

Minutes of the 136th meeting of the **safefood** Advisory Board

Held on Thursday, 20 June, 2019 at 10:30

Absolute Hotel, Limerick

PRESENT:

Ms Helen O'Donnell (HOD) (Chair)

Dr Mary Upton (MU)

Dr Eddie Rooney (ER)

Mr Brendan Kehoe (BK)

Ms Wendy McIntosh (WMI)

Mr Mervyn Oswald (MO)

Ms Margaret Jeffares (MJ)

Mr Stephen Moutray (SM)

IN ATTENDANCE:

Mr Ray Dolan, Chief Executive (RD)

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

Dr Gary Kearney, Director, Food Science (GK)

Dr Marian O'Reilly (MOR)

Ms Patricia Fitzgerald, Director, Corporate Operations (PF)

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

Ms Alison Dries (secretary) (AD)

APOLOGIES:

Prof Dolores O'Riordan (DOR)

Mr Paul Gibbons (PG) (Vice Chair)

Mr Alan McGrath (AMG)

1. Meeting of Advisory Board members – without Executive present

Noted: The members of the Advisory Board met without the Executive present.

2. Matters arising from the Meeting of Advisory Board members – without Executive present

Noted: There were not matters arising.

3. Introduction and apologies

Noted: The Chair welcomed all members of the Advisory Board to the Absolute Hotel, Limerick.

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

Noted: The apologies for DOR, PG and AMG were noted.

4. Conflicts of interest

Noted: The Chair asked members if there were any conflicts of interest relating to the agenda. No conflicts of interest were raised.

5. Minutes of meeting held on Thursday, 9 May, 2019

Agreed: The minutes were adopted with no amendments

Proposed: MO

Seconded: BK.

6. Matters arising from the minutes

Noted: There were no matters arising from the minutes.

7. Presentation on communications using digital channels

Noted: Members of the digital and social team from **safefood**'s Marketing and Communications directorate presented on how **safefood** uses digital media channels to communicate public health messages.

8. Chief Executive's report

Corporate

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

Noted: A first draft of the Corporate Plan 2020-2022 is being prepared. This will be discussed with the Sponsor Departments at the next scheduled meeting in July.

Noted: The **safefood** Advisory Committee (SAC) held their first meeting on 17 May. The next meeting is scheduled for 18 October.

Action: Board members asked that Dr Sinéad McCarthy, Research Officer at Teagasc, be invited to present to the Board on the topic of the carbon footprint of food consumption.

Campaigns

Noted: Advertising for the Start campaign happened from 13 May – 02 June across all media channels. The Campaign was very successful in gaining PR coverage with 45 pieces of news related articles appearing.

Noted: The next phase of the handwashing campaign will air in September.

Noted: World food safety day took place on 7 June and to coincide **safefood** launched a 4 week awareness campaign 'Never wash raw chicken'. Advertising appeared on supermarket shopping trolley handles and digital screens in 15 of the largest shopping centres on the island of Ireland. Campaign artwork was used by BWG Foods (Spar, Euorspar, Mace, Londis, XL) for in-store use and social images/messages were shared on the **safefood** website and used by Lidl and Aldi. Members of the Board informed that it is good to see support for **safefood's** campaigns at the point of purchase.

Events

Noted: MU and ER informed they attended the Balmoral show and reported the **safefood** stand to be very impressive and attractive for visitors, especially children.

Noted: The All-island obesity action forum biannual conference took place on 11 June in Belfast. This was a successful event with 121 registered to attend.

Community Food Initiatives programme

Noted: The CEO and members of the Human Health & Nutrition team plan to attend as many CFI events as possible.

Action: Dates and details for CFI events to be circulated to members of the Board.

Knowledge Network

Noted: The final meeting of the current term of the Expert Facilitator Group took place. **safefood** has taken the decision to follow on with the current model of harnessing the best food safety expertise on the island of Ireland to advise on the operation of the Knowledge Network. With this in mind, a request for expressions of interest for a new Expert Group was advertised and once appointed will provide guidance for the next 3 year term of the Knowledge Network for 2019-22.

Research

Noted: GK offered to provide any additional information required by Board Members on the research projects.

9. Financial Report

Noted: PF referred to the summary Financial Results until the end of May 2019. **safefood** remained within budget for the first 5 months of 2019 and were forecasting to come in on budget for the year.

10. AOB

Noted: A presentation was made on behalf of the Advisory Board to Dr Clodhna Foley-Nolan who is retiring from **safefood**. Board Members thanked CFN for all her hard work and contribution to health on the island of Ireland. The CEO expressed thanks to CFN and also to the HHN team who had continued the busy work programme for HHN during this transition.

Date of next meeting: Thursday, 22 August, 2019, Dublin