

Minutes of the 141<sup>st</sup> meeting of the **safefood** Advisory Board

Held on Thursday, 14 May, 2020 at 10:30am

Zoom

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**PRESENT:**

Ms Helen O'Donnell (HOD) (Chair)

Dr Eddie Rooney (ER)

Mr Brendan Kehoe (BK)

Ms Wendy McIntosh (WMI)

Mr Alan McGrath (AMG)

Mr Stephen Moutray (SM)

Dr Mary Upton (MU)

**IN ATTENDANCE:**

Mr Ray Dolan, Chief Executive (RD)

Dr Gary Kearney, Director, Food Science (GK)

Ms Patricia Fitzgerald, Director, Corporate Operations (PF)

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

Dr Catherine Conlon, Director, Human Health and Nutrition (CC)

Ms Alison Dries (secretary) (AD)

**APOLOGIES:**

Mr Mervyn Oswald (MO)

### **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:** No matters were arising

### **3. Introduction and apologies**

**Noted:** The Chair welcomed all members of the Advisory Board to the meeting hosted by zoom.

**Noted:** The apologies of MO were noted.

**Noted:** All members present gave their permission to recording the meeting.

### **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, 23 January 2020**

**Agreed:** The minutes were adopted with no amendments

**Proposed:** SM

**Seconded:** WMcI

### **6. Matters arising from the minutes**

**Noted:** There were no matters arising.

### **7. Presentation**

**Noted:** Each Director (PF, CC, GK, AMcG) presented on how their directorate has adapted and reacted to Covid-19 and how this has affected planned programmes of work.

**Noted:** To summarise Covid-19 has greatly affected **safefood's** programme of work for the second quarter of 2020 and may continue to do so for the rest of the year. The Start campaign planned to air in May was scaled back as it was deemed inappropriate to run messages on reducing treat foods when parents had enough to contend with. The campaign was based on **safefood** commissioned research into the types of foods available in children's social spaces. As these spaces are no longer opening this research could also not be used as a basis of the campaign. **safefood** launched a smaller more empathetic campaign aiming to keep parents on track, advising that you do not have to do it all during lockdown but healthy eating remains important.

Consumer and professional events have been cancelled and **safefood** is looking at alternative ways to host these.

**safefood** has many communication messages available on handwashing and the 'Rufus the Messy Monster' handwashing pack has proved very popular at this time.

Corporate Operations diverted much of their work to reacting to Covid-19 and ensuring the safety of **safefood's** staff while enabling them to carry out their work from home.

#### **8. Chief Executive's report**

**Noted:** The Chief Executive's report was circulated to Advisory Board members. The contents of the report were covered in the director presentations; therefore, the CEO invited any questions on the report.

**Noted:** The CEO thanked all staff for their performance during these difficult times. He emphasised the importance of good IT in situations like this and thanks all concerned

#### **9. Financial Report**

**Noted:** PF referred to the summary Financial Results for the first quarter of 2020. **safefood** is currently within budget.

#### **10. Tour de table**

**Noted:** At this stage, it is planned to host the next meeting in June by Zoom.

#### **11. AOB**

**Date of next meeting: Thursday, 18 June 2020**