

FEDERATION NEWS

The Newsletter for Scotland's Craft Butchers



SCOTTISH
CRAFT BUTCHERS

FEBRUARY 2016

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Price Watch**

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www.craftbutchers.co.uk

**Tel: 01738 637472
Fax: 01738 441059**

**email:
sfmta@sfmta.co.uk**

Quality and Trust the Key to Success

Quality Meat Scotland (QMS) held a Marketing Day in Edinburgh on Wednesday 27th January. Their Chairman Jim McLaren described it was both stimulating and interesting.

Michael Freedman from IGD told the audience that consumers were in an improving financial position and predicted what they might be spending that extra money on. Better trading conditions are slow to materialise because of concerns over EU exit, the China crisis and the price of oil. Food and drink prices look likely to continue to fall.

The seminar heard about multichannel shopping and how fewer are shopping in traditional ways. Less than 6 in 10 are now using a supermarket. More fresh red meat is being bought in discounters and online is continuing to increase making up 26% of some people's shop.

Kantar data revealed the red meat market to be worth £3.5bn and that the average shopper spends £145 per year on red meat.

Good news to take from the day was that quality is more important when it comes to purchasing red meat. 62% of shoppers are still willing to pay more for quality. Trust was confirmed as important to the consumer with 78% of Scots trusting Scotch Beef.

Roast dinners as the second largest meal consumed in the UK was a slightly surprising stat to come out of the day when it was confirmed that consumers were willing to pay extra for ease and convenience. Jim McLaren said that theme came out throughout the day - "how do we make our fresh meat offering simple, attractive, convenient and easy for consumers at any level and with any amount of time to prepare and consume."

The QMS Chairman said that he had been particularly intrigued to hear the answer offered to the question of branded products in discounters.

"Is it a good thing or a bad thing that branded Scotch Beef PGI for example appears in Discounters. It is good to hear from the experts that they see that as a positive trend and goes together with what we have heard all day about the growth of the Discounters. I guess if we are not in there with our quality products then the future with them is going to be one of decline."

Dalesman launches new “Glorious Glazes”... Low in Sugar* and Gluten Free!

Launching ten fantastic glazes, which burst with flavour and add a high gloss finish to meat and fish, Dalesman’s highly skilled technical team have loaded the range with a whole host of benefits for butchers to shout about - all without compromising exceptional quality and high impact flavours.

Now low in sugar (*less than 5g of sugar in 100g of glazed meat) as well as being Gluten Free, Dalesman’s Glorious Glazes are all MSG free, contain no artificial colours or flavours, and exhibit no drip loss.

Dalesman’s NEW Maple and Chilli Glaze is launched alongside a range of popular flavours including Chinese, BBQ, Tikka, Sweet Chilli, Salt & Pepper, Hot & Spicy, Garden Mint, Piri Piri and Garlic Butter.

Offering all the above benefits, excellent adhesion and no need for reapplication Dalesman’s Glorious Glazes offer ‘sweet success for less!’

Available from 4th January 2016, Dalesman launch with a Gloriously Glossy offer -

Buy any 3 x 2.5Kg buckets for only £30!

Less sugar, more spice they all taste nice... - with Dalesman!

*New
Maple & Chilli*



The **Dalesman** Group



NEW

**Dalesman
Glazes**
Low in Sugar*
& Gluten Free

**Less than 5g sugar in 100g of glazed meat*



Chinese



Piri Piri



Salt & Pepper



Tikka

More fantastic flavours available!

0191 259 6363 to place your order.

Scotch Pie Club Awards

At this time of year for the last seventeen years this newsletter has published a list of the butchers winning prizes in the Scotch Pie Club Awards. This year we have no list to publish and no smiling pictures to print.

Despite being involved in the organising of this year's competition and hosting the second stage mystery shopping, SFMTA received notification from Scottish Bakers on 3rd December that with immediate effect Scottish Bakers would take sole responsibility for the administration of the Scotch Pie Club and all of its activities.

This meant that the organising committee was dissolved and it is Scottish Bakers intention that a new one will be established comprised of members of the club with an equal amount of butchers and bakers being represented.

SFMTA representatives on the organising committee Douglas Scott, Bruce McCall and Paul Boyle were effectively sacked. Even more disappointing is that the Scotch Pie Club founder and long term promoter of the event Alan Stuart from Leven has also been axed.



Alan Stuart invented the club to boost meat product sales as the industry came out of a particularly difficult 90s decade. His drive and enthusiasm for the annual competition was very much appreciated. His unique style brought butchers and bakers together in friendly competition and camaraderie was created between the two important sectors of the food industry.

Having started the club in 1999 Alan had 120 butchers and bakers competing by 2006. Many businesses have Alan to thank for the welcome boost any sort of prize delivered. The businesses fortunate enough to become overall winners all gained significant trade as a result of being crowned World Scotch Pie champions.

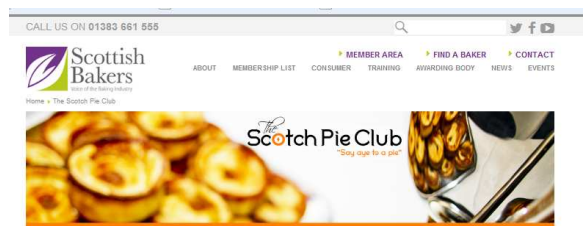


On behalf of all the SFMTA members who have benefitted we extend our grateful thanks to Alan Stuart for his untiring efforts in building up the Scotch Pie Club.

The Scotch Pie Club website is now a sub page of the Scottish Bakers website and the list of all the previous winners has disappeared.



Of the 98 entrants in this year's awards, 54 were SFMTA members so SFMTA intend to continue to offer a Savoury Pastry Evaluation to its members. Judging by feedback from butchers who attended the Scotch Pie Club awards lunch in Cumbernauld on 13th January, there is a preference for a butcher run event for butchers. More information on this later in the year.



The Scotch Pie Awards 2016

The Kandy Bar of Saltcoats make it a double as they are crowned World Scotch Pie Champion for the second time

The Scotch Pie Club is delighted to announce that the winner of the 17th World Scotch Pie Championship is The Kandy Bar making them THE WORLD SCOTCH PIE CHAMPION OF 2016. This year

- Over 500 products were entered this year
- By nearly 100 of the nation's best butchers and bakers

SFMTA East of England Tour

The Federation would like to offer members a tour of butchers' shops in the East of England. The tour of nine businesses will take in the 2015 UK Butchers Shop of the Year and one former holder of that title as well. There will be a diverse range of visits including two very busy farm shops and expressions of interest are invited from members.

You will be expected to book your own transport to meet in Harrogate on day one and conclude at Newark Station on the afternoon of day three. Itinerary is proposed to be as follows:-

Monday 21st March

07:13 Depart Inverurie
08:15 Depart Glasgow Queen Street
08:34 Depart Falkirk High
08:44 Depart Linlithgow
09:30 Depart Edinburgh Waverley
10:12 Depart Berwick upon Tweed
12:45 Meet Harrogate Rail Station
13:00 Visit Elite Meats, Harrogate
14:00 Depart by mini bus from Harrogate
14:45 Arrive Lishmans of Ilkley
15:30 Depart Lishmans of Ilkley
16:00 Arrive Keelham Farm Shop
16:45 Depart Keelham Farm Shop
17:45 Arrive Cedar Court Hotel, Huddersfield



Tuesday 22nd March

09:00 Depart Cedar Court, Huddersfield
09:30 Arrive Addy's Holmfirth
10:30 Depart Addy's Holmfirth
11:00 Arrive Blacker Hall Farm Shop
13:30 Depart Blacker Hall Farm Shop
14:30 Arrive Fields of Anlaby
16:00 Depart Fields of Anlaby
16:30 Arrive Lincoln Hotel



Wednesday 23rd March

08:30 Depart Lincoln Hotel
09:00 Arrive Curtis of Lincoln
10:00 Depart Lincoln
10:30 Arrive Garden Centre, Sleaford
11:15 Depart Garden Centre, Sleaford
13:00 Arrive Simpsons of Heckington
14:45 Depart Heckington
15:44 Depart Newark Northgate
19:20 Arrive Edinburgh Waverley
20:24 Arrive Glasgow Queen Street

Cost would be accommodation and meals paid as you go plus a share of mini bus hire.

Anyone interested is asked to contact SFMTA office as soon as possible to register an interest.



Members are reminded that empty bellied Scottish Craft Butchers branded posters are available in both A4 and A3 sizes that can be overprinted by the Federation Office or sent to you for you to print on to yourself. **Contact:- Bruce on 01738 637472**

Regional Meetings – February 2016

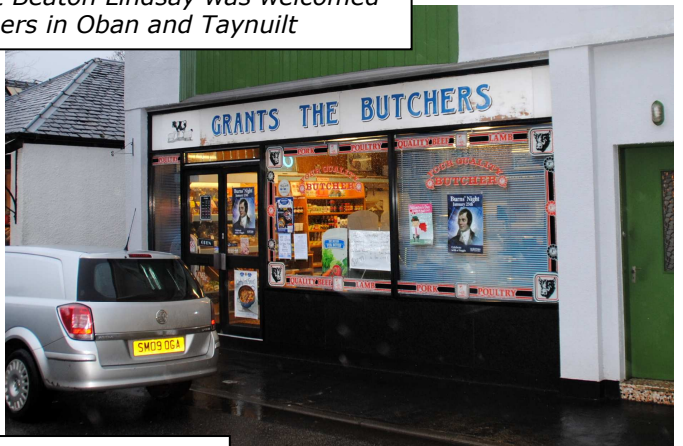
The Federation Regional Meetings to be held during the first three months of 2015 will take the popular form of round the table discussions over a two course meal. Members are asked to choose at which venue they would like to attend and book a place or places by telephoning Bruce on 01738 637472.

These meetings are for business owners and key staff members. They will start at 7.00pm and end at 9.00pm. Those attending are asked to meet from 6.30pm onwards.

Date	Venue
Monday 8 th February	Western House Hotel, Ayr
Wednesday 10 th February	Redgarth Hotel, Oldmeldrum
Monday 15 th February	Garfield House Hotel, Stepps
Monday 22 nd February	Inchtute Hotel, Inchtute
Tuesday 23 rd February	Hawes Inn, South Queensferry
Monday 6 th or 13 th June	TBC Shetland



President Beaton Lindsay was welcomed to members in Oban and Taynuilt



Regional Meeting, Dumfries 18th January and a visit to see Jock and Donny at Kilford Farm shop.



Secrets of excellent customer service

To be successful in a food-inspired customer service environment, you will need to display the following in abundance:

1. Enjoy making people happy – being helpful, thoughtful and making someone's life easier through great product knowledge, pride and a dedication to your chosen trade and great customer service.

2. A keen interest in the product – whatever product you might be selling, regardless of whether it is meat, cheese, olives or bread, you must really appreciate it, know where it's from, how it came to be, why it's so good and how your customers can get the most from it. Passion for the product is fundamental in enjoying a successful career in food retail. If you don't truly care, your customers can tell; after all the consumer is the expert as they go shopping every week in search of great value, which comes down to both the product and the service received. Get them both right and that's an unbeatable combination.

3. Take pride in what you do – do the best you can and give a good account of yourself. You don't have to be the best, but you do have to give your best and there's a difference. If you do the latter, you could well achieve the former!



Understanding the difference between service and hospitality

Whether you're an apprentice or an experienced shop assistant or butcher, one thing is guaranteed, you will be selling something, be it food, a product or a service. It's the manner in which that item is sold that is referred to as customer service. There are various levels of customer service and this highlights the most effective methods of providing excellent customer service and a memorable experience that ensures the customer returns. But before that, it's a good idea to demonstrate the difference between 'service' and 'hospitality' and the varying levels of customer service.

Service is the technical delivery of a product. You order it and receive it, much like a can of soft drink from a vending machine. You pay a price, you select a button and you receive the product in good condition. Nothing more, nothing less – just a process, reliable.

But hospitality is how the person 'feels' when they receive a product, and in order to add feeling to a transaction you must make it personal and interactive. Unfortunately, vending machines don't have feelings so here's a better example. You're at your local car dealership to collect your car that has just had its annual service. You have signed all the forms and the service attendant hands the car keys back to you and says, "Thank you. Your car is just out in the car park, you know your vehicle registration so it shouldn't be too difficult to find. Who's next, please?" It's not an unreasonable instruction, it's not rude, but neither is it a nice way to end a transaction that may have cost £200.

Let's look at what the same transaction might look like with a little hospitality added: "OK that's the paperwork complete, thank you for choosing to have your car serviced with us, please follow me and I will show you to your car". The attendant walks you to the car, unlocks and opens the door for you, waits until you are comfortable before handing you the keys and says, "Have a nice day and we look forward to looking after you again at your next service."

It really doesn't take too much extra effort to provide a little hospitality and that personal touch. It just takes a little thought, pride and attention to detail. Hospitality is not a qualification, it's just being thoughtful and making the customer experience as good as it can possibly be. It costs nothing and is the most impressive behaviour an employee or business can display.

Sure you need to know about the product or service you are supplying but most people these days, value friendly customer service above all else – after all, a happy customer.

More like this at <http://qsmbeefandlambmep.co.uk/>

Facebook competition

Competition Time! A competition was run through January on the Scottish Craft Butcher Facebook page to win ten haggises from your local craft butcher.

Entrants had to like and comment on this post telling us how they like to eat their haggis. Competition ended on 23rd January and the winners were notified. They had nominated a local craft butcher to supply them and SFMTA picked up the cost of supplying the haggis. Winners were:-

Keith Williams: Lochinver , Sutherland. Local butcher is Stephen Greenlees and Son of Main St.

Jackie Black: Coldstream - Local butcher is G Sanderson, Coldstream.

Prentice Baines: Stirling University. Local butcher is Jarvie and Kemp, Stirling.

John McMillan: Crieff- Local butcher is Comrie Butchers in Comrie.

Carol Wood: Mindrum, Northumberland - Local butcher is Sandersons in Coldstream.

Marion McMillan: Glasgow. G13 3SG. Local butcher is James Allan Butchers in Hyndland.

Fraser Dyer: Aberlour, Banffshire , AB38 9PQ - Local butcher is J Royan Butchers in Elgin.

Renate Edwards: Edinburgh EH16 5AB - Local butcher is Crombies of Edinburgh.

Eileen McBride: Kennoway Local butcher is - W.F. Stark, Buckhaven.

Joe Rennie, Local Butcher is Duncan McKenzie, Greenock.

This is just a start but we were pleased to see a diverse group of entrants and pleased to send ten customers back into their local butcher.

Dress Code

Employers may decide to impose a dress code for all their staff for a number of reasons, sometimes it can be due to health and safety reasons; sometimes it is to portray a respectable and consistent corporate image.

Dress codes may vary in scope, with some just preventing jewellery to be worn, while others may have requirements on clothing, too. Dress code can be an important aspect of work etiquette, and it is key when presenting and maintaining a corporate image through your workforce. If a business wants to establish and maintain a corporate image specific to them, they usually have a Dress Code Policy. Usually, this policy should contain a description of the acceptable and unacceptable attire as well as the consequences and disciplinary procedure which will be followed in the event of a breach or a number of reoccurring breaches.

If you become aware that some of your staff are not following the rules specified in your policy, the first step you can take is to remind them of it and have a discussion with the employee to see if there are any personal mitigating circumstances as to why they are breaching the policy. If need be, you can deal with breaches under your disciplinary procedure.

A breach of your Dress Code Policy could be addressed as a failure to follow a reasonable management instruction. Best practice indicates that you should find out as many facts as you can about what has happened, invite the employee to a disciplinary hearing, inform them of the outcome and give them a right to appeal it. Usually, a quiet word in the ear early on will nip problems like this in the bud.

Having a Dress Code Policy in place is part of good employment practice and if you do not have one, it is advisable that you take steps to create one. Remember that any workplace policy should be reasonable and should relate to the nature of the work carried out, as well as, the working environment.

The dress policy should not discriminate against a particular group, but it can state different requirements for different sexes which rely on conventional differences. For example, it can require business dress for both men and women, but in addition it may specify a requirement for men to wear a tie or for men to have short hair provided that there is also rule a for women with long hair to tie it back.

Government's Bureaucratic Nightmare

There was a good turnout of just under 70 industry members at the Scottish Association of Meat Wholesalers (SAMW) annual get together in Edinburgh last month. President Alan McNaughton addressed the meeting saying that despite all the rhetoric to simplify and reduce regulation nothing much ever seems to change for the better.



Alan McNaughton, President Scottish Meat Wholesalers

"Over regulation is bad enough but when it is bad regulation that is even worse but the worst of all is bad implementation of bad regulation. The classic example is the regulations on the welfare of animals at the time of killing or WATOC as it is called.

"This was an EU regulation made in 2009 to revamp the welfare qualification of abattoir staff and it fell to Scottish Government to implement it. SAMW has spent more than three years trying to influence sensible implementation but we still ended up with a costly system.

"It is a system that is difficult to understand, illogical in many respects and at its worse actually insulting to many of our staff who have vast experience and competence in handling animals.

"The government's implementation has been a bureaucratic nightmare partly due to lack of understanding of the practicalities and also because of the slavish adherence to the words of EU text and lack of leadership. It was a situation calling out for a practical and sensible solution which improved only when FSS stepped in to sort out the actual issue of Certificates of Competence (COC).

"Even though that was a great help there is still confusion about a number of aspects several months into the process. Grandfather rights are part of that. It is only going to become apparent once all the training starts to go ahead over the next three, six, eight, twelve months. We need this message to get clearly back to Scottish Government. There is a lot more discussion to be had.

"The message is that we need a bit more empathy and understanding from Scottish Government if the red meat industry is to make its optimum contribution to the aspirations to grow Scotland as a food and drink nation is to succeed.

"Beef 20/20 was a welcome initiative from Scottish Government however we are concerned that it has lost a little bit of impetus recently and delivering the perceived benefits to the livestock and meat sector must be prioritised soon."

Turning to Food Standards Scotland (FSS) the new regulator has made a good steady start and the Association values the inclusive partnership working which it has adopted. In particular the new charging system which was produced jointly better than the old one we had with FSA however there are still some invoicing issues to resolve.



"There is one matter that has caused some difficulties at plant level and it is communication between the veterinarian and plant management. The saving grace is that most of these issues can be resolved quickly. So much for officialdom, there are many other regulatory issues just over the horizon.

"These include Ecoli, cadmium and lead levels in offal, the use of chlorates and veterinarian residue just to need some. All these require the Association to keep a watchful eye and work with our partners to make sure that we get systems that work for the industry."

Kantar Worldpanel present Christmas Update

Amanda Brown, Strategic Insight Director in Scotland for Kantar Worldpanel gave a presentation to the SAMW Seminar in January describing shopping figures and trends. These are the bullet point notes taken at the presentation.

The information is formed from 30,000 households in GB (3000 in Scotland) who scan every purchase and Kantar study shopper behaviour. Kantar specialise in tracking and quantifying behaviour across GB to find out who is buying what and for what reason.

Christmas 2015

Value of sales down 0.2%. (Scotland 0.5% down). Aldi, Lidl, Iceland and premium retailers like Waitrose did better. In Scotland Coop did well too. Average basket value down 1.8% due to cheaper poultry and vegetable prices. 23rd December was the busiest day and Lidl was the fastest growing retailer in GB. They grew both shopper numbers and value of sales.

"The only constant in life is that everything is changing" quote Amanda Hocking. Aging but more wealthy population who are time rich. Smaller households, 1 in 3 babies born in UK are now expected to live to 100. Health becoming more important as reason for choice. Proportion of expenditure on food and drink is declining.

Baskets are now 1.7% cheaper year on year but they are not spending the savings on food and drink. Online shopping in Scotland is increasing but lagging behind rest of GB.

Discounters

Alfi, Lidl now account for 12.2% of total spend. Aldi and Lidl combined almost same share as Morrisons. Lidl are doing marginally better than Aldi in Scotland. Much of growth has come as a result of store openings. More involved in Scottish products and even Scottish sponsorships. Lidl have trialled a shopper loyalty card in Scotland.

Discounter share is lagging behind European trend. Germany 27%, Poland 26%, Ireland 18%, Spain 17% and Italy 14%.

Aldi is north focussed and more aligned with ASDA. Aldi attracting more family shoppers. Lidl offer larger packs. Fresh meat - Lidl ahead of Aldi but both important.

Butchers 10%. Fresh meat trend towards Lidl and Aldi, away from Big Four. Butchers penetration down from 17% to 16% over last four years.

Conclusion change is all around us, think about shoppers and changing market place.



What are the 5 Key Differences between Aldi and Lidl?



1. Aldi's higher share comes from fewer but larger stores.
2. Lidl is more used for top up, Aldi for main shops.
3. Aldi is the most family reliant of all grocers – Lidl overindexes with non-families
4. Aldi is a northern retailer, Lidl is focussed in the south
5. Lidl on average, offers larger packs at higher prices per unit.

NEW!
from Lucas



Piri Piri Sausage Mix

“ Having sampled the new Piri Piri Sausage Mix, I am really looking forward to selling it in my shop! It has a fantastic, vibrant orange/red colour and as with all Lucas Butchers Classic mixes, the texture is great. We cooked some up and wow! They're absolutely delicious! Loads of spice, full of flavour. Spot on for my customers! ”

Mark Carr of Cam Family Butchers, Dursley
Winner "Britain's Best Butchers Shop" 2015

It's spicy!

It's zinging!

It's available now!

- ✱ Superb Quality
- ✱ Meets 2010 FSA Salt guidelines
- ✱ MSG free



Pep up your profits today!

Order your FREE SAMPLE now!

Butchers Classic *Piri Piri* Sausage Mix:

One of 20 flavours in the Butchers Classic range.

For more information on Lucas Butchers Classic Sausage Mixes, visit www.lucas-ingredients.co.uk or call our free Customer Helpline on **0800 138 5837**.



Proposal to charge Businesses for food regulation

Food Standards Agency (FSA) is to press ahead with plans to recover the costs of regulation from food businesses.

An overhaul of the official food controls system could see poor-performing businesses expected to pay more than those with better safety records. It is the first time the FSA has publically stated its intention to recover costs in this way. In 2012 it unsuccessfully attempted to implement cost recovery for meat inspections, a measure opposed by farmers.

The proposals will be considered as part of a 'stakeholder event' on 10 February as part of widespread changes to food controls. The agency fears local authorities are struggling to keep up with existing inspection regimes due to dwindling resources.

A paper put to the FSA board said: 'The responsibility for funding this system should increasingly pass from the taxpayer to businesses, with those businesses with the most proactive approach to demonstrating their dedication to food safety paying less than those who require a higher level of state intervention.'

The agency said the current regulatory regime 'relies largely on physical inspection' and that other sources of data on food businesses should be pursued.

Earlier this year the incoming FSA chair Heather Hancock indicated the food controls regulatory regime would be 'redesigned' within three years. In Scotland this is a matter for Food Standards Scotland.

In November chancellor George Osborne announced the FSA would receive £85.4m a year from 2015/16 until 2020. In 2014/15 the FSA's budget was £108m.



Scobie & Junor are delighted to sponsor the Scottish Craft Butchers 2016 Best Gluten Free Meat Product

In addition, we would be pleased to provide all entrants with samples of our best selling gluten free pinhead rusk and any 1kg sample from our range of gluten free seasonings.

Currently eight different flavours – BBQ, Chorizo, Cumberland, Lincolnshire, Mediterranean, Piri Piri, Pork, Sweet Chilli

Recipe suggestions available on scobiesdirect.com

Or come up with a flavour profile you think will be a winner and our Technical team will help you create a gluten free seasoning.

Please send your request to info@scobiesdirect.com or call us on 0800 783 7331

Remember Entries close Friday 4th March 2016

SCOTTISH CRAFT BUTCHERS AWARDS
2016 GLUTEN-FREE MEAT PRODUCT EVALUATION
Sponsored by Scobie & Junor

A COMPETITION TO FIND SCOTLAND'S BEST GLUTEN-FREE MEAT PRODUCTS
One Diamond Award will be presented for the best product. Gold and Silver Awards to all those worthy of such recognition.

To be held on Friday 18th March 2016
Townhead Campus, City of Glasgow College,
Cathedral St, Glasgow, G1 2TA

CONDITIONS OF ENTRY

1. Entries will only be accepted from members of SFMTA
2. Each entry must be made by the retailer or his staff
3. Members must ensure they have a demonstrable system to ensure the products entered are Gluten Free. SFMTA may visit the premises to inspect the procedure or ask for written procedures before awards are presented.
4. Each entry must be a typical example of the product sold in the member's retail premises.
5. Full cooking instructions are required for each product with or without tincture.
6. Only products which require further cooking can be entered.
7. Sufficient product must be provided to allow judging: i.e. four burgers, 10 sausages, 2 samples of the meat.
8. No other entrant's business name or identifiable brand to be used on packs.
9. The organisers cannot accept responsibility for loss, late arrival or damage in transit.
10. Entries cannot be returned and will be disposed of after the event.
11. The judges' decision is final and no correspondence can be entered into after the event.
12. Entries successful or otherwise will not be returned.
13. Federation of Meat Traders' Associations by Friday 4th March 2016.
14. Entries must be delivered to: Townhead Campus City of Glasgow College, Cathedral Street, Glasgow, G1 2TA. Tel: 0141 556 6222 on **Thursday 17th March** between 9.30am and 4.00pm.
15. Results will be announced at SFMTA Regional meeting in April and on www.scobiesdirect.com. You will be notified, however, if you have an award of any ceremony and photos.
16. Recipient for Diamond Award Products will remain the exclusive property of the winners.
17. Awards must be described with the prefix 2016.

SFMTA Corporate Members –

Members are requested to support these businesses since they support you.

2 VISUALISE LTD. 4 Woodside Place, Charing Cross, Glasgow G3 7QF

Contact: Campbell Orr. Tel: 0141 255 0002 Email: campbell@2visualise.co.uk Web: www.2visualise.co.uk

AES (EQUIPMENT CLEANING) LTD Supplier of Equipment Washers & Tray Cleaner, Crossbush Cottage, Riccarton, Kilmarnock KA1 5LN Contact: Malcolm Crawford Tel: 01563 551122, Mobile : 07788 926 925

BAKO NORTHERN & SCOTLAND Mill Road, Littleburn Industrial Estate, Durham DH7 8HR

Tel: 0191 3780088. Email: sales@bakoscotland.co.uk www.bakonorthern.co.uk

BELLS FOOD GROUP Hawthorn Bakery, Torbothie Road, Shotts Lanarkshire, ML7 5BD

Tel: 01501 820222, Website: bellsfoodgroup.co.uk Email: info@bellsfoodgroup.co.uk

BIZERBA (UK) LTD 2-4 Erica Road, Stacey Bushes, Milton Keynes MK12 6HS

Contact: Liesl Marchand, Marketing Manager Tel: 01908 682740, Direct: 01908 682756, Mobile: 07798 938493

MRS BRIDGES James Chalmers Road, Arbroath DD11 3LR

Tel: 01241 432500 Fax: 01241 432444, Web: www.mrsbridges.co.uk email: contact@mrsbridges.co.uk

CAPITAL COOLING LTD 12 Dunnet Way, East Mains Ind Est Broxburn EH52 5NN

Contact: Gerry Simpson Tel: 01506 859000 Email: sales@capitalcooling.com www.capitalcooling.com

COPAS TRADITIONAL TURKEYS LTD Kings Coppice Farm, Grubwood Lane , Cookham, Maidenhead, Berkshire , SL6 9UB Tel: 01628 474678. Email: emmaw@copas.co.uk. www.copasturkeys.co.uk

DALESMAN New York Industrial Estate, Newcastle Upon Tyne NE27 0QF

Tel: 0191 259 6363 Fax: 0191 259 6362

DALZIEL LTD. Bellshill North Industrial Estate, Bellshill ML4 3JA

Tel: 01698 749595 Fax: 01698 740503

DIRECT POULTRY SUPPLIES LTD. Banfield, Near Preston PR4 0TT www.directpoultry.co.uk

Contact Chris Flanagan (Scotland Depot) Mob: 07768 477791 Tel: 01995 670271 info@directpoultry.co.uk

ESC PACKAGING Ferryhills Road, Inverkeithing, Fife KY11 1HD.

Contact: Carrie Walker Tel. 01383 418610 Fax.01383 417244 Email: Carri@eosc.co.uk Web: www.eosc.co.uk

FÁILTE FOODS East Warehouse, Glasgow Fruit & Vegetable Wholesale Market 130 Blochairn Road, Glasgow G21 2DU

Contact: Tel: 0141 548 6170, Email sales@failtefoods.com Website: www.failtefoods.com

COLIN HEWITSON KRH 2 Elms Way, Ayr Ayrshire KA8 9FB

Contact: Colin Hewitson Tel: 01292 283111

WILLIAM JONES PACKAGING LTD Unit B5 South Point Estate, Foreshore Road, Cardiff CF10 4SP

Contact: Roger Austin T: 029 2048 6262 F: 029 2048 1230 E: sales@wjpackaging.co.uk W: www.wjpackaging.co.uk

KELLY BRONZE (SCOTLAND) LTD Alastair Monk, Magbiehill Farm House, Dunlop Road, Stewarton KA3 3ES

Contact: Alistair Monk Email – sidehead@kellyturkeys.com Tel- 07904 104051

LAWRIE & SYMINGTON LTD. Lanark Agricultural Centre, Muirglen Lanark ML11 9AX

Contact: Hamish McCall. Tel: 01555 662281 Email: mailbox@lawrieandsymington.com Website: www.lawrieandsymington.com

LUCAS INGREDIENTS Portbury Way, Bristol BS20 7XN

Contact: Judith Johnston. Tel: 0800 138 5837

McAUSLAND CRAWFORD 79-81 Abercorn Street , Paisley PA3 4AS

Tel: 0141 849 7033; Email: office@mcauslandcrawford.co.uk

McDONNELLS (Queen Street) LTD 19-20 Blackhall Street. Dublin 7

Contact Ann Maguire Tel: 0035316778123 Fax: 003531 677 4491 Email: sales@mcdonnells.ie

MANCHESTER RUSK COMPANY LTD Flava Ho, Harper Rd Sharston, Manchester M22 4XR

Tel: 0161 945 3579 Fax: 0161 946 0299 Email: mrc@mrcflava.co.uk web: www.mrcflava.co.uk

MARSHALL WILSON PACKAGING 39 Bogmoor Place, Govan, Glasgow G51 4TQ www.marshallwilson.co.uk/

Contact: Ian Queen, T: 0141 445 3199, M: 07730766500, E: sales@marshall-wilson.co.uk

GEORGE MERCHANT PRINT / PACKAGING 200-202 King Street, Broughty Ferry, Dundee DD5

Contact: Neil Merchant Tel: 01382 778779, Mobile: 07831390552, E: geomerchnt.aol.com W: www.merchantprint.co.uk

PARAGON PRODUCTS Hygiene Specialists, Newhailes Ind Est, Newhailes Road, Musselburgh EH21 6SY

Tel: 0131 653 2222 Fax: 0131 653 2272

ROBERTSON FINE FOODS John Robertsons & Sons Hamcurers Ltd , 88 Princes Street , Ardrossan KA22 8DQ

Contact: Barry Robertson Tel: 01294 463936 Fax: 01294 472187

SCOBIE & JUNOR 1 Singer Road, Kelvin Industrial Estate, East Kilbride G75 0XS

Tel 0800 783 7331 Web www.scobiesdirect.com E-mail info@scobiesdirect.com

SCOTWEIGH Suppliers of the TEC SL-9000 and Portable scales. Unit 2/4 Granary Sq, Bankside, Falkirk FK2 7XJ

Tel: 01324 611311

STOCKLINE PLASTICS Grovepark Mills, Hopehill Road, Glasgow, G20 7NF

Tel: 0141 332 9077

WILLIAM SWORD LTD Blairlinn Ind Estate, Cumbernauld G67 2TX

Tel: 01236 725094

TPS SCOTLAND LTD 33-41 Kelvin Avenue , Hillington Park , Glasgow G52 4LT

Contact: Elaine Holmes Email: office@tps-scotland.co.uk Tel: 0141 883 6260 Mobile : 07821 676381

WALKERS SHORTBREAD Aberlour House, Aberlour-On-Spey, AB38 9LD

Tel: 01340 871555 enquiries@walkers-shortbread.co.uk www.walkersshortbread.com

WATCO SYSTEMS LTD. Unit 44/2 Harden Green Ind Est, Dalkeith, nr. Edinburgh , EH22 3NX

Tel: 0131 561 9502 Fax: 0131 561 9503 Email: info@watco-refrigeration.co.uk

VERSTEGEN LTD Unit A9B Plough Road Centre, Great Bentley Essex CO7 8LG

Tel: 0800 011 3246 Email: info@verstegen.co.uk

Starring in Paisley's West End



When people seek the best show in town, in London The West End is the place to go. In Paisley's West End Graeme's Butchers is a stand out, the entertainment is pure theatre with a cast of six in which Graeme McGinlay plays the leading role. The production is heavily weighted on Lorne Sausage but here there are plenty of attractions on a stage where the critics are seriously satisfied customers who are quick to get in on the act:-



"It is the best butcher in Paisley" claimed customer Greta McDowall. "The staff and the butcher himself are marvellous, his meat is lovely. I have been coming here for ten years and I am in every week. I buy sirloin steak, mince, rump steak for stewing and I buy cold meat."

Volunteering more praise was regular Ann Burgess:-"You will not find a better butchers, the staff are wonderful. It is a lovely shop since they moved from next door but there is no difference in the butcher meat and it is still the same friendly staff and service."

Fine unsolicited praise indeed but hardly surprising since at Graeme's all the customers get the red carpet treatment. Pure unrehearsed theatre and joy to the ears.



Graeme has been in business for 17 years since taking over the running of Henderson Meats in the Gallowhill area of Paisley. A Johnstone lad he served his time in the local area before becoming the manager of Dornoch Beef in Paisley.

Redevelopment caused Graeme to leave Gallowhill in 1998 so he moved into butchers shop in Well Street and rented the premises that had laid empty for a few years it had been a butchers run by Archie Craig. Then in 2015, after 54 years of being run by the Crawford family, the fishmongers next door became available to buy. Fish was replaced with meat.



Refurbishment was thoroughly undertaken. The premises were dug out, new flooring and drains were laid. The walls were clad with white pvc and front shop and back shop areas were set up with clean lines and new lighting. The result was a perfectly set up back shop with separate access to both the customer and counter sides. The front shop is well lit and bulging with products both meaty and bakery to suit local tastes.





The motivation for Graeme McGinlay was his son Scott (above) coming into the business and the recognition that his customers were aging and reducing. Scott is only 24 but he has experience as a joiner and as a salesman in a Mercedes dealership. When he joined his father in the shop he noticed customers from a local gym looking for low fat cuts of meat. Father explained:-

"Scott has all these young ones coming in buying Protein Packs and attracting people from the gym. We have never seen as many young folk before but he has attracted them through Facebook."

£1400 was spent in double page features in the Paisley Daily Express but he feels that Facebook has changed the business most. "Customers come from Dumbarton, Clydebank, Rutherglen, Fenwick and Lesmahagow while turnover has gone up between 15 and 20 per cent."



Eat Lean Meat Packs The Feeder Pack <i>(feed the family)</i> 8 chicken fillets 4 x 6oz quality sirloin steaks 1lb lean steak mince 1lb lean stewing steak 4 angus steak burgers 4 lean pork steaks Only £30!!	Protein Pack <i>(for the gym lovers)</i> 5kg Chicken Breasts tub (approx 20-22 breasts) 4 x 6 oz quality sirloin steaks 1lb lean steak mince 1lb lean stewing steak 4 lean pork steaks Only £44!!	Eat Lean Meat Packs 5kg Chicken Tub <i>(approx. 20-24 breasts per tub)</i> Only £20!!	PURE Protein <i>(bulk up!)</i> 10 X 6 OZ quality sirloin steaks & 5kg Chicken Tub <i>(approx. 20-24 breasts per tub)</i> Only £60!!		
Top Quality Meat Packs #1 £14 4 Frying Steaks 4 Pork Chops 4 Gammon Steaks 1Lb Steak Mince 6 Square Slice 1/2 Lb Bacon	Top Quality Meat Packs #2 £18 Joint of Silverside 1Lb Steak Mince 1Lb Stew 6 Square Slice 4 Pork Steaks 1/2 Lb Bacon 4 Black Pudding	Top Quality Meat Packs #3 £17 Joint Rolled Lamb 1 Lb Steak Mince 1 Lb Stew 6 Square Slice 4 Pork Steaks 1/2 Lb Bacon	Top Quality Meat Packs #4 £15 Joint Rolled Pork 1 Lb Steak Mince 1 Lb Stew 6 Square Slice 4 Pork Steaks 1/2 Lb Bacon 4 Black Pudding	Top Quality Meat Packs #5 £26 Steak Pie 4 Frying Steaks 1Lb Steak Mince 1Lb Stew 6 Square Slice 4 Burgers 1/2 Lb Bacon 6 Potato Scones	Top Quality Meat Packs #6 £5 Breakfast Pack 6 Square Slice 6 Eggs 6 Potato Scones 6 Slices Bacon 4 Black Pudding BEST SELLER
Top Quality Meat Packs #7 £38 Joint of Silverside 4 Sirloin Steak 4 Pork Steaks 1 Lb Steak Mince 1 Lb Stew 6 Square Slice 1Lb Bacon 4 Burgers 4 Black Pudding 6 Potato Scones STAR PACK	Top Quality Meat Packs #8 £7 Pensioners Pack 2 Frying Steaks 2 Pork Chops 1/2 Lb Steak Mince 4 Square Slice 3 Slice Bacon	Top Quality Meat Packs #9 £13 4 Chicken Legs 1Lb Steak Mince 1 Lb Stew 6 Square Slice 4 Burgers 6 Potato Scones	Top Quality Meat Packs #10 £15 4 Pork Steaks 1/2 Lb Beef Ham 6 Savoury Slice 6 Round Slice 6 Burgers 6 Pork Links 6 Beef Links	Top Quality Meat Packs #11 £28 4 Sirloin Steaks Cooked Chicken 1 Lb Stew 1Lb Steak Mince 1 Lb Bacon 6 Square Slice 6 Beef Links 6 Potato Scones	Top Quality Meat Packs #12 £12 3 Frying Steaks 3 Pork Chops 1 Lb Steak Mince 6 Square Slice 1/2 Lb Bacon

"We have a good sausage trade, we sell 60 full Lorne every day and between 90 and 190 on a Thursday. We are quite cheap for Lorne but sausage will be 20 per cent of our sales and we supply about a dozen snack bars." Graeme's make four different types of Lorne Sausage including Low Fat, Black Eye, Savoury with onion).

Graeme's make Beefburgers and Angus Steakburger. Much of the butchers' time is consumed in Lorne production and they claim that they are a victim of their own success!

Graeme has to be admired for keeping business as simple as possible and since moving from Gallowhill has not made links at all. Avoiding the need to purchase a sausage filler and buying sausage casings, he prefers to purchase beef links from local wholesalers John Scott Meats and pork links from Robertsons of Ardrossan.

Graeme and his customers are very pleased with the beef links and pork links supplied and demonstrated his confidence by very quickly cooking some off for universal approval. All the sausage and burger seasonings come from Paisley based blenders McAusland Crawford.

Beef and lamb is also sourced locally from Paisley abattoir through Bosomworths and John Scott Meats. Chicken is supplied from Halls and Scotchfrost, pork and bacon from Robertsons of Ardrossan and cooked meats from Failte Foods in Glasgow.

Twelve special packs have become a feature of the shop and another four have been devised as protein packs. In addition, five kilo packs of chicken fillets prove popular with all types of shoppers. There is not enough room in the shop to make their own steak pies so Graeme sells the famous Flemings of Arbroath steak pies and they provide another successful attraction.

Graeme maintains his winning formula is:-

"Good value for money, a cheery staff and a good reputation built up over the years. Price is the main thing for us, we are not greedy. We sell at a competitive price and can justify paying six wages." Staff include three women, two butchers and Scott on sales and IT.

Graeme sealed the deal to take on the shop and managed to move in on 30th November 2015.

"Customers deserve a smashing shop" he stressed and given the steady flow of customers they clearly agree. This is a West End show set up for a long and successful run.



Welcome to New SFMTA Members

Trevor Muir, Aberfoyle Deli / Trossachs Butcher, 3/5 Dukes Court, Aberfoyle FK8 3UU

Tel: 01877 382242

Janet Ramsay, Ramsay Family Butchers, 23 Summerside Place, Gullane EH31 2AW

Tel: 01620 842435

John Young, The Firm of W G Young, Overton Farm, Crossford ML8 5QF

Tel: 01555 860226

Donald Shaw, Shaw the Butcher, 229 Wallacewell Road, Glasgow G21 3PR

Tel: 07983002183

Andrew Reid, Andrew Reid Butchers, 401 Great Western Road, Glasgow G4 9HY

0141 339 5809

Prime Cuts Butchers Ltd. 76 Mill O Shield Road, Drongan, Ayr KA6 7AY

Tel: 01292 591334. Contact: John Kennedy Mob: 07929 279960

Prime Cuts Butchers Ltd. 4 Murray Park, Coylton, Ayr KA6 6PH

Tel: 01292 570337

Prime Cuts Butchers Ltd. 33a Loudoun Street, Mauchline, KA5 5BE

Tel: 01290 551034

Prime Cuts Butchers Ltd. 27b Annfield Glen Road, Ayr KA7 3RS

Tel: 01292 265747



Tom Baillie

Sadly SFMTA were informed of the death of Tom Baillie who passed away in mid January. A chest infection resulted in pneumonia that finally beat him. The Federation's condolences go out to his son, James and his family, friends and staff at T Baillie & Son in Dockhead Street, Saltcoats.

Flu Restrictions until mid February

Low Pathogenic Avian Influenza H5N1 was confirmed at a broiler breeder farm near Dunfermline on Wednesday 13th January, and a 1km Restricted Zone was put in place around the farm to restrict certain movements and prevent further spread of disease.

Please note the following updates:

The humane culling of the flock of almost 40,000 hens (broiler parent flock) has been completed along with the disposal of carcasses and eggs from the Infected Premises (IP).

The preliminary cleansing and disinfection of the premises was completed on 19th January.

The Restricted Zone will remain in place until it is revoked at 00:01 hrs on 11th February 2016, at the earliest.

There are no further suspect premises under investigation, currently.

For trade to Third countries, this case will not interfere with our ability to self-declare freedom from HPAI, according to the OIE guidelines, which will still go ahead on the 17th February 2016. However, certain certificates for Third country trade may take time to re-establish as this case will mean the UK does not have disease freedom from Notifiable Avian Disease. The timescale to regain disease freedom from Notifiable Avian Disease is usually 3 months after completion of secondary cleansing and disinfection.

Vigilance by livestock keepers is important and any suspicion of a notifiable disease should be reported immediately to their local Animal Plant & Health Agency (formerly AHVLA) office.

More information about Avian Influenza - including biosecurity guidance - is available from the Scottish Government website <http://www.scotland.gov.uk/avianinfluenza>

British Pie Awards – Melton Mowbray 9th March 2016

Entries close on Monday 22nd February. Enter online at

<http://www.britishpieawards.co.uk/wp-content/uploads/2015/10/British-Pie-Awards-Entry-Form.pdf>

COLIN HEWITSON
WEIGHING & FOOD PROCESSING EXPERTISE



XT420

13.3"

The new Avery Berkel XT420 is an innovative point of sale solution that combines weighing, trading, printing and payment, all in one system.

Ideal for retailers who not only wish to run their own software, but who want the flexibility to turn the scale into an FPoS device, with a large operator touch screen making product selection quicker and more accurate.

Designed to improve the efficiency of the check-out operation of your store, Avery Berkel's XT420 system can be operated with third party software on Microsoft flagship embedded platform POSReady 7, or alternatively you can use Avery Berkel's own system-scale software running on our Linux operating system.

The greatest advantage XT420 has over any EPoS



**ONLY
£27 PER
WEEK**

system is that you will no longer need five separate hardware units cluttering your counter with interconnected cabling. In fact the XT420 even has a second printer making it possible to print loyalty vouchers, recipes or other 'in-store' promotions, at the touch of a button. The XT 420 also has a large 13.3" (338mm) operator colour touch screen display as standard, to optimise the viewing size of the third party applications. The large 10.2" (226mm) customer display has a reduced footprint, and is ideal for counters where space is limited.

The XT420 has all the benefits you have come to expect and trust from the XT range, with a powerful core processor at the heart of the scales system.

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2 Elms Way, Ayr,
KA8 9FB

COLIN HEWITSON
WEIGHING & FOOD PROCESSING EXPERTISE



Meat Management Awards 2016

The 2016 Meat Management Industry Awards will be taking place on Friday 20th May at The London Hilton Hotel, Park Lane.

The annual Meat Management Awards sets an established benchmark for recognising excellence throughout the meat industry, not just in one narrow sector. Included is the prestigious 'Excellence Award' recognising an individual's special contribution to the industry.

The Awards promotion includes the popular Awards presentation dinner – itself an important black tie networking event.



Meat Management Awards 2016 – organisations nominations

If you feel the Scottish Federation of Meat Traders are worthy of a vote as Best Trade Organisation or if you would like to nominate Scottish Meat Training as Training Scheme of the Year please visit <http://meatmanagement.com/online-voting/>

Meat Management Awards 2016 – product entries

The product judging section of the Meat Management Magazine Awards takes place 16th-18th March.

You may enter as many products as you like and this is free of charge; all they ask is that the product is manufactured in the UK. Please note that the deadline for final product nominations is 26th February 2016 with delivery of the products to Harper Adams on Tuesday 15th March.

You are able to enter your products using the link here:
<http://meatmanagement.com/product-entry/>



The categories are as below:

- Best Poultry Product
- Britain's Best Meat Pie
- Britain's Best Burger
- Britain's Best Sausage
- Best Beef Product
- Best Lamb Product
- Best Pork/Pigmeat Product
- Plus new for this year 'Best Free From Product'.

Scottish Meat Training still has vacancies available on their Modern Apprenticeship training programme.



Available for ALL age groups and for ALL staff – new and old
[This includes staff totally deployed in production or on the counter]

And it's FREE. Skills Development Scotland fully funded the training for Level 2 and Level 3 Modern Apprenticeships in Scotland.

Do not miss out on this opportunity to invest in your workforce
Contact: Claire on 01738 637785 or email claire@meattraining.net

Scottish Meat Training has a training programme for all your staff members. We can tailor make a qualification that is a true reflection of the job they do on a day-to-day basis including: Customer Service, Distribution, Butchery, Meat Processing – just ask us what we can do for you.



Bin lorry inquiry – implications for employers

The fatal accident inquiry into the Glasgow bin lorry tragedy has now been published. It sets out reasonable precautions which should have been taken and makes recommendations for the future. A number of these are directly relevant to employers where their staff drive as part of their employment.



Reasonable precautions for employers include trying to ensure that:

- applicants provide true and accurate information in completing occupational health questionnaires in connection with applications for employment.
- former or current employers provide full, accurate and fair employment references to prospective employers in respect of applications for employment.

The first point is partly out of employers' control, though it should be made clear to relevant applicants that offers are conditional on satisfactory responses, and any untruth or inaccuracy on the questionnaire may result in offers being withdrawn or dismissal for gross misconduct.

The second precaution recommended goes against the current trend of providing purely factual references. Within the context of providing a reference that is fair, accurate, balanced and not misleading, and being aware of their duties to both employees and recipients of references, employers who receive a request for a reference for an employee for a safety critical role, and who have doubts about that fitness to perform it, should consider a greater degree of frankness. If in doubt, legal advice should be sought.

Recommendations include:

- When requesting advice from a doctor regarding the employment of a driver as to their fitness to drive following a medical incident whilst driving, the organisation should provide all available information about the incident to the doctor, and the doctor should receive or insist on having all available information about the incident before advising;
- employers employing a driver, should not allow employment to begin before references sought have been received;
- relevant employers should review employment processes to ascertain areas for improvement in relation to checking medical and sickness absence information provided by applicants. For example, by having focussed health questions within reference requests for drivers and obtaining medical reports in relation to health related driving issues from applicants' GPs.

Kate Wyatt, Director in the Lindsays Employment team commented:

"Occupational health doctors performing D4 examinations and providing advice to employers on applicant drivers, and employers of drivers who facilitate their staff applying for renewal of group 2 licences without the involvement of GPs, should consider whether to require the applicant to sign a consent form permitting release by any GP of relevant medical records to the occupational health doctor."

Modern Apprenticeship Week 2016



A nationwide celebration aimed at encouraging more employers to take on Modern Apprentices

This is your chance to be part of the sixth annual Scottish Apprenticeship Week.

The campaign – from 29 February to 4 March – is aimed at encouraging more employers to take on Modern Apprentices.

Organisations and employers are being urged to take part and share the business benefits of apprenticeships with others.

There are lots of ways for employers to get involved, from recruiting apprentices or hosting an event to promoting the week and sharing good news stories. If you'd like to discuss your activities please call Scottish Meat Training to discuss, telephone Claire on 01738 637785.

The campaign webpage is www.scottishapprenticeshipweek.com

Does your business need a legal “health-check”?

“Time waits for nobody” is a well-known phrase. At Lindsays, we understand that circumstances change and we all need to reconsider our personal and working situations from time to time. Business decisions always contain an element of risk and those risks can be mitigated by taking sound, commercial legal advice. When it comes to your business, it is a good idea to review your current arrangements and plan for the future. That is why we are offering a no-obligation, free meeting with one of the experienced commercial law solicitors to discuss the following aspects of your business:-

lindsays|200

Celebrating our bicentenary year 1815-2015

- **Standard Terms and Conditions** – are your standard terms of business still fit for purpose? If you trade online then do your terms comply with the current regulations?
- **Intellectual Property** – are you adequately protecting your name and products? Are you seeking to exploit these key assets by licensing them to others or setting up a franchise?
- **Constitutional documents** – are your articles of association, investment/shareholders’ agreements or partnership agreement appropriate? Do you want to provide a mechanism to pass the baton on to the next generation?
- **Funding** – do you need more funding to grow your business to the next level? Are you contemplating restructuring your finances? Are you considering working with a third party in a joint venture to combine resources?
- **Property** – if you rent property, are you aware of the critical elements in the lease on repairs, important dates, etc.? Are you contemplating moving premises?

We are established in Edinburgh, Glasgow, Dundee and North Berwick and we can meet with you in one of our offices or come to your premises. The meeting is free and if further work is required then we can agree a fee for that additional work, knowing that it is helpful to give detailed estimates of what may be involved so you can budget accordingly.

Why Lindsays?

Whatever stage your business is at, our specialists have been there before. Take advantage of our experience in all the relevant fields to reach your targets.

We are a full services law firm advising businesses of the whole range of sizes and in various sectors.

Every business is different so there does need to be a bespoke approach but we also know how to avoid common problems and can recommend tried and tested methods or devise innovative solutions.

Our teams regularly deal with the major financial institutions and we advise both investors and investee companies on the process of equity and loan investments.

We act for buyers, sellers, landlords and tenants and having acted on both sides of the fence at different times we know what is reasonable and acceptable, saving you time and money.

If you would like to take advantage of this offer please contact Ben Doherty on 0141 3028460 or at bendoherty@lindsays.co.uk

Recipes for printing

The Members Only website www.sfmta.co.uk/members contains a section called Recipes for Customers. These are in Word documents so that you can print them off on your own headed notepaper and these recipes look like exclusively yours. Feel free to edit to suit your needs.

We anticipate you having these available for customers to pick up or for you, or your staff, handing out to them.



Importance of Stimulating Consumer Demand for Lamb in UK and Europe

Farmgate prices for hogs have started 2016 on a positive note for producers by increasing slowly in recent weeks, although they are still well behind prices of a year ago, according to recent Quality Meat Scotland (QMS) analysis.

According to Stuart Ashworth, Head of Economics Services with QMS, some of this short-term strength has been created by lower numbers of hogs reaching the market, with a tighter supply of prime stock being a feature of the market since October. However, the total volume of prime lambs slaughtered between June and the end of December 2015 was unchanged up on last year.

"Given the 1.1% decline in the UK lamb crop reported in the June census, there remains the possibility of slaughter hogg numbers staying lower than last year for the rest of the marketing year which should support prices," said Mr Ashworth.

The challenge that remains however, he observed, is the impact of the prolonged bad weather on store lamb finishing growth rates which may result in store lambs being slow to reach slaughter weight, pushing volume later in the season.

"Exports are an important part of the UK sheep market but 2015 has been particularly challenging with strong Sterling and weak demand making exporting difficult and leaving increased volumes of sheepmeat on the home market," observed Mr Ashworth.

This put pressure on farmgate prices particularly through June to September when domestic production was also higher.

"The exchange rate between Sterling and the Euro can be volatile and move quickly," commented Mr Ashworth. "Between mid-November and now, Sterling has weakened from 70p to the Euro to around 75p to the Euro. Everything else being equal, this equates to an increase of around 7% in Sterling revenue for a carcass sold to Europe," he said.

Clearly this offers some support for farmgate prices. Nevertheless, Mr Ashworth stated, this exchange rate remains 9% stronger than the 82p in early 2014 when hogg prices were about 20p/kg, 12% higher than today.

"It is clear then that exchange rate plays a big part in farmgate sheep prices and with concerns about 'Brexit' on one side, and a lift in interest rates on the other, exchange rates could be more volatile in the medium term.

"However, with a rise in UK interest rates seemingly being pushed further out, it seems likely that Sterling will remain in the 74-76p range for a while, a similar rate to February last year. In this case hogg prices may see some lift, particularly if the number of animals reaching the market remains lower than last year."

While the prospect of lower hogg numbers and weaker Sterling offers support for farmgate prices, prices will also be influenced by consumer demand and availability of product from New Zealand.

"The biggest challenge remains that of stimulating consumer demand for lamb in the UK and Europe," said Mr Ashworth. Kantar Worldpanel research of UK supermarket sales continue to show retail purchases of fresh lamb cuts under pressure.

With consumer demand static, any increase in product volume will inevitably pressure prices as in mid-2015. However, he said, with the expectation that hogg numbers will be lower than last year, increased product availability may be more determined by New Zealand activity than UK activity.

"Beef and Lamb New Zealand forecast a lower lamb crop for 2015-2016 but, because of drought conditions, these lambs have been arriving at abattoirs quicker than last year. The November New Zealand lamb kill, for example, was 24% higher than last year, carcass weights 1% lower and producer prices around 10% lower on the year," he said.

However, earlier concerns about reduced trade with China do seem to have eased, with volumes of New Zealand sheep meat reaching China over October and November holding up well, said Mr Ashworth.

This did mean, though, that New Zealand had more sheep meat to market during November and some build-up of frozen stocks are likely to have occurred.

"The early Easter may prove beneficial to New Zealand, encouraging deliveries of both fresh and frozen product to Europe. However, it looks likely that overall supplies of lamb on the market may not be greater than last year," commented Mr Ashworth.

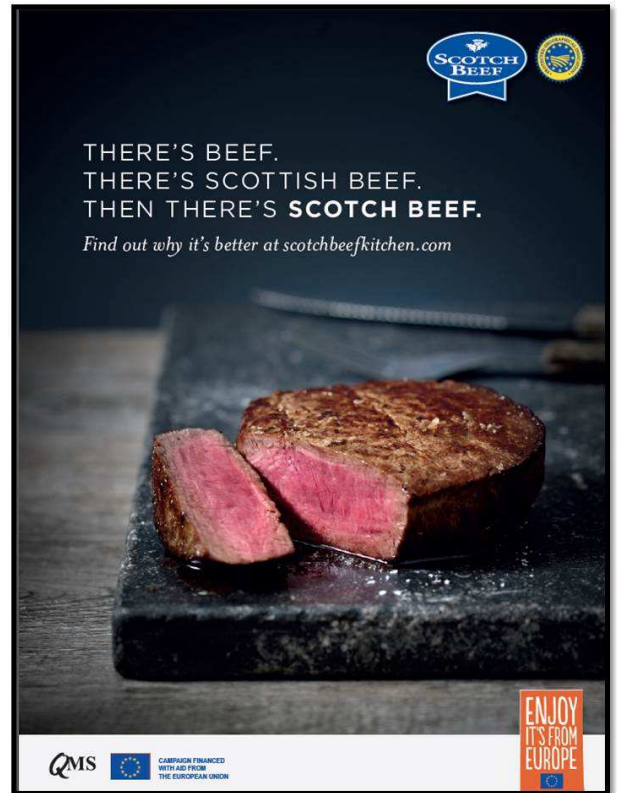
Scotch Beef PGI campaign

A QMS Scotch Beef PGI campaign will start in the first week of February 2016 and run until late April 2016.

The timing, theme, creatives and campaign delivery were adopted after consultation with the Scotch Beef Marketing Strategy Group. The Scotch Beef PGI campaign will have two arms: England and Scotland. England represents now 49% of total volume retailed of identified Scottish origin (SO) beef. Volumes of SO beef retailed in England are growing year on year and with a higher retail price (due to predominance of steaks and roasting cuts).

In February the creative will focus on Scotch Beef PGI steak to coincide with Valentine and in March the creative will focus on Scotch Beef PGI roasting cuts to coincide with Mothers' day and Easter.

The campaign will use the creative adopted last year (see attachment) which got a very good reception from focus groups, consumers and customers.



The campaign will include the following activities:

- Traditional press (February-May 2016) including BBC Good Food, Delicious, Olive, Sainsbury's Magazine, Good Housekeeping, Red, Country Living, Observer food monthly, Guardian Weekend, You Magazine, Radio Times, Aga magazine, Telegraph Magazine and Stella Magazine. It will be either advertisement or Insert.
- Digital/Online campaign (February – April 2016)
- Social Media campaign (February – April 2016) including Bloggers activities and weekly activities on Social Media platform such as Facebook
- Outdoors (2 first weeks February – only greater London) such as Advertisement in Rail Station platforms, Tube stations and key roadside
- Instore activities with retail partnering with the campaign
- Members of the Scotch Butchers Club (300 members across GB) receive a Point of Sales material pack focusing on Scotch beef PGI steaks on the first week of February 2016.

Further promotional activities will be developed in March 2016 to boost the Scotch Beef PGI

The Marketing campaign will be supported by Public Relation activities delivered by the QMS Communication team.

Ticket Production Service for SFMTA Members

Ticket sizes & Cost

86mm X 50mm = £12 for 10 tickets = (£1.20 unit price)

109mm X 50mm = £17 for 10 tickets = (£1.70 unit price)

128mm X 50mm = £20 for 10 tickets = (£2.00 unit price)

140mm X 50mm = £23 for 10 tickets = (£2.30 unit price)

Ticket Colours:- White, Black

Text Colours:- Gold, Black, Silver, White

Tickets can include your logo, however we suggest you do not print business name on the ticket, it takes up valuable space. **Contact:- Bruce on 01738 637472**

Inside Foodservice – the top ten trends

Simon Peat, Managing Director, Inside Foodservice has, as a part of his work examined which restaurants are busy and why people are queuing at some and not others. His top ten to watch for trends and innovation are:-

1. BAO A Taiwanese street food operator moving into bricks and mortar in Soho with a steamed-bun and small-plate concept. Simply bread roll sliced open and then filled with meat.

- "40 day rump cap with aged white soy sauce featuring six slices of beef from Warrens in Cornwall".
- Bao filled with Cornish lamb roasted in shaoxing wine with coriander sauce, garlic mayonnaise and soy pickled chillies



2. Reds True Barbecue, Leeds

An innovative casual dining barbecue chain with five units – born in Leeds



View that this is taking the place of a steak house. The place to go to get your meat fix. On the menu:-

"Beef Long: Huge tender Longhorn cut beef ribs rubbed and marinated for 24hrs in our signature seasonings and smoked low and slow over a unique blend of hickory and fruit woods for up to 12hrs and then finished over the open charcoal and wood burning pit."

3. Hungry Donkey, London

A modern restaurant specialising in simple, authentic and classic Greek street food.

- Quick and enticing dishes served up in hip surroundings in east London
- Lamb is sourced from Cornish and Devonshire farms, where they roam free in the herb rich countryside, surrounded by the warm and gentle climate
- On the menu- well seasoned big portions of lamb to share, served with hand cut feta, graviera and oregano chips, cherry tomatoes, tzatziki and pita bread, Souvlaki Lamb Pita Bread.



4. Dishoom, London

Based on the Irani cafés that were once part of the fabric of life in Bombay



- Rich businessmen, courting couples and taxi-wallas were all regular diners
- There were almost four hundred of these cafés at their peak in the 1960s but now fewer than thirty remain
- Dishoom draws on the heritage of these cafés, and their all day menu pays homage to the food of Bombay

Dishoom all day menu includes: "Lamb Raan Bun: slow cooked pulled lamb marinated in chilli, garlic and ginger, braised overnight with spices, piled up in a sourdough bun" Lamb Raan Bun. Served with Dishoom slaw, sali crisp chips and deep fried green chillies. To be eaten in hand and washed down with hoppy IPA crafted by London Fields Brewery.

5 Toston Tolon, Brighton

Venezuelan street food operator offering fluffy wheat free cornmeal pockets you can eat anytime of the day. On the menu - Pabellón Arepa stuffed with slow cooked pulled beef, cheese, homemade mayonnaise.



6. The Eagle, London

One of the first gastropubs in UK (opened 1991). The blackboard has been only medium that accommodates the freshness and immediacy of the Eagle menu. The grill chef chalks it up five

minutes before service and dishes come and go all the time in the course of the day. On the menu:- Bife Ana – Portuguese steak sandwich featuring thinly sliced rump steak in garlic and chilli marinade, cos lettuce in a stone baked carcaca [Portuguese roll].

7. The House of Ho, London

A contemporary Vietnamese street food casual dining restaurant in Soho from chef Bobby Chinn On the menu- Smoked 5 Spice Rack of Lamb with Steamed Bok Choi, Smoked Aubergine & Lamb Jus.



8. Andina, London

A Peruvian casual dining concept offering ceviche, street food, smoothies and cocktails in a trendy, South American-inspired setting in Shoreditch London. On the menu:- Corderito Tierno - seared lamb cutlets, carapulcra dried potato, peanut, huacatay herb, coriander.

9. Freemasons, Lancashire

A high end inn located in the village of Wiswell near Clitheroe in the picturesque Ribble Valley. On the menu:- Roast Rack and belly of Herdwick Lamb with its own Cheese, Black Olive, Red Pepper, Roast Cevennes Onion, Haggis Shepherd Pie.



10 Beef and Brew, London

New concept featuring craft beer with an emphasis on cooking with cheaper cuts. On the menu: "Short Rib braised with stout & treacle", Rare roast rump salad, walnuts & carrot, Salt-Beef Brisket, leeks & mustard sauce, Hanger Steak (aka onglet), Rump Cap Steak (aka. Picanha), Flat Iron Steak (aka. Butler)

Livestock Prices

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

BEEF PRICES	W/E 16/01/16	Previous week	Previous year
Scottish Abattoirs			
Steers dwt	346.2 p/kg	348.6 p/kg	376.7 p/kg
Heifers dwt	347.6 p/kg	351.5 p/kg	376.9 p/kg
Young Bulls dwt	322.2 p/kg	323.5 p/kg	344.5 p/kg

Numbers			
Steers	3843	3191	3629
Heifers	2660	2484	3225
Young Bulls	449	339	395

BEEF PRICES	W/E 13/01/16	Previous week	Previous year
Scottish Auctions			
Steers lwt	191.81 p/kg	201.49 p/kg	197.25 p/kg
Heifers lwt	193.26 p/kg	201.30 p/kg	210.31 p/kg
Young bulls lwt	150.87 p/kg	168.14 p/kg	164.87 p/kg

Numbers			
Steers	173	51	183
Heifers	299	152	220
Young bulls	26	7	28

Deadweight cattle week ending 16th January 2016								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	353.5	354.2	347.4	358.2	358.1	356.3	345.8	347.3
R	347.5	349.5	347.3	349.7	349.5	346.3	340.5	343.7
O+	337.3	337.6	333.6	334.1	338.2	330.6	321.0	325.0
-O	309.5	313.3	310.0	306.0	304.7	304.7	283.5	296.7

SHEEP PRICES	W/E 13/01/16	Previous week	Previous year
Scottish Auctions			
Old Season SQQ lwt	171.09 p/kg	172.01 p/kg	190.55 p/kg
Ewes lwt	£58.17 /hd	£60.69 /hd	£79.47 /hd

Sheep numbers			
Scottish Auctions			
Old Season SQQ	14644	8008	13441
Ewes	5014	3242	4831

SHEEP PRICES	W/E 16/01/16	Previous week	Previous year	
GB Abattoirs				
Hoggs SQQ dwt	388.9 p/kg	380.5 p/kg	423.6 p/kg	
Deadweight sheep week ending 16th January 2016 p/kg				
	U	402.8	402.2	393.1
	R	393.0	392.1	388.2
	O	374.2	378.2	378.3

PIG PRICES	W/E 16/01/16	Previous week	Previous year
GB Abattoirs			
All pigs DAPP	117.69 p/kg	119.09 p/kg	140.82 p/kg

GB deadweight pigs ending 16th January 2016 - p/kg					
p/kg dwt	Method 1 and 2	Change	p/kg dwt	Method 1 and 2	Change
Up to 59.9 kg	102.83	+0.29	80.0 – 89.9 kg	118.89	-1.47
60.0 – 69.9 kg	118.56	-0.43	90 kg and over	113.69	-1.06
70-0 – 79.9 kg	119.32	-1.67			

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

Retail Prices for w/e 23/01/16

AVERAGE PRICES	SFMTA JANUARY	SFMTA OCTOBER	QMS JANUARY	QMS OCTOBER
SCOTCH BEEF				
Fillet Steak	4055	4052	4021	3998
Sirloin Steak	2809	2806	2524	2520
Rolled Rib Roast	2165	2137		
Popeseye Steak	1785	1773	1743	1738
Topside	1433	1433	1236	1161
Round / Rump Steak	1394	1393		
Shoulder Steak	1162	1160	1141	1101
Rolled Brisket	1111	1111		
Steak Mince	1037	1035	848	870
Boiling Beef Bone In	706	706		
DOMESTIC LAMB				
Whole Leg of Lamb	1351	1359	1256	1214
Centre Cut Leg Bone In	1517	1517		
Gigot Lamb Chops	1734	1734		
Lamb Leg Steaks	1785	1785	1783	1753
Chump Lamb Chops	1689	1689		
Double Loin Lamb Chops	1744	1744	1659	1616
Single Loin Lamb Chops	1578	1578	1544	1508
Rolled Shoulder Lamb	1208	1208		
Lamb Shanks	745	727		
Diced Lamb	1450	1450	1447	1361
Minced Lamb	1298	1298	1302	1229
PORK				
Pork Tenderloin (Fillet)	1264	1263		
Pork Leg Steaks	978	978		
Double Loin Pork Chops	921	921	783	783
Single Loin Pork Chops	879	879		
Rolled Shoulder of Pork	755	744	672	708
Belly Pork	743	733		
Pork Loin Steaks	1061	1061	1074	1055
Diced Pork	835	832	768	739
PRODUCTS				
Beef Link Sausages	820	817		
Pork Link Sausages	820	817	623	660
Speciality Pork Sausages	866	866		
Sliced Beef Sausage	755	753		
Sliced Black Pudding	673	671		
Ball Haggis	778	776		
Scotch Pie	104	103		
Quarterpound Beefburger	108	108		
1lb Steak Ashette Pie	717	722		

If you would like to contribute your prices to this anonymous monthly survey, Please contact SFMTA by telephoning 01738 637472.

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01324 611311
sales@scotweigh.co.uk