

## Far away from London and the crowd

The butchers on Shetland rightly feel well out of the normal run of things. They experience high haulage charges for everything they bring on to the island and just like most butchers in the UK struggle to get skilled staff.

The enemy is still the same though whether you are firmly based on the Mainland or whether you are on an island 200 miles north of Aberdeen. Yes supermarkets have penetrated the most northerly islands in the UK although the current aisle grabber in Lerwick has changed its guise a few times; starting life as a Safeway then Morrison's and the multiple's presence is now in the shape of Somerfield's.

Here is the first point of difference as far as the Shetland butchers are concerned. Brazilian and Irish beef on the Somerfield shelves are a godsend for the independents whose preference is to sell only the best Scottish beef. English mince and New Zealand Lamb only further insult the strong quality taste of the islands' customers.

Shetland beef lacks finishing and the island's butchers reluctantly give their local farmers a turn losing out to poorer returns until they can switch to Orkney or Scottish mainland beef.

How the product is sold is right up to date. Concerned that they are remote and years behind the mainland trends, Shetland's butchers are probably more responsive to customer's demands than their southern brothers. At the Globe Butchers in Lerwick, Keith Moffat proudly displays his Guild of Q membership in a shop that is an expanse of kitchen ready products with marinades and coatings used to the full. So important is continuity of supply that Keith's back shop has reserve tanks of sauces and pillars of coatings and seasonings.



Scalloway, Shetland

In Scalloway, the ancient capital of Shetland, the Scalloway Meat Company is the main shop in the small harbour village, selling everything that you could possibly think of eating. This butcher is also a toy shop and a hardware shop as it opens out to be the main convenience shop in the neighbourhood. With the shop open until 10 every night the over-wrapped meat counter gets big hits long after the shop's butchers have gone home.

Meanwhile lambs graze at the back door of the Whiteness butcher further up the west coast.



J & K Anderson's shop at Whiteness halts the traffic as the west side of Shetland stop to find something for their breakfast, lunch and dinner. Here too the butchers shop has extended hours; open from 8 till 7 majoring on overwrap with the shop trading as a "Day Today" with a sub post office. Ian Anderson has a very high spec back shop as well as a completely separate cooked meat building from which he supplies numerous other convenience stores in the Shetlands with his best customer being an 8 till 8 operation on the island of Burra.

Local Speciality – Reestit Mutton. Salted leg of lamb that is hung in special rooms to air dry for two to three weeks. Storage instruction - do not refrigerate. Cooking instructions – Boil for 2 hours, or until tender.

Local speciality – Saucermeat (below)



Rather uniquely for Scotland these butchers have no problem whatsoever with the disposal of animal waste and bones. All this is collected regularly for the use of the incinerator in Lerwick and not only do they save on that the businesses and households in Lerwick are supplied free hot water generated from the incinerator.



## All around the Globe



Keith Moffat had to persuade his father to allow him to enter the family business. His father felt that there had to be easier ways of earning a living since with the construction of the Sullom Voe oil terminal staff had become difficult to find and more difficult to pay. But in 1983 when Keith had gained sufficient qualifications to be off to Edinburgh to study accountancy, a work experience project in his local CAs put him off that for life. So it was that Keith entered the business that had been in the family since 1901.

Globe Butchers was established on Saturday, 28th January 1893. The business is run by Rognvald, his wife Mona and their son Keith continuing the business into the fourth generation.

The business has gone from strength to strength, and in 1993 the shop was enlarged and refurbished with no expense spared. State of the art machinery and equipment was fitted throughout, and when it opened for business again the premises boasted 21 linear feet of glass-fronted refrigerated serve-over counter - the only one of its kind in Shetland.







Keith's father is no longer fit enough to work but his mother Mona is still very much involved. Mona was born and brought up on Shetland and became a teacher. When Ronnie was short of staff in 1973 she came in to help and that temporary job is still going strong some 32 years later!

Globe butchers in Lerwick are open 8 till 5 with a half day on a Wednesday. Most of the business comes over the counter but they do a fair bit of overwrap for other stores. Keith supports the lamb abattoir at Tingwall but relies heavily on Scotch Premier and Orkney Meats for his beef and pork supplies.

Shetland is a great experience, very much abreast of the times and isn't really in a box in the North Sea beside Orkney!



## Game Season in Shetland

Craig Christie gained his butchery experience with Scott Longster in Glasgow and moved to work at Scalloway Meat Company in Shetland three years ago. Already a Scottish internationalist in table tennis he immediately became Shetland no.1 in the sport. This summer saw him compete in the Island Games which Shetland hosted. Craig won a silver medal in the men's doubles and bronze in the mixed doubles.

The Island Games is a competition among islands that this year brought together the 24 member islands of the International Island Games Association from Aland, Alderney, Bermuda, Cayman Islands, Falkland Islands, Faroe Islands, Froya, Gibraltar, Gotland, Greenland, Guernsey, Hitra, Isle of Man, Isle of Wight, Jersey, Orkney, Prince Edward Island, Rhodes, Saaremaa, Sark, Shetland, St. Helena, Western Isles, Ynys Mon. for the NatWest Island Games XI, Shetland 2005.



15 different team and individual sports were chosen from a list of 18 set down by the IGA: Archery, Athletics, Badminton, Bowls, Cycling, Football, Golf, Gymnastics, Sailboarding, Sailing, Shooting, Squash, Swimming, Table Tennis and Volleyball.

*Mona and Keith Moffat with John Farquhar (Scottish Meat Training), with Ian Anderson (Whiteness) and Danny Christie (Scalloway) at SFMTA's June meeting in Lerwick.*