

FEDERATION NEWS

THE NEWSLETTER FOR SCOTLAND'S CRAFT BUTCHERS



Leading the way in the business

Stuart Christie from Hardgate in West Dunbartonshire was elected President of the Scottish Federation of Meat Traders Association at the Annual General Meeting held in Glasgow on Sunday 30th November.

His first task as President was a very pleasant one – to present Past President Jamie Chapman with his President's Medal. Jamie is the 3rd generation and 4th member of the Chapman family to have been SFMTA President, a remarkable achievement. Over the past two years he has led the Scottish Federation with dedication and professionalism and Stuart added "he will be a hard act to follow."

In his Presidential address the newly installed President called for greater understanding of the processes, objectives and constraints of all sectors of the industry from farm to fork. "It would seem to be mutually beneficial." (More on page 3)

Congratulations to John Davidson of Davidsons Specialist Butchers in Inverurie for winning the 2008 Scottish Butchers Shop of the Year Award.

Alan Elliott from Dalbeattie just keeps winning things and he was in London last month to collect the UK Young Butcher of the Year Award. Remarkably two of the other four finalists also came from Scotland – Stephanie Craig and Gary Raeburn.

Federation members represented the industry well at the BBC Good Food Show in Glasgow. Ramsays of Carluke, Yorkes of Dundee and Dalbeattie Fine Foods all played their part on the Scotch Butchers Club stand.

The World Scotch Pie Club presented its awards on Thursday 27th November and our congratulations are extended to Paul Boyle of Boghall Butchers for winning the Scotch Pie World Championship for a second time (see story inside).

Meat inspectors have called off a 72-hour strike planned for early December after getting a 2.99% pay increase, backdated to August 2007.

DECEMBER 2008

This Month

**New SFMTA
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**UK's most northerly
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**SFMTA Retail Price
Survey**

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John Gunster
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Specially Selected Pork is hitting the screens for the first time aiming to get more Scots to look for the label.

Quality Meat Scotland is sponsoring this year's The Great Scottish Meal section on STV's Five Thirty Show in the run up to St Andrew's Night.

Specially Selected Pork sponsorship bumpers are appearing throughout this week, the first time the Scottish pork industry has advertised on TV.

This new campaign builds on the success of the 'Get some pork on that fork' radio and poster campaign, which has already proved popular with consumers.

This year has seen volume sales of Scottish origin pork rise 6.1%, compared to all origin pork in Scotland which has remained flat.

We decided to take Specially Selected Pork onto the television for the first time as the Five Thirty Show audience fits perfectly with our target market and the Great Scottish Meal strand gave us a chance to celebrate a great Scottish product.

Pork is a real family favourite and contributes many delicious products to the national diet such as ham, bacon and sausages.

June Lomax
Independent Retailers Manager

SFMTA Office will be closed:

Wednesday 24th December to Friday 26th December
Wednesday 31st December to Friday 2nd January

Crieff Butcher dies abroad

SFMTA were sad to hear of the sudden death in Spain on 30 October 2008 of David Gourlay, retired master butcher from Crieff. We express our condolences to his son Alastair and his family.

New SFMTA President's Address

During my period in office I would like to forge closer ties with farmers. I come from a livestock background and I know that too many farmers perceive butchers as creaming off an unfair amount of the profit that comes from an animal. Not all, but some, believe that they breed, feed and nurture a beast for over three years before they receive any return from it. In their eyes the butcher buys the beast and in a little over three weeks receives his return. They fail to realise that we require more labour per animal processed than they do, that we have rates to pay on every square inch of our premises, substantial utility bills, cleansing and waste collection charges, and in larger licensed premises Meat Hygiene Service charges to boot. Greater understanding of the processes, objectives and constraints of both sectors would seem to be mutually beneficial.



At the instigation of SFMTA, the Scottish Meat Industry Liaison Group was formed some years ago. This was a meeting of farmers, butchers, meat wholesalers, auctioneers, livestock removers and the NFU. It met about 2 to 3 times a year, and in my opinion was a good way to discuss, and hopefully sort out, our differences and problems. Sadly it has not met for some considerable time, although not without some considerable lobbying from us. I would like, with the help of QMS, to restart these meetings as soon as practical.

Since 2001 we have had foot and mouth, avian flu, e.coli, foot and mouth again and now blue tongue to contend with, not to mention the worst summer for many years, with some harvest still lying in fields in November. Farming has always been a precarious way of life and no doubt always will be. Our government does not do a lot for it, and I think that is good reason why we must all work more closely together. Whether that is through the Scottish Meat Industry Liaison Group, ourselves, the NFU or the farming press and Quality Meat Scotland, I think the stronger and more vocal we are the more we will achieve. I would value your comments and suggestions on how this might best be done.

Like Past President Chapman I am a great believer in the livestock auction system. There you can choose your own animals and bid what you think they are worth. It allows the farmer to sell his stock, the butcher to satisfy his needs and supports the local abattoir and wider local economy. The supermarkets don't like this system and what they perceive as its weaknesses – price, quality and size volatility – we can see as its strengths. It allows us to demonstrate that we buy locally, that we choose what we want and that we are seeking to reduce food miles and the resulting 'carbon footprint'. I'm not denying meat wholesalers the vital role that they play in supplying us all – but then they've used the market system for years and demonstrated its strengths. I hope to instigate a 'buddying' scheme where butchers who use the market system take along butchers who don't. They may not feel that the system is for them, but it will give them a knowledge of the system their suppliers use that they can pass on to their customers. It's also a good day out and can perhaps be extended to other functions of our trade.

While our industry may have its problems and challenges, we can be secure in the knowledge that as an organisation we are doing our very best to equip our trade with the skills and the staff for tomorrow. In Scottish Meat Training and its seven staff we have the best organisation for training young butchers in the United Kingdom, so much so that as you heard in the Training and Development Report we have exported our training expertise to develop a strong presence in

Northern Ireland. I would urge any butcher with an apprentice not currently in the system to sign up to it. It will help their training immensely and also help to strengthen the Federation.

In our convenors we have a wealth of knowledge: Alan Kennedy on livestock, Jamie Chapman as treasurer, Beaton Lindsay on Membership and Development and now Duncan McKenzie on Promotions. Every month these chaps keep us informed of all the latest news, ideas and prices that affect us all. It is a pity more butchers can't come to the meetings of the Federation to hear these reports 'live' as I'm sure they would gain a lot from them.

Fortunately for those who can't attend they can always consult our monthly newsletter. I call it a newsletter, but under the editorship of Douglas 'Beaverbrook' Scott it has taken on the dimensions of a Sunday supplement, thankfully without the adverts for stairlifts and bath chairs, but with all the information the trade could require laid out in a professional and informative manner. Thanks must go to Douglas for such a good publication.

We are pleased to list amongst our ranks 21 corporate members, who for a small fee have access to our newsletter and membership lists. I should like to try and increase this class of membership. There are a lot of businesses out there who would benefit from us as an audience and we need to make them aware of that.

Over the years the number of butcher shops has decreased considerably, we are all only too aware of that fact. But it's not only butchers who have been affected, fishmongers for instance have all but disappeared, and greengrocers are not too far behind. The culprit? The supermarkets. But they are perhaps best described as the weapon in the attack rather than the perpetrator. They couldn't have flourished if they didn't offer something the consumer wanted. However, their size and power have now made them the dominant force in retailing: they are capable of dictating to their suppliers both prices and payment terms and of running promotions where the supplier foots the bill.

But what they don't have, and what we have in spades, is professionalism and a dedication to our trade. We buy the best and we butcher the best. We mature it longer, cut it better and present it with pride. We don't gas-flush pack, sling it on a refrigerated shelf and make the option to the consumer quite clear – take what we sell or go somewhere else.

For a long time the consumer felt either that going somewhere else was either too much trouble or merely meant going to another supermarket to be faced with the same prospect. That is no longer the case. We as a trade are now much more visible. The shopper is now much more aware and interested in where their food comes from, how it was prepared, and what they might do with it. We are the perfect people to tell them, because supermarket shelves aren't very good at answering questions.

Lastly, I would like to thank Douglas, Bruce and all the staff in Perth for the hard work that they do and advice that they give to any butcher who calls them. Their efforts are vital to making our Federation work and demonstrate very clearly the benefits membership brings.

In the Pink

Breast Cancer Awareness received £1598 from the first two SFMTA members forwarding monies from their fund raising during In the Pink week. Members are reminded to forward any other sums collected ASAP to Gillian Hamilton, Breast Cancer Care, 1st Floor, 169 Elderslie Street, Glasgow, G3 7JR

Independent Retailer of the Year

Simon Howie Butchers has won the Independent Retailer of the Year title at a prestigious event in Glasgow, held by the Scottish Retail Excellence Awards and sponsored by the *Daily Record*.

The award recognises the retailer that can demonstrate individuality, innovative merchandising and quality of service, based on a keen understanding of the customer base. The company fought off some stiff competition to take the title.

Simon Howie Butchers, which was previously been named overall national winner of *Meat Trades Journal's* Butcher's Shop of the Year Award in 2006, has two retail outlets in Perth and Auchterarder. Both shops have undergone extensive refurbishment as part of a company-wide brand development programme.

A new Ready to Eat, Cook and Heat concept has been introduced, which splits the product offering into specific categories, aiming to clearly communicate key product attributes and allow customers to easily choose products to suit specific meal occasions.

The company was described by the judges as an "inspiration to other independents competing against national chains".

Assets seized from abattoir man

A man in West Yorkshire who ran a filthy abattoir for his brother, who had been disqualified from running the business, has been ordered to pay £317,315 as part of an asset recovery operation.

Ibrahim Moosa Yusuf managed the abattoir in Ossett, West Yorkshire, as part of a scam to keep the business afloat. He was served with the confiscation order under the Proceeds of Crime Act 2002 at Leeds Crown Court last month.

Judge McGill told Mr Yusuf that he had six months to pay the order or face a prison term.

The successful prosecution has raised hopes that more people who have profited from environmental health crimes will be financially penalised.

The complex case began in 2004 when Ibrahim's brother, Yakub Moosa Yusuf, the abattoir's company director, was imprisoned for six months after pleading guilty to 23 food hygiene offences. He was also barred from running or being involved in the management of a food business for seven years.

But both Ibrahim and Yakub became involved with the abattoir using another individual, Imran Darwan, as the named food business operator.

In November 2006 Yakub was sentenced to a further nine months in prison for breaching the prohibition order.

Ibrahim and Mr Darwan were each given community orders for their role in the deception.

The Food Standards Agency, in conjunction with the North East Regional Asset Recovery Team, decided to try to recover the illegal profits the Yusuf brothers had made.

However, Yakub's assets were not seized. The case follows asset recovery action taken against rotten meat conman Peter Roberts, aka 'Maggot Pete'.

DCI Steve Waite, head of the North East RART, said he expected more referrals from the FSA and similar agencies following the case.

He added: 'There is, potentially, massive public interest in this kind of work and it should discourage others from getting engaged in illegal abattoirs.'

Butchers Shop of the Year Awards

As posted on SFMTA members only website 18/11/08

Craft Butchery is a real skill and one that more and more consumers appear to be recognising and rewarding with their custom. This was the positive view expressed by John Lewis Managing Director of William Reed Publishing speaking at the finals of the MTJ Butchers Shop of the Year Awards held in the Sheraton Park Lane Hotel, London.



"I am glad to see that there are some new faces in the running this year. It only goes to show that the industry remains vibrant and remains attractive to new businesses keen to make their mark in a tough environment.

"The increased number of entries this year, particularly in the Young Butcher category is good. They represent the future of the trade and it is nice to know that the industry is in safe hands. Judge Fred A'Court was very impressed with the businesses he visited during the judging process. With the economic slowdown butchers are well placed to deliver exceptional value and expertise to customers who will be watching their budgets. Trade is by its nature up and down but butchers have proved themselves resilient survivors time and time again and that will not change anytime soon."



The Butcher Shop of the Year awards were divided into regions and although the UK winner was named as Bexleys of Liverpool, the three SFMTA members had plenty to celebrate in reaching the finals of The Scottish Butcher Shop of the Year, sponsored by the QMS Scotch Butchers Club

The top prize for Scotland went to Davidsons Specialist Butchers. Opposite is how the finalists were described to the assembled industry audience.



John Davidson received his award from June Lomax (right) from the Scotch Butchers Club

Davidsons Specialist Butchers of Inverurie.

"Well known for quality meat production. Local people are knowledgeable and demanding when it comes to shopping. They are not disappointed at Davidsons Specialist Butchers - a smart shop just off the town centre that John Davidson has owned for four years.



"Having expanded his shop to open a deli next door, John Davidson has now bought a whole parade of adjoining shops. He has ambitious plans to build a food hall with upstairs restaurant. John is well on his way to single-handedly creating a whole new shopping experience for the people of Inverurie."



Patrick of Camelon.

"Brothers Jim and Robert had one of the smallest butchers' shops in this year's competition in Camelon. A beautifully organised shop with only 180 square feet of sales area is well used with a lovely meat display laid out in clean, uncluttered lines. Behind the scenes a preparation area supplies not just their own shop but also have a thriving wholesale trade for 20 other businesses."

Shaws Fine Meats, Lauder

"A fabulous array of value added products greets the visitor at Shaws Fine Meats in the Scottish Borders town of Lauder in Berwickshire. Owner George Deans has done a fantastic job in developing his business along with his 16 year old son, Andrew making his mark with some lovely meat ticket designs. The inside looks very modern and the outside is refined and entirely in keeping with the other traditional buildings in the town centre."



Ed Bedlington, Editor of the *Meat Trades Journal* congratulated all those who made it to the Butchers Shop of the Year finals. He said "We have record levels of entry for this year's awards and the competition has been very tough at every stage. As a result all of those present are at the top of your game and should be very proud of the success you have achieved.

"The High Street is a tough environment at the best of times but with the predicted economic downturn a reality for some, it is only going to get tougher. If you take half of what we are told on the news, life could look pretty bleak.

"The environment is under threat from flatulent cows, banks are going under with our savings, society is aging and food of all kinds is bad for you. For butchers this means your customers are all over 80 but won't have any money and they are probably all going to become vegetarians to save the environment anyway. So yes, you could believe the situation is bleak.

"I however would prefer to take a more optimistic attitude, all these problems real or imagined are really opportunities. Butchers can offer real value for money and are ideally placed to provide help and advice to consumers looking to stretch their budgets.



John Davidson (left) with the Young Butcher of the Year Scottish Finalists: Alan Elliott, Stephanie Craig and Gary Raeburn after the awards presentation.

"If you are sourcing your meat from down the road you are not only supporting the local economy, you are cutting food miles and saving the planet as well. We have to rise to those challenges in front of us and ensure that we are getting the right message across to consumers.

"For us to be able to highlight some of the diverse businesses out there doing such a good job - setting the pace for the rest of the field - it is a great honour. We need examples like yourselves to inspire and promote our sector.

"We need energise those in the trade and encourage new blood in and these awards give us a platform to do just that. I want you all to go out and shout about your success. Let people know what makes you the best businesses in the country."

Innovation of the Year Award went to P&B Pyne, North Petherton near Bridgewater in Somerset for their Sausage Masterclasses where customers are invited in to learn what goes into sausages and to make their own. Simple yet inspired. One of the two other finalists was SFMTA member John Lawson (right) from Uphall.



His decision to support his local agricultural supply base with a Backing Scotland's Farmers Campaign re-inforced the link between customers and the farmers. His campaign allowed his customers to put faces to the names on the labels and has proved a big hit with both.

The remaining finalists in this category was Cloughbane Farm Shop, County Tyrone for their springtime Lamb Petting event. This attracted a great many children and their parents were happy to purchase while on the farm sending sales up by 50%.

Young Butcher of the Year

There is a lot of worry about recruitment - getting young people into the business. It is a real concern and there are businesses up and down the country that wrestle with the problem.

However, this year saw a big jump in the number of entries for the *Meat Trades Journal's* Young Butcher of the Year award and has resulted in some outstanding candidates in the final. As an industry we all need to work hard to show to young people that coming into the trade is a great opportunity. Looking at the young finalists they all clearly see these opportunities. Hope is certainly not lost!

Three of the finalists were from Scotland:- Stephanie Craig from Pauls Quality Butchers in Bonnybridge, Gary Raeburn in Huntly and Alan Elliott from Dalbeattie. The title of Young Butcher of the Year went to Alan Elliott. Alan left his home in Northern Ireland at the tender age of 19 to set up his own business in Dalbeattie in the South of Scotland. Five years later his business is a success and he has yet to take a holiday. Despite his initial inexperience Alan has gone on to make his business a resounding success and has great plans for the future.



His fearless approach since leaving Northern Ireland to set up business in Scotland with little or no support when just 19 years of age, is remarkable in itself. To turn that business into such a success and to establish himself as a force to be reckoned with on the butchery scene in just five years is nothing short of astonishing.

"I was up against the best in the UK, to win it is unbelievable and receive such a prestigious award. My heart was pounding because I didn't expect it."

Awards tend to be bestowed on Alan with regularity. Commenting on his latest he is just determined to make the most of it. Some might call it the kind of fortune that some attach to his fellow countrymen but Alan distinctly rules that out.

"It's certainly not luck. Luck has to be a part of it surely but you only get out of something what you put into it. I put a lot of work and a lot of hours into the shop. We are doing work to the shop at present and will hopefully have our EC approval within a couple of weeks which will allow me to wholesale."

Coming from another country coupled with such diligence made an impact with the judges but he thought his enterprise at such a young age was what had most impressed the judges.

"I think the sheer fact that I started so young, not just kept the shop solvent but to have more than doubled the turnover of it in the space of four years."

"I have worked on all my products. Tried them out on people in the shop and then when I come to what I am happy with, I stick to it."

Business For Sale – T Kerr & Son, Selkirk -

Operating as a quality butcher for 27 years this business has built up an excellent reputation during this time.

The shop and business may be acquired separately from the flat, if preferred, and further information will be available on request and at www.sfmta.co.uk

Offers over £250,000 are sought for the property, goodwill, fixtures and fittings, with stock available over and above at valuation.

Viewing is strictly by appointment and arrangements can be made by contacting Suzanne Lawrie or Linda McGregor on 0131 477 6000 (option 3)

Business For Sale - John S Ross & Son, Glasgow

334 Crow Road, Broomhill, Glasgow G11 7HT

Mobile: 07910772992 Home: 0141 357 0837

Single front shop, fully equipped and recently refloored and decorated for sale as going business with freehold property. Offers over £90,000

For Sale -

Reich Unigar Steamer, Rack Oven, Ideal for puddings/cooked meats, use every day, can be seen fully operational. No reasonable offer refused.

Telephone 07815060445

For Sale -

One x three metre Trimco serve over cabinets – two years old

£600 each or £1000 for both. Telephone 0141 950 2575 or 07793315674

Items for Sale	Price	VAT	Total
Talsa 15 litre 3 phase sausage machine (as new)	£850.00	£148.75	£998.75
Combie Fan Assist Steam Oven (Gas, water and 3 phase required)	£950.00	£166.25	£1,116.25
Stainless Steel Rack 18" x 30" (x 15 @ £100)	£1,500.00	£262.50	£1,762.00
Butcher Boy 32 Mincer, Single phase.	£500.00	£87.50	£587.50
Stainless Steel Rack 600mm x 400mm (x 3 @ £125) as new	£375.00	£65.63	£440.63
Various Stainless/Alloy Tables and Shelving	poa		
BBQ King Chicken Rotisserie	£300.00	£52.50	£352.50
Biro Mixer/Grinder 32 3-phase –			offers
Sheerline Power Filler L15 3-phase Surplus to requirements			£1000
Trief Derby Dicer – new s/s head and bearings – engineers service history report available			£5000

Karen Connelly, Hugh Black & Sons Limited 01506 651460

Ministers may use food sales loophole

Government departments, schools and the NHS could significantly increase the amount of British food they buy under plans being drawn up in Whitehall. While forcing the public sector to buy only British produce would be illegal, officials think they have found an alternative way to help domestic farmers without breaking free trade rules.

It could see a standard clause put into tendering documents so public sector bodies only buy meat which meets tough UK animal welfare standards, which are higher than those in many other European countries.

Foreign producers who can beat British farmers on price would therefore be unable to bid for contracts if they fail to match UK standards. The move has the potential to offer domestic farmers a huge boost at a time when the pig industry in particular is struggling.

Giving British farmers a helping hand would also help the Government save face after being embarrassed in the past over the amount of foreign food it imports.

With food security rising up the political agenda, Whitehall departments were left red-faced last year when figures for 2006/07 revealed that only 60 per cent of beef eaten across government is British, three-fifths of all mutton and lamb in Whitehall is imported and some departments failed to bring home any British bacon at all: the Ministry of Defence, Foreign Office and the Prison Service.

This is despite Gordon Brown's boast last month that "we all know British bacon is best".

New Farming Minister Jane Kennedy has admitted that Government needs to lead by example, although she insists progress is being made.

Duncan Prior, a policy adviser at the Department for Environment, Food and Rural Affairs, told MPs the Government was getting better at buying food raised to high welfare standards, adding: "We cannot employ a 'Buy British' campaign because that would be illegal under EU single market rules.

"However, what we are trying to do is take forward an initiative whereby, for example, we could have model contract clauses for the public sector that stipulate not 'Buy British' but 'Buy to UK welfare standards', and if those standards could be met by suppliers outside the UK, so be it."

British farmers, particularly in the pig industry, claim they are often unable to compete with foreign competitors because their production costs are higher due to tougher welfare standards they have to meet.

Yet even though the Government imposes tougher standards, farmers have often been left to struggle by the public sector which buys cheaper foreign meat raised to lower standards.

Ms Kennedy said: "I absolutely agree that Government has to lead the way and show by example what can be done. There is a lot of progress being made in this."

She singled out the Ministry of Defence and Ministry of Justice for praise, while the Cabinet Office is to review its bacon procurement. "We are getting there," she added.

The Government is expected to publish a report by the end of the year detailing what pork and bacon Government departments buy.

High Streets are the "Heartbeat"



Scotland's town and city centres are the 'heartbeat of our economy', the Vital and Vibrant Town Centres conference in Stirling was told last month. Finance Secretary John Swinney said the Scottish Government was determined to support businesses and high streets the length and breadth of the country. As part of that support, he announced an increase in funding for Business Improvement Districts (BIDs) - a scheme that sees businesses work together to promote and improve their local area.

Mr Swinney said: "The effects of the global downturn are being felt on high streets across Scotland. But these town and city centres are the heartbeat of our economy which can keep it moving in difficult times.

"That is why the Scottish Government is determined to do everything we can within our limited powers and fixed budget to support the small businesses which are at the centre not just of local economies, but of local communities too.

"We have put in place a Scottish economic recovery plan and we are slashing business rates for tens of thousands of small businesses across Scotland. From April next year many of these businesses will pay nothing at all.

"We have already announced continued support for BIDs. And as our recovery plan continues to gather pace, we will up the support provided for areas looking to set up a BID from £15,000 to £20,000. That change should be seen as part of our overall commitment to support small business and Scotland's town and city centres. "Interest in BIDs is growing across Scotland as evidence builds of the real difference that businesses working together can make for their local area. I hope our increase in support will see further areas come forward

with BID proposals and help position our economy for a stronger and quicker recovery."

Mr Swinney also launched the new Scotland's Towns website which is supported by the Scottish Government as a portal to useful information and good practice on town centres and high streets in Scotland.

www.scotlandstowns.org

A BID is a precisely-defined geographical area of a town, city, commercial district or rural area, where local businesses have voted to invest collectively in local improvements, in addition to those delivered by statutory authorities. BIDs often take the form of partnership arrangements through which the local business community and statutory authorities can take forward projects and services to benefit the business community. For further information on Business Improvement Districts Scotland please visit www.bids-scotland.com

A steering group comprising predominantly of businesses is usually established which identifies the projects to be included in a business plan. A BID proposal in Scotland can only go ahead if more than half the businesses vote in favour and they represent more than half of the aggregate rateable value of those businesses.

World Scotch Pie Championships 2009 – Results

The 2009 World Scotch Pie Champion is Paul Boyle of Boghall Butchers in Bathgate. This is the second time that Boghall Butchers have lifted the Scotch Pie Club's World Championship. Paul was presented with the famous trophy at the presentation lunch on Thursday 27th November at Carnegie College, Dunfermline.

The Bathgate-based butcher triumphed for the first time in 2005 and he once again captured the taste buds of the judges. Paul, 51, who runs Boghall Butchers in the Boghall area of the West Lothian town, is only the second man to have won the coveted title twice. Bakers Thomas Auld and Sons of Greenock triumphed in 2001 and 2002.



Paul with daughter, Mariेशa pose for the crazy pictures after being re-united with the trophy

Paul said that he was privileged and proud to have won the World Championship again:-
 "It's an award that everybody involved in the trade is trying to win, to win it once is absolutely fabulous but to win it twice is unbelievable."

The businessman has doubled the size of his busy shop since his first triumph in the prestige competition. He now employs nine staff, including his wife and daughter, selling a range of cooked and uncooked meats and ready meals. Paul also now sells a range of cakes.

Paul from Livingston Village also has plans to create a new shop front and victory this year was sweet as his father was there to see him collect the trophy.

Paul, a trained chef, revealed: "When I last won it only my wife Christine and myself were there. My father William loves to accompany me to the awards lunch and it was wonderful that he and my mother Mary were there to see my lift the trophy this time."

In the midst of the excitement following the announcement, still shaking, Mariesha phoned the news through to the shop. There were shrieks in the Boghall shop, Christine said:-
 "I don't know if it was excitement or with terror!"

It's the tenth anniversary of the championship which this year attracted a record entry of 77, including one from south of the Border. The title has still to be won by a butcher or baker from a major city and Paul beat off seven past winners to take the giant wooden pie trophy back to his recently-extended shop. Keith Stuart of Stuart's of Buckhaven, Fife, who won the title in 2007 was runner up.

Because he won gold in three of the categories, Paul Boyle was also presented with the Savoury Maker of the Year Award. Jonathan Crombie also won a top prize for his Pork, Chilli and Onion Bites in the Sporty Snack category, a product remarkable since it contained no pastry.

Prizes won by SFMTA members:-

SCOTCH PIE		
World Champion		Boghall Butchers, 65 Margaret Street, Boghall
Gold and 1st Runner Up		Stuarts of Buckhaven, 8-12 College St, Buckhaven
Gold	**	Jim Hastie, 36 Commercial Street, Markinch
Silver		McCafferty Butchers, Main Street, Forth
Silver		W Wylie, 6 Horsemarket, Kelso
Silver		J Saunderson Ltd. 40 Leven Street, Edinburgh
Bronze		Crombies of Edinburgh
Bronze		A Jack, 12 Bridge Street, Stranraer
Bronze		J&J Preston, 11 Green Street, Strathaven
SAVOURY PASTRY PRODUCTS		
Gold		Davidson Specialist Butchers, Burn Lane, Inverurie Layered Pork Pie with Chicken & Ham
Gold		Boghall Butchers, 65 Margaret Street, Boghall Duck in Plum Sauce Pie
Silver		Stuarts of Buckhaven, 8-12 College St, Buckhaven Lasagne Pie
Bronze		DG Lindsay & Son, 15 North Methven Street, Perth Chicken and Mushroom Bake
Bronze		Davidson Specialist Butchers, Burn Lane, Inverurie Drunken Pig



BRIDIES

Gold		AJ Learmonth, 13 High Street, Jedburgh
Gold		Grossetts of Tayside, Arbroath Road, Dundee
Gold		Boghall Butchers, 65 Margaret Street, Boghall
Gold		JC Douglas, Main Street, St Boswells
Silver		Davidson Specialist Butchers, Burn Lane, Inverurie
Silver		Bruce of the Broch, Broad Street, Fraserburgh
Silver		WF Stark, 9 College Street, Buckhaven
Silver		Tom Courts, 4 Raith Centre, Cowdenbeath
Bronze		T Johnston, 6-8 Cow Wynd, Falkirk
Bronze		MacDougall & Hastie, 4 Queensgate Arcade, Inverness

SPORTY SAVOURY SNACKS

Diamond		Crombies of Edinburgh Pork, Chilli & Onion Bites
Gold		Davidson Specialist Butchers, Burn Lane, Inverurie Bak Pak Snak
Silver		WF Stark, 9 College Street, Buckhaven Chicken and Mushroom Bake
Silver		Tom Courts, 4 Raith Centre, Cowdenbeath S'kippers Flan
Bronze		John Lawson, 16 East Main Street, Uphall Curried Chicken Filo Pastry



Some of the SFMTA Members at the awards ceremony.

Livestock Report to AGM

Convenor Alan Kennedy

As this is my first annual report I should like to thank Stuart Christie for all the work that he has done in the past, and could he please stop laughing at my attempts to make some sense of the past year.

No one could have predicted the price rises of the last 12 months, but in hindsight the factors were all in place at the end of last year:- Worldwide shortages, World Trade Tariffs, Restriction of supply from Brazil, Bluetongue.

The last item was beginning to be a threat in the UK and subsequent movement restrictions, pre-inoculation have caused supply problems for Scottish finishers.

This has all lead to a 20% rise in the price of quality live cattle, and more than ever before, members have spent a lot of time trying to balance price, margin and sales. All other meats have followed suit, and for the majority of members the withdrawal of poultry supply from Mitchells of Letham has presented another hurdle.

Price rises seem to have stalled however, due mainly to consumer resistance. This, along with the inoculation of Scottish livestock and a small softening of the South American restrictions has I feel, left prices on a new plateau, which given the current climate, will take some time to get used to.

When Stuart asked me to take over, I thought that perhaps a slightly different focus would be useful. To my mind, the word livestock is slightly old fashioned, as not all butchers buy live animals, so I decided to broaden the approach to include boneless wholesale prices.

Although everyone has their own suppliers and methods, I have found this format to give a fairly accurate indication of where stock prices are going- certainly proving helpful to our own business when calculating margins.

Today's figures are based on prices as of 10th November, so there will have been variations since then. However the big changes have been on fillet and rump, both showing large falls from the previously silly levels,

contributing to a month on month average drop of 4.6% - encouraging news.

As far as lamb is concerned, the high of approximately 190ppk live in May has dropped to around 120 ppk now. This has not been reflected in wholesale prices, so buying lambs live is the best option. Pork has been playing catch up all year and over the period has shown a rise of 15% to a current price of around 190ppk dead weight.

Casting an eye forward, my own feeling is that prices will stay high, due in no small part to the weakness of the pound. Consumers seem to be accepting higher food prices generally, so if livestock prices were to remain stable, even at the current rate, then members would have a chance to play "catch up". This assumes that enough good livestock continues to come to market as quality has to be maintained.

The independent trade is not being helped by the current confusion between "Scotch" and "Scottish"- indeed our local Tesco store has its usual large "Scotch" placards hanging above their meat counter, while every tray within is described as "Scottish" or, and this one gets me, "Finest Scottish"- not one pack of Scotch beef. Surely it falls on QMS to pursue this joke, as different qualities of produce will always command different prices, and those of us who can demonstrate that we do sell "Scotch" beef are forever trying to explain to customers why it costs more.

On the other hand, this fiasco must adversely affect members who cannot access a QMS assured abattoir and then cannot sell prime beef from Scotland as "Scotch". Does this put market-topping fat cattle on the same level as cast dairy cows, just because their ear tag doesn't start UK5? And is there a check made on the history of every cut of beef which is boxed and sold as "Scotch"? A level playing field is all we ask. How about it QMS?

Christmas Posters

Buy now
for the
Festive Season

Joints, Steaks,
Pies, Stuffing,
Chipolatas...

*all suitable for
home freezing*

SCOTTISH CRAFT BUTCHERS
SCOTTISH FEDERATION OF MEAT TRADERS

**Stocking up
for Christmas**

**For Best Choice
Order Early**

SCOTTISH CRAFT BUTCHERS
SCOTTISH FEDERATION OF MEAT TRADERS

Federation members received the above posters in November. If anyone would like more or some of last year's run (below) please call Bruce on 01738 637472

SCOTTISH CRAFT BUTCHERS
SCOTTISH FEDERATION OF MEAT TRADERS

**Order your festive
poultry now**

**Buy your stuffing, chipolatas
and streaky bacon here**

SCOTTISH CRAFT BUTCHERS
SCOTTISH FEDERATION OF MEAT TRADERS

**Festive
Fayre**

*Steaks
Roasts
Poultry
Steak Pies*

**ORDERS TAKEN NOW AND
CUT TO YOUR REQUIREMENTS**

Livestock Prices

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

BEEF PRICES	W/E 15/11/08	Previous week	Previous year
Scottish Abattoirs			
Steers dwt	286.8 p/kg	280.1 p/kg	221.8 p/kg
Heifers dwt	284.8 p/kg	277.1 p/kg	223.0 p/kg
Young Bulls dwt	265.5 p/kg	259.4 p/kg	198.3 p/kg
Numbers			
Steers	3038	3074	4304
Heifers	2307	2209	2963
Young Bulls	280	288	462

BEEF PRICES	W/E 12/11/08	Previous week	Previous year
Scottish Auctions			
Steers lwt	164.64 p/kg	160.20 p/kg	124.33 p/kg
Heifers lwt	161.39 p/kg	159.38 p/kg	125.85 p/kg
Young bulls lwt	137.43 p/kg	136.39 p/kg	92.39 p/kg
Numbers			
Steers	323	221	311
Heifers	449	283	496
Young bulls	64	22	40

Deadweight cattle week ending 15th November 2008								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	293.1	294.2	294.0	293.6	294.9	291.9	281.4	281.9
R	287.4	290.0	288.9	286.5	288.6	286.6	276.1	271.8
O+	279.2	284.9	282.6	272.2	281.9	272.7	267.7	-
-O	265.5	266.4	-	254.2	253.1	-	256.8	260.3

Business Take Over

Hugh Black & Sons have taken over David Callan, 40 High St, Carluke.

W. Bridges in Kinross have taken over the business of Graham Cheyne in Ladybank.

New Members:-

Welcome to the Scottish Federation of Meat Traders to:-

Grant Archibald, G & L Archibald Ltd, 16 Howegate, Hawick TD9 0AB

Members Only Website:-

<http://www.sfmta.co.uk/members/>

There is now in excess of 600 pages on this website. Username and passwords were enclosed with your receipt for payment of subscription. If you need this re-sent, please contact Bruce on 01738 637472.

SHEEP PRICES	W/E 12/11/08	Previous week	Previous year
Scottish Auctions			
New Season SQQ lwt	116.27 p/kg	118.93 p/kg	78.63 p/kg
Ewes lwt	£26.40/head	£28.34/head	£19.14/head
Sheep numbers			
Scottish Auctions			
New Season SQQ	19369	22540	10864
Ewes	4358	5132	2943

SHEEP PRICES	W/E 12/11/08	Previous week	Previous year
GB Abattoirs			
New season SQQ dwt	265.3 p/kg	272.8 p/kg	198.4 p/kg

Deadweight sheep week ending 15th November 2008 p/kg				
		2	3L	3H
	U	277.0	278.0	269.0
	R	266.8	269.0	263.0
	O	255.5	259.3	257.4

PIG PRICES	W/E 15/11/08	Previous week	Previous year
GB Abattoirs			
All pigs DAPP	132.75 p/kg	133.55 p/kg	108.61 p/kg

GB deadweight pigs ending 15th November 2008 – p/kg					
	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	123.99	-0.64	80.0 – 89.9 kg	133.04	-0.77
60.0 – 69.9 kg	133.74	-0.77	90 kg and over	123.65	-1.23
70-0 – 79.9 kg	133.86	-0.89			

Wanted

A worm part code AD12 for a Crypto Peerless mincer'
T Baillie & Son, Saltcoats Tel: 01294 465019

For Sale -

Two serve over counters in very good condition.

- 1 Trimco 1.8 metre serve over counter 4-5 years old excellent condition, £500 (buyer collects)
- 1 Volero 2.5 metre serve over counter 1 year old, £500 (buyer collects)
- 1 pine display dresser, (antique bottom chest with solid shelf additions, looks really good with wines/deli goods etc) very large 2.75 metres wide, £500

Telephone Louise Stewart: 01573450272 (Kelso, Scottish Borders)

Scotching the Misunderstandings

As posted on SFMTA members only website 14/11/08

The need for better explanation of what Scotch Beef and Scotch Lamb stands for was highlighted in a consumer survey whose results were released last month. The leading consumer watchdog, Consumer Focus Scotland, has published research showing that a wide variety of labels and pictures are being used on packs and shelves to signify that produce is Scottish, but shoppers are seldom told precisely what these mean and so are left to make their own assumptions about quality and origins of the products.

Consumer Focus Scotland found the legally protected term 'Scotch' for quality beef and lamb is being joined by a variety of other 'Scottish' labels. A survey of consumers, carried out to accompany the research, suggests nine out of ten do not understand the difference between 'Scotch' and 'Scottish'.

The Director of Consumer Focus Scotland, Martyn Evans, says the Scottish Government should step in and look at new guidance to help consumers:

"While nobody is setting out to mislead their customers intentionally, the use of many different pictures and labels associated with Scotland means that many red meat products which do not offer guarantees about their quality and origin are being mistaken for those that do.

"The term 'Scotch beef' or lamb has a legal status. It means that the meat has been born, reared and slaughtered in Scotland, and has met published and quality assured standards in its production including how the animals are reared. The term 'Scottish' offers no such quality guarantees and can include former dairy cows and breeding livestock."

"Our findings also highlight the role that supermarket displays are playing if they place 'Scotch', 'Scottish' and non-Scottish products all together near large banners or flags. We don't think that anyone is out to deceive customers but, without some clear guidance on this, they're certainly going to run the risk of shoppers being misled."

The Consumer Focus Scotland report use of Scottish origin labelling on fresh and frozen meat examined items being sold as of Scottish origin labelling by checking labelling and traceability systems, reviewing the definitions of 'Scottish' currently in use and inspecting more than 40 different outlets across Scotland.

Consumer Focus Scotland commissioned a YouGov poll of 980 Scottish consumers which explored their understanding of the terms 'Scotch' and 'Scottish'. It found that only 10 per cent correctly identified that 'Scotch' was a guarantee of better quality.

Report Recommendations

To deliver clarity for consumers, Consumer Focus Scotland has recommended:

The Scottish Government should consider producing guidance on the use of Scottish Country of Origin labelling so that consumers know what is meant when they buy apparently 'Scottish' food, whether it is in the retail or restaurant sectors;

There should be a clear communication campaign to inform consumers about the differences between 'Scotch' and 'Scottish'. 'Scotch Beef' and Lamb are required by law to meet certain assurance standards related to the quality of the animal husbandry and meat processing used while no such standards necessarily apply to something called 'Scottish'. At present consumers do not understand the difference and in fact a You Gov poll demonstrates that they think the opposite is true;

More care must be taken to ensure that consumers are not misled by large overarching merchandising suggesting that all products are of Scottish origin when some are not. Staff in retailers need to be better trained to ensure that they do not mislead customers as to the country of origin by the way they arrange their produce on shelves, counters and cabinets;

Restaurants and other catering outlets could make more use of country of origin labelling on beef, lamb, pork and chicken. This should be on a voluntary basis. Lessons could be learned from small retailers many of whom control the accuracy of their country of origin labelling simply by having a contractual assurance from their supplier and documentation which confirms the origin of their produce;

Whilst the meat supply chain is regularly policed, local authorities and the Scottish government need to ensure the resources are there to allow Trading Standards and Environmental Health officers to check the validity of labelling in retail outlets.

Consumer Focus Scotland started work on 1 October 2008. The new organisation was formed through the merger of three organisations – the Scottish Consumer Council, energywatch Scotland, and Postwatch Scotland.

BBC Good Food Show, Glasgow



Visitors to the Scotch Butchers Club stand at the BBC Good Food Show got the opportunity to discover the exciting range of innovative products created by independent butchers. Ramsays of Carluke, Yorkes of Dundee and Dalbeattie Fine Foods were on the stand.



Retail Prices for w/e 17/11/08

		SFMTA AVERAGE NOVEMBER	SFMTA AVERAGE OCTOBER	QMS AVERAGE NOVEMBER	QMS AVERAGE OCTOBER
SCOTCH BEEF					
Fillet Steak		3143	3093	2990	2994
Sirloin Steak		2153	2159	2092	2092
Popeseye Steak		1387	1367	1364	1398
Topside		1060	1082	1055	1055
Round / Rump Steak		1088	1088		
Diced Stewing Steak		887	895	884	876
Rolled Brisket		839	861		
Steak Mince		750	764	733	733
Boiling Beef Bone In		551	541		
DOMESTIC LAMB					
Whole Leg of Lamb		984	1001	917	933
Centre Cut Leg Bone In		1183	1183		
Gigot Lamb Chops		1270	1270		
Lamb Leg Steaks		1423	1391	1447	1451
Chump Lamb Chops		1310	1320		
Double Loin Lamb Chops		1279	1287	1384	1384
Single Loin Lamb Chops		1168	1164	1235	1287
Rolled Shoulder Lamb		912	912	966	963
Lamb Shanks		593	537		
Diced Lamb		1024	1038	1051	1058
Minced Lamb		962	971	990	987
PORK					
Pork Tenderloin (Fillet)		1136	1135	1034	1034
Pork Leg Steaks		831	831		
Double Loin Pork Chops		727	742		
Single Loin Pork Chops		709	722	732	729
Rolled Shoulder of Pork		576	577	679	623
Belly Pork		523	527		
Pork Loin Steaks		860	866	950	917
Diced Pork		691	682	743	746
PRODUCTS					
Beef Link Sausages		583	593		
Pork Link Sausages		588	597	554	555
Speciality Pork Sausages		631	646		
Sliced Beef Sausage		530	534		
Sliced Black Pudding		499	486		
Ball Haggis		571	575		

A survey carried out in November also found the average price of a butcher's Scotch Pie was **75p** and **118p** for a Steak n Gravy Pie in a pie shell.

CORPORATE MEMBERS

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

AES

Supplier of Dishwashers
Crossbush, Riccarton,
Kilmarnock KA1 5LN
Tel: 01563 551122,
Mobile: 07788 926925

BARO LIGHTING (UK) LTD

Oakwood House, 36 Wood Lane
Partington, Manchester M31 4ND
Tel: 0161 777 9292 Fax: 0161 777 9404
Email: sales@baro.co.uk
Web: www.baro.co.uk

BIZERBA (UK) LTD

Eastman Way,
Hemel Hempstead,
HP2 7DU
Tel: 01442 240751

DALZIEL

Bellshill North Industrial Estate,
Bellshill
[ML4 3JA](http://www.dalziel.co.uk)
Tel: 01698 749595
Fax: 01698 740503

GMC CORSEHILL LTD

Ailsa Road, Kyle Estate, Irvine KA12 8NG
Tel: 01294 275133/322807/313290
Fax: 01294 312300/313247
E mail: sales@gmccorsehill.co.uk
web: www.gmccorsehill.co.uk

LUCAS INGREDIENTS

Portbury Way,
Bristol
BS20 7XN
Tel: 0800 138 5837

PARAGON PRODUCTS

Hygiene Specialists
Newhailes Ind Estate, Newhailes Road,
Musselburgh EH21 6SY
Tel: 0131 653 2222 Fax: 0131 653 2272

SCOTWEIGH

Suppliers of the TEC SL-9000 and Portable scales.
Unit 2/4 Granary Square,
Bankside, Falkirk FK2 7XJ
Tel: 01324 611311

WILLIAM SWORD LTD

Blairlinn Ind Est,
Cumbernauld,
G67 2TX
Tel: 01236 725094

TURNER VEHICLE BODIES

Carseview Rd,
Suttieside Ind Estate
Forfar, DD8 3BT
Tel: 01307 462142

ACE REFRIGERATION LTD.

96 Milnbank Street
Glasgow G31 3AL
Contact: Eleanor O'Connor
Tel: 0141 556 7691
E-mail: fimckenzie@acerefrigeration.co.uk

AVERY WEIGH TRONIX LTD,

Foundry Lane,
Smethwick,
West Midlands B66 2LP
Contact: Gerry Doran Tel: 0774 077 2154

BELL BAKERS

Hawthorn Bakery, Torbothie Road,
Shotts, Lanarkshire ML7 5BD
Tel: 01501 820222
Email: enquiries@bellbakers.co.uk
Web: www.bellbakers.co.uk

CHESTER OF ST ANDREWS

Unit 6 Buko Business Centre
Southfield, Fife KY6 2SE
Tel: 0845 618 30601
Mobile: 0787 551 4334

EAST OF SCOTLAND CONTRACTS

Ferryhills Road,
Inverkeithing,
Fife
KY11 1HD.
Tel: 01383 418610

KRH LTD

1 Macgowan House,
Nobel Business Park,
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Tel: 01294 472755

McAUSLAND CRAWFORD

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Paisley
PA3 4AS
Tel: 0141 849 7033

PARK PACKAGING

2 Ashley Drive, Bothwell,
Glasgow G71 8BS
Contact: John McSporran
Tel 0845 2700800

STOCKLINE PLASTICS

Grovepark Mills,
Hopehill Road,
Glasgow, G20 7NF
Tel: 0800 262015

TRUNET PACKAGING (SCOTLAND) LTD

36 Gullane Drive , Coatbridge, ML5 5GF
Contact: George Murphy
Tel:01236 443401 8am - 8pm,
0784 107 1634

JAMES WHANNEL (WHOLESALE) LTD.

c/o Wishaw Abattoir,
Caledonian Road,
Wishaw ML2 0HU
Contact: Robert Kirkhope,
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