




Love is in the Air?

Now that we have seen off the dark days of January our thoughts turn to the love of February and the opportunities it presents to Scottish Craft Butchers.

With the rising popularity of Burns Night and the Haggis production and sales it presents we can be forgiven for wondering where the interest is coming from. As Burns Night comes along each year we have had almost three long weeks of resolutions, diets, Veganuary and "Dry" January. We have had an almost blanket media campaign to tell us what we should and shouldn't be consuming with many scare stories that would send a shiver down our spines.

However by the third week of January many customers come to the sudden realisation that the new gym membership has only lost them a few pounds sterling, that the health kick diet is about as interesting as a wet weekend and they start to crave comfort food.

Then along comes the spirit of a long dead Scottish poet who crashes through the door with a bottle of whisky in one hand and a deliciously stuffed sheep stomach in the other and suddenly Burns Night is not just a Scottish Tradition but a welcome relief from the misery that January has put upon them so far.

The momentum this can create can remind our customers that we are the **home** of comfort food and that if they really want to impress the love of their lives then our succulent and tasty steaks or satisfying stews or casseroles can be the cornerstone of any romantic meal.

With confidence we can persuade our customers, and those who only shop with us infrequently that they can **Love your local Butcher** and find the desire to shop with us throughout the year and not just for special occasions.



Love me tender



SCOTTISH
CRAFT BUTCHERS



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- Food and Drink Excellence Awards
- Market Report



Congratulations Barry.

Scottish Craft Butchers member, Barry Green from Cairngorm Butchers in Grantown-on-Spey has been selected to represent team GB at the World Butchers Challenge 2020. Barry will travel with the team to....

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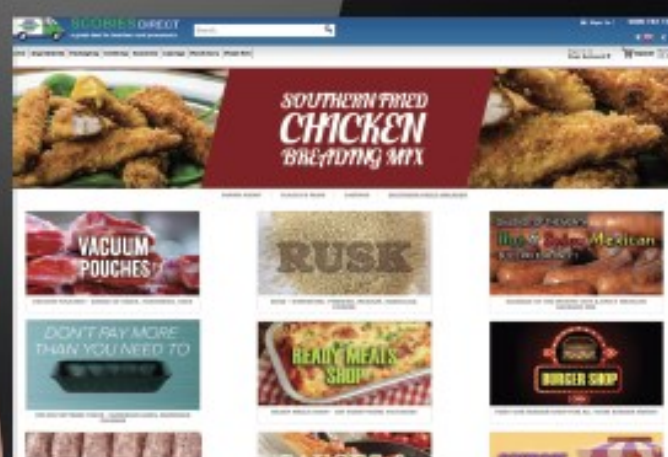
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.... Sacramento in California, USA to pitch their talent against the best from sixteen teams from around the world.

The event will be held from Monday 31st August to Saturday 5th September with a Gala dinner on Sunday 6th September.

This is sure to be an exciting and fiercely competitive event and all the teams will be hoping to bring home the title of world champions.

All the best to Barry and the rest of team GB!

Further information from <https://www.worldbutcherschallenge.com/2020competition>

Important Food Dates For 2020

St Valentines day– 14th February

Scottish Apprenticeship Week: 2nd-6th March

British Pie Week: 2nd—8th March

National Butchers Week: 9th-15th March

Mothers Day: 22nd March

British Beef Week: 23rd-30th April

Easter: 10th-13th April

National Barbeque Week: 25th-31st May

Fathers Day: 21st June

Scottish Food & Drink Fortnight: TBC

Love Lamb Week: 1-7th September

Organic September: 1st –30th September

British Food Fortnight: 19th Sept-4th Oct

British Roast Dinner Week: TBC

National Curry Week: 7th-13th October

UK Sausage Week: 26th Oct– 1st Nov

The Big Sausage Week: TBC

British Game Week: TBC

St Andrew's Day; 30th November

SCOTTISH
CRAFT BUTCHERS

The team are here to help just get in touch!



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TAKING A BYTE OUT OF SOCIAL MEDIA.

Reach out to those customers who are loyal at Christmas but disappear soon after!

DO YOU GIVE A TWEET ABOUT MEAT?

We seem to be in an age where most of us spend our lives on our mobile communication devices, where a loud “ping” gets our instant and undivided attention. Where staring, sometimes for hours, at a small illuminated screen is so important that we forget to talk to those around us.

We should ask ourselves why?

Is it our desire for **knowledge**? Or are we just **curious** or **nosey**? This, it could be argued, is how our customers see the information that is put out there on the various social media platforms. So how can we as retail butchers use this to maximum effect?

Only 53% of small businesses say they actively use social media. The rest? They claim they don't have the bandwidth, resources, time, money or energy.

Many of the members of the [Scottish Craft Butchers](#) already use social media to good effect, engaging with their customer base in a rewarding way for all.

BUT IS IT JUST ABOUT ADVERTISING YOUR SPECIAL OFFERS?

The resounding answer to that question is NO!

The range of interesting information that we butchers have available to convey to our audience is almost limitless. Customers really want to know what is going on in our shops, what we are up to in our workplace and our lives. It can be equated to putting on a daily performance to entertain and inform.

Once you have decided to set up a social media account, the first thing you attempt to do is get people to follow your account. The most effective way, it appears, is to ask your followers to “**Like and share**”. Many of our members have used this technique to maximum effect by simply asking their existing followers to share each post with their own on-line friends thereby increasing the reach of your communication. A popular incentive for this is to include a randomly picked winner from those who have “shared” to win a prize of your choice. (PICTURE) A member reports that they still do this regularly and have a current following on **FACEBOOK** of nearly **27000!**

Of course, Special offers are important to our customers but also to increase your brand awareness.

Weekend specials posted on a Monday/Tuesday often “sold out” by Friday, there are customers out there who are only interested in a “deal”!

Short Videos

Sausage making can be mesmerising even just a 1-minute video will get the message out there that your products are hand made on the premises by butchers. Human nature will make the viewer watch something they don't normally get to witness.



Competitions

Regular competitions through the “like and share” option gives you the opportunity to grow your audience through existing customers. If there is a chance to win a meal most people will engage with your page.

Tagging and connecting with local clubs and organisations will help you increase community engagement.

Almost every sports club or local society have some form of social media page. When you make a post, it is possible to “tag” in many of these local organisations. This will allow their members and followers see your communication. It is often a good idea to use your business social media page to comment on these pages directly (such as saying “well done” on a success they have had) this will let them know you support them, they may even support you back!

What is going on in the lives of the staff and families

The “Ice bucket challenge” from a few years back where individuals were being videoed pouring a bucket of ice-cold water over their heads, then posting it on social media for charity, is a great example of how customers interest can be achieved. The customers would see the video online then it would provide a talking point in the shop when they were next in.

In a small family run business social media can often be a good way of **introducing the next generation of your family/staff**, working in the shop, to your customer base. The customers will be familiar with the family/staff member prior to meeting them. This will enhance customer confidence and ensure continuity in levels of service.

New product launch

When you launch a new product to your range, then social media is the quickest way to let your customers know. This will inevitably mean showing them the finished product, but it could also be a good idea to show them how the product is put together in a short video or series of photos.

It has also been a great idea to ask your customer to be involved with the development of new products and ideas, after all they are the ones who you hope will buy them.

Providing links to your business website

This is a great tool to use on social media to encourage “clicks” to your websites and direct the customers to a bigger range of products available and, if you have an online ordering system, will create a familiar route to view your

It appears that the rules to set up and use a successful social media are straight forward. First and foremost, **make a commitment to social media**. like any other forms of marketing, social media for business can be a real challenge. Its hard to grow an audience, create great content, and increase engagement, all too often businesses give up on social media after just a few weeks or months.

It is also essential to **show off your business personality**, the high quality of your products, the dedicated and highly trained staff and your engagement with local causes and societies. If you show **passion** in what you do, then **success** will follow.



Next Executive Meeting

Next Executive Meeting will be held in the Federation Offices, Perth on **Wednesday 11th March 2020** at 2.30pm. Members are invited to come along, see the Federation at work and help make strategic decisions.



Going the extra mile to ensure his customers were comfortable with their shopping experience.

Mark Boyd has worked for 4 years in **Bryan Beveridge Quality Butchers** in Dunfermline High street. His previous experience was in the banking industry and came work in the shop after early retirement from the bank. Mark wanted a part time job and so it turned out that Bryan Beveridge Quality Butchers and Mark Boyd have turned out to be the perfect match.

Mark noticed that some customers would hand over written notes without verbal communication and discovered that they could only communicate by sign language.

Mark spoke to his boss, Bryan Beveridge, who agreed to support Mark through a British Sign Language course.

Mark researched course availability but was fortunate to know someone who is a BSL tutor.

Mark approached this lady and asked about a local course then he approached the Dunfermline high school who ran an introductory course to establish demand for the full course.

Out of 14 attendees, only 4 wanted to progress to the full course.

3 of the group approached the school to try to establish an evening class and they were successful in arranging a course at Dunfermline High School. They managed to promote the class to others through word of mouth, advertising in the schools newsletter as well as the adult learning night class brochure for British Sign Language Level 1.

This attracted 12 people on to the course. Cost was £350 for a 1 year course . Mark has now passed the 1st stage and was delighted to receive his certificate. Mark will now work towards the final certification and exam which will happen in June. The exam is all practical conversation which is recorded on video and is in 2 parts 2 weeks apart.

The certificate will be proudly displayed in the shop to let everyone know that there is someone on the premises who can use BSL to communicate. Mark would like to progress further but this will depend on availability. Mark has already used his skills in the shop with customers appreciating the additional skill and the **dedication to providing a personal service to those who need it.**

The extra mile travelled by Mark and the business has not gone unnoticed by the majority of the customers who acknowledge the service provided.

The shop will also work towards supporting Dunfermline bid dementia awareness campaign, purple flag. They Shop provides a safe house for anyone under duress. The staff will be trained to provide immediate comfort to individuals who are in distress and will contact the appropriate authorities to get them the help they need.

Further information on BSL courses can be found at www.dbscotland.org.uk or from your local colleges or night classes.



Helping food businesses

REFORMUL
for a healthier future



fdf food & drink
federation
Scotland
passionate about food & drink

Reformulation for a healthier future

The reformulation for health programme has had an exciting start to 2020. We are delighted to inform you that we have an intern starting with us with the sole focus of helping Scottish butchers make their products healthier. Please get in touch if you are interested in learning more.

Food and Drink Federation (FDF) Scotland, in collaboration with local authorities across Scotland, has launched a new nation-wide reformulation challenge – Reformul8. If you are small to medium sized food businesses based in Scotland and are considering reformulating the recipes of your products to make them healthier this challenge is for you! Not only is it a great time of the year to meet consumer demand, ultimately you will be helping to improve public health in your local community.

Each business that takes part will be provided with a wide range of support from an appointed champion in their local authority area in partnership with FDF. Every local authority will nominate a reformul8 champion to support food businesses in their community. It is hoped that each local authority will work with at least 10 businesses in their area. We will be facilitating peer to peer support from similar business across Scotland to maximise the support available.

The project is based on eight core principles of reformulation. These steps include reducing fat, salt or sugars, reducing overall calories or portion sizes, increasing fibre, or fruit and vegetables within foods, replacing ingredients with healthier alternatives, and even using labelling to recommend cooking techniques, portion size and serving suggestions. The local champion will work with you to select a range of products to be reformulated and which steps will be the main area of focus for each product.

It is a good idea to focus on top sellers as they are more likely to have a greater impact on improving the health of your consumers. It is also worth considering reformulating a core ingredient that will make several recipes healthier such as pie casings, meat seasonings or swapping to healthier ingredients and cooking methods for food service businesses. It is important to work with your ingredient suppliers to find out if there are any off the shelf solutions, such as a lower fat pastry or reduced salt seasoning that could support your efforts. In some cases, they may even be able to create a bespoke solution that is healthier than your current ingredients.

Each business taking part in the challenge will benefit from a range of media support from FDF Scotland where we will celebrate the great work you are doing within your community to improve dietary health.

This challenge forms part of FDF Scotland's Reformulation for Health programme, which is funded by Scottish Government, to help and support small and medium sized food companies to make their products healthier.

If you are interested, please get in touch with Joanne at reformulation@fdfscotland.org.uk



Rotary youth leadership awards 2020 :-

We have been approached by the Rotary Club to enquire if any of our apprentices would like to apply to take part in the Rotary Youth Leadership Awards 2020. There are separate camps for male and female and the candidate age range is 16-18. There is no cost to the individuals who are successful as their local Rotary club will cover the cost.

It is a confidence building “outward bound” type course and would benefit any individual who is chosen, to go, by their local rotary club. Although the information below, is from the local Tayside group, they have said that they are happy to forward any interest to the local Rotary clubs all across Scotland.

If you have an apprentice who fits the criteria then please contact the office on 01738 637472 and we will pass the details on.

rotary
youth
leadership
awards
2020



Information Leaflet

Girls Camp: 4th July – 11th July 2020

Boys Camp: 11th July – 18th July 2020

What is RYLA about?

The object of RYLA is to develop leadership qualities and team working: to give a sense of pride in achievement; to stimulate mind and body, and in doing so to emphasise the importance of sportsmanship, fitness, character and personal relationships as part of quality living.

Successful candidates in the age range 16-18 will participate in a programme of physical and intellectual activities, which will develop skills in:

- Team working
- Positive leadership
- Communication
- Problem Solving
- Decision making



RYLA is operated through your local Rotary club, and participants are chosen who demonstrate leadership qualities which the panel think could be developed by attending the RYLA camp and being exposed to situations which would allow them to demonstrate these qualities. If you are successful and come prepared to put your best into all you do during your stay, there is no doubt that at the end of the week you will have enjoyed the experience of a lifetime.

Where does RYLA take place?

Participants travel to Abernethy Outdoor Centre at Nethybridge, near Aviemore, for a week of intensive activities, which are designed to challenge the candidates both physically and mentally.

What is involved?

Participants are divided into groups, usually eight per group with a mentor to look after their welfare. The groups compete against each other in all the various activities with leadership and teamwork being the main objectives.



Each of the candidates is given the opportunity to act as the leader of the group during the week.

Activities cover such things as Canoeing, Hill Walking and Map Reading, Mountain Bike Cross Country Riding, Rock Climbing and Gorge Walking.

The Abernethy Challenge gives intricate, mind stretching problems to solve, and is an area which highlights leadership potential.

All these activities are controlled and supervised by the staff of Abernethy Outdoor Centre who are all fully qualified.

The intellectual aspect includes team task exercises, evening presentations and discussions on leadership.

At the end of the week each successful candidate receives a Rotary Youth Leadership Award certificate. This will be presented after you give a short talk on your RYLA experience to your sponsor Rotary Club after you have attended the RYLA camp.

Cost to you and Rotary?

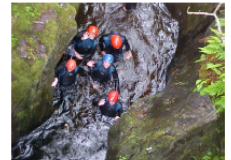
Apart from your need to take a small amount of spending money (the Centre has a small shop for extras), all other costs are met by your sponsoring club including transport to and from the Centre.

If you require any further information on RYLA please contact your local Rotary Club by the end of April:

Club:

Name:

Telephone No:



rotary
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leadership
awards

WE'RE FOR COMMUNITIES

ARE YOU?

2

Scottish Craft Butchers Aprons

We have a stock of the cotton aprons in the office for sale exclusively to our members .

The Scottish Craft Butchers logo appears in white on a marine blue cotton apron and will provide your counter staff with an attractive addition to your uniforms.

These are available to order by contacting Bruce in the office on **01738 637472. or Bruce@sfmta.co.uk**

They are priced at **£18 each including VAT plus postage.**

There are limited numbers available on a first come first served basis.



round steak fresh, lean, tasty

Casserole

Stroganoff

Goulash

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**SCOTTISH
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Burns' Night something traditional

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**SCOTTISH
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TIPS • ADVICE • COOKING TIMES

Round Steak & Mushroom Stroganoff

Ingredients

- 200g bone-in round steak
- 1 teaspoon salt
- 1 teaspoon pepper
- 1 tablespoon olive oil
- 1 onion, finely sliced
- 200g mushrooms, halved
- 200g beef stock
- 1 tablespoon Worcestershire sauce
- 1 tablespoon Tomato Puree
- 100g sour cream
- 2 tablespoons chopped chives
- Salt to season

Directions

Heat oil in a large frying pan over medium-high heat. Add onion and cook for 5 minutes. Add mushrooms and cook, stirring for 5 minutes until lightly browned. Add stock, tomato puree, Worcestershire sauce and beef stock. Simmer for 10 minutes. Add round steak and cook until tender. Stir in sour cream and chives. Season with salt to taste.

TIPS • ADVICE • COOKING TIMES

Divide the stroganoff among bowls, garnish with chives.

To A Haggis

HAGGIS

COOKING INSTRUCTIONS

Your haggis is already cooked and only needs to be reheated. Wrap the haggis in foil or a large piece of parchment paper. Place in a large ovenproof dish. Add plenty of hot water to the dish. If you would rather use an oven, place in a roasting tin with a little water. Bake for 1 hour at 180°C (350°F). The haggis should be piping hot when served. It is best served with neeps and tatties.

Why Do Haggis & Burns Go Together?

SCOTTISH National Bard Robert Burns was born 25 January 1759. He is the only Scottish poet to have been named after a haggis. Burns wrote the famous poem "To a Haggis" in 1787. The poem is a tribute to the haggis, a traditional Scottish dish made from sheep's heart, liver and lungs. Burns wrote the poem in 1787, the year he wrote "To a Haggis". The poem is a tribute to the haggis, a traditional Scottish dish made from sheep's heart, liver and lungs. Burns wrote the poem in 1787, the year he wrote "To a Haggis".

TIPS • ADVICE • COOKING TIMES

How to cook the perfect Steak

Blue	Medium
Seared outside, 1 minute each side, sear all edges until well done. Internal temp: 55-60°C. Should feel springy with an resistance.	Seared outside, 2 minutes each side, 75% red center. Internal temp: 60-65°C. Should feel soft and springy with slight resistance.
Rare	Medium Rare
Seared outside, 1.5 minutes each side, 50% red center. Internal temp: 55-60°C. Should feel soft and springy with slight resistance.	Seared outside, 2.5 minutes each side, 75% red center. Internal temp: 60-65°C. Should feel firm and springy.
Well Done	Well Done
Seared outside, 4 minutes each side, 100% brown throughout. Internal temp: 70-75°C. Should feel very firm and "well done".	Seared outside, 4 minutes each side, 100% brown throughout. Internal temp: 70-75°C. Should feel very firm and "well done".

TIPS • ADVICE • COOKING TIMES

Round Steak & Vegetable Casserole

Ingredients

- 1 teaspoon salt
- 1 teaspoon pepper
- 1 pound round steak, cut into 1 inch cubes
- 1 tablespoon olive oil
- 1 onion, finely sliced
- 200g mushrooms, halved
- 200g beef stock
- 1 tablespoon Worcestershire sauce
- 1 tablespoon Tomato Puree
- 100g sour cream
- 2 tablespoons chopped chives
- Salt to season

Directions

Heat oil in a large frying pan over medium-high heat. Add onion and cook for 5 minutes. Add mushrooms and cook, stirring for 5 minutes until lightly browned. Add stock, tomato puree, Worcestershire sauce and beef stock. Simmer for 10 minutes. Add round steak and cook until tender. Stir in sour cream and chives. Season with salt to taste.

TIPS • ADVICE • COOKING TIMES

Divide the stroganoff among bowls, garnish with chives.

Exclusive to members of Scottish Craft Butchers.

Promotional posters.

Recipe information sheets that you can print out and issue to your customers.

TIPS • ADVICE • COOKING TIMES

Round Steak Goulash

Ingredients

- 1 pound round steak, cut into 1 inch cubes
- 1 onion, finely sliced
- 200g mushrooms, halved
- 200g beef stock
- 1 tablespoon Worcestershire sauce
- 1 tablespoon Tomato Puree
- 100g sour cream
- 2 tablespoons chopped chives
- Salt to season

Directions

Heat oil in a large frying pan over medium-high heat. Add onion and cook for 5 minutes. Add mushrooms and cook, stirring for 5 minutes until lightly browned. Add stock, tomato puree, Worcestershire sauce and beef stock. Simmer for 10 minutes. Add round steak and cook until tender. Stir in sour cream and chives. Season with salt to taste.

TIPS • ADVICE • COOKING TIMES

Divide the stroganoff among bowls, garnish with chives.

Tips, Advice and Cooking Times.

These leaflets are available on the members only area of the Scottish Craft Butchers website. Members can print off and issue to customers. We have also sent the 4 information sheets by e-mail to all members. If you haven't received them, please provide us with your e-mail address and we will send out.

The QR code on the "Love me Tender" poster will take the consumer directly to the "How to cook the perfect steak" leaflet above.

Why not post the cooking guides on your social media pages to show the extra service our local Scottish Craft Butchers provide.

NEW YEAR NEW OPPORTUNITIES NEW EXPERIENCES

GET THESE DATES IN YOUR DIARY NOW...

Don't miss out on taking part in these fantastic events from the publishers of Meat Management magazine. Whether it's becoming a partner, entering a product, or just being there, these events are the best ticket in town!



**Black tie dinner & ceremony -
2nd July**



**Celebration lunch -
Monday 26th Oct***



**Black tie dinner & ceremony -
13th Nov**



To find out more about taking part, contact **Emma Cash** on **01908 613323** or email her at **emma.c@yandellmedia.com**.

For partnership or sponsorship details contact **Michelle Ingerfield** at **michelle.i@yandellmedia.com**.
Alternatively visit **meatmanagement.com** for further information.

*UK Sausage Week commences on 26th October and concludes on 1st November 2020.

QMS “Meat the Future” Conference Focuses on Future Opportunities for the Scottish Red Meat Supply Chain



Members of the Scottish red meat supply chain are being encouraged to register via www.qmscotland.co.uk for Quality Meat Scotland’s free “Meat the Future” conference on 25 February at Radisson Blue Hotel, in Glasgow.

The aim of the event, which will feature a diverse line-up of world-class speakers from across the globe who boast substantial social media followings, is to look at ways the whole supply chain can work together to support, develop, promote and protect the Scottish red meat industry now and in the future.

In the morning session, attendees will hear from Fergus Ewing, Cabinet Secretary for Rural Economy and Connectivity followed by James Withers, Chief Executive of Scotland Food & Drink who will speak on the role of the red meat supply chain in achieving the Ambition 2030 goal of £30bn in turnover by 2030.

World-renowned academic Dr Frederic Leroy, Professor of Food Science at Vrije Universiteit, Brussels, will then discuss combatting the myths around red meat and how the industry can face the challenges of the current post-truth era.

Before lunch, beef and sheep farmer and past Scotch Beef Farm of the Year winner Robert Fleming of Castle Sinniness will join pig farmer Jamie Wylie of Ruchlaw Mains who will showcase how they been working to future-proof their businesses by implementing a range of changes to become more sustainable.

The speakers in the afternoon session will highlight steps the supply chain can take to maximise their productivity and, ultimately, their profitability in response to the current challenges.

Dr Jude Caper, a leading independent Livestock Sustainability Consultant who is passionate about the role of animal agriculture in sustainable food production, will highlight the positive environmental credentials of Scottish red meat production.

Dr Rod Polkinghorn, Chairman of Meat Standards Australia will then discuss how the Scottish red meat industry can create unique selling points for Scotch Beef PGI. From his own herd, Rod developed a paddock to plate branded beef production method. Rod’s unique technical capability and hands on approach have delivered domestic and global innovation and revenue growth at an industry and company level.

Laura Ryan, founder and global Chair of Meat Business Women and former Sector Strategy Director for Beef & Lamb with AHDB will then take to the stage to share her successful experiences of networking and how this can be further utilised in the Scottish red meat industry.

Federico Stanham, President of the National Meat Institute Uruguay will then discuss ways to maximise export potential. Uruguay is the smallest country in South America with 3.4 million people and 12 million head of cattle. Sixty five percent of beef production goes to service export markets.

The conference will be rounded off with a Steve McLean, Marks & Spencer’s Head of Agriculture who will speak on future proofing the Scottish Red Meat Industry.

Alan Clarke, Chief Executive of Quality Meat Scotland (QMS) said that it is essential for the future profitability and success of the Scottish red meat industry that every link in the chain works more closely together.

“Our industry is currently facing an unprecedented amount of challenges, however, there are also many opportunities on the horizon and it’s vital that we work together as a supply chain to seize and maximise these,” said Mr Clarke.

“We’ve worked hard to bring together world-renowned speakers from across the world to talk about some of the challenges we face and how we can counter these, but to also inspire delegates and get them thinking about the future potential of our industry and the positive steps their businesses can take to ensure a profitable and future-proofed sector going forward.”

The QMS “Meat the Future” conference is free to attend (lunch included). To register and see more information on the event, visit the QMS website: www.qmscotland.co.uk or call 0131 510 7920

Quality Meat Scotland's Future Strategy Highlighted to MSPs



Quality Meat Scotland's future strategy to further support, develop, promote and protect the Scottish red meat industry has been highlighted to MSPs.

An event at the Scottish parliament, hosted by Peter Chapman MSP, focussed on the detail of the strategy which aims to deliver a range of new activities and initiatives to support and develop a sustainable, professional, profitable and resilient Scottish red meat sector.

MSPs at the Holyrood event also welcomed plans to build on close collaboration between all the links in the Scottish

red meat supply chain to maximise market opportunities both at home and abroad.

Speaking at the event, which was also attended by representatives from the wider agricultural sector, Alan Clarke, Chief Executive of Quality Meat Scotland (QMS), said the organisation was in a strong position to support the supply chain during this period of political and economic uncertainty.

"The development of our new strategy followed full and careful consideration of the factors influencing the different parts of the Scottish red meat industry and the challenges and opportunities which exist," said Mr Clarke.

"Around 50,000 jobs in Scotland are dependent on our industry and it is essential that we continue to robustly support and protect it. We can do this by enhancing and evolving our existing activities as well as concentrating on new route to market opportunities and allocating marketing spend close to point of purchase.

"The objective of this is to increase the availability of Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork in new export markets and in UK retailers, further encouraging consumers to purchase our world-class brands which are underpinned by high animal welfare and production methods," he added.

Mr Clarke also highlighted the organisation's work to encourage the uptake of new technology and techniques to improve on-farm profitability. This includes a new project recently awarded through the Knowledge Transfer and Innovation Fund (KTIF) which is designed to prove several concepts around the use of DNA analysis for meat traceability and integrity as well as cattle performance development.

Picture (L to R): Peter Chapman MSP, Fergus Ewing, Cabinet Secretary for Rural Economy and Connectivity, Kate Rowell, Chair of QMS and Alan Clarke, Chief Executive of QMS



ANNUAL GENERAL MEETING

The Annual general meeting of members of the Guild of Q Butchers will be held on Wednesday, 26 February 2020 at 11.45am at the Principal Hotel, York.



2020 Regional meetings & Product Competitions Dates for your diary.

SCOTTISH
CRAFT BUTCHERS

Your invitation to dinner!

The regional meetings below are in the format of dinner and informal chat. February and March meetings will be smaller groups with a two course dinner 6.30pm to 9.00pm. No corporate members will be allowed. The meetings will be to assess what SFMTA does in its services and to enquire what you would like us to do over the next year. It is your chance to let us know what you think.

Book your place at the table, call Bruce on 01738 637472

Venue	
Monday 10 th February	Inchtute Hotel, Inchtute
Tuesday 11 th February	Louis Browns, Dalgety Bay
Monday 24 th February	Waterside at the Glen Mhor Hotel, Inverness
Tuesday 25 th February	The Redgarth, Oldmeldrum
Monday 2 nd March	Buccleuch Arms, St Boswells
Wednesday 4 th March	Garfield House Hotel, Stepps
Monday 9 th March	Auldgirth Inn, Dumfries
Tuesday 10 th March	Western House Hotel, Ayr

2020 Beef Burger & Speciality Burger Product Evaluation

2020 Speciality Link Sausage Product Evaluation

All three evaluations kindly sponsored by Dalziel Ltd.

The evaluation will be held on **Thursday 12th March** at **Forth Valley College, Stirling Campus, Drip Road, Stirling, FK8 1SE.**

One Diamond Award will be presented for the best product in each category.

Gold and Silver awards to all those worthy of those awards.

2020 Beef Sausage and Black Pudding Championship!

Both competitions kindly sponsored by Dalesman.

The Beef Sausage & Black Pudding championship judging will take place at the venues below while the regional meetings take place. Presentations of the March product evaluation. Meetings start at 7.30 till 9.00

Date	Presentation Area & Venue
Monday 18 th May	Carfraemill Hotel, Scottish Borders South East Scotland Region
Tuesday 19 th May	Glynhill Hotel, Renfrew PA4 8XB West of Scotland Region South West of Scotland Region
Wednesday 20 th May	Laichmoray Hotel, Elgin North of Scotland Region
Thursday 21 st May	Dewars Centre, Perth East of Scotland Region



Make it with Meat– Food and Drink Federation Scotland

Held at Bathgate academy on Friday 10th January 2020.

The event was focused on encouraging S2 pupils to consider the meat industry as a career option.

Various speakers gave the group of approximately 200 pupils an idea of the different stages and job roles available in the meat industry food chain.

Introduction -

Food & Drink Federation Scotland— Moira Stalker explained the **Make it with Meat** process, stages involved and aim to get talented young individuals into the meat industry. Moira spoke about past winners and the money raised.

A K Stoddarts- Willie Kemp explained who A K Stoddarts are, what they do and their customers. Willie spoke about Stoddarts one team approach and various job roles within the business.

Craft Skills Scotland - Sean Graham informed the group about what a Modern Apprenticeship is and the various job roles it can be implemented into. Sean emphasized the importance of new and talented young individuals joining the trade and what they could achieve in our industry. Sean also gave an overview of who Scottish Craft Butchers are and what they do.

How it works

First stage - Introduction to “**Make it with Meat**” at S2 assemble at Bathgate Academy.

Second stage - planning & product innovation.

Third stage - visit to A K Stoddarts Bathgate.

Forth stage - tasting session with professional chef.

Fifth stage - butchery and manufacturing demo by **Scottish Craft Butchers** & A K Stoddarts.

Sixth stage - marketing and branding.

Seventh stage - Judging of the products (Bathgate academy).

Winning product will be made by A K Stoddarts at Broxburn.

Final - Winners sell produce at Tesco store in Bathgate on a donation basis. All proceeds go to a charity of the pupils choosing.

We Look forward to seeing the results of this campaign.



Food Standards Scotland Beef labelling regulations guide update

On Wednesday 15th January, the executive board of Scottish Craft Butchers held a meeting with Ian McWatt, Chief Operating Officer from Food Standards Scotland.

Ian informed the board that there is an ongoing investigation into non UK beef entering the market in Scotland.

The investigation is focusing on the retail and catering sectors as the evidence suggests that the origin of this beef is clearly declared up to the point of dispatch from the wholesalers/processors.

It has been highlighted to FSS that this is not being declared at the point of sale or in some cases being sold as Scotch!!!

FSS has informed us that they are asking local authorities to focus on this issue and members should be fully aware that any visits from their EHO will involve a thorough check on your traceability records and information displayed.

The official beef labelling guidelines from the Scottish Government have already been e-mailed out to all members. We will be issuing some further guidelines in the near future, however please contact the office if you have any questions meantime.

Please ensure that your traceability records, FOR ALL SPECIES, are fully up to date and all information you display and declare is an accurate record of the beef you are selling.

Please ensure that your staff are aware of where the information is available and that they do not inadvertently make false declarations as to the origin of the beef or any other species sold on your premises.

The potential penalties to a business amounting from a prosecution, as well as the negative publicity to the industry as a whole is something we should be fully aware of.

The image shows a template for a 'Notice Board' for Scottish Craft Butchers. It features the organization's logo at the top, followed by the text 'EU BEEF LABELLING REGULATION - Beef on sale today comes from the following suppliers and has been cut on these premises :'. Below this is a table with two columns: a large column on the left for supplier names and cutting plant numbers, and a column on the right with six rows, each labeled 'Traceability Reference Number'. At the bottom, a small note states: 'All minced beef comes from the above suppliers and reference numbers. Minced on these premises in UK'.

At Scottish Craft Butchers we have devised a “Notice Board” system which can be displayed in your shop to tell customers where the beef on sale comes from.

The board is exclusive to our members. (although we have not patented it!). The board is magnetic and also takes a dry marker. Ease of use has been weighed up against ease of cleaning. So it is a sensible white board with Scottish Craft Butchers logo and title “the beef and veal on sale today is from the following suppliers and has been cut on these premises:-“

On the left of the board is a section to put up the name and cutting plant numbers of the suppliers of the beef on sale and the countries of origin. To the right of that are sections to mark in those important reference numbers mentioned above.

Noticeboards are £60 including VAT + Delivery



A massive congratulations to Paul Copland from D Bennett & Son in Dunblane who has achieved SCQF level 6 Modern Apprentice qualification in Meat & Poultry Skills.

Paul is also a qualified chef and has used all his skills to excel in his role at Bennetts!

A popular member of the team and dedicated to help train the next apprentice in the business! Well done Paul!



Congratulations to Lee Dempster from Minick Group in Fife on achieving his SCQF level 6 Qualification in Meat and Poultry Skills Modern Apprenticeship.

Lee has displayed a dedication to his profession only matched by his effort to achieve his qualification.

Lee has since progressed onto his Federation Diploma. A top effort Lee!! Well done!

Artisan Butcher
MINICK
of St Andrews



CAFE & RESTAURANT SERVICE SKILLS

LEVEL 2 SVQ

FULLY FUNDED QUALIFICATIONS

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Telephone 01738 637785



Café & Restaurant Service Skills

Your business needs skilled people we've got the answer and it's FREE

- Get flexible, tailored training to meet your business needs
- Attract fresh talent and develop the workforce of the future
- Upskill your existing employees
- Improve your productivity, staff morale and quality of service
- Retain talent, reducing your recruitment costs
- Customer confidence in your skills workforce
- Includes hygiene training and certification

Do you have a hunger for knowledge?

This qualification is designed for candidates who are working in a food service environment. It will suit candidates who are looking to develop their existing skills and knowledge.

- Delivered in the workplace by a team of dedicated assessors
- No day release for college
- Cost: FREE
- Duration: 6-18 months
- Age: All ages and abilities

WHO?

Waiting and counter service staff in:

- Cafés
- Farm Shops
- Restaurants
- Dells
- Retail Food Outlets

CRAFT SKILL SCOTLAND IS A TRAINING PROVIDER CONTRACTED BY SKILLS DEVELOPMENT SCOTLAND TO DELIVER QUALIFICATIONS TO THE FOOD & DRINKS INDUSTRY



Congratulations are definitely needed here. If these lads look familiar its because they gave a great showing at the inaugural Butcher Wars event last year. They have both now distinguished themselves by completing the illustrious Federation Diploma. These are the sort of youngsters that will form the backbone of the meat industry going forward and it was an absolute pleasure working with them.

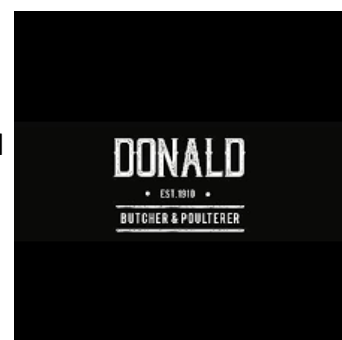
Many congratulations guys, very well deserved.



Congratulations to Sarah Swanson from Donald Butchers in Uddingston on achieving her SCQF 5 Qualification in Meat and Poultry Skills Modern Apprenticeship.

Sarah has had a great year with also winning the Level 2 Modern Apprentice of the Year at the Scottish Craft Butchers Awards 2019.

Great effort from start to finish, she is now moving onto her SCQF 6 Qualification in Meat and Poultry Skills Modern Apprenticeship.



Congratulations to Cameron Dryden from R G Forman & Son Butchers in Norham on achieving his SCQF 5 Qualification in Meat and Poultry Skills, Modern Apprenticeship.

A local lad working for a local business who has seized the opportunity to enhanced his skills, learning his trade from his colleagues with many years of experience.

A fantastic effort from beginning to end. Seen here being presented with his certificate by his employer, John Foreman.

Cameron will now progress on to SCQF level 6 with his assessor Sean Graham.

Well done
Cameron.

**R. G. Foreman
& Son**

Card payments like no other

At Paymentsense we like to make things simpler for our customers.

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A service that makes your life simpler, cuts your costs and gives you peace of mind.

Why choose Paymentsense?

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- We'll cover your current provider's exit fees up to £3,000
- We'll ensure all funds arrive in your bank account the next business day

 **paymentsense**
beyond ordinary

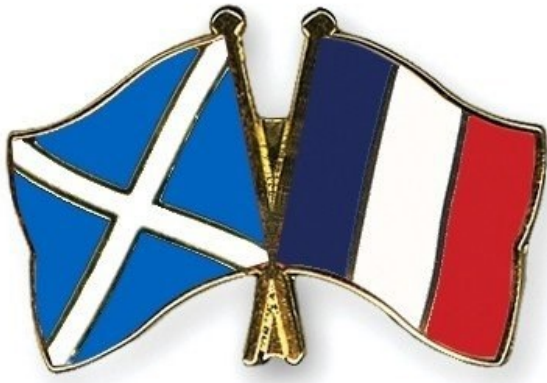
“ I stumbled across the payments industry by chance, intrigued by the whole concept of it and shocked at how business owners were being overcharged with poor service for a product that was essential to their business. Then I found Paymentsense offering competitive rates, better products and faster set up times, whilst providing a customer friendly service. Since then I have driven the length of Scotland on my mission to help and support businesses. I found I was particularly driven to butchers as this is where I started my own career some 38 years ago, at the butcher counter at Prestos in the heart of Glasgow. Butchers are craftsmen in their own right and I like to think of myself as something similar a craftswoman in the payments industry. ”

Ruth Anderson, Payments Consultant, Scotland

For more information, call **Ruth Anderson** on
07957 855067
or email ruth.anderson@paymentsense.com

* Terms and Conditions apply





FRENCH EXCHANGE PROPOSAL

Our good friends from Lyon college in France have been in touch to ask if we would be interested in repeating the exchange program which last took place in October 2018.

This would involve hosting a French butchery student for 1 week then allowing your apprentice butcher to go to France for 1 week.

The proposal is to organise this for **March 2020**.

Many of those who participated in 2018 found this to

be a worthwhile chance to expand their knowledge and skills as well as getting to know fellow butchers in France.

If you have someone who you feel would like to be considered to take part in this years exchange then register your interest with claire@craftskills.scot or call **01738 637785**.



Scottish Apprenticeships are for everyone no matter their background and for every business, no matter its size or sector.

This year, Scottish Apprenticeship Week takes place from 2 – 6 March. We'll celebrate the diversity that makes work-based learning good for individuals, employers and the economy.

Talent without limits

Co-ordinated by Skills Development Scotland, the campaign theme is 'Talent Without Limits'. During the week, activities and events will take place up and down the country.

Share, celebrate and acknowledge

Whether you're an apprentice, employer or learning provider, we want you to share your story on social media. Post on Twitter, Instagram, LinkedIn and Facebook to celebrate the diversity that makes Scottish Apprenticeships.

Use #TalentWithoutLimits and #ScotAppWeek2020



Having positive conversations about red meat

January 2020

• Having Positive Conversations about Meat

- QMS & AHDB have worked in collaboration on this 20 page information pack.
- It is a great source of factual information to use to help positively manage the reputation of the red meat industry during 2020 and beyond
- The full pack has been e-mailed out to all Scottish Craft Butchers members.
- The full pack is also available on the members only website under the **latest news** section.
- Please use the information contained to give your customers an informed and balanced viewpoint.
- Have a copy available for your staff to refer to.

Overview

AHDB and Quality Meat Scotland (QMS) have put together this pack of support materials to help positively manage the reputation of red meat during January 2020 and beyond.

It includes a number of assets and materials that can be used throughout January, forming a common narrative for industry.

The pack includes

1. Market context - UK
2. Market context - Scotland
3. Insight – Plant-based diets
4. Background on Veganuary & the Media landscape for 2020
5. Summary of planned QMS activity for January
6. Get involved – Social Media
7. Get involved – Meat & nutrition facts
8. Get involved – Environment facts
9. Q&A Support – Health & nutrition
10. Q&A Support – Environment
11. Key contacts at QMS



SCOTCH PIE

WORLD CHAMPION

- James Pirie & Son, Newtyle, Blairgowrie

GOLD

- Boghall Butchers, Bathgate

SILVER

- Scott Brothers, Dundee
- Skinner of Kippen
- W F Stark, Buckhaven

BRONZE

- James Chapman (Butchers) Ltd, Strachan Craft Butchers, Blantyre

MACLEANS CUP

Presented for best speciality savoury

Hugh Black & Sons Ltd, Bathgate - Premium Chicken & Ham Hough Pie

FOOTBALL PIE OR SAVOURY

DIAMOND

- Bruce of the Broch, Fraserburgh: Fish Pie (Fraserburgh F.C.)

GOLD

- D.G. Lindsay & Son, Perth - Steak & Gravy Pie (Scone Thistle F.C.)
- Scott Brothers, Dundee - Dundee Football Pie (Dundee F.C.)

BRIDIE

DIAMOND

- Scott Brothers, Dundee - Mince Bridie

SILVER

- Thomas Johnston Butchers, Falkirk - Mince Bridie

BRONZE

- Boghall Butchers, Bathgate - Mince Bridie
- James Aitken Butchers, Alloa - Steak Bridie

COLD SAVOURY

DIAMOND

- Dales Traditional Butchers Ltd, Kirkby Lonsdale - Pork & Haggis Pie

GOLD

- Dales Traditional Butchers Ltd, Kirkby Lonsdale - Pork & Black Pudding Pie

BRONZE

- Ballards Butchers, Castle Douglas - Chilli Pork Pie
- Boghall Butchers, Bathgate - Duck in Plum Sauce Pie

SAUSAGE ROLL

DIAMOND

- Tom Courts Quality Foods, Burntisland - Sausage Roll

GOLD

- Boghall Butchers, Bathgate - Sausage Roll

SILVER

- Stuart's Bakers & Butchers, Methil - Sausage Roll

BRONZE

- Dales Traditional Butchers Ltd, Kirkby, Lonsdale - Sausage Roll

MACARONI PIE

DIAMOND

- Bert Fowlie Butcher, Strichen, Aberdeenshire - Macaroni Pie

GOLD

- J B Houston Butchers, Dumfries - Macaroni Pie

BRONZE

- D.G. Lindsay & Son, Perth - Macaroni Pie

HAGGIS SAVOURY

DIAMOND

- Dales Traditional Butchers Ltd, Kirkby, Lonsdale - Scotch & Haggis Pie

GOLD

- Boghall Butchers, Bathgate - Chicken Balmoral Pie

BRONZE

- James Pirie & Son, Newtyle, Blairgowrie - Steak & Haggis Pie

HOT SAVOURY

DIAMOND

- Hugh Black & Sons Ltd, Bathgate - Premium Chicken & Ham Hough Pie

GOLD

- Grierson Bros, Castle Douglas - Lamb Shank Pie

SILVER

- Boghall Butchers, Bathgate - Medley of Seafood Pie
- Hugh Black & Sons Ltd, Bathgate - Stew Pie

BRONZE

- James Chapman (Butchers) Ltd, Wishaw - Stovie Pie

Congratulations to all our Scottish Craft

Ethical Veganism protected under the Equality Act

In considering the recent case of *Jordi Casamitjana -v- League against Cruel Sports (LACS)*, an Employment Tribunal (ET) has ruled that ethical veganism is capable of being protected as a philosophical belief under the Equality Act (EqA) 2010.

Facts

Mr Casamitjana was employed by LACS as Head of Policy and Research. He became aware that his pension fund contributions were being invested in a company associated with animal testing and raised these concerns to his employer claiming this was against his vegan beliefs. He subsequently alerted colleagues when no action had been taken.

Mr Casamitjana was ultimately dismissed from his role and, whilst he did not have sufficient service to bring an unfair dismissal claim, he brought claims to the ET alleging his dismissal was due to his philosophical belief in veganism and his making a protected disclosure in respect of the pension fund arrangements.

Law

Under the EqA 2010, or the European Human Rights Commission (EHRC) Code, the following criteria must be in place in order for a philosophical belief to have that protection:

the belief must be genuinely held and not a mere opinion or viewpoint on the present state of information available;

the belief must be a weighty and substantial aspect of human life and behaviour;

the belief must attain a certain level of cogency, seriousness, cohesion and importance and be worthy of respect in a democratic society;

the belief must be compatible with human dignity and not conflict with the fundamental rights of others.

Ethical veganism may be distinguished from dietary veganism. While both dietary and ethical vegans eat a plant-based diet, excluding all animal-based produce, ethical vegans are against killing animals or using them as commodities. They exclude all forms of animal exploitation including avoiding clothing made from wool or leather, or products from companies involved in animal testing.

Decision

The ET considered, as a point of wider interest, whether Mr Casamitjana's ethical veganism was a fundamental part of his life, and therefore protected as a philosophical belief.

It found it was on this occasion, however that will not be determinative in every case where an employee claims that they have suffered a detriment because they are vegan, and each case will require to be considered on its facts. For example, an employee who has a vegan diet for health or fashion reasons, rather than for the protection of animals, may not necessarily be considered to have a genuinely held belief.

LACS agreed that ethical veganism should be considered to be a philosophical belief but argue that Mr Casamitjana’s dismissal was due to an act of gross misconduct and not related to his veganism.

Comment

Christine Jamieson, a Paralegal in our Employment team commented:

“The full hearing in this case has still to take place and the Tribunal will need to establish the reason for dismissal, and whether it was for a non-discriminatory reason, such as gross misconduct, or not. If it finds that the dismissal was for a discriminatory reason relating to Mr Casamitjana’s veganism, then he will be entitled to compensation for loss of earnings and possibly damages for injury to feelings.

“Employers should ensure that staff are made aware of the impact and potential disciplinary consequences of bullying or teasing a colleague for their vegan beliefs, just as is the case for any protected characteristic listed in the EqA, such as age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

“Care should be taken to ensure that employees with a protected characteristic are treated equally and do not suffer a detriment due to that characteristic. Employers considering disciplinary action or dismissal, even for an unrelated reason, in such cases should proceed with caution.

“A fair process should be followed, the impact of the protected characteristic should be taken into account, and alternatives must be considered before a decision is made. We recommend seeking legal advice at the outset of any issue in order to minimise the risk of Tribunal Claims.”



Current rates see full information at:- <https://www.gov.uk/national-minimum-wage-rates>

These rates are for the **National Living Wage** and the **National Minimum Wage**. The rates change every **April**.

Year	25 and over	21 to 24	18 to 20	Under 18	Apprentice
April 2019 (current rate)	£8.21	£7.70	£6.15	£4.35	£3.90
April 2020	£8.72	£8.20	£6.45	£4.55	£4.15

[Apprentices](#) are entitled to the minimum wage for their age if they both:

- are aged 19 or over
- have completed the first year of their apprenticeship

[Apprentices](#) are entitled to the apprentice rate if they’re either:

- aged under 19
- aged 19 or over and in the first year of their apprenticeship



Entries are open for Scotch Brand Product of the Year Award

The search has begun for the best product made using Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork at the Scotland Food & Drink Excellence Awards 2020.

Sponsored by Quality Meat Scotland (QMS), the Scotch Brand Product of the Year category recognises the hard work and passion of Scotland's top producers, celebrating those who have brought innovative Scotch products to market to improve consumer choice and value for money.

The Scotland Food & Drink Excellence Awards will take place at the Edinburgh International Conference Centre (EICC) on Thursday 21 May 2020. For over 20 years, the Awards have been championing the relentless pursuit of Scotland's food and drink producers to strive for absolute perfection and consistently raise the bar in an effort to have the country recognised as a Land of Food and Drink.

The Scotch Brand Product of the Year category is an opportunity for the people, brands and businesses retailing Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork to showcase the quality, innovation and creativity in their Scotch brand products.



Lesley Cameron, Director of Marketing and Communications at Quality Meat Scotland, said: "McCaskie Butchers in Wemyss Bay won Scotch Brand Product of the Year last year for their amazing McCaskie Unsmoked Back Bacon using Specially Selected Pork. We look forward to awarding another exceptional product from a business that is proud to retail Scotch brand products with a commitment to quality."

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 Beef PGI and Specially Selected Pork as an ingredient must contain a minimum meat content of 25%.

More information about the awards is available here: <http://excellenceawards.foodanddrink.scot/>. Entries for the awards close on Friday 14 February.



**Welcome to our new
members!**

SCOTTISH
CRAFT BUTCHERS



Ceres Butchers

8 Main Street
Ceres
Fife
KY15 5NA



J M Quality Meats

Saint Boswells,
Scottish Borders,
United Kingdom
TD6 0AP



Marzipan Meats

18 Castle Street
Tayport,
Fife
DD6 9AF



Watsons Craft Butchers

4 Kilblain Street
Greenock
PA15 1SR

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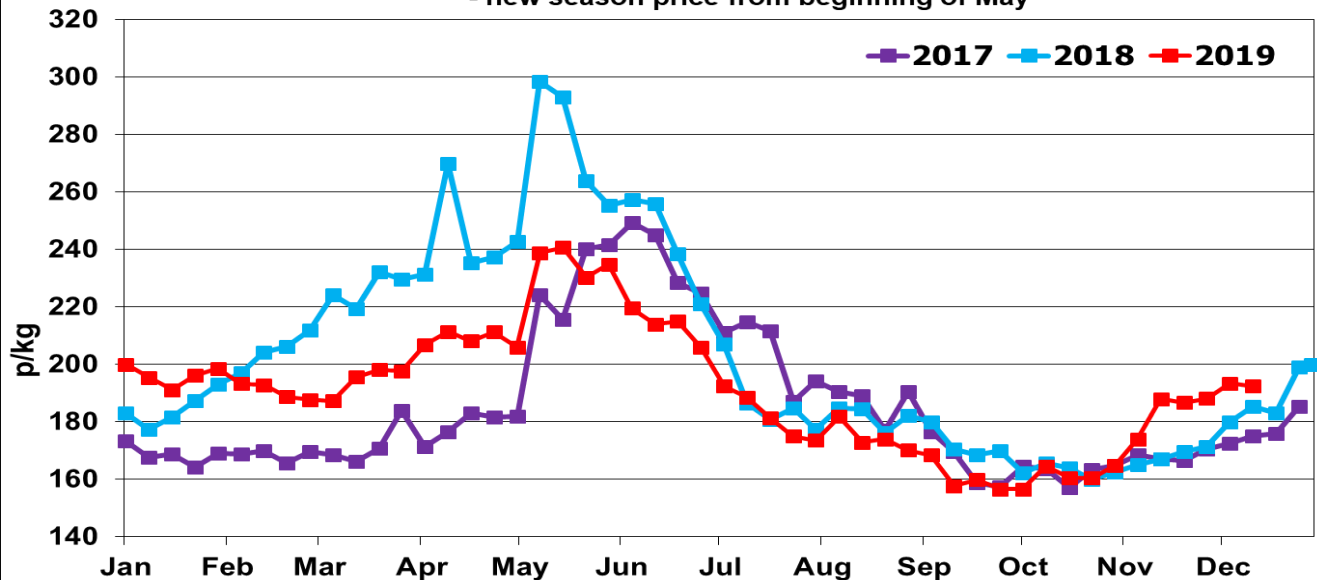
Avery Berkel



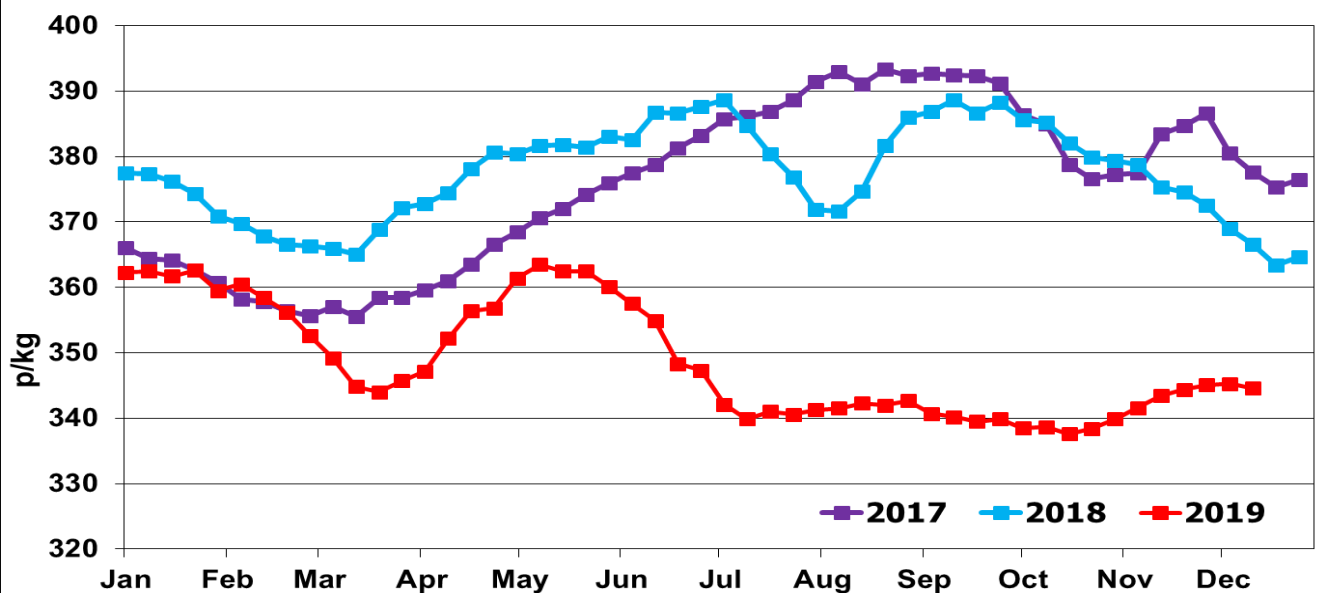
- Faster, smarter, and better for the environment than ever before
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2 Elms Way, Ayr, KA8 9FB

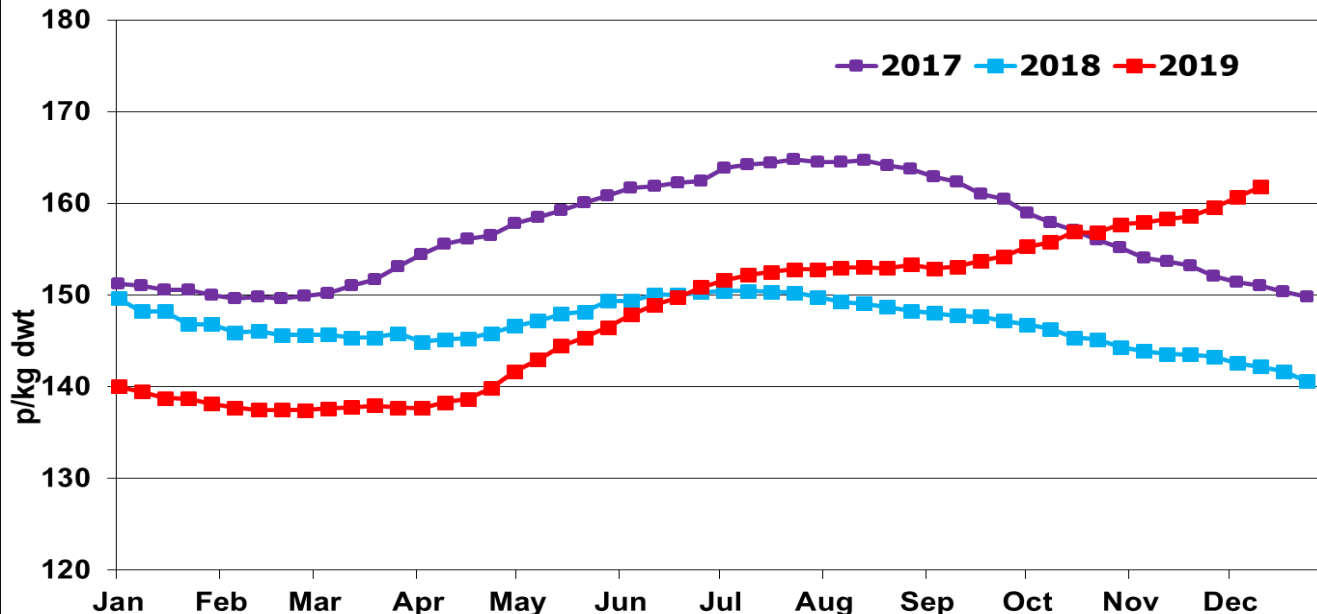
Scottish auction market price for prime sheep - new season price from beginning of May



Scottish deadweight price for steers



GB pig producer price - SPP



Livestock Prices

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

	W/E 14/12/19	Previous week	Previous year
Scottish Abattoirs			
Prices			
Steers dwt	344.6 p/kg	345.3 p/kg	366.6 p/kg
Heifers dwt	344.6 p/kg	345.2 p/kg	366.7 p/kg
Young Bulls dwt	320.0 p/kg	321.6 p/kg	339.5 p/kg
Numbers			
Steers	3948	4046	3952
Heifers	2864	2760	2868
Young Bulls	399	318	351
	W/E 11/12/19	Previous week	Previous year
Scottish auctions			
Prices			
Steers lwt	193.37 p/kg	201.79 p/kg	203.42 p/kg
Heifers lwt	203.17 p/kg	214.43 p/kg	214.60 p/kg
Young bulls lwt	160.00p/kg	172.64 p/kg	159.47 p/kg
Numbers			
Steers	121	140	115
Heifers	235	241	195
Young bulls	3	11	17

Deadweight cattle week ending 14 December 2019

	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	348.7	349.6	348.2	352.7	352.2	349.5	339.3	330.1
R	348.9	348.2	345.5	346.4	347.3	347.0	332.1	328.4
O+	340.3	340.4	335.7	334.3	339.8	333.1	317.2	323.2
-O	308.9	312.6	283.0	309.4	298.0	280.9	280.7	262.0

Sheep prices Scottish	W/E 11/12/2019	Previous Week	Previous Year
New Season SQQ lwt	192.40 p/kg	193.40 p/kg	185.40 p/kg
Ewes lwt	£66.62 /hd	£61.95 /hd	£49.21/hd
Sheep numbers			
Scottish Auctions			
New Season SQQ	16896	13518	14966
Ewes	7447	6618	6571
Sheep Prices	W/E 14/12/19	Previous week	Previous year
GB Abattoir			
New Season SQQ dwt	431.7 p/kg	427.4 p/kg	408.9 p/kg

Deadweight sheep week ending 16 November 2019

		2	3L	3H
	U	441.7	434.8	410.8
	R	435.3	433.9	431.1
	O	424.2	425.5	424.3

Pigs	W/E 14/12/19	Previous week	Previous year
GB abattoirs			
Standard Pig Price (SPP)	161.82 p/kg	160.67 p/kg	142.56 p/kg

GB deadweight pigs SPP week ending 14 December 2019

	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	141.89	3.82	80.0 – 89.9 kg	162.75	0.80
60.0 – 69.9 kg	160.82	1.68	90 kg and over	160.15	1.73
70.0 – 79.9 kg	192.90	0.93			

Fully Funded Apprenticeships. Spaces available now!

Craft Skills Scotland are the wholly owned subsidiary of Scottish Craft Butchers. We have fully funded places available on the Modern Apprenticeship program. We offer Apprenticeships in the following sectors of the food industry:-
Meat and Poultry skills SCQF level 5 and 6

Food sales and service skills SCQF level 5

Production and Processing Skills SCQF level 5

Brewing Skills SCQF level 5

Distribution Skills SCQF level 5

Supply Chain Skills SCQF level 6

Food Manufacturing Excellence SCQF level 5 and 6

Livestock Market Droving Skills SCQF level 5



All age apprenticeships for all your staff. Call Claire on 01738 637785

SFMTA AV RETAIL PRICES**November****January****SCOTCH BEEF**

Fillet Steak	4359	4363
Sirloin Steak	2962	2975
Rolled Rib Roast	2327	2329
Popeseye Steak	1833	1835
Topside	1547	1558
Round / Rump Steak	1500	1501
Shoulder Steak	1220	1221
Rolled Brisket	1168	1169
Steak Mince	1095	1096
Boiling Beef Bone In	705	706

DOMESTIC LAMB

Whole Leg of Lamb	1384	1381
Centre Cut Leg Bone In	1570	1570
Gigot Lamb Chops	1824	1825
Lamb Leg Steaks	1832	1834
Chump Lamb Chops	1775	1777
Double Loin Lamb Chops	1837	1838
Single Loin Lamb Chops	1676	1678
Rolled Shoulder Lamb	1255	1257
Lamb Shanks	753	754
Diced Lamb	1488	1489
Minced Lamb	1352	1353

PORK

Pork Tenderloin (Fillet)	1275	1282
Pork Leg Steaks	1002	1015
Double Loin Pork Chops	935	952
Single Loin Pork Chops	886	904
Rolled Shoulder of Pork	789	798
Belly Pork	799	803
Pork Loin Steaks	1114	1114
Diced Pork	866	874

PRODUCTS

Beef Link Sausages	878	879
Pork Link Sausages	887	888
Speciality Pork Sausages	915	916
Sliced Beef Sausage	811	811
Sliced Black Pudding	729	729
Ball Haggis	818	818
Scotch Pie	113	113
Quarterpound Beefburger	122	121
1lb Steak Ashette Pie	812	812

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Members are requested to support these businesses.



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Craig Michie: 01651 871600
Email: sales@barrabronzes.co.uk
Web: www.barrabronzes.co.uk

BIZERBA (UK) LTD 2-4 Erica Road, Stacey Bushes, Milton Keynes MK12 6HS Contact: Liesl Marchand, Marketing Manager Tel: 01908 682740, 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

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

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DALZIEL LTD.

Bellshill North Industrial Estate, Bellshill ML4 3JA
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Contact Chris Flanagan (Scotland Depot) Mob: 07768 477791 Tel: 01995 670271 info@directpoultry.co.uk

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Moodiesburn, Chryston G69 0JE
www.devro.co.uk Tel: 01236 872261
Email: Thomas.Downie@devro.com

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

Gmak Refrigeration Ltd.

Hercules House, Musselburgh, East Lothian, EH21 7PB, contact :
Tel: 0131 660 4430
service@gmakrefrigeration.co.uk
www.gmakrefrigeration.co.uk

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Tel:01525 244440, Fax:01525 244469
Website: www.handtmann.co.uk

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Contact - Barry J Davis
T: 01259 761218 M: 07544 338317
E: barry.davis@talktalk.net
W. www.hanwell.com

COLIN HEWITSON KRH

2 Elms Way, Ayr Ayrshire KA8 9FB
Contact: Colin Hewitson
Tel: 07769686985

KELLY BRONZE (SCOTLAND) LTD

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Email – sidehead@kellyturkeys.com
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Agricultural Centre, Muirglen Lanark ML11 9AX
Contact: Hamish McCall.
Tel: 01555 662281
E: mailbox@lawrieandsymington.com
Web: www.lawrieandsymington.com

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Tel: 0800 138 5837

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E: office@mcauslandcrawford.co.uk,
Web: mcauslandcrawford.co.uk

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MARSHALL WILSON PACKAGING 39

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Contact: Ian Queen,
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E: sales@marshall-wilson.co.uk
W: www.marshallwilson.co.uk/

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PH2 7TZ
Contact: Ruth Anderson
Mob: 07957855067
Ruth.anderson@paymentsense.com
www.paymentsense.com/uk/

ROBERTSON FINE FOODS John

Robertsons & Sons Hamcurers Ltd, 88 Princes Street , Ardrossan KA22 8DQ Contact: Barry Robertson
Tel: 01294 463936 Fax: 01294 472187

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Tel 0800 783 7331
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Mob: 07855614991
Web: www.jske.co.uk/

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

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