

**MINUTE OF THE MEETING OF THE EXECUTIVE COMMITTEE HELD WITHIN  
8/10 NEEDLESS ROAD PERTH, ON WEDNESDAY 20 OCTOBER 2004**

**PRESENT:** Mark Barnett                      President (Chair)  
                 Douglas Scott                      Chief Executive  
                 Richard Sneddon                      Company Secretary  
                 Bruce McCall                      Minute Secretary

Plus 14 Executive and Ordinary members as detailed below:

Honorary President Roy Baird, David Jarron, Alan Kennedy, A Matthew, Stewart Dempsie, Jim Preston, John Chapman, Jack Meade, Stuart Christie, David Lindsay, Murray Lauchlan, Jim Hastie, Neil Cameron Wilson Ferguson.

President Barnett welcomed the new President of the Lanarkshire Association, Jim Preston to his first meeting.

**APOLOGIES:** Duncan Mackenzie, George Lees, Hamish Deans, Graham Murdoch, Adam McLay, Steven Sherriff, Hugh Pender, Beaton Lindsay, Jamie Chapman, George Jarron.

**MINUTE OF PREVIOUS EXECUTIVE MEETING:**

Alan Kennedy approved the Minutes of the previous meeting held in September, seconded by David Jarron.

**MATTERS ARISING:**

There were no matters arising.

**CHIEF EXECUTIVE REPORT:** Douglas Scott reported.

Since the last meeting six weeks ago we have given members a lot of support on contracts of employment, staff rules & regulations, health & safety policies and Meat Product Regulations. A lot of members have contacted the office and information has been sent out in the form of hard copies or on floppy disks. Members have commented back that they feel they are getting value for their subscription.

**GUILD OF Q BUTCHERS SCOTTISH REGION:** A presentation was given to their members on the new Meat Product Regulations. This was only given to the members of the Federation.

**JAMES ALLAN – DIAMOND LAMB PRODUCT:** A visit was required to draw up the instructions for the lamb award winning product to be distributed with the posters sent out last week.

**SCOTTISH ASSOCIATION OF MASTER BAKERS:** This is an annual meeting and both organisations agreed that they have a lot of common interests. If necessary we will act together to try and stop new legislation including the forthcoming new hygiene regulations. The Scotch Pie competition was discussed with us agreeing to once again distribute the entry forms. Both organisations will keep in close contact particularly as they do not see each other as competitors. Their President, Andre Sarafilovic has been invited to our AGM.

**SCOTTISH BLACKFACE SHEEP ASSOCIATION:** At the meeting it was agreed to put information into our newsletter last month. Aileen will let us know how much interest was generated from their article.

**OBJECTIVE 3 ESF AGM:** Douglas attended the AGM to fly the flag. The major message coming from the meeting was that because of the EU enlargement the grant money directed to this country after next year would no longer be anything like it is now. The funding we currently receive is around £120,000.

CALOR GAS PRESENTATION, SAUNDERSONS: John Saunderson was presented with the prize for the best in store barbecue display on 17<sup>th</sup> September.

SCOTTISH FOOD AND DRINK CONFERENCE: The afternoon was about product development. Douglas listened to some good ideas. A resume was circulated with the Lamb noisettes poster. One particular radical suggestion was to make offal free haggis as some people do not like offal!

SCOTTISH DAILY MAIL: On 14<sup>th</sup> June the headline in the Scottish Daily Mail read "Return of the Mad Cow Menace". The Mail was the only paper to cover the story about the slipping through of the system of the 24 –30 month cattle without the BSE test being done. It was a story taken from the Food Standards Agency website, no other newspaper ran with the story.

The Daily Mail has previously run features for butchers and the last was in May/June. When the Mail contacted Douglas he referred them to BSE article. Douglas agreed to meet them to discuss. The Mail agreed at the meeting to come up with some free advertising space for us in an attempt to appease the industry. They will be running the Make it With Meat award Lamb Poster advertisement followed by the beef one. These adverts will direct readers to independent butchers and the realbutchers.com website. After that the Mail will try to sell advertising space but it will be very much up to individual butchers to make up their mind if they wish to participate.

DYNAMIC ADVERTISING: this meeting was about the proposed butcher boy calendar. Dynamic were unable to secure funding they envisaged so the idea was shelved for this year.

MAKE IT WITH MEAT AWARD PRESENTATIONS: Most of the winners were presented with their awards at the Scotch Meat Challenge on 22<sup>nd</sup> September. Some were not able to attend. Douglas made presentations in their shops with members in Fraserburgh, Turriff, Portsoy and Inverness as they were unable to attend Ingliston. These presentations took place between the Aberdeen and Inverness regional meetings. The local press were invited to take photographs.

INDEPENDENT RETAIL CONFEDERATION: This is a group of lots of different types of employers and associations. They have a small party group, which we are not members of. This seemed a good route to get route 1 to MP's. He has a list of the MP's which are on it one of which is his local MP. The committee are going to take up various issues. Douglas felt it was not worth attending for the cost of £750 but hoped still to stay on the IRC. The FSA was discussed as their was quite a few changes there recently including a new chairman.

An employment staff poster was tabled. After the meeting the DTI was contacted but were unwilling to issue us with the 400 required. We contacted the small business service to get them to obtain the 400 copies on our behalf.

The only other issue of interest to us was ELSIE which is the employers liability compulsory insurance. This is going to be withdrawn and will save some people money. Also the non-rating of out of town working areas is being considered. The IRC will take this issue forward but Douglas felt he should take it up with the Scottish Executive.

DYNAMIC ADVERTISING: Meeting took place this morning to see the progress made on the proposals for the logo.

MCCASH & HUNTER: This meeting took place to pass on relevant information on the setting up of QMS. The QC will investigate into the statutory levy money being given to QMS without SFMTA having a democratically elected member of that company.

Jack Meade said that on the front page of the Meat Trades Journal some one was appointed to investigate the adverse publicity we get in this country which, is not apparent in other member states. He agreed to get the person's name so we could find out what progress on his investigation he has made.

**MEMBERSHIP AND DEVELOPMENT:** David Lindsay reported.

Members paid now stands at 354 and there has been no business resignations.

Three members joined since the last meeting.

I Moreland, Buckhaven; R & J Chapman, Baillieston; W Lobban, Kirkwall

Membership information has been sent to

Peter Fraser (Butchers), Inverurie; Reid Brothers, Newburgh, Aberdeen; Paul Conway, Kilsyth; Mid West Butchers, Orkney

We have 14 corporate members and these are listed in the newsletter.

Direct Debit Monthly - 37

Direct Debit Quarter - 23

**ANNUAL GENERAL MEETING:** The Annual General Meeting will be held at the Glynhill Hotel, Paisley Road, Renfrew on Sunday 21<sup>st</sup> November 2004. All SFMTA members are invited to the AGM weekend starting with the eve of AGM Dinner Dance - Saturday 20<sup>th</sup> November £70 per person - Weekend Package based on two sharing includes Dinner Dance, Bed and Breakfast and Sunday Lunch. Bookings should be made direct to the Glynhill tel 0141 886 5555

**REGIONAL MEETINGS:** were held in Glasgow, Galashiels, Ingleton, Dundee, Aberdeen and Inverness

Macnaughton and Watson arranged a demonstration from Verstegen and Ian McVicar from Scotweigh was also be present to talk about "sweet hearting". Douglas Scott also talked members through Meat Product Regulation calculations. Representatives of William Forrest attended the Glasgow meeting and Naomi Fitzpatrick of Retail Training Consultants Limited attended the first five. Those attending the meetings seemed pleased with their evening it was just a shame that so few members attended the last four meetings.

The experiment to split the north meeting to Aberdeen and Inverness was not a huge success. Two prospective members attended in Aberdeen. Both meetings went well but there were only ten members attending over the two nights. The experiment will be given one more shot in the spring. David Jarron said the Dundee meeting was excellent but there was a lack of numbers attending.

Douglas said Macnaughton & Watson requested that Verstegen attended. He said the strange thing was that Dalziel turned out at all the meetings and Macnaughton & Watson did not have a representative at the last two meetings. He said that Ian McVicar from Scotweigh did a very visual demonstration with a close circuit camera, recording what was going on at some ones till. Two representatives of William Forrest attended the Glasgow meeting. Naomi Fitzpatrick from Retail Training attended the first five meetings. Everyone who attended the meeting enjoyed it but the members in the north were disappointed by the low attendance with 4 members and two non in Aberdeen and 6 in Inverness. The north experiment will be tried again at the beginning of next year. He noted that Murray Lauchlan had pointed out that this was during school holidays but it could have just as easily been as low if the meetings clashed with champion league games.

**TRADE FAIR:** A report was circulated for discussion. The two venues are the Dewars Centre and the Crieff Hydro Hotel function suites and sports hall. David Lindsay said the smaller room and lower ceiling may give a more homely feel about the place enhancing the social side of it.

David Jarron asked if the exhibitors had been approached about the venue. David Lindsay said they were reasonable keen on the date. Douglas stated they said name the venue and we will be there. Mark Barnett said the Crieff Hydro would give it more prestige. David Jarron asked how

accessible Crieff was for getting machinery in and out. Douglas replied it was fine with only one step at either door.

Douglas stated we could use the Sports hall and just outside a there was a patio then a conservatory leading into another function area with a bar. If it was a nice day it would be excellent due to this part of the complex being south facing. Douglas was slightly concerned the hall would empty and visitors not revisiting. The hotel has excellent facilities but said it would only take two night stays. Murray Lauchlan suggested he could speak to the hotel about this.

Alan Kennedy asked if we decided to go to Crieff would this dent our relationship with Dewars Centre. David Lindsay thought this would not be a problem as Dewars is likely to be desperate for the business.

Douglas said that the parking was adequate but suggested we get our stand contractor to have a meeting with us to ensure that the venue would be suitable for power etc.

Mark Barnett asked what people felt about the extra travelling. David Lindsay suggested it would not make much difference from the south people as they could turn off the A9 at Greenloaning.

David Lindsay suggested we agree that Crieff Hydro was the first choice and Dewars as a back up if we could not make the necessary arrangements. Murray Lauchlan said that if there was enough staying we could organise something in the conference hall on the Saturday night.

Douglas said that if Crieff was unsuitable we could create a central seating area in the middle of the hall at Dewars. If people are comfortable they are more likely to hang about. He added that the novelty value of going to somewhere else would attract some people.

David Lindsay said that wives could walk around in Crieff and take in something the town had to offer.

The meeting agreed to proceed with first option being Crieff Hydro with Dewars as the back up.

Wilson Ferguson asked what would happen about the competitions. Douglas said all the usual competition would take place. He said this did not happen this year as the Trade Fair was deferred to next year. QMS stepped in to have the Scotch Meat Challenge which had the butchery competition, Make it with Meat Awards presentation, and the Black Pudding and Beef Sausage Masters competition. It was a successful day but the quality of the lunch could have been better.

John Chapman asked if Carson from Dalbeattie had joined as he was sent a letter to join last month. Mark Barnett said there had been no reply on the follow up.

**FINANCE REPORT:** Douglas Scott reported.

The draft accounts were presented to the meeting and showed a surplus of £8720 surplus as opposed to £31,108 in the previous year but Douglas said that we have paid for and delivered a lot during this financial year.

We have contributed £18,000 towards the Get to Know Your Local Butcher Campaign – not from reserves as was originally planned but from within the profit and loss accounts that follow for the financial year just ended. The surplus before tax is stated at £10,044 and he then explained how that came about.

On the Operating Income for Member Services: Corporate members increased from 12 to 14 so income is up by £1000 there. Income from subscriptions is up from £67,911 to £70,476 this reflecting the increase in subscription and the almost repeat in number of members joining.

Competition Entry fees show a large increase but that is because the Beef Sausage and Black Pudding competitions were held in August rather than September as usual. Income from sale of Beef Labelling Boards fell but so too did the expenditure.

The Promotional Campaign is a new income and expense. £41,000 came in from QMS (20,000), Scottish Meat Training (18,000) and Macnaughton and Watson (3,000). Dalziel and their suppliers raised £35,200 and this was paid direct to Dynamic Advertising meaning that the campaign raised a total of £76,200. The costs associated with the campaign came to just under £78,000. The shortfall was covered from within the annual Advertising budget for SFMTA.

Sponsorship of £700 relates to income for the Trade Fair in 2003. So a total income of £138,964.

On the other side the increase in Printing Stationery and Postage costs reflects the increased volume a frequency of information sent to members.

The Handbook although with more colour this year than ever before, still made a profit. Travelling Expenses show a large increase but this is because we increased the allowance for members travelling to Executive meetings in Perth from 25p per mile to 35p per mile.

The advertising spend was £55,560. £41,000 came in and we spent a further £14,560 on not just the Get to Your Local Butcher Campaign but on an extra Make it With Meat Awards in the Spring. At the end of the year we had spent a total of £142,231 which when put against the Income opposite of £138,964 leaves a deficit of £3267. When income from Investments and Bank Interest is taken into account the surplus for the year ends up at £844.

Now if you turn the page we can examine the Scottish Meat Training account. Income here is up by some £70,000; mainly as we received a grant of £69491 from the ESF and because Training grants continued to come in at pace. Both these incomes have been lumped together to get to the figure of £286,216.

On the right the salary expenses include a parting gift paid to Moira Brady. Salaries are greater because we have employed Sandra Lennox and had two Training and Development Managers for five months. Others costs are up correspondingly as a consequence. In particular vehicle expenses, Printing and Postage, MTC registrations, Irrecoverable VAT all represent increased activity in the department which now has the greatest number of trainees for some time, if not ever.

New Product Workshops cost £13,087 but the ESF project allowed us to claim back 45% of that sum.

Under Operating Expenses there was the £18,000 sponsorship of the "Get to Know Your Local Butcher Campaign". Total expenses at £291,424 against income on the left of 286,216. An operating deficit but when you add income from interest of £14,408 that leaves £9200 to take back, along with the £844 surplus from Member Services on the previous pages to page seven where  $9200 + 844 = £10044$  listed there as surplus before tax and £8720 after tax.

£8720 has been added to the Profit and Loss Account Reserves making the total in reserve £629,895.

In the Balance Sheet we are not due as many people as this time last year. The Creditors figure includes a balance of £30337 for ORF Level 2 paybacks; a sum we will not need for that purpose but a balance that is being used when necessary to finance those already through a Level 2 to continue on to a Craftsman Certificate or Federation Diploma.

Approval was moved by David Jarron and Wilson Ferguson seconded it. The approved accounts would be sent out with the AGM papers. Wilson Ferguson suggested that the key contributors to our advertising campaign would be given special mention at our AGM.

**TRAINING AND DEVELOPMENT:** Richard Sneddon reported.

**TRAINEE NUMBERS:** We have 326 trainees, this is an increase of 112 on last year at the same time. This increase is mainly due to ESF and the trainees it has allowed us to bring on board. At present we have 12 trainees in the pending file and awaiting induction for the Scottish Enterprise area.

Highland and Islands trainee numbers remain pretty much static with us having had leavers and completes in the last number of months.

**LEVEL II trainees by LEC:** The Scottish Enterprise area is up on last year with the Highlands and Islands figures down. We don't have ESF funding in the Highlands and Islands area and this is a lesser populated than SE's so progress will always be slower and on a lesser scale.

**MA Trainees by LEC:** Progressions within the Scottish Enterprise area have continually increased on last year's figures at the same time. Highlands & Islands progression figures are holding well.

**MA Trainees by LEC:** Figures within both the Scottish Enterprise and Highlands & Islands areas remain steady.

**Private Funded Dumfries and Galloway:** There are 12 trainees at present. All of which are progressing with some on the last stages of finishing.

**Meat Plants:** Two main problematic areas in this sector. Scotbeef and McKean Foods. Richard is finding it difficult to communicate with either of those companies, as they do not respond. Scotbeef has only 10 trainees, which he suggested when completed, we do not enrol any more.

**ESF PROJECT UPDATE:** The most trainees on one qualification is Customer Service. The least number is in Craft Skills.

With Derek being absent from work he explained that he was maintaining the trainee visit regime by taking on his workload. He thanked Douglas Scott for the support while he looks after this additional role.

**Part-Time Assessor:** Gary Mitchell has undergone intense training in the past few months and is at the final stages before he becomes a trainee assessor. Enrolled onto his assessor qualification on Monday of this week. Gary will mainly assist us in the Customer Service Awards.

Sandra Lennox has been assisting the Training Department in an overall review of our systems and where necessary refurbishing and building these.

**SKILLS COMPETITION 2004:** This was held at the McRobert Pavillion, Ingliston and was very well received. The butchers were nervous but the standards of skill were extremely high. Feedback from the entrants said they were less nervous than at the trade fair as there was fewer people passing by making comments. Simon Howie entrants were placed 1<sup>st</sup> 2<sup>nd</sup> & 3<sup>rd</sup>. David Lindsay asked how many people entered. Richard replied there was 12 in the main competition and 13 to 14 in the under 22.

**LAUNCH OF IMPROVE (SECTOR SKILLS COUNCIL):** Based in Harrogate and the regional Manager for Scotland is Jennifer Bryson

They are there to improve relationships with Training Providers and employers. They will act on behalf of businesses and industry bodies in attracting new employees.

Scottish Executive will no longer deal with employment problems and will allow Improve to act on their behalf. Scottish Executive will not deal with anyone direct.

SCOTTISH ENTERPRISE AGM: This did not go down well with the training providers. This was because the government wants MA's throughout the UK. These numbers are on the increase but likewise the number of leavers is increasing. In Scotland the conversion ration is 54% and in England it is 28%. Although Scotland is doing better it is not at an acceptable level for the Scottish Executive. The budget is currently £47 million but it is being frozen for the next 3 years until more trainees have completed through the system. Several reasons were given and it all came back to the training provider.

Douglas Scott added a few additional points to Richard's report.

SKILLS CITY HIGHLAND: Douglas attended the first day of this on the 14 September. He attended to fly the flag and find out what happened at them and he assisted on the QMS stand. Participation in the event was organised to try to get kids interested in being involved in the meat industry and put forward meat eating. It was held in the Sports Academy in Dingwall; some of the activities worked and others were not quite as successful.

MEAT SKILLS CHALLENGE – ASSOCIATED CRAFT BUTCHERS IRELAND ACBI – The two winners from our event Michael Traynor and Richard Megahy will go to represent Scotland against the Irish butchers on Sunday 7<sup>th</sup> November. Each country will field one two competitor at a time competing against each other. They will work on Beef then Lamb and then Pork with a break between. This will show a continuous display of skills throughout their trade fair.

CUSTOMER CARE COURSES: Retail Training Consultants from Ireland carry these out. This contact was made through the ACBI. Naomi carries the training out in a training room in a transit van. She has visited businesses throughout the Scottish Enterprise area. They have been well received with one business in Dundee the exception whilst one other business has booked them twice. Some businesses have appreciated the fact the training room travels to their business. David Jarron said that his staff did not see any worth in it but he himself could not respond because he was not present.

**LEGISLATION REPORT:** Douglas Scott reported.

MEAT PRODUCT REGULATIONS (SCOTLAND) 2004: The calculation of meat content declarations has very much been at the top of members' agendas. At the regional meetings Douglas had going over some worked examples and a copy was circulated to the members present. QMS are putting on a seminar on 27<sup>th</sup> October in the County Buildings Ayr in the afternoon and in the evening at the Stirling Management Centre. Mark Barnett suggested that they should have had them on different days to offer someone a greater opportunity to attend Marke Wolfe from the Food Standards Agency (FSA) and a specialist from Somerset will be attending.

Douglas felt that if anyone had attended the regional meetings then they are unlikely to greatly benefit by attending.

H123: The new food hygiene regulation consultation is now out and there is a MHS policy Forum on 17<sup>th</sup> November which Douglas will attend. The consultation covers 300 pages, 3 pages which Douglas circulated appeared to be the critical ones this included the supply of food of animal origin from one retail establishment to another.

This is looking for approval to be a low throughput cutting plant if you are supplying more that 25 % to caterers outside local area. The FSA have not defined what restricted is. Douglas felt a key concern of some of our existing licensed business had to move to this level it would involve a higher degree of regulation they may not necessarily be able to meet. Douglas suggested we should resist this. Information he has been passed suggests that many rural business have in excess of the 25%. It would bring in to they had to stop this the economic viability of their business would be seriously questioned. The FSA impact study had suggested one in 8 will fall in to this category. The NFMFT agreed that we should resist as much as possible.

As part of this Butcher Licensing would be revoked but it would be sensible to retain it because most have it. This would be the simplest solution for most of our members to gain approval and supply the catering industry. He suggested a survey be issued to members to assess the volumes involved. Localised is described as in local authority or neighbouring or 30 miles.

Alan Kennedy asked what the view was from the local authorities. Douglas said that they see it as a tidying up of various other pieces of legislation. The FSA are drafting out the rules for UK implementation so they can put more of a slant on the minimum requirements for this area coming from Europe.

The consultation is to be completed by the end of January. This will give us a chance to survey our members. Douglas said that when he had his business 28% was the figure for these type sales.

Alan Kennedy asked if QMS were attending any of these meetings as it was as much in their interest as anyone else. Douglas has tried to contact Andy McGowan over the past few days to discuss but he has not been available. However, he noted that Andy McGowan was the first to flag up the prospect of these regulations.

Murray Lauchlan asked what the view of Jim Dixon (Perth & Kinross EHO) was on Butcher Licensing being enough. Douglas replied that he thought it was clever. Douglas said he will be able to gauge the local authorities views as LACOTS will be attending the MHS policy forum on 17<sup>th</sup> November. HACCP will be required as part of H123 by Jan 2006.

Jack Meade highlighted some confusion about the estimation of visual lean. Douglas said that the analysis of the meat content coming back has been very high. One product the test came back from for a beef pastie indicated the beef was 100% VL and it is unlikely that anyone would make a pastie with such a high content. Similarly a Scotch Pie came back with lamb at 96%. Wilson Ferguson said that the MLC used to do large photographs of batches for making sausages and this would be valuable here. Douglas said in Holland in 1987 they had a similar thing and we actually asked FSA in their consultation to do this thing as it was not practical to do a calculation on something you have to guess at the start.

Alan Kennedy said since the Perth & Kinross seminar he has been inundated with samples being taken. Murray Lauchlan said he had been informed that visits would take place in due course. Wilson Ferguson asked who carries out the visits and Alan Kennedy said it is technicians. David Lindsay said early on he had the EHO's in to see batches of sausages being made and samples taken.

Mark Barnett said that most of his production is done early in the morning and felt that EHO would have to come then to see production taking place. David Jarron suggested they would probably accommodate him. Alan Kennedy suggested there would be six months of hyper activity then it would settle down, Their knowledge of the subject is limited the evidence was that the EHO and analysts contradicted each other. Wilson Ferguson said that Foodscan have indicated the tests would cost £ 43 per product. Alan Kennedy said it was indicated from Angus to be £ 500 and David Jarron mention that £ 1000 had been muted.

Douglas Scott said the Disability Discrimination act came into force from October. We had two surveys carried out on one small shop and one large shop. He suggested that members could look at it and compare it with there own circumstances and if necessary carry out their own audit.

The reports have been issued to members at the regional meetings and will be sent out to members on request. He highlighted that most of the heavy cost would be borne by the local authority for sorting out pavements and access to your local shop, so it would do no harm for this to be looked at. David Lindsay said the chemist close to his shop had to have work done to the pavement at their cost.

**LIVESTOCK REPORT:** Douglas Scott read out Jamie Chapman's report in his absence.

Cattle have eased slightly at the auction markets and the large wholesalers have dropped their "on the hook price" over the last few weeks. This seems to have been caused by an increase in numbers with farmers trying to finish their cattle before the weather forces them to bring them in. The store sales of suckled calves have been busy and finishers seem positive about the fat stock trade.

Hides have risen slightly with up to £26.50 being quoted. To balance this lambskins have dropped down to around £2.50.

Jamie attended a further meeting on the definition of "Scotch". There was no way he could win the case that anything born, bred, and slaughtered in Scotland with assurance all the way would qualify. It seems (no one actually said as much) that QMS would lose large quantities of the money they get from Europe for raising quality standards if there is only assurance in their scheme. Although carcass classification is no guarantee of eating quality it at least shows some suggestion of perceived quality. The wholesalers present were also not in favour of labelling young bull beef. Jamie was of the opinion that it will end up only the leanest poor animals will not qualify.

Stuart Christie said that the burning of sheepskins was being looked at because there was no market for them.

Alan Kennedy said that one particular wholesaler was slipping through Irish beef through a Scotch processing plant and one of his staff had picked up on this. Alan was very angry about him receiving it and ceased trading with that wholesaler. David Jarron said this sort of thing had been going on a long time.

David Jarron said there had not been a plentiful supply over the last 2-3 months particularly in the quality department. Stuart Christie suggested that the farmers were unloading at the moment and that slaughtering was not done well.

**PROMOTION REPORT:** Douglas Scott reported in the absence of Duncan Mackenzie.

**MAKE IT WITH MEAT AWARDS:** The overall champions were announced after lunch at the Scotch Meat Challenge. Posters have been produced for each of the three diamond winners. The Lamb Noisettes posters and recipe instructions for James Allan of Hyndland's diamond winning product have been distributed to members. The tray highlighters will be sent out with the newsletter.

The Beef Pastrami won by Simon Howie will be sent out in November. The Pork winner went to Douglas Graham at Kilmacollm with his Honey Mustard and Pork Loin with Apricots.

**CRAFT BUTCHER:** There has been an ongoing debate about the name and the logo. The Aberdeen & Inverness Regional Meetings were used as sounding boards. They gave a unanimous 'no' to the proposed logo, which had been drawn up.

The first item discussed was the name and the idea of using the term Craft Butcher. When Federation of Scottish Craft Butchers was put forward to the two meetings in the North we had 100% agreement from them. They agreed that "meat traders" is not descriptive enough and SFMTA is too big a mouthful. Comments on the logo were not so complimentary. The logo was the picture of David Ross used in the campaign with the Federation of Craft Butchers in a C shape. Douglas read out a list of the comments made at the two meetings.

Douglas met with the designers again this morning and they came up with seven further logos. The type faces, colour and fonts etc can be changed on each of them.

The first was C with little butcher on the top. It was suggested it looks like pacman. The next one was supposed to be slices but Douglas suggested it looked like something out of a toaster. The next one FoCB had few supporters. The fourth was likened to the Mothercare logo. The next was a black and white man. Among comments were;  
Looks like a man with outfit on. Looks like Macnaughton & Watson logo. Fire hazard sign in forest Should have a circle round it. The look is too cold.

The next one looked like a Football Logo or the Q Guild logo or a football strip. The final one was a Scottish flag with knife. Mark Barnett & Alan Kennedy felt it was closest to the mark while David Lindsay said that we should not put knives up as our image.

Douglas said he had spoken to Graham Murdoch earlier and he said logos are funny things because just looking at them you are able to associate with the product. This is evident with cars with the Audi with the four rings etc. None of the logos produced say anything about the product or company except the four circles could indicate the four wheels of a car.

Mark Barnett said the reason why these logo are well recognised is because of the millions of pounds spent on advertising on television. So if we do one with no lettering we do not have the resources to promote it.

Murray Lauchlan was appealed by the thistle and suggested a link to the Scottish aspect was important. He said the logo itself hits you first and, if you were interested, would read it second.

Douglas Scott said the black & white one was the most clever. Wilson Ferguson said it would be better in a circle to make it softer. David Lindsay suggested to put it in a thistle.

Wilson Ferguson after discussion with Duncan Mackenzie thought the idea was to retain our existing logo for internal and have Craft butchers for promotions. During crises such as BSE our logo and name had gravity but Mark Barnett was questioning the merit in keeping our existing logo.

Wilson Ferguson said many companies changing back like post office because did not understand the new logo and David Lindsay said the arguments were the same the last time we changed logo.

Mark Barnett said the last executive easy unanimous that we change Alan Kennedy said large companies such as Marks & Spencer have a proper business letterhead.

Mark Barnett said the name Craft Butchers works in Ireland. Jim Preston said the change to craft butcher would have more meaning to customers and the meat trader logo for internal David Lindsay agreed with this.

The meeting did not really like any of the logos put forward. David Lindsay wanted something that gave the impression of Scotch because we cannot say Scotch. Mark Barnett if we had the word Scottish do we need a thistle. Wilson Ferguson suggested the butcher be put in a large thistle. John Chapman asked if we had to change the name of the Federation because he believed that to be a bad thing. Mark said "no", we would not change the name. Mark said our existing logo would stay for office etc but in the shops a new logo would be used on bags posters etc

From the comments given Mark suggested the idea was to be a butcher with the outline of a thistle around it in either blue or purple.

Wilson Ferguson suggested more designs should be put up for the next meeting. Roy Baird said a competition should be set up to design one. Mark Barnett said that this debate had been running for 2 ½ years and felt not doing something was a major opportunity missed.

Mark Barnett asked if there was any major problem with the butcher a thistle and the wording. Stewart Christie said he did not like the butcher. David Jarron said we should get some University students to design a logo it would be cheaper.

Mark Barnett again sought support for a butcher with a face with a thistle outline. Wilson Ferguson said it should be a smiling face. Mark asked if anyone was against the principle.

Murray Lauchlan voiced strong opposition to a logo, which does not tie in to what we are. Murray said the symbol is wrong and unless you read the writing below it says nothing. He said he has the large vinyl in his window and 99 percent of people do not know what the writing says. He said the symbol is the most important part and says nothing about butchers and could have been created in clipart.

Mark Barnett said any new logo will not be instantly recognisable but put on carrier bags posters, duplex it will help build the brand. Murray suggested the outline of a cattle beast should be used, he recognised this may be going back to an older system but it is a change that would associate with what we do. Mark Barnett reminded the meeting that QMS were slated for bringing out posters with live animals on it. Murray Lauchlan said only an outline is required with a thistle in it saying member Scottish butcher and strap line a craft of distinction.

Mark Barnett said the more you complicate it the less it will be looked at. He said the Nike tick was an example of how simple it can be. David Jarron said he would rather advertise Scott Brothers from an identity point of view have that is a craft butcher.

Alan Kennedy said if people felt that so strongly about it they submit their own ideas rather than designers continually submitting ideas at cost. We could then consider these ideas at the next meeting.

Mark Barnett said prior to Murray's proposal we had a 99 per cent commitment to the idea. Wilson Ferguson said that in the past a Promotions Committee formulated designs near to completion then the Executive discussed them but Duncan as the Convenor does not currently have a Committee to debate the ideas. Wilson suggested that we go back to the agency and suggest the black & white one is too cold and incorporate the comments made. Mark Barnett agreed for the agency to be forwarded our ideas.

**LABOUR CONDITIONS:** David Jarron reported.

David Jarron said there is something on television about an extra day being given at New Year. David Jarron said that in England they only get one day in England but it is dependent on the individual business what they give in terms of holidays.

Wilson Ferguson said that the new guidelines on how to carry out Disciplinary Procedures is a minefield and asked for step by step guide to be sent out by the office. Also how you go about disciplining someone. He said that if you do not follow the guidelines you could be taken to a tribunal. Jim Preston said that you couldn't do it over the phone. Alan Kennedy said that someone who has left employment without a letter being given a letter should be sent back to say that your job is still open should you wish to return.

Wilson said employees do not give any notice. David Lindsay said she had someone who walked out on them the he said that there job was open to them but if they wished a P45 give him a letter. Douglas asked Kerr Smith to give us more but the last time he said we were given enough. Wilson Ferguson said the step by step guide on disciplining someone had changed and Douglas agreed to investigate. Jim Preston said that you need someone all the time as a witness. Wilson Ferguson said the employee is entitled to a colleague being present as well. He had also been informed if they leave a job within 12 weeks of starting then they would still receive benefit.

**ANY OTHER COMPETENT BUSINESS:**

Jim Hastie said he had participated in a meningitis/septicaemia draw where customers paid a £1 for each number up to 100. The customers were entered into a prize draw to win a turkey that the butcher put up for free. The charity sent him a letter-saying thanking him for the total contribution

of £400 and felt it was disappointing with the total number of butchers around the country as he had contributed £100 from his shop alone. This is the third year he has done it. Mark Barnett said that different butchers have their own ideas about the size and type of charities they would like to support as they can only support David Jarron said they put up 4 times £ 25 vouchers for caring for kids charity auction.

Wilson Ferguson asked if Ernie Blacks medal was going to be framed and displayed on the wall. Douglas said he would action but had been busy with other more pressing issues.

David Jarron suggested that the Simon Howie Beef Diamond Award is not going to be a profit maker. He could not get the pastrami ingredient to make it and still have not got the product and it also takes 5 days to mature it. He felt it was not a product, which could be promoted readily and was not easy to prepare. Mark Barnett said it would make the judging much more difficult. Douglas said the two runner up products were burgers but we did not feel it was a burger competition.

### **DATE OF NEXT MEETING**

Wednesday 12<sup>th</sup> January 2005.

There was no further business and the meeting then closed with a double vote of thanks to the chair as it was Mark Barnett's last Executive meeting as President.