

Boxing clever in the Black Isle

Gordon Moir has not yet been in business for three years but in that short period of time since re-opening the butchers shop in Rosemarkie he has established local trade, attracted trade from outside the area and picked up some substantial catering accounts.

Gordon has struck up a supply partnership with local farmer, Gordon McIver at Flowerburn. The local farmer rears Aberdeen Angus and Angus x Limousins that are slaughtered along the road in Dingwall before being matured and then sold to the local market. Gordon insists on heifer beef with a preference for sides killing out between 130 and 150 kilos.

Gordon shoots his own venison and is currently encouraging a local farmer into free range chicken production. Bacon is cured on the premises and recent experiments have included Parma style ham.



His catering customers have helped to raise the shops profile with none other than Gordon Ramsay endorsing his beef. The celebrity chef was his normal foul mouthed self when he met up with Gordon but the publicity surrounding the business' supplies to the Glenmorrison Hotel in Inverness did no harm at all. The Black Isle butcher acknowledges "the Gordon Ramsay article did send customers our way."



All this was welcome for the former UK champion in kick boxing. He has fairly knocked this shop into shape since opening the premises that traded in the past under Ken Cummings.

Gordon's route to self employment started in Munro's in Conon Bridge, then after four years he moved to William Low in Fort William. He was there a year until he joined his brother Ian in a Bury boning plant for Neville Knowles. In 1995 he was attracted back north to work as a supervisor in the Edinburgh Smoked Salmon Co. in Dingwall.



Above :- the Moray Firth washes the sea front at Rosemarkie and (right) the main street with the butchers shop in the centre.



After a year out to pursue his sporting ambition that also included a Scottish championship in karate, a crucial ligament injury led to his retirement from competitive sport and he joined his brother who had taken over the Farquhar business in Grantown-on-Spey.

Today Gordon Moir employs two young members of staff, Jonathan Watson (above right) who recently received his SVQ Level II in Meat and Poultry Processing and 16 year old



David McCallum who has just completed his Intermediate Hygiene and Intermediate HACCP courses.

The shop has considerable space and now having invested in his staff, Gordon sees the next step as exploiting the full potential of the premises.

He admits that he is still fairly new to the business and unfortunately not everything can be tackled all at once.