

# FEDERATION NEWS

THE NEWSLETTER FOR SCOTLAND'S INDEPENDENT BUTCHERS



## Federation: Going forth in 2004

In this issue you will find plans unveiled to attempt to make the year 2004 the most successful for butchers for some time.

This year the Federation hopes to launch an exciting promotional campaign for independent butchers. The proposals are in the centre of this Newsletter.

With the help of all partners, it will create a powerful shared voice through which to champion and re-invigorate the Scottish independent butcher.

Coupled to this as announced in December the funding is in place to supply training to and certificate everyone in the retail meat industry who work in the Scottish Enterprise area. This complements the promotional campaign in as much it will highlight the personal service available at butchers and this training will encompass all including counter assistants.

While the year kicks off with optimism uncertainty still looms over the 2003 chestnuts. Bones disposal is still being treated differently throughout the country and whilst it would be irresponsible of us to recommend ignoring it, butchers will resist implementation of more expensive means of removal for as long as possible.

On 19<sup>th</sup> December consultation closed on the 2003 Meat Product Regulations. Local authorities are already asking us for copies of any guidance we have for members but this cannot be produced until the results of the consultation is known.

Happy New Year indeed!

**JANUARY 2004**

**This Month**

**Promotion  
Campaign  
proposals**

**Bones –  
The latest**

**PGI objection  
dismissed**

**Christmas Eve  
Shopwatch**

**Spring Make it With  
Meat Awards**

**Training Initiative**

**Haggis for 25th**

**Farmhouse  
Breakfast Week**

**A HAPPY NEW YEAR  
TO OUR READERS**

**YOUR FEDERATION IS THERE TO HELP YOU:**

Telephone 01738 637472 fax 01738 441059 e mail: [sfmta@sfmta.co.uk](mailto:sfmta@sfmta.co.uk)  
or find us on the web at [www.sfmta.co.uk](http://www.sfmta.co.uk)



## **FREE MASTERCLASS TRAINING SESSION! OPEN TO ALL BUTCHERS**



Following the success of the first training session held at the Scottish Hotel School in October, plans are in hand for more classes.

Quality Meat Scotland and SFMTA are holding two half-day "Masterclass" training sessions for butchers on advanced butchery skills, and will offer innovative ideas that will appeal to craftsmen butchers.

There will be an opportunity for "hands on" participation.

The training sessions will be taken by Dick van Leewen, who is well known to Scottish butchers. Younger Scottish butchers who have not had an opportunity to see Dick's work will be interested in working with him no doubt.

The dates are

**WEDNESDAY 28<sup>TH</sup> JANUARY at Queen Margaret College, EDINBURGH**

And

**THURSDAY 29<sup>TH</sup> JANUARY at Abertay University, DUNDEE**

The sessions will start with lunch followed by the tutorial.

There is a limited number of places (15) which will be allocated on a first come, first served basis, so please register your interest now!!

Letters of invitation will be sent out in the New Year, or details from June Lomax, Quality Meat Scotland, Rural Centre, West Mains, Ingliston, EH28 8NZ, ring 0131 472 4114 or e mail [jlomax@qmscotland.co.uk](mailto:jlomax@qmscotland.co.uk) to register.

## Bite no bullets

The Federation has written to the Scottish Executive again complaining of the inconsistent enforcement of the 2003 Animal By-Products Regulations. It is extremely annoying that some members are being made commercially disadvantaged and uncompetitive while their neighbours in another local authority and multiple retailers up the street are not faced with similar charges.

Communication with SEERAD in December brought only the following comment:

"Until DEFRA make up their minds on when the ban on the landfill of raw waste from supermarkets will be properly implemented and enforced it is pointless for me to try to do anything formally in Scotland but I expect a decision before the end of the year.

"If some councils decide to discontinue collecting raw waste from butcher shop on 1 Jan then that really is up to them, I do not have the power to tell them to continue collecting. Compliance across the board will of course be required at some point in the first quarter of 2004 and it might be as well for them to bite the bullet now."

## Make it with Meat Awards

As indicated last year SFMTA intend to run a Product Evaluation for Chicken Products, Burgers and Speciality Sausages. This is the first time that we have tackled Chicken products and it will be interesting to see the wide range of kitchen ready products that are possible using chicken.

It is important that we continue to highlight and improve the special meat products available from Independent butchers. The unique product is a very strong driver of customers to return to your business. If you can endorse their worth by winning an award for them all the better.

Awards will be one Diamond per category plus gold, silver and bronze awards in the eyes of the judges. Recipes will remain the property of the winners but a list of all winning ideas will be printed in the April Newsletter. There are no cash prizes.

This time the event will be held in the West of Scotland but again transport will be arranged for entries from the North and North East. Entry forms are included with this Newsletter. The event will be held in February and details of where and when products must be delivered will be sent out when entries are received. Entry is free to members so please respond early.

## Scottish Meat Training



Our training arm has changed its name to better reflect the business that they operate in. Food Training Services has become Scottish Meat Training a wholly owned subsidiary of the Scottish Federation of Meat Traders Inc.

The activities of the company are wholly related to the Scottish Meat Industry. They are the principal suppliers of training to the Scottish Independent Retail Sector together with a number of key wholesale meat outlets.

The company is contracted with Scottish Enterprise and Highlands and Islands Enterprise, to deliver Scottish Vocational Qualifications (SVQs), within Scotland under Skillseeker and Modern Apprenticeship funding.

The company is also recognised by Sector Skills Alliance Scotland, SSA Scot., as the Scottish representative body of Meat Training Council.

## PGI Objection “Inadmissible”



In a reply from the Scottish Executive dated 10<sup>th</sup> December SFMTA received notification that the objection lodged in October to the change in Protected Geographical Indicator (i.e. definition) for Scotch Beef and Scotch Lamb had been found to be inadmissible for the reasons set out below.



Jim Wildgoose Head of Division SEERAD wrote:

“It may be helpful if I first set out the relevant extract from the legislation against which your objection was examined. This is contained in Articles 7(3) and (4) of Council Regulation (EEC) No 2081/92 as revised. The relevant parts of these Articles are as follows –

7 (3) Any legitimately concerned natural or legal person may object to the proposed registration by sending a duly substantiated statement to the competent authority of Member State in which he resides or is established. The competent authority shall take the necessary measures to consider these comments or objection within the deadlines laid down.

7(4) A statement of objection shall be admissible only if it:

- either shows non-compliance with the conditions with the conditions referred to in Article 2,
- shows that the registration of the name proposed would jeopardize the existence of an entirely or partly identical name or mark or existence of products which have been legally on the market for at least five years preceding the date of publication provided for in Article 6(2),
- or indicates the features which demonstrate that the name whose registration is applied for is generic in nature

The Minister considers that the objection from the Scottish Federation of Meat Traders Associations does not meet the criteria for eligibility for an objection set out in the first and third indents of Article 7(4). It may be that the objection was directed at admissibility in terms of the second indent of Article 7(4). Having considered the matter carefully the Minister considers that the objection does not meet the criteria for eligibility in this respect either. This is because the objection does not in fact show that the proposed registration would jeopardize the existence of an identical trademark or the existence of products which are legally on the market. That being the case, the Minister finds your statement to be inadmissible in terms of Article 7(4).

I realise you will be disappointed with this response but you will appreciate that we have to look at all objections strictly in the context of the legislative provisions.”

It would appear that most objectors received the same letter. We are now seeking means of appeal. Regardless of what the Scottish Office or Quality Meat Scotland do and say this is not something that will go away.

Many members have stated that they will continue to market beef with Scottish passports as Scotch no matter what changes are made to the PGI. Changes to the PGI have not yet been made and SFMTA will inform members of official moves if and when they occur.

**Federation Subscriptions are now due – see separate mailshot**

NEW YEAR TRAINING BONANZA!

## **IMPROVING CONSUMERS' IMAGE OF THE INDEPENDENT BUTCHER**

There is no better time than now to woo consumers to the independent butcher. Confidence in what the supermarket provides is weakening, and this does not only refer to product but also to the lack of individual advice within the super store.

If the industry is to capture this potential market a lot of hard work is needed. Like every good beau going forth to woo his lover we have to hit on the right image! Everything about the business, the shop environment, the product and the workers has to be sharpened up. To do this may require the owner/manager to stand aside and view the business from outside. Look at it from a consumer's view and draw up a plan for making change. Where should you start? A good first point would be your people; believe it or not they are your greatest assets.

How many of them hold formal qualifications which can be displayed within the shop to show your customers that your staff know their product and can give good trusted advice. OK so all your younger staff are trained, or in the process of being so. However, what of the workers in their mid to late thirties and upwards? Yes even those in their fifties. What of your counter assistants, they are the point of contact with your customers after all?

The good news is that, no longer will these people be left out of training, because they are too old to qualify for skillseeker funding available mainly to those under 25 years of age. As from 1<sup>st</sup> January 2004 the Federation is able to offer **FREE\*** training to everyone within the industry. This is all thanks to ESF funding which we have been successful in obtaining for the benefit of the independent butcher.

What a tremendous marketing tool this is for the industry! Imagine the Banner Heading – "Scottish Independent Butchers – the place to shop, where ALL Staff are fully trained and qualified"

This is your opportunity and we hope as many employer as possible will take advantage of this very special offer of SVQ training in association with the Federation's Craftsman Certificate and Diploma. Remember these are recognised internationally as the seal of a Craft Butcher in Scotland and it is hoped that this New Year offer will attract more senior members of staff to come forward and get themselves qualified! It must be annoying for them to see younger people coming into the industry and waving certificates around and yet they have been in the industry for a number of years and have nothing to show for their experiences.

Perhaps some people already have a SVQ at Level 2 or 3 and would wish to go on to the Craftsman Certificate or Diploma. Not a problem, credits will be given to fast track these people through the awards.

So what can we offer? A full list of programmes are printed overleaf and gives an idea of where different levels of people would fit in.

### **Your Business Image; What Does It Gain?**

- A fully trained staff, with formal certificates to promote to your customers and display prominently within the shop.
- Staff who will feel more valued and less likely to move on.
- More able to handle the job and give your customers a good service.

All of which should translate into improved sales and business efficiency.

\* within the Scottish Enterprise area

# Scottish Butchers On Track for Record Xmas Sales

Quality Meat Scotland News Release

23/12/03

Scottish independent butchers say they are delighted at record sales in the run up to Christmas according to Quality Meat Scotland, the organisation representing the Scottish red meat industry.

Although the festive period is traditionally one of the busiest for the independent butcher, this year some are reporting sales are up as much as 15% on last year.

Award winning butcher, Blackwood of Kilmacolm, says it's been their best Christmas for many years. Proprietor Douglas Graham adds: "We've had an unprecedented number of orders this year and the shop is bursting at the seams with customers arriving to collect the Scotch beef, lamb and pork they've chosen to enjoy over the festive period. I expect to be working flat out till the shop closes on Christmas Eve."

Also enjoying excellent sales is Charles McHardy at Stonehaven. He says: "We are very, very busy and well up on figures for the same period last year. Traditional dishes such as beef on the bone and rib roast are going extremely well and lots of customers are saying that they now prefer to eat meat rather than the usual festive fare."

QMS Marketing Controller, Andrew Ovens, says: "The early indications are the Scottish independent butcher sector is on track to post some of its best ever results in what's recognised as a key sales period. QMS is delighted to support this vital part of the Scottish red meat industry."

## Certification available from Scottish Meat Training

- A** SVQ Meat and Poultry: Butchery Operations Level 2
- B** SVQ Meat Based Products: Sales & Distribution (Retail) Level 2
- C** SVQ Meat and Poultry: Processing (Retail) Level 3
- D** Basic Butchery Craft Skills
- E** Advanced Butchery Craft Skills
- F** Additional Retail Units

These lead to the following awards:

- SFMTA Craftsman Certificate** = A + D
- SFMTA Customer Service Award** = B + F
- SVQ Modern Apprenticeship** = A + B + C
- SFMTA Federation Diploma** = A + B + C + D + E



## Christmas Eve Shopwatch

The annual battle to complete and satisfy orders by Christmas came and went and most will say thank goodness for that. The Christmas trade is exceptionally important not just for the big day but for influences it has on the buying patterns throughout the year and for subsequent Christmases.

It is possible to take more in the three days prior to Christmas than in the whole of November and getting it right is so pleasing for both butchers and their customers. Here your Chief Executive took time out from writing this Newsletter to do a bit of shopwatching.

The capital was the chosen option and at 8.00am I was in Marks and Spencers in the Gyle. Car park was fairly full but the food checkouts were not overly busy. Shelves were well stocked; turkeys, turkey meals and what looked like far too many large chickens were all filling the shelves. Where was all the bustle that M&S is famous for on Christmas Eve? A notice on the door asked for Turkey Orders to be collected from behind the Menswear Department.

Heading further into the store I immediately hit a queue so I thought I'd find the end. I am a bit sad about statistics so it is no surprise that I was counting the individuals as I walked by. Well the queue went right around the whole inside of the store and doubled back through the middle. I counted 300 poor souls waiting patiently.. or maybe that is poor in an hour or two! There were about 15 assistants handling orders and they were already stressed despite having just started.

One man I spoke to as he left with his order had started queuing at seven o' clock but the early bird was certainly there for him. The others in the queue were in for a long wait I thought. Leaving the Gyle I travelled via Corstorphine where Charles Wilson was mobbed and then popped in to Sainsburys at Craighall. There was less buzz there. Checkout queues were only 3 or 4 deep, the Simon Howie counter was well stocked but had only one customer. Sainsburys had a



collection point of their own for turkeys. It had only four people in it and two of them were hanging on because what they had ordered was not there.

Along the road at Ian Proudfoot's (above) in Learmonth Avenue the queue was out the door and round the corner at 8.45am. Around 50 customers confidently waited in good humour while the staff raced about solving orders without any problems.

A blackboard outside revealed the extent of the task. "All Christmas Order Books full – orders for 24<sup>th</sup> = 692." It looked like Ian and his crew were in for a busy day.

It was 8.59 when I reached George Bower's (right) in Raeburn Place. Their queue was 50 strong but they were just opening the doors for the rush.



Back in the car and along streets that were extraordinarily navigable for Edinburgh. Last stop was Crombies in Broughton Street. I had heard frightening figure; their 1500+ orders involving over 5000 items. Yes there was a queue but not out the door yet.

Inside there was a heck of a lot going on but everyone customers and staff were in an amazingly tranquil mode. Soothing music, tea and coffee for the queue at the head of which Jonathan Crombie was greeting each of his customers with all the civility of the doorman at the Savoy. Quickly asking his permission to take photographs Jonathan even had the time to wish me a good day. Paaow, what was this guy on!





***Christmas at Crombies  
is a family re-union***

He was certainly enjoying his Christmas Eve and that was all down to military precision with orders ready for collection. The most surprising thing was that nobody's order was ready when he first welcomed them in. Stood in front of his laptop Jonathan was at Mission Control. Checking in customers, the 'commander' spoke to Brian downstairs who ripped out the printed copy of the order from the file.

Three young runners then picked the items on order out of specific baskets and chills. Cathy checked the order was complete and then the runner was back up the stair to dump the made up order in one of three waiting to be handed out trays.

Next it was Jonathan's brother Donald who calmly met the customer picked up their order from the tray behind him and caringly checked with the customer that everything was there that had been ordered. All the orders were pre paid and no other transactions happened at this point. Customers wanting to buy other butchery items were able to walk passed the queue or go on from the order collection point to spend some more money.

What an operation! Fast, efficient and stress free. The pressures of finding orders and problem solving, although there were none, was all possible behind the scenes. Out front Jonathan and Donald had a calm, confident bravado and customers were moving along swiftly. It was great to watch and with all the confidence customers left with something that you could equally trust.

Of course father – Sandy - had not quite been despatched to fill the family stockings but he seemed in danger of being made redundant from his role as trouble shooter. Well done Crombies you have obviously got Christmas cracked.

Then I did a reverse journey to see how everyone else was getting along. Bowers was full and the queue stretched way along the street. Similar at Proudfoots, queue still 50 strong but all looking rosy. In Corstorphine, Charles Wilson was still mobbed but what about Marks?

They had made little impression on the length of their queue - still 300 strong. Behind the counter there were now about 20 assistants flying about. There were frantic cries of "Next please", what had happened to the low-pressure style of Crombies? By eleven o' clock the M&S staff were handing out refreshments and seasonal fayre but I spoke to a couple about 20 off the head of the queue and they had been in it for an hour and a half!

There was the odd comment between staff in the rest of the store clearly concerned at the size and pace of the queuing customers. They should be concerned. There is no way that most of those customers are going to go through all that next time. The independents' customers would have been served and a way home for a happy Christmas before the M&S queue was half way.





Ceri A Ritchie, Project Manager, Scottish Food and Drink introduces

## **Building Business through Food Awards - 15<sup>th</sup> January 2004**

Recent research has identified that there are opportunities to build business through food awards and to use award opportunities to raise awareness of both your company and individual products. To take advantage of this opportunity we are delighted to inform you of the forthcoming event '**Building Business through Food Awards**' taking place at the Houstoun House Hotel, Uphall on Thursday 15th January 2004. This training event is **FREE** to Scottish food and drink companies who are either considering entering the Scottish Food Excellence Awards or who have previously entered but not won.

The event is an opportunity to understand the critical success factors from previous winners, to understand the judging criteria in more detail, to learn how companies have used the awards to build business and to highlight key activities and tactics. The full agenda is enclosed. Previous entrants are invited to attend in the morning and potential future entrants the afternoon. All delegates are invited to stay for lunch and take advantage of the networking opportunity. The event has been designed following research with companies and relevant organisations and will be useful in building business for your company. The event agenda is outlined below.

### **Afternoon Event for Potential Future Entrants**

14.00	Welcome, Introduction & Objectives	Ceri Ritchie, SAC
14.15	Learning from Previous Winners	Gary Fisher - Dawnfresh Seafoods, Colin Warden - previously with Castle MacLellan, Paul Grant - Mackays
	○ Case Studies – Dawnfresh Seafoods, Castle MacLellan & Mackays	
	○ Question & Answer Session	
15.15	Could Your Product or Company benefit from Entering Food Awards?	Ceri Ritchie, SAC
15.45	Delegate Exercise - Strategic Award Objectives	All
16.00	Food Excellence Awards - Judging Criteria Explained	David Dunsmuir, RHASS
16.30	Tea / Coffee	
16.45	'Award Winning Success' – Critical Success Factors	Ceri Ritchie, SAC Ross Muir, RMPR
	○ Marketing your Product	
	○ Preparing for Media Interest	
17.45	Delegate Exercise – Target Market, Marketing Planning & Building an Awards Strategy	All
18.15	Summary & Close	Ceri Ritchie, SAC

Places are limited and will be allocated on a first-come-first-served basis. To register for the event please use the fax-back enclosed (yellow sheet) or email Kim Townend on [k.townend@ab.sac.ac.uk](mailto:k.townend@ab.sac.ac.uk) or telephone on 01224 711083. We hope you will be able to take advantage of this event and look forward to meeting you. Venue directions will be forwarded to those confirming their attendance.

**Please respond by 7 January 2004.**

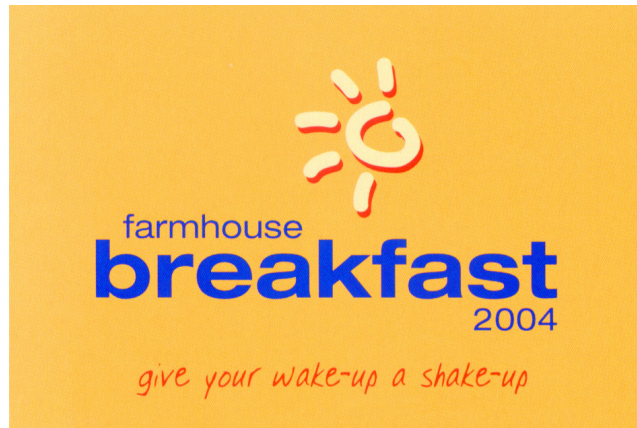


# Get Involved with Farmhouse Breakfast Week

January 25th – 31st 2004

Give your breakfast products, company profile and sales a boost by getting involved with this year's Farmhouse Breakfast Week January 25th – 31st, organised by Home Grown Cereals Authority (HGCA).

The campaign, now in its fifth year, has been highly successful in highlighting both the important nutritional messages behind eating a healthy breakfast and the wide variety of superb quality breakfast foods produced in this country.



Each year, the campaign has been featured extensively on TV, radio and in print and in 2003 there were over 400 events organised during the promotional week – now a key event with the media!

Getting involved couldn't be easier and offers excellent benefits to those that do, including the potential to increase sales and raise the awareness of products and organisations. HGCA is offering a step by step guide which will give you all the necessary information to plan your own Farmhouse Breakfast Week event.

The guide contains ideas for events, how to approach the media, recipes and key nutritional and educational information. Successful events in 2003 included providing breakfast for London cabbies and commuters and tastings of breakfast foods at schools around the country



Farmhouse Breakfast Week will be centred on the theme, "Give your wake up a shake up" and will highlight the importance of starting the day with a healthy balanced breakfast. The campaign also highlights whole grains, a rich source of dietary fibre, minerals, vitamins and antioxidants. Whole grains have many positive health benefits but around one third of UK adults don't consume any in their diet.

Once you have decided on your breakfast event, HGCA can supply promotional material such as posters, stickers and recipe leaflets and your event will be displayed on the Farmhouse Breakfast Week website.

For further information visit the website [www.hgca.com/breakfast](http://www.hgca.com/breakfast) or contact Therese Coleman on 020 7520 3971 or Email [therese.coleman@hgca.com](mailto:therese.coleman@hgca.com)

# *Reinvigorating the Scottish Independent Butcher Trade*



In response to requests from SFMTA members seeking greater support for the independent butcher, marketing specialists Dynamic Initiatives\* were asked to identify potential areas of opportunity and explore ways in which the trade can arm itself against increasing competition.

\*The Dynamic Advertising Group is a young, fast growing full service marketing company based in Scotland and North East England.

- UK meat consumption is up!
- Twice as many consumers now believe red meat is an important part of a healthy diet.
- 3 Million Atkins followers now embracing the low carb/high protein mantra

We need to challenge:

- The misconceptions that butchers might be 'expensive'
- The feeling that your products might be 'time consuming'
- The belief that you are only there for the 'initiated'

We **also** need to challenge the belief that butchers are 'inconvenient'

What can be *more* inconvenient than full car parks, screaming kids, trolleys with attitude, bored and disinterested staff and plastic pre packed 'meat'?

**We need to reinforce the message that:**

Independent butchers offer fresh quality produce & ingredients

They provide friendly personal attention

They offer 'added value'

A wider choice and selection

Are part of our local community

Have knowledgeable and helpful staff

### **Strategy**

Changing attitudes and, more importantly, shopping behaviour, cannot be achieved overnight

Budget limitations mean we have to STAND OUT in the overcrowded advertising arena

The creative approach is critical –it HAS to be memorable.....

### **Marketing Strategy**

The overall aim is in the title!

We need a powerful AND INNOVATIVE marketing strategy to take on the supermarket chains, especially given the size of their budgets

There are many compelling reasons why people should use local butchers...we just need to TELL THEM!

## ***Reinvigorating the Scottish independent butcher trade***

Dynamic Initiatives outlined to the 2003 SFMTA Annual General Meeting in Pitlochry just what strategy the Federation should adopt to make the biggest impact on their sales and market share.

The firm reported on their findings following considerable research undertaken this summer. They combined their own research through self-completion forms with that available through sources including Scottish Executive, System Three, Scottish Enterprise and Quality Meat Scotland.

Jan Deans of Dynamic Initiatives has used the research to emerge with a reasoned consolidated marketing strategy for the members' approval.

Initial marketing concepts were drawn up on the premise of collaboration - of all SFMTA members joining forces to create one strong shared voice. **It is imperative in the current climate, that butchers work together to concentrate on common, non-competitive issues - there has never been more threat from competition - and never more reason to re-invigorate the industry to create a strong vibrant business community for the future.**

There has been a degree of sympathy for Scottish farmers and yet this has not been extended to independent butchers who ironically enough, are very loyal to local farmers and their products. The emotion support for farmers shown at Farmers Markets could just as easily be directed at independent butchers.

*"We must aim to make sure that customers want US as much as we want THEM"*

Changing people's perceptions and altering shopping behaviour is not something that can be achieved overnight. It is the intention to develop and maintain a consistent and evolving initiative which drip feed the right messages to consumers over a period of time to take on the supermarkets however there are a lot of compelling reasons why people should use their local butchers....we just need to tell them.

### **Objectives**

1. Encourage people to think about their local butcher and inform them of the many advantages of using them
2. Help address misconceptions, which may currently act as barriers to trade
2. Drive NEW business by offering potential customers a compelling reason to visit NOW.
4. Maintain EXISTING business by increasing loyalty through incentives.

Overall objective is to help re-invigorate the Scottish Independent butcher.  
We need a fairly aggressive marketing strategy

## **Marketing Strategy**

### **Target Group**

A key target is the family with children - particularly those in the higher social groups where their principle motivation is not cost and who have a greater appreciation of quality food and "value for money".

Another key group is older shoppers ('empty nesters') who are already predisposed to supporting their local community, and tend to visit several shops as opposed to one supermarket.

The creative approach needs to resonate with *all* potential customers however, to maximise effectiveness and this has been considered at all stages in the development of this proposal.

### **Creative Strategy**

Dynamic Initiatives considered several different propositions and the overriding principle is how we can personalise the offering butchers make.

QMS research talked about the importance of "maintaining and driving the personal touch". Also consumers' perceptions of butchers' core strengths, majored on personal service.

It's what you do best and it's where supermarkets find it difficult to compete - hence the enlightened ones introducing their own "local butcher" (like Simon Howie for Sainsbury)

It's a simple but compelling message, which can be used across all the media channels utilised - to maintain continuity and consistency of message.

### **" Meat your local butcher "**

This can be supported by various key taglines and the example we have chosen ( for illustration purposes, is:

### **....and support your local community**

It works on several different levels. It associates the meat with local butchers. It also serves as a welcome to "meet" the local butcher. Finally it acts as a reminder that butchers are a vital part of our local economy and by supporting them, consumers also support the community.

As mentioned... the objective is firstly to **get potential customers attention** - and encourage them to **think about butchers**. Once we have their attention ( and interest from the media) its much easier to get our message across.

All these images are for illustration only - we would set up special photographic sessions to capture the exact look wear aiming for. These will, in all cases, use genuine Scottish butchers.

### Visual one

This visual is designed to demonstrate the personal, almost homely atmosphere of a local butchers store, focussing primarily on the smiling butcher than on his produce - although it can be clearly seen.

Meat the butcher - and support your local community are the principle messages of this.



## *Meat your Local Butcher*



### Visual two

This is an idea which individual local butchers might wish to take advantage of, to be positioned at adshel sites outside major supermarkets and direct customers to their nearest named butcher instead! A little cheeky, but will great 'stand out' value!

The chosen poster could also go into adshel sites near supermarkets around Scotland, on bus rears, anywhere to raise visibility of the independent butchers brand and, of course, SFMTA.

[ Charles Wilson have been used for sake of example ]

## The Butcher Boys!

According to the Scottish Enterprise research highlighted earlier... food in the developed world needs to be seen as "enjoyable" and "fun".

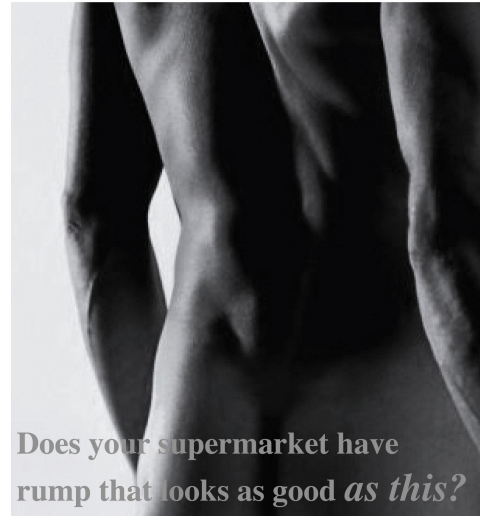
There is no question that people tend to recall the extra-ordinary over the ordinary.... it's far more memorable.

As a consequence, for a bit of fun (albeit with a serious message) we have introduced the "Butcher Boys" calendar.

Similar in concept to the highly successful and extremely topical "Calendar Girls" principle... it will engage with people on a completely different level and could create an almost cult fan club!

The principle behind it is to have a daily reminder of the virtues of local butchers in the area it counts most....the kitchen.

We would use genuine local Scottish butchers for this (they'll need to be fit! Names please!) and would have it available for sale in local butcher (SFMTA members only) outlets.

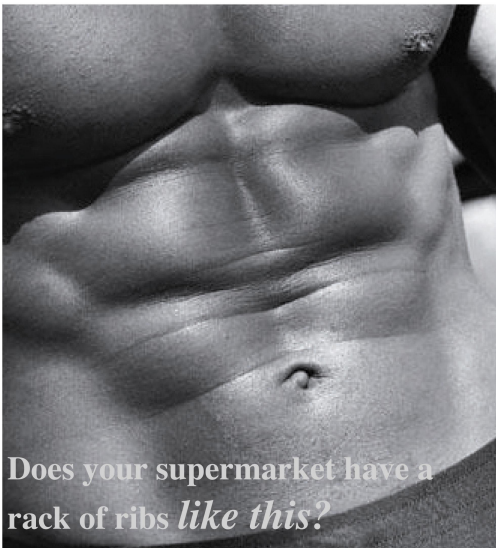


Does your supermarket have rump that looks as good as this?

APRIL 2004						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



*Meat your Local Butcher.*



Does your supermarket have a rack of ribs like this?

JANUARY 2004						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



*Meat your Local Butcher.*

We would use slogans which are relevant to our market / squared up to the local supermarkets and have double innuendoes which, although risqué, are pretty humorous.

It is the kind of approach that should capture the attention of both the national and local media - providing even greater exposure (no pun intended) for the local butcher trade.

### Mail drop

In order to get a more detailed message of the butcher benefits into households, Dynamic also recommends a targeted leaflet drop into households.

This would be designed to match the chosen visual, clearly highlight all the key messages research indicates are important and add a voucher for either a "two for one" or "half price" offer to incentivise new custom.

## Web Site

Because research shows that some potential customers don't even know where their local butcher is - a new joint trading web site is recommended, to help them to find out.

This new joint butchers' site can link to members existing sites and we would use a strong, and memorable name like [www.bestscottishbutchers.com](http://www.bestscottishbutchers.com)

As with the butcher online site, visitors could identify their area and locate their nearest independent butcher or alternatively, key in their postcode and the information about the business, the people and their products and services comes up on screen. Keeping it accessible and personal.

## Radio

To underpin all the activity and really hammer home the key messages that butchers are not "expensive" that they are available to "talk to" etc, Dynamic Initiatives strongly recommend the use of radio.

It's perceived as a "friendly" medium, and, like the butchers, is "local" and therefore complements the brand values of butchers very well.

They have developed a draft script, which would stand out on air and generate the kind of "talkability" that creates great campaigns.

## Radio script

Tune is derivative of " Hey Big Spender"

Singing FV: The minute he brought in the joint  
I could see that he had meats of distinction  
A real master butcher!

Good cookin'  
Cuts so fine  
He's friendly and he's local  
And he'll spare you the time....

Announcer: You don't need to be a big spender to visit your local independent butcher. For friendly local service and fresh tasty produce at the right price, come and meet your local butcher.

Log on to [www.bestscottishbutchers.com](http://www.bestscottishbutchers.com) to find out where yours is.

Singing FV: Hey thrifty spender....spend a little time with him!

## What next?

If we are going to make the kind of impact outlined above, we need everyone's support to achieve this. SFMTA has pledged funds and Quality Meat Scotland and Dalziel Ltd have also pledged their support. Together we have established a "fighting fund" and but we hope those companies who benefit from the sales of independent butchers will *also* contribute to the effort. These businesses have only one way of selling more to butchers and that is if butchers sell more!



## INDUSTRY BRIEFING

### SUSPECTED BSE CASE IN THE USA – FACTS ABOUT SCOTLAND

UK imports of beef from the USA are extremely low.

- The UK imported only 15 tonnes of beef from the US in the first 9 months of 2003. This compares with nearly 1million tonnes of beef consumed in the UK each year.
- The EU has already banned beef from the USA if it has been hormone treated (a practice that is fairly common in the US but banned in the EU).

The UK has had stringent controls in place against BSE for many years, including

- The use of meat and bonemeal in cattle feed (a suspected contributor to BSE) was banned in 1988
- Older cattle, over 30 months old, were banned from the food chain in the UK in 1996
- In the rest of the EU, all cattle over 30 months of age are tested for BSE before being allowed into the food chain. This does not happen in the USA
- Adult cattle over 24 months of age suspected of illness (casualty animals) are tested for BSE before being allowed into the food chain in the UK.
- Government vets are employed in every abattoir in the UK to ensure only healthy animals under 30 months old go into the food chain.

The suspected case of BSE in the US is an adult Holstein breed casualty animal. The same animal, which is presumably over 2 years old, would not have been allowed into the food chain in the UK under current rules.

If consumers want to be sure that they are buying home produced beef, they should look for Scotch Beef and the attached blue "Specially Selected Scotch Beef" logo – the mark of the Scottish industry.

Further information from: Louise Welsh, QMS  
Communications Manager.  
Tel: 0131 472 4112. Mobile: 07739 900653 or 07734 110351

Ends....



# UNITED STATES FACT SHEET



## Cattle population (July 2003 census)

Beef cows	33.6 million	(EU) 19.5 million	(UK) 1.69 million
Dairy cows	9.1 million	11.7 million	2.22 million
<b>TOTAL</b>	<b>103.9 million</b>	78.2 million	<b>10.4 million</b>
Cattle slaughterings	36.8 million head		
Beef production	12.4 million tonnes	7.5 million tonnes	692,000 tonnes
Beef consumption	12.7 million tonnes	6.7 million tonnes	987,000 tonnes
Per capita consumption	45 kg	17.8 kg	16.7 kg

**USA is the third highest consumer of beef in the world after Argentina and Uruguay**

## EXPORTS FROM THE UNITED STATES

	2001	2002
	000 tonnes	
Total exports	<b>780.0</b>	<b>822.8</b>
to:		
Japan	333.3	249.9
Mexico	196.8	226.5
South Korea	130.9	211.2
Canada	66.3	66.8
Hong Kong	11.9	19.3
Taiwan	11.3	14.0

## IMPORTS INTO UNITED STATES

	2001	2002
Total imports	<b>988.3</b>	<b>987.6</b>
from:		
Canada	350.8	382.1
Australia	392.8	378.7
N Zealand	203.6	200.2

United Kingdom IMPORTS from the United States

<b>2002</b>	<b>2003 (to September)</b>
47 tonnes	15 tonnes

Imports into the EU as a whole from the US

<b>2002</b>
332 tonnes

# Scots butcher creates halal haggis for Muslim clientele

*YAKUB QURESHI* wrote in the *Scotland on Sunday*

A RENOWNED Scots butcher has broken with hundreds of years of tradition by producing a haggis suitable for Muslims.

The creation of a halal haggis, made with lamb killed in accordance to Islamic custom, means Muslims can now enjoy the traditional Scottish cuisine. Jonathan Crombie, who owns award-winning sausage-maker Crombie's of Edinburgh, created the dish after being sought out by a fast-food outlet that wanted to sell only halal goods.

The delicacy is traditionally made from sheep's lung, heart and liver, oatmeal, onion and seasoning stuffed into the animal's stomach bag.

Rather than using the stomach, the halal version is inserted into a plastic casing using a sterilised sausage filler and care is taken to avoid any contact with non-halal meat.

The firm produces around 150 halal haggises for the fast-food outlet in the city's Leith area each month.

"Once you replace everything we put in the haggis with halal meat, then it is pretty straightforward. We sterilise everything at the end of the day and this is the first thing we put through and put it in artificial casings," Crombie said.

"This was something I saw as a bit of a challenge. I think as an industry we really need to look more at the haggis and what we can do with it."

Crombie, 34, who has worked for more than 20 years at the firm started by his grandfather, eventually accepted the

challenge last year after being hassled for months by the Edinburgh chip shop.

The halal haggis was born when chip shop Paradise Cafe launched a search for halal alternatives to traditional fried foods after it opened under new management two years ago.

Manager Zabir Mughal said: "We wanted to have everything in the shop halal. I knew we could get sausages and pies but I was very keen to get haggis."

"We get a lot of Muslim customers and often it might be the first time they have tried something. A lot of the Asian boys will try it and love it."

## Guinness and Steak?

Hugh Maguire, one of the Craft Butchers of Ireland, is looking for two butchers to work for six month experience from February 2004 in his brand new butcher's shop in Ashbourne.

Ashbourne is in the County Meath, province of Leinster; 121 miles from Drogheda, and 10 miles from Dublin. Hugh would provide accommodation and he is looking for butchers with retail skills. If anyone is interested they should phone Hugh on 00 353 4690 24489.

**FOR SALE:** Avery Advantage Enterprise + Scales Excellent order; 2 available at £60 each  
contact Scott Brothers, Dundee: Tel: 01382 819417

**FOR SALE:** KT32 Mixer Grinder, regularly serviced by Dalziel Ltd. £1800.  
contact Stewart Houston, Dumfries: Tel: 01387 248972

## Burns Night Material

The Federation is the only organisation to distribute point of sale material to support Haggis sales in January. You will have received under separate cover A4 and A3 posters. If you need more posters please let us know. The leaflets have been enclosed with your Newsletter to save them bending in the tubes. More leaflets are available at a cost of £30 per 1000 including delivery.

We hope that you can use the materials to have a successful January.

## Scottish Haggis Hunt Season has started .....

The highlight of the sporting year, the great Scottish Haggis Hunt, has begun again.

For those of you not familiar with this arcane piece of Scottish culture, the game is simple. There's no need to brave the cold if you want to hunt, no

need to douse yourself in whisky to mask your scent (though there is nothing to stop you doing that for a more authentic experience) and no need to creep around in the damp heather or sit shivering in the biting winds hoping to catch a glimpse of a haggis.

Log on to <http://www.haggishunt.com> between now and 25 January (Burns Night) and browse through our ten webcams. If you see a haggis on the screen, click the button beside the image and you could win a luxury stay worth £2,000 at Edinburgh's Scotsman Hotel.

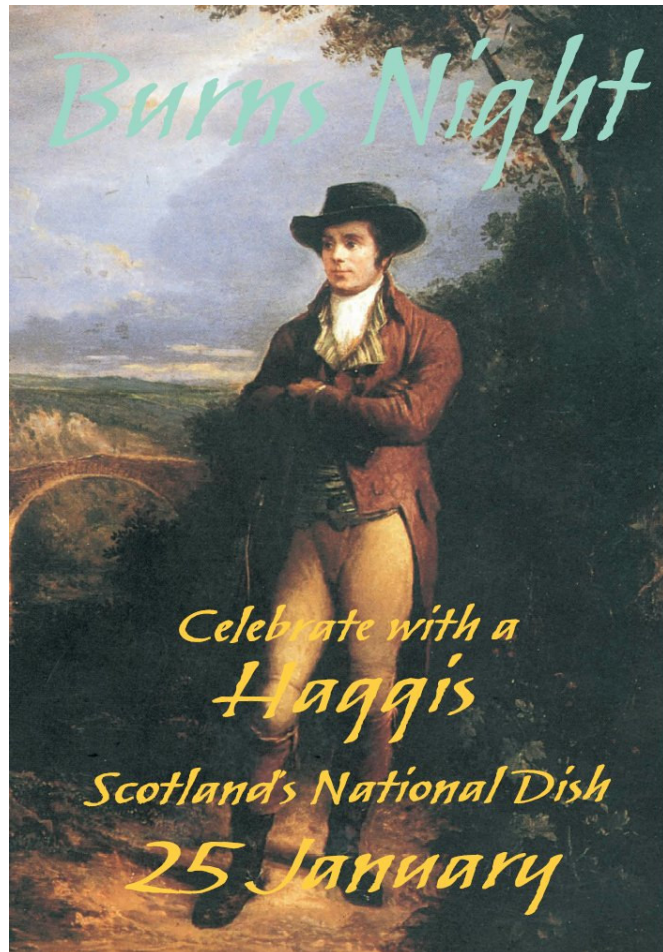
As well as eight live cams showing beautiful Scottish scenery, we've added two more in London and New York to capture the Scottish diaspora. There is also a "haggis arcade" with games that allow you to sharpen your haggis-hunting skills.

Haggis Shop - we also have the Online Haggis Shop which means you can now purchase HaggisHunt t-shirts, fleeces, wool hats, mousemats, keyrings, etc.

Last year, the hunt attracted 1.7 million page impressions in just two months. Its influence was shown by a recent survey that showed that one in three US tourists thought that haggis were real creatures. Which obviously they are!

Happy hunting .....

Farquhar Farquharson  
Head Ghillie  
<http://www.haggishunt.com>



# Top Restaurants Named in Scotch Beef Club First Fifty

Quality Meat Scotland Press Release

18/12/03

The re-launch of the Scotch Beef Club with HRH The Princess Royal as President has got off to a flying start with fifty of the finest restaurants in the country joining up as founder members.

Quality Meat Scotland have revealed Fairlie's at Gleneagles, The Three Chimneys in the Isle of Skye and Brian Turner Mayfair as just three of the exceptional establishments who have signed up for Scotch Beef Club Membership. In return for their commitment to promoting Scotch beef on their menus they'll enjoy the prestige of being a member of the exclusive Club.

Quality Meat Scotland Chairman Jim Walker, said: "Such is the reputation of Scotch beef among top chefs that within the first month of the new Scotch Beef Club being up and running it has a fifty strong list of members drawn from the cream of restaurants in the UK. I am in no doubt they will soon be joined by other top names, all passionate about serving Scotch beef to their discerning customers."

Membership is by invitation only and applicants have to meet a strict set of criteria. Restaurants agree to promote Scotch beef clearly and unambiguously on their menus and if asked must be able to provide proof of origin. Quality Meat Scotland is carrying out traceability spot checks on 20% of member establishments each year.

Membership of the Scotch Beef Club entitles restaurants to take advantage of another Quality Meat Scotland initiative, The Scotch Beef Academy. The unique courses are designed to teach the culinary stars of tomorrow why Scotch beef is special. The Academy begins with a farm visit and the young chefs go on to learn about production and processing methods, showing how breeding, feeding and handling really make a difference to ultimate meat eating quality.

In her role as President of the Scotch Beef Club, HRH The Princess Royal will be guest of honour at a number of events in the coming year.

Further information from: Louise Welsh, QMS Communications Manager, 0131 472 4112

The names of the first fifty restaurants are on the following page.

1 Lombard Street	Adam Street	Auberge du Lac
Ballathie House Hotel	Braidwoods	Brian Turner Mayfair
Brian Turner Restaurant	Cellars Restaurant	Champany Inn
Chewton Glen	Cliveden	Fairlie's at Gleneagles
Gleneagles	Intercontinental	Kinloch Lodge
La Garrigue	Le Gavroche	La Potiniere
Langans Brasserie	Le Chardon d'Or	Le Manoir Aux Quat Saisons Le
Talbooth	Let's Eat	Lindsay House
L'Ortolan	Mandarin Oriental	Merchants
Number One at The Balmoral	Oloroso	One Aldwych
Ostlers Close	Paris	Racine
Restaurant Martin Wishart	Sangsters at Elie	Scotts
Sharrow Bay	Slaley Hall	Star Inn
The Bentley	The Capital	The Connaught
The Guinea Grill	The Hare and Hounds	The Landmark
The Peat Inn	Three Chimneys	Turnberry Hotel Golf Course and Spa
Waterside Inn	Winteringham Fields	

# **QMS make Decoupling their Christmas message**

Quality Meat Scotland Press Release

22/12/03

Quality Meat Scotland urges the Scottish Executive to use CAP Reform as an opportunity to shift government policy and public subsidy towards support for Scottish quality food production.

In its response to the Scottish Executive's Cap Reform Consultation, QMS has supported the introduction of full decoupling in Scotland to allow the farming industry to focus on producing for the market rather than subsidy regimes. QMS also believes a National Envelope and the Rural Development Regulation should be used to safeguard suckler cow numbers and underpin beef supply during what could be a difficult transition period.

QMS Chief Executive, Jan Polley, said: "The Board of QMS, made up of key players from the Scottish red meat industry, regards full decoupling with the provision of a National Envelope for the beef sector as the best way forward for the whole food chain.

"We welcome the decisions by NFU Scotland and the Scottish Association of Meat Wholesalers to support decoupling with a National Envelope as a transitional measure, sending a clear message of industry solidarity at this important turning point for agriculture in Scotland.

"We urge SEERAD to use this opportunity of change to back a Scottish industry which is working hard to respond to proven consumer demand for all red meat products from Scotland."

## **Glasgow Meat Trades Annual Dinner Dance,**

Saturday 1st November 2003, The Glasgow Swallow Hotel Bellahouston

*Adam Dalgleish* wrote

After last year's disappointment when we had to call off our Dinner Dance due to a mix up of dates, this year's occasion had all the promise of a fabulous night, the demand for tickets was brisk and our Corporate Member's support was fantastic.

We decided to break with tradition this year and our dance took the form of a Ceilidh and we sure made a wise choice, there was more noise from the Hotel that night than came from Ibrox in the afternoon.

The Piper piped in the top table, four Presidents all with their Chain of Office, the Scottish President, the Glasgow Retail President, the Glasgow United President and the Deacon of the Incorporation. The Glasgow Meat Trades Chain Gang. Enough gold on show to settle the National Debt.

This was followed with the Beef being piped in and toasted by our Chairman Stuart Christie "Scottish Beef the finest Beef in the World"

After a sumptuous meal the Ceilidh got going in full swing during which Stuart and Tom Dowson pressed every penny possible from the company, their only regret was they didn't have a Swipe Machine or they would have emptied their Bank accounts as well. This was followed by an Auction when Stuart using all his guile and tactics of the sale. Ring sold a variety of donated prizes, the Star of which was a round of Golf for Four at Turnberry. All their efforts amounted to over £1,400. A nice evening's work for both lad's, all in the cause of Children's Hospice Association Scotland. (CHAS)

The dancing went on into the wee sma' oors then into the bar for the usual butchers tales. Truly a night to remember, if you want to make a note in your diary for the next year it is Saturday 31st October 2004.

## MPs condemn FSA as 'lacking authority'

5 December 2003

The Food Standards Agency has yet to convincingly demonstrate that it is able to lead on food safety and standards or to be an authoritative and trusted voice in circumstances where there is public doubt.

This is the finding of an all-party committee of MPs into the performance of the FSA three years after it was set up in April 2000. The report, published by the House of Commons public accounts committee, also concluded that there is a need for the agency to "exploit its independence and freedom of action to position itself firmly as the champion of the consumer".

Focusing on its enforcement role, the MPs were particularly concerned that the public needed a better awareness of how monitoring and control of food hygiene law is carried out. The report points to growing public concerns over hygiene standards in food outlets, with 46 per cent of foodborne infections where a source had been established being linked to restaurants, hotels, pubs or bars. This compares with 27 per cent from other sources such as private homes, residential homes and shops.

"In the light of increasing public concerns about hygiene in catering outlets, the agency needs to aim for a higher profile in the enforcement of standards by local authorities to reassure the public that monitoring and control are adequate," state the MPs.

The report also raises concerns about how the FSA gets its message over to the general public. Quoting the agency's own research, the MPs point out that around one-third of people do not know where to find information on food standards and that only 13 per cent of the population is aware that the agency provides data on food safety. Only 3 per cent had actually used the FSA – a figure unchanged from 2000. The MPs want better monitoring of whether the public is

actually taking FSA advice and assessments of how to raise the agency's profile, whether through one-off campaigns or continuous advertising.

Greater transparency is also called for. The report warns that trust will only be gained once the public can see how decisions on food safety have been arrived at. The FSA needs to "set out publicly the reasons for the decisions it takes and how stakeholders' views have been taken into account".

The public accounts committee also looked into the FSA's relationship with other government bodies. The agency is accountable to parliament through the secretary of state for health and the relevant devolved institutions. It has framework agreements with other government agencies covering education on nutrition, pollution, the handling of emergencies, and the spread of foodborne disease.

The report calls for the FSA to "establish a stronger presence and profile among government agencies", especially Defra, covering animal welfare, food labelling, GM foods and animal feedstuffs. The MPs also want to see more data on how well the FSA is performing relative to other national food safety organisations in, for example, the US, Australia and New Zealand.

Quoting figures from a consumer attitude survey for 2003, to be published in the new year, an FSA spokesperson said: "Although public awareness of the agency is now at 76 per cent and public trust in the FSA has increased, we recognise that there is still a lot more that we need to do to and we will draw on the report as we develop our work."

## Management Seminars

As advertised in the last two Newsletters four one-day seminars will be held in February and March. Seminars will be held in Lanarkshire on the four Tuesdays in February and in Perth on last Wednesday in February and first three Wednesdays in March. Anyone interested should contact Moira Brady on 01738 637785

# Who wants to be a Food Technologist?

Not a new game that you missed out on at Christmas but nevertheless have a crack at this:-  
Put these products in the order in which they were developed, starting with the earliest:

<b>A</b>	Coca Cola	<b>B</b>	Tetley Tea Bags
<b>C</b>	Margarine	<b>D</b>	Lucozade

When you have your final answer please see overleaf.

## Nutritional Benefits of Red Meat Revealed

INTERNATIONAL MEAT SECRETARIAT REPORT

### **Nutrition workshop in Auckland New Zealand discusses the numerous benefits of eating red meat.**

Red meat holds a major role as a source of iron and zinc and makes a major contribution to selenium and copper intakes.

This was one of the main conclusions from the International Meat Secretariat nutrition workshop held in Auckland New Zealand and sponsored by the New Zealand Beef and Lamb Marketing Bureau.

In the conference, Prof. Susan Fairweather-Tait, from the UK's Institute of Food Research said that meat constituted about 15 per cent of the total iron intake in western omnivorous diets.

However, this figure masks its value as a source of haem iron, which is twice as well absorbed as non-haem iron.

Prof. Fairweather-Tait said that meat has a factor that increases the absorption of non-haem iron not only from meat but also from other sources.

Dr. Margaret Ashwell from Ashwell Associates in the UK said that not eating meat was the most powerful and consistent predictor of low iron status in schoolgirls. And she added that the message of "Eat More Meat" had to be given to all age groups to maintain or improve their iron status.

By labelling food, measurements on the bioavailability of iron in diet and how it is absorbed and used, can be more easily taken and recommendations on diet can be made, according to Dr. Scott Knowles of AgResearch in New Zealand.

However, Dr. Win van Dokkum from the TNO Research Institute in the Netherlands shows that studies of diet in Europe showed that intakes of iron, selenium, copper and zinc were of concern and often below recommended levels. In this respect consumption of meat and meat products is significant he said.

The importance of meat and fish as a source of zinc as well as iron was reiterated by Prof. Rosalind Gibson from the University of Otago in New Zealand. She said it was more important than cereals and any trend towards lower meat diets and an increase in eating vegetables and grains could have a negative effect because they contain an inhibitor to the absorption of zinc and having zinc as a supplement does not necessarily compensate for the lack of zinc through a meat diet.



# Who wants to be a Food Technologist (2)?

Answers: Canning (1809)  
High Pressure (1899)  
Freeze Drying (1940)  
Chorleywood Bread (1961)

This little game demonstrates that new product development is not new. It is unlikely that you can think of one brand of new food product however that is not simply a variation on a theme. If you consider the humble carrot, you now get carrot cake, carrot puree, carrot juice, snap packs, batons, fresh baby carrots, fresh frozen, sliced, julienne, shredded. The development need not be luxurious or out of this world.

## New Product Development -

With the extra SFMTA Make it with Meat product evaluations for Chicken products, burgers and sausages coming up in February some changes in everyday products are listed here to inspire new meat products.

## What can we change?

### FORMAT

Mars Bars now come in Ice Cream bars with dark or milk chocolate, Mars drink, Minis or Fun size.

### INGREDIENTS

New flavours / higher fibre / reduced calorie / reduced fat / reduced sugar.

Coca Cola for example now comes in Diet, Coke and Lemon, Cherry Cola, Vanilla Cola, Caffeine free.

### PACKAGING

Pouches – Pedigree Chum now comes in pouches “gently cooked”! Rice, sauces, grated cheese all for convenience.

Sticks – Coffee sticks developed out of a catering idea and introduced at retail level.

Sizzle and Stir packs

McDonalds Fruit Portions – not whole apples, grapes etc but sliced prepared ready to eat.

Snack size to Family size packs as opposed to one size fits all.

### PROCESS

Crisps – Kettle Crisps v Pringle v Walkers. Marketed as remember when.

Cravendale Milk that lasts 11 days longer than normal milk because a centrifuge system takes out the bacteria and filtered to achieve a 50 day shelf life (use within 7 days of opening). This milk is sold as fresh and so reduces the need for daily early morning deliveries to supermarkets.

### MARKETING

Change the audience for example, consider Lucozade founded, as we know in 1943. Many will remember the orange coloured wrapper on the bottle that sat beside your bed when down with flu. Introduced as an “Aid to Recovery” the product without the coloured wrapper is now marketed as a health / sports product with an entirely different image and audience.

**Make it with Meat Awards Spring 2004 Extra**

**Use your new product ideas to win an award in the next SFMTA Product Evaluation – see separate enclosure with this Newsletter.**

# The New Year and over 300 new ideas

As presented by Lindsay Dempster of TL Dempster to the East of Scotland Food Forum

Wonder what to enter the Spring Make it with Meat Awards? How do you get over 300 new ideas?

By considering 80 product characteristics and producing at least four ideas for each.

Each **PI** can start an idea generation. What are Pis?

1. **P**roduct **i**n Functional Terms (Sensory characteristics, physical, method of presentation)
2. **P**roduct **I**ntention (How the product should be prepared, by whom, when)
3. **P**roduct **I**mage (External elements that are attributed to the product – pricing, packaging, positioning, placing.)

- **Product in Functional terms**

Five Senses (Taste, feel, smell, sound, sight)

Three Forms (Gas, liquid, solid) e.g. Irn Bru sweet, Mars drinks.

Six Core Ingredients (Poultry, Red Meat, Seafood, Cereal, Fruit, Vegetable)

Four Methods of Presentation (Fresh, Ambient, Chilled, Frozen)

- **Product Intention**

Nine Buying influences

(Repeat Consumption, Product Function, Treat Self, Treat Others, Gift, to Store, Eat Now, Impulse)

Eight methods of Consumer Preparation

(Ready to eat/ serve, uncooked, Fry, Bake, Steam, Grill, Grill, Toast, Microwave)

Eleven variations of whom might Consume the Product

Two genders – Male, Female

Four Age Groups – Children, Young adults, Middle Aged, Elderly

Two Marital states – Single, Married

Three Economic Groups – Well Off, Average Income, Less Well Off

## 27 Variations of when a product might be Consumed

- The Four Seasons – Winter, Spring, Summer, Autumn
- The Seven Festivals – New Year, Easter, St Valentine's, Mothers Day, Fathers Day, Halloween, Christmas
- The Seven Days of the Week – Monday, Tuesday, Wednesday, Thursday, Friday, etc.
- The Three Times of the Day – Morning, Afternoon, Evening
- The Six Meal Occasions – Breakfast, Lunch, Tea, Dinner, Snack, Supper.

- **Product Image**

- The Two Pricing Movements – Increase or Decrease in Price

- The Five Packaging Variations – Surface Design, Functional Design, Smaller, Larger, Multipack.

- The Six Positioning Influencers – Value for Money, Premium, Functional, Occasional, Convenience, Shared Preparation

- The Eight Routes to Market – Supermarket, C-Stores, Specialist Outlets, Gourmet Caterers, Institutional Caterers, Industrial Caterers, Travel, and Leisure.

So by now you can see that there are hundreds of opportunities to develop a product. In the Spring Make it With Meats Awards we are inviting you to enter just four. You must be in it to win it. Send in the pink form attached to the details enclosed and enter your chicken, burger and speciality sausage products now.

# In praise of the locally grown plateful

JOHN STEWART wrote in *The Scotsman*

THE recent article on these pages about the benefits of local produce reminded me of the difficulty I have in convincing my sons, now grown men, that only 30 years ago I could sit down to a cooked breakfast in my home in Kinross secure in the knowledge that most of what I was eating, if not grown exactly locally, was at least Scottish.

There was bacon made from pigs reared in Fife and cured in the bacon factory in Milnathort.

The pork bangers came from the butcher up the road who made them and, more importantly, ate them himself. I used to have a pint with him now and again; his enthusiasm for sausages was exhilarating and his knowledge of meat of all kinds was formidable.

Tattie scones started their brief but tasty existence at about five in the morning in the bake house across from the butcher. The baker had strong views on the kind and quality of spuds suitable for making tattie scones and hand selected them a couple of bags at a time from local farms.

First class tomatoes accumulated slightly over half a food mile on their way from the greenhouses at Turfhill to my kitchen, and the equally good mushrooms which accompanied them barely broke the quarter mile barrier before hitting the frying pan.

I have always been a bit of an egg snob and went about a mile out of my way to get exactly the brown, thick-shelled sort that I thought were the best. They were free range, but I don't think in those days I knew there was any other kind.

The oats for the porridge that preceded the fry up could well have come from any one of a number of fields within ten minutes' walk of the house and the milk which accompanied it came from a lochside dairy about three miles distant.

Perhaps the bread I toasted had a proportion of imported Durum hard wheat in it, but the butter spread on it definitely came from cows with whom I had a nodding acquaintance.

Marmalade I cannot stand so there were no

imported oranges in my breakfast's make up. Strawberry jam with fruit from a local market garden was much more to my liking, and the sugar with which it was made, and which also sweetened my tea, could well have come from the sugar beet grown extensively in the county and refined 25 miles away in Coupar Angus.

The only real generator of food miles was the good old Broken Orange Pekoe tea from Ceylon which I favoured and there wasn't much I could do to find that locally - and probably never will be unless global warming really gets cracking.

I think my lads probably believe me, but maybe they are only suspending their disbelief to humour the old fellow and nothing I say can persuade them that dinner in those days was much the same or maybe even lower in food miles.

Of course my dinner frequently had and still has as its main ingredient something I have caught or shot. Rabbit stew made with lashings of onions, carrots and turnip and served with spuds; or wood pigeon braised with celery and served with more of those locally-grown spuds are high up on my list of good tucker.

Back then, I probably knew most of the people who provided my grub. They gave me good value for money and I liked doing business with them. I think between us we put a fairly light footprint on the planet. So where has it gone wrong? Why does it take the output of a couple of oil wells to bring me my breakfast, which has now got more E numbers than calories in it to keep it "fresh" as it wends its way across the world to my table?

The part of me that is the scientific manager can understand and approve of the economies of scale, of the cost effectiveness of bigger units and the wonders of global trade and climate advantage, but while you can take the peasant out of the land you can't take the land out of the peasant and a whole DNA-driven chorus is telling me "This canna be richt".

There is something about setaside, decoupling idle land and massive reliance on imports that makes my hackles rise, all graphs, pie charts and equations to the contrary.

## Glen is back

Scotch Beef campaign spot times running across 26-31 December. This is just the start of what will be the most extensive burst of Scotch Beef advertising yet.

The big ITV drama is the Mayor of Casterbridge which QMS have a spot in on both ITV regions, as well as a spot in Poirot to kick the campaign off with. On Channel 4 they have bought the daytime package to provide cost efficiencies and this has given them a lot of spots in Friends, but also some good ABC1 adults spots such as Review of the Year, 100 Greatest Musicals and a Place in the Sun, plus No Going Back

Additionally they have a good selection of programmes on Five, with Morecambe and Wise, Ruth Rendell and City Slickers.

## QMS Lamb Campaign Success in European Awards

Quality Meat Scotland Press Release

Quality Meat Scotland's much acclaimed Lamb Marketing Campaign has beaten off tough European competition to become a finalist in this year's Epica awards – the prestigious competition judging the cream of European advertising.

The £200,000 nationwide lamb promotion with its slogan, "As Fresh As It Gets", featured atmospheric shots of Scottish scenery and sumptuous pictures of roast Scotch lamb. The concept originated from extensive consumer research, which revealed new information on attitudes to buying and eating lamb

Commenting on the European success, QMS Marketing Controller, Andrew Ovens, said: "I am delighted the campaign's powerful images and messages, extolling the freshness and taste of Scotch lamb, proved as popular with the competition judges as they did with consumers in this country".

### Corporate Members

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

**AES**, Crossbush, Riccarton, Kilmarnock KA1 5LN Tel 01563 551122, Mobile: 07788 926925

**Bizerba (UK) Ltd**, Eastman Way, Hemel Hempstead, HP2 7DU Tel: 01442 240751

**Dalziel Ltd**, Belgrave Street, Bellshill Industrial Estate, Lanarkshire ML4 3JA Tel: 01698 749595

**East of Scotland Contracts**, Ferryhills Road, Inverkeithing, Fife KY11 1HD, Tel 01383 418610

**William Forrest & Son ( Paisley ) Ltd**, Omoa Works, Motherwell ML1 5LY Tel 01698 860149

**Kerry Ingredients (Lucas)** Portbury Way, Bristol BS20 7XN Tel 01943 864443

**KRH Ltd**, 1 Macgowan House, Nobel Busn Park, Stevenson, Ayrshire KA20 3LJ, Tel 01294 472755

**Macnaughton & Watson**, 423 Gallowgate, Glasgow, G40 2DY, Tel 0141 554 2757

**Paragon Products**, Newhailes Ind Estate, Newhailes Road, Musselburgh, Tel: 0131 653 2222

**Scotweigh**, Unit 2, Granary Square, Bankside, Falkirk, FK2 7XJ, Tel 01324 611311

**Stockline Plastics**, Grovepark Mills, Hopehill Road, Glasgow, G20 7NF, Tel 0800 262015

**Styropack**, Craigshaw Road, West Tullos Ind Estate, Aberdeen. Tel: 01224 873166

**Turner Vehicle Bodies**, Carseview Rd, Suttieside Ind Estate Forfar, DD8 3BT Tel: 01307 462142

**William Sword Ltd.**, Blairlinn Ind Est, Cumbernauld, G67 2TX Tel: 01236 725094