

SCOTTISH CRAFT BUTCHERS

MONTHLY NEWSLETTER

MARCH 2025



SCOTTISH
CRAFT BUTCHERS

Inside this issue

SCB President Visits	3	Marc Ingram Apprentice Journey	22
World Haggis Championship	4	Shelf Life Guidance	25
Team GB Announced for Paris	6	Apprentice Achievers	26
AHDB Beef Price Commentary	8	Craft Butcher Diploma	27
British Butchery Awards	10	Average Retail Prices	28
UK Black Pudding Champion Judged	15	Staff Contact Details	29
Apprenticeship Places	18	Contact Corporate Members	30
Recruitment Guide	19	Livestock Prices, Reports, Charts	32
Venison Course Skills Exchange	20		

DATES FOR THE DIARY 2025

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

National Butchers Week & British Pie Week:

3rd to 9th March 2025

SCB Executive and Finance Committee:

5th March 2025

Zoom meeting @ 6:15pm

National Black Pudding Day:

Tuesday 18th March 2025

World Butchers Challenge:

**25th March 2025 to 1st April 2025,
Paris, France**

SCB Executive and Finance Committee:

**16th April 2025 Zoom meeting
@ 1.30pm, Office, Perth**

Easter Weekend:

**Friday 18th April to Monday 21st
April 2025**

Great British Beef Week:

23rd to 30th April 2025

**Scottish Craft Butchers Trade Fair,
World Haggis Championship,
Scotland Butcher Wars:**

Sunday 11th May 2025, Perth

British Sandwich Week:

18th to 24th May 2025

National Barbeque Week:

26th May to 1st June 2025

SCB President members visits

Scottish Craft Butchers President, Laura Black was delighted to be able to visit some members businesses in the North East of Scotland last month where she was made most welcome in Presley's in Old Meldrum, John Stewart Quality Butchers in Banff, I J MacIntosh Butchers in Fraserburgh and also a visit to one of our most recent members, Barry's butchers in Ellon.

There was plenty chat about trade and the recent increases in beef prices, all stating that although customers did not seem to be buying less beef the rise in costs may have an effect further down the line. A period of stability in price is needed to allow the consumer to adjust to the new values applied to beef products. The promotion of locally sourced Scotch Beef was considered to be very important to the consumer with each member conveying the message that the local craft butcher is the place to go to expect consistent high quality Scotch beef aligned with customer service, which is second to none.

Laura was interested to hear the story of all the butcher shops who have invested heavily in the development of their businesses and how the investments have brought benefits to the communities in which they are located. From investment in staff training to new chill displays and storage through to full shop development and refurbishment, Laura was fascinated by the attention to detail applied to each investment and how the businesses hope to grow in the future.

Laura could not resist the chance to purchase several products from each business to test against her own range back in Bellshill. Many thanks to all the businesses who hosted and apologies that time and distance meant that not all members were visited in this trip. Laura will try get back soon to see as many members as possible in the area during her term of office.



Search begins for the world's best haggis

The hunt is on for the world's best haggis.

Producers from across the globe are invited to present their finest versions of Scotland's national dish at the World Haggis Championship 2025 in Perth on May 11.



Staged by Scottish Craft Butchers (SCB), this year's event will build on the success of the first ever search for the world's best held in 2023. And the fiercely competitive biennial gathering looks set to attract even more experts vying for the title as the countdown begins.

SCB executive manager Gordon King said the search for the world's best haggis would see some of the finest producers gather to do battle.

"Haggis is a dish enjoyed by the Scottish diaspora throughout the world and there are a lot of experts out there producing some truly amazing products," he said. "We're inviting them to go head-to-head in a bid to secure what is seen as the ultimate accolade among haggis producers.

"Scottish Craft Butchers is delighted to host the second World Haggis Championship and the industry is already buzzing with excitement about the event. Every haggis recipe is unique – some dating back generations.

"This is the title everyone wants, and we look forward to some fierce competition, inspiring talent and outstanding haggises."

Keen to retain the honour is reigning champion Laura Black of independent craft butchers Coopers of Bellshill who lifted the inaugural trophy two years ago.

"It's been an amazing two years," she said. "We were totally unprepared for what the title would bring in terms of business and publicity as well as the honour of being judged as producing the best haggis in the world. It was absolutely fantastic."

Laura's company enjoyed immediate recognition with local and national media attention and haggis production has since tripled to meet demand from all over the world.

"The demand for our haggis allowed us to expand and build a new unit for wholesale manufacturing," added Laura. "Becoming world champions transformed our business."

Now the president of Scottish Craft Butchers, Laura encouraged haggis producers to be a part of "an amazing competition".

"If you make haggis that you and your customers think is a winner, then throw your hat into the ring and – who knows – you could be a world champion."



The competition is staged as part of the SCB Trade Fair - a biennial event attended by butchers from across the UK. So, the World Haggis Champion will hold the crown for two years.

"We're looking for a 500g traditional Scottish haggis in ball shape," detailed Laura. "We're not looking for speciality products that shift away from the traditional fare. Judges will be looking at appearance, flavour, texture and the true rustic nature of our national dish."

Judges will select five regional winners from within SCB members before including all-comers in the battle for the world title, along with two runners-up. All entrants must produce and retail haggis and meet other terms and conditions laid down by the competition.

Grampian Oat Products returns as sponsors of the 2025 event.

"We're proud to be back sponsoring the World Haggis Championship," said Managing Director, Alan Meikle. "It's wonderful to see that the tradition of haggis making continues to thrive, and we are proud to supply the very best oats to Scotland's craft butchers."



"Every butcher's recipe is unique and a closely guarded secret, and this tradition, passion and creativity make this competition so exciting. We're looking forward to seeing and tasting all the entries and, of course, to announcing the results in Perth on May 11."





And we are ON! Countdown to World Butchers Challenge starts as final team announced

With the clock now ticking to the World Butchers Challenge (WBC) on 30-31st March, the Team GB Butchery board has announced their senior competing team – now completing the all-star line up for the Paris battle.

Pitting themselves against butchery titans from across the globe will be:

Ben Tindale Team Captain of the UK Lions, this will be Ben's second WBC having competed as Vice-Captain in 2022. Ben is from South Lincolnshire and manages G Shearer & Son Butchers. His passion for butchery and product innovation has also led to partnership with seasoning manufacturer, Raps UK, and a brand ambassador role with Monolith Grills.

Richard Megahy Veteran of Simon Howie Butchers in Perth, Richard has also won 'Scottish Butcher of the Year' an astonishing five times! Competing in WBC will be a family affair for Richard as his son Ben also made the final cut, representing Great Britain in the apprentice category.

Steven Owens General manager of acclaimed London butchers Lidgates, Steven has worked for some of the most prestigious names in the capital, including The Ginger Pig, Fortnum & Masons and HG Walter.

Ryan Tierney Ryan works for Kinnaird Butcher and Deli Shop in Larbert, a town in the Forth Valley of Scotland. Though no stranger to competitive butchery this will be Ryan's first time competing on the world stage and he's 'looking forward to showcasing what we can do.'

Elsie Yardley Butchery Manager at Great Garnett Farm in Essex, this will be Elsie's second WBC, having competed in the 2022 event in Sacramento, which she describes as 'one of the greatest achievements so far in my career.'

James Mitchell Hailing from a beef farm, James has an innate understanding of the quality of British meat. Assistant manager of award winning Cooper Butchers in Bellshill, North Lanarkshire, James says 'it feels like a dream come true' to be part of the UK Lions final team.

Patrick Millward, owner of JF Bishop of Uckfield, East Sussex, will be supporting the team as reserve. Patrick's speciality is blending modern craft butchery with traditional to develop new product lines for his growing business.

Fourteen teams, from Great Britain to New Zealand will be travelling to Paris to compete in the WBC, which is described as,
'The greatest butchery event on earth.'

The establishment of the first Team GB Butchery board last year aims to provide a solid foundation for British butchery to be represented on the world stage and promote the quality of meat produced in Britain. The board consists of representatives from The Dalesman Group, Scottish Craft Butchers, Q Guild, National Craft Butchers, Institute of Meat, AHDB, QMS, and Dalebrook. Commenting on this, Martin Eccles, Trade Butchery Manager for AHDB, said, *'It's inspiring to see the meat industry coming together to support British butchery and our UK Lions squad as they prepare for World Butchers Challenge. On behalf of AHDB I'd like to wish them every success in Paris.'*

Gordon King of Scottish Craft Butchers emphasised that the Team GB Butchery board's ambition is to create 'a legacy to ensure there will be a team flying the flag for British butchery at future WBCs and beyond'. To help make this possible, friends of the craft butcher community can support the team by donating on their GoFundMe page, <https://gofund.me/3503bfc9>.

Also backing the UK Lions are the following sponsors and supporters: DB Foods, AHDB, QMS, The Dalesman Group, Crosby Training, Meat Ipswich, Angel Refrigeration, Verstegen, Weald packaging, Plumpton college Jarvis UK and RAPS. The board would like to thank all the sponsors, without whom there may not have been a UK entry this year.

Gold sponsor, DB Foods, said they are 'delighted and proud to be supporting the Team GB Butchery Lions as Gold sponsors, and wish the team the very best of luck.' Summing up the feeling of all involved in WBC they added,

'Butchery isn't just a skill, it's an art. From the skilled hands that carve each cut to the techniques that bring out the full flavour of every piece, this event is a tribute to the artistry behind the meat.'

Readers can follow the progress of the UK Lions by following the team on Instagram @teamgbbutchery, watching the event on the World Butchers Challenge YouTube channel, or even heading to Paris to cheer on the team in person.



Lower supply and rising demand points to beef price support in 2025



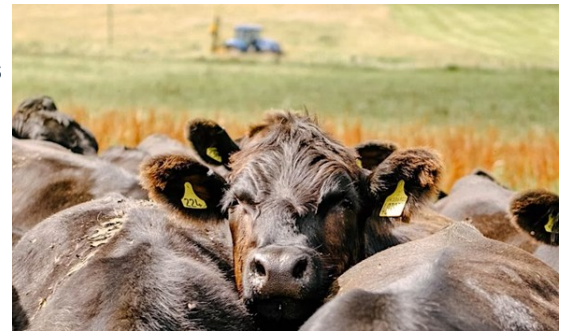
UK beef production is expected to decrease by 5% in 2025 while domestic beef consumption is forecast to grow by 1%, according to the latest analysis from the Agriculture and Horticulture Development Board (AHDB).

The reduction in UK beef production, expected to fall 5% year-on-year to 885,000 tonnes, follows sustained reductions in cattle numbers. Several factors have contributed to reducing livestock numbers, including underlying business profitability, declining direct payments, and strong beef prices.

Despite a strong year for UK beef in 2024, with production increasing by nearly 4% to 934,000 tonnes, 2025 is expected to see a shift in supply dynamics. Prime cattle availability is forecast to decline, with a 6% drop in prime cattle slaughter to 1.99 million head. Reductions in cattle supply are also expected to continue into 2026, following trends in calf registrations in previous years.

Hannah Clarke, AHDB Lead Analyst (Red Meat), said: “The beef sector is entering 2025 in a period of significant supply constraint, which is expected to support cattle prices throughout the year. However, the sensitivity of consumers to prices and the cuts they choose to purchase will play a pivotal role in determining overall carcass values.”

The forecasted reduction in supply is balanced by consumer demand, which, although influenced by economic uncertainty, is expected to grow by 1% year-on-year. In the retail sector, everyday beef cuts like mince, which cater to busy families and price-sensitive consumers, are expected to see strong performance. Consumer concerns about ultra-processed foods are likely to support demand for fresh, primary beef cuts over processed offerings, with 90% of consumers stating that diet was important in contributing to their overall health.



On the trade front, UK beef imports are expected to rise by 12% to compensate for reduced domestic production. Imports from Ireland, the UK’s largest supplier, are likely to see the most significant increase, while exports, having experienced strong growth in 2024, are forecast to fall by 7% in 2025, pressured by supply constraints.

Farmgate cattle prices are expected to be supported, with reduced supply both domestically and globally likely to drive competition for beef cattle. However, the price sensitivity of UK consumers and the mix of cuts purchased will be crucial in determining overall carcass values. Retailers are encouraged to highlight beef’s value proposition, focusing on health benefits, versatility, and convenience to drive demand.

Hannah added: “The supply chain will need to focus on navigating the challenges of supply constraints while maintaining product quality. Communication around the nutritional benefits of beef, as well as continued emphasis on sustainability and animal welfare, will help to secure long-term consumer trust and demand for beef. As the industry heads through 2025, the UK beef sector will need to stay agile in responding to market shifts, with a focus on driving efficiencies and engaging consumers through compelling messaging and promotions.”

WINNERS AND FINALISTS RECEIVE FANTASTIC FREE PUBLICITY AND KUDOS!



Enter your products today!



It's time to nominate your products for entry in the 2025 Meat Management Industry Awards!



Scan the QR code to nominate your products:



Submit your nominations in these categories:

- Best Beef Product
- Best Lamb Product
- Best Pork Product
- Best Poultry Product
- Britain's Best Burger
- Best Bacon Product
- Britain's Best Meat Pie
- Britain's Best Sausage
- Britain's Best Charcuterie Product
- Best 'Free From' Product

**FREE
TO
ENTER!**

Nominate your products now, visit the website for full details

Product entry is **completely free**, and you can nominate as many products as you like - the only criteria is that they must be manufactured in the British Isles. Entry is just a click away, nominate your products now.

DON'T MISS THIS OPPORTUNITY TO BE INVOLVED!

Go online to meatmanagement.com/awards

For more information email Libby Goodwin on libby.g@yandellmedia.com

Save the date for the British Butchery Awards 2025

On **30th June 2025**, the first national butchery awards developed by the butchery industry for the butchery industry is set to take place, and it will be an event not to be missed.

The British Butchery Awards, organised by leading trade organisation National Craft Butchers, seek to recognise, and celebrate outstanding butchery businesses, individuals, and butchery suppliers nationwide.

Taking place at The Belfry, Nottingham, the awards are supported by Scottish Craft Butchers, The Q Guild, and the Institute of Meat and as such mark the coming together of an industry with a proud heritage and an exciting future.



Entries open in January when the hunt will be on for the Best Butchery Business in the North, South, Midlands, Wales, Scotland and Northern Ireland.

The Black-Tie Gala Awards Ceremony will also be where the nations' Best Young Butcher and Best Butchery Supplier are awarded, alongside other awards yet to be disclosed.

The British Butchery Awards not only promise to be a fabulous evening celebrating the craft of butchery, but also an unrivalled opportunity for networking with the 'best of the best' in the butchery world.

Eleanor O'Brien, Managing Director of National Craft Butchers said, 'We are blessed with some of the most talented butchers in the world. The British Butchery Awards offers them the chance to have their moment in the limelight and be recognised by their fellow butchers.'

National Craft Butchers are thrilled to be hosting this event, the first to be solely focused on retail butchery, and we're already excited about receiving entries in the New Year.'



Celebrate Excellence: Enter the British Butchery Awards

The National Craft Butchers is thrilled to be organising the upcoming British Butchery Awards, a prestigious event dedicated to recognizing the finest talents in the butchery industry. We invite all butchery businesses to join us in celebrating excellence within our industry, and your businesses!

Reasons to Enter. Closing date Friday 7th March 2025

Participating in the British Butchery Awards offers numerous benefits for your business. Here's why you should consider entering:

Valuable Feedback

Each of our regional butchery business finalists will receive an independent mystery shop report. This provides valuable feedback from your customers, offering insights into your business's performance from an external perspective. Understanding customer experiences is crucial for continuous improvement and success.

Identify Strengths and Weaknesses

Preparing your entry allows you to conduct a thorough review of your business operations. This process helps you highlight your strengths and identify areas for improvement, opening doors to new opportunities. Self-assessment is the first step towards growth and innovation.

Celebrate Your Team

The awards are a fantastic platform to celebrate your team's hard work and achievements. Recognizing their contributions boosts morale and motivates them to strive for excellence. It's a chance to show your appreciation for their dedication and skills.

Promote Your Business

The publicity surrounding the awards presents an excellent opportunity to promote your business within your local community. Leverage this exposure to create engaging press releases and online content. Such visibility can attract new customers and strengthen your local presence.

Join Us in Celebrating Butchery Excellence

The British Butchery Awards are more than just a competition; they are a celebration of skill, craftsmanship, and dedication within the butchery industry. Don't miss the chance to put your business in the spotlight and gain the recognition it deserves.

Enter today! Closing date Friday 7th March 2025

Enter today and take the first step towards showcasing your business's excellence to the nation. Let's celebrate the art of butchery together! To enter and for more information: [British Butchery Awards – National Craft Butchers](https://www.judgify.me/BritishButcheryAwards)



Two **NEW** flavours! **Bangers on Trend!**



NEW!

Caramelised Onion

Sausage Mix

The perfect balance of sweet and delicate onion is embodied in this delicious mix. Always reliable, always a pleasure.



NEW!

Fruity Caribbean Jerk

Sausage Mix

Sunshine, blue skies – your customers will be transported by this taste of the Caribbean! With key notes of chilli, pimento, clove, onion, garlic and lime.

The development team at Lucas monitors markets around the World to find the latest food trends and emerging favourites. This expertise is applied each year to refresh the Butchers Classic range of an evolving and changing selection of 20 Sausage Mixes.

Butchers Classic
Sausage Mix Range



We don't stand still, so that you can!



KERRY

For more information about the complete **Butchers Classic** range, visit
www.lucas-ingredients.co.uk, or call us free on **0800 138 5837**

NEW!

*Butchers
Classic*

Shawarma

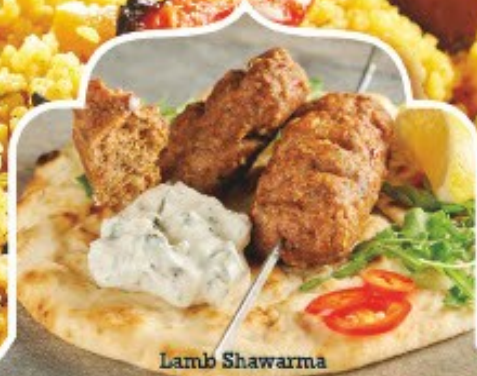
Burger Mix

Sure is a
Warmer!

Chicken Shawarma

Inspired by the Middle East and sure to delight, this versatile complete mix makes the perfect burger, whether you choose lamb, chicken, or beef.

A show-stopper on the tongue and on the counter!



Lamb Shawarma



Beef Shawarma

All our spices are sourced from origin, so you can be sure they're original and authentic.

Butchers Classic
Burger Mix Range



*Butchers
Classic*

We don't stand still, so that you can!

 **Lucas**
INGREDIENTS

KERRY

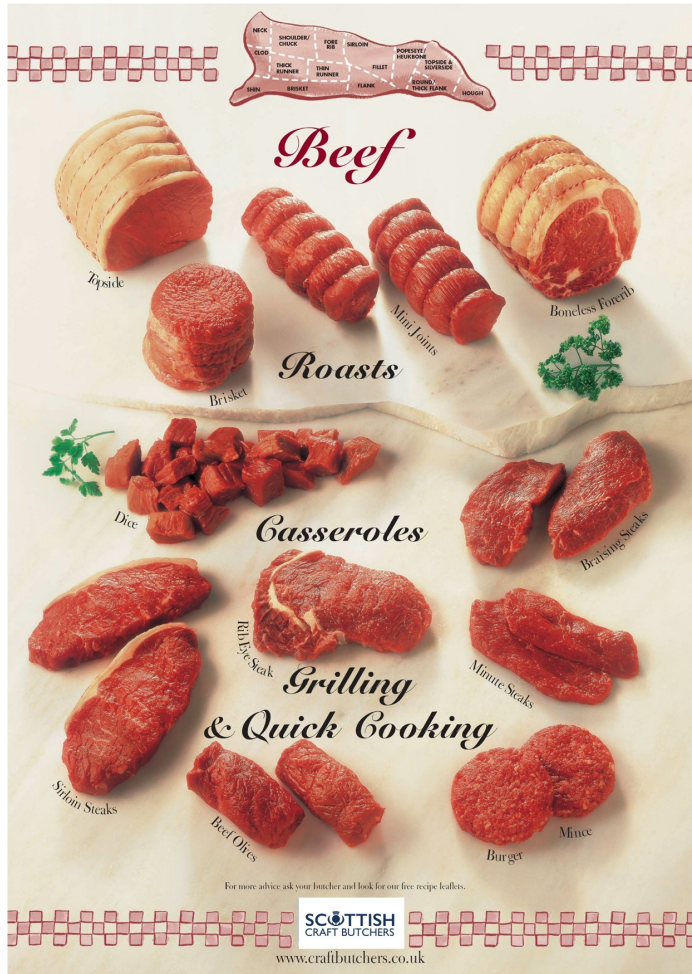
For more information on the Lucas Butchers Classic Burger Mixes, please call our free Customer Helpline on **0800 138 5837** or visit **www.lucas-ingredients.co.uk**

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.



UK CHAMPION OF CHAMPIONS BLACK PUDDING JUDGED



The judging of the inaugural UK Champion of Champions Black Pudding evaluation took place on Wednesday 26th February at Butchers Hall in London. Kindly sponsored by **DB FOODS**, the evaluation was carried out by industry experts Professor John Gilliland, Keith Fisher from the Institute of Meat and retired butcher, John Buckwell. Entries were made up from existing winners of national and regional titles across the UK from the memberships of Scottish Craft Butchers, National Craft Butchers and the Q Guild of Butchers. It was a tough choice for the judging panel with all entries being existing winners of their respective organisations own competitions. We look forward to the announcement of the overall winner on

Tuesday 18th March 2025– NATIONAL BLACK PUDDING DAY



POSTERS & SCREEN GRAPHICS



make it with
mince



so versatile ...it's
mince-spiration!

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CRAFT BUTCHERS

healthy options...
tasty choice



good food
...naturally

SCOTTISH
CRAFT BUTCHERS

BIZERBA

Exclusive Bizerba Slicer Pricing... Whilst Stocks Last!

+ GSP H Manual Slicer

Exclusive Price £2395 + VAT

The manual premium gravity feed slicer sets worldwide standards in terms of ergonomics, hygiene, and safety. Perfectly suited to nearly all commercial food production environments.



- » Drain on the slicing system and drain protection of liquids for a clean workstation.
- » Optional hygienic Ceraclean® surface
- » Optional energy and safety package allows automatic blade start/stop.
- » Multi blade covers ensures extra safety when not in use.
- » Varying product clamping devices depending on requirement.
- » Bizerba sharpeners as separate units for no hygiene risk during sharpening.
- » Sophisticated design such as a lifting device for quick and easy cleaning.

+ GSE Manual Slicer

Exclusive Price £1650 + VAT

The easy-to-operate, ergonomic GSE is an ideal choice for sales or food service - such as in catering outlets, snack bars or fast-food kitchens.



- » Machine-housing mounted carriage for improved efficiency and safety.
- » Sliding grooves reduces contact surface.
- » 11° carriage inclination for easy product feeding.
- » Sharpener completely covers the blade.
- » Spikes on the product holder prevent product slipping.
- » Simple and quick disassembly of components.
- » Removable sharpener for optimum hygiene.

POSTERS & SCREEN GRAPHICS



eat haggis
& ceilidh on!

Burns Night
January 25th

SCOTTISH
CRAFT BUTCHERS



where there's
love... there's
steak!

February 14th...
Valentine's Day

SCOTTISH
CRAFT BUTCHERS



make it with
mince

so versatile ...it's
mince-spiration!

SCOTTISH
CRAFT BUTCHERS



healthy
options...
tasty choice

good food
...naturally

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 early 2025 cover the traditional haggis season through Valentines Day and healthy options of the New Year. There is also the traditional favourite of mince and the flexibility it offers in many dishes over the year.

Our next set of promotional material will be issued in time for the summer BBQ season.

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

Recruiting NOW!! Modern Apprentices

Craft Skills Scotland have a few places left on our current contract for Modern Apprentices. We currently have over 200 candidates throughout Scotland undertaking the qualifications that we deliver.

All age groups and abilities can apply – existing staff members and new staff members are eligible.

We can deliver apprenticeships, tailored to the individuals needs-

Butchers

Counter Staff

Production Staff

Supervisors

Managers



Do Not Miss Out!

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**



Need some tips to help you recruit?

To effectively recruit staff, focus on crafting clear job descriptions, building a strong employer brand, encouraging employee referrals, prioritising the candidate experience, engaging passive candidates, utilising diverse recruitment channels, conducting thorough interviews, and ensuring a smooth onboarding process; always prioritise quality over quantity when evaluating candidates and be mindful of creating a positive work culture to attract top talent.

Key points to remember:

Develop a strong employer brand: Highlight your company's values, culture, and benefits to attract top talent.

Write detailed job descriptions: Clearly outline the role's responsibilities, qualifications, and expectations.

Leverage employee referrals: Encourage current employees to refer qualified candidates.

Engage passive candidates: Reach out to talented individuals who may not be actively searching for a job.

Prioritize candidate experience: Treat candidates with respect and provide timely updates throughout the recruitment process.

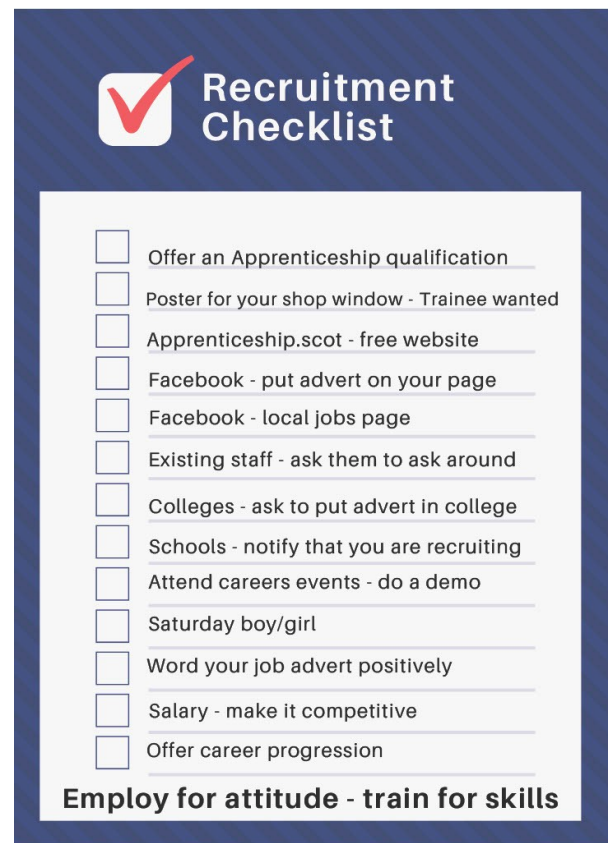
Utilize various recruitment channels: Post on relevant job boards, social media, and industry networks.

Conduct structured interviews: Prepare consistent interview questions to accurately assess candidates' skills and fit.

Evaluate diversity in candidates: Actively seek candidates from diverse backgrounds.

Collaborate with hiring managers: Ensure alignment on hiring needs and expectations.

Consider remote work options: Explore flexible work arrangements to attract a wider pool of candidates



The graphic is a blue-bordered box with a dark blue background. At the top left is a red checkmark icon. To its right, the text 'Recruitment Checklist' is written in white. Below this, there is a white rectangular area containing a list of 14 items, each preceded by a small white square checkbox. The items are: 'Offer an Apprenticeship qualification', 'Poster for your shop window - Trainee wanted', 'Apprenticeship.scot - free website', 'Facebook - put advert on your page', 'Facebook - local jobs page', 'Existing staff - ask them to ask around', 'Colleges - ask to put advert in college', 'Schools - notify that you are recruiting', 'Attend careers events - do a demo', 'Saturday boy/girl', 'Word your job advert positively', 'Salary - make it competitive', and 'Offer career progression'. At the bottom of the white area, the text 'Employ for attitude - train for skills' is written in bold black font.

Recruitment Checklist
<input type="checkbox"/> Offer an Apprenticeship qualification
<input type="checkbox"/> Poster for your shop window - Trainee wanted
<input type="checkbox"/> Apprenticeship.scot - free website
<input type="checkbox"/> Facebook - put advert on your page
<input type="checkbox"/> Facebook - local jobs page
<input type="checkbox"/> Existing staff - ask them to ask around
<input type="checkbox"/> Colleges - ask to put advert in college
<input type="checkbox"/> Schools - notify that you are recruiting
<input type="checkbox"/> Attend careers events - do a demo
<input type="checkbox"/> Saturday boy/girl
<input type="checkbox"/> Word your job advert positively
<input type="checkbox"/> Salary - make it competitive
<input type="checkbox"/> Offer career progression

Employ for attitude - train for skills

Venison Course skills exchange

Craft Skills Scotland assessors, Sarah Frew and Willie Kemp delivered a venison butchery course in partnership with Scottish Venison, The Findhorn Watershed Deer Forum and Scottish Craft Butchers.



An amazing group of stalkers, land based workers, consumers and even some Vets, attended the 3 day event near Tomatin.

Our highly experienced team took the attendees through carcass breakdown, boning, trimming and identification of the primal cuts. Each attendee brought their own roe deer carcass.

The course also delivered a detailed breakdown of the food safety and health and safety aspects of processing deer carcasses for food production.

An intense 3 days for all ended with an exam on what the attendees learned with all passing and grateful to receive their certificates.

Feedback from attendees—

“pace of the day was great, learned some amazing knife skills. Great laughs throughout the day”

“Course was very interesting, instructors were very helpful and showed some great skills and tips, would highly recommend”

Email Claire@craftskills.scot for info on the next course!



MEAT MANAGER

HYGIENE AND HACCP COURSE

NOW TAKING BOOKING FOR APRIL! 02-04-2024

Venue - Scottish Craft Butchers Office, 8/10 Needless Road, Perth PH2 0JW

Lunch is provided.

Legislation sets out general rules that make clear that primary responsibility for food safety within a food business lies with the operator. It is therefore necessary to ensure that food safety procedures prevail in the business and are being carried out effectively.

Food safety management using HACCP provides the best way to achieve this.

MMH & HACCP course was and still is a bespoke course for retail butchers/Farm Shops, etc., it was specifically put together by the Meat and Livestock Commission (and now the Meat Training Council) for the training in food hygiene and the production and implementation of HACCP for this sector, the Department of Health commissioned it under a government funded project. It is recognised throughout the UK and has been delivered (and still is being delivered) throughout this sector, indeed many Local Authorities have asked for this course to be delivered to their butchers, as it is meat and meat product specific.

This course is intense but delivered over just one day.

It is certificated by the Institute of Meat.

Course content outlines:

- Overview to Principles of Food Safety and Hygiene
- Understanding HACCP Terminology
- The Seven HACCP Principles
- Identifying Hazards
- Identifying Controls and CCPs
- The HACCP Template
- Monitoring Procedures and Corrective Actions
- Validation, Verification and Review Procedures
- Group Workshop
- Multiple-Choice Paper and Work Based Assessment



BOOK NOW FOR APRIL

Phone Claire - 01738 637 785

OR

E-Mail - claire@craftskills.scot

COST - £300

A training pack is provided for each business.

The pack contains:

- Guidance notes.
- Blank HACCP template.
- Example cooked meat HACCP Plan
- Memory Stick containing blank HACCP template and forms
- Paper Master copies of blank HACCP template and forms

The course will be delivered by

Julien Pursglove MB-F.Inst.M, MIFST from Lumentis Consultancy Limited

SCOTTISH
CRAFT BUTCHERS

What a journey its been for Scotland's Apprentice of the Year!

It has been an amazing year for Marc Ingram from Scottish Craft Butchers member, Blair Drummond Smiddy, who won the title of Scottish Apprentice of the year 2024 at a glittering ceremony this time last year.

Marc took some time out to speak to Gordon King to reflect on his journey from school, through his apprenticeship and up to the roller-coaster which he says describes 2024.

Marc explained that he left school at 15 with no qualifications. He felt really really worried about his future but knew that sitting playing online games was not going to get him far.

Marc said "I knew that I wanted to do something and that butchery was an attractive option with opportunities. I spoke to my school career advisor who reached out to the industry through Scottish Craft Butchers. My CV was sent out on my behalf and interest came back from Blair Drummond Smiddy".

"My mum and Dad were keen to encourage me into a trade. As soon as I had my interview with the team at Blair Drummond Smiddy, I could feel the positive atmosphere in the shop and decided that was the place I wanted to be".

Thankfully the interview team at Blair Drummond Smiddy saw the potential in Marc and decided to employ him.

Marc stated that the vibe from the shop was friendly and kind which encouraged him to develop his skills and fit in with the team and build a relationship with the customers.

Marc said "I remember my first day, I was so shy, especially with my dyslexia and ADHD. I remember being worried about telling my colleagues but my now manager, Fraser Sivewright, did so much to help me settle in and I will always be grateful for that. The support of colleagues has done so much for me even in my personal life".

Marc is convinced that the early support from colleagues led to a boost in confidence which to this day helps him manage his ADHD.

Marc was delighted to be enrolled onto his Modern Apprenticeship SCQF 5 qualification in Meat & Poultry Skills with Craft Skills Scotland. He realised this was going to be a challenge, especially with the written coursework but says his assessor, Sarah Frew, really put his concerns aside.

"From day one, Sarah put me at ease. She established early on that I had dyslexia and ADHD and ensured me that there was no barrier to me progressing on the course. She really made me feel like I was not going to be judged"

Marc explained that not long after he started at the shop, he read one of the SCB newsletters which contained details of other apprentices receiving awards. He stated to Fraser that he thought it was amazing to get an award for butchery. Marc was taken aback by Frasers reply

"Fraser said to me that if I kept going the way I was in the shop then he felt that would be me getting awards in 2 years time. That was the first time I realised that someone really believed in me".

Marc made his way through the course steadily and completed the SCQF 5 level in good time. This led to his nomination for Scottish Apprentice of the Year early in 2024. Marc stated he found out about the nomination and was overwhelmed. Winning the title was "just mind blowing".



The win saw lift off on what has been an amazing year!

“The awards ceremony was in Aberdeen and I attended with my colleagues. I went along not expecting to win, I was just happy to be nominated”.

“I was blown away when it was announced that I was Scottish Apprentice of the Year”

Marc is now an ambassador for Dyslexia Scotland, which is something he is incredibly proud of.

Marc has been able to use his own experience to help others outside his work environment.

The award led to invitations to many events, one being to meet the Prime Minister at 10 Downing Street which Marc describes as “surreal”.

The media attention was something Marc had to get used to and, at times was a little overwhelming.

He was amazed that people wanted to hear his story. He clearly attributes his build in confidence from the workplace as being essential to help him cope with the attention.

Marc states that he is focussed on developing himself further to be “the best he can be”. He admires many other

butchers in the industry who he says are “far more experienced” and appreciates the ability to connect with them on social media and at industry events. He sometimes wonders if they are aware of the influence that they have on the younger generation.

“I have discovered, to my delight, that there are many people in this industry who will give you their time and guidance freely, I'm not sure they really realise how much that is appreciated by myself and the younger people in our industry”.

“Equally it is great to have colleagues around me who have a unique talent to keep me grounded!”

“Winning the award was so amazing, but it is proof that you don't have to be the brightest kid at school to win awards, you just have to be yourself!”

Marc does feel that the school system could do more to encourage individuals to look at an apprenticeship as a career option.

“I don't think that apprenticeships are spoken about enough in schools, there is always talk of going to college or university but there should be more encouragement to take up apprenticeships from teachers, schools don't really give you life lessons which apprenticeships do so well.”

Marc explained that he did have the opportunity recently at a Dyslexia Scotland event to air his feelings to 250 teachers from across Scotland. Many approached him afterwards and assured him they would do more to promote apprenticeships to their pupils in future.

Marc was reluctant to say what the highlight of the year was as “each event became the favourite” as it came along, but he is truly grateful for all the experiences and for the support of his family and work colleagues.

So what is next for Marc?

“I want to complete my SCQF 6 and my Craft Butcher Diploma. I also want to participate in butchery competition's and hopefully take part in the World Butchers Challenge representing the country”.

What advice would you give your successor as Scottish Apprentice of the Year?

“I would say try to enjoy it, it is an amazing experience. Don't think that winning the award is the end, it is just the beginning so try to make the most of the opportunities that come your way”.





We need your help with the average price reporting!

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.'





Food Standards Scotland - Shelf-life guidance 2025

In food production, shelf-life is the period of time after manufacture during which the food is considered safe for consumption, or still of the quality intended by the manufacturer. When determining the product's shelf-life the Food Business Operator must demonstrate that the shelf-life of a food product is appropriate, and that the food will remain safe and/or maintain its quality until the end of that life.

There is no standard method to estimate or set the shelf-life of a food product because there are many different factors that can affect the product safety and quality. We developed this document to outline good practice in determining the shelf-life of a food product to support Food Business Operators in Scotland, however the considerations outlined will also apply to businesses beyond Scotland.

While the overarching responsibility for food safety rests with Food Business Operators, this documents contains a comprehensive lists of factors and considerations applicable to shelf-life determination (validation) and verification in order to assist businesses in complying with the legal requirements, that the food safety criteria applicable throughout the shelf-life can be met under reasonably foreseeable conditions of distribution, storage and use.

The full document is available on the Scottish Craft Butchers members only website or by contacting bruce@craftbutchers.co.uk

**Food
Standards
Scotland**
For safe food and
healthy eating

Shelf-life guidance

Guidance for food businesses for the setting of
product shelf-life

Published: January 2025



foodstandards.gov.scot



A huge congratulations to Barry Clifford on completing his level 3 SCQF 6 Modern Apprenticeship in Meat and Poultry Skills - Supervisory pathway! Barry has been in the industry just a little over 4 years, starting out in Bridgeton with David Cox Quality Butchers where he learned butchery and service skills, He then moved over to Fife almost 2 years ago where he started with Hugh Blacks and has gone on to be a supervisor, putting his learnings into practice. Barry has put a huge amount of work in over the last 4 years to learn a new trade and has taken it in his stride no matter what the world threw at him! Barry is a breath of fresh air and has been a pleasure to work with! He is usually found in Hugh Blacks Cowdenbeath or Lochgelly shops, pop in for brilliant service! Smiles all around!



Massive congratulations to Niall Watts from Donaldsons of Orkney who has successfully achieved his SCQF level 5 qualification in Meat and Poultry Skills Modern Apprenticeship! Presented with his certificate by employers Justin Hay and Darren Dearness
Niall will now progress into SCQF level 6 qualification.

Well done Niall, you are a pleasure to work with!



A huge congratulations to Saule Ivaskaite on the completion of her Modern Apprenticeship SCQF 6 Meat and Poultry Skills!
Saule started in the house of Bruar as an apprentice in September 2022.

Saule completed her SCQF 5 in November 2023 and went on to smash the next level out!
Saule said she has “really enjoyed changing career paths from forensic science to butchery and being taught by Kevin Lawson and William Anderson. I have truly enjoy all aspects of butchery and hoping to learn more in the future.”
Saule has put a lot of hard work and drive into her course! A huge congratulations again! It's been great to work with you!!



A huge congratulations to Martin Farrel from Chapmans Butchers in Wishaw on successfully achieving his SCQF level 6 Modern Apprenticeship in Meat and poultry skills. Martin's journey in the butchery trade began as a Saturday boy at Chapmans butchery in Wishaw, where his dedication and passion for the Craft saw him work his way up to his current position as manager. His hard work, commitment, and continuous drive to develop his skills have made him a valued member of the team in James Chapmans Butcher's.
Outside of work Martin is a keen runner and is gearing up to take on his first half marathon in Edinburgh this year. A fantastic personal achievement that showcases has determination and perseverance.

THE CRAFT BUTCHER DIPLOMA OF SCOTLAND

The next step up from the Modern Apprenticeship in SVQ Meat and Poultry Skills at Level 3 (SCQF 6) for experienced butchers requiring certification, the diploma is internationally recognized as formal and comprehensive evidence of quality training and achievement in the Scottish retail meat industry. It is exclusively available through Scottish Craft Butchers and delivered by Craft Skills Scotland Assessors. It is SCQF accredited.

Gordon Newlands, qualified butcher and Brands Development Manager for QMS, said: “The Craft Butcher Diploma is held in extremely high regard in the red meat industry and is considered the final piece in the jigsaw to becoming a master craftsman in butchery.

“I went through and attained my Diploma in 1986. I still have my certificate and take it with me – it has great merit within the red meat industry at home here in Scotland and abroad.”

QMS will be supporting **members of the Scotch Butchers Club** to undertake the training by **funding 50% of the training fee to the value of £250.**

This partnership follows on from the re-direction of the Scotch Butchers Club to support independent butchers to take on a leading role as ‘Champions of Scotch’.

The training will be delivered by Craft Skills Scotland assessors with butchery business owners signing off on the competency of trainees in required areas.

Gordon King, Executive Manager at Scottish Craft Butchers, commented: “With the increase in demand for butchers, we need to make sure our young talented individuals are the best that they can be, so that butchers are seen as leaders in craftsmanship, product knowledge, provenance, speciality, and innovation in an era when consumers are striving to know more about where their food comes from.”

To apply for funding towards the Craft Butcher Diploma, trainees must download the application form from the **Scotch Butchers Club website** and email the completed form to **SBC@qmscotland.co.uk**.



SCOTTISH
CRAFT BUTCHERS



Proudly supported by





SCOTTISH CRAFT BUTCHERS AV RETAIL PRICES

FEBRUARY

MARCH

SCOTCH BEEF

		+/=-	
Fillet Steak	6155	+	6406
Sirloin Steak	3742	+	3942
Rib Eye Steak	3675	+	4038
Popeseye Steak	2500	+	2639
Topside	2025	+	2190
Round / Rump Steak	2094	+	2164
Shoulder Steak	1762	+	1884
Rolled Brisket	1659	+	1751
Steak Mince	1469	+	1536
Boiling Beef Bone In	1028	+	1105

DOMESTIC LAMB

Whole Leg of Lamb	1767	+	1922
Centre Cut Leg Bone In	2122	+	2186
Gigot Lamb Chops	2371	+	2456
Lamb Leg Steaks	2466	+	2510
Chump Lamb Chops	2318	+	2345
Double Loin Lamb Chops	2545	+	2619
Single Loin Lamb Chops	2378	+	2516
Rolled Shoulder Lamb	1689	+	1748
Lamb Shanks	1236	+	1245
Diced Lamb	1920	+	1927
Minced Lamb	1683	+	1750

PORK

Pork Tenderloin (Fillet)	1739	+	1773
Pork Leg Steaks	1251	-	1246
Double Loin Pork Chops	1303	+	1316
Single Loin Pork Chops	1292	+	1301
Rolled Shoulder of Pork	1167	+	1190
Belly Pork	1106	+	1133
Pork Loin Steaks	1417	+	1452
Diced Pork	1129	-	1124

PRODUCTS

Beef Link Sausages	1177	+	1220
Pork Link Sausages	1183	+	1228
Speciality Pork Sausages	1261	+	1311
Sliced Beef Sausage	1077	+	1103
Sliced Black Pudding	1007	+	1028
Ball Haggis	1100	+	1119
Scotch Pie	162	+	171
Quarterpound Beefburger	151	+	159
1lb Steak Ashette Pie	1133	+	1216

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!



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SCOTTISH CRAFT BUTCHERS CORPORATE MEMBERS

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WEBSITE: www.bewi.com
EMAIL: David.Watt@Bewi.com

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Ensure complete traceability within your business with
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We have a small stock available from the office.

Cost £70 each including VAT and delivery.

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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 22/02/25	Previous week	Previous year
Scottish Abattoirs			
Prices	649.3 p/kg	644.5 p/kg	504.9 p/kg
Steers dwt			
Heifers dwt	648.6 p/kg	644.8 p/kg	506.5 p/kg
Young Bulls dwt	620.1 p/kg	611.3 p/kg	475.1 p/kg
Numbers	3219	3380	3273
Steers			
Heifers	2668	2786	2637
Young Bulls	185	118	175
Scottish auctions			
Prices (Source IAAS)	373.08 p/kg	352.99 p/kg	281.18 p/kg
Steers lwt			
Heifers lwt	363.75 p/kg	363.87 p/kg	290.01 p/kg
Young bulls lwt	312.20 p/kg	281.33 p/kg	244.43 p/kg
Numbers	96	36	128
Steers			
Heifers	170	74	218
Young bulls	10	6	7
			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 22nd February 2025								
	All steers			All heifers			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	654.1	648.8	656.5	660.5	651.9	654.3	636.7	645.9
R	653.6	651.3	654.9	650	650.4	652.7	614.8	629.4
O+	643.7	640.4	637.8	640.1	638.4	629.2	601.1	609.4
-O	617.2	617.6	0	600.4	619.5	610	587.6	583.9

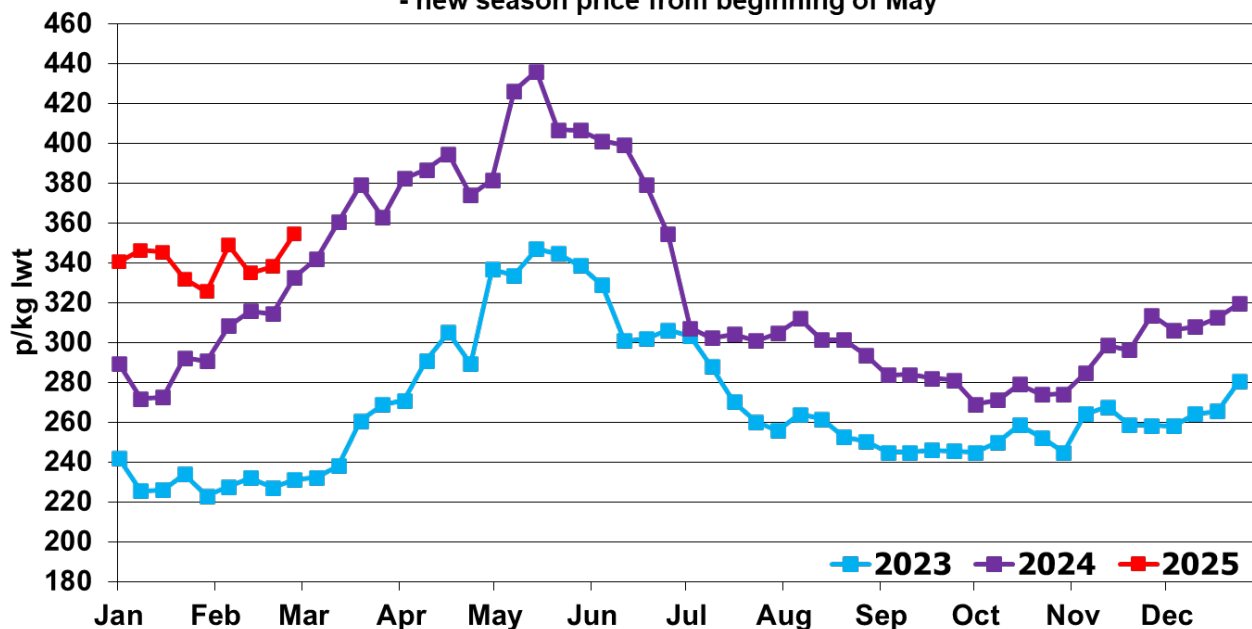
Sheep prices Scottish (IAAS)	W/E 26/02/25	Previous Week	Previous Year
Old Season SQQ lwt	354.59 p/kg	338.13 p/kg	332.71 p/kg
Ewes lwt	£121.98/hd	£113.19/hd	£94.72/hd
Sheep numbers			
Scottish Auctions			
Old Season SQQ lwt	13599	10405	13368
Ewes	6902	6329	5867
GB Abattoir (AHDB)	W/E 22/02/2025		
Old Season Prime Sheep SQQ dwt	729.5 p/kg	736.9 p/kg	699.6 p/kg

Deadweight sheep week ending 22nd February 2025 Source: AHDB				
		2	3L	3H
	U	742.2	743.8	740.2
	R	734	736	736
	O	722.2	725.1	719.6

Pigs	W/E 22/02/25	Previous week	Previous year
GB abattoirs			
Standard Pig Price (SPP)	203.91 p/kg	202.82 p/kg	211.6 p/kg

GB deadweight pigs SPP week ending 22nd February 2025 Source:AHDB					
	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	153.92	N/A	80.0 – 89.9 kg	206.43	+0.19
60.0 – 69.9 kg	194.19	+2.19	90.0 – 99.9 kg	205.22	+0.24
70.0 – 79.9 kg	205.58	+0.07	100.0 – 104.9kg	202.78	+0.10

Scottish auction market price for prime sheep - new season price from beginning of May



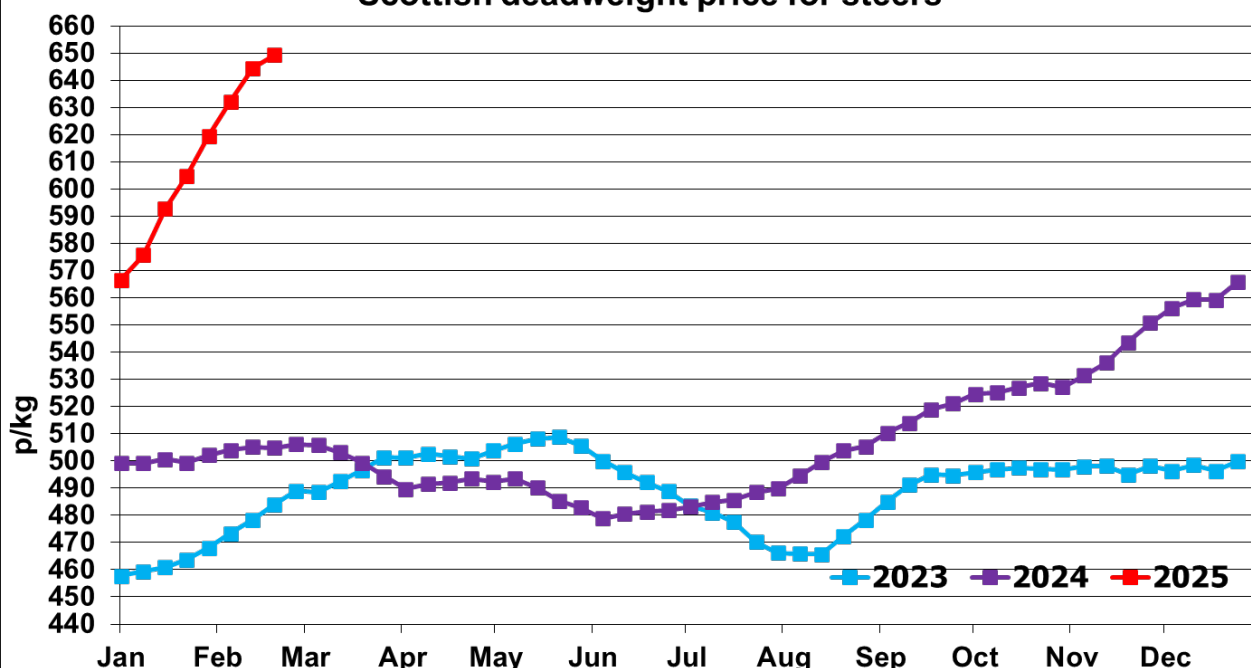
Source: IAAS

Sheep market: After cooling towards 320p/kg lwt at Scottish marts at the end of January, lamb prices rebounded in February, spending most of the month at 335-345p/kg. In the final week of the month, they then climbed to clear at 355p/kg, driven by extra demand for the start of Ramadan. For most of February, prices averaged around 7% higher than in 2024 and 25-30% above the five-year average for the time of year, highlighting continuing market strength.

After a slow start to the season, lamb throughput has generally been exceeding year earlier levels since December at Scottish marts. In the four weeks to February 26, numbers were 3% higher than in 2024. Nevertheless, 7% fewer lambs have been sold in the season so far; much stronger than the 1.5% reduction in Scotland's June lamb crop, and there was a relatively limited rise for Ramadan. Similarly, while the GB lamb crop was reported to have fallen by around 1.5% year-on-year in June 2024, abattoir throughput between June and December trailed year-earlier levels by 7%, signalling the potential for a significant catch-up effect in the run up to Ramadan and Easter. However, Defra slaughter statistics indicated that numbers continued to fall short of year-earlier levels in January at GB abattoirs (-6%).

GB retail data indicates that the higher farmgate prices of 2024 have been passing through to retail prices and the Kantar data for the twelve weeks to late-January suggested that this had pressured sales. Spending fell 1.5% behind year-earlier levels and sales volumes dropped by more than 8%, with a smaller share of households buying lamb and the frequency of purchase also decreasing. Sales are indicated to have fared better in Scotland, however. Wholesale prices in France for imported lamb continue to signal an attractive export trade, although there has been a subdued rise in prices ahead of Ramadan. Meanwhile, rising imports appear to have been absorbed by the market due to the general tightness of supply relative to demand, and a smaller NZ lamb crop may limit further

Scottish deadweight price for steers



Source: AHDB

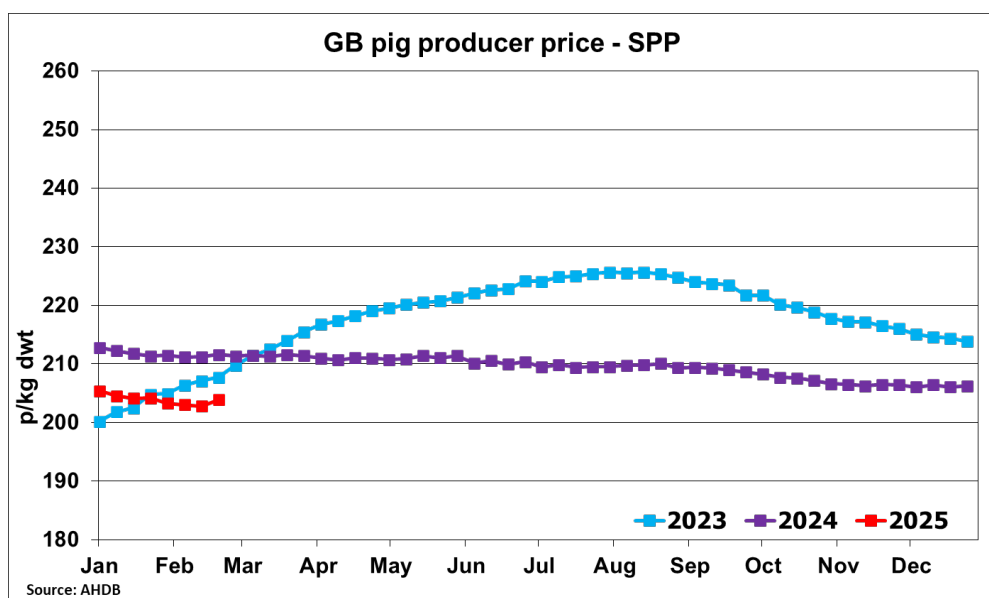
Prime cattle prices climbed more slowly in the third week of February, with R4L steer prices rising by 5.1p to 651.3p/kg dwt. This compares to an average uplift of 11.1p in the previous six weeks. At this level, they were 28% higher than in the same week of 2024 and 52% above the five-year average. It should be noted that market prices have been increasing significantly across much of Europe this year. Auction prices jumped higher at the start of the year, going from around 300p/kg lwt in December to trade at 330-340p/kg for steers and heifers in January and the first half of February. In mid-February, they took another step higher, averaging around 360p/kg lwt. Auction throughput has had a sluggish start to 2025.

Cull cow prices tend to show an upwards seasonal trend in the first third of the year and a general strength in the beef market has resulted in a much more significant rise than usual. At Scottish abattoirs, R4L grades continued to surge higher in the third week of February, reaching 531p/kg dwt, 39% higher than a year before. Faster increases for mature beef than for prime beef have seen the gap between steer and cow prices at an unusually low level for the time of year, signalling additional strength in the market for manufacturing grade beef.

After a sluggish start to 2025, prime cattle slaughter showed a period of seasonal strength between late-January and late-February, with the price reported kill being the highest for a four-week period in Scotland for nearly two years, and this may help explain the slower price increase in the third week of February. There was also a jump to a record high at the price reporting abattoirs in England & Wales in the third week of the month, softening competition. Nevertheless, prime cattle slaughter has been down slightly on last year in the year-to-date across GB.

Kantar data for the 12 weeks to January 26 highlighted an 8% higher level of household spending on beef than a year earlier in the GB retail sector. However, significant price inflation continued to leave limited room for volume growth (+1%). While retail sales look firm overall, they do not seem strong enough to have driven the surge in cattle prices, suggesting significant contribution from other segments. While UK exports rose in 2024, imports also increased, meaning that higher domestic production still fed through to a significantly higher volume of beef on the market in 2024, highlighting demand-side strength.

Prime cattle availability is expected to tighten in 2025 as the reduced calf crops of 2023 and 2024 reach the market. However, BCMS population data from October 2024 suggested that numbers could still hold up in Scotland at the start of 2025, and this helps explain why there has only been a slight dip in slaughter relative to early-2024 in the year-to-date.



Pig market: Prime pig prices have been facing some downwards seasonal pressure at the start of 2025, with prices for standard carcasses weighing 70-104.9kg averaging 205.39p/kg in the third week of February compared to 207.55p/kg in the last week of 2024. However, prices have risen slightly from their low point at the end of January, suggesting that the market may be starting to stabilise, as is often the case moving into spring, before prices tend to rise slightly towards an annual peak in late-summer. Per kilo prices have spent most of the year-to-date trailing early-2024 levels by 3.5%. However, heavier carcass weights mean that the overall carcass values have been down by around 2% on last year. Nevertheless, at current levels, prices are expected to have held slightly above the cost of production, and they have continued to trade 20-25% above the five-year average. Weekly slaughter at GB price reporting abattoirs has been fairly flat at the start of 2025, holding at a seasonally firm level. Meanwhile, figures from Defra point to a significant year-on-year increase in the GB prime pig kill in January, building on a 2% rise in 2024. Heavier carcass weights will have added to the volume of production. Given this supply-side strength, the limited reduction in farmgate prices points to demand-side strength. At Scottish abattoirs, weekly slaughter dipped back from its pre-Christmas peak in January but continued to exceed year-earlier levels, in line with an increased number of pigs leaving Scottish farms for slaughter in GB.



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