

**MINUTE OF THE MEETING OF THE EXECUTIVE COMMITTEE HELD WITHIN
8/10 NEEDLESS ROAD PERTH, ON WEDNESDAY 14 APRIL 2004**

PRESENT: Mark Barnett President (Chair)
Duncan Mackenzie President Elect
Douglas Scott Chief Executive
Richard Sneddon Training & Development Manager
Bruce McCall Minute Secretary

Plus 15 Executive and Ordinary members as detailed below:

Alan Kennedy, Stewart Dempsie, David Lindsay, Beaton Lindsay, John Chapman, Jamie Chapman, Billy McFarlane, Stuart Christie, Neil Cameron, Jack Meade, Roy Baird, Jim Hastie, Bob Baillie, Adam McLay, David Jarron

APOLOGIES: Murray Lauchlan, George Lees, Dennis Meney, Hugh Pender, Stephen Sherriff, Hamish Deans, Wilson Ferguson, George Jarron, Arthur Matthew, Moira Brady

MINUTE OF PREVIOUS EXECUTIVE MEETING: Alan Kennedy approved the Minutes of the previous Meeting held in March, seconded by Duncan Mackenzie.

President Mark Barnett welcomed Billy McFarlane from Bowmore on Islay to his first meeting.

MATTERS ARISING: Douglas Scott picked up on page one and the QC's advise on the PGI. At the time of the last meeting we had just received the advice. Douglas felt the conclusion we had reached was that we were too late to pursue the issue. Douglas took advice from Alan Kennedy as he had spoken to Derek Batchelor QC as well.

Alan Kennedy said that Derek Batchelor had made it quite plain that we were too late to pursue the objection to the PGI. The QC felt, under this circumstance he was not going to charge for his time. His advice was for us to continue as we are and if QMS challenge our position the QC feels that QMS would find it difficult to challenge the historic value of the PGI. The QC had indicated that the PGI had been altered for the self interest of QMS.

SCOTTISH COUNTRYSIDE ALLIANCE: Douglas stated that Nicola Chalmers Watson and Ian Carmichael both attended the new product workshops and were very encouraged by what they saw. Douglas expected them to come back to him to see what progress could be made in the marketing of Venison & Pheasant.

EDINBURGH ASSOCIATION: Douglas expressed concern about the Presidents comments on a special event for Edinburgh's butchers as only one (John Saunderson) had attended the new product development workshops. Mark Barnett had spoken to John Saunderson at the Livingston workshop and he seemed to be in agreement that he would be happy to come for an informal meal with other Edinburgh butchers to talk about what we can do. Mark felt the re-installation of an Edinburgh Association was a logical step forward. David Jarron proposed that the President and Chief Executive cordially invite Edinburgh members to a meal. Duncan Mackenzie seconded the proposal.

CHIEF EXECUTIVE REPORT: Douglas Scott reported.

QMS CONFERENCE: Their second annual conference was held at the Pentland Science Park . They invited various people from abroad to come and speak to them from Argentina, New Zealand and France. A report on the presentations and Charal meat in France was to be printed in the last newsletter but it was getting too big and was put back to April's. Douglas said it was reasonably interesting but would not have recommended any of the executive to take time out to attend.

NEW PRODUCT WORKSHOPS: Douglas stated that much of his time had centred around the organisation of these workshops. Five out of six of them were funded out of the ESF project. Richard Sneddon reported under Training & Development.

MEETING NFMFT / ACBI / SFMTA : Douglas and Richard Sneddon had attended this meeting on Saturday 3rd April in Dublin, a report was circulated with the executive papers.

The meeting was held really to agree some common ground between the three organisations. Douglas Scott was disappointed with the presentation of Graham Bidston, NFMFT. He took just ten minutes to explain very little about what they were doing and then digressed into talking about legislation. Otherwise it was quite a useful meeting and at the end of it we agreed to meet again. However, the Irish and ourselves had agreed that we should just meet as there was no positive input from the NFMFT.

Both the English and Irish had difficulty in getting butchers to attend meetings. Richard and Douglas met the Irish in their office on the Monday to talk about how we can share training materials.

ACBI are going through a development phase setting up training. They are pushing ahead creating questions, checklists, standards and support material as well. So we have decided to work on these together as best we can. A CD rom has arrived from ACBI who have someone working on this full time.

Sunday was the real reason why we were meeting to attend the ACBI retail conference. In the morning Graham Bidston was the keynote speaker. After he was introduced he tore up his notes and in his own words "waffled". Douglas felt that the morning was extremely negative.

The afternoon presentation by Joe McGhee was much better for the 40+ butchers who attended. He had a fantastic business with plenty to talk about what was going on within it.

Douglas said that if we ever organise another trip there was plenty good businesses to visit.

On the third page of the report Douglas pointed out the Irish's new logo. They moved away from their previous one as it did not say enough about what they did. He said that it looked very refreshing and clean and the strap line was very complimentary saying "Craft butchers- you'll only find them in a butchers shop. Look for the knife and steel!"

Douglas concluded stating that most of his time in the last month was consumed organising the workshops, preparing the handbook, newsletter, Trainee newsletter and a promotion with Calor Gas which will be covered under the Promotions Report.

Mark Barnett drew the meeting's attention to the third page and how we have looked at the Craft Butchers logo before. Mark said that we should have something similar. He felt it was not just about changing logos it was about changing with the times. Douglas said we certainly could incorporate the logo with whatever message required. The meeting agreed it should be progressed and sample sketches of new logos drawn up.

Alan Kennedy asked if we could ask the Irish if we could use their logo. Duncan Mackenzie was unsure if their logo was quite right for us. Mark Barnett said the words Craft Butchers says a lot about us.

Jack Meade asked if we had some idea of the price structures in Ireland. Mark Barnett said he had some Americans in the previous day looking at his prices and they said that was why the portions were so small in hotels. Douglas said that they did not actually see any shops that were open on the Monday on the way back to the airport but they had been shown a brand new shop being fitted out in Ashbourne.

David Jarron said that the word on the grapevine is that Scotch Beef will be £ 2.20 a kilo by spring of next year. He said he saw no rest bite for us and it was likely to continue to firm up. A shortage was being created with Morrisons entering the market and pressure being put on ASDA to label all their beef Scotch. David felt it was posing more difficulties to ourselves in that direction. He said that as the price rises more and more caterers will source imported produce.

MEMBERSHIP AND DEVELOPMENT:

Convenor David Lindsay presented his report. Paid members now stood at 346

MEMBERS resigned 21 in total

Dougie Brunton, Lanarkshire	T Connor, Troon (unpaid)
Connelys of Dundee (shop for sale)	Alan T McGarrity, Kilmarnock - (taken over)
Thomas Donegan in Nitshill, Glasgow	W J Hutton, Hawick, (unpaid)
Robert Lally Glasgow (under new ownership)	G G Lang & Sons Ltd, Edinburgh (unpaid)
Gough, Pathhead (retiring)	DM Malcolm, Edinburgh (shop up for sale)
George, Lhanbryde, Moray (resigned)	R McMillan, Glasgow (business taken over)
Munro, Alness (retiring)	Murray Quality Foods, Glasgow
John Bryan Organic - Biggar (Taken over)	J & P Cruickshank, Fochabers - (for sale)
W Lobban, Kirkwall – (Shop closed)	McFarlane Meat Products, Alva – (since paid)
P Buchan & Son, Fraserburgh (retiring)	John Masterton & Son, Glasgow (retired)
B Clark of Newtonmore (shop closed)	

Most are people retiring or business closing. Any businesses being taken over are being approached to get them to consider joining.

NEW MEMBERS since last meeting: – 2

H & S Milne & Sons, Bucksburn, Aberdeen
Muir & Telford Quality Meats, Elderslie

We have had a total of 10 new members. So we are not down so many as the big list sounds at the moment we are down a net 11 and some will likely come back in the next month.

Direct Debit Monthly – 37, Direct Debit Quarterly – 23
Members who had not paid fees by 20 March have had services withdrawn.

Mark Barnett commented that we should chase up unpaid members to keep our membership numbers up.

CORPORATE MEMBERS: 4 paid so far in this financial year.

HANDBOOK: Advertisement income of £ 2,610 has been secured which covers the cost of this years book. The handbook was posted to members last Thursday.

GOLF: The Federation Golf outing takes place at the Kings Course, Gleneagles on Wednesday 28 April. There are 32 people taking part and a waiting list.

AGM: The Glynhill Hotel and Leisure Club has been provisionally booked for the AGM on the 20 & 21 November. More details will follow after Douglas and Duncan have visited the venue.

FINANCE REPORT: Douglas Scott reported the committee had met earlier to discuss the accounts for the month of February.

MEMBER SERVICES: The significant item was the subscription income. It did not achieve the forecast but that was possible an over zealous forecast. Douglas Scott suggested that

subscriptions would catch up when the March figures were included and because we are not down so many on members we should reach our forecast on income.

On the expenses side we are saving money on the regional meetings. The Regional meetings at Dundee, St Boswells and Glasgow will be funded through ESF as they are partly being used for the promotion of ESF training. A surplus is predicted on member services

SCOTTISH MEAT TRAINING: The significant item is the money coming in from skillseekers training. We have achieved what we said we would achieve in February and it is likely to be above forecast for the month of March.

For the same reasons as Member Services is saving money for ESF Scottish Meat Training is saving likewise. This is balanced out by a sizeable net loss figure for the ESF fund. We will be getting 40% of this money back so we have healthy accounts once all things are considered.

The New product workshops will be funded out of the ESF funding with the exception of the Inverness event which is out with the Scottish Enterprise area.

The Finance Committee have been asked to recommend the rate of expense for travel to and from executive meetings be increased from 25p to 35p per mile. Mark Barnett said that as businesses are downscaling and it is harder for people to get to the executive meeting and we should not have people being out of pocket.

TRAINING & DEVELOPMENT REPORT: Richard Sneddon reported.

Skillseeker income to date, ending the 4th April 2004 was a healthy £17, 871. The number of total active trainees in the system is at present 190. Level II is at 97 and up by 13 on last year.

There are 90 Level II trainees in the Scottish Enterprise area, up by 20 on last year at the same period and 7 in the Highland and Islands Enterprise area. He reported we are getting more in the Scottish Enterprise area because of the ESF.

MA trainee numbers are at 51 same as last year. Adult MA's are up from 6 last year to 10. There are 41 MA trainees in the Scottish Enterprise area and, again up on last year and 10 in the Highlands and Islands area. Adult MA's are up on last year's figures in the Scottish Enterprise area.

Scotbeef have presently got both Level II's and III's within their company. We are about to complete the level II's and start the level III's.

New start Skillseekers are again up on last year at the same period. The Federation Diploma is up by 4 on last year's figure. Last but not least the Craft Skills figures show a massive increase on last year at the same period.

We currently have 19 Federation Diplomas and another 5 craft skills to go onto the system.

ESF: Since beginning in February. The following 5 areas have been covered.
Tayside, Fife, Ayrshire, Grampian, Lothians.

Tayside. Thirty nine members visited out of a possible 44.
Fife - Twenty one out of twenty three members visited.
Ayrshire. Twenty out of twenty two members visited.
Grampians. Twenty five out of twenty eight members visited.
Lothians. 10 visited with a further twenty to visit.

A total of 49 businesses in all up to Friday 26th March.

The age range of the new candidates is as follows;
16 to 18's. Four in total. 19 to 24's. Thirteen in total. Over 25's. Thirty two in total.

We are still having massive problems in finding recruits in the 16 to 18 age group. We have 36 trainees already in the system for ESF Project. We are on target to achieving the total figure of 238, by the end of this year.

Since the beginning of April we have targeted the rest of the Lothian's and encompassed the Borders. Week Commencing the 5th April 23 businesses were visited. At present there are 19 Federation Diplomas, 2 Customer Service Awards and 5 Craft Skills qualifications in the system. Another 7 Customer Service Awards, 1 Modern Apprenticeship and 4 Federation Diplomas to be entered in the system.

MEAT SKILLS COMPETITION 2004: Regional events begin 26th April and end 27th May. The date and venue for the finals is still to be decided.

All members have been sent the information regarding this prestigious competition. To date we have 8 in the under 22 category accounting for 6 businesses and 4 in the over 25's category accounting for 4 businesses. There are no names put forward for the under 25 category. Canvassing calls will be made shortly to targeted businesses encouraging them to take part.

NEW PRODUCT DEVELOPMENT WORKSHOPS: These events took place at the end of March in Aberdeen, Inverness, Hampden, St Boswell's, Livingston and Perth. Approximately 280 to 300 attended all of these events with companies bringing along staff of all ages. Feedback on these have been very positive with many asking for this type of event to occur more often as it is always good to get new ideas.

The other positive comments centred around the way in which Dick Van Leeuwan (MLC), Danny Upson (Lucas) and Gary Evans from RAPS managed to put across their message in such an enjoyable way. All members who turned up got a recipe booklet with a step by step guide of how to make these products.

TRAINEE NEWSLETTER: This has gone out to all trainees included in the pack was the trainee newsletter, the recipe booklet from the workshops, and careers in the industry booklet. They have also been sent out to teachers and pupils who attended the Make it in Scotland events attended recently.

CUSTOMER SERVICE EVENT: QMS have customer service nights coming up. They are designed to sharpen up the skills of the staff dealing with customers. QMS says everyone should attend. The evening will have two presentations the part will be presented by Richard Cullen of the MLC on meat shoppers today this entails facts about the modern day consumer. The second part is presented by Susan Madden of Retail Training Consultants Ireland who will explain Customer's expectations and the results of Mystery Shopper survey. Richard said he had met her and was sure that her presentation would be extremely interesting to our members.

The events will take place at the Discovery Point, Dundee on Monday 26 April and then Hampden Park, Glasgow on Tuesday 27 April. Tea and coffee will be available from 7.00pm and the evening presentations will take place between 7.30 and 10.00.

These events are free and places can be reserved by phoning June Lomax, Quality Meat Scotland Tel 0131 472 4114.

Duncan Mackenzie asked who should attend. Richard Sneddon said that it was aimed at anyone who could should or would be involved with customers.

Douglas Scott said the mystery shopper survey is incredibly interesting reading. She tells you how they went about it and then the results. It then illustrates what is lacking. He said it is easier for her to put the message over to your staff than you to do it as she does it in an interesting way.

Roy Baird said that Sandra Lennox should be given this to go to the non members to show them the benefits of our organisation.

Douglas Scott said that Sandra has been very well received but she is only visiting members at this moment in time. She has spent up to 2 hours and 15 minutes with an individual member. The members are saying it is great to see someone to chat it over. He said that she has come back with some good ideas. Pollok Williamson asked for a member only part of the website. We could put on the posters, photographs, newsletters, contracts of employment, staff rules and procedures. So Douglas is progressing this with some things to be added to it. The password will be sent out to the members for them to make use of it. Douglas spoke to Stuart Duguid of Pollok Williamson yesterday and he was delighted that it was happening.

Alan Kennedy asked how many members had Sandra visited. Richard Sneddon replied that she has visited all of Tayside, Fife, Ayrshire, Grampian and 10 in the Lothians. Douglas said she has one or two still to go back to. Alan Kennedy said that she had not visited any of his 3 businesses. Richard confirmed Sandra would be going back to Tayside and he would ensure that contact was made with him shortly.

Mark Barnett thanked Richard for his clear and concise report and wished him a happy 40 birthday.

LEGISLATION REPORT: Douglas Scott reported.

ANIMAL WASTE AND BONES: Douglas Scott circulated the reply we got from Alan Wilson in response to our letter to Ross Finnie. It arrived the day after the last executive meeting and did not say anything significant this did not surprise Douglas. Douglas felt that in response to members writing to MSP and councillors it had gone up the political agenda. Douglas has seen the replies Alan Kennedy had received from officials and from others who have attended the regional meetings. Alex Johnston the Conservative MSP for environmental affairs managed to put in four questions very much based on what we have asked MSP through the letter. The reply was printed on the front of the last newsletter. The reply to the question was that no assistance would be offered. Douglas said that this gave us the trigger to go ahead with the press release, which was sanctioned at the last executive meeting. The Press & Journal had printed a good article, which they followed up with some good comment in their editorial column, which was very favourable to the butcher. The Courier and Scotsman had a good reports and these were the articles he had noticed but there may have been others. Radio Scotland had picked up on it with Mark, Douglas and Alex Johnston being interviewed yesterday morning.

Douglas said that Alex Johnston is quite keen to progress this and he is coming to visit us with Murdo Fraser the MEP on Monday afternoon. Mark Barnett, David Lindsay, Alan Kennedy and Bruce McCall will join Douglas to meet them to discuss the way forward.

Douglas commented that the collection system continues to be variable with it not happening in some areas and getting tighter in other areas. Edinburgh appears to be served from Allied Waste in West Lothian. Allied Waste is looking at taking all waste not separated and incinerating it. Douglas said they were quite excited about it but had not heard from them in over a week. If we could get more interested in the uplifts then hopefully it would trim the costs.

Ron Gilchrist of SVS Composting visited Douglas and was interested in the way they would set up collections for the composting service. He said that there was now more interest in providing a service.

David Jarron said that up until recently they were with UK Waste then Biffa. His business has signed with Dundee City Council for the uplift of bones and they have provided bins so that all the waste can be separated and it all goes into one skip.

Stuart Christie said they ceased collections in the West Dumbarton Council area from the 1 April so he then contacted Forrest. He has to pay £160 for 3 bins once a week and they have not been uplifted this month. Stuart said that he had gone from £1.75 per day to £120 per week to get his bones uplifted.

Billy McFarlane said that last years' total cost was £340 for 5 bins to be lifted. He felt that if he had to conform as the mainland that the costs would be prohibitive to the viability of his business.

Mark Barnett said that we hope to progress it on Monday and it is very frustrating the slow progress we are making.

Duncan Mackenzie asked if we had any other options open to us. David Lindsay said that John McGregor picks up his animal waste. It is then transported to Forrest. He has tried one up lift a week but the smell is too much and they have now moved over to two uplifts with not so many bins. David Lindsay was concerned about other people coming in as John McGregor was expecting to be working six days a week but is not. If others come in and spread the load some will give it up and then we will be snookered again. Mark Barnett said that Forrest pick and choose when they are going to pick up. David Lindsay said that John McGregor previously thought he was going to get Fife but it did not happen.

Stuart Christie said once a week is not enough and with the warmer weather more uplifts will be required.

Mark Barnett said that on the general waste, he used to pay six months in advance and they have agreed that they can be paid by monthly direct.

David Lindsay said he was down to one bin twice a week for general waste and this costs £120 for the year. He takes all his cardboard away for recycling.

Jamie Chapman said that Lanarkshire lift cardboard recycling for nothing.

Douglas Scott said that there was one letter from an MEP Bill Miller that SEERAD must respond to Europe by the end of the year on how the regulations are being implemented and any problems that are being encountered. We need to ensure that SEERAD raise the concerns we have.

Douglas said that the collections are all very well in the winter but in the summer there are more concerns of over food safety and it does not fit well with other legislation affecting the trade. Mark Barnett also stated that at Christmas time we will run out of buckets.

David Jarron felt the hygiene aspect needed to be pointed out to the officials. He said that the waste going to Dundee's incinerator may have to go to Brechin and this would be an extra cost. The incinerator belongs to A P JESS.

Stuart Christie said he had meetings with A P Jess but they did not have enough time to set something up before Glasgow stopped collecting.

Douglas Scott said that a year ago Alan Jess had been looking at this. John Chapman said that with the OTMS stopping next year this would open the door for possibility for both AP Jess's plants to be used, as they would have spare capacity.

Mark Barnett said that possibly when the whole country is covered by this members can get together and sign up to one contract for one supplier and use that as a carrot for joining the Federation.

John Chapman said that the biggest problem with this is the transport. Mark said that there are four businesses in his street being charged £40 but they go five miles up the road to a rural business then it is still £40 so where are the economies of scale. David Jarron said that they are trying to ensure rural areas are not penalised.

Douglas agreed to talk to Alan Jess at the SAMW AGM on Saturday 24 April.

MEAT PRODUCT REGULATIONS: The handbook has the reserved descriptions printed in it and the guidelines as issued by the food standards agency. A number of businesses have been in contact with Douglas and he is still advising that compliance is necessary by 4 August.

Douglas said he intended to send a full resume of what was required as a separate document with the next newsletter. This will include test recipes and results so that people do not have to do too much in the way of work themselves.

Ron Swinton of Borders Council will attend the St Boswells regional meeting on 18 May to address the subject.

Mark Barnett asked about sending out the information with the next newsletter. Is this not the role of Food Standards Agency? Douglas said that Environmental Health departments are very interested in the guidance we give. Ron Swinton wants to see the advice and we have been asked by Perth & Kinross to provide this. Mark Barnett asked if this was our responsibility. Douglas replied no and the FSA guidelines were not much use anyway. Mark Barnett asked if all businesses should have had that information sent to them anyway.

Duncan Mackenzie said that Inverclyde phone him up to ask what is happening as far as labelling is concerned. They phoned today and Duncan said he was going to Perth, they said "oh good" and intimated they would phone the next day to find out what is happening.

David Lindsay said Perth has sent out forms asking if butchers wish a personal visit or a small seminar to go over the requirements.

Jim Hastie had his EHO in and he asked if they would get all the butchers together to go over it. The reply given is that some would go away missing questions that they should have asked. David Jarron suggested that the Fife Association should invite their EHO along to a meeting.

Alan Kennedy said that he had a visit from two EHO's in Angus about the sampling. One thing was clear that it would be impossible for spot checks to take place. They indicated to him that it will be enforced in a similar way to Beef Labelling in that providing the customer was not being misled they would not be policing it.

Mark Barnett was surprised about the EHO wanting to make a visit to see the sausages being made as this was very often done at 7 or 8 o'clock in the morning. Alan Kennedy suggested that if we accommodated them by arranging suitable times they might not give as hard a time about it.

David Lindsay said that Perth and Kinross had been in to take a recipe and a sample.

Mark Barnett suggested the recipe was more important than the sample.

LIVESTOCK REPORT: Jamie Chapman reported.

Spring is finally here and lambs are beginning to appear in the fields and the odd few at the markets. Prices seem to be between £70 and £80 but with numbers being scarce it is hard to offer a guide.

Hoggets are getting harder to source but quality is still good and prices remaining steady. Cattle prices are firming up but numbers at the markets are still good. Store cattle prices are very strong which I think reflects optimism amongst farmers about the beef trade.

DEFRA livestock figures from the end of the year show that in the UK cattle numbers are up. The figures rose by 1.3% for cattle. Sheep and pig figures both showed a decline, 1.3% in sheep and 9.3% in pigs. Jamie was unsure what period that this covered. Hides are weak at about £ 22 and sheepskins are £ 2.70.

The European Parliament's agricultural committee has indicated their support for an animal transport limit of nine hours, although a second stint may be permitted after a suitable rest period. If this comes into force it may help Scottish abattoirs if exporters are forced to kill locally and then transport the carcass abroad. This would be much kinder to the livestock.

He noted from the Meat Trades Journal that SRM charges down south are as low as £ 37/tonne while the butchers' abattoirs in Scotland pay around £67/tonne. He posed the question " Would anyone from down south like to offer an alternative service and put up some competition? "

Jamie recently read in some notes that passed over his desk that QMS are to host an international Meat Secretariat with the theme being " How to Market Quality". With young bull beef being under the Quality Scottish " banner I hope they find plenty to talk about. He also noted in some of their notes that multiple retailers will not be audited. He can only assume that this is in relation to trace ability with the " specially selected" brand. Tastes of Scotland restaurants have also not been audited. It seems that where most imported meat seems to be used (catering) is the very place QMS are not prepared to look at.

Jamie has heard of a European levy on slaughterhouses. John Chapman had heard about this yesterday. Jamie does not have full details at the moment but seemingly if 50 tonnes of stock can be refrigerated at any given day then the levy will apply.

John Chapman said that this had gone through Brussels and our Scottish Executive had missed it and SAMW and missed it as well. He said that if the capacity of 50 tonnes was available per day then the levy would apply.

Mark Barnett said that presumably most abattoirs would down scale.

Jack Meade was concerned about the short cuts, which would be taken to get the product out the door. Jamie Chapman said the regulations appeared to be about the amount of chill space as opposed to the movement of stock.

Duncan Mackenzie said that the Taste of Scotland had been disbanded. Alan Kennedy said QMS are now pushing the Scotch Beef Club. They have the ex Head Chef of Turnberry. He is a nice person but will not stand any nonsense. Mark Barnett said the chef would be going round checking on trace ability.

Mark Barnett said he was at the launch of the Scotch Beef Club last Monday at Edinburgh castle. He said it must have cost a small fortune. People like restaurateurs from abroad were there, QMS hoped that they sign up to the Scotch Beef Club. Mark Barnett said that the QMS event was thoroughly professional and felt people could not fail to be impressed. The Princess Royal was there and Mark got to meet her. Mark Barnett felt that maybe Jim Walker could be a little disappointed by the lack of press coverage. Mark said the meal was Soup, Salmon, Fillet Steak and the Rhubarb Roulade. For those who were drinking there was plenty on offer.

Stuart Christie said that the chefs want the best but are not willing to pay for it. Mark agreed.

David Jarron asked what progress Jamie Chapman had made about dropping bones off at the abattoir. Jamie said that there are still possibilities but it might upset Forrest. Half the butchers

would take to abattoir and some may still wish to have the wheelie bins uplifted and it can become complicated.

Douglas Scott said he has requested a meeting with the auctioneers for Wednesday 19 May.

PROMOTION REPORT: Duncan Mackenzie reported.

There has been much happening, and much about to happen, in this department. The New Product Workshops were a Training Initiative but the outcome was that every member got eight recipes, four colour posters and three tray highlighters sent to them. The members have the materials but whether or not they use it is up to them. The younger members of staff who attended the workshops all seemed to be pretty enthusiastic about the new product ideas.

A deal has been struck with Calor to run a joint barbecue promotion designed to boost sales and attract new customers. Draft details are being circulated and members will receive the mailshot on 17th April giving them two weeks to opt in. The draft was open for revision if anyone present thought that they could improve upon it.

Plans for QMS support for the independent butcher sector for the coming years were presented to the QMS Board last Thursday. The presentation made by June Lomax was shown for information. It was accepted that QMS should continue to develop initiatives such as MIIS and MIWM, and marketing material should be sent out to every Scottish butcher (at barbecue time and Christmas)

A Young Butcher of the Year competition was included in their proposals, and this event will also cover the finals of the Meat Skills Competition winners.

It was suggested by members of the QMS Board that new marketing ideas should be investigated, rather than following the same tried and tested promotional ideas (barbecue for example since with a good summer like last year, butchers don't need any help to sell these products). However, at certain times of the year butchers look for certain types of material. QMS are currently finalising this year's barbecue material.

It was pointed out that the use of research could be beneficial for future planning and all relevant research will be circulated to all Scottish butchers.

In May QMS intend doing a barbecue feature with beef and Glen. Posters will go to all butchers. In September they are going to do something with Lamb, October something with Pork and in December Christmas calendars and posters.

Following on from June Lomax's presentation to the QMS Board, she explained that SFMTA were seeking funding to support their marketing initiatives and George Jarron had expanded on this. The Board accepted June's request that this funding be approved, and it was agreed to support the initiative with £20,000, provisionally split as follows - Focus groups £3000, research and evaluation £1000, customer service seminar £1000 and radio ad support £15,000 - totalling £20,000. This amount to be in addition to the support already given to the sector in the way of marketing material, training opportunities, new product development support etc.

June finished by saying "I hope this is positive news which will enable the two organisations to work together in the coming year on the issues which will no doubt arise."

The Re-Invigorating the Scottish Independent Butcher Campaign is scheduled to start in mid May. Douglas and Jan Deans will meet with Dalziel on Friday to firm up on over £35,000 worth of support. Macnaughton and Watson have come up with a few thousand and added to the £15,000 that we have just heard from QMS, this will take us over £50,000. We have yet to confirm how much SFMTA are going to invest

The funding will also finance a flier and sample leaflet asking members to buy into a strong offer to attract new members through a letterbox drop.

Douglas then played the mock Radio advertisement. Douglas said it was a rough of what Dynamic are proposing to use. They have not moved it on without the executive's approval. Hey Big Spender was dropped because the cost of a licence was prohibitive. Douglas said there are various things to be fine tuned and admitted that first time round he did not like it but having heard it a few times he appreciated it could become quite distinctive on the radio. The voice is to be changed to a woman.

Douglas Scott raised the financial contribution that SFMTA would put into the radio campaign. Douglas said last year we transferred £31,108, which took our reserves to a grand total of £621,807. He thought that was the real reason why the finance committee felt we should spend some of this money and if we were reserving money for people who were not going to be there in the future it was pointless. Douglas said that was why the figure of £20,000 was quoted to support this fairly unique campaign for independent butchers. Mark Barnett said that we should rightly spend some money back on the membership.

Jamie Chapman asked if £15,000 was the most QMS could give us because at the last meeting we had with them Jim Walker indicated he would match what was given to the Pig processor promotion. Douglas said there was a limit on what QMS can support us on but they could not buy airtime because of their restrictions. Douglas agreed to write to Jim Walker on the subject.

Roy Baird commented that when the Federation moved from Glasgow we had a reserve of £8,000. David Jarron felt the £ 20,000 would not be missed with the size of reserves we currently have.

Alan Kennedy suggested that if there was a surplus in a given year we should put a inflationary percentage to the reserves and the rest could be re-invested to benefit the current members. Various members round the table commented favourably on this policy.

The Executive agreed that £20,000 should be invested in the campaign.

QMS's presentation included the following points;

Independent butchers enjoy a 17% of the red meat trade. The percentage is consistently small despite the fact there are successful businesses in the sector. Jamie felt this figure was a bit small. Douglas was of the feeling it was around 25%.

There are 730 butchers in Scotland, which is lower than we have ever seen before. QMS claim to have over 500 members of the Scotch butchers club. They are predicting a 5% growth in that figure in the next year. There are 3 tiers of communication – the Scotch Butchers Club, Butchers who source Scotch but are not in the scheme and all Scottish butchers.

QMS are going to run a customer service course in Glasgow and Dundee, Meat awareness in November and Seam cutting in February 2005. This is open to Scotch Butcher club members and all Scottish butchers.

Duncan Mackenzie said he has used a big A frame board for years and it broke. He came into contact with Allied Print systems that make small advertising boards in pubs. He asked if they could make him a bigger one. He now owns a board, which is called Bobby and is five feet tall, hand carved with a butcher standing beside it and is double sided. It cost £299 and it can be free standing or put up against your shop front. Duncan Mackenzie said if we advertise it through the Federation the supplier is willing to offer a 20% discount.

Duncan Mackenzie raised the subject of merchandising and got approval to look into this.

LABOUR CONDITIONS: Douglas Scott reported.

The Staff Rules and Procedures have been sent out and one member has commented that it does not include a page on sexual harassment. Douglas will follow up on this with Gordon Kerr-Smith.

63 forms have been returned as part of the wages survey and Douglas said it should give us some useful statistics for national wage rates. Regional figures will only be printed if there are enough returned forms. Likewise figures will only be printed when at least 3 forms are returned. Douglas expects to complete the survey results on Monday 19 April and will then make them available to members.

ANY OTHER COMPETENT BUSINESS:

IFFA Frankfurt Visit: Details have been circulated with the agenda and Mark Barnett asked if anyone was interested.

Mark Barnett said he was attending the NFMFT conference in Carlisle we have still to progress proposals on the removal of the £100 Licence fee.

Alan Kennedy raised the topic of the OTMS and low throughput cutting plant licences. John Chapman said, July 2005 was the latest date mentioned. Mark Barnett asked if there was any reason for this. John replied that there was a worry about the market place being flooded with produce.

Douglas said that the H123 new consolidated European Food Hygiene regulations. He said that if 1 tonne or 50% of your trade is to catering outlets then a meat cutting licence is required. There is a Meat Hygiene Policy Forum, which is part of the Food Standards Agency, which Alastair Donaldson alerted him to so Douglas will attend the next meeting. There are three working parties coming out of that Forum and Bob Tyler is the representative for the NFMFT. Douglas will keep in close touch with Bob.

John Chapman said that another department of SEERAD had said the inadmissible objection to the PGI was incorrect. Mark Barnett said that the QC had a similar view. Douglas agreed to send a copy of our objection direct to Franz Fischler directly at Europe.

Alan Kennedy suggested that we set up our own type of assurance scheme.

Jamie Chapman said a member of ours could sell Irish beef but still could be considered a craft butcher. David Lindsay commented where does a craft butcher start and end. David Jarron saw it as a marketing tool to get customers through the door. Mark Barnett said that we could be over complicating things. Many aspects of our business are regulated already. We could set up a scheme where a member can opt in.

Duncan Mackenzie asked if a cost would be involved and Mark said we would have to look at it and it would be better having a scheme where all members if they wished could take part. Alan Kennedy felt that there needed to be a difference between a Federation member and a craft butcher member. Mark asked what Pat Brady of ACBI identified as the difference between an ordinary member and a Craft butcher and he was told £50. David Lindsay said it was about making the difference between the supermarket and the butcher. David Jarron said we have a licence anyway so if, the member pays an extra amount of money they could receive Craft butcher materials and use the logo.

Jack Meade commented that less than 1% asked for goods in metric. Others round the table had a similar viewpoint.

DATE OF NEXT MEETING: The President stated that the next meeting would be held on Wednesday 12 May 2004 at 2.30. There being no further business the meeting closed with a vote of thanks to the chair.