

FEDERATION NEWS

THE NEWSLETTER FOR SCOTLAND'S INDEPENDENT BUTCHERS

Faces in the news this month:-



APRIL 2003

Well, the weather in March was very kind to the country so we hope that it was a good trading climate as well. Whether or not it was the fine weather members certainly turned out to the Regional meetings that were held this month.

There was an attendance of 60 in Glasgow, 40 in Elgin and 50 in Dundee. The Edinburgh meeting was put back because it would have been in direct competition with Liverpool v Celtic on live television but at 26 the attendance the following Wednesday did not quite match the record attendances at the first three meetings.

As we go to press the Galashiels meeting has just taken place and the numbers attending were up to their usual high standards.

The presentation to the winners of the Steak Pie evaluation was made at each Regional meeting by David Sword and David Mooney of William Sword, the sponsors. Results are printed in full in this newsletter. Danny Upton of Kerry Lucas put on a Bacon Curing demonstration at each meeting and Quality Meat Scotland were also in attendance to enlighten butchers of their current promotion plans.

The Make it in Scotland events continued with these Careers events being held in Renfrew, Motherwell, Livingston and Galashiels. These demonstrations to second year school children continue to create interest with almost every school involved requesting in-school job and product talks. When the circuit draws to a close in Stirling this week the Federation will have met 100 schools and had 2700 children sit, watch and listen to the meat industry's story.

This Month

Steak Pie Evaluation Results

Regional Meetings

Grazing Kids

QMS' PGI timetable

Food Standards Agency approach to regulation

Glen road to Dundee

Supermarket Sweep for Simon Howie

Bacon Curing with Lucas

Medical Case for Meat

Vitamin D cements meat as essential

YOUR FEDERATION IS HERE TO HELP YOU:

telephone 01738 637472 fax 01738 441059 e mail:
find us on the web at www.sfmta.co.uk

£1million deal for Simon Howie



Congratulations to Perth member Simon Howie (*above left with Sir Peter Davies*) for winning a deal with Sainsburys. Following a trial of Simon Howie Butchers within two Sainsburys stores that began at the end of October 2001, and was then extended to four stores in October last year, Sainsburys noted a 25% increase in sales of Howie's products.

Now a further eight Simon Howie meat counters will open in Sainsbury's stores across Scotland by the end of June. Far from being depressed from this competition butchers locally should rise to the challenge which confirms that local customers want quality meat served by friendly competent staff.

Strong words on vitamin D from MLC

RED meat may have a much more profound effect on levels of Vitamin D in the body than scientists had thought.

The idea was highlighted by Meat and Livestock Commission Nutrition and Meat Science Manager Maureen Strong, at an international conference held in Auckland, New Zealand from March 17-20. Red meat has long been known to be helpful in combating problems of bone health but Maureen believes its role may be even more important.

She said a study of vegetarian and meat-eating women showed the vegetarians had much lower levels of vitamin D in blood samples than meat eaters. The difference was much greater than could be explained by the amount of vitamin D traditionally believed to be in red meat.

Maureen said: "The bioavailable contribution of meat vitamin D may be four to five times greater than predicted from estimates of the vitamin D content of meat, further enhancing its position as an important dietary source.

"This is just the tip of the iceberg and as our knowledge and understanding of vitamin D involvement in health and disease grows it could prove to be extremely beneficial to the growing understanding of the vital role of red meat in a healthy balanced diet."

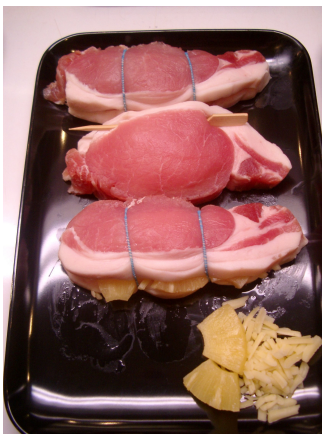
Other speakers included UK Government advisor and top researcher. Dr Margaret Ashwell said: "The new work on vitamin D will further cement red meat's position as an essential part of a healthy diet."

Bacon Curing with Lucas

Danny Upson of Kerry Lucas put on a demonstration of Bacon Curing at the Regional meetings in March.

Danny explained the technique of curing bacon using Lucas 'easicures' and made kitchen ready and barbecue products with bacon loin and belly.

Bacon chops and Bacon brochettes were suggested as barbecue products.



Pocket bacon chops Bacon roasties and Bacon chunkies – BBQ!!

'easicures' supported by laminated step-by-step guide, free POS tickets for all three cures, Free dry cured bacon consumer poster, Free technical helpline, New promotional flyer

Bacon chops and Apricot & Prune Bacon roast



Regional Meetings



**Above:-
Monday 3rd March
Swallow Hotel. Bellahouston**



**Above and below:-
Wednesday 26th March
Barnton Hotel, Edinburgh**



**Left:-
Tuesday 25th March
Swallow Hotel
Dundee**





Monday 24th March, Laichmoray Hotel, Elgin.



QUALITY MEAT SCOTLAND

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Specially Selected Quality Assurance Tel: 0131 335 6600

March 2002

To: Assurance Scheme Members

COPY

PGI TIMETABLE

Quality Meat Scotland wrote to you last June to explain the changes that were taking place in the definition of 'Scotch beef' and 'Scotch lamb' in order to protect the integrity of this important brand. The definition of 'Scotch beef' and 'Scotch lamb' is governed by EU law and was registered with the European Commission some years ago by SQBLA as a Protected Geographical Indication (PGI). Applications to change the PGI definitions were submitted to the European Commission last year. A letter was sent to you in June 2002 estimating that the application might come into effect in July 2003 and we undertook to keep you informed of progress. The QMS newsletter issued in December 2002 provided further information.

A large number of applications for PGI status have been submitted to Brussels from all over the EU and our application has been in the queue. We have now been told by SEERAD that the application has been examined by the Commission and will soon go through a formal 6-month period of consultation in the Official Journal of the EU. It is therefore likely that the change in the definition of 'Scotch beef' and 'Scotch lamb' will come into effect around January 2004.

This means that, from this date, animals eligible to carry the 'Scotch beef' and 'Scotch lamb' brands should be:

- Born, reared, slaughtered and dressed in Scotland; and
- Produced from birth and slaughtered in accordance with the QMS Specially Selected assurance schemes, or other assurance schemes meeting the same conditions as those in the SSS schemes.

We are aware that there will be some animals in the production system in January 2004 that may not meet all these requirements. In order to give businesses time to complete the finishing cycle for this small proportion of stock, and subject to discussions with the enforcement authorities nearer the time, there will be an introductory period until **1 June 2004**. After this date no animals will be eligible for the 'Scotch' label unless they meet all of the above criteria. This transition period should also allow for any slippage in the Brussels timescale.

Yours sincerely,

Jan Polley
Chief Executive



Not So Comfortable QMS

Opinion, as appeared in the *Courier*

APRIL FOOL's Day will see the re-launch of Quality Meat Scotland complete with a new budget of £4.5 million, a new high profile chairman, a new chief executive, several new directors and a few behind-the-scenes staff to do the work.

Controversy has dogged the footsteps of QMS since it was foisted on the livestock industry, and it has been characterised by an apparent determination to sideline and antagonise the levy-payers who fund its existence. The recent disquiet over the alleged cronyism surrounding QMS has done nothing to foster producer confidence in the organisation charged with promoting Scotch meat, and the new look QMS has a massive bridge-building exercise to tackle.

Readers of a recently-published interview with Jan Polley, the newly appointed QMS chief executive, would have been hoping for some insight into what makes her tick but the blandness of the civil servant was always to the fore.

Yes, we knew that the job of QMS is to help the red meat industry become more profitable and successful, and, yes, it has been said often enough that Scottish farming has huge reserves of untapped potential just waiting to be realised.

With a list of good intentions to make the livestock industry a better place, Ms Polley at times came across less like the chief executive of a national meat marketing agency and more like a Miss World finalist expressing a spurious ambition to do good works with the UN and improve the lives of the deserving poor.

What we really want to know is what induced Ms Polley to give up a secure, well-paid civil service job, with its index-linked pension, for the post of chief executive of an organisation with an uncertain long-term future, inextricably linked with an industry reputedly in rapid decline.

The explanation, offered-a desire to get involved in an industry to which she had been intellectually committed for five years-is feeble and just doesn't wash.

We'd have liked a hint of how it felt to be plucked from civil service obscurity and groomed for QMS stardom and which attributes can offer to compensate for her lack of experience in livestock production, marketing or the commercial sector.

Does she intend to surprise us all with a radically different approach to marketing Scotch produce? What benchmarks has she set to measure her success or failure?

And, of course, there's the big question of how she proposes to control the one-man-band tendencies of the new QMS chairman.

Ms Polley stated that Scotch beef has a reputation that is the envy of most countries. The reality is that it had a reputation.

When it is again exported in significant quantities, nearly a decade will have passed since the export ban and a reputation once tarnished is not easily regained. QMS has an incredibly difficult task ahead to rebuild exports and hold on to Scotland's share of the UK market, and it is imperative that it starts treating producers as equal partners.

Ms Polley expressed her wish that producers are "comfortable" with various aspects of QMS, such as farm assurance.

Producers would appreciate QMS being "comfortable" in consulting them and giving them a far greater say in the direction of their industry. After all, both sides have to work together to ensure that consumers at home and abroad become "comfortable" with the Scotch label and all that it means.

In April, QMS gets a second chance at a new beginning. We have the right to expect a happy ending.

2003 STEAK PIE EVALUATION - RESULTS

TRADITIONAL STEAK PIE CATEGORY:



Above: -David Mooney with A & I Quality Butchers, Culloden and John Brown of A E Brown, Turriff

Gold and Regional Winners:

Ronald MacKenzie & Son, Johnstone	(judged best in West of Scotland)
A & I Quality Butchers, Culloden.	(judged best in North of Scotland)
A E Brown & Son, Turriff.	(judged best in East of Scotland)
[East of Scotland comprised Fife, Dundee, Angus and Aberdeenshire]	
James Patrick & Son, Camelon	(judged best in Central Scotland)
Charles Findlay, Galashiels	(judged best in South East Scotland)
W & W Middlemass	(judged best in South West Scotland)

Gold:

Crombies of Edinburgh
 Thomas Burns & Son, Boness
 Morrison & Ritchie, Alexandria;
 JB Houston, Dumfries.
 Ian Moir, Grantown on Spey;
 David G Lindsay, Perth;
 James Pirie & Son, Newtyle;

Silver:

G Bannerman, Inverbervie;
 Alan Dobbie, Errol;
 Stuarts of Buckhaven;
 Bruce Brymer, Brechin..
 Fraser Brothers, Dingwall
 Alex Jack (Butchers) Ltd. Stranraer;
 Blackwood of Kilmacolm;
 Hugh Black & Sons, Bathgate
 D Campbell & Son, Callander
 G Kirk & Sons, Denny



Left:-
 Ronald MacKenzie & Son, Johnstone

**Steak Pie
 Evaluations
 sponsored by
 William Sword**



2003 STEAK PIE EVALUATION - RESULTS

SPECIALITY STEAK PIE CATEGORY



South East: Crombies of Edinburgh



East: Forbes Raeburn & Son, Huntly

Gold and Regional Winners:

T Baillie & Son, Saltcoats – Steak Pie with Links	South West Scotland
James Chapman, Wishaw - Steak Pie with Sausage	West of Scotland
David Bennett & Son, Dunblane - Steak & Guinness Pie	Central Scotland
Crombies of Edinburgh, Beef & Burgundy Pie	South East of Scotland
Forbes Raeburn & Son, Huntly – Steak & Ale Pie	East of Scotland
Murdoch Brothers - Steak & Mushroom Pie	North of Scotland



North: Murdoch Brothers, Forres



West: James Chapman, Wishaw



Central: David Bennett & Son, Dunblane



South West: T Baillie & Son

SPECIALITY STEAK PIE CATEGORY

Gold:

Crombies of Edinburgh,	Steak & Ale Pie
James Patrick & Sons, Camelon	Steak in Red Wine Pie
James Patrick & Sons, Camelon	Steak 'n Ale Pie
Charles Alexander, Lanark –	Gaelic Pie;
Andrew Gillespie - Anniesland Cross	Steak & Kidney Pie;
W & J Lewis, Milngavie -	Steak & Kidney Pie;
W P Tulloch, Butchers, Paisley -	Steak & Sausage Pie ;
Ross Neilson, Butchers, Glasgow -	Steak Pie & Beef Links;
Ross Neilson, Butchers, Glasgow	Steak Pie & Pork Links;
John Bennett, Airdrie	Steak Pie with Sausage.
J B Penman, Crail	Steak Pie with Red Wine
J B Penman, Crail	Steak, Kidney & Mushrooms Pie
Stuarts of Buckhaven	Steak, Sausage & Ale Pie
Gilbert Grossett, Dundee	Steak Pie with Skirlie
David Bennett & Son, Dunblane	Steak & Guinness Pie
A E Brown & Son, Turriff	Gamekeepers Steak Pie with Red Wine
A E Brown & Son, Turriff	Steak & Stilton Pie
Ian J McIntosh, Fraserburgh	Steak & Kidney Pie
Ian J McIntosh, Fraserburgh	Steak & Sausage Pie
R George, Lhanbryde	Steak & Kidney Pie
Forbes Raeburn & Son, Huntly	Stroganoff Steak Pie
B Fowlie, Strichen	Steak & Mealie Pie
B Fowlie, Strichen	Steak & Stilton Pie
Bruce of the Broch	Steak & Mealie Pie
Scott the Butcher, Huntly	Steak & Mealie Pie

Silver:

Charles Alexander, Lanark -	Bard's Steak & Haggis Pie
W Duncan & Son, Irvine -	Country Pie
Blackwood of Kilmacolm -	Steak Pie with sweet braised baby onions
Blackwood of Kilmacolm -	Steak Pie with roasted winter vegetables
Alex Jack (Butchers) Ltd. Stranraer -	Steak & Ale Pie with Mushrooms
Hereford Prime Direct, Kirkcolm -	Steak & Kidney Pie
Robertson Jeen, Bearsden -	Steak & Kidney Pie
Ronald Mackenzie & Son, Johnstone -	Steak & Links Pie
James Allan, Butchers, Glasgow -	Steak & Sausage Pie
Mearns T McCaskie, Wemyss Bay -	Steak, Kidney & Sausage Pie
David Bennett & Son, Dunblane -	Steak & Black Pepper Pie
G Kirk & Sons, Denny,	Steak & Sausage Pie
Murdoch Brothers, Forres –	Steak & Kidney Pie
David Bennett & Son, Dunblane -	Steak & Black Pepper Pie
Morrice Quality Butcher, Stuartfield –	Steak Diane Pie
Morrice Quality Butcher, Stuartfield –	Steak Cheese and Ale Pie
R George, Lhanbryde –	Steak Stroganoff Style Pie
Scott Brothers, Dundee –	Beef and Chilli Steak Pie
Bob the Butcher –	Steak Pie with Beef Sausage & Kidney
David Bennett & Son, Dunblane -	Steak & Black Pepper Pie

Overall Winner in each category will be announced w/c 7th April

Dundee butchers ham it up for Comic Relief

by Claire Stewart

THERE was a Scottish beefcake bonanza yesterday as hunky Dundee butchers did their bit to raise cash for Comic Relief.

In a tongue-in-cheek take-off of the Scotch Beef adverts featuring prime Scottish specimen Glen the Highlander, staff at Scott Brothers Butchers donned their kilts.

Not to be outdone Glen, also known as actor/model James Devlin, paid a surprise visit to check out the competition.

James then spent more than an hour at the store chatting with staff and signing autographs for customers.

Explaining the Comic Relief fundraising initiative, George Jarron, of Scott Brothers, said: "The guys in the shop are always up for a laugh so to raise money for this year's Comic Relief appeal we thought it would be a great idea to dress up as the face of the hero of the Scotch Beef ads."

Heartthrob

"Some of the guys in the store see themselves as a bit of a heartthrob so it wasn't too hard for them to make the transformation. But their faces were a picture when the real Glen turned up."

Praising the butchers for their fundraising attempts, Alasdair Muir, managing director of Quality Meat Scotland, said: "Comic Relief is a great opportunity for people to come together and raise money for a fantastic cause, so we are delighted to support it by joining forces with Scott Brothers Butchers."

"And if the success of today's event is anything to go by, who knows we may have found a few more Glens in the making."

Comic Relief, which is staging this year's event on Friday, has raised more than £220million for disadvantaged people in the UK and abroad since it started in 1985.



Glen the Highlander holds Fiona Green, with the rest of Scott Brothers Butchers staff behind

Glen on the Road

Scott Brothers in Dundee is just one of a number of shop appearances that Glen has made in the last two months. Apparently Quality Meat Scotland are overrun with requests for visits from James Devlin alias Glen.

Butchers are understandably keen to pick up the press coverage when as above it hits the front page of national newspapers. The photo call also stopped the traffic in Strathmartine Road outside the shop.



Steak Pie Winners in Elgin (top) and Glasgow (below) received their certificates from David Sword of William Sword.

NB Glasgow winners requiring frames should contact Bruce at SFMTA on 01738 637472





Steak Pie Winners in Edinburgh (top) and Dundee (below) receive their certificates from David Sword of William Sword.



Mexican Chilli Beef Sausage
Using Mexican Chilli Sausage Mix p/n 59708

RECIPE:

	%	lb	oz	Kg
Beef Flank (60:40 VL)	57.0	11	7	5.1
Mexican Chilli Sausage Mix	17.5	3	8	1.6
Ice Water	25.5	5	1	2.3
	100.0	20	0	9.0

Method of preparation:

1. Mince all beef through a coarse plate (8-10mm)
2. Add Mexican Chilli Sausage mix and mix well
3. Add the ice water and mix well again
4. Mince again through a fine plate (5mm) mix again
5. Fill into natural casings and link as desired

Full technical advice and assistance can be obtained from our FREE customer Helpline. Please call **0800 138 5837**

Kerry Ingredients Website: <http://www.kerryingredients-eu.com>

Minimum Wage Agreement

Your 2003-04 Handbook is enclosed with this newsletter as are the new Minimum Wage rates within the Joint Industrial Council agreement with USDAW. Many members will pay well above these minimum figures and there is no necessity to adhere to what is a 3.5% increase on the minimum rates if you have already set wage rates above these.

A Medical Case for Meat

Before the Moscow Olympics, many of the squads of British women competing had a general medical examination. Although they were muscular and fit, only one of the 20 or so women in the team examined was menstruating.

Amenorrhoea (loss of periods) is often found in those who exercise excessively. But whether it is caused by the exercise or by food faddism, often found in the obsessional athlete, or stems from a combination of factors is uncertain.

In an experiment in the United States, members of a university women's athletics team who had stopped menstruating when they started intensive training were encouraged to continue with the same lifestyle and the same amount of exercise, but were given a meat-rich meal of chops and steaks at least once a day. Nearly all the women started to menstrate again. In 1945, the war unwittingly engineered an experiment which showed similar results. People in Holland at that time were near to starvation. Once the country was liberated, enough food became available to remove hunger, although there was still a severe shortage of meat. The Dutch put on weight and returned to their normal way of life - except that the fertility of the women was reduced and only restored to normal when meat was again readily available.

Meat is thought of as the principle source of first-class protein: the type of protein which includes the eight essential amino acids which the body cannot manufacture. Lack of these amino acids causes protein malnutrition in vegetarians, vegans (unless they have planned their diet carefully) and many in the Third World.

Meat is the source of many trace elements and vitamins. Vitamin B12, for instance, essential for the production of blood, is found only in meat and animal products. As a

result, vegans often suffer from megaloblastic anaemia, unless they have taken steps to find an artificial source of B12.

Although vegetables contain traces of iron and other minerals, these are much better absorbed from meat. Popeye would only have been able to absorb less than 2 per cent of the iron in his spinach, whereas Dracula would have absorbed 20 per cent of the iron found in his high-protein meals.

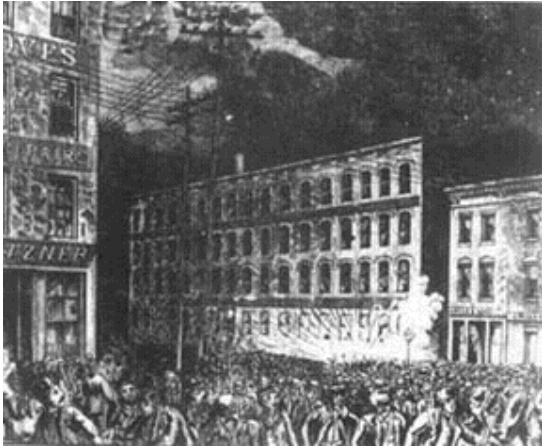
Research suggests that copper, selenium and zinc are much better absorbed from meat than from vegetables. And iron, which has been extensively studied, is particularly badly absorbed when it is contained in high fibre-foods.

"Iron deficiency is one of the major nutrient deficiencies in Britain." Says Dr Sue Southon, a scientist at the Institute of Food Research in Norwich. " Meat is important in a balanced diet."

Meat not only contains protein, minerals, trace elements and some vitamins, but also fat. This substance has had a poor press - but some fat in the diet is essential, not just for energy but to form the structure of body cells. It enables the fat-soluble vitamins to be absorbed, and the lack of it seems to have an adverse effect on the immune system, even possibly on the psyche.

The association between low blood cholesterol levels, mood, emotionally disturbed behaviour and even Alzheimer's disease is complex and still unresolved. But it would seem wise to play safe and keep to a well-balanced diet. This, for human beings, includes a reasonable amount of meat.

Public Holidays in Scotland



Background

In most countries, there are statutory holidays which are recognised by most of the population - Independence Day, Bastille Day, Labour Day etc. But the dates of public holidays in Scotland are not as easy as that!

Statutory Bank Holidays

There are Acts of Parliament which set out the dates of "Bank Holidays". These were first introduced in 1871 to lay down the days on which banks would be closed and so allow the payment of cheques and bills of exchange to be

postponed by one day on these designated dates. Prior to the legislation, the dates had been at haphazard times in different parts of the country. When the Victorian Members of Parliament were debating the Act, they were most concerned that other organisations and the general public should not also regard these days as "holidays". Nevertheless, in England and Wales, these days did indeed become recognised as public holidays, soon after the "Bank Holidays Act" was passed - and are still called "Bank Holidays" as a result.

Local Holidays in Scotland

Not so in Scotland, however, where the old system of "Local Holidays" was perpetuated. The dates for these were (and still are) decided by local Chambers of Commerce which decide when they are going to take the annual "quota" of four days - and they are on all sorts of dates throughout the year. Indeed, the dates were often decided to ensure that shops in nearby towns were closed on different days. To this day, many Glaswegians travel to Edinburgh on a Glasgow Local Holiday - and vice-versa. Of course, the "Local Holidays" in a particular town may by chance coincide with a "Bank Holiday" - Glasgow has a holiday on the first Monday in May which is also a Bank Holiday - but Edinburgh has a holiday in the middle of May instead.

"Bank Holidays" in Scotland and England

So, apart from Christmas and New Year (which are accepted by all across Scotland as a public holiday) the recognised, statutory holidays in Scotland are not followed by most businesses, offices, shops, local government and schools. And to add to the confusion, statutory bank holidays differ between Scotland and England and Wales. The dates designated in 1871 were:

Scotland - New Year's Day, Christmas Day, Good Friday, Monday in Whitsun week, First Monday in August.

England - Easter Monday, last Monday in May, First Monday in August, Boxing Day. Christmas day was not specifically included in the legislation as it was already a "common law" holiday (unlike Scotland).

In 1971, 1973 and 1976, further changes were made to the legislation which resulted in the following:

Scotland - additional holiday 2 January and 26 December (Boxing Day) and the last Monday in May.

England - additional holidays on Easter Monday, first Monday in May and New Year's Day. The "Whitsun" holiday became standardised as the last Monday in May and the August holiday was moved to the last Monday in the month, instead of the first.

You will see, of course, that there is no holiday in Scotland to celebrate St Andrew (patron saint of Scotland) or William Wallace, the Declaration of Arbroath or Robert Burns etc.

"Standardisation" by the Scottish Banks

As if there was not enough confusion over public/local/bank holidays, the Scottish banks decided a few years ago that the days when Scottish and English banks had different dates for closing were causing problems with computer systems and they decided to "adopt" the English dates instead - opening on 2 January and first Monday in August and closing on Easter Monday and the last Monday in August. Despite a huge outcry, particularly regarding the opening on 2 January, they have maintained this, although not all branches are open on 2 January and some bank branches in Edinburgh open on the last Monday in August (when the Edinburgh Festival is full swing). Confused? We are too!

What to do?

Your Contract of Employment states the number of Public Holidays that you have agreed your staff will get. If you are in need of additional copies please contact Bruce on 01738 637472

Cuba: "Pigs will fly"

A Burgeoning tourist industry in Cuba could be good news for the British pig breeding industry.

A recent trip to the Caribbean island by the Meat and Livestock Commission's Livestock Export Manager Henry Lewis paid dividends in the shape of firm orders for semen from British pigs.



And it is Cuba's need for new bloodlines to boost food production because of an influx of tourists which opens the way to trade in both genetics and, possibly, for British pigmeat and beef.

Henry said: "While we were there we held a series of meetings, including one with their Chief Veterinary Officer, and a seminar attended by around 40 people from the meat and farming industry.

"British meat was eaten - and acclaimed - at both a breakfast and a dinner held at the Ambassador's residence.

"Cuba has had rather a closed economy but because they now have to feed not only their own people but an increasing number of tourists I believe there will be more opportunities opening up for trade."

Sizzling Success for Capital Sausages

We always knew they sold good sausages but now the nation knows too!

Crombies of Edinburgh came away with three Gold, one Silver and one Bronze award in the 2003 National Sausage & Pie Products Awards held in G-Mex, Manchester. The event, organised by the National Federation of Meat and Food Traders and sponsored by Lucas and the MLC attracted 420 entries from across Britain.

The products which impressed the panel of judges to secure Gold were all sausages – Crombies Traditional Pork Fine, Traditional Pork Coarse and their Pork, Lemon and Herb. Their Pork and Country Herb variety received a Silver and their Lamb Merguez also secured a Bronze.

Teenagers tackle mobile munching

10/03/03

GRAZING and snacking are the way forward for caterers wanting to conquer the teenage market. A major research programme by the Meat and Livestock Commission's Foodservice section showed school and college caterers needed to re-assess the type of food they were offering to young people.

The annual FMCG 'Youthscape Eating and Lifestyle Tracking Survey' revealed a shift in teenage food trends towards snacks and fast food, rather than eating full meals during the daytime.

MLC Marketing Director Richard Lowe said: "The spotlight is firmly on the role of schools helping to deliver a healthy, balanced diet for children. This research highlights the opportunities for a wider range of healthy, balanced hand-held foods". More than 1,300 teenagers took part in the largest independent research of its kind as part of their Personal and Social Education coursework. The results showed fewer teenagers were taking a traditional school canteen lunch and instead were snacking at break-times and after school.

More than half those questioned, preferred fast-food lunches with sandwiches and rolls still the most popular lunchtime option, reflecting the trend towards hand-held food which can be eaten on the move. Richard Lowe said: "This is the second year this piece of research has been carried out and it offers a valuable insight into what teenagers think about food.

"For example, vegetarian meals were eaten by just over one per cent of the sample for lunch and only 2.5 per cent said vegetarian was their favourite type of main meal.

"Another interesting point was that, on average, teenagers took £1.93 into school each day. On this basis that means £6m is taken into secondary schools every day."

Another trend picked up by the study showed 21 per cent of youngsters skipped breakfast offering huge potential for school and college caterers to increase the range of early morning and mid-morning snacks on offer.

The work also highlighted the lack of vegetables being eaten by teenagers and the MLC will continue working with school and college caterers to stress the importance of a healthy balanced diet. The MLC poster *The Balanced Plate*, showing how to achieve a balanced diet has been sent out to thousands of schools throughout the country.

The research work was carried out nationally with a sample of 1,330 respondents, all 11 to 18 year-olds in full-time education. It was carried out under classroom supervision, with the knowledge and agreement of head teachers, as part of Personal and Social Education coursework. There was one class or tutor group per year and the fieldwork took place around the autumn half-term. The gender split of the sample was in line with the national population profile.

Blood Disposal from Slaughterhouses

The new EU Animal By Products Regulation, which comes into effect on 1st May 2003 affects the disposal of blood from slaughterhouses. Under the new regulations, it will no longer be permitted for slaughterhouses to dispose of untreated blood to sewers or apply it to land.

Quality Meat Scotland are holding a seminar on this subject in the Queens Hotel, 105 Leonard Street, Perth (01738 442222) on Wednesday 9th April [10.00 – 13.00]. The speakers at the seminar will be Keith Meldrum, a consultant to MLC, who will be speaking about the legislation itself and John Goodman, MLC Senior Strategy Consultant, who will be talking about some practical measures you can take. Martin Morgan from SEERAD will also be in attendance to answer questions on their interpretation of the regulations

What is our general approach to regulation?

By Sir John Krebs, Chairman Food Standards Agency

The Government should acknowledge that food, like everything else, is not risk free. Therefore we do not aim to regulate for zero risk. This point was made by Lord Phillips in the BSE enquiry when he said: 'Government does not set out to achieve zero risk but reduce risk to a level which should be acceptable to the reasonable consumer.'



Regulation should be based on scientific assessment of risk, taking the best available independent advice. However, often the scientific evidence is incomplete and leaves uncertainties. Therefore Government has to come to a judgement about how far to go in regulating risk when there are uncertainties. Sometimes this judgement is labelled the 'precautionary principle'.

To me, the precautionary approach, as I prefer to call it, means thinking about the scientific assessment of risk, the uncertainties in the science, the proportionality of risk management options and their acceptability to the public.

In some cases the way for Government to manage risks is to give people information and choice, in others it is to regulate. In general, information and choice would seem more appropriate where the risks are voluntary, small, and well-characterised. Regulation is generally more appropriate for large, involuntary or uncertain risks.

For example, BSE in cattle was seen as such a potentially large, unknown and pervasive risk that regulation was the appropriate way to manage it. On the other hand, the microbiological risks associated with drinking raw milk, whilst considered unacceptable by scientific experts, are seen as a case for individual choice and information. At least in England and Wales. In Scotland the sale of raw milk is prohibited, underlining my point that precautionary action is in the end a judgement.

Giving people information and allowing them to choose should also involve being honest about uncertainties. Acknowledging what we don't know is a rather new style of Government communication about risk. We have been very honest and open, for instance, about the uncertainty related to BSE and sheep. As far as we can judge from our consumer research, this style of honesty is helping to build trust and confidence in us as a regulator, and therefore ultimately in the food chain.

Unlike some other areas of regulation, it is difficult in food to set a fixed threshold of risk acceptability below which no regulation is required.

This is for two reasons:

- the risks are often not well enough characterised to quantify them in relation to a threshold;
- acceptability of risk in the eyes of the public varies. Risks that affect young children, for instance, like BSE, might be less acceptable.
-

It is sometimes said that the food industry is over-regulated. And that 'big industry' likes this because it drives small competitors out of business. Partly as a result of this assertion, one of our first actions in the FSA was to set up a review of the Burden of Regulation of Small Food Businesses. Perhaps surprisingly, this review showed that food regulation itself is not excessive, but that the overall burden of regulation is a problem for small businesses.

Sometimes we are able to interpret the regulations to help small businesses without increasing risk. For example, we have taken a flexible approach to the use of licensed cutting plants for farmers wishing to sell meat at Farmers Markets.

Here we considered that we could enhance consumer choice without compromising safety by allowing, under some circumstances, the use of butchers licensed under general food hygiene regulations. Also we may be able to help small businesses to help themselves in meeting safety standards.

Our initiative with the specialist cheese manufacturers to introduce food hygiene training and implementation in a three-way partnership between businesses, enforcement officers and ADAS consultants has been widely welcomed.

Moving beyond regulation, I think that there is a very important role for voluntary action by industry. In some cases this will go beyond the legal requirements, raise standards and thereby enhance consumer confidence in the food chain. We are strongly supportive of this kind of initiative.

For example, poultry producers have succeeded in reducing levels of salmonella contamination from 30% in the late 1990s to about 6% in our survey last year.

Egg producers have similarly worked to reduce salmonella and we will report the results of our survey later this year.

We are now working in partnership with poultry producers on the biggest food pathogen problem in chickens, campylobacter.

I am keen to see more partnerships of this type develop between the Agency and producers so that together we can deliver real benefits for consumers.

For example, I very much hope that growers will be prepared to work with us to minimise the occurrence of pesticide residues in the food they produce as consumers consistently tell us that this is what they want to see.

Some people think that we in Britain are more zealous than our colleagues in other countries within the EU in enforcing regulations. However, we must recognise that in their inspection visits, the EU's Food and Veterinary Office generally finds areas for improvement here as it does in other countries. We are probably more akin to Blackburn Rovers than to Arsenal.

As I said in the Sainsbury City Food Lecture last month, I think there are significant challenges associated with EU enlargement and the requirements of accession states to meet European standards, as well as policing their borders.

McDonald's to sell fresh fruit



US fastfood chain McDonald's has announced that from April it plans to sell fresh fruit at its UK restaurants.

In what will be a world-first for the burger chain, 80g bags of sliced apples and grapes will be available on the menu alongside the traditional Big Macs and French fries.

The bag will also be available as a substitute for fries sold in children's Happy Meals, reported Reuters.

The fastfood chain said the bag of fruit was equivalent to one of the Department of Health's recommended five-a-day portions of fruit and vegetables.

A US judge recently threw out a lawsuit in which the plaintiffs claimed that McDonald's food was responsible for children's obesity.

Campbell soup recalls canned soup products on allergen concerns

US soup maker Campbell Soup has voluntarily recalled around 56,000 pounds of canned soup that may be contaminated with an undeclared allergen, the US Department of Agriculture's Food Safety and Inspection Service has announced.

The products being recalled are 18.6-ounce cans labelled "Campbell's Select, Ready to Serve Soup, Italian Sausage with Pasta and Pepperoni, NEW." The recalled soup may contain cheese that is not declared on the label.

The product was produced on 11 December 2002, and was distributed to Costco retail stores in Alaska, Idaho, Montana, Oregon, Texas, Utah and Washington.

"We urge consumers to check their cabinets," said Dr. Garry McKee, FSIS administrator. "Consumers who are allergic to cheese products should not eat this product but should return it to the place of purchase."

The problem was discovered by company officials who then notified FSIS.

Top US Speakers at World Pork Event

FIVE senior figures from the North American pork industry will be among speakers at the World Pork Congress to take place in the UK in June.

The two-day event - on June 19 and 20 - is expected to attract more than 300 delegates and speakers from around the world to the International Convention Centre in Birmingham.

With a programme entitled "Competing Successfully in the Global Market", the Congress has been organised by the British Pig Executive (BPEX) and the Meat and Livestock Commission.

As well as the US speakers, delegates will be addressed by experts from Canada, Japan, Russia, China, Brazil, Hungary, Poland, France, Denmark, The Netherlands, Spain and the UK.

Mick Sloyan, BPEX Chief Executive, said: "The Congress is a unique event where many leading individuals who will shape the future of the world pork market can meet, exchange ideas and network."

The North American speakers are: Raul Baxter, President Europe and Vice President Business Development, Smithfield Foods; Rejean Nadeau, President and Chief Executive, Olymel Ip; Beth Lautner, Vice President of Science and Technology, National Pork Board; Nicholas Giordano, International trade

Counsel, National Pork Producers Council; Phil Seng, Chief Executive, US Meat Export Federation and President, International Meat Secretariat.

For the latest information visit www.worldporkcongress.com

MEAT TRADE GOLF COMPETITION

Sponsored by Dalziel Ltd

WEDNESDAY 21 MAY 2003

ROSEMOUNT GOLF COURSE

Entry Forms are enclosed with this Newsletter

Get under a blanket and have a brown ale if you want to beat inflation

RICHARD NORTHEDGE Scotland on Sunday 23rd March

O WONDER, inflation has jumped to 3% and is soaring higher. The retail price index now includes café latte and premium lager - and everyone knows such items cost more than ordinary coffee or brown ale.

The government's dedicated followers of fashion are forever ejecting cheap items from the inflation index and replacing them with the overpriced must-haves of the moment.

As soon as they replaced plimsolls with trainers, inflation rocketed. My own team of number-crunchers is this very weekend calculating what the price index would be if the shopping basket still contained its original items.

In the 1940s, it included gramophone records and wireless licences, and on the basis that shellac discs now sell very cheaply and the radio licence has been abolished, inflation is probably negative.

Tupperware turned up in the 1950s index, but now that its maker is quitting the party business, housewives can buy ordinary airtight containers and push down true inflation.

The RPI used to contain youth-club admission charges: now they are out and expensive horse racing entry fees are in. Also entering the index last week were designer spectacles, the very name of which - like premium lager - tells you they cost more than the item they replace.

Common sense says the cost of living was less when people bought blankets rather than duvets, or before girdles left the RPI and who knows what came in.

It was the thin end of the wedge when yoghurt got into the index in the 1970s: now fromage frais is one of the 650 items the government buys every month to check the price.

In recent years, leggings, chinos, Doc Martens and baseball hats have gone into the basket. Bingo fees are out, health-club charges are in. Are you surprised prices are rising?

My researchers' initial results show that if the government used the original index items, we would have deflation, not inflation.

Gordon Brown might like to revert to the old constituents when he presents next month's Budget. By keeping down social-security benefits and holding down the tax thresholds - both indexed to the inflationary RPI - he might just balance his books.

Independent gets more of the cake

Family-run bakery business Lightbody Celebration Cakes has signed a deal with J Sainsbury to supply personalised cakes for customers at the UK supermarket chain.

The deal, which is worth up to £5m a year, will enable the Hamilton-based bakery to extend its new production facility and recruit up to 100 new staff, reported *The Herald*.

The range of personalised cakes will be available in 15 of Sainsbury's top Scottish stores before the service is rolled out across the UK during 2003.

Make it in Scotland – Renfrew



*Careers
Scotland Event:-*

*Andy from
Duncan
Mackenzie's in
Greenock was
the Federation's
demonstrator at
the Normandy
Hotel for three
days in March.*

For Sale: AF 70 Hankmann Automatic Linker Sausage Filler serviced up to Dec 2002 by DalzielPerfect working order £ 4,000
Gas Boiler £ 200
Sureline Sausage Filler, Perfect Working Order, Fully Stainless Steel £ 3000
Contact Richard Johnston: 07815 060445

Corporate Members

Corporate membership is by invitation and the following companies have supported the Federation by accepting our offer. Members should be aware that the following are supporting them:-

AES, Crossbush, Riccarton, Kilmarnock KA1 5LN Tel 01563 551122, Mobile: 07788 926925
Bizerba (UK) Ltd, Eastman Way, Hemel Hempstead, HP2 7DU Tel: 01442 240751
Dalziel Ltd, Belgrave Street, Bellshill Industrial Estate, Lanarkshire ML4 3JA Tel: 01698 749595
East of Scotland Contracts, Ferryhills Road, Inverkeithing, Fife KY11 1HD, Tel 01383 418610
William Forrest & Son (Paisley) Ltd, Omoa Works, Motherwell ML1 5LY Tel 01698 860149
Kerry Ingredients (Lucas) Portbury Way, Bristol BS20 7XN Tel 01943 864443
KRH Ltd, 1 Macgowan House, Nobel Busn Park, Stevenson, Ayrshire KA20 3LJ, Tel 01294 472755
Macnaughton & Watson, 423 Gallowgate, Glasgow, G40 2DY, Tel 0141 554 2757
Paragon Products, Newhailes Ind Estate, Newhailes Road, Musselburgh, Tel: 0131 653 2222
Scotweigh, Unit 2, Granary Square, Bankside, Falkirk, FK2 7XJ, Tel 01324 611311
Stockline Plastics, Grovepark Mills, Hopehill Road, Glasgow, G20 7NF, Tel 0800 262015
Styropack, Craigshaw Road, West Tullos Ind Estate, Aberdeen. Tel: 01224 873166
Turner Vehicle Bodies, Carseview Rd, Suttieside Ind Estate Forfar, DD8 3BT Tel: 01307 462142
William Sword Ltd., Blairlinn Ind Est, Cumbernauld, G67 2TX Tel: 01236 725094

Cultivating Progress Through Training

Your Federation is here to help you with training.

Do you have employees of 16 to 18 years of age?

Are you getting the full benefit of these employees?

Do you know that the Federation's Training Programmes would help you to get that benefit?

HOW -

- **GREATER PROFITS** – You can set ambitious business objectives safe in the knowledge that your staff will be training to help you meet these objectives.
- Improving their skills and knowledge will increase customer satisfaction and ensure repeat business.
- **IMPROVED QUALITY OF PRODUCTS AND SERVICES** – Your staff will take full ownership of their future development and look to improve their own performance.
- **LOWER STAFF TURNOVER** – Research shows that staff who are given regular opportunities to develop new skills and keep up to date actually stay longer with their employer. This can save on recruitment costs and minimise disruption in your business.
- **MOTIVATED WORKFORCE** – Money is one motivator, but it is short term. With the right development your staff will learn to work as a team which will help take your business forward.
- **WHO CAN DO THE FEDERATION'S TRAINING?** - Anyone can do this, there are no age limits. However the 16 to 18 years age group can be funded through Scottish Enterprise to undertake this training through the Skillseeker and Modern Apprenticeship programme.
- **ON THE JOB TRAINING** – All training is undertaken in your own workplace and there is no need for any college attendance.

WANT MORE INFORMATION?

Then Phone the Federation's Training Department on 01738 637785