FEDERATION NEWS

THE NEWSLETTER FOR SCOTLAND'S CRAFT BUTCHERS

Pink Fridays

SCOTTISH CRAFT BUTCHERS

SCOTTISH FEDERATION OF MEAT TRADERS

Pink Fridays: Please order you Pink Aprons by 12th August. Cost £6.95 + VAT

AUGUST 2009

Meat Ironed Out of Advice

Any hope of Food Standards Agency recommendations to boost iron intake that would carry the message "Eat More Red Meat" don't look likely despite the fact that meat is loaded with iron.

A report from the Scientific Advisory Committee on Nutrition (SACN) is reaching conclusions about meat consumption that do not appear to have anything to do with iron but more about reducing the risk of contracting colorectal cancer (CRC).

UK national dietary surveys have consistently shown that a proportion of the population, particularly children aged 1½-3½ years (12-24%), girls aged 11-18 years (44-48%) and women aged 19-49 years (25-40%), have low iron intakes relative to recommended intakes, which has raised concerns that they may be at risk of iron deficiency.

Meat, particularly red meat, is the main source of haem iron but it is claimed by SACN that research has suggested that 50g of red meat per day is sufficient to meet nutritional needs and that vegetarians are not missing out as a result of not eating meat. Naturally we do not want to see recommendations to reduce daily red meat intake.

A third of Brits eat in excess of 100g (cooked weight) of red and processed meat per day. SACN comments that it may be advisable for intakes of red and processed meat not to increase above the current average (70 g/day) and for high consumers of red and processed meat to reduce their intakes.

SACN's own report states that there is insufficient data to draw conclusions on the association between total or haem iron intake, or iron stores and CRC risk.

Available evidence suggests that red and processed meat intake is **probably** associated with increased CRC risk. SACN add that it is not possible to identify the amounts of red or processed meat which may be associated with an increased CRC risk because of a number of limitations in the data.

More on page 4

This Month

EUROPEAN SOCIAL FUND 2007-2013

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ENTRIES CLOSE FOR STEAK PIE EVALUATION THURSDAY 6TH AUGUST

Diary Dates

Regional meetings in association with McAusland Crawford with new product demonstrations from Chris Musgrave of RAPS and presentation of Steak Pie evaluation awards.

Monday 5th October	West of Scotland
Tuesday 6th October	Inverness
Wednesday 7th October	Perth
Thursday 8th October	South East Scotland

North West Winner Best of British Business

This family-run butchers has been based in the Boghall council estate in Bathgate for over 30 years.

They won this year's World Championships for Scotch Pies and owner Paul Boyle is passionate about providing high quality meat.

Nine locals are employed, all live within two miles of the shop and all the beef comes from Lothian and the lamb from Lanarkshire.

The business supports a range of local charities, including cancer charity, Little Sisters of the Poor.

They use biodegradable carrier bags and a company which takes all of the leftovers and bones and converts them into pet food.

The shop was refurbished 18 months ago, with a bakery built on site and phase two is to put on a new shop front and install refrigerated cabinets.

Turnover has doubled since 2005 and they are grateful customers choose to spend their money locally rather than going to the supermarkets.

Alison Gorrie, who nominated them, said: "They are very passionate about what they do, provide high quality meat and so much more besides.

"Their delicious award-winning pies are made on the premises and people travel from far for them.

"Their service is so friendly and helpful. All the staff are more than willing to give advice on cooking the various meats as well as giving new recipe ideas.

"They are well respected in the community and whilst the queues are always long, it is always well worth the wait. It is a sheer delight to shop here."

Our judges said: "The butchers stood out for its longevity of great service to its community.

"They are a good employer of local people, are focussed on supporting local by buying local and support a number of local charities which is great, as is their commitment to environmental best practices.

"We also felt the comment about how local customers trusted the quality of the food expressed how important this business was to the local community."

SACN heading towards recommending reducing red meat consumption

SACN is an advisory committee of independent experts that provides advice to the Food Standards Agency (FSA) and the Department of Health (DH) as well as other Government Agencies and Departments. Its remit includes advising matters concerning nutrient content of individual foods, advice on diet and the nutritional status of people.

In their report, Nutritional Aspects of the Development of Cancer (DH, 1998), the Committee on Medical Aspects of Food and Nutrition Policy (COMA) highlighted possible links between red and processed meat and colorectal cancer and recommended that "high consumers should consider a reduction" in red and processed meat consumption. Since red meat is a rich dietary source of iron any general recommendation to reduce meat consumption might compromise dietary sources of iron, and other micronutrients.

The SACN Working Group on Iron was established in 2001 with the following terms of reference:
To review the dietary intakes of iron in its various forms and the impact of different dietary patterns on the nutritional and health status of the population and to make proposals.

The Working Group was also asked to consider both beneficial and adverse effects increasing iron intakes, including the:
Effect of dietary components on iron absorption and utilisation in the body.
Potential adverse effects of excess iron, including free radical damage and the risk of cardiovascular disease and cancer.

Main conclusions of the draft report

The main conclusions of the draft report are as follows:

Dietary iron exists in two main forms: haem iron and non-haem iron. Haem iron is found mainly in foods of animal origin; non-haem iron found in animal and plant tissues.

Causes of iron deficiency include inadequate intakes of iron, impaired absorption, and increased blood losses due to menstruation or gastrointestinal disease.

Studies in humans suggest that iron deficiency anaemia may be associated with reduced work capacity; iron deficiency in the absence of anaemia has not been to found to affect work capacity.

It has been proposed that high iron intakes may increase the risk of colorectal cancer, cardiovascular disease (CVD), infection, neurodegenerative disorders, and inflammatory conditions.

Limited evidence suggest that increased dietary intakes of total or haem iron are associated with increased colorectal cancer (CRC) risk, however confounding by other dietary and lifestyle factors is likely. Overall, there are insufficient data to draw conclusions on the association between total or haem iron intake, or iron stores and CRC risk.

The available evidence suggests that red and processed meat intake is **probably** associated with increased CRC risk. However, as the evidence is based on observational studies, the effects of confounding by other factors associated with increased CRC risk cannot be excluded. It is not possible to identify the amounts of red or processed meat which may be associated with an increased CRC risk because of a number of limitations in the data.

Recommendations of the draft report

It is important to ensure that the UK population has a safe and adequate supply of iron. Groups at risk of iron deficiency include toddlers, girls and women of reproductive age, and adults aged over 65 years. Health professionals need to be vigilant of poor iron status in these groups and ensure that they are provided with appropriate medical advice, including dietary advice on how to increase their iron intakes and to consider use of iron supplements if required.

A public health approach to increasing iron intake, i.e. a healthy balanced diet, including a variety of foods containing iron, is important in helping people achieve adequate iron status. Such an approach is more important than focusing on particular inhibitors or enhancers of the bioavailability of iron from diets or the use of iron fortified foods.

Lower consumption of red and processed meat would probably reduce the risk of colorectal cancer. Although the evidence is not conclusive, as a precaution, it may be advisable for intakes of red and processed meat not to increase above the current average (70 g/day) and for high consumers of red and processed meat (100 g/day or more) to reduce their intakes. (That is cooked weights)

On the bright side SACN do not support the World Cancer research recommendations not to eat processed meats (by that they mean meat products containing nitrites and nitrates).

Next steps

The scientific consultation period will run for 14 weeks until 23 September 2009, and SACN would welcome any comments on the scientific content. SACN will then revise and publish the final report on iron and health. It is anticipated that the FSA Board will discuss the final report's recommendations at their meeting in May 2010 and formally advise all UK health ministers.

Animals not playing a role in H1N1 pandemic

Although the pandemic H1N1 2009 virus continues spreading among humans throughout the world, there is no evidence animals are playing any role in the epidemiology or spread of the virus, iterates the World Organization for Animal Health (OIE).

The OIE is expanding its current Reference Laboratories for avian influenza to include expertise on all animal influenza viruses and emphasize research on the behaviour of these viruses at the human-animal interface. The OIE / FAO global network already extended its scope of actions by including influenza viruses' diagnosis and research in pigs.

OIE considers the recommendations issued since the pandemic H1N1 2009 virus first arrived remain valid:

• Culling pigs will not help to guard against public or animal health risks presented by the virus. As for any other disease, slaughtering of sick pigs for human consumption is not recommended.

• Imposing bans related to importing pigs and pig products from countries with human or animal cases are pointless and do not comply with international standards published by the OIE. and all other competent standard setting international bodies for animal health and food safety.

• Should any country decide to cull pigs on the basis of the principle of precaution, culling should always be carried out in accordance with OIE. international standards on animal welfare and killing methods for disease control purposes.

• Pork and pork products, handled in accordance with good hygienic practices jointly recommended by the W.H.O., F.A.O., Codex Alimentarius Commission and the OIE, are **not** a source of infection from the virus.

Business Gateway Courses for new and growing businesses

These seminars are free

The Psychology of Selling

Selling is a learned skill. This selling skills and techniques seminar demonstrates how to sell with particular emphasis in "closing the sale". A greater understanding of the psychology of selling can result in increased sales from both current and new customers.

DATE	VENUE
13th Aug 18:30 -21:30	Crichie Business Centre, Mill Road, PORT ELPHINSTONE, AB51 5NQ

Marketing, Advertising and Promotion

Learn what the market is; by the end of the workshop you should have a realistic marketing plan designed to improve your marketing efforts and improve your sales

DATE	VENUE
14th Aug 13:30-16:30	George House, 36 North Hanover Street, GLASGOW G1 2AD

Mastering Selling Skills

This course will give you the knowledge and skills you need to improve your sales

DATE	VENUE
17th Aug 18.00-21.00	George House, 36 North Hanover Street, GLASGOW G1 2AD
20th Aug 9.00-12.00	Business Gateway, Hardengreen B Park, Dalhousie Rd, DALKEITH, EH22 3NU

Customer Care 1

This course will give you the knowledge and skills to deliver a good and consistent service.

DATE	VENUE
13th Aug 13:30 - 16:30	George House, 36 North Hanover Street, GLASGOW G1 2AD
14th Aug 09:30 - 12:30	Ness Horizons Centre, Kintail House, Beechwood Park, INVERNESS IV2 3BW
18th Aug 18:30 - 21:30	Burnside Business Centre, Burnside Road, PETERHEAD, AB42 3AW
19th Aug 09:30 – 12:30	Stirling Enterprise, John Player Building, Kerse Road, Stirling, FK7 7RP
27th Aug 18:00 – 21:00	Falkirk Enterprise Action Trust, Newhouse Busin Pk, Grangemouth, FK3 8LL

Customer Care 2

This course will develop your systems to deliver an excellent and consistent service to your customers.

DATE	VENUE
14 Aug 13.00 – 16.00	Ness Horizons Centre, Kintail House, Beechwood Park, INVERNESS IV2 3BW
19 Aug 13.30 – 16.30	Stirling Enterprise, John Player Building, Kerse Road, Stirling, FK7 7RP
24 Aug 18.30 – 21.30	Burnside Business Centre, Burnside Road, PETERHEAD, AB42 3AW

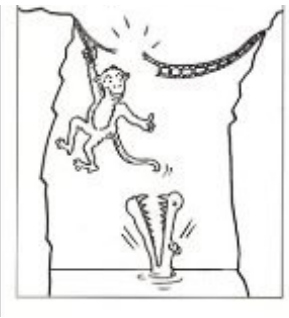
Advertising and Promotion

This course will give you the knowledge and skills you need to produce an advertising plan for your business

7th Aug 09.30 – 12.30	Alloa Business Centre, Whins Road, ALLOA, FK10 3SA
11th Aug 18.30 – 21.30	Enterprise Business Centre, Brechin Business Park, West Rd, BRECHIN, DD9 6RJ
11th Aug 18.30 – 21.30	Enterprise Centre, Admiral Court, Poynernook Rd, ABERDEEN AB11 5QX
28th Aug 09:30 -12:30	Ness Horizons Centre, Kintail House, Beechwood Park, INVERNESS, IV2 3BW

You can book these events online or call 0845 609 6611 to reserve your place.
A full list of seminars is available at www.bgateway.com/events

When the Going gets Tough



In the current economic climate every business is sharpening up its act. There are even more neverending sales, plenty of special offers and a real quest for value for money by the shopping public. Are butchers doing enough to counter the aggressive marketing technique deployed by the big boys? If you are too busy then you don't need to read anymore.

Nowadays you can't sit back and wait for customers to come through the door. Go out and get more of them!

You sell the best meat in your area but are you telling your potential customers that? How do you **communicate** with them? Your biggest challenge is to find as many ways as possible to tell your potential customers about what wonderful goods you have and the high quality service you can offer them.

Consumers are focussing more and more on **price**. Make sure you have one or two items competitively priced every week to draw attention. You don't need to be cheap across the board to give a perception of value.

Large retailers are offering more and more **reasons to shop** with them. As a local business you can give even more reasons. Do not hide, make sure you are in the forefront of your local community working for and with them. Make links with locals groups, provide prizes for the local Pub Quiz for example.

Have you been out there doing product talks? SFMTA can provide you with a powerpoint presentation that you can use to talk about cuts of meat. Hand out £1 gift vouchers to your audience, most will redeem it and spend much more too.

Want to double your sales? Just double the amount of customers!

Simple maths? But do you have a referral scheme in place? Why don't you ask your existing customers to refer their sisters, brothers, aunts and uncles, grans and granddads, work buddies etc? With every referral, you can offer your existing customers and new customers a joint discount voucher.

Increase the frequency of sale

Have you thought of how you could get your customers to visit you more often? Promotions on selected days are a great way to get your customer to visit more. Have you ever been in B&Q when the senior citizens offers are on?

Increase the unit sale

When the customer seems to have finalised their purchase, simple questions like "Can I get you anything else today". Have you forgotten something? Maybe something for a quick sandwich perhaps"? These simple prompts more often than not can bring an extra add on sale.

The list of ideas is endless - special **product tastings** can cost very little and generate additional sales, write a press release about a new product or even how sales are doing when the sunny days come.

Convenience

Value for money is paramount but convenience is equally important. Lots of consumers want to buy something for their tea on the way home from work, but are you open then? Shopping patterns change, so are those early mornings really necessary? If you offer home delivery maybe that might suit customers better.

Make things click online

Selling products and services online can have major advantages for businesses, leading to increased profitability and lower costs. More and more people are getting web access and are increasingly content to shop online.

At the very least, businesses should have a web presence even if it is just to give contact details and a brief summary of what you do. No longer do people reach for an encyclopaedia when they are in the quest for knowledge, it is much more likely that they will Google for what they are looking for.

Why then is it that so many businesses have still not developed a website? If you have submitted details to go on the Craft Butcher website, it is very likely that anyone using Google will find you. That should be the very minimum. Your attention is drawn to the courses opposite where you can get free advice.

Daily we hear of butchers encountering problems with out of town shopping, roadworks disrupting trade, severe downpours keeping customers away and the lack of time to make the effort to go and shop in the specialist shop.

It makes sense for butchers to complement their traditional face to face, over the counter trading with selling online. Online orders tend to be larger purchases and if you were to open your e mails on a Monday morning to find 10 orders worth a total of £500, just how far into the working week will you and your staff have to work to achieve that?

Benefits of selling online

Selling online has a number of advantages over selling by conventional methods, including:

Making savings in set-up and operational costs. You don't need to pay shop assistants, rent high-street premises, or answer a lot of pre-sales queries.

Reducing order-processing costs - customer orders can automatically come straight into your orders database from the website.

Reaching a global audience, thereby increasing sales opportunities.

Competing with larger businesses by being able to open 24 hours a day, seven days a week.

Being able to receive payment more quickly from online transactions.

Attracting customers who would not normally have investigated your type of high-street outlet.

Improving your offerings using the data gathered by tracking customer purchases.

Using your online shop as a catalogue for existing customers.

Online selling will work best for you if you have:

- well-defined products or services that can be sold without human intervention in the sales process
- fixed prices for all types of potential customers
- products or services that can be delivered within a predictable lead time

Many businesses can run pilot e-commerce sites without significant investment

Whatever form of online shop you choose, take a strategic view. If you launch a website that disappoints your customers or is overwhelmed by traffic, you risk damaging your reputation and losing sales.

Business Gateway Courses
for new and growing businesses

These seminars are free

Trading Online
This workshop will give you the knowledge and skills to set up and manage an effective e-commerce website. You will learn: How to identify e-commerce opportunities for your business

DATE	VENUE
11th Aug 9.00-12.00	SEEL, Appex House, 99 Haymarket Terrace, EDINBURGH, EH12 5HD
12th Aug 9.30-1230	Atrium Business Centre, North Caldeen Road, COATBRIDGE ML5 4EF
14th Aug 13:30-16:30	George House, 36 North Hanover Street, GLASGOW G1 2AD

Create a Website Stage 1
Design a website for your company in one day. Understand how to get started, register domain names, create the site, enter and edit content and add additional features such as shopping cart, photo galleries and email contact forms.

DATE	VENUE
20th Aug 14:00-16:30	Atrium Business Centre, North Caldeen Road, COATBRIDGE ML5 4EF

Create a Website Stage 2

For those attending stage 1 and wishing to use the advanced tools within Mr Site including writing content for the web and creating a banner.

DATE	VENUE
27th Aug 9:30-12:30	Atrium Business Centre, North Caldeen Road, COATBRIDGE ML5 4EF

Get Real Results from your Website
This course gives you an understanding of what makes a good website - the factors that make a website successful (or not), both human and technical, and how they influence how a site is designed and managed.

DATE	VENUE
5th Aug 9.30-12.30	Atrium Business Centre, North Caldeen Road, COATBRIDGE ML5 4EF

You can book these events and more online or call 0845 609 6611 to reserve your place.
A full list of seminars is available at www.bgateway.com/events

Welcome to New Members

William Glendinning of Charles Alexander & Son, 108 High Street, Lanark has retired due to ill health and the new owner is:- Michael Shannon of Damn Delicious.

Scott Burns has taken over at J Hastie, 38 Commercial Street, Markinch who has retired.

Both Billy and Jim have been very good supporters of the Federation and we wish them well in retirement. It is pleasing to welcome new members in Michael and Scott. We hope that you find your Federation membership rewarding and we remind you (and all members) that help is only a phone call away.

In addition the SFMTA Members Only website has over 800 pages of assistance accessible always available to supply you with information.

Visit to Northern Ireland

A vocational trip has been arranged to Northern Ireland on Monday 7th, Tuesday 8th and Wednesday 9th September for SFMTA members. This could follow on from the Meat Skills Northern Ireland Finals at Hilton Hotel, Templepatrick on Sunday 6th.

The plan is to meet at the Hilton Hotel, Templepatrick on the morning of Monday 7th September at 10.00am. That would allow those travelling out from Edinburgh, Glasgow and Newcastle Airports to travel in the morning and catch the courtesy coach to the Hilton.

On Monday and Tuesday there will be a visit to a shop in both the morning and afternoon Wednesday – a visit to O'Kane Meats shop in Claudy followed by a visit to the Bushmills Distillery.

Bus transports everyone back to Belfast International Airport by 19.50 where Easyjet flights leave for Glasgow at 21.40 and Edinburgh at 20.55. Provision will be made for those wanting to catch the afternoon flight to Glasgow (Scotland v Holland at Hampden that night).

SFMTA would arrange accommodation and a minibus but members would need to book their own flights. Return flights from Scotland to Belfast International (not City) currently work out at £70.

Wal-Mart to suppliers:
You will be sustainable and transparent - now

The huge retailer wants its customers to know where all its products came from, how they were made and packaged and what their environmental impact is

Wal-Mart Stores Inc., the largest food retailer in the United States and, with sales topping $400billion, as well as the world's largest public company, announced July 16 a new sustainability program that will require all Wal-Mart suppliers, including meat and poultry companies, to meet a set of sustainability and transparency standards that Wal-Mart says will improve product quality, stimulate innovation, reduce the environmental impact of manufacturing, and institute greater transparency in the manufacturing, distribution and retailing chain. But that could also raise costs for Wal-Mart suppliers.

The new sustainability initiative "will put the customer in charge," said Wal-Mart CEO Mike Duke on July 16 at a "Sustainability Milestone" meeting in Bentonville, Ark., the company's headquarters town, that was webcast around the world. "Customers want and expect retailers to have greater transparency. When companies don't have transparency they don't have the trust of their customers."

Duke said that Wal-Mart will shortly send out a 15-question questionnaire to all of its suppliers to assess their sustainability and transparency efforts. "We're asking our suppliers to look hard at their own operations," he described. The company is also providing the initial impetus and funding for the development of a global database about the "life cycle" of every product Wal-Mart and even other retailers sell. It is organizing a consortium of universities and non-governmental organizations to help build the database, which will "tell customers about the sustainability of the products they want to purchase." In the case of meat and poultry products, that would include information on the farm or ranch of origin, the packing and processing plant, how the product is distributed and how the packaging can be disposed of or even recycled in an environmentally responsible way.

Duke didn't say so directly, but his presentation seemed to imply that all the costs incurred from meeting Wal-Mart's sustainability objectives will be borne by the huge retailer's suppliers.

Calling all Scottish Butchers!

It is the time of year again where we ask you to don your pink aprons in support of Breast Cancer Awareness Month. Breast Cancer Care is encouraging people to celebrate the most relaxed day of the working week throughout October by getting 'in the pink' and taking part in Pink Fridays, to support the 46,000 people who are diagnosed with breast cancer every year in the UK.

Getting involved with 'Pink Fridays' is easy to do. Last year over 30 butcher shops across Scotland got 'In the Pink, and this year we are hoping that even more of you will get involved.

Why we need your help again

Breast Cancer remains the most common form of cancer in the UK. More than 4,000 people are diagnosed with breast cancer every year in Scotland.

For these people, Breast Cancer Care can be a lifeline. We work hard to ensure that no-one diagnosed with breast cancer ever feels alone or in the dark. The combination of our helpline and website, together with our team of trained volunteers offers important emotional support and understanding. We provide information on everything from breast awareness and breast health to treatment options and support for people living with secondary breast cancer. It's possible to provide all our services free, because people like you support us.

How do I register and get my fundraising pack?

Register now for a free Pink Fridays fundraising pack, full of party ideas and fundraising tips. Visit www.breastcancercare.org.uk/pinkfridays or call 0870 164 9422. Don't forget to quote the SFMTA!

To order your pink apron contact Douglas Scott on 01738 637472

Thank you!

breast cancer care Scotland

Pink Fridays

"We've been enjoying wearing the pink aprons and it causes a bit of a talking point among the customers. It's an easy thing to do, it doesn't require a lot of effort, and hopefully it will raise a bit of money for a worthy cause"

Ian Faulds, David Faulds & Son, Kilmarnock

More Intermediate HACCP Courses

Recent **Intermediate HACCP Courses** in Inverness and Edinburgh have proven to be very popular with good reports about the delivery of these coursers by Paul Bache on SMT's behalf. It is intended to run more of these courses in October and November. If you have candidates for these please register an interest now. Venues for these courses will be based giving consideration to minimise the travelling required by candidates. Contact Claire on 01738 637785

Lord Rooker is new FSA chair

Lord Rooker has been appointed chair of the Food Standards Agency, replacing Dame Deirdre Hutton, who is to become chair of the Civil Aviation Authority. Lord Rooker stepped down as food and farming minister in the House of Lords last year. He has resigned the Labour whip.

The appointment was made by the health secretary with the health ministers in the Scottish Executive, the Welsh Assembly and Northern Ireland Executive. Remuneration will be £54,000 a year, for a time commitment of about eight days a month. The term of the appointment will be four years. Lord Rooker will take up his new position on 27 July.

Lord Rooker said: 'It is a privilege to lead the Food Standards Agency and I commit to continuing its ethos of openness, transparency, reliance upon science and putting consumers first.'

Health secretary, Andy Burnham, said: 'I am delighted to appoint Lord Rooker as chair of the FSA. The agency is a key government organisation, protecting millions of consumers across the UK on food safety and nutrition issues. He will bring considerable experience and expertise to this important role in advising the government.'

He thanked Dame Deirdre Hutton for her hard work and commitment to the agency over the last four years.

Lord Rooker started as a production engineer and lecturer. He was elected Labour MP for Birmingham Perry Bar in 1974. He received a life peerage in 2001 and became deputy leader of the House of Lords in 2005. He has been minister for food safety, finance, the environment, farming, equality and food and farming.

The appointment was criticized by opposition MPs, including Liberal Democrat, Norman Lamb and Conservative, Greg Hands, who suggested that Labour was attempting to place leading party figures into key quangos ahead of next year's general election.

Obama acts on food safety

A special food safety unit set by US President Barack Obama has promised to introduce stricter rules for the production of eggs, poultry, beef, leafy greens, melons and tomatoes to reduce instances of salmonella and E. coli contamination.

A report by the Food Safety Working Group warns that the long-term decline in food-borne illness in the US appears to be stalling.

'While the American food safety system is among the best in the world, batches of ground beef, peppers, peanut butter, pistachios, spinach, and even cookie dough have been associated with serious disease in recent years,' says the report.

Under the new rules egg and poultry farmers will have to improve the testing and refrigeration of eggs. The US agency that inspects meat, The Food Safety Inspection Service, will have to increase the level of sampling of minced beef products to identify E. coli contamination. Producers of leafy greens, melons and tomatoes will be given tougher standards within two years.

A new network to help all the different agencies that regulate food safety communicate better will be introduced, as well as a better tracing system.

The working group says that the US food safety system is not sufficiently flexible or co-ordinated to work effectively.

New £15m Mart at Stirling Opens

Built on a 52-acre site in the north of the city, it houses 400 pens, three sales rings and an exhibition hall. On Monday 27th July First Minister Alex Salmond brought the hammer down on the first sale at the centre, with the proceeds going to Breast Cancer Care.

Developers Elphinstone said the Stirling Agricultural Centre had created about 300 jobs and would become a hub for rural business in Scotland. The new centre, located just off the A84 at Hill o' Drip, is owned by land and property developers Elphinstone who took over United Auctions in 2005.

Food additives and hyperactivity

If your child shows signs of hyperactivity or Attention Deficit Hyperactivity Disorder (ADHD), the Food Standards Agency advice that you should try to avoid giving them the following artificial colours because this might help improve their behaviour.

sunset yellow (E110)	allura red (E129)
quinoline yellow (E104)	tartrazine (E102)
carmoisine (E122)	ponceau 4R (E124)

These colours are used in a number of foods, including soft drinks, sweets, cakes and ice cream.

When colours are used in food, they must be declared in the list of ingredients as 'colour', plus either their name or E number. So if you choose to avoid certain additives, you can do this by checking the label.

If you buy any foods that are sold without packaging you will need to check with the person selling the product or with the manufacturer. The Agency is encouraging manufacturers to work towards finding alternatives to these colours. Some manufacturers and retailers are already taking action.

Hyperactivity is a general term used to describe behavioural difficulties affecting learning, memory, movement, language, emotional responses and sleep patterns. In the context of this advice, it is when a child is over-active, can't concentrate and acts on sudden wishes without thinking about alternatives. There is no single test for diagnosing hyperactivity. Experts think it affects 2 to 5% of children in the UK. The figures are higher in the United States.

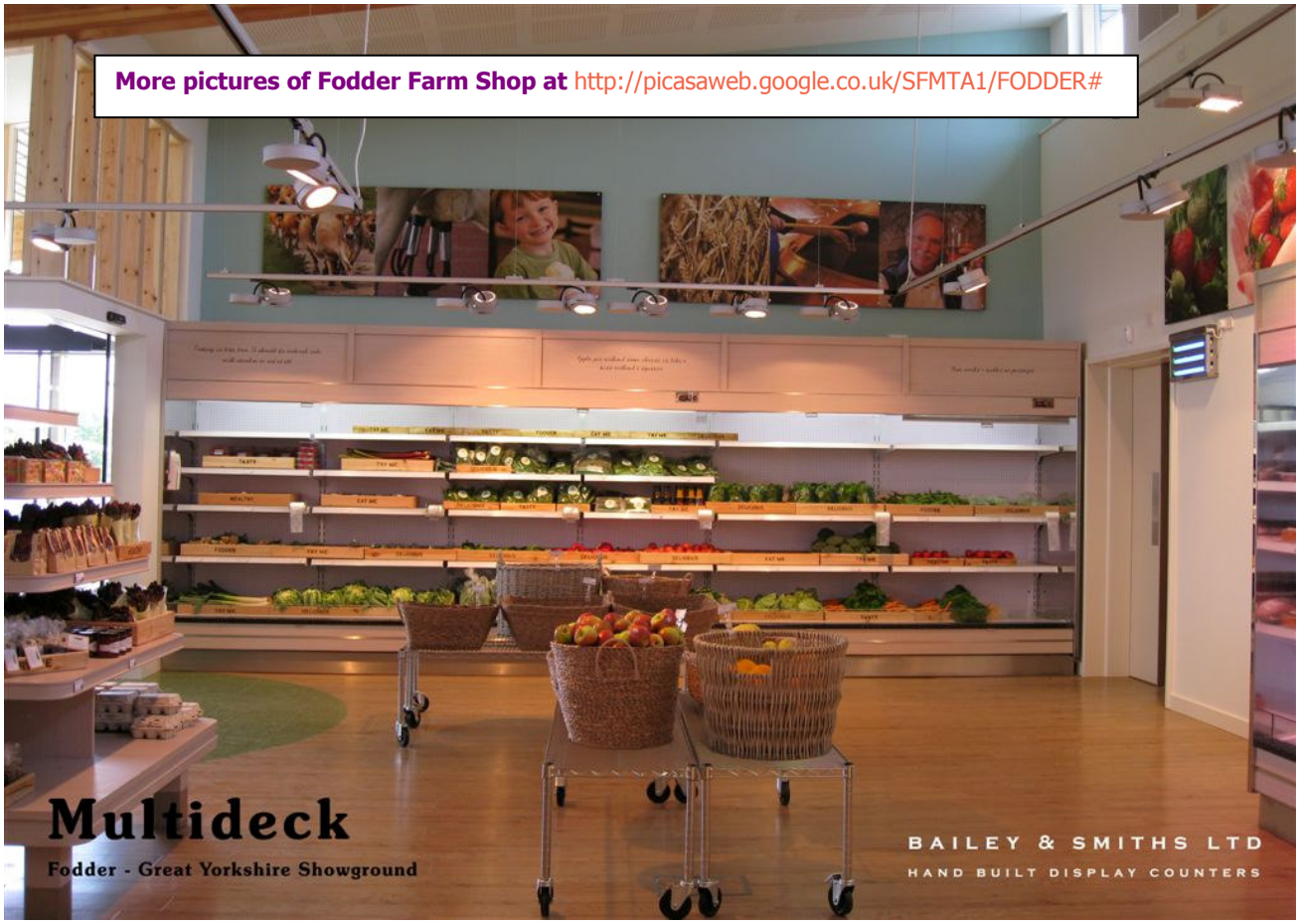
It is important to remember that hyperactivity is also associated with many other factors in addition to additives. These include premature birth, genetics and upbringing.

ADHD is more than just hyperactive behaviour. It is linked to a specific pattern of behaviour, including reduced attention span and difficulties concentrating such that they affect the child's ability to learn and function at home and at school. Children with ADHD often have learning difficulties and behavioural problems.

This advice on food additives and hyperactivity was issued following evaluation by the independent Committee on Toxicity, and the European Food Safety Authority (EFSA), of research commissioned by the Agency. For more information on this study, see the link below.

All food additives must go through rigorous safety assessment and approval procedures, and must comply with European Union (EU) legislation. EFSA is reviewing the safety of all food colours that are approved for use in the European Union.

Fodder Farm Shop and Café, Harrogate



CASE STUDY

"Innovative Designers, Manufacturers and Installers of Custom Built Hot, Cold & Ambient Display Equipment and Solid Surfaces"

Fodder Farm Shop & Cafe

Project:	Fodder – Great Yorkshire Food, Naturally
Location:	Great Yorkshire Showground, Harrogate, HG2 8NZ
Size:	8,500 sq ft
Counter Manufacturer:	Bailey & Smiths Ltd-"Hand Built Display Counters"
Lighting Design:	BARO Lighting UK - "The Leading Global Provider of Energy Efficient Retail Lighting Solutions"
Architects:	P+HS Architects - "Stunning Buildings which provide a High Quality Environment"

Project Specific Products: Horseshoe Butchers Counter, Horseshoe Deli Counter, Café Counter & Servery, Back Bar Preparation Counters, Ambient Gondola's (Circular, Rectangular & Square), Ambient Display Shelving, Wine & Beer Display Shelving, Till & Check Out Area, Multi-Decks and Freezers were supplied and cladded to fit with Fodder's branding.

About Fodder: Fodder is a new concept food shop and cafe set up and championed by the Yorkshire Agricultural Society (YAS), a registered charity which runs the Great Yorkshire Show and Countryside Live. Heather Parry, Deputy Chief Executive has scoured the county for the best producers, farmers & growers to celebrate and promote locally sourced food. The aim of the venture, which opened in June, is to inject new life into the rural economy and support the region's farmers and producers, while offering consumers the best food and drink from the region.

Bailey & Smiths Ltd Company Brief: Manufacturer's of innovative, unique and patented display counters, individually designed for the aspiring retailer. The company prides itself on being British and in its ability to manufacture made-to-measure cabinets and customise modular "bought in equipment" to look aesthetically in keeping with all other bespoke equipment. "I believe that we have truly achieved a consistent brand image throughout Fodder and additionally kept lines of symmetry and flow to ensure that all counters work seamlessly together to create a unique environment within the complete retail area" said Graham Smith, Sales & Marketing Director at Bailey & Smiths Ltd. Other recent award winning shops to the company's portfolio include "Weeton's, Harrogate", "Gonalston Farm Shop, Nottinghamshire" and more recently "Cwmcerrig Farm Shop & Grill, Carmarthenshire".

Fodder Brief: Our brief from Adrian Taylor of P+HS Architects and Heather Parry at YAS was to design, manufacture and install "Custom Made Display Counters" for a new state of the art farm shop and to provide the perfect "Food Retail Experience", including enhancing the shopping experience with a strong emphasis on Yorkshire fresh food product categories. Bailey & Smiths response to the brief was a carefully planned complete fit-out of both custom manufactured equipment and modular display systems "cladded" accordingly. From concept to completion Bailey & Smiths focus remained on brand continuity and theme. Floating Gondola's made in limed oak, 150mm Stainless Steel Plinths to every unit, Merapi LG-Hi Macs Solid Counter Surfaces, Limed Oak Frontages and Pelmets that run throughout the ambient and refrigerated units and even Self-Serve Counters incorporated within the Serve-Over Delicatessen Counters portray the thought and detailed specification that has been implemented at all stages of this fantastic project. Graham insists that "beyond the normal pressure of any project, what was different for Bailey & Smiths as a company was the fun and enthusiasm that was general throughout the project. Both Heather and Adrian are a pleasure to work with!"

Design & Manufacture: Bailey & Smiths Ltd along with P+HS Architects were involved in this project from the beginning. The concept was "Farm to Plate" with 85% of produce being locally sourced. Bailey & Smiths designed and manufactured the complete retail area effectively optimising the available retail space. The installation was completed within the specified time frame and successfully opened its doors to the public on 3rd June 2009.

"Anyone can put new counters into their shops, however we install the future. We are confident that we produce the best quality custom built counters on the market and strive to exceed customers' expectations. We urge our customers to Buy British!"

Visit www.baileysmiths.co.uk to explore your potential

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Eat Scottish Venison Day!
4th September 2009

Friday 4th September will be Eat Scottish Venison Day after the forming of an alliance called the Scottish Venison Working Group to raise the profile of Scottish venison in the UK.

Scottish Venison Working Group chairman Stephen Gibbs said: "This is the first time that all Scotland's main producers of wild and farmed venison have joined together to put their product firmly on the map. We believe that we have a distinct edge in promoting the venison that we produce as Scottish, whether from red, roe, sika or fallow deer, and that is at the heart of this awareness campaign."

A consumer website about Scottish venison and its journey from hill to plate will also be launched. The website will cover all information including the venison story, quality assurance, health benefits, education pages, and news about Scottish venison. Its main focus will be to tell consumers where to buy and eat Scottish venison, coupled with recipes from chefs, and recipes and serving suggestions submitted by the public.

The Scottish Venison Working Group is a collaboration between the Association of Deer Management Groups, the British Deer Farmers' Association, the Deer Commission for Scotland, the Forestry Commission Scotland, the Scottish Gamekeepers' Association, and Scottish Quality Wild Venison.

The Scottish venison industry is worth around £70.4 million per annum, and accounts for 966 direct jobs and a further 1554 full time equivalents, many of these in remote rural areas. 3000 tonnes of Scottish venison are produced annually for UK and overseas markets.

Fresh bid to keep Scots venison local

Up to one-third of the venison in Scottish restaurants and supermarkets comes from New Zealand. Processors, supermarkets and restaurants are unable to meet year-round demand by buying only Scottish meat, so they are forced to fly it in from the other side of the world.

Now Scottish producers are calling for more home-reared venison to be supplied to the domestic market rather than exported to Europe. Around 3000 tonnes of Scottish venison is produced annually but almost a third of this is sent to the continent.

The crisis comes as UK consumers, spurred on by TV chefs, are buying increasing quantities of venison, which is lower in fat and cholesterol than most other meats.

The problem is the seasonal nature of deer stalking, which means the supply of Scottish venison cannot be guaranteed throughout the year. To boost the profile of home-produced venison, September 4 has been named the inaugural Eat Scottish Venison Day.

Tony Borthwick, owner of the Michelin-starred Plumed Horse restaurant in Leith, said: "I find it ridiculous that we actually import venison from the other side of the world when we have plenty of our own."

Christian Nissen, managing director of Dundee-based Highland Game, which supplies Tesco, Sainsbury's, Waitrose and Morrisons with venison sausages, burgers and steaks, said Kiwi venison now counted for around 30% of his production.

A list of venison suppliers is available from SFMTA or on the SFMTA Members Only website under "Game".

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Government Grants Awarded - July 2009

Sixteen projects will be benefiting from over £3.3 million of new investment under round five of the Food Processing and Marketing Grants (FPMC) scheme announced in July.

These grants are part of the National Food Processing, Marketing and Co-operation Grants Scheme, which in turn is part of the Scotland Rural Development Programme (SRDP). Grants are available to build or refurbish premises, purchase new equipment, support marketing and business development and encourage collaboration. A total of £60 million is being awarded over five years, along with £10 million through the Processing and Marketing Grant Scheme in the European Fisheries Fund, and £5 million through the Marketing Development Scheme.

More details can be found under Grants on the SFMTA Members Only website.
Recipients include:

Company	Project Description	Eligible Costs	Grant Awarded
Ramsay of Carluke	Purchase and installation of a range of processing and packing equipment for a range of meat products	£121,507	£24,301
Donald Russell Inverurie	Construction of a new 2,600 pallet cold store	£1,561,280	£312,256
AP Jess (Brechin) Ltd	Upgrade of facility and installation of an automated lamb processing line and computerised Carcass Classification System.	£635,463	£190,638
James Chapman Wishaw	Construction of an extension to the existing abattoir and range of processing and packing equipment	£574,673	£114,934
McLays Ltd Glasgow	Various items of processing equipment for added value meat products	£73,794	£14,758
Aberdeen & Northern Eggs Ltd t/a Farmlay Eggs Strichen	Upgrade of facility to form a new grading and packing area and purchase of additional equipment	£1,460,600	£292,120
Findlater's Fine Foods of Linlithgow Ltd	Acquisition and fitting out of a new processing facility for a range added value dishes	£284,065	£113,626
Alba Proteins Kintore	Construction and fitting out of a new rendering plant	£4,559,685	£911,937
MacSween of Edinburgh	Upgrade of the existing facility and a new packing and storage building	£1,378,522	£413,556
Grampian Oat Products Banff	Construction of a new warehouse and store and an additional packing area.	£445,706	£89,141
Argo's Bakery	Purchase of an existing building to form a processing facility for a range of bakery products	£1,079,205	£431,682
R & N Cessford Farnell	Purchase and installation of a new beetroot processing line	£216,808	£86,723

Livestock Prices

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

BEEF PRICES	W/E 18/07/09	Previous week	Previous year
Scottish Abattoirs			
Steers dwt	290.5 p/kg	295.0 p/kg	275.6 p/kg
Heifers dwt	288.3 p/kg	292.4 p/kg	272.7 p/kg
Young Bulls dwt	278.0 p/kg	281.9 p/kg	265.0 p/kg
Numbers			
Steers	3201	3444	2821
Heifers	2317	2348	1434
Young Bulls	979	720	619

BEEF PRICES	W/E 15/07/09	Previous week	Previous year
Scottish Auctions			
Steers lwt	162.83 p/kg	168.03 p/kg	161.59 p/kg
Heifers lwt	166.75 p/kg	167.62 p/kg	160.63 p/kg
Young bulls lwt	143.58 p/kg	149.42 p/kg	139.35 p/kg
Numbers			
Steers	341	348	423
Heifers	383	383	386
Young bulls	59	78	40

Deadweight cattle week ending 18th July 2009								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	295.0	296.6	293.9	294.9	297.4	297.6	284.6	282.9
R	290.9	293.2	291.7	289.5	290.5	291.6	280.3	279.0
O+	285.5	286.7	281.4	278.1	287.3	284.3	269.2	267.1
-O	266.7	266.6	265.0	250.4	260.2	251.1	253.4	257.2

ASDA launches 'green' beef

ASDA is claiming to be the first British retailer to sell low carbon beef or 'green' beef. The new range has a carbon footprint over a third lower than the standard 24-month beef, "the lowest carbon footprint in the industry".

Working with its dairy farmers, the scheme uses dairy bulls, which would ordinarily be exported or slaughtered, and rears them for between 9-11 months so they can be sold as low carbon beef. Technically classified as a 'by-product' of milk production, the CO2 emitted by the calf is offset against the existing dairy farming process. In addition, as the calf is slaughtered at 9-11 months it typically emits significantly less CO2 during its lifetime than cattle reared until 14-30 months of age. Also, the animal is smaller in size, so portions are easier to manage and are available at lower prices than standard beef.

SHEEP PRICES	W/E 15/07/09	Previous week	Previous year
Scottish Auctions			
New Season SQQ lwt	151.37 p/kg	147.71 p/kg	134.58 p/kg
Ewes lwt	£53.23/head	£54.96/head	£31.99/head
Sheep numbers			
Scottish Auctions			
New Season SQQ	13898	11194	14393
Ewes	3081	2970	2721

SHEEP PRICES		W/E 18/07/09	Previous week	Previous year
GB Abattoirs				
New season SQQ dwt		322.5 p/kg	309.2 p/kg	288.7 p/kg
Deadweight sheep week ending **20th June 2009** p/kg				
	U	332.1	330.2	320.6
	R	324.4	323.3	318.7
	O	315.4	316.7	317.0

PIG PRICES	W/E 20/06/09	Previous week	Previous year
GB Abattoirs			
All pigs DAPP	155.57 p/kg	155.31 p/kg	136.37 p/kg

GB deadweight pigs ending **20th June 2009** – p/kg					
	Method 1 and 2 p/kg dwt	Change		Method 1 and 2 p/kg dwt	Change
Up to 59.9 kg	147.69	+0.02	80.0 – 89.9 kg	155.67	+0.39
60.0 – 69.9 kg	156.37	+0.49	90 kg and over	148.99	-0.60
70-0 – 79.9 kg	156.46	+0.40			

The latest figures from TNS show that the volume of beef purchased by consumers in GB is down on previous year's figures, while overall expenditure has increased due to increases in the average price of beef. Overall demand is down four per cent for the year to date, while expenditure is up by almost seven per cent.

This year to date the market has followed previous year's trends with consumer expenditure peaking at year-end and then falling gradually through the spring. This year, as in previous years, there has been a peak in demand around Easter, with a seasonal decline in expenditure affecting sales in late April and the first half of May.

Seasonal decline in 2009 to date has been slightly more pronounced than in the last two years with consumption down by over 4,000 tonnes in the month to 17 May. However, since then demand has stabilised. In the four weeks to 14 June, consumption levels were similar to those in 2008, aided to a certain extent by the better weather which will have encouraged barbecues. If the weather stays good, retailers will be expecting demand to remain steady throughout the summer, before rising again in the Autumn.

Overall expenditure will continue to be influenced by price. In the first six months of 2009, the average retail price of beef was around £6.10, up nearly 12 per cent on the same period in 2008.

Best Scottish Butchers Steak Pie Evaluation
Perth College, Thursday 13th August 2009

Entry Forms are enclosed in this Newsletter for this year's Steak Pie Evaluation that is sponsored by William Sword. This will take place at Perth College on Thursday 13th August 2009.

Members are invited to enter now. There are two categories – Traditional and Speciality – and collection points will be arranged in Inverness, Stonehaven, Dundee, Lauder, Uphall, Wishaw and Greenock.

- **Traditional Steak Pie**
- **Speciality Steak Pie with additional ingredients**
  e.g Kidney, Mushroom, Red Wine, Stilton, Onion, Sausage, Ale etc

AWARDS IN EACH CATEGORY

DIAMOND	the William Sword Trophy and £200 worth of Swords products.
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Five regional winners will be identified who will receive a trophy to say that they are the best in their area. (Regions – North, West, East, South West and South East.)

Mystery shoppers will be used to purchase further samples to be taken for further judging to establish the regional winners and diamond winner.

Awards will be presented at Regional meetings in the first week of October – in West of Scotland, Inverness, Perth and Pathhead.

ENTRIES CLOSE THURSDAY 6th AUGUST

2005 Traditional Steak Pie winner Jim Struthers of RJ Chapman in Shettleston received his prize from David Sword (right) while Glen presented Tayside winners Ron Thomson and Beaton Lindsay.

Retail Prices for w/e 24/07/09

	SFMTA AVERAGE JULY	SFMTA AVERAGE JUNE	QMS AVERAGE JULY	QMS AVERAGE JUNE
SCOTCH BEEF				
Fillet Steak	3296	3292	3037	3037
Sirloin Steak	2181	2155	2245	2230
Popeseye Steak	1475	1459	1344	1351
Topside	1117	1101	1051	1051
Round / Rump Steak	1079	1065		
Diced Stewing Steak	897	898	893	889
Rolled Brisket	870	861		
Steak Mince	776	768	713	714
Boiling Beef Bone In	557	557		
DOMESTIC LAMB				
Whole Leg of Lamb	1067	1058	1054	1088
Centre Cut Leg Bone In	1263	1238		
Gigot Lamb Chops	1357	1340		
Lamb Leg Steaks	1497	1468	1650	1673
Chump Lamb Chops	1418	1404		
Double Loin Lamb Chops	1369	1347	1547	1560
Single Loin Lamb Chops	1273	1233	1332	1357
Rolled Shoulder Lamb	960	953		
Lamb Shanks	591	593		
Diced Lamb	1091	1074	1180	1193
Minced Lamb	991	997	1078	1101
PORK				
Pork Tenderloin (Fillet)	1140	1142	1068	1078
Pork Leg Steaks	842	826		
Double Loin Pork Chops	763	754		
Single Loin Pork Chops	741	731	724	724
Rolled Shoulder of Pork	614	610	670	642
Belly Pork	556	540		
Pork Loin Steaks	874	866	877	891
Diced Pork	686	681	718	718
PRODUCTS				
Beef Link Sausages	605	607		
Pork Link Sausages	625	621	587	587
Speciality Pork Sausages	676	676		
Sliced Beef Sausage	555	552		
Sliced Black Pudding	527	523		
Ball Haggis	636	632		
Scotch Pie	79	78		
Indiv Steak n Gravy Pie	133	132		

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