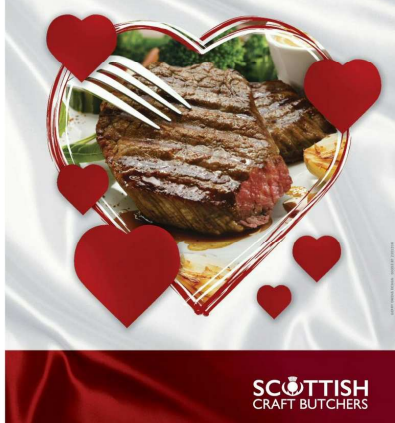


## FEDERATION NEWS



SCOTTISH  
CRAFT BUTCHERS



Valentine's Day  
Love me tender!



FEBRUARY 2017

## Butchers vote of confidence

We have come through a period over the Festive Season where yet again there was great confirmation from consumers recognising butchers as the place to purchase your meat when it really matters. When it comes to sourcing something right, consumers go to their craft butcher.

Several surveys and market researchers have concluded of late that butchers shops are on the way back and that there has been a revival in trade. Butchers of course are the great survivors of the retail landscape, other retailers and one time institutions have come and gone but up and down the country you can evidence butchers shops that have been established two centuries ago and even more.

Butchers problems in attracting customers tend not to be a meat problem but a retail problem. Post office and bank closures are creating the latest vacancies and footfall declines in traditional shopping areas because of the movement to new invariably out of town, retail outlets and online shopping.

Yet look around and there is evidence of great confidence in our sector with many refurbishments being taken. Yes some shops close especially where owners are blinkered on a retirement goal that ignores the fact that a vibrant business will yield a better annuity. But we have had shops opening in Stirling, Shetland, Orkney. We have witnessed major investment in businesses in Wemyss Bay, Clydebank, Burntisland, business ownership changing hands in Stornoway, Elgin, Aberdeen, Kingussie, Portobello and much more.

In the USA artisan butchers are opening in neighbourhoods across the country and we are told that what happens there tends to follow here.

In addition to that, the investment in training continues at pace with Scottish Meat Training continually maintains in-training numbers in excess of 200 registered on Modern Apprenticeships at any one time.

Working in butchers favour there is a growing "foodie" population of knowledgeable consumers, whose enthusiasm had been fired by celebrity chefs and their recipes.

Celebrity chefs led by Jamie Oliver and Nigella Lawson urge shoppers to buy inexpensive and less popular cuts and where else can they go to buy the brisket for slow cooking, their ox cheeks, short ribs, belly pork, pork for pulling? *Continued on page 3*

### Featured this month

#### Five Ways to Astound Customers

#### Developing the Young Workforce (DYW)

#### Scotland's Place in Europe

#### Feature on Castle Douglas member

#### Scottish Apprenticeship Week

#### Livestock Prices

#### Scottish Meat Training's New Assessor

#### QMS Chief Executive to step down

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[www.craftbutchers.co.uk](http://www.craftbutchers.co.uk)



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Salt & Pepper

# Dalesman Quality Glazes



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Maple and Chilli



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&  
IMPROVED**

**Call 0191 259 6363 to order**

\*Offer ends 31<sup>st</sup> August 2017. E&OE Terms and conditions apply.

# Reasons to be cheerful

*Continued from front page*

At their craft butcher customers can buy the exact quantity they want. Younger customers are now attracted because they can ask for expert advice on buying cuts and cooking and the increasing popularity of slow cookers is weaning a lost generation away from the ding of their microwave.



Underlying this growing enthusiasm and confidence in the sector is provenance and the ability to have traceability that reveals local meats and meat products made by people they know.

Discounters continue to open new outlets and are becoming more important but at the same time created an opportunity for butchers to be part of those who switch between retailers. Butchers benefit from consumers turning their backs on established supermarket chains in favour of their local providers who breathe new life into community high streets. We are told that we have not changed how often we shop but now spend more on top up trips. When customers commit to shopping around then there are opportunities for butchers to welcome more business through their door.

There have been scare stories and tabloid torture that the meat industry has endured for decades but now diet and health has emerged as another major positive. The importance of protein is now further up the agenda and this is an encouraging movement for the meat sector. Healthy eating is not just about less calories but more about balanced diet.

Balancing the diet like balancing the books always requires careful management. Some have done better than others in addressing how to capitalise on the potential. Looking ahead into 2017, it would seem that there are still plenty of opportunities for butchers and if you need any ideas just look around Scotland.

## UK beef market share by retailers (%)

Kantar retail figures in value for the 52 months prior to 09 October 2016.

	GB	Scotland
TESCO	21.2	19.6
MORRISONS	12.2	16.8
ASDA	12.8	15.4
INDEPENDENT BUTCHERS	7.8	9.9
LIDL	6.1	7.6
ALDI	7.8	6.6
SAINSBURYS	13.9	6.2
THE CO-OPERATIVE	3.2	5.4
M&S	3.3	4.7
WAITROSE	5.2	-



For years the pie charts have been used to contrast the march of the multiples into the retail beef market. The independent butcher has always been portrayed as a thin sliver of the overall cake. Recently AHDB, the promotion body funded by levypayers in England, has shown market share in a league table and as you can see independent butchers are much more significant than many would have us believe.

Scottish butchers have a larger share of the retail beef market than Aldi, Lidl, Sainsburys, the Co-op and Marks and Spencer. The foodservice sector is important too as demonstrated by Tesco's moves to take over Booker Cash and Carry but this is a sector that is well served by independent and specialist catering butchers again boosting the importance of butchers in the sale of beef.

# Social Media Training

**Scottish Craft Butchers  
Social Media Workshop  
Riverhouse Hotel Stirling  
21st February 2017  
10.00am – 3.00pm**



This is a Social Media Workshop to help you find better ways to understand and utilise in your business. Book your place now with a call to 01738 637472. Cost £50 per person.

Focus will be on the following - FACEBOOK, TWITTER, INSTAGRAM but opportunities will also be available to answer queries on other matters including:-YouTube, Pinterest and LinkedIn

## Facebook

- Optimising your Business Page to be found in searches
- What makes a great Cover Picture and how to use this space effectively
- Business page features
- How to create an engaging post – length of post, images, links, hashtags and tagging
- How to gain 'likes' on your page
- 'Talking About' – what this means and how to increase this figure to create an Engaged Page
- Facebook Insights – learn when is the best time to post and how to understand how well each post is performing
- Videos/Slideshows/Carousels/Canvas - how to really boost your Facebook Page to ensure it is seen by all your followers - for FREE!!
- Your Databases - Value & how to bring them on board!
- Facebook Live - broadcast to your audience
- Facebook Ads - targetting ads to your audience - The Top Tips

## Twitter

- Setting up your Twitter account correctly
- Optimising your Twitter account to be found in searches
- What makes a great Header Picture and how to use this space effectively
- Bio – how to sell yourself in 160 characters
- Twitter Search - How to Use Effectively and Why
- How to create an engaging tweet in 140 characters – length of post, images, links & hashtags
- Replies, retweets, mentions, interactions – why these can be key elements in your Twitter engagement strategy
- How to gain 'followers' and build an audience
- List Management – what lists are and how to use these to my advantage
- Maximising your Twitter exposure – tips and tricks

## Instagram

- Why Instagram is necessary in your Social Media Strategy
- Instagram Business Profiles
- Posting and Engaging
- Building an Audience



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[facebook.com/scottishcraftbutchers/](https://facebook.com/scottishcraftbutchers/)



# Sponsors present trophies

A big thank you to the sponsors of the 2017 Scottish Craft Butchers Savoury Pastry Awards.



Scotweigh's Miranda Childs presented the trophy for best Chicken Pie to Alistair Bruce, Bruce of the Broch, Fraserburgh



The Dalesman Group, David Langley presented trophy for the Best Scotch Pie to The Cross Butchers, Kilsyth



Elaine Holmes of TPS Scotland presented trophy for best Hand held Steak Pie to Ballard Butchers, Castle Douglas



Dalziel Ltd, Jim Mitchell presented trophy for the best Bridie to Murdoch Brothers, Forres



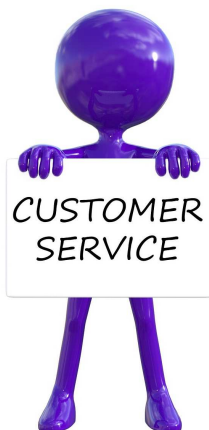
Colin Hewitson presented the trophy for Best Sausage Roll to Tom Courts and Lorna Blake, at Burntisland Butchers



George Murphy of TPS Scotland presented the trophy for the best Speciality Steak Pie to Steven Bennett of DH Robertson, Arbroath

# Five Ways To Astound Your Customer In 2017

Article from Shoppers Anonymous



If you were asked to describe your best and worst customer service experiences of 2016 you would probably not have any shortage of words. Most of us have some sort of customer experience on a daily basis and although customer satisfaction has become equal to, or sometimes more important than, price or product, it would appear that many businesses have failed to acknowledge the power of the happy customer.

It's an extremely competitive market place out there and technology changes the face of the simple 'transaction' every week. If your business is to survive, and more importantly thrive, in 2017, it's time you stepped out of the 'me' and 'them' mindset and began focusing on how you can show your customers how valuable they really are to you.

Our five top ways to astound your customer and earn loyal, lifetime supporters of your business are as follows:

## 1. Be Approachable

The days of the nameless, faceless and soulless brand are over. To be successful in 2017 your business needs to be authentic. The past decade has seen self-service, automation and 'click' responses flood every aspect of our life.

With an emphasis on self-service and automation of so many steps in the service process, the human touch is definitely being obscured by technology. First Direct consistently win best bank in the customer service awards for one main reason. When you call them the phone is answered within seconds....by a human!

Technology has its place but nothing can replace the personal interaction or come close to the value of a genuine smile.

## 2. Exceed Your Customer's Expectations

Don't settle for a seamless transaction; think outside the box and exceed your customer's expectations. Offer extra. It doesn't have to cost a lot; it might simply be a gesture. Consider coffee or tea for waiting customers, a follow up phone call, a voucher for a future visit or a treat or bottle of water.

To really exceed your customer's expectations, stay in touch and be professional. So many of us have become so used to poor customer service that if we encounter real professionalism we are often delighted. Possibly a sad indictment of the customer service levels in the UK today!

Also make your customers' opinions a priority. If you ask for feedback, ACT on it. If your customer voices their views, show them how you value them by being responsive.

## 3. Be Where Your Market Is

As customer behaviour evolves, we will see more and more of a need to use multiple channels and mediums to connect with customers. Even brick and mortar stores will see an increase of online research done before a prospect decides to walk into the store.

You need to cover every base, or at least investigate where your customers like to 'go' in virtual terms; you might not be a fan of Instagram but if most of your customers are, why aren't you using this form of social media? It's not just about the type of social media out there and the fact that many of us choose to scroll through our phones or mobile devices in our down time, rather than pick up a magazine or newspaper, it's about immediacy.

Consumers now EXPECT almost immediate communication with brands, and those that provide it will get the sale. My colleague recently purchased some trainers online and within minutes she had received a confirmation order and picture of her item on Facebook Messenger. The next day shipment tracking orders were sent to her, again by Messenger. She asked a question about the delivery time and, within minutes, received a personal reply asking if she would prefer the delivery time to be altered.

We must be wherever our market is. No excuses.

#### 4. The Good Old Fashioned Thank You Note

In the modern day of logging on to find 236 emails or sifting through the pile of mail on your mat, which mostly comprises of junk mail and flyers, how delightful is it to find a personally addressed envelope with an actual card or thank you note inside?

You can express your sincere gratitude in a well-worded email, but there are many occasions when you should make the extra effort to mail a real note. Handwritten thank-you notes convey a sincere and heartfelt gratitude that an email simply can't.

Of course sending personal notes or cards are not always 'time-efficient' or possible but there is no denying that extending sincere, old-fashioned gratitude makes a memorable impression. For maximum impact, keep it sincere and honest and free from gimmicks or sales pitches.

#### 5. Be Prepared To Offer It NOW

When I was growing up if I wanted to transfer money from one bank to another I went in to the bank, withdrew the money, walked to the next bank and paid it in. Nowadays if I want to transfer money I tap my phone a few times and it's done.

It's the same with entertainment. Remember the days of driving to a video rental library and choosing a movie? The younger generation laugh at that story and cannot conceive of a time when live streaming or immediate downloads didn't exist.

We live in an age of immediacy. Everything is at our fingertips; a click or a word and it's done. If customers want something they generally want it NOW. If you advertise it, you must offer it and have it available immediately. With Amazon's development of same day deliveries and their plans to roll out 'anticipatory' shipping, customers of 2017 will not want to wait.

Be sure you can keep your delivery times realistic and prompt.

The phrase 'the customer is king' has been around for a long time. So why are so many industries and businesses still treating their customers with disdain?

**Start this year by making a shift in EVERY one of your team members' attitudes.**

**Aim to delight, surprise and astound your customers.**

According to McKinsey 70% of buying experiences are based on how the customer feels they are being treated. If this is the case, and if your intention for the year is to astound every customer, you are in for a very profitable year.

## British Pie Awards 2017

Wednesday 8<sup>th</sup> March 2017, Melton Mowbray



Pera, Nottingham Road Melton Mowbray Leicestershire LE13 0PB

**Organised by the Melton Mowbray Pork Pie Association (VAT No 115479117)**

Melton Mowbray, Wednesday 8th March 2017

Pies must be delivered to the judging venue on Tuesday 7th March 2017

**Closing date for entries: 17th February 2017.**

**Enter at <http://www.britishpieawards.co.uk/>**

Standard Entry: £30.00 + VAT, Small Producer: £17.50 + VAT

# Meat Skills Scotland 2017



Every two years Scottish Meat Training (SMT) organises a Meat Skills competition to find the Scottish Butcher of the Year and the Young Scottish Butcher of the Year. There are two categories – over and under 22.

Those who enter are judged in their own workplace and four finalists are then invited to compete at the final at the Scottish Craft Butchers Trade Fair in Perth in May.

First stage judging will take place from 1<sup>st</sup> March until 24<sup>th</sup> March. **Entries close on 15<sup>th</sup> February.**

The competition prize fund this year has been boosted by the Clydesdale Bank and we hope that this will attract both new and former entrants into competing.

In addition, every entrant will receive a certificate of competition in Meat Skills Scotland 2017 plus a gift of a boning knife to help them develop their skills.

SMT would like to invite employers to encourage their most talented staff to take part in this year's contest. The experience will be rewarding and an excellent way to show how much you care about your employees personal development.

Past winners have had the opportunity of travelling to other Skills Events in Manchester, London and France. First you must enter and qualify for the Finals.

**Entrants must come from SFMTA member businesses or from business where training is currently, or has recently been undertaken.**

Meat Skills Scotland has had female finalists in the past but in 2015 Lisa Finnigan was the toast of the event in winning the Under 22 category.

Lisa from Davidsons Specialist Butchers in Inverurie put in hours of practice and on the day it certainly showed.

Displaying great tranquillity despite presumably feeling under great pressure, the 20 year old went about her work systematically with meticulous attention to detail. So organised was she that she was finished well ahead of the two and a half hours allowed.

In the end all the finalists came up with good displays and although judged on everything that results in the filled cabinets, Lisa's display was certainly an eye catcher. Congratulations Lisa and to her work colleague Stephen Cusack who lifted the Over 22 category prize too.



**Scottish Meat Training** is committed to the training and development of people engaged within the Scottish meat industry.

# Meat Skills Scotland Final 2015

U22 category winner was Lisa Finnigan (Davidson Specialist Butchers), finalists were Daniel Earl (Kilnford Farm Shop), Ryan Docherty (Hollerans, Tillicoultry) and Stuart Rankin Falleninch Farm Butchers.



# SCOTTISH CRAFT BUTCHERS AWARDS

2017 READY TO COOK PRODUCT EVALUATION  
2017 READY MEALS PRODUCT EVALUATION  
2017 BBO PRODUCTS EVALUATION



Sponsored by:-



To be held on Friday 10th March 2017  
Dunfermline Athletic Football Club  
East End Park, Halbeath Road, Dunfermline KY12 7RB

## A COMPETITION TO FIND SCOTLAND'S BEST

One Diamond Award will be presented for the best product in each category.  
Gold and Silver Awards to all those worthy of such recognition.  
Entry Forms are enclosed with the February Federation News.

Prizes will be presented at the 2017 Scottish Craft Butchers Trade Fair at Dewars Centre, Perth on Sunday 14<sup>th</sup> May 2017.

## Regional Meetings

The Federation Regional Meetings to be held during the first three months of 2017 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 13 <sup>th</sup> February	Western House Hotel, Ayr
Monday 20 <sup>th</sup> February	Hawes Inn, South Queensferry
Monday 27 <sup>th</sup> February	Waterside Hotel, Inverness
Wednesday 1 <sup>st</sup> March	The Redgarth, Oldmeldrum
Monday 6 <sup>th</sup> March	Station Hotel, Dumfries
Monday 20 <sup>th</sup> March	Oban TBC
Monday 3 <sup>rd</sup> April	Kirkwall TBC

# Developing the Young Workforce (DYW)

Opportunities initially in Inverness and Central Highlands areas.

In the knowledge that butchers in this area are concerned about securing staff for the future, Douglas Scott met with Andy Maxtone and Eilidh Edgar at DYW Inverness. DYW Inverness is very keen to work with butchers in their area, what's more is Andy is a former butcher (with WM Low) and still feels a strong affinity with the trade.

DYW is the latest acronym to arrive on the training and development scene and hopefully it turns out to be one that is useful for the meat industry.

DYW is part of the Scottish Government's Youth Employment strategy, aimed at improving career and learning opportunities for young people. The strategy recommends the creation of industry led groups to create a culture of partnership between employers and education.

The Inverness & Central Highland group consists of private and public employers, education and career specialists, hosted by Inverness Chamber of Commerce.

The operations team there engage with schools, colleges and employers to develop partnerships that provide young people with more information about likely careers, experience in the workplace, apprenticeships and co-ordinate actions that realise more job opportunities for young people.

DYW need help to get businesses on board and broadcast the ambition of the DYW project. They want to build relationship and offer real opportunities. Ultimately their aim is to recruit more young people into the workforce.

## For Employers

It is recognised that many employers already have long standing relationships with education. DYW will support even more employers to get involved and take the opportunity to invest in their workforce development and pool, working with schools to inspire and create strong career awareness for young people in areas such as:

- Inspiring young people to work for you and securing a talent flow
- Helping young people develop the attitudes, skills and knowledge for your business or sector
- Applying the perspective and skills of young people to your business challenges
- Help to shape the curriculum ensuring course content is industry relevant.
- Promoting a positive awareness of your business in the community.

This can be developed using work experience, talks, visits, demonstrations, mentoring career opportunities. By doing this employers can sell employability while at the same time giving pupils realistic expectations about jobs. In Highland and Islands youth unemployment is relatively low but it is recognised that opportunities should be highlighted and created so that the young people can stay and work in their local communities.



DYW Inverness and Central Highlands deal with 14 schools and would welcome butcher businesses getting involved with them. The schools are as follows:-

Tain Royal Academy  
Invergordon High school  
Alness Academy  
Fortrose Academy  
Dingwall Academy  
Glen Urquhart High School - Drumadroichit  
Inverness High School

Charleston Academy – Inverness  
Millburn Academy - Inverness  
Inverness Royal Academy  
Culloden Academy – Inverness  
Nairn Academy  
Grantown Grammar  
Kingussie High



Following meeting in Inverness, DYW Moray has since also contacted us to ask butchers to consider working with their nine high schools. They would also welcome butcher businesses to get involved with them.

We need to identify butchers who would like to engage with any of the above schools to outline the opportunities in the meat industry. If you are interested in encouraging young people into the industry please contact Claire on 01738 637885 or email [Claire@meattraining.net](mailto:Claire@meattraining.net)

# Scotland's Place in Europe

Frank Strang, Head of EU Hub, Directorate for External Affairs at the Scottish Government addressed the SAMW seminar in January. He related the issues raised in the Brexit document – *Scotland's Place in Europe* - released just prior to Christmas.

He asked what do we know? Lots of uncertainty, challenge of a massive scale with political, economic and social implications. Scotland voted 38% leave and taken by surprise, there was no plan but the margin of the voting makes things complicated.



Approach has been to pursue all the options with a wide involvement of people. There is an issue about listening to all sides, some say all opportunity, others uncertainty. There is concern over the position of EU nationals and they need to know that they are welcome here. Focus right now has to be on negotiating with UK partners.

Scotland's place in Europe was the first response. It said:- If can't have EU membership preference to remain in single market. There are various ways in which Scotland could remain in that single market.

There is a risk that when single market is mentioned that people think only about trade. Not just access to a few markets, it encompasses all 4 freedoms - goods, services, capital and people. The single market is still developing especially digitally.

## **Free movement of people.**

Scottish Government needs this for its workforce, skills, knowledge and creativity and to allow Scots to go abroad for experience. Scotland wants to be a welcoming country, Demographics mean that Scotland needs people. Frank Strang explained that growth in population has all been migrant driven even if this is still required we must not stop training our own workers.

## **Reactions to document issued on 20th December:-**

Expect rough ride but there were some positive reactions.

The preference is less than ideal for a nationalist government but it showed some leadership.

UK prime minister says devolved countries will be involved. Nobody really knows what the UK wants. 90% of food regulation is EU.

**Farming** - UK will no longer in the Common Agricultural Policy, chance to re-design something but WTO rules still apply. UK framework but farming policy is devolved. Farming policy needs to be integrated with Food Policy. Need to watch for trade offs involving the sector. In all of this the UK market is more important to Scotland and that market will determine price.

**Questions** over the pound, inward investment, health of the wider economy, loss of funding streams for e.g. Research. Labour force - bureaucracy could close the door on incomers. Issue over borders that needs sorted out with Ireland first.

Huge challenge and need to identify what needs agreements. Frank Strang warned that it is vitally important to focus on what is agreed as a transitional measure because invariably they become the norm.

Ian Anderson, SAMW General Manager, suggested a gold chip welfare standard could differentiate Scottish product. Meat is well placed to do this but warned that additional welfare would involve additional cost and could disadvantage Scottish product.

Frank Strang felt that we must better articulate why Scotland is at the top of current standards.

"We do not do enough shouting about hormone free but it needs tested to see if welfare is market driven and must not introduce costs. There has to be a return."

Geoff Ogle (FSS) warned against gold plating but stated that post Brexit exporters into Europe would still need to operate at WTO rules, EU veterinary standards would have to be satisfied. He also had concerns for the consumer view of an internal market because animal welfare is by far is the biggest issue for consumers.

Norman Bagley (AIMS) added Compassion in World Farming is influencing UK policy it is not market driven.

# Dismissal fair despite conduct not amounting to gross misconduct

In *Stratford v Auto Trail VR Ltd [2016]* the Employment Appeal Tribunal (EAT) considered whether an employee's dismissal was unfair because the employer took into account a history of previously expired warnings.



## Facts

Mr Stratford had been employed by Auto Trail since 2001; during the course of his employment he had accumulated 17 separate disciplinary warnings.

Most recently, in October 2014 Mr Stratford was seen with his mobile phone on the shop floor, an action that was strictly prohibited by the rules set out in the staff handbook. At the time of the incident Mr Stratford did not have any live disciplinary warnings. Following a disciplinary hearing Mr Stratford was dismissed on notice.

The outcome letter made clear that although the conduct in itself would not normally attract a sanction of dismissal this was the 18th time Mr Stratford had been disciplined and there was no reason to believe he would improve his conduct in the future.

Mr Stratford brought a claim of unfair dismissal. The Employment Tribunal found his dismissal was fair and Mr Stratford then appealed to the EAT.

## Law

Employees have the right not to be unfairly dismissed (section 94(1), Employment Rights Act 1996 (ERA)). It is for the employer to establish that the dismissal was for one of the five potentially fair reasons (section 98, ERA 1996). Thereafter, it is for the tribunal to decide whether the employer dismissed the employee fairly for that reason which:

"(a) depends on whether in the circumstances (including the size and administrative resources of the employer's undertaking) the employer acted reasonably or unreasonably in treating it as a sufficient reason for dismissing the employee, and;

(b) shall be determined in accordance with equity and the substantial merits of the case."  
(Section 98(4), ERA 1996.)

## Decision

The EAT dismissed Mr Stratford's appeal, the employer had been entitled to take into account the employee's previous record and the manager's belief that his conduct was not going to improve in the future.

## Comment

Fraser Auld an Associate in our Employment team comments:

"One gets the impression that the employer in this case came to the end of their tether with Mr Stratford's continual misconduct and took the opportunity to dismiss him, despite the inevitable tribunal claim that followed.

"Notwithstanding the EAT's verdict in this case we would urge caution against concluding it will always be fair to consider or rely on previous expired warnings when arriving at a decision to dismiss an employee. It will very much depend on the facts and circumstances of the case. The case also highlights the need for carefully drafted disciplinary policies which anticipate dealing with "repeat offenders"."

## Business for Sale

Long established butchers shop in town of 4000 in North East of Scotland  
For more information:-  
Tel: 01738 637472

## For Sale

Lincat SLR 9c  
6 Burner Gas Oven Range  
Ex Demo  
£970 ono  
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## Wanted

2 x 2 butchers block, 7 inch thick, MacDougalls, Fort Augustus  
Tel: 01320 366214

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## When do the circumstances of a resignation claim constitute constructive dismissal?

In the recent decision of *Ishaq v Mail Group Ltd [2016]*, the EAT considered the requirements for making a constructive dismissal claim and the circumstances in which a resignation in response to employer's bad treatment may not be sufficient to constitute constructive dismissal.

**lindsays**

### Facts

Mr Ishaq was a postman with 10 years' service. Whilst on duty he had been attacked by a member of the public. He reported the incident however did not mention in his report that he also kicked out at the individual. The employer subsequently obtained CCTV footage showing the incident and Mr Ishaq 'karate kicking' the customer. He was invited to view the footage, however, on the day scheduled for the interview he resigned.

Mr Ishaq's letter contained a number of allegations against the employer. One of the main reasons for his resignation was the employer's failure to make reasonable adjustments. Due to his foot injury Mr Ishaq should have been rostered to one particular route. The employer breached their duty to make reasonable adjustments by requesting that Mr Ishaq also covers other routes, which was difficult to do due to his injury. He made a claim for constructive unfair dismissal and failure to make reasonable adjustments.

Mr Ishaq was successful with his disability discrimination claim, however, the Employment Tribunal dismissed his claim for constructive dismissal. Mr Ishaq appealed.

### Law

Under section 95 of the Employment Act 1996 constructive dismissal occurs when an employee resigns without notice in response to their employer's conduct. In other words, their treatment is so bad that the employee has no choice but to resign.

The basic principles for bringing a claim of constructive dismissal have been set in the case of *Western Excavation (ECC) Ltd v Sharp [1978]*. The employee needs to prove the following:

- 1) That there was a fundamental breach of contract on the part of the employer
- 2) The breach was sufficiently serious to justify resignation
- 3) The employee resigned as a direct result of the employer's breach and not for some other reason
- 4) The employee did not delay too long before resigning, thus waiving or affirming the contract and losing the right to claim constructive dismissal.

### Decision

The EAT agreed with the Tribunal and dismissed his claim for constructive dismissal. It was concluded that

**"the reason put forward for the resignation in the letter was not a genuine reason and that there was in fact another reason, which was the reason for the resignation, namely, to avoid the disciplinary action".**

The judge pointed out that "there must be a causal connection between the breach of contract and the resignation" ... However, "a reason given in the letter of resignation, even though a sufficient reason for resigning in the sense of being a repudiatory breach, is not a genuine reason so as to give a right to claim constructive dismissal."

### Comment

Aggie Salt, a Solicitor in Lindsays' Employment team comments:

"The Ishaq case provides a useful reminder of the basic principles of constructive unfair dismissal. It provides reassurance that the principles set in the Western Excavation case have not changed and underlines the importance of dealing with employees' grievances appropriately, by following the correct procedures."



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## Mari-top - Cooked Range

Adding more flavour and convenience to your counter display products with these superb Mari-top sauces from AVO & TPS Scotland Ltd.

*AVO Mari-top flavours available with meat suggestions*

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Italian*	Beef, Pork
Mushroom*	Chicken, Beef
Indian	Beef, Chicken, Lamb
Korma	Beef, Chicken
Rogan Josh	Lamb
Thai Green Curry	Chicken
Asia	Chicken, Pork, Beef
Mexican*	Chicken, Pork, Beef



### Method

Take 2 kilos of your preferred cooked sliced tender meat (3-4cm strips), add 200g of suitable vegetables, then add a packet of Mari-top sauce, mix and display in the counter or in Kitchen- Ready trays.

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Mari-tops can also be used with fresh meat. Just follow the same as the above recipe, but replace cooked meat with fresh, tenderised meat. Please note some Mari-tops are also Gluten-Free. (\*)

Mari-tops are supplied in 5 x 800g sachets (4 kilo). Shelf-life of 3-6 months from date of manufacture. Keep refrigerated.

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Price per 5 x 800g =	£32.90	(£8.22 per kilo)
800g of Mari-top	£6.57	
2 kilos of Cooked Beef	£17.80	
250g of Veggies	£1.05	
Total Cost to make (3 kilo)	£25.42	



To find out more about our AVO range, please call:  
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or email at [office@tps-scotland.co.uk](mailto:office@tps-scotland.co.uk)



Castle Douglas is surrounded in history, prehistoric crannogs, the site of Roman forts erected by Agricola and Antoine. Threave Castle was a seat of the powerful "Black" Earls of Douglas.

The town was founded in 1792 by William Douglas the wealthy descendant of the Douglas family, who having made his money in an 'American Trade' created a planned town on the shores of Carlingwark Loch.

It is in the centre of the town's grid plan pattern of streets that Grierson Brothers Butchers have become part of that history supplying locals since 1914.

The brothers James and John Grierson started up a butcher's business at the start of the last century. Initially they worked from Breoch Lodge near the village of Gelston. Then in 1914 they took on the Castle Douglas business of George Barbour.

Built on quality product and good service, the business thrived and generations of Griersons have supplied the people of Castle Douglas. Tom Grierson is now the fourth generation of his family to run this traditional butchers, having taken over from his father Clark and uncle John.



**Feature on Scotland's newest Q Guild butcher**



**Grierson Bros  
King Street  
Castle Douglas**



Tom started working in the shop at the age of 12, now 30 years later he is immensely proud of the family enterprise, he has the photos of his great-grandfather delivering meat by horse and trap, and original hanging rails are still in place to prove it. Well worn price booklets stretching back to the takeover from Barbour's to Grierson's, are proudly stored beside the business' computer system.

Meat is as local as he can source it: beef supplied from Lockerbie, is hung on site for 21 days, and is from pure bred Aberdeen Angus, Galloway and Luing cattle. Lambs are bought from Walleys Castle Douglas market and pork comes from both Border Meats and Robertsons of Ardrossan. Bacon is cured on the premises and smoked at the Galloway Smokehouse.



Barn-reared chicken and pork and free-range eggs are also local. Game is stocked when in season; particularly good use is made of venison, which crops up in burgers, sausages, casseroles, mince and steaks. Of all products only three of the 192 dishes filled every morning only pate, cheese and dumpling is not made on the premises.





The capability to supply pies at short notice on a Saturday for local football club, Threave Rovers, meant that Griersons pie trade developed. Now the range of pastries extends to 29 including such delicacies as Stroganoff, Chilli Cheese and Pulled Pork pasties.

Griersons makes all their pies, puddings, roast meat and ready meals in the shop. Lasagne, haggis and chicken lasagne and cottage pie is the limit of ready meals for now but including an unusual chorizo-style sausage, over 40 different sausages are possible and Tom confesses that he will try any idea to satisfy customers' requests.

A user friendly do-it-yourself Hog Roast service is provided and a professional gas barbecue is rented out.

The refurbishment of the shop started in March 2016, space was opened up to use the space more efficiently and new Arneg Venezia counters were fitted in mid April. Resptex wall covering gives a clean and classy look and there is total physical separation between raw and ready to eat products.

Colin Hewitson arranged all the equipment and the ready to eat side was finished with kitchen units whose storage allows clean lines and a professional look at all times.



The previous year Tom purchased a rotisserie and the success of that has been a pleasant surprise:-

"I would never have envisaged selling as many barbecued chickens as we have done." Reaching over to his computer the Dimension scales system allows Tom to add "since we started a year past May we have sold over 7500."

Upgrading is still ongoing but so far the customer reaction has been extremely positive. Tom added:-  
"I have had great reaction from customers, new and old. Existing customers like to see that you are investing in the future of the business, new customers just want to see a different display."

"The inconvenience of going through with it and all the hard work is worthwhile when people are stopping you in the street to talk about it."

The attraction extends to even the most unlikely locals said Tom:-

"I had a 78 year old vegetarian come in one day who said that he had been a vegetarian all his life. He said 'I have stood at your window for fifteen minutes now and I must admit I could eat anything that is in this shop. I am not going to, but I could!'"

Castle Douglas still benefits from easy, no cost but time limited parking. Grierson Brothers sustains a staff of seven, plus two part time with Tom and his father Clark on a now casual flexible basis.

Grierson Brothers have maintained an admirable line of successors and their history in Castle Douglas could well exceed those of the Romans. Two nephews Darren and Aidan are now interested in the business and Tom has two daughters of primary school age. Tom's investment has created a state of the art shop fit for the modern consumer and he concluded:-

"It is not just a case of putting a pound of mince in a bag now. You have to have all the kitchen ready products, a range of sausages and ready meals, things like melts and truffles and sell that in a hygienic, forward thinking butcher's shop."



# GET INVOLVED

## SCOTTISH APPRENTICESHIP WEEK 2017

6-10 MARCH 17

#Scotappweek17

[scottishapprenticeshipweek.com](http://scottishapprenticeshipweek.com)



## Scottish Apprenticeship Week 2017

The countdown is on!

Scottish Apprenticeship Week 2017 – from 6 to 10 March – will show that apprenticeships work for businesses, individuals and the Scottish economy.

Organised by Skills Development Scotland (SDS), the campaign highlights the commitment of businesses who have decided to invest in the skills of their workforce.

It also showcases the successes of apprentices who have chosen to get a job, get paid and get qualified to develop their careers.

SDS wants businesses, industry, colleges, councils, training providers and those with a shared interest in the success of the apprenticeships to back the week and encourage many more employers to take on apprentices.

The week sees events and activity across the country, so there's no better time to highlight your role in supporting apprenticeships.

Find out more and register your event at [www.scottishapprenticeshipweek.com](http://www.scottishapprenticeshipweek.com)

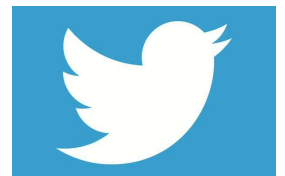
For further information about Scottish Apprenticeship Week 2017, email [scotapprenticeweek@sds.co.uk](mailto:scotapprenticeweek@sds.co.uk) or call 0141 285 6171.

### Suggested tweets using #ScotAppWeek17

Are you supporting Scottish Apprenticeship Week 2017?  
We are! 6 to 10 March #ScotAppWeek17 <http://bit.ly/1o28xTI>

Join us in being a part of Scottish Apprenticeship Week 2017 from 6 to 10 March  
#ScotAppWeek17 <http://bit.ly/1o28xTI>

Looking forward to #ScotMAweek17 & highlighting opportunities for young people and businesses – from 6 to 10 March <http://bit.ly/1o28xTI>



# What's in store for employers in 2017?

## Apprenticeship Levy

The Government has announced that it will introduce an apprenticeship levy from April 2017. The levy will be imposed on employers whose annual payroll is over £3 million and will be set at 0.5% of the employer's annual pay bill (with an allowance of £15,000 per annum to offset against the amount of levy a business must pay). Employers may use the levy to access funding to pay for training and assessment of apprenticeships.

## Increase to statutory rates

The weekly rates of the following statutory employment payments will increase from early April as follows:

- Sick pay will increase from £88.45 to £89.35;
- Maternity pay and maternity allowance, Paternity pay, Adoption Pay and Shared Parental pay will increase from £139.58 to £140.98;
- National Living Wage for workers aged 25 and over will rise from £7.20 to £7.50
- National Minimum Wage for workers aged 21 to 24 will rise from £6.95 to £7.05;
- National Minimum Wage for workers aged 18 to 20 will rise from £5.55 to £5.60;
- National Minimum Wage for workers aged under 18 but above compulsory school leaving age who are not apprentices will rise from £4.00 to £4.05;
- Apprenticeship rate will rise from £3.40 to £3.50.

## Gender pay gap reporting

Expected to come into force in April 2017, Private sector employers with 250 or more employees will be required to publish on their website, and a government website, an annual report containing data on the difference between their male and female employees' average pay.

## Tax free childcare

Expected in early 2017, a new tax-free childcare scheme will be introduced to support parents, with eligible working families able to claim 20% of qualifying childcare costs for children under 5 years. The Government would top up any payments made into the account, capped at maximum Government contribution of £2,000.

## Members Only Website

Hopefully members have noticed that the Members Only website has been redesigned. This has been done at a very low cost since it follows the same format as the main [www.sfmta.co.uk](http://www.sfmta.co.uk)/[www.craftbutchers.co.uk](http://www.craftbutchers.co.uk) website.

Access to the Members Only area is by clicking on the red button on the right hand site of the home page. After that you require the same username and password as before. If you have forgotten that please contact the office on 0173 637472 or email [bruce@sfmta.co.uk](mailto:bruce@sfmta.co.uk)

Once into the site you should be able to find all you need to know about Employment Law, Health & Safety and Food Safety. There are also image galleries - Photo Gallery and Shops Gallery.

Photo Gallery contains images that you may want to use on your own promotions and social media. Shops Gallery contains albums of shops that most members find very interesting to browse though.

There is a list of all corporate members, useful contacts and recipes for both products you can make and sell, and consumer recipes that you can print on to your own headed notepaper and hand out as your own.

There are more than 2000 pages on the Members Only website and so it is impossible to list everything that's there. If you can't find something that you are looking for on it, please let us know. It is likely to be a navigation problem but could be an omission. Either way we would like to fix it.



# Food & Drink Reformulation for Health

**Venue:** President's Suite, The West Stand, Murrayfield Stadium, Edinburgh

**Date:** Thursday 9<sup>th</sup> February 2017

**Time:** 09:30 to 15:30

This free event hosted by Interface and Food and Drink Federation Scotland aims to bring together food and drink manufacturers and producers in Scotland to hear the latest research from academics and industry on reformulation.



Confirmed Keynote speaker is the international speaker on Global Food and Drink Industry Issues Professor David Hughes. David is Emeritus Professor of Food Marketing at Imperial College London. He travels the world talking to businesses, trade associations, governments and conferences on global developments in the food and drink industry. A highly sought-after speaker wherever he goes, he has an unparalleled knowledge of global food issues and opportunities.



There will be a range of speakers sharing their expertise, techniques and new technologies on how to reduce, replace and enhance ingredients in products and how changes can affect nutritional density of food, ultimately changing the consumer's health and wellbeing including;

Dr Emilie Combet Aspray, Senior Lecturer in Nutrition (Medicine) from the University of Glasgow, speaking on food nutritional quality.

Andrew Matheson, Postdoctoral Research Associate from the University of Edinburgh, speaking on fat replacement.

Dr Karen Scott, Senior Research Fellow from the University of Aberdeen, speaking on the importance of fibre in reformulation.

Dr Matthew Wilcox, Research Associate from Newcastle University speaking on alginates from seaweed to aid weight loss.

Martin Ruck, Head of Research and Development from Macphie.

There will be exhibition space with academics showcasing their facilities and expertise and for industry to showcase their products.

To register got to:-

<http://www.interface-online.org.uk/events/food-drink-reformulation-health>

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A.P. Jess was established in 1976, and is located at Sandyford Abattoir in Paisley, Renfrewshire. It is a fully owned subsidiary of one of Scotland's largest family meat groups, namely A.P. Jess Ltd.

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A P Jess supply some of the most discerning meat processors in the UK and their customers include Retail Butchers, Catering Butchers, Wholesale Butchers, Distribution Depots and many more. The company processes more than 10,000 cattle per year from which we can offer complete traceability along the chain from "Farm to Fork" with our production meeting the high BRC accreditation standards.

A.P. Jess are committed to ensuring the long-term security of supply to their customers. of the highest quality, environmentally friendly and fully traceable farm assured meat products.

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It is advisable to mature the meat on the bone either hanging or in the largest possible joints. The reason for this is to minimise the pure meat exposed to the air, reducing weight loss.

The Dry Aging period is recommended for at least 21 days, then the maximum tenderness is reached. Thereafter, only the flavour becomes more intense.

Please note: A maturing period of up to 6 weeks is possible. The hygienic handling of food should always be addressed for best results.

When the process is complete, the thin crust is trimmed off ready to be de-boned or cut into steaks.

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# Highly Pathogenic Avian Influenza H5N8 in the UK and Europe

## Briefly:

The total number of domestic incursions of HPAI H5N8 in GB is 4.

Further findings in wild birds have been reported across GB.

The UK's risk level is unlikely to reduce for several weeks yet.

Scottish Government continues to monitor the situation closely and stand ready to respond to any suspicion of disease in Scotland.

Bird keepers and members of the public should remain vigilant for signs of disease in domestic or wild birds. Keepers who are concerned about the health or welfare of their flock should seek veterinary advice immediately.

The Avian Influenza Prevention Zone remains in force. Guidance on biosecurity and preventing disease in poultry and captive birds within a Prevention Zone has been published to help support keepers in complying with the measures. Housing birds is a precautionary step that can reduce the likelihood of infection, but it is absolutely vital that keepers take further steps to improve their biosecurity to protect their birds from disease.

## E.coli bigger threat in Scotland

Scotland's rate of E.coli infection is outstripping England, new statistics have revealed.

Between July and September 2016, 1,302 cases of the potentially deadly bug were reported to Health Protection Scotland (HPS), a rate of 96.4 cases per 100,000 population.

During the same period, Public Health England (PHE) reported 78.8 cases per 100,000 population. HPS investigated an E.coli outbreak in the summer in which more than 20 people were infected, including a three-year-old Dunbartonshire girl who died. The outbreak was linked to cheese produced by South Lanarkshire firm Errington Cheese, which denied any link.

A separate E.coli outbreak in summer led to the deaths of two people and affected more than 150 people across the UK, including one in Scotland. PHE investigated whether the latter outbreak was linked to eating mixed salad leaves.

The HPS figures for E.coli infection between July and September 2016 found the majority of cases (720) were found in patients who had not been in contact with healthcare while 582 cases were "healthcare associated". In the same period, HPS said there were 257 new C.diff patients, up from 221 the previous quarter, but down year on year.

Meanwhile, the rate of hospital superbug MRSA fell by 36.4% between September 2015 to September 2016 while the rate of similar infection MSSA rose by 8.1% in the same period.

## Origin labelling rules on meat and milk comes into effect in France

In France from January 1, the labelling of the origin of meat in ready meals, milk in bottles and cartons of milk and milk in dairy products became mandatory. This measure is being implemented initially on **an experimental basis for two years**, following discussions successfully conducted by Stéphane Le Foll, the French Minister for Agriculture, with the European Commission.

Under the new rules, consumers will see on the packaging of milk and meat products the **countries of birth, breeding and slaughtering of animals** for meat or collecting and packaging or processing for milk. If the birth, breeding and slaughter have taken place in the same country, the only indication needed is 'origin: (name of the country concerned)' on the label, according to the French government.

Furthermore, the presence of GMOs (genetically modified organisms) in one of the ingredients must also be obligatorily mentioned under the new labelling rules.

The French government said that the label, 'Viandes de France', is a concrete expression of the **commitment of the players in the sector** (pork, poultry, rabbit, beef, horse, sheep and goat) for a food of trust based on origin, know-how and good practices.

# New Member

Welcome to Blair Drummond Smiddy, Blair Drummond, Stirling FK9 4UY  
Contact: Stewart McClymont Tel: 01786 235025



## New Scottish Meat Training Assessor

Following the departure of Stewart McClymont, Scottish Meat Training recruited Sean Graham to take his place. Sean started in mid October and has since qualified with his assessor qualification. Sean has been allocated trainees in the Borders and the East of Scotland and he hopes to form a good working relationship with both trainees and employees.

Sean began working as a Saturday boy at RT Stuart butchers in Leven at the age of 15 and he has told his own story for us:-

"My parents thought this was a strange move for me because I could never stand the smell of the local butchers when I was a lad and stood outside. Anyway a year down the line and I got a phone call on a Saturday morning from Mr Derek McMahon offering me an apprenticeship, I happily agreed as that kind of money at 16 was like winning the lottery. I bought a caravan of my first pay and parked it up my mum's drive much to her pleasure.

"As the years progressed it dawned on me that I was probably going to be a butcher for the rest of my days, because being honest I didn't know anything else, and that I'd better pull my finger out and make the most of it. After my time was served and my level 2 and level 3 SVQ had been completed I applied for a shop manager's role in the new butchers that had just open in my home town of Kennoway, The Buffalo Farm. .

"I somehow managed to blag myself the job working alongside Steve Mitchell and Stuart Minick. I loved running the shop in my local village, and the shop soon had a great buzz about it as people I had know for years came to me for advice on what they should have for their tea.

"I entered various competitions as I grew more confident and feel that I did not too bad for a laddie from wee auld Kennoway.

"As the years went on I became sales manager for the wholesale side of the business using my knowledge from the trade to help me deal with chefs over Edinburgh the Lothians and Fife. (chefs know everything).

"Which brings me here, I started working at Scottish Meat Training in October 2016 training to be an assessor, completing my 9DI assessors qualification in the middle of January this year. The one thing I love about this trade as a few of my apprentices will know, is seeing young talented individuals progress their skills and really make something of themselves. I look forward to working with you all in the coming year."

Sean lists his hobbies as Muay Thai, running, socialising, we are not too sure how all these are linked!  
Welcome on board Sean.



Above top: Sean presenting level 2 MA to Garry Thomson at WF Stark in Buckhaven. Below: Sean takes part in the assessor training day in December

## Join us in Orkney

Opportunity to join President's visit:  
Monday 3<sup>rd</sup> to Wednesday 5<sup>th</sup> April 2017

As in 2013 and 2015 Federation members are invited to join the President on his visit to Orkney. There will be visits to the members in Orkney and a regional meeting including a new products demonstration by Mike Winrow of Dalziel Ltd. It is hoped that bringing together the five members on Orkney with members from elsewhere in the country will provide a useful discussion platform and opportunities to share ideas.



Any member who would like to join the trip should contact Douglas Scott on 01738 637472.

## Courses for Ready Meals

Please register an interest

In his inauguration speech President Paul Boyle identified the need for butchers to address the ready meal market. He suggested that courses should be set up to enable butchers to make professional products.

Approaches have been made to both City of Glasgow College and Inverness College to see if they could host a bespoke course - Introduction to Professional Ready Meals. Two to three hour stints could be set up to present production of traditional, continental and ethnic dishes.

Butchers would produce and then portion. Own meat could be supplied, blast chilled and taken home (but not sold) at the end. This could be timetabled to suit the butchers either in daytime or evening with up to eight candidates. Members who are interested should contact Claire on 01738 637785.

## Scottish Craft Butcher Merchandise



### Scottish Craft Butcher Ties Re-designed for 2017

Ties re-designed for 2017 can be purchased from the Federation office:-  
Blue Craft Butcher ties £6.50 plus vat



External two sided swing signs are now available to buy at £80+VAT delivered. Weatherproof with magnetic seals, take A2 posters. Please send payment to SFMTA and we will arrange for the sign to be transported to you.

## **WANTED MODERN APPRENTICES**

Scottish Meat Training still has vacancies available on their Modern Apprenticeship training programme for 2016-17

Available for ALL age groups and for ALL staff – new and old

And it's FREE. Skills Development Scotland fully fund 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](mailto:claire@meattraining.net)

Scottish Meat Training has a training programme to suit all members of your team. We can tailor make a qualification that will be a true reflection of the job they do day-to-day including: Counter Assistants, Butchery, Meat Processing, Distribution and Food Manufacturing Excellence (LEAN) – just ask us what we can do for you.

### **Scotland's Employer Recruitment Incentive – Local Authorities**

Scotland's Employer Recruitment Incentive targets support at unemployed young people. The goal is to get them into a job and keep them employed.

You can get up to £4,000 when your company commits to a new Modern Apprentice (MA). The funding is a contribution towards the additional costs of recruiting a young person during their 1<sup>st</sup> year. This incentive is a co-investment in young people with a view to helping businesses grow. The Scottish Government funds the scheme, local authorities deliver it and Skills Development Scotland administers the programme on behalf of the Scottish Government.

Funding is available to business of any size recruiting someone who is 16-29 years old, fitting one or more of the eligible groups, providing they can demonstrate the capacity to offer sustained employment for a Modern Apprentice.

Contact [claire@meattraining.net](mailto:claire@meattraining.net) or phone Claire on 01738 637785 for more information and to find out who is your local authority contact for funding.

**Employ for Attitude, Train for Skills  
You Don't Find Butchers – You Make Them!!**

*\*Fully funded level 3 places only available to new candidates who have not previously achieved a qualification. Charges will otherwise apply.*

# What you need to know about dealing with Alcohol and Drug problems in the workplace



## Healthy Working Lives

## Why should this concern you?

- As a nation Scotland has been drinking more and more over the last 50 years.
- A study carried out by Aviva found that one third of employees admitted having been at work with a hangover.
- 15% reported having been drunk at work.
- It is estimated that alcohol cost the Scottish economy £865 million in 2007.
- A report carried out by Concateno found that there had been a 43% increase in UK employees testing positive over the last 5 years.
- The report suggests that as many as one in 30 UK employees will have drugs in their system at the workplace.

Want to know more and how having an effective way of dealing with alcohol and drug problems in the workplace can reduce costs, as well as supporting a valued employee through a difficult time.

Then come along to our FREE workshops on:

- Tuesday 7 February (9.30am-12noon)
- Tuesday 25 April (9.30am-12noon)

All workshops held in the: Kinnoul Room  
Kings Cross  
Cleington Road  
Dundee, DD3 8EA

This session is for managers, team leaders and supervisors.

Places are limited and booking is essential.



To book a place email:  
[hwl.tayside@nhs.net](mailto:hwl.tayside@nhs.net)

# Switching and top up important to Scottish shoppers

Scottish Association of Meat Wholesalers (SAMW), New Year Seminar Edinburgh 13<sup>th</sup> January 2017

Amanda Brown from market research company Kantar Worldpanel commented on the retail landscape at the SAMW seminar last month saying “we have not changed how often we shop but spend a little more on top up trips. What has changed and what will continue to evolve is where we shop - switching more apparent and inevitable because of access to more and more retail outlets.”

Discounters are becoming more important. Aldi, Lidl, Iceland and Farmfoods together account for 21% of spend on Scotland. 79% of the population shopped in Aldi and Lidl in 2016. This figure is expected to rise as more stores are opened.

Amanda gave a review of Christmas 2016, reporting what shoppers are thinking and how the retailers are doing. She first looked at influences and said that the Lidl turkey farmer ad did persuade customers according to measurement of impact. Mrs Claus on the M&S ad seemed to gain affinity from consumers too.

Figures up to 01/01/17 revealed Grocers up almost 2%, which showed that the market grew quite strongly in the final 12 weeks of 2016. This was helped by the fact that Christmas fell on a Sunday and sales were strong right up to the Saturday night. Inflation is positive and likely to continue in 2017, alcohol grew by almost 9% with sparkling wines and spirits the best performers.

Promotional giveaways were less but there were more price promotions. There was a 13% increase in online grocer sales with 14% of GB customers shopping online for food and drink over the Christmas period. There was a growth in premium own brands across all the major retailers. Across the UK Tesco market share was 28.2%, Morrisons, Waitrose, Aldi, Co-op, Lidl and Iceland also put in strong performances. Sainsbury, ASDA and Farm Foods were the losers.

Scottish grocery market is worth £10bn and growing. Growth appears to be coming from consumers shopping more often, but also by household growth and net immigration. Tesco still dominates with 25% of the market in Scotland. Asda next then Morrison with a strong performance. Aldi and Lidl still growing. M&S the one to watch over next 12 months.

Out of home spend less in Scotland than in the rest of UK, but a market opportunity exists here. Fresh and chilled is the biggest category in the sector, alcohol sales growing. Scotland spends more per capita on alcohol than the rest of UK, marginally less spent on fruit and veg. Meat sector is the same as rest of GB. Beef, chicken, sausages, processed meat increasing.

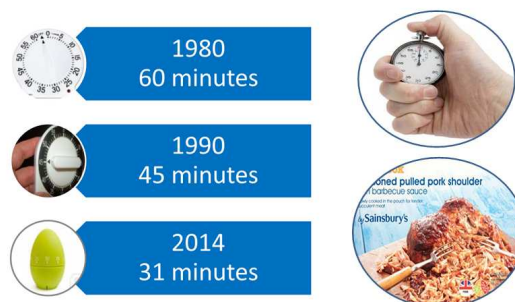
Challenges of change – “a bumpy road is ahead of us” predicted Amanda. Inflation will ease in. Brexit is the uncertainty and caused her to talk about previous experiences of recession. During 08-09 recession shoppers behaviour changed what they bought and where they bought it. They ate no less. In 08-09 there was not such an affect from discounters, they were not the shape and size that they are now. Discretionary categories become less important as consumers watch what they really need to buy to feed their families. They will take less risks with their food shopping. Eating out becomes less prevalent. Health as a motivator becomes less important and treats creep in as life becomes more challenging.

Specifically on meat category, Sainsbury and Tesco have come out of 3 for £10 and moved into price promotion. Others have moved into the 3 for £10 market. Needs change as lifestyles change, people say that they are time poor, 30 minutes is the average preparation time for an evening meal. Convenience and innovation is required. Meal solutions that customers can stick in the oven coupled with less effort and as easy as possible.

Consumers will pay significantly more for meal solutions. Retailers are now thinking about how they can make things easier for consumers and this requires convenience instore. Shops must respond to changing needs and food trends, understand who your shopper is so that you get the offering right.

The market is not about meat and two veg any more. There has been a decline in this kind of meal but there is strong growth in ethnic and continental meal solutions (+5.7%). Currently share is 50-50. Flavour influences, even though British menu is still important but there are emerging tastes for American, Italian and Far East tastes.

## Evening Meal Cook/Prep Time



## Uel Morton to Step Down after 11 years with QMS

Uel Morton, Chief Executive of Quality Meat Scotland, will step down from his role later this year.

After 11 years in the position, Mr Morton (59) has decided to hand over the reins this summer following a recruitment process, which will start in the coming weeks, to find his successor.



Mr Morton, who has served in chief executive roles in the Scottish food and drink industry for the past 20 years, said he has enjoyed his role at the helm of the public body which promotes the Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork brands.

"The decision to step down is not one I have taken lightly. I have huge pride in the breadth of activities – from marketing and education to industry development, quality assurance and economic analysis – which the small team of QMS staff delivers," said Mr Morton.

"I have been privileged to play a role in the development of Quality Meat Scotland during the past decade and I am 100% confident the organisation will continue to go from strength to strength and rise to every challenge and opportunity in the years ahead."

Mr Morton, whose career included nine years as chief executive of United Farmers Ltd, intends to retain an active role in the Scottish agricultural industry when he steps down from QMS, including consultancy and non-executive work.

QMS Chairman Jim McLaren said: "QMS is very much indebted to Uel for his hard work, commitment and attention to detail over the past 11 years.

"When he steps down later this year he will leave the organisation in a very strong position for his successor to take forward and we wish him every success for the future."

## Search on for Scotland's Top "Scotch Brand" Product

A brand new category for the best product made with Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork has been added to the recently launched Scotland Food & Drink Excellence Awards.

Quality Meat Scotland is supporting the "Scotch Brand Product of the Year" which aims to recognise businesses in Scotland which are selling Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork in products of exceptional taste and quality.

The Scotland Food & Drink Excellence Awards take place at the Edinburgh International Conference Centre (EICC) on 18 May 2017. Attracting over 800 attendees and consisting of 21 categories, the awards showcase the skill, innovation and dedication of Scotland's producers. Growing year on year, the awards offer an invaluable platform on which businesses can showcase their quality produce to the nation.

For products to qualify for the Scotch Brand Product of the Year they must be made from Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork, be quality assured and, as part of this, have been sourced from cattle/lambs/pigs born, reared and processed in Scotland. Products can range from roasts, steaks and products which have a 100% meat content to products which use Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork as ingredients. Products using Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork as an ingredient must contain a minimum meat content of 25%.

More information about the awards is available here:

[www.foodanddrink.scot/events/sfd-excellence-awards.aspx](http://www.foodanddrink.scot/events/sfd-excellence-awards.aspx)



National Butchers' Week 2017 will take place on 13-19 March and you should already be gearing up to make this the biggest and most creative year ever.

This year's National Butchers' Week will focus on the fantastic innovation that takes place within butchers' shops across the land.

Rod Addy, editor of *Meat Trades Journal*, said it was a chance to get creative. "National Butchers' Week is an opportunity for a business to show off its creativity. Some of the most successful butchers in the country do amazing work to create new dishes that tempt customers and increase spend."

National Butchers' Week 2017 will be a great opportunity to develop a new product and test it out on your customers, or even come up with a new recipe that shoppers can create at home, using the products bought at your shop. As well as growing sales and inspiring your customers, these new ideas could help create loyal shoppers that will keep coming back to see what else you've come up with.

To help promote this year's National Butchers' Week, *Meat Trades Journal* is inviting butchers in Northern Ireland, Scotland, Wales and England to send them examples of great innovation. If you've created a new product or offered a unique twist on a classic, let them know about it as it may inspire your peers. Tweet us at [@ButchersWeek](https://twitter.com/ButchersWeek), email or write to them with your innovation and, you never know, it could appear in the pages of their magazine.

"Before and during the event, we will publish a host of news, information and ideas outlining ways to improve and market your business online and in print," said *Meat Trades Journal* editor Rod Addy.

"But this is a team effort and we also want you to let us know any suggestions you have to raise awareness of your own business and the sector as a whole during those seven days. You'll know what will work for you, so please seize this opportunity and get in touch.

"Never before have butchers been in a better position to capitalise on consumers' desire to shop outside big mainstream retailers and try out new things. For example, the rise in popularity of eating out over the past few years and the need to save cash has led shoppers to reduce restaurant bills by recreating the dining out experience at home. Butchers, many of whom now supply restaurants directly or offer a restaurant service themselves, are ideally placed to capitalise on that trend."

Evidence suggests that they are doing so, he added, with independent meat traders increasingly offering ready-to-eat and added-value products requiring less preparation. Others are holding cookery demonstrations to show how consumers can make the most of the meat they buy while not breaking the bank.

"This week is all about showing why you're at the cutting edge of the latest market developments, why you're sexy," said Addy. "So jump on board and make the most of it."

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# Livestock Prices

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

<b>BEEF PRICES</b>	<b>W/E 21/01/17</b>	<b>Previous week</b>	<b>Previous year</b>
<b>Scottish Abattoirs</b>			
Steers dwt	364.1 p/kg	364.4 p/kg	341.6 p/kg
Heifers dwt	367.0 p/kg	367.4 p/kg	344.5 p/kg
Young Bulls dwt	332.7 p/kg	334.4 p/kg	312.8 p/kg

<b>Numbers</b>			
Steers	3745	3555	3625
Heifers	2737	2689	2851
Young Bulls	324	442	426

<b>BEEF PRICES</b>	<b>W/E 18/01/17</b>	<b>Previous week</b>	<b>Previous year</b>
<b>Scottish Auctions</b>			
Steers lwt	202.09 p/kg	202.74 p/kg	187.82 p/kg
Heifers lwt	205.69 p/kg	206.33 p/kg	190.09 p/kg
Young bulls lwt	178.28 p/kg	170.55 p/kg	158.14 p/kg

<b>Numbers</b>			
Steers	111	132	130
Heifers	257	234	280
Young bulls	20	9	28

<b>Deadweight cattle week ending 21<sup>st</sup> January 2017</b>								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	369.6	369.5	365.8	373.7	374.4	367.9	355.9	365.5
R	368.1	368.4	367.5	371.7	369.3	365.4	352.6	329.6
O+	359.4	359.8	353.1	344.5	365.4	355.6	334.1	350.0
-O	319.2	323.3	311.5	315.6	321.1	270.6	303.0	268.3

<b>SHEEP PRICES</b>	<b>W/E 18/01/17</b>	<b>Previous week</b>	<b>Previous year</b>
<b>Scottish Auctions Prices</b>			
Old Season SQQ lwt	168.93 p/kg	167.58 p/kg	176.60 p/kg
Ewes lwt	£50.56 /hd	£52.21 /hd	£58.06 /hd
<b>Scottish Auctions Numbers</b>			
Old Season SQQ	13368	12969	11455
Ewes	4285	5313	4800

<b>SHEEP PRICES</b>	<b>W/E 17/12/16</b>	<b>Previous week</b>	<b>Previous year</b>	
<b>GB Abattoirs</b>				
Old Season Lambs SQQ dwt	378.9 p/kg	382.3 p/kg	394.1 p/kg	
<b>Deadweight sheep week ending 21<sup>st</sup> January 2017 p/kg</b>				
	U	389.6	393.0	382.1
	R	380.6	382.1	377.3
	O	360.8	369.3	364.1

<b>PIG PRICES</b>	<b>W/E 21/01/17</b>	<b>Previous week</b>	<b>Previous year</b>
<b>GB Abattoirs</b>			
Standard Pig Price (SPP)	150.60 p/kg	151.04 p/kg	115.17 p/kg

<b>GB deadweight pigs SPP week ending 21<sup>st</sup> January 2017 - p/kg</b>					
p/kg dwt	Method 1 and 2	Change	p/kg dwt	Method 1 and 2	Change
Up to 59.9 kg	131.62	-3.16	80.0 - 89.9 kg	151.84	-0.40
60.0 - 69.9 kg	151.13	-0.64	90 kg and over	146.91	-0.07
70-0 - 79.9 kg	152.35	-0.59			

# Retail Prices for w/e 28/01/17

AVERAGE PRICES	SFMTA JANUARY	SFMTA NOVEMBER	QMS JANUARY	QMS NOVEMBER
<b>SCOTCH BEEF</b>				
Fillet Steak	4112	4109	4019	4019
Sirloin Steak	2851	2847	2528	2522
Rolled Rib Roast	2190	2182		
Popeseye Steak	1792	1788	1721	1680
Topside	1467	1464	1126	1236
Round / Rump Steak	1443	1440		
Shoulder Steak	1184	1181	1134	1130
Rolled Brisket	1120	1115		
Steak Mince	1051	1043	843	846
Boiling Beef Bone In	724	724		
<b>DOMESTIC LAMB</b>				
Whole Leg of Lamb	1354	1354	1278	1278
Centre Cut Leg Bone In	1514	1514		
Gigot Lamb Chops	1734	1734		
Lamb Leg Steaks	1785	1785	1790	1790
Chump Lamb Chops	1689	1689		
Double Loin Lamb Chops	1751	1751	1679	1679
Single Loin Lamb Chops	1586	1586	1548	1548
Rolled Shoulder Lamb	1211	1211		
Lamb Shanks	745	745		
Diced Lamb	1452	1452	1479	1469
Minced Lamb	1300	1300	1268	1270
<b>PORK</b>				
Pork Tenderloin (Fillet)	1280	1280		
Pork Leg Steaks	984	984		
Double Loin Pork Chops	921	921	762	748
Single Loin Pork Chops	879	879		
Rolled Shoulder of Pork	768	768	707	684
Belly Pork	735	735		
Pork Loin Steaks	1070	1070	949	918
Diced Pork	848	848	720	733
<b>PRODUCTS</b>				
Beef Link Sausages	828	827		
Pork Link Sausages	843	842	612	612
Speciality Pork Sausages	873	873		
Sliced Beef Sausage	758	758		
Sliced Black Pudding	685	685		
Ball Haggis	781	781		
Scotch Pie	104	104		
Quarterpound Beefburger	110	110		
1lb Steak Ashette Pie	727	727		

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

# CHRISTMAS 2017

SCOTWEIGH

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- James, Patricks of Camelon

*"Happy to say the system met our expectations and more"*

- Mark, Falleninch Farm Butchers



### Contact us for a free demonstration

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