

SCOTTISH CRAFT BUTCHERS

MONTHLY NEWSLETTER

SCOTTISH
CRAFT BUTCHERS



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JANUARY 2026

Our Stunning Range of Arneg Counters

Book your Install for 2026!

During 2025 we've been installing these amazing counters throughout Scotland with incredible results. Get your install booked for 2026 with our beautiful range of Arneg counters, designed specifically for your business.

Why Choose Us?

- Our extensive, established customer base consistently generates positive referrals.
- Comprehensive commercial refrigeration services, encompassing the entire installation process from conception to completion.

- Renowned for our exceptional customer service and unwavering reliability. Our dedicated service department is available 24hrs, 365 days a year.
- We cater for diverse refrigeration requirements, supplying everything from single door bottle coolers to walk-in freezer rooms.



Arneg Venezia Remote



Arneg Mafra Integral



A New Year, New Opportunities for Scotland's Craft Butchers— SCB President Laura Black

As we step into a new year, Scottish Craft Butchers members will be all too aware that the challenges facing the sector are real. Rising operational costs, supply-chain pressures and continued economic uncertainty have created a demanding environment for independent businesses across the country. Yet, within these challenges lies an important truth: **customers value quality, trust and craftsmanship more than ever**. That puts our members in a uniquely strong position to stand out, strengthen customer loyalty and grow.



The start of the year is the ideal moment to refocus, re-energise and look for opportunities that help your business shine. One of the most effective of these is taking part in the Scottish Craft Butchers Product Evaluations. These prestigious assessments do more than simply benchmark your products—they celebrate the skill, innovation and dedication that define our industry.

This year's key evaluation categories, to be judged in April—**Beef Links, Speciality Burger, and Best Ribeye Steak**—provide an excellent platform for showcasing what makes your shop exceptional. Whether it's your carefully balanced spice blend, your creative approach to flavour, or the quality and consistency of your classic cuts, the evaluations give you a credible, industry-recognised way to highlight the craftsmanship that sets your business apart.

Beyond the pride of participating, the benefits of entering are significant. Every product submitted receives professional, constructive feedback, helping you refine your offering and stay ahead of evolving consumer tastes. Many members tell us that the insights gained during evaluation have directly improved their product range, boosted sales and inspired new ideas for the year ahead. But the real game-changer comes with winning an award.

An accolade from the Scottish Craft Butchers Product Evaluations brings **wider exposure** that money simply can't buy. Award-winning businesses gain increased visibility in local and national media, enhanced credibility with customers, and valuable promotional opportunities across digital and social channels. **Shoppers love to buy from recognised champions—it reassures them they are choosing the best, and it naturally drives footfall and repeat business.**

Displaying an award in your shop, on your packaging or online provides a year-round marketing advantage. It reinforces the reputation of your business as a leader in quality, consistency and innovation—key differentiators in an increasingly competitive marketplace. For many butchers, a single award has helped elevate their profile within the community, attract new customers and strengthen supplier relationships.

As we move into 2026, the message is clear: while pressures persist, opportunities for growth have never been more accessible. By engaging with industry events, investing in quality and celebrating your achievements, you can position your business for a successful year ahead. We encourage all members to take advantage of the Scottish Craft Butchers Product Evaluations. They are more than just competitions—they are catalysts for improvement, inspiration and increased exposure. Let's make this year one of innovation, collaboration and well-deserved recognition across Scotland's craft butchery sector.

DATES FOR THE DIARY 2025/26

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

National Pie Day:	23rd January 2026
Burns Night :	25th January 2026
Scottish Craft Butchers Executive : ZOOM MEETING @ 6:15PM	28th January 2026
Yorkshire Pudding Day:	1st February 2026
Valentine's Day:	14th February 2026
Q Guild Product Evaluations:	26th February 2026
British Pie Week:	2nd March 2026
National Butchers Week:	3-9th March 2026
Easter Sunday:	5th April 2026
SCB Product Evaluations: BEEF LINKS, BEST RIBEYE STEAK & SPECIALITY BURGER	9th April 2026
Q Guild Smithfield Awards Lunch: BUTCHERS HALL, LONDON	22nd April 2026
National BBQ Week:	May 26 - June 1, 2026
SCB Product Evaluations: BLACK PUDDING, BEEF BURGER AND 30 MINUTE READY MEAL	6th August 2026

SAVE THE DATES

Make the most of these market leading events for the meat and food industry in 2026:



12th June 2026



3rd September 2026



26th October -
1st November 2026



20th November 2026

The leading annual awards events for the UK meat and food industry gives you the opportunity to enter great products, vote for industry suppliers and to nominate outstanding people for recognition.

Visit the websites for more information

- fmtfoodawards.com • meatmanagement.com
- uksausageweek.com • womeninmeatawards.com

If you need help or guidance on our events contact the events team on 01908 613323 or email events@yandellmedia.com

Join the Team GB Butchery Squad for the 2028 World Butchers Challenge – Applications Open until 16th January!

APPLY BY EMAILING craftbutchers@craftbutchers.co.uk SOON.

Are you passionate about butchery, proud of British produce, and ready to take your craft to the world stage?

Team GB is searching for enthusiastic butchers of all ages and backgrounds to step forward and apply for the **2028 Team GB Butcher Squad** heading to the **World Butchers Challenge in Australia**.



This is your chance to grow, learn, compete, and represent your country in the most prestigious butchery contest on the planet.

Why Join?

Becoming part of Team GB is a unique opportunity to elevate your skills and your career. Previous squad members have progressed into leadership roles, media opportunities, management positions, and influential industry work. As a squad member, you'll gain:

- Advanced butchery training and world-class skill development
- National and international recognition
- A powerful professional network
- Experience in teamwork, leadership, and creative innovation
- Opportunities to promote British craft and influence the future of our industry



TEAM GB BUTCHERY
UK LIONS



You'll also help share the message of high-welfare British farming, sustainable practices, nose-to-tail butchery, and the nutritional value of quality meat—values at the heart of Team GB.

What's Involved?

Squad life is rewarding, supportive, and full of learning. Members are expected to:

- Attend online team check-ins and selected training sessions (with venues including Plumpton College and other UK sites)
- Represent the squad at events and online
- Bring fresh ideas, passion, and commitment
- Support teammates and the wider butchery community
- Be ready to travel to Australia in 2028



The journey begins with online introductions in **March 2026** and a first team meet-up at **Ringrose Farm, Leicestershire, in April 2026**, followed by structured training throughout 2026–2028.

Equipment & Requirements

You'll need basic kit (knives, scabbard, chainmail glove), a valid passport, and up-to-date food hygiene knowledge—but don't worry, support will be available if you're missing anything.

Financial Commitment

A squad fee of **£500 per year** helps support team development and can be paid personally or funded by employers or sponsors. Some training expenses may be reclaimable depending on sponsorship levels. Travel for the Australia competition will be subsidised.



Think of it as an investment in your craft, your career, and the future of British butchery.

Who Should Apply?

Any butcher with passion, potential, and pride. Age isn't a barrier—Team GB welcomes talent from apprentices through to seasoned experts. We're looking for commitment, creativity, a team spirit, and a desire to push yourself to new heights.

APPLY BY EMAILING craftbutchers@craftbutchers.co.uk SOON. An application form will be sent out to you! **MAKE SURE YOU RETURN IT BY 16TH JANUARY 2026!**



Burns Night Beyond the Haggis – Making the Most of a Scottish Showcase

Burns Night remains one of the most important dates in the calendar for Scottish Craft Butchers. While haggis will always take centre stage, there is real opportunity to extend sales, showcase skills, and reinforce the value of buying local – particularly in a challenging trading environment.

Plan for the Full Supper

Customers increasingly want simplicity and confidence when entertaining. Promoting a complete Burns Supper offering – haggis, neeps, tatties, and accompanying cuts – encourages higher spend and positions the butcher as a trusted expert. Packs built around clear portion sizes help customers budget while protecting margins. Clear labelling and cooking guidance can also reduce hesitation among less confident cooks.

Look Beyond the Traditional

While traditional haggis dominates, Burns Night also opens the door to secondary sales. Scotch beef roasting joints, lamb cuts, black pudding, sausages, and even venison can all be positioned as alternatives or additions to the supper. Highlighting lesser-used cuts not only supports carcass balance but also offers customers value-driven choices without compromising quality.

Veganuary and Inclusive Offers

With Veganuary now firmly established, many households include a mix of diets around the table. Offering vegetarian haggis, meat-free accompaniments, or clearly signposted options helps keep customers shopping locally rather than turning to supermarkets. Importantly, this doesn't dilute the craft butcher's identity – it reinforces relevance and customer service. Clear messaging around provenance, preparation and quality applies just as much to vegetarian lines.

Tell the Scottish Story (Use the Scottish Craft Butchers Haggis Leaflets seen here)

Burns Night is a natural moment to reinforce the message of Scottish sourcing, farm relationships and craftsmanship. In an era of cost pressure and imported alternatives, reminding customers why local matters – freshness, welfare, traceability and supporting rural economies – helps justify price points and build loyalty beyond the event itself.

Manage Demand and Protect Margins

Burns Night demand can be sharp and time-limited. Accurate forecasting, disciplined portioning and good stock control are essential to avoid overproduction and waste. Value-added products, such as sliced haggis or ready-to-cook packs, can help manage throughput efficiently while maintaining margins. Burns Night is more than a single evening's trade. Handled well, it reinforces the butcher's role at the heart of Scottish food culture – skilled, trusted and proudly local.

TO A HAGGIS

Fit to your honest, spry face,
Great diction or the fiddle's note
About town or in your own
Porch, by, or thum,
Wad an' a word of grace
As langh my arm.

The gowping brondie thers an' ill,
Your hurdies like a distant hill,
Your leg wad hags to mend, an' ill,
In time o' need,
Wad nae your gowp the view, an' dill
Like Jemmy baird.

He hells an' Ratic Labour dight,
An' out an' up an' ready right,
Tossing your gowp an' settin' bright,
Like sawn stabs,
An' then, O wad an' gowp an' right,
Wham' meak' nae!

Then, hae for him, they wad an' stive
Dill like the forehead, an' they dill
Till a' their neck wad hags an' dill,
An' bent like drums,
Then wad gowp, wad like to see,
Whom'at Burns.

**HAGGIS & BURNS NIGHT
A PERFECT TRADITION**

BURNS SUPPER

It is there that even his French haggis,
Or his Irish and his haggis,
Or his Scotch and his haggis,
Wad nae an' dill,
Loud an' clear an' haggis,
An' dill an' dill.

It is there that even his French haggis,
Or his Irish and his haggis,
Or his Scotch and his haggis,
Wad nae an' dill,
Loud an' clear an' haggis,
An' dill an' dill.

COOKING HAGGIS

1. Wash the haggis thoroughly in cold water.
2. Place in a large saucepan of cold water.
3. Bring gently to a boil and cook for 45 minutes.
4. Drain and serve with neeps and tatties.

RELINK GRACE

Not an' the haggis, an' dill,
An' dill an' dill,
An' dill an' dill,
An' dill an' dill.

Haggis - so traditional so delicious



GURRY OWENS DESIGN 00353 BT 20151208



...and surprisingly
well-behaved!

SCOTTISH
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Veganuary, Value and Viability – Navigating Industry Challenges in 2026

January brings more than just quieter footfall.

Rising costs, changing consumer habits and ongoing skills shortages continue to challenge the independent butchery sector.

At the same time, initiatives like Veganuary highlight shifting attitudes to food and force the trade to respond thoughtfully rather than defensively.



Understanding the Veganuary Customer

For many shoppers, Veganuary is not about rejecting meat entirely, but about experimenting, reducing spend, or balancing diets.

Craft butchers are well placed to engage with these customers by promoting flexible solutions – smaller portions, mixed meal planning, and value-led cuts that suit slow cooking and batch meals.



Rather than seeing Veganuary as a threat, it can be viewed as an opportunity to talk about quality over quantity, nose-to-tail eating, and the difference between responsibly produced meat and anonymous imports.

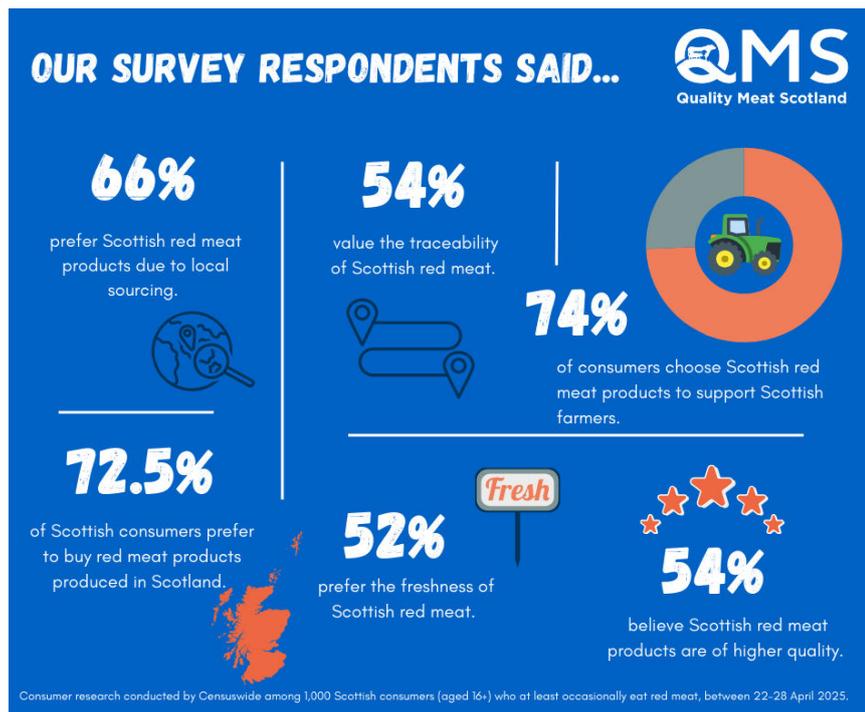
Communicating Value in a Cost-Conscious Market

Household budgets remain under pressure, and customers are more price-aware than ever.

Clear communication is key.

Explaining why locally sourced meat costs more – and how it delivers better eating quality, less waste and greater versatility – helps customers make informed decisions.

Meal deals, freezer packs and mince-based options can offer reassurance without eroding margins.



Skills, Staffing and Sustainability

The skills shortage remains one of the sector's biggest long-term challenges.

January is a good time to reflect on training, apprenticeships and staff retention. Investing time in skills development not only improves yield and consistency, but also strengthens the future of the trade.



The team at Craft Skills Scotland are on hand to discuss your training needs to help position your business for growth in the future. Contact claire@craftskills.scot or call 01738 637785

Sustainability is increasingly part of this conversation.

Craft butchers already operate shorter supply chains and utilise whole carcasses – messages that resonate strongly with younger and environmentally conscious consumers when clearly communicated.

Quality Meat Scotland provide excellent toolkits and messaging to help tell the positive message around red meat production.



Adapting Without Losing Identity

The strength of the Scottish Craft Butcher lies in adaptability rooted in tradition.

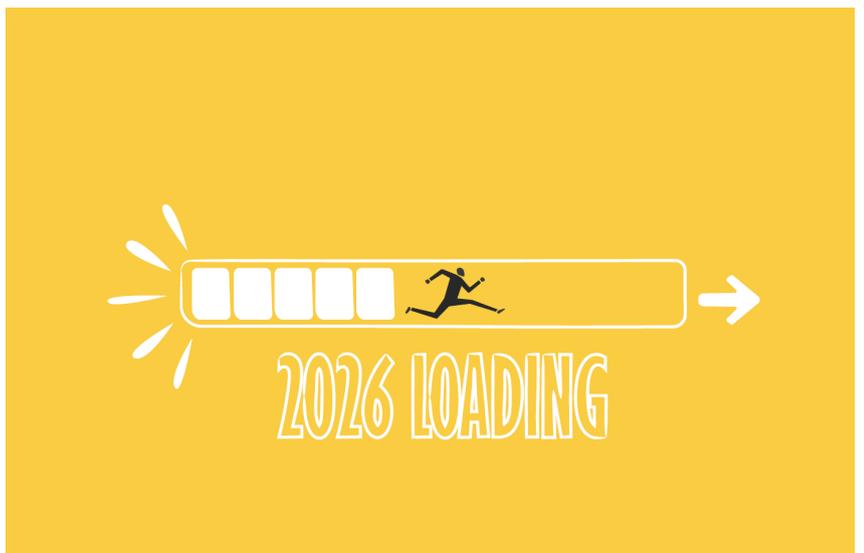
Responding to Veganuary, economic pressures and changing tastes does not mean abandoning core values.

It means applying craftsmanship, knowledge and customer service to a changing marketplace.

January may test confidence, but it also offers space to plan, refine and reconnect with customers.

Those who communicate clearly, manage costs carefully and tell their story well will be best placed to navigate 2025 successfully.

Scottish Craft Butchers are with you every step of the way!



WE SURVIVED CHRISTMAS (AGAIN)

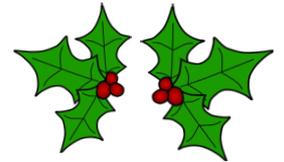
A butcher's tale of grit, gravy and no sleep



THE BUILD-UP & THE MADNESS

Somewhere between the final turkey collection and the last panicked request for “just one more chipolata,” Christmas trading officially ends.

The doors close. The knives are cleaned. And butchers across Scotland ask the same question they ask every year:



“How did we get through that?”

December in a craft butcher's shop is not so much a month as it is a **state of mind**. Early mornings start before most alarms. Tea goes cold.

Lunch is something eaten standing up — usually at 3.47pm — and sleep becomes a distant memory from mid-November.

Order books are lovingly organised... and immediately tested by customers who are *absolutely certain* they ordered a crown. Or was it a bird?

Or possibly something for twelve... actually fourteen... maybe sixteen.

And then there are the conversations:

- “Yes, the turkey will fit in your oven.”
- “No, that is not a small goose.”
- “Yes, you really do need more gravy.”



YOU KNOW IT'S CHRISTMAS WHEN...

- The alarm goes off before the streetlights
- Someone asks if a turkey can be “just a bit bigger”
- Apprentices age about five years in three weeks
- You stop knowing what day it is
- “One last thing...” becomes the most dangerous phrase in the English language



THE TEAM, THE TRIUMPH & THE AFTERMATH

Behind the counter, teams move like a well-rehearsed production. Senior staff slice, weigh, wrap and reassure all at once.

Apprentices learn more in December than some do in three months. Everyone discovers muscles they didn't know existed.

There is chaos — but it's the **best kind**. Regular customers appear with biscuits, chocolates and the occasional heartfelt “thank you” that really lands after a fourteen-hour day. There's pride in seeing counters full, orders stacked, and knowing that hundreds of Christmas dinners will be built around your work.



By Christmas Eve, time becomes elastic. The queue never ends. Someone always arrives two minutes before closing “just needing one small thing.” Eventually, the shutters come down.

And for a moment — quiet, tired, satisfied — everyone knows: **we pulled it off.**

CHRISTMAS SURVIVAL KIT

- Sharp knives
- Strong tea
- Stronger teamwork
- A sense of humour
- And absolutely no one mentioning next December



Now it's January. The alarms are later. The counters are calmer.

The knives are still sharp, but the pace is human again. There's time to recover, reflect — and laugh about it.

So here's to the teams who survived Christmas once again. To the early starts, the late finishes, the graft, the pride and the professionalism. The festive rush may test every inch of the trade — but it also reminds us why **Scottish Craft Butchers remain at the heart of Christmas in Scotland.**

See you next December.
Probably.



HAVE A HAPPY, HEALTHY AND PROSPEROUS 2026!



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does it all**

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**Save
the Date**

Future Thinking on Red Meat Conference

Tuesday 10 March 2026

9:00am – 6:30pm

Presidents Suite, Murrayfield Stadium,
Edinburgh

booking registration opening
and more information to follow in the early new year



QMS
Quality Meat Scotland



Fourth Generation Butcher Shop For Sale JC Dawson Butchers, Elgin £230,000

Key Features

- Fourth-generation family butcher shop, established 1889, trading from the current premises since 1932.
- Award-winning heritage business, including Diamond Awards for burgers and steak burgers, plus 19 further industry accolades.
- Freehold property included (approx. 117 sq m / 1,259 sq ft), along with fixtures, fittings, goodwill, and the established trading name.
- Strong retail-led operation (approx. 90% retail) with supplementary supply to local restaurants.
- Loyal and experienced team of five, ensuring continuity and operational stability.
- Prominent town-centre location on Batchen Street in Elgin's independent retail quarter.
- Genuine retirement sale, with owner support available for a smooth handover.

Contact

Simon Fraser

Mobile: 07311 419791

Simon.Fraser@business-partnership.com

THE DALZIEL BUTCHERS SHOW

Celebrating **100** Years

Harrogate, Sunday 14th June 2026

Dalziel turns 100 in 2026, and the whole industry is invited!

Join us for a once-in-a-century celebration of skill, community, innovation - and the people that make it all happen. Customers, suppliers, friends - all in one place.

This is your chance to connect with the best in the business - past, present, and future.



To register for tickets scan the QR code or visit
harrogatebutchersshow.co.uk

See you there!

Sunday 14th June 2026

**Great Yorkshire Showground, Railway Road,
Harrogate, HG2 8NZ**

**BATTLE OF THE
BUTCHERS
2026**

Get ready! The battle is back at the Dalziel Butchers Show on Sunday 14 June, and this year it's bigger, bolder, and better than ever before!

**Find out more & enter:
battleofthebutchers.co.uk**

This year there are 12 prestigious Golden Cleaver Awards across three epic challenges:

BUTCHERS PRODUCT CHALLENGE

9 categories, 9 chances to win.

Entries must be supplied on Tuesday 21 April 2026.

DOUBLES BUTCHERY CHALLENGE

The showstopper at the Dalziel Butchers Show.

BUTCHERY APPRENTICE CHALLENGE

Apprentices under 25 take the stage in a high-energy, hands-on contest.

This is more than a show. This is 100 years in the making.



DALZIEL
Retail Butchery

Aberdeen	01224 723 550
Bellshill	01698 749 595
Newcastle	0191 496 2680
Chorley	01257 226 000
Leeds	01977 605 590

Stockport	0161 406 7272
Nottingham	0115 959 6800
West Midlands	01384 230 012
Newport	01633 898 150
Haverhill	01440 710 060

Newbury	01635 265 160
Exeter	01395 234 970
Ashford	01233 612 220
Manchester	0161 945 8050

dalziel-online.co.uk

Follow us @dalzielltd

SCB BRANDED MERCHANDISE



Wear the Badge. Be the Brand. Cut Above the Rest.

Why let your skills do all the talking when your *kit* can chip in too?

Our **Scottish Craft Butcher** branded merchandise lets you show your colours while staying warm, practical and unmistakably professional.

From **aprons** that mean business, to **bobble hats, beanies and baseball caps** that laugh in the face of Scottish weather. Add **gilets and jackets** for shop-floor swagger, and **thermal cups** to keep your tea hot longer than a debate about square vs sliced sausage.

It's not just merch — it's pride, professionalism and free advertising every time you step out the door.

☐ **Order form enclosed with this newsletter**

☐ Look the part

☐ Fly the flag

☐ Never drink a cold brew again

Because if you're a **Scottish Craft Butcher**, everyone should know it.

Double Celebration at John Stewart Butchers, Banff



There's cause for celebration at J Stewart Butchers in Banff as Jamie Sutherland and Robbie Lawson have both achieved their Craft Butcher Diploma of Scotland — a major milestone recognising their skill, dedication, and commitment to the trade. The team is incredibly proud of their hard work, and this achievement marks an exciting step forward in their careers.

The Craft Butcher Diploma, jointly certificated by Scottish Craft Butchers and the Scotch Butchers Club, is the next progression from the Modern Apprenticeship in SVQ Meat and Poultry Skills at Level 3 (SCQF 6). It is SCQF accredited and internationally recognised as evidence of high-quality training within the Scottish retail meat industry. **Delivered exclusively through Scottish Craft Butchers by Craft Skills Scotland Assessors**, the diploma is widely regarded across the red meat sector as a key benchmark on the path to becoming a master craftsman.



QMS is supporting the development of skilled butchers by funding 50% of the training fee (up to £250) for Scotch Butchers Club members who pursue the qualification. This initiative is part of their commitment to empowering independent butchers as “Champions of Scotch,” ensuring the industry continues to thrive with knowledgeable, innovative professionals at its core. 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.



With demand for skilled butchers on the rise, achievements like Jamie's and Robbie's highlight the importance of nurturing talent and maintaining the highest standards in craftsmanship and product knowledge. Congratulations to both on this fantastic accomplishment — here's to their continued success and bright futures in the industry!

To enquire about the diploma email claire@craftskills.scot
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.





Congratulations to Ryan Ireland!

We're excited to celebrate Ryan Ireland from Castle Game, who has successfully completed his SCQF Level 5 Modern Apprentice qualification!

Ryan has worked hard to build his skills and confidence in the trade, and this achievement highlights his dedication and passion for learning.

Pictured with his mentor Bernhard, who has supported him throughout his training journey.

Fantastic work, Ryan — we're all proud of you and can't wait to see what you accomplish next in your butchery career!



We're delighted to celebrate Chris Sim from Presly & Co Butchers in Old Meldrum, who has successfully achieved his SCQF Level 6 Modern Apprenticeship in Meat and Poultry Skills!

Chris has shown fantastic commitment and passion throughout his training, and this qualification is a brilliant recognition of his hard work and talent within the trade.

Well done, Chris — a great achievement and an exciting step forward in your new butchery career!



Celebrating Kirsty Neil!

We're incredibly proud to shine a spotlight on Kirsty Neil from Scott Brothers in Dundee, who continues to impress and inspire in the butchery world!

Earlier this year, Kirsty represented Team GB at the World Butchers' Challenge in Paris, competing amongst the very best in the world and doing us all proud on the global stage!

And she's not slowing down — Kirsty will soon begin working towards her Federation Diploma, further advancing her skills, knowledge, and leadership in the industry.

Kirsty is a fantastic role model for aspiring butchers everywhere — dedicated, talented, and always striving for excellence.



Huge Congratulations to Sonny Stuffins!

We are thrilled to celebrate Sonny Stuffins from James Anderson Butchers in Leith, who has recently been awarded SCQF Level 6 Apprentice of the Year at our Training Awards and AGM!

Sonny has worked incredibly hard to develop his skills and passion for the craft — and this fantastic achievement reflects his dedication and talent within the trade.

Here he is proudly pictured alongside one of his mentors, Will, who has supported his journey every step of the way.

Well done, Sonny — the future is bright, and we can't wait to see what you achieve next in your butchery career!



A huge congratulations to Lynn Campbell from Hunters of Kinross on completing her Modern Apprenticeship SCQF Level 5 in Meat & Poultry Skills! Lynn has been part of the Hunters team for 2 years and is a valued Counter Supervisor. Always smiling and full of enthusiasm, she's perfected her knife skills and continues to raise the bar in customer service and product presentation.

Favourite product to make: Kebabs – she loves creating them and takes pride in how good they look on the counter!

Favourite cut to eat: Ribeye – “it just melts in your mouth!”

Lynn has been an absolute pleasure to work with, and her bubbly nature brightens everyone's day. Her hard work and positive attitude make her a real asset to the team, and we're so proud of her progress and professionalism.



Massive Congratulations to Craig Mackay!

We're delighted to celebrate Craig Mackay on achieving his Modern Apprenticeship SCQF Level 5 in Meat and Poultry Skills! Craig is employed by Dunbia, Saltcoats and is part of their fantastic Butchery Academy. He has absolutely smashed through his qualification, showing great skill and dedication throughout.

We're excited to see what's next for Craig and hope to see him progress onto SCQF Level 6 soon.

Well done, Craig – an amazing achievement!



A huge congratulations to Jacob Burgess from Denholm Meat Supplies, who has successfully achieved his SCQF Level 5 modern apprenticeship qualification in Meat & Poultry Skills!

Jacob has shown brilliant drive and enthusiasm throughout his training — and this achievement is a fantastic reflection of his progress in the trade.

Here he is proudly pictured with his mentor Dom, who has guided and supported him along the way.

Keep up the great work, Jacob — a bright future lies ahead



Huge congratulations to Jay Scott, from Briggsy's Butchers in Jedburgh, who has successfully achieved his SCQF Level 6 Modern Apprenticeship in Meat and Poultry Skills!

Jay has shown outstanding dedication, passion, and craftsmanship on his journey so far — and this milestone is a testament to all his hard work. Pictured is Jay receiving his certificate from his boss and mentor, Ryan, who has supported him every step of the way.

This is just the beginning, Jay — here's to many more achievements and a bright future in the trade!

SCOBIESDIRECT.com

A GREAT DEAL FOR BUTCHERS

PROFESSIONAL BUTCHER MACHINES & EQUIPMENT

View the
FULL RANGE
ONLINE



VACUUM PACKERS



OVER WRAPPERS



MIXER GRINDERS



BACON SLICERS

SUPPLYING THE MEAT & FOOD INDUSTRY WITH QUALITY & CONVENIENCE

Proudly adding value to food for over 100 years,
Scobie & Junor serves the UK and Irish meat industry with
high-quality ingredients, packaging, casings, elastic meat netting and machinery.

SEASONINGS & MIXES



INGREDIENTS

SAUCES & MARINADES



INGREDIENTS

VACUUM POUCHES



PACKAGING

ALUMINIUM TRAYS



PACKAGING

SUNDRIES



Order today at scobiesdirect.com
or call us on **0800 783 7331**

Scan the QR code
to view the
latest offers



Haggis - so traditional so delicious



...and surprisingly
well-behaved!

SCOTTISH
CRAFT BUTCHERS

more than just tasty...



healthy starts
don't need to be boring

SCOTTISH
CRAFT BUTCHERS

our breakfast



it'll put a wiggle
in your... kilt!

SCOTTISH
CRAFT BUTCHERS

Valentine's Day February 14th



share the steak
...share the love

SCOTTISH
CRAFT BUTCHERS

POSTERS & SCREEN GRAPHICS



Haggis -
so traditional
so **delicious**

...and surprisingly
well-behaved!

SCOTTISH
CRAFT BUTCHERS

SCOTTISH
CRAFT BUTCHERS

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



more than just
tasty...

healthy starts
don't need to be boring

SCOTTISH
CRAFT BUTCHERS

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 the Early 2026 cover the spring season and the opportunities the Haggis and Valentine's Day period brings to increase sales.



our
breakfast

it'll put a wiggle
in your... **kilt!**

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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.



**Valentine's
Day**
February 14th

share the **steak**
...share the **love**

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



**SCOTTISH CRAFT BUTCHERS
AVERAGE RETAIL PRICES SURVEY**

JAN 2026

NOV 2025

**JAN
2025**

SCOTCH BEEF

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For info

Fillet Steak	6843	=	6843	5995
Sirloin Steak	4143	=	4143	3619
Rib Eye Steak	4340	=	4340	3630
Popeseye Steak	2729	=	2729	2398
Topside	2267	=	2267	1961
Round / Rump Steak	2301	=	2301	1965
Shoulder Steak	1985	=	1985	1704
Rolled Brisket	1880	=	1880	1586
Steak Mince	1586	=	1586	1408
Boiling Beef Bone In	1191	=	1191	962

DOMESTIC LAMB

Whole Leg of Lamb	2069	=	2069	1742
Centre Cut Leg Bone In	2338	=	2338	2084
Gigot Lamb Chops	2530	=	2530	2341
Lamb Leg Steaks	2554	=	2554	2416
Chump Lamb Chops	2413	=	2413	2286
Double Loin Lamb Chops	2713	=	2713	2495
Single Loin Lamb Chops	2626	=	2626	2317
Rolled Shoulder Lamb	1818	=	1818	1616
Lamb Shanks	1298	=	1298	1173
Diced Lamb	2052	=	2052	1891
Minced Lamb	1817	=	1817	1665

PORK

Pork Tenderloin (Fillet)	1842	=	1842	1709
Pork Leg Steaks	1299	=	1299	1234
Double Loin Pork Chops	1357	=	1357	1273
Single Loin Pork Chops	1331	=	1331	1263
Rolled Shoulder of Pork	1218	=	1218	1157
Belly Pork	1205	=	1205	1071
Pork Loin Steaks	1485	=	1485	1400
Diced Pork	1217	=	1217	1111

PRODUCTS

Beef Link Sausages	1311	=	1311	1148
Pork Link Sausages	1312	=	1312	1155
Speciality Pork Sausages	1407	=	1407	1229
Sliced Beef Sausage	1177	=	1177	1053
Sliced Black Pudding	1079	=	1079	969
Ball Haggis	1058	=	1058	1068
Scotch Pie	177	=	177	159
Quarterpound Beefburger	168	=	168	148
1lb Steak Ashette Pie	1286	=	1286	1116

PLEASE HELP TO CONTRIBUTE TO THE AVERAGE PRICE REPORTING EACH MONTH
CONTACT bruce@craftbutchers.co.uk to be added to the list of contributors

SCOTTISH CRAFT BUTCHERS AVERAGE RETAIL PRICES SURVEY NEW PRODUCTS ADDED	JAN 2026		DEC 2025		JAN 2025
Beef Stir fry	1940	=	1940		N/A
Pork Stir Fry	1522	=	1522		N/A
Chicken Stir Fry	1640	=	1640		N/A
Chicken Fillets	1420	=	1420		N/A
Smoked Back Bacon	1428	=	1428		N/A
Unsmoked Back Bacon	1372	=	1372		N/A
Streaky Bacon	1382	=	1382		N/A

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The team are here to help just get in touch!



SCOTTISH CRAFT BUTCHERS
EXECUTIVE MANAGER
Gordon King
01738 637472
07917 524313
gking@craftbutchers.co.uk



SCOTTISH CRAFT BUTCHERS
MEMBER SERVICES MANAGER
Bruce McCall
01738 637472
bruce@craftbutchers.co.uk



CRAFT SKILLS SCOTLAND
TRAINING MANAGER
Claire Simpson
01738 637785
Claire@craftskills.scot



CRAFT SKILLS SCOTLAND
ASSESSOR/VERIFIER
GORDON WALLACE
07758 255895
gordonw@craftskills.scot



CRAFT SKILLS SCOTLAND
ADMIN
KELLY GERAGHTY
01738 637785
Kelly@craftskills.scot



CRAFT SKILLS SCOTLAND
ASSESSOR/VERIFIER
WILLIE KEMP
01738 637785
willie@craftskills.scot



CRAFT SKILLS SCOTLAND
ASSESSOR/VERIFIER
ROBBIE HUGHAN
07856 468656
robbie@craftskills.scot



CRAFT SKILLS SCOTLAND
ASSESSOR/VERIFIER
SARAH FREW
07725 230525
sarah@craftskills.scot



SCOTTISH CRAFT BUTCHERS CORPORATE MEMBERS

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ABPAC

39 Bogmoor Place, Govan,
Glasgow G51 4TQ
www.abpac.co.uk
Contact: Lynsey Sinclair,
T: 0141 445 3199,
M: 07768520073,
Email: lynsey.sinclair@abpac.co.uk

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Email: nad@at-wholesale.co.uk

AUTOMAC UK

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>

COLIN HEWITSON KRH

2 Elms Way, Ayr Ayrshire, KA8 9FB
Contact: Colin Hewitson
Tel: 07769 686 985
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Website: www.ckrh.co.uk

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Tel: 01202 238239
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DIRECT ENERGY AND UTILITIES

Energy & Utilities Consultant
Unit 2, Inveralmond Road, Inveralmond
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SCOTTISH CRAFT BUTCHERS CORPORATE MEMBERS

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Portbury Way, Bristol BS20 7XN
Contact: Judith Johnston.
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Mob: 07957 855 067
Email: Ruth.anderson@paymentsense.com
Web: www.paymentsense.com/uk/

PREPHOUSE

David Dougan
11 Kilmore Rd, Crossgar, BT30 9HJ
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Contact: Jamie Hardie
Mob: 07764 200 407
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26 Kelvin Avenue, Hillington Park, Glasgow,
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Contact: Elaine Holmes
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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 13/12/25	Previous week	Previous year
Scottish Abattoirs			
Prices			
Steers dwt	660.0 p/kg	668.3 p/kg	559.5 p/kg
Heifers dwt	662.0 p/kg	666.2 p/kg	557.1 p/kg
Young Bulls dwt	618.4 p/kg	639.7 p/kg	538.3 p/kg
Numbers			
Steers	2620	3336	3148
Heifers	2135	2189	2650
Young Bulls	212	241	209
Scottish auctions	W/E 17/12/25	Previous week	Previous year
Prices (Source IAAS)			
Steers lwt	373.15 p/kg	369.71 p/kg	297.42 p/kg
Heifers lwt	388.96 p/kg	384.43 p/kg	294.09 p/kg
Young bulls lwt	313.00 p/kg	359.46 p/kg	266.77 p/kg
Numbers			
Steers	62	90	47
Heifers	154	199	112
Young bulls	4	13	13

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 13th December 2025								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	665.6	664.4	659.5	664.7	672.1	672.0	630.6	652.5
R	661.6	664.2	667.2	660.0	665.1	665.6	628.7	642.1
O+	646.5	651.4	648.6	637.3	654.7	647.2	617.2	627.9
-O	628.6	638.8	634.0	606.3	621.1	634.7	599.0	614.2

Sheep prices Scottish (IAAS)	W/E 17/12/25	Previous Week	Previous Year
New Season SQQ lwt	317.11 p/kg	309.31 p/kg	312.06 p/kg
Ewes lwt	£128.09/hd	£121.35/hd	£119.26/hd
Sheep numbers			
Scottish Auctions			
New Season SQQ lwt	14442	13046	15828
Ewes	6025	7087	6087
GB Abattoir (AHDB)	W/E 22/11/2025		
New Season Prime Sheep SQQ dwt	700 p/kg	713.5 p/kg	689.9 p/kg

Deadweight sheep week ending 13th December 2025 Source: AHDB				
		2	3L	3H
	U	700.6	701.6	701.6
	R	698.4	695.7	698.3
	O	719.5	703.9	688.7

Pigs	W/E 13/12/25	Previous week	Previous year
GB abattoirs			
Standard Pig Price (SPP)	198.03 p/kg	198.46 p/kg	206.41 p/kg

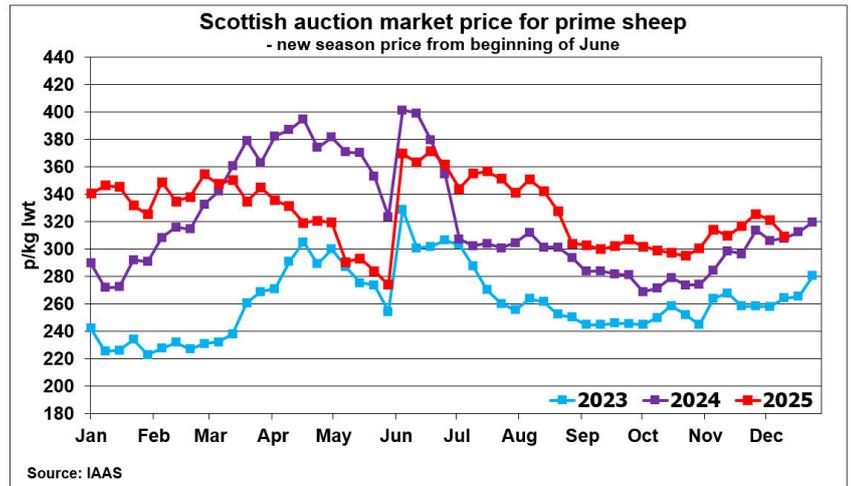
GB deadweight pigs SPP week ending 13th December 2025 Source:AHDB					
	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	150.57	N/A	80.0 – 89.9 kg	201.10	-1.06
60.0 – 69.9 kg	190.68	+0.11	90.0 – 99.9 kg	199.91	-0.57
70.0 – 79.9 kg	200.40	-1.23	100.0kg & over	190.68	-7.69

Sheep market: After a seasonal upturn in November, lamb prices cooled at Scottish auctions in December following the Christmas sales and a seasonal increase in numbers. However, a renewed upturn has occurred in the week leading to Christmas, with the weekly average likely to pass its previous high point of 325p/kg lwt. This increase has come despite a jump in marketings, as processors compete for lambs ahead of the shorter working weeks.

Having spent most of the autumn running 5-10% higher than last year and around 25-30% above the five-year average, these leads softened in December. Sluggish auction throughput relative to previous years is likely to have been supporting prices throughout the autumn, and the slightly softer historical strength of prices has come at a time when the pace of decline in numbers has slowed.

At GB abattoirs, lamb slaughter trailed year-earlier levels for a fourth consecutive month in November, and the gap widened, reflecting slower finishing due to the dry summer and start to autumn and a 2.5% smaller GB lamb crop.

In Scotland, while auction throughput has fallen sharply so far this season, down 6% year-on-year, there has been a jump of around 10% in store lamb sales which, along with the small increase in lamb crop, signals the potential for a significant carryover of hoggos. However, at GB level, the smaller lamb crop may limit the market impact of a large carryover.



UK sheep meat exports continued to increase from 2024 in the autumn, supported by declining EU lamb production, and the year-to-date total ended October up more than 11%.

However, after surging in July, UK imports fell back in the next three months, suggesting that the supply chain may have been working through stocks that had been built given that exports held firm and domestic production contracted.

Looking ahead to 2026, export demand should remain strong due to the continued decline of the EU sheep flock. Meanwhile, import availability could come under some pressure as Australia is expected to have passed the peak of its production cycle while New Zealand's lamb production is expected to stabilise.

Prime cattle. Prime cattle prices received a boost of around 2% from the peak festive buying period in November. However, most of this then unwound in the first half of December, with a steep reduction of 8p/kg for R4L steers in the second week of the month.

Nevertheless, at **664.2p/kg dwt**, prices still averaged 18% higher than in mid-December 2024 and 45% above the five-year average.

Auction prices spiked in late-November due to the main Christmas sales. Steers peaked around £4/kg lwt, while heifers averaged close to £4.30/kg.

In December, prices have fallen back to around their average level for the second half of the year - 375p/kg for steers and 385p/kg for heifers.

Auction throughput has been higher than last year in recent weeks.

Cow prices have also fallen back at Scottish abattoirs, with R4L grades slipping more than 4% between the third week of November and mid-December to 557p/kg, leaving them close to their summer low but still 31% higher than in the same week last year.

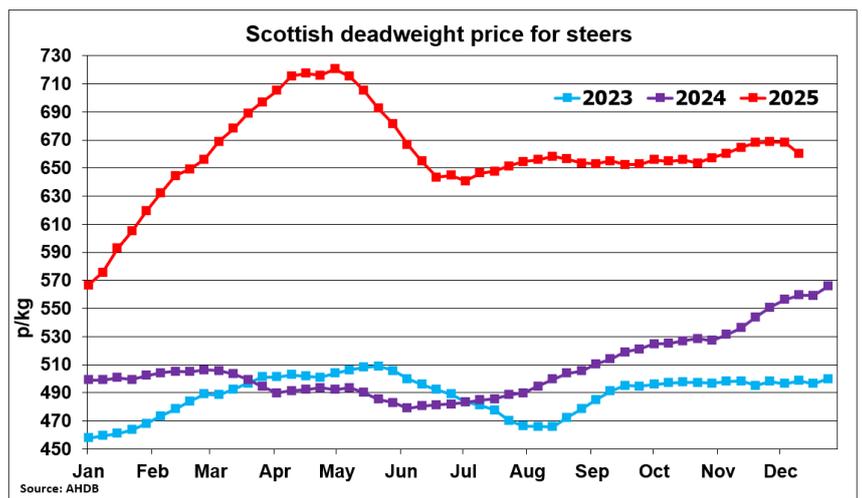
While it is not unusual for cow prices to fall towards the year-end, this year's decline has been later, coming well after the peak in slaughter, suggesting a more recent fall in demand.

Nevertheless, cow prices continue to look relatively stronger than prime cattle, supported by demand for cheaper products in the beef category at an inflationary time.

This relative strength has been back in line with its previous peak in 2022/23.

Store cattle prices have risen even faster than finished cattle prices in 2025, pointing to a significant squeeze on finishing margins over the winter.

Since rebounding from its summer lows in the first half of September, weekly prime cattle slaughter was relatively stable at Scottish abattoirs until December.



Prime cattle. Continued

After jumping higher at the start of the month, in line with the seasonal trend seen in 2023 and 2024, it then slumped back towards its summer low point in the second week of the month, signalling a significant weakening of demand after the Christmas buying period, especially when set against significant price falls in the same week.

Prime slaughter is estimated to have fallen nearly 5% at Scottish abattoirs in the year-to-date, faster than initial expectations, likely reflecting a lower volume of consumer demand due to price inflation above 25%. However, the closure of a large abattoir has also been a factor.

Defra data shows that GB prime cattle slaughter continued to decline during the autumn, but the pace slowed from 6% during the summer to less than 3%, suggesting some recovery in the volume of demand from its summer low point. In the first ten months of 2025, UK beef production fell by 4%, with total market supply estimated to have fallen by around 3% due to the combination of a slight uptick in imports and slight dip in exports.

However, since the spring, imports of competitively priced non-EU beef have surged in contrast to lower EU imports, which have reflected a shortage of cattle in Ireland. At the same time, the weaker volume of domestic demand and tight Irish and EU markets have supported a rise in exports after a slow start.

Prime cattle supply should be around its annual peak in Scotland early in 2026 due to the dominance of spring calving and a peak slaughter age of 20-23 months. Higher calf numbers recorded in July hint at some rebuilding of future supply by mid-2026, potentially easing some of the residual tightness from the tail end of the 2023 calf crop.

Pig market: Pig prices have continued to show a normal seasonal pattern, declining through the autumn and into December. By mid-December, the average price for standard carcasses weighing 70-104.9kg had softened to 200p/kg, down from a summer peak of 209.3p/kg. However, the declines have been faster than in 2024, with per kilo prices going from around 1% lower than last year at their summer peak to trail by 4% in mid-December.

By contrast, carcass value has converged on 2024 levels since mid-November due to a rise in average carcass weights. In turn, this reflects a backlog on farm caused by abattoir issues in the autumn, resulting in a higher share of carcasses exceeding the target weight range. A return of carcass weights to a more normal seasonal trend in recent weeks suggests that the disruption may have eased, unlike what happened in late-2021.

Although pig prices have fallen for a second consecutive year, they were still 10-15% above the five-year average in mid-December, with per kilo prices towards the lower end of this range and carcass value at the upper end.

A slight increase prime pig slaughter at GB abattoirs in the first eleven months of 2025 fits relatively closely with the June census results which pointed to a marginal decline in the fattening pig population.

Looking ahead to 2026, numbers could tighten once any backlog is cleared given the 6% reduction in GB sow numbers reported in June.

In Scotland, the number of pigs leaving farms for slaughter has fallen 3% in the first eleven months of 2025. However, there was a slight rebound in November, suggesting some easing of the previous backlog.

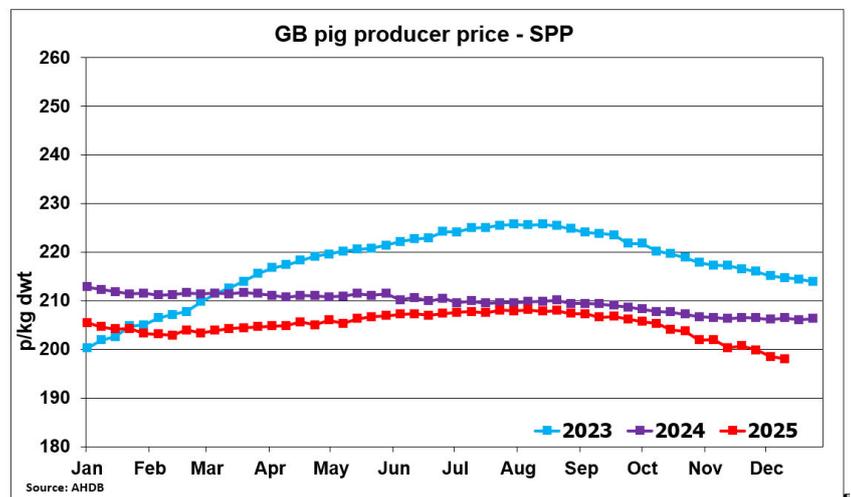
Meanwhile, at Scottish abattoirs, increased kill throughout most of the first three quarters of 2025 signalled positive demand given fewer pigs were leaving Scottish farms. However, this situation has reversed in the final quarter, suggesting a more challenging marketplace.

UK pig market supply rose by around 4% in 2024 but it has proved more stable overall in 2025 despite seasonal volatility.

Domestic production has risen by around 2%, mostly due to heavier weights, but this has been offset by slightly higher exports and lower imports.

Imports from the EU continued to decline from a year earlier in October despite a further lift in the competitiveness of EU pork, reflecting higher domestic output and a weakening of overseas demand for UK exports as both EU and Chinese markets proved well-supplied.

Since October, EU pig prices have become even more competitive but even if it still hasn't resulted in an uplift in import volumes, the large price differential of around 40% between GB and EU pig prices is likely to be having an impact on pricing in the supply chain



Many thanks to Iain MacDonald from Quality Meat Scotland for his market commentary each month.

Thanks also to Heather Macdonald for the charts and prices.





HAPPY NEW YEAR

FROM EVERYONE AT

SCOTTISH
CRAFT BUTCHERS