaken a number of years ago, whereby a team of QUB researchers investigated the temperatures of consumers fridges and general hygiene practices across the island. The findings indicated that more than 40% of the fridges had temperatures above 5°C, and in some cases well above, the recommended temperature for safe storage of food.

Date of next meeting: Thursday, 18 October, 2018, Malone Lodge, Belfast.