

SCOTTISH CRAFT BUTCHERS

MONTHLY NEWSLETTER



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JULY 2025

Presidents Reflections

There are many things to focus on in the butchery industry when you get to the month of May. The weather has an acute effect on trade and can be a lottery. However, May 2025 turned out to be one of the driest and sunniest we have had for a long time. This is always helpful when it comes to selling meat for barbeques and outdoor dining. Scotland is a country that reacts to the weather in almost every aspect of life. So, when we have the sun shining on the longer lighter evenings it is a pleasure to see the customer purchasing our products to enjoy in the late sunshine. This seemed to distract the consumer from the higher costs of the meat, which appeared to go up almost twice a week since January.

There is proof right there, that the discerning consumer will not always be influenced by price if the product and service is the high quality associated with Scottish Craft Butchers members.

It was a particular pleasure to see so many members, corporate members and industry stakeholders at the SCB trade fair in Perth on Sunday 11th May.

I am very proud to be the Scottish Craft Butchers President and as such I was keen to meet and speak to as many people at the show as I could. The atmosphere was very positive, given the challenging last few months.

I am always in awe of the talent on display at the Butcher Wars competition. There must always be winners, and I congratulate Gary Raeburn, from Forbes Raeburn in Huntly, on winning the singles title. Congratulations also to father and son team Richard and Ben Megahy, from Simon Howie butchers in Perth, for retaining their pairs crown.

The other big Butcher Wars winner was the industry itself, the way the competitor's network with each other and encourage and support the younger participants is a legacy that I hope to see continue for a long time. The passion from each one is incredibly infectious.

Many thanks also to the judges, Keith Fisher, Steven Strachan, Jamie Syme, Bruce Fyfe and Alana Empson. It is a difficult job to differentiate between so many talented individuals.



Another great passion in the industry is the product award winners such as the World Haggis Championship and the Scottish Pork Sausage Championship. The care and attention put into the products entered is second to none and I congratulate Tom Courts for once again becoming the Scottish Pork Sausage Champion.

The World Haggis Champion title was not one i was not going to give up the title without a fight, we entered our strongest product.

On this occasion, the crown went to Nigel Ovens at McCaskies Butchers in Wemyss Bay, a worthy winner and my heartfelt congratulations to him and his team.

Our thanks must also go to all the businesses who took stands at the show. It would not be possible to hold the event without your support, and for that we are incredibly grateful.

We look forward to the next one on **16th May 2027**, get it in your diary.

I was lucky to get out to visit some members at the beginning of June. I had the pleasure of visiting Kinnaird Butchers, R Brown & Son, Patrick's of Camelon, Robert Alexander Butchers, Duncan Mackenzie, Watsons Craft Butchers and McCaskies.

Having the chance to speak to each one face to face and hear how their business is facing up to the various challenges has been invaluable. I want to thank each one for their hospitality and honest discussions.

The summer continues to give us the chance to celebrate our industry. I am looking forward to attending the British Butchery Awards in Nottingham at the end of June.

Good luck to the finalists, especially those from Scotland, Marshall's Farm Shop in Kintore, Scott Brothers butchers in Dundee, S Collins and Son in Muirhead, McCaskies Butchers in Wemyss Bay, D H Robertson in Arbroath and Puddledub in Kirkcaldy.

Our industry continues to excel, long may it continue!



Best in the business!

Congratulations to Scotland's top two butcher shops!

Two of our members have been judged the Best Butchery Businesses in Scotland – large and small business category – in the British Butchery Awards 2025 and Scottish Craft Butchers are delighted to add their congratulations to both.

Marshall's Farm Shop in Kintore lifts the large business award while Puddledub Butchers in Kirkcaldy secures the honours in the small business category.

The awards – staged by National Craft Butchers and sponsored by Dalziel – celebrate the finest butchery businesses throughout the UK, recognising craftsmanship, skill and dedication to the trade.

Honours were presented at a sell-out gala dinner in the Belfry Hotel, Nottingham, hosted by English rugby international Phil Vickery. Scottish Craft Butchers executive manager Gordon King said the results were particularly pleasing as both retail businesses are relatively young.

"Both have been on a steep learning curve," he said. "They've created award-winning butcheries which have been recognised for their exceptional high standards in terms of quality products, environmental impact, customer service, customer experience, skills, knowledge and surroundings.

"These awards are the only ones backed by the industry itself, with secret shoppers visiting everyone shortlisted to gain first-hand knowledge and experience of the shops involved.

"Ultimately, it is two family farming businesses who have launched retail units to showcase their meat products that have gone on to award-winning success.

"Both Marshall's and Puddledub have gone toe-to-toe with the best in Scotland – some well-established big hitters among them – and come out victorious. I'm over the moon for them."

Gordon said that both winners have been prepared to take their business and next generation of their families to new and exciting dimensions – with outstanding success.

"They are people with drive and determination who invest in their business and take them forward to a level where they can be counted among the best in the whole of the UK."

A thrilled Shona Marshall expressed her family's delight at beating off some of Scotland's best-known butchers to lift the award.

"We can't believe it," she said. "The butchery side of our business has only been going for less than four years and we were pitted against some of the biggest and most established players in the industry. We're absolutely thrilled – it's a huge achievement."

Marshall's believe they offer a unique shopping experience with all the beef, pork and lamb sold through their counters being sourced from their own family farm – just minutes from the shop.

Shona's parents Moira and Kenny Marshall and their family have turned around a traditional dairy farming business into a thriving retail enterprise with the Kintore farm shop quickly becoming a popular destination attraction for locals and visitors alike.

"We only opened in 2021," said Shona, "and to be judged the Best Large Butchery Business in Scotland is just amazing. It's testament to the hard work of the whole family and our 100-strong workforce."

Shona runs the butchery side of the business after studying the trade in order to work alongside Marshalls' three other butchers.

"I am one of the third generation of farmers in the family and a first-generation butcher," she said, "although my great grandfather was also a butcher, so I've brought things full circle.

"This is the first awards we have entered for the butchery aspect of the business and to win the Scottish title is absolutely brilliant."



Plans are in hand to expand the butchery counter at Marshall's Farm Shop, providing a viewing gallery for the public to see the butchers at work.

"This is all done behind closed doors at the moment," explained Shona, "but we want to bring it forward so that the customers can appreciate the field to fork story better."

Shona likes to think the product quality, minimal food miles and full traceability of the meat at Marshall's – as well as the overall customer care and experience – were instrumental in securing them their award.

"These things are so important to us as a family and instilled in everything we do at both our farm and the shop."

Shona explained that the butchery counter acts as the showcase for the farm with meat from their herd of prime Aberdeen Angus cattle, outdoor bred pigs, and flock of sheep.

"We have complete control over what we can provide in our counter which allows us to maintain our strict attention to quality," she said. "We dry age our beef for a minimum of 28 days, to really ensure the meat is at its best. We make all our own burgers and sausages, which are not only for sale in the shop but also used in the restaurant and drive-through.

"There's also a wide range of our own delicatessen products including pies, sausage rolls and scotch eggs and our butchery team is constantly trying new things and introducing new ideas to keep the counter fresh with different flavours and recipes."

Over in Fife, the results of the awards were met with equal delight by the Mitchell family, owners of **Puddledub Butchers**, where a similar farm and shop tandem operation secured them the Best Small Butchery Business in Scotland title.

"We're genuinely thrilled," said director Pete Mitchell. "We're really confident that our hard work, passion and commitment to quality of product and service is the very best it can be, but to have that recognised by the judges is just fantastic.

"This award is a real feather in our cap – acknowledgement for the hard work of the whole team at the farm for the past 26 years and at the shop in Kirkcaldy for the past five.

"It's a tremendous honour to be judged the best small butchery business in the whole of the country and we're all really proud of such an amazing achievement. It's terrific."

The Mitchell family has farmed Clentrie Farm at Auchtertool for generations and since 1999 have built a reputation as one of the country's top bacon and pork producers.

"Having a home farm shop was not viable, however, as Clentrie is quite remote," explained Pete, "so branching out into a retail operation in Kirkcaldy High Street provided us with the perfect showcase for our products and those of like-minded family farms throughout the area.

"We only stock our own meat products – including our acclaimed smoked range – and meats, eggs, fruit and vegetables from other family farms with high animal welfare and environmental standards and quality values."

The result is a highly successful and popular traditional butcher shop where food miles are kept to a minimum and quality and customer service are of prime importance.

"I like to think the judges recognised the passion and commitment from the whole team that goes into everything we do at Puddledub," said Pete.

The family singled out shop manager, butcher George Ionout, for praise, detailing his passion and tireless dedication to the business – including his training and mentoring of younger members of staff.

"George and others have embraced the Mitchell family values and helped ensure that Puddledub is worthy of being crowned the best in the business," said Pete. "We have a terrific team here focussed on being the very best they can be, and I'm thrilled for them all that their passion for – and commitment to – the business has been recognised at national level.

"At a time when the industry is going through a lot of change, Puddledub has been steadfast in sustaining our traditional skills and values that helped built our reputation for outstanding products. Those values which made the pork farm so successful are now transferred to our retail butchery and the result is this award."



As Scotland Butcher Wars came to another successful conclusion, we would like to thank the judges who had the tough task of deciding the winners on the day. Keith Fisher, Alana Empson, Steven Strachan, Bruce Fyfe and Jamie Syme brought a wealth of talent and experience to the event. We really could not have held the event without their help!



STEVEN STRACHAN, BRUCE FYFE & ALANA EMPSON



JAMIE SYME, KEITH FISHER & STEVEN STRACHAN



IT'S BACK!

Product Nominations NOW OPEN!

You may have an award winning product - nominate your sausages today.

Go to: www.uksausageweek.com/product-entry



The much anticipated UK Sausage Week returns for 2025 between **27th October and 2nd November**, with the Awards lunch at Butchers' Hall, London on Monday 27th October.



For further information email events@yandellmedia.com
and for partnership info email michelle.i@yandellmedia.com.

Scan the QR code or go to www.uksausageweek.com



UK Sausage Week: Nation prepares to celebrate the UK's best bangers

[UK Sausage Week](#), the premier initiative celebrating one of the public's favourite meal-time staples, will run throughout the last week of October following a successful return in 2024. The week will run from 27th October - 2nd November 2025



Butchers and retailers across the UK are expected to run exclusive promotions

Previous years have seen event coverage from ITV's This Morning and both BBC and commercial radio.

The week-long programme, running from Monday 27th October - Sunday 2nd November, will see Britain's butchers' shops, retailers and sausage manufacturers highlight the versatility of the British sausage.

The celebrations will be kicked off on Monday 27th October at Butchers' Hall in London, where winners of the national competition will be crowned. The competition encourages UK sausage producers to enter their best bangers for judging, and organisers are seeking engagement from butchers and independent retailers for this year's competition.

The UK Sausage Week competition

Hosted at Butchers' Hall in Smithfield, London, the home of the Worshipful Company of Butchers, the awards luncheon is set at a historic venue. Tickets for the lunch are available now at uksausageweek.com/tickets.

The awards presentations will culminate in the crowning of a new **UK Supreme Sausage Champion**, given to a product deemed by an industry judging panel to be of 'exceptional quality'. In 2024, Porky Whites took home the title for its Signature Surrey Pork Sausages, which are produced at its facility in Old Woking, Surrey.

Other winners included butchers who are also WCB Liverymen, with Owen Taylor & Sons awarded Best Cumberland Sausage and Burtons Butchers crowned winner of the Best Beef Sausage category.

This year, the judging panel will be headed up by chief judge Keith Fisher of the Institute of Meat, who will scrutinise each product on its taste, smell and mouthfeel, alongside a whole host of other criteria. Businesses wishing to take part can now register their interest in nominating products online at uksausageweek.com/entry-interest.



The 2025 UK Sausage Week categories:

- Best Traditional Pork Sausage
- Best Beef Sausage
- Best Lincolnshire Sausage
- Best Cumberland Sausage
- Best Chipolata Sausage
- Best Gluten Free / Free From Sausage
- Best Chicken Sausage
- Best Speciality Sausage
- Best Cocktail Sausage
- Best Frozen Sausage

UK Sausage Week - Supreme UK Champion



Retailers run unique promotions for UK Sausage Week

The week offers butchers across the UK the chance to spotlight their sausages, and in previous years has seen a fantastic range of activities launched as a result - from limited edition products to sausage eating contests and customer competitions.

In 2024, Nigel Alderson of Alderson's Butchers in Darlington handed out over 100 free sausage sandwiches to local businesses, while Thurston Butchers ran a competition with its customers to find a brand new sausage flavour – thus, its Chip Shop Curry Sauce Sausage was born!



Beach Rock Bistro in Norfolk made a Tandoori Naan Dog with Mango Mayonnaise and donated £1 from each Naan Dog to Hospitality Action, and The Sleaford Sausage Shop created a 'Lincolnshire Foot Long' sausage.

Graham Yandell MBE, publisher of *Meat Management* magazine, who organise the initiative, commented: "UK Sausage Week is an excellent way for butchers, producers and retailers to get involved and generate excitement around a staple product.

"It is important for butchers to make the most of the profile UK Sausage Week creates, as participants often report increased sales and engagement as a direct result of unique sausage-focused advertising campaigns. It's also a great way to remind customers of how versatile the sausage really is – consider introducing a new sausage flavour for the week, sharing recipes or holding competitions."



GEORGE FROM TPS SCOTLAND



THE TEAM FROM FIFE CREAMERY



VERSTEGEN SAMPLES GOING OUT



SCOTWEIGH IN DEEP DISCUSSION



GREAT DISCUSSION WITH D B FOODS



THE DALZIEL TEAM



MARSHALL WILSON ENJOYING THE CHAT



The Scottish Craft Butchers Trade Fair held in May was a resounding success, attracting over 600 attendees from across the industry.

The event, hosted to celebrate and support the craft of butchery in Scotland, brought together professionals, suppliers, and enthusiasts for a day of networking, innovation, and inspiration. A total of 28 businesses exhibited at the fair, showcasing a wide range of products and services, from cutting-edge equipment and ingredients to traditional skills and new ideas shaping the future of the trade. The lively atmosphere and strong turnout reflected the continued growth and resilience of the Scottish butchery sector.

Attendees praised the event for its organisation, the quality of exhibitors, and the opportunity to connect with peers and suppliers in one place. Demonstrations, product tastings, and informative discussions added value throughout the day, making it not only a business opportunity but a celebration of craftsmanship and community spirit. Scottish Craft Butchers extends its thanks to everyone who participated and contributed to the fair's success. The high level of engagement reaffirms the industry's commitment to excellence, and planning is already underway to ensure future events continue to build on this momentum.



DATES FOR THE DIARY 2025

More details call the office 01738 637472 or email bruce@craftbutchers.co.uk

Steak Pie & Speciality Pie evaluation (entries closing date)

17th July 2025

Steak Pie & Speciality Pie Evaluation Judging day

7th August 2025

Forth Valley College, Stirling

Love Lamb Week:

1st to 7th September 2025

Meat Management Meat Industry Awards:

18th September 2025

Hilton Birmingham Metropole

National Curry Week:

7th to 13th October 2025

Scottish Craft Butchers Regional Meetings

20th October 2025– Garfield House Hotel, Stepps

21st October 2025– Carfraemill Hotel, Carfraemill

22nd October 2025–Laichmoray Hotel, Elgin

23rd October 2025– Murrayshall Country Estate, Perth

UK Sausage Week 2025

27th Oct to 2nd Nov 2025

Awards Lunch 27th October,
Butchers' Hall, London

Scottish Craft Butchers AGM & Training Awards

Wednesday 12th November 2025

Murrayshall Country Estate, Perth

Women In Meat Industry Awards

21st November 2025

Royal Lancaster Hotel, London

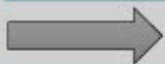
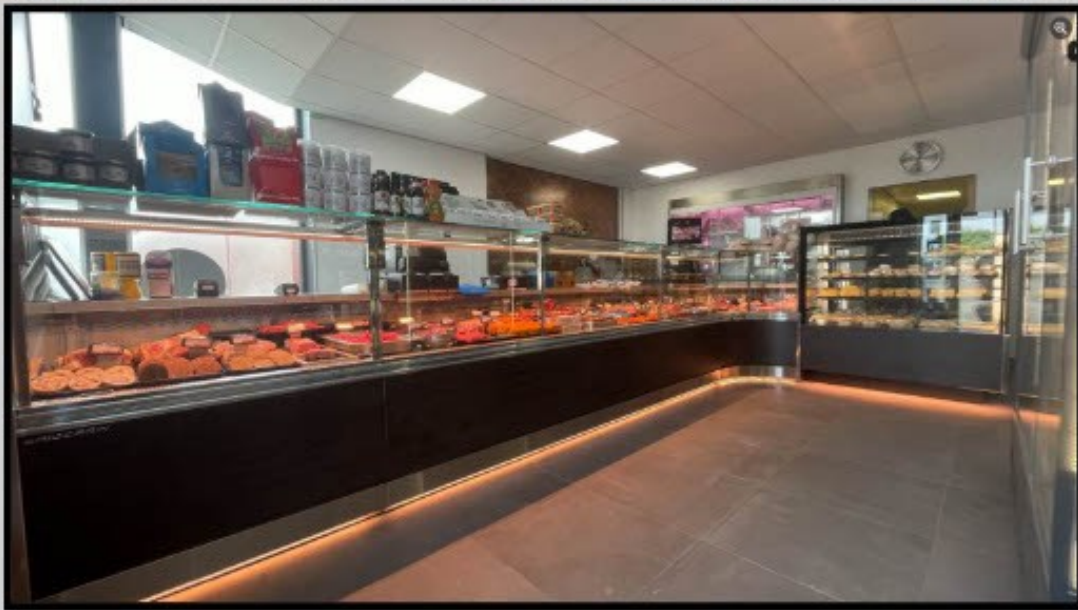
Lamb for St Andrews Day:

30th November 2025

Is your shop in need of rejuvenation or an upgrade?

If so, then G-MAK Refrigeration are the ideal first point of contact for all Scottish Craft Butchers. Our expertise can help to realize your ideas and bring new opportunities & development for your butchery business.

To perfectly illustrate how we put this into practise we have just completed a full refit for R Brown & Son Butchers in Stenhousemuir. The shop was already successful but needed to expand the product range and adapt to increasingly demanding customer expectations. Our team has obliged by redesigning & transforming the shop with bespoke butchery & bakery counters, a fresh meat wall display, wall claddings, suspended ceiling, lighting and signage.



Completed within 10 days the refit has delivered an immediate increase in sales and footfall



Interested? Please get in touch: call 0131 660 4430 or service@gmakrefrigeration.co.uk
View our customer portfolio at: www.gmakrefrigeration.co.uk



We need your help with the average price reporting NOW MORE THAN EVER!

The average price report has been updated this month but we have lost a number of regular contributors.

If you can help us with this we would really appreciate your input to allow us to give the members a better reflection of the average retail prices each month.

Please e-mail Bruce McCall and he will let you have the information to allow you to contribute:-

Bruce@craftbutchers.co.uk

lindsays

lindsays.co.uk

Scottish Craft Butchers members have the benefit of access to Lindsays' employment law team for all employment law queries.

Members are urged to get in touch with the team before taking action in relation to any employee grievance or dispute, disciplinary action or proposed dismissal, including redundancy.

The team will provide advice and guidance on procedure and minimising the risk of successful claims.

Members also have access to Lindsays' online library of legally compliant key documents for handling day to day employment issues.'



David Dickie (20.09.1934 - 13.06.2025)

The Scottish meat industry mourns the peaceful passing of retired Irvine butcher David Dickie on Friday, 13th June 2025. David was a Past President of the Scottish Federation of Meat Traders and was renowned for the dedication and hard work he brought to everything he undertook. Born in Paisley in September 1934, David joined the family butcher's business after leaving Camphill Senior Secondary School, learning his trade the traditional way - first in Old Canal Street, then Stock Street. Like many of his generation, David completed his national service before returning to marry Nancy Hood in 1956, with the couple making their home in Paisley.

The family business expanded to new premises at the Glenburn shops before a significant milestone in 1967, when David purchased the established business of James Craig Butchers in Irvine High Street. The family relocated to live in the flat above the shop, where David's legendary work ethic became evident. Rising early each morning to work in the shop, breaking only briefly for tea before returning to his duties, David's commitment to excellence soon built an outstanding reputation that had customers queuing down the street.

David's unwavering commitment to top-quality meat and exceptional customer service became the foundation of the business's success. He and Nancy raised two sons, Alastair and Gordon, and the business continued to flourish with the establishment of a second shop in Kilmaurs, run by Alastair. When that shop was sold, they opened a new location in the Forum Centre and another at the opposite end of the High Street, managed by Gordon.

A passionate advocate for professional standards in the meat trade, David believed strongly that butchers should have formal qualifications. Working alongside colleagues from the Scottish Federation of Meat Traders Associations, he helped develop a comprehensive qualification programme, creating a logbook system that allowed apprentices to progressively develop their skills. His son Alastair was among the first cohort to complete this groundbreaking programme.

David's dedication to the industry extended far beyond his own business. After years of service on the Executive Committee, where he headed the Arrangements Committee - overseeing everything from golf events to the Meat Trades Fair - David served as President of the SFMTA from 1985. He remained actively involved in the organisation's work for many years after completing his presidency.

Golf was a lifelong passion for David. A member of Old Ranfurly during his Paisley years, he later joined Irvine Bogside Golf Club. He particularly treasured his golfing holidays to Portugal with fellow butchers - trips filled with friendship, laughter, and camaraderie. David was also an enthusiastic curler, representing Ayrshire and playing regularly at the Magnum Centre, as well as in leagues at Ayr and the Galleon in Kilmarnock.

When the time came for Alastair to take over the family business, David's work ethic remained as strong as ever. "Don't retire me," he pleaded with his son, continuing to help with morning duties - managing orders, organising deliveries, and handling wholesale operations - before heading out for his beloved rounds of golf at Bogside. He finally retired fully in 2001, allowing more time for golf and tending to his cherished garden. David received a diagnosis in September 2024, and after a period in hospital earlier this year, he moved to Abbotsford Nursing Home in Ardrossan, where he received the specialised care he needed.

David's was a rich and fulfilling life - one characterised by hard work, professional excellence and deep love for his family. He is survived by his elder brother Hugh, his wife Nancy, his sons and grandchildren. Our heartfelt sympathies are extended to Nancy and the entire family during this difficult time.



#MeatingOurPotential

Letter to stakeholders

Dear Stakeholder,

An important campaign has launched to support the future of the red meat industry in Scotland and we need your help.

#MeatingOurPotential is a partner campaign led by **Quality Meat Scotland (QMS)** and the **Scottish Red Meat Resilience Group** (a collaboration of organisations from across the supply chain). The simple aim is to inspire confidence in Scotland's beef industry to grow the national herd and invest into the future, a couple of cows at a time. Importantly, the objective at the heart of the campaign is to meet the growing market demand for more beef from a growing population.

The campaign must unite producers, processors, marts, retailers, and consumers to build confidence, provide support, and grow a resilient, productive and profitable sector.

Why Now?

Recent evidence* shows that by 2030 the UK will fall short on meeting domestic demand by 278,000 tonnes of beef on projected production levels. Scotland's share of this is an additional 22,000 tonnes – translating to the need for 79,000 more breeding cows.

By adding just a couple more cows to each herd per year for the next three to four years (six to eight more cows in total), Scotland has the potential to collectively meet this demand, strengthening domestic food systems, fulfilling unused processing capacity and avoiding additional reliance on imports.

It could generate at least £281m in output and £76m in GVA for Scotland's economy. But we need to act now.

What is the campaign?

#MeatingOurPotential includes a support programme such as a combination of farmer and supply chain engagement events and online resources, sharing knowledge and business thinking to support beef farmers to produce efficiently for both profit and for the environment.

A Roadmap to Resilience will be rolled out over the summer in a digestible format, with a clear framework across three themes – **Productivity**, launched at the Royal Highland Show on 19 June, followed by **Profitability** and **Growth**.



How can you help?

We need strong visible support from across the industry to help raise awareness of the campaign and maximise its impact. There are a few small but significant actions you can take to help spread the word.

Scottish Craft Butchers pledged support to Meating Our Potential while at the Royal Highland Show. We signed the pledge along with other industry and political stakeholders.

Other actions you can take include:

SCB members can highlight relevant information from your organisation that could feature on the Meating Our Potential digital industry support hub to help boost confidence and production. This could be highlighting a service you provide, or links to support pages that farmers can use when considering growing their herd, publicly endorse the campaign by sharing content or publishing your own messages of support across social media and in newsletters and other communications using **#MeatingOurPotential**. We will share a full toolkit for industry supporters once you have confirmed your endorsement.



This is a pivotal moment for the industry. Scotland has the land, the people, the infrastructure — and now, the data — to grow our beef sector responsibly and profitably.

If each herd adds just a few more cows, we can help close the supply gap, protect our food system, and deliver lasting value for our economy, environment and communities. Thank you for your ongoing commitment — together we can Meat Our Potential. With very best wishes,

Kate Rowell, QMS Chair



OUR CURRENT BEEF SECTOR

278,000
tonne

UK beef sector
additional beef
requirements to reach
self sufficiency by
2030

22,000
tonne

The amount required
for Scotland to bridge
the gap requiring
approximately 79,000
additional breeding
cows

2



The number of cows per
herd to be introduced
additionally. This is six
to eight more cows per
herd in total over three
to four years.

A couple more cows
per herd each year
would realise
Scotland's economic
potential by 2030

QMS
Quality Meat Scotland



OUR SURVEY RESPONDENTS SAID...

QMS
Quality Meat Scotland

66%

prefer Scottish red meat
products due to local
sourcing.



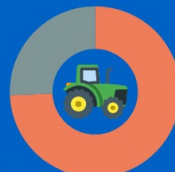
54%

value the traceability
of Scottish red meat.



74%

of consumers choose Scottish red
meat products to support Scottish
farmers.



72.5%

of Scottish consumers prefer
to buy red meat products
produced in Scotland.



52%

prefer the freshness of
Scottish red meat.

Fresh

54%

believe Scottish red meat
products are of higher quality.

Consumer research conducted by Censuswide among 1,000 Scottish consumers (aged 16+) who at least occasionally eat red meat, between 22-28 April 2025

What's new in social media?

Gary Ennis, owner of NSDesign and one of our Business Gateway trainers, shares his thoughts about the latest social media trends. From the rise of Bluesky to the decline of organic reach, Gary explains what's been happening and how small businesses need to adapt their social media strategy to thrive in 2025 and beyond.

Change is the only constant when it comes to social media, and there have been a number of recent developments that directly impact small businesses.

Twitter's out, Bluesky's in

Ever since Twitter was renamed 'X', it has plummeted in popularity, losing 2.7 million users in just two months in 2024. We don't have to look too far to work out where they went: during the same two months, Bluesky picked up 2.5 million new users.

The first thing Bluesky users are likely to notice is how similar the platform is to the Twitter of the 2010s: probably because both platforms were founded by Jack Dorsey. Bluesky has resurrected Twitter's focus on conversational interaction in real-time, with the company stating that it wants "modern social media and public conversation online to work more like the early days of the web, when anyone could put up a blog or use RSS to subscribe to several blogs."

Bluesky is fast becoming a mainstream social media channel, and if you'd like to get involved, you can follow this guide to set your website as your username and establish a branded presence on this up-and-coming platform.

Trust matters (even more than it did before)

We live in a world where sophisticated scams and AI deepfakes are easier to pull off than ever before, leaving people unsure who to trust. You need to be able to prove your authenticity and show people they can trust in who you are and what you say.

The best place to start establishing your brand as a credible, trusted source is by verifying your accounts on each platform. Meta (owner of Facebook and Instagram) charges a fee for account verification, but LinkedIn still offers free account verification.

Once verified, it's important you behave in a way that inspires people to trust you. That could mean a consistent approach to the type of posts you create; a willingness to engage with everybody, including people who are critical, and/or backing up all of your claims with solid proof.

LinkedIn is still THE platform for B2B marketing

LinkedIn has been around since 2003 and is still the dominant platform for B2B social media marketing. Originally known as a digital directory of CVs, LinkedIn is now a well-rounded platform offering plenty of scope for every type of business owner to form connections, share expertise and seek out new opportunities.

In recent years, the platform has become far less corporate, and the algorithm rewards posts that users find engaging and/or entertaining, whether that's a quirky anecdote, a 'behind the scenes' photo, or even a funny meme. Everyone from freelance creatives to start-ups and non-profits can build an audience on LinkedIn.

Everybody loves short form video

Short form video is the undisputed king of social media content in 2025. From Instagram Reels and Stories to TikToks and YouTube Shorts, small businesses are making big waves with video on social media.

The most important rule is to keep it bite-sized: 10-second product teasers, 30-second how-to clips, and pithy testimonial videos are all good options. Video offers instant connection, and an impactful way to tell stories.

With a whopping 90% of consumers saying they watch short form videos on their phone daily, you could be missing a trick by not getting involved. You don't need professional-grade video production, either: in fact, this can look too polished and undermine your authenticity. All you need is a smartphone and something to say!

Generative AI: proceed with caution

It's easier than ever before to create content using generative AI tools like Claude or ChatGPT, but just because we can doesn't mean we should. AI can produce words at scale, but it can't replicate the thinking behind those words – though you can certainly try asking it for ideas. Remember to fact-check and sense-check any text obtained from generative AI, and remember it's prone to bias and hallucinations.

Tone of voice is the other major consideration. Generative AI isn't very good at sounding human (probably because it isn't). It's worth investing some time into developing a unique tone of voice for your business so that you can shape any AI-generated copy into something that's recognisably yours.

Want loads of views? Consider 'pay to play'

Modern social media has increasingly poor organic reach of most content. With the exception of a small number of posts that go viral, most smaller brands on social media find that the material they work so hard to create is only seen by a tiny percentage of their followers. Organic reach on Instagram has declined 12% since last year, with an average reach rate of only 3.5%. Facebook's average reach is even worse, at a paltry 1.2%. That's even lower than LinkedIn's company page reach which averages out at 2%, although posts on personal profiles enjoy more visibility. Nevertheless, it's important to recognise that, in 2025, only a small minority of your social media audience will actually see your content.

The obvious way around this is to pay to put your content into people's newsfeeds. All the major social media platforms offer paid advertising options where you can either create specific ads that are served up to users who match your target demographic, or you can pay to boost your regular posts so more of your followers will see them.

It's certainly worth exploring paid media for the obvious benefit of dramatically increasing your brand's visibility, but it needs to have a solid strategy behind it. Work out specific goals in advance: do you want to drive traffic to an ecommerce store, or collect email addresses, or do you simply want to reinforce brand recognition by amplifying your best content so that it's seen by a greater proportion of your existing audience?

The best advice for most small businesses is the same: don't try to do too much. You'll burn out quickly if you try to create daily content in multiple formats while building audiences on 3 or 4 different platforms. Much better to pick one primary platform, work out what kind of content suits that medium, and create a workable strategy to get your posts seen.

steak, sizzle...
satisfaction!



Thank you for supporting
your Craft Butcher

SCOTTISH
CRAFT BUTCHERS

grill, chill...
BBQ thrill!



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SCOTTISH
CRAFT BUTCHERS

sun, sizzle and
juicy perfection!



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SCOTTISH
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kebabs, sizzle, sun...
let's get skewered!



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POSTERS & SCREEN GRAPHICS



steak, sizzle...
satisfaction!

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CRAFT BUTCHERS



grill, chill...
BBQ thrill!

Thank you for supporting
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sun, sizzle and
juicy perfection!

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kebabs, sizzle, sun...
let's get
skewered!

Thank you for supporting
your Craft Butcher

SCOTTISH
CRAFT BUTCHERS

SCOTTISH CRAFT BUTCHERS

Scottish Craft Butchers members have exclusive use of the posters and screen graphics produced here.

We issue new marketing material 4 times a year to help our members maximise the opportunities that seasonal food events present.

The screen graphics and posters for summer 2025 cover the exciting BBQ season and the opportunities the summer brings to increase sales.

Our next set of promotional material will be issued in time for Autumn.

We hope you find the graphics and posters useful and can use them to increase sales to your business.

We have a catalogue of past versions of the screen graphics. These can be viewed and downloaded from the members only section of the SCB website.

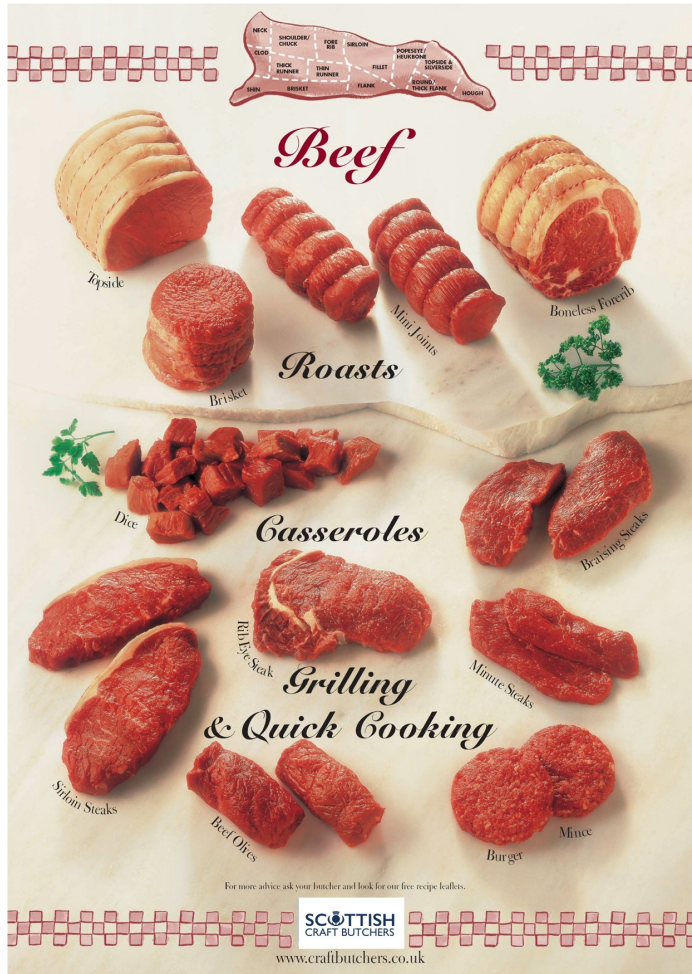
However, if you would rather we sent them directly to you, then please get in touch with bruce@craftbutchers.co.uk

MEAT CUTS POSTERS

Scottish Craft Butchers members have an exclusive range of poster and screen graphics available for use.

Thanks go to the members who have given permission to use some of the images in the posters. We have also taken the opportunity to update and reprint the meat cuts posters seen here.

If you need further copies of the posters, any recent posters or screen graphics then please email bruce@craftbutchers.co.uk and we will send them out to you.





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Employ for Attitude – Train for Skills.

Contact - Claire on 01738 637785 or email claire@craftskills.scot to book a place.



We can deliver Food Safety Exams on your premises. This exam is certified by REHIS and is accepted by all EHOs in Scotland.

Our Assessor will leave you a book to study and will return to invigilate the exam. The exam takes approximately 30 minutes.

Cost per person £50



**Craft Skills Scotland
8/10 Needless Road
PERTH
PH2 0JW
01738 637785**





A huge congratulations to Debbie Barr on the completion of her Meat & Poultry skills SCQF 5!

Debbie started with Montgomery's Quality Butchers, Oakley, 4 years ago and has gone from strength to strength in her role!

Debbie is pictured here (middle) receiving her certificate with her colleagues Tam & Evan.

Debbie has been a pleasure to work with and always has a smile on her face! A huge amount of hard work put into your course Debbie, thank you for being a great candidate!

Pop in next time you are in Oakley to get a great service at Montgomery's



Massive congratulations to Thomas Addison from S.A. Mackie Butchers in Aberlour who has successfully completed SCQF level 5 Modern Apprenticeship in Meat & Poultry Skills.

Thomas has been a real asset to the business. He was away from the industry for a while but missed it so much he returned as soon as the opportunity to join S A Mackie came up.

Thomas will now progress on to SCQF 6. Looking forward to working with you again Thomas, well done!



Brilliant effort from Dylan Shiach who works at R.G MacDonald Butcher in Elgin who has achieved SCQF level 5 Modern Apprenticeship in Meat & Poultry skills.

We are now excited to be working with Dylan again as he progresses on to SCQF 6!

Dylan is a real character who is popular with his colleagues and customers.

Well done Dylan! Looking forward to working with you again soon

Lorne Sausage makes the Dictionary

A series of Scottish words have been added to the Oxford English Dictionary in its latest update. More than 10 new Scottish entries have been recorded in the newest version, it was revealed that the dictionary now includes various terms originating in Scotland. In total, 13 Scottish words and phrases have been added.

A number of breakfast foods have also been added, including one that gets two inclusions. (Lorne sausage & Square Sausage), morning roll, and tattie scone are also among the new entries.

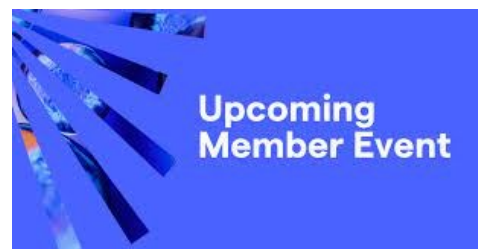
Meet the Supplier Event Scobie & Junor – 12th August

Scobie & Junor have invited members to their premises on the 12th August.

The day will include a tour of their premises in East Kilbride and a workshop in New Product Development with a tasting session of new products with Andy Benn

Numbers will be limited so we recommend that you book your place now!

Please can you book your places with Bruce Tel: 01738 637472 Email: bruce@craftbutchers.co.uk



Meet the Supplier Event – Prephouse - Book your place

Prephouse and Shop visit - Northern Ireland

22nd & 23rd September 2025

MEET THE SUPPLIER EVENT

Prephouse have kindly invited Scottish Craft Butchers members to visit their premises in Northern Ireland, together with visits to a few retail shops over two days.

Draft itinerary as follows

Monday 22nd September 2025 arrival – am Belfast

International Airport

22nd September, depart from airport for Prep House in Crossgar

Arrive am, coffee, light lunch/afternoon coffee and factory tour.

Introduction to Prep House range of products and the opportunity for profit.

Sauce tasting,

Depart for hotel.

Free time.

Tuesday 23rd September 2025

Site visits – Addresses and details to be confirmed.

Assemble at Ballyrobin Hotel for light lunch before departure to airport.

We have looked at flights from Edinburgh and Glasgow and they arrive around 9 am on the 22nd of September.

Return flight to Glasgow arrives at 1835 and Edinburgh 1735 on 23rd September.

An example of accommodation that can be booked is Holiday Inn Express Junction 1. This is a convenient location for all the planned visits.

(transport between airport and all venues we will arrange)

Initially, if you could confirm your interest in attending to Bruce McCall 01738 637472 or email bruce@craftbutchers.co.uk





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BIZERBA



**SCOTTISH CRAFT BUTCHERS
AVERAGE RETAIL PRICES SURVEY**

JULY 2025

JUNE 2025

**JULY
2024**

SCOTCH BEEF

+/=/-

For info

Fillet Steak	6642	+	6615	5976
Sirloin Steak	4012	+	3991	3589
Rib Eye Steak	4199	+	4188	3595
Popeseye Steak	2389	—	2602	2390
Topside	2217	+	2231	1939
Round / Rump Steak	2161	—	2160	1942
Shoulder Steak	1784	—	1914	1687
Rolled Brisket	1799	=	1799	1570
Steak Mince	1526	+	1524	1398
Boiling Beef Bone In	1153	+	1134	957

DOMESTIC LAMB

Whole Leg of Lamb	1978	=	1978	1742
Centre Cut Leg Bone In	2243	=	2243	2084
Gigot Lamb Chops	2501	=	2501	2341
Lamb Leg Steaks	2536	=	2536	2416
Chump Lamb Chops	2381	=	2381	2286
Double Loin Lamb Chops	2665	=	2665	2495
Single Loin Lamb Chops	2601	=	2601	2282
Rolled Shoulder Lamb	1785	+	1779	1606
Lamb Shanks	1353	=	1353	1173
Diced Lamb	1983	+	1963	1856
Minced Lamb	1794	+	1787	1636

PORK

Pork Tenderloin (Fillet)	1816	=	1816	1669
Pork Leg Steaks	1278	+	1272	1214
Double Loin Pork Chops	1343	+	1327	1262
Single Loin Pork Chops	1289	+	1285	1250
Rolled Shoulder of Pork	1215	+	1214	1138
Belly Pork	1164	+	1149	1059
Pork Loin Steaks	1479	+	1473	1388
Diced Pork	1155	+	1137	1102

PRODUCTS

Beef Link Sausages	1271	+	1262	1141
Pork Link Sausages	1279	+	1271	1141
Speciality Pork Sausages	1390	+	1376	1213
Sliced Beef Sausage	1125	—	1133	1032
Sliced Black Pudding	1045	+	1042	962
Ball Haggis	1054	—	1142	1058
Scotch Pie	174	—	175	159
Quarterpound Beefburger	247	+	162	146
1lb Steak Ashette Pie	1257	+	1251	1081

DO WE HAVE YOUR UP TO DATE CONTACT DETAILS?

We send out weekly updates to members on a Friday via e-mail. ARE YOU GETTING THEM?
Please send your e-mail address to

bruce@craftbutchers.co.uk

to receive up to date information each week!

JOIN IN THE WHATSAPP CHAT!

We have also set up a Scottish Craft Butchers WhatsApp members only chat group. If you would like to take part in the chat with other members, please send us a mobile number and we can add you in. Send to bruce@craftbutchers.co.uk
DON'T MISS OUT, GIVE US A SHOUT!



WhatsApp

SCOTTISH
CRAFT BUTCHERS

The team are here to help just get in touch!



**SCOTTISH CRAFT BUTCHERS
EXECUTIVE MANAGER**

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gking@craftbutchers.co.uk



**SCOTTISH CRAFT BUTCHERS
MEMBER SERVICES MANAGER**

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**CRAFT SKILLS SCOTLAND
TRAINING MANAGER**

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Claire@craftskills.scot



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ASSESSOR/VERIFIER
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ASSESSOR/VERIFIER**

SARAH FREW
07725 230525
sarah@craftskills.scot



CraftSkills
Scotland



SCOTTISH CRAFT BUTCHERS CORPORATE MEMBERS

Members are requested to support these businesses who pay a membership fee to support our work

AES (EQUIPMENT CLEANING) LTD

Supplier of Equipment Washers & Tray Cleaner, Crossbush Cottage, Riccarton, Kilmarnock, KA1 5LN
Contact: Malcolm Crawford
Mob: 07788 926 925

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14 Earn Avenue, Bellshill, ML4 3LW
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Web: www.at-wholesale.co.uk
Email: nad@at-wholesale.co.uk

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Unit A, Browning Way, Woodford Park Industrial Estate, Winsford, Cheshire, CW7 2RH
Contact: Gavin Wooding
Tel: 0160 683 1113
Web: <https://www.gruppofabbri.com/en>

AVO UK

Unit 8, Bracewell Avenue, Poulton Le Fylde FY4 1QE
Contact: Chantelle Brennand
Tel: 0161 331 4923
Email: info@avo-ingredients.co.uk
Web: <https://www.avo-ingredients.co.uk>

BEWI Packaging & Components (UK) Ltd

Craigshaw Road, West Tullos Industrial Estate,
ABERDEEN, AB12 3AS
Contact David Watt
TELEPHONE: 07785 623992 / 01224 873166
WEBSITE: www.bewi.com
EMAIL: David.Watt@Bewi.com

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EMAIL: info@bizerba.co.uk

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2 Elms Way, Ayr Ayrshire, KA8 9FB
Contact: Colin Hewitson
Tel: 07769 686 985

DALEBROOK SUPPLIES LIMITED

Eastways, Eastways Industrial Estate, Witham
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Email: sales@dalebrook.com
Web: www.dalebrook.com

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Unit 40, North Tyne Industrial Estate, Newcastle Upon Tyne, NE12 9SZ
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Fax: 0191 259 6362
Email: info@thedaesmangroup.co.uk
Web: www.dalesmandirect.com

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Tel: 0169 874 9595
Fax: 0169 874 0503

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Website: www.dbfoods.co.uk

DIRECT ENERGY AND UTILITIES

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Mob: 07762 945 281
Web: www.directenergy.net
Email: mark@direct-energy.net

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Web: www.eosc.co.uk

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Email: William.McCulloch@fifecreamery.co.uk

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Web: www.gmakrefrigeration.co.uk

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Fax: 0152 524 4469
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Sandyford Road, Paisley, PA33 4HP
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Tel: 0141 889 3205
Web: www.johnscottmeat.com
Email: enquiries@johnscottmeat.com

KELLY BRONZE (SCOTLAND) LTD

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Contact: Alistair Monk
Email: sidehead@kellyturkeys.com
Tel: 07740 486 891

KELSIUS

Unit 2, Ballyconnell Industrial Estate, Falcarragh, Co. Donegal, F92 AF8N
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Email: sales@kelsius.com
Mob: 07984 880 666

LAWRIE & SYMINGTON LTD.

Lanark Agricultural Centre, Muirglen Lanark ML11 9AX
Contact: Jamie McKellar
Tel: 01555 662281
E: jamie@lawrieandsymington.com
Web: www.lawrieandsymington.com

SCOTTISH CRAFT BUTCHERS CORPORATE MEMBERS

Members are requested to support these businesses who pay a membership fee to support our work

LOMOND FOODS LTD

75 Keppochhill Drive, Glasgow, G21 1HX
Contact: Barbara Henderson.
Tel: 0141 353 6777
Email: sales@lomondwholesale.co.uk
Web: www.lomondwholesale.co.uk

LUCAS INGREDIENTS

Portbury Way, Bristol BS20 7XN
Contact: Judith Johnston.
Tel: 0800 138 5837

MARSHALL WILSON PACKAGING

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G51 4TQ
Contact: Ian Queen
Tel: 0141 445 3199
Mob: 07730 766 500
Email: sales@marshall-wilson.co.uk
Web: www.marshallwilson.co.uk

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Contact: Ann Maguire
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Email: sales@mcdonnells.ie

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Web: www.meatmanagement.com
Web: www.yandellmedia.com

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Contact: Ruth Anderson
Mob: 07957 855 067
Email: Ruth.anderson@paymentsense.com
Web: www.paymentsense.com/uk/

PREPHOUSE

David Dougan
11 Kilmore Rd, Crossgar, BT30 9HJ
Email: david.dougan@prephouse.co.uk
Web: www.prephouse.co.uk
Tel: 0284 483 1837

ROBERTSON FINE FOODS

John Robertsons & Sons Hamcurers Ltd,
88 Princes Street, Ardrossan, KA22 8DQ
Contact: Barry Robertson
Tel: 0129 446 3936 Fax: 0129 447 2187

SCOBIE & JUNOR

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Web: www.scobiesdirect.com

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Email: veronica@veronaeco.com OR
ross.brown@veronaeco.com

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Tel: 01635 578 251
Email: edward@efwalters.com
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Email: vansales@williamsword.co.uk
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Livestock Prices

Data collection co-ordinated by AHDB Meat Services (Economics) on
behalf of QMS, updates available at www.qmscotland.co.uk

Market commentary courtesy of Iain Macdonald, Senior Economics Analyst, Quality Meat Scotland



	W/E 21/06/25	Previous week	Previous year
Scottish Abattoirs			
Prices	643.4 p/kg	654.9 p/kg	481.3 p/kg
Steers dwt			
Heifers dwt	649.1 p/kg	655.4 p/kg	480.7 p/kg
Young Bulls dwt	633.4 p/kg	640.2 p/kg	471.1 p/kg
Numbers	2534	2611	2857
Steers			
Heifers	1689	1830	1839
Young Bulls	910	650	1006
Scottish auctions	W/E 18/06/25	Previous week	Previous year
Prices (Source IAAS)	366.23 p/kg	354.23 p/kg	271.67 p/kg
Steers lwt			
Heifers lwt	375.28 p/kg	378.83 p/kg	275.55 p/kg
Young bulls lwt	320.21 p/kg	330.19 p/kg	257.81 p/kg
Numbers	86	121	119
Steers			
Heifers	141	168	181
Young bulls	24	21	16
			32

Livestock Prices continued

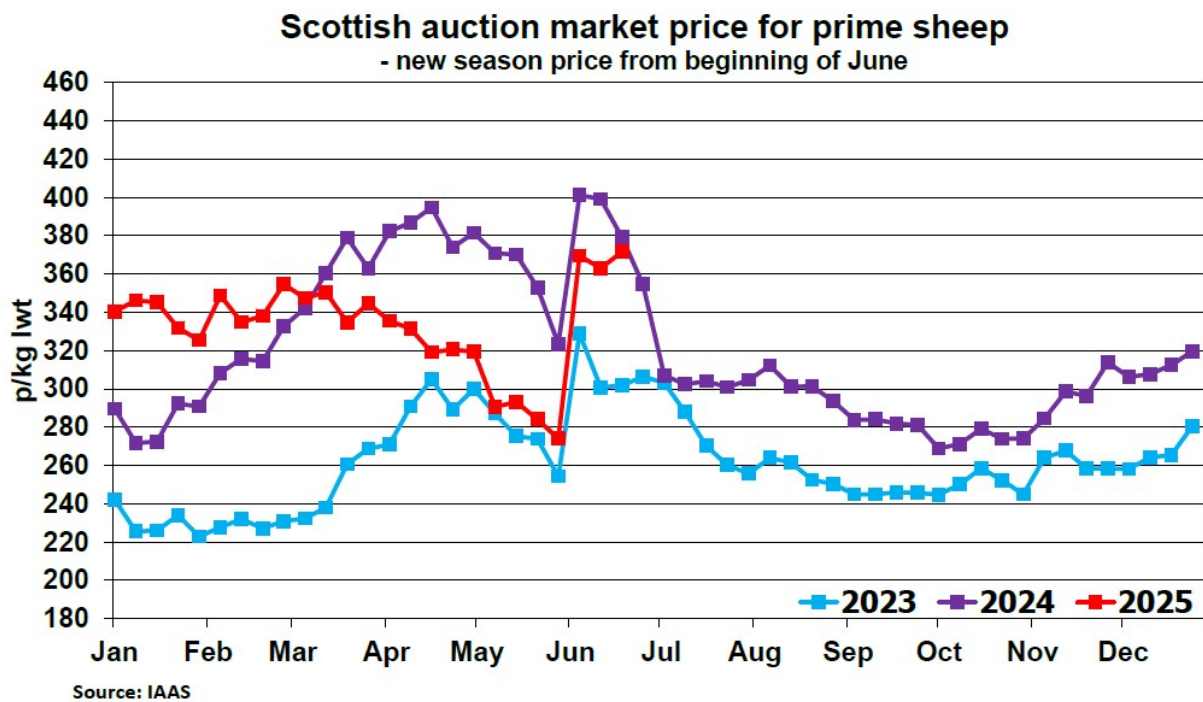
Data collection co-ordinated by AHDB Meat Services (Economics) on behalf of QMS, updates available at www.qmscotland.co.uk

Deadweight cattle week ending 21st June 2025								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	646.8	639.8	626.6	654.1	653.9	645.5	641.6	639
R	649.2	646.5	644.7	650	655.6	651.8	633.8	636.6
O+	637.6	641	633.8	623.6	652.4	640.9	610.4	620.6
-O	618.4	616.5	597.5	591.1	598.3	616	571.4	592.5

Sheep prices Scottish (IAAS)	W/E 18/06/25	Previous Week	Previous Year
New Season SQQ lwt	371.49 p/kg	363.04 p/kg	379.29 p/kg
Old Season SQQ lwt	261.02 p/kg	270.30 p/kg	257.46 p/kg
Ewes lwt	£131.98/hd	£130.80/hd	£107.60/hd
Sheep numbers			
Scottish Auctions			
New Season SQQ lwt	2901	2670	3435
Old Season SQQ lwt	2506	2944	1902
Ewes	3233	2544	2984
GB Abattoir (AHDB)	W/E 21/06/2025		
Old Season Prime Sheep SQQ dwt	748.8 p/kg	724.2 p/kg	780 p/kg

Deadweight sheep week ending 21st June 2025 Source: AHDB				
		2	3L	3H
	U	757	754.8	755.7
	R	750.1	747.4	750.9
	O	742.5	740.6	737.6
Pigs		W/E 21/06/25	Previous week	Previous year
GB abattoirs				
Standard Pig Price (SPP)		206.97 p/kg	207.22 p/kg	209.94 p/kg

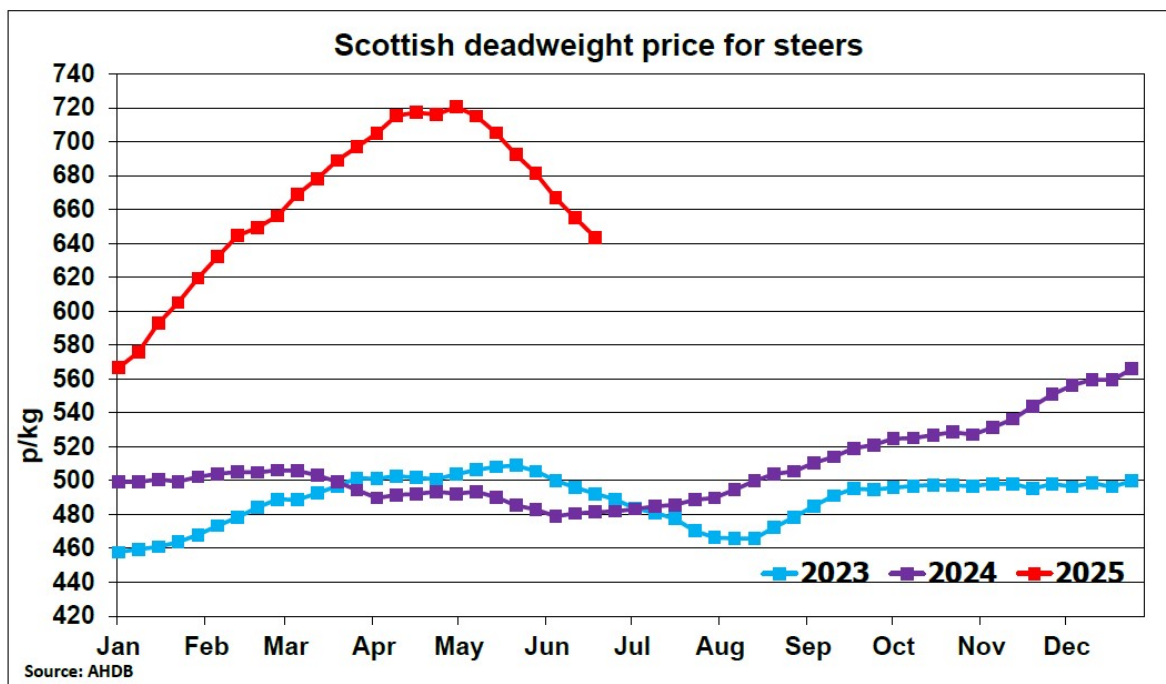
GB deadweight pigs SPP week ending 21st June 2025 Source:AHDB					
	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	149.26	-0.79	80.0 – 89.9 kg	209.83	+0.18
60.0 – 69.9 kg	190.62	-2.65	90.0 – 99.9 kg	208.33	+0.07
70.0 – 79.9 kg	208.03	-0.01	100.0kg & over	200.58	-0.61



Sheep market: .

New season lamb prices have held firm around the 370p/kg mark at Scottish auctions since the Eid al-Adha festival at the start of June. Meanwhile, hogs have been trading at around the 250p/kg mark. While the seasonally low level of lamb supplies will have been supporting prices, auction values have converged on 2024 levels after three months running well behind last year, indicating some demand-side strength. Compared to the five-year average, prices moved 25% higher in the third week of June. While new season lambs have been reaching the market quicker and in bigger numbers than in 2024 so far, and there has been an elevated supply of late-season hogs left to process, auction throughput did have a soft week in the third week of June, likely giving some extra support to lamb prices. Highlighting the supply side pressure in the second quarter, Defra slaughter statistics indicate that GB lamb slaughter ran 19% higher than last year in April, followed by a 10% uplift in May, while Scottish auction throughput for new season lambs has risen by 6% on 2024 in the season-to-date, and hogg marketings exceeded 2024 by 10% in the period between early-May and mid-June.

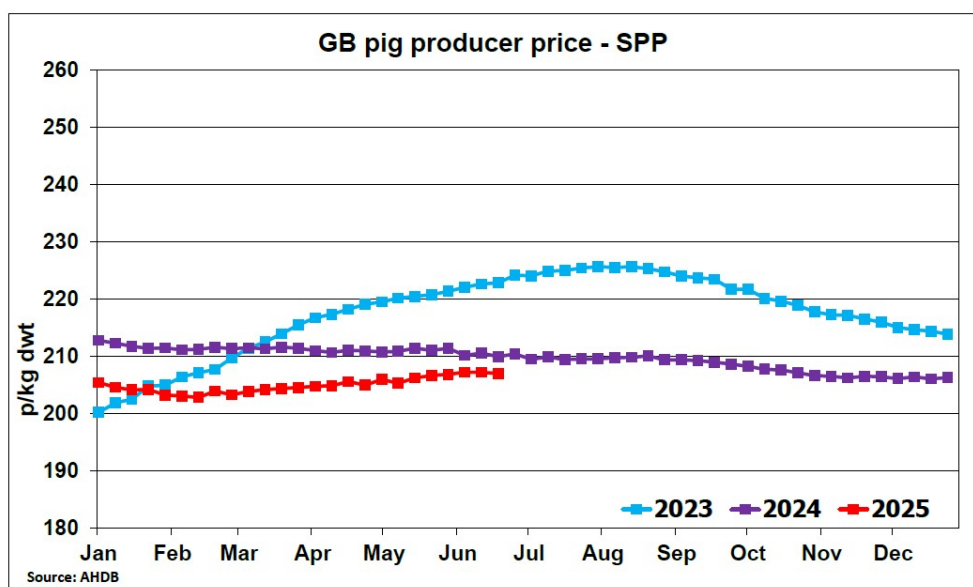
Retail sales data from spring 2025 from Kantar has signalled that higher retail prices dampened sales in GB, with spending dipping from the highs of last year and volumes falling back more significantly. It is possible that retail demand has rebounded in June, supporting market prices, potentially as higher beef retail prices lead to some renewed interest in lamb.



Prime cattle prices Prime cattle prices began to fall at the start of May as market conditions shifted, driven initially by a short-term seasonal lift in availability for slaughter, coupled with a short working week for the early May public holiday. With demand softening seasonally and sharply rising retail prices (+17% y/y in May according to the ONS) squeezing the volume of demand, prices have continued to fall sharply throughout May and June, declining at an average pace of 10.9p/kg per week for seven weeks at Scottish abattoirs. In the third week of June, R4L steers averaged 646.5p/kg, 10.4% below their peak, though still 33.5% higher than in the same week of 2024 (484.2p/kg) and up 45% on the five-year average. Auction prices have also fallen significantly from their peak, averaging around 375p/kg for steers and heifers in the third week of June.

Prime cattle slaughter in Scotland has been very low in late-May and early June, with the deadweight price reported kill trailing year-earlier levels by 13% in the four weeks to June 21 and averaging below where the kill had been in the short working weeks at Easter. This highlights the weakness of demand from processors for cattle, in turn signalling soft demand and reflecting squeezed margins due to the increase in raw material costs. South of the border, slaughter has held up better (based on the deadweight price reported kill), although the third week of June was closer to a holiday week kill, suggesting weaker competition.

Prime cattle availability is expected to tighten in the second half of 2025 as the reduced calf crops of 2023 and 2024 reach the market. However, the sharp reduction in slaughter in late-May and early-June suggests that there will now be a build up on farm to work through before the fundamentally tight supply situation begins to have an impact.



Pig market: Pig prices have been showing a normal seasonal pattern, edging slightly higher since mid-February as availability for slaughter has slipped back from its winter peak. In 2024, the traditional price upturn between spring and summer failed to occur, so the year-on-year decline has been slowing, down to -1.4% in the third week of June, and we could see year-on-year increases narrow further in July if the normal seasonal trend was to continue.

Carcase weights have fallen back to around 90kg in the SPP sample in June following a seasonal reduction. This has meant that carcase prices have dipped slightly, averaging slightly below £187 in June after peaking slightly above £187 in May. In addition, slightly lighter weights than last year mean that carcase prices were 2.5% lower than last year in the third week of June. Nevertheless, prices are expected to have held slightly above the cost of production, and are 10-15% above the five-year average.

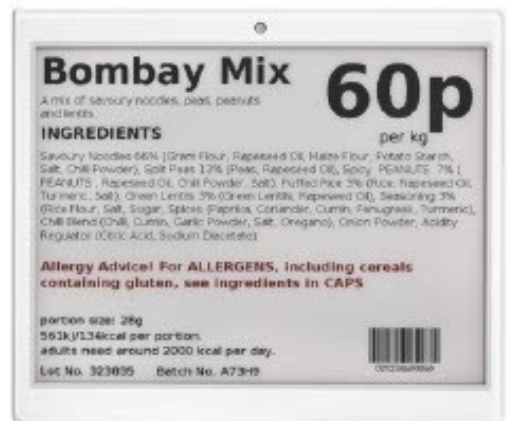
Slaughter figures from Defra point to an increased GB prime pig kill at the start of 2025, with an uplift of nearly 3% on 2024 in the January to May period, fitting with an increase in slaughter prigs reported in England's December census. In addition, heavier carcase weights have added to production, boosting it by nearly 4.5% on 2024. However, the kill has continued to trail the five-year average.

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4.2 inch



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