

# FEDERATION NEWS

THE NEWSLETTER FOR SCOTLAND'S INDEPENDENT BUTCHERS

Get to know  
*your* local butcher



**JUNE 2004**

**This Month**

**The Singing Butcher hits  
the airwaves and the  
Supermarkets**

**Butchers on Bikes**

**Locate your local  
butcher website now  
live**

**Regional Meetings  
Rap Up**

**Food and Evil**

**QMS Barbecue Plans**

**Positive PR in SOS for  
Butchers**

**Customers are Really  
Everything**

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

Telephone 01738 637472 fax 01738 441059 e mail: [sfmta@sfmta.co.uk](mailto:sfmta@sfmta.co.uk)

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## Scottish independent butchers sing for their supper

A major new campaign designed to encourage more people to visit their local butcher was launched on Friday 28<sup>th</sup> May.

The 'Get to know your local butcher' initiative, the biggest of its kind ever launched in Scotland, has been funded by the Scottish Federation of Meat Traders Association (SFMTA) and a consortium of over 30 suppliers to the trade, with the aim of attracting more customers back to their local butcher.

Extensive pre campaign research undertaken by the Dynamic Advertising Group, who developed the initiative, found that although red meat sales have risen significantly over the last few years, the number of local butcher outlets has actually declined during the same period.

A major reason for this has been the increasing trend towards out of town shopping and the explosion of supermarkets, which has put many good independent retailers under threat, with local butchers being no exception.

Now the trade is fighting back and the campaign, which includes national radio coverage, features a singing butcher extolling the virtues of meat being bought 'from your butcher down the street' and a wide distribution of promotional leaflets directly outside supermarket chains by butchers on promotional bikes.

Douglas Scott, Chief Executive of the SFMTA explains: "We represent over 400 great independent butchers throughout Scotland and we are keen to encourage more people to enjoy the experience of shopping at their local butcher. They offer their customers many benefits. As well as being able to advise on the best cuts of meat and provide a friendly personal service, they supply a range of delicious ready-to-cook meals made with fresh ingredients, for people who don't have the time or the inclination to spend ages in the kitchen. With your local butcher, customers get the best of both worlds – convenience *and* healthy tasty food."

June Lomax, Quality Meat Scotland's Butcher Development Manager, agrees: "Quality Meat Scotland are delighted to support this campaign on behalf of the independent butcher. The customer's personal contact with their butcher is one of their real strengths and you can find great butchers all over Scotland"

Stuart Dalziel, Director of Dalziel, one of the key sponsors of the campaign commented "We are delighted to support this exciting initiative because we know just how hard local butchers work to offer their customers the best service and products – more people need to get to know their local butcher, and see this for themselves"

Regular shopper, Georgina Mailey added, "I've always used a local butcher. Your meat is always fresh and it's lovely. It's much better than the supermarket. All the staff are very friendly – I find that every time I come into the shop they always remember me & they're very pleasant"

The campaign, which runs until the 17<sup>th</sup> June, includes a new website [www.realbutchers.com](http://www.realbutchers.com) where people can locate their nearest independent butcher and have the chance to win hundreds of pounds worth of succulent meat in a free prize draw. Check it out, as they say, and please advise the SFMTA office if you'd like your entry amended or link added to your own site.

**Welcome to**  
**Real Scottish Butcher's**

**Latest News**  
For more details of our Scottish Butcher's Campaign click [here....](#)

**Locate your local butcher**  
All the businesses on this site are members of the Scottish Federation of Meat Traders Association. Click [here....](#)

**Free Prize Draw**  
For your chance to win **£500** of delicious meat in our Free Prize Draw click [here....](#)

**About SFMTA**

**NEWS**

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**LOCATE YOUR LOCAL BUTCHER**

**SCOTTISH FEDERATION OF MEAT TRADERS ASSOCIATION INCORPORATED**

**Home**

<http://www.realbutchers.com>

## Feedback please

**This is very important.** Could all members try and gauge new customers coming into the shops during the promotional campaign. Assess where they come from and even ask them if they have heard the radio advert (you don't need to sing it to them though). Find out where they've come from please?

Whilst no one expects a sudden rush of people (it's not realistic to expect to instantly change deeply ingrained shopping habits overnight) it's highly likely we'll generate some curiosity from the radio but they're not all going to be clutching their vouchers!

Our advertising company would like to get a feel for this as early in the campaign as possible so we can 'tweak' if necessary whilst it's still running.

Feedback to Bruce or Douglas on 01738 637472

## Where do you get that hat?

If you would like to purchase any of the garments used on the leaflets or website or would like to see other top quality products from the Butchers' Clothing range, please contact

Dalziel Ltd. or Macnaughton & Watson Ltd. who will be very pleased to help you - brochure service available".

The Blue-white Oxford stripe bib aprons and Blue/Large trilby hats were supplied free of charge by the makers, Bowstone for the "Butchers on Bikes" Tour of Scotland

**Bowstone**

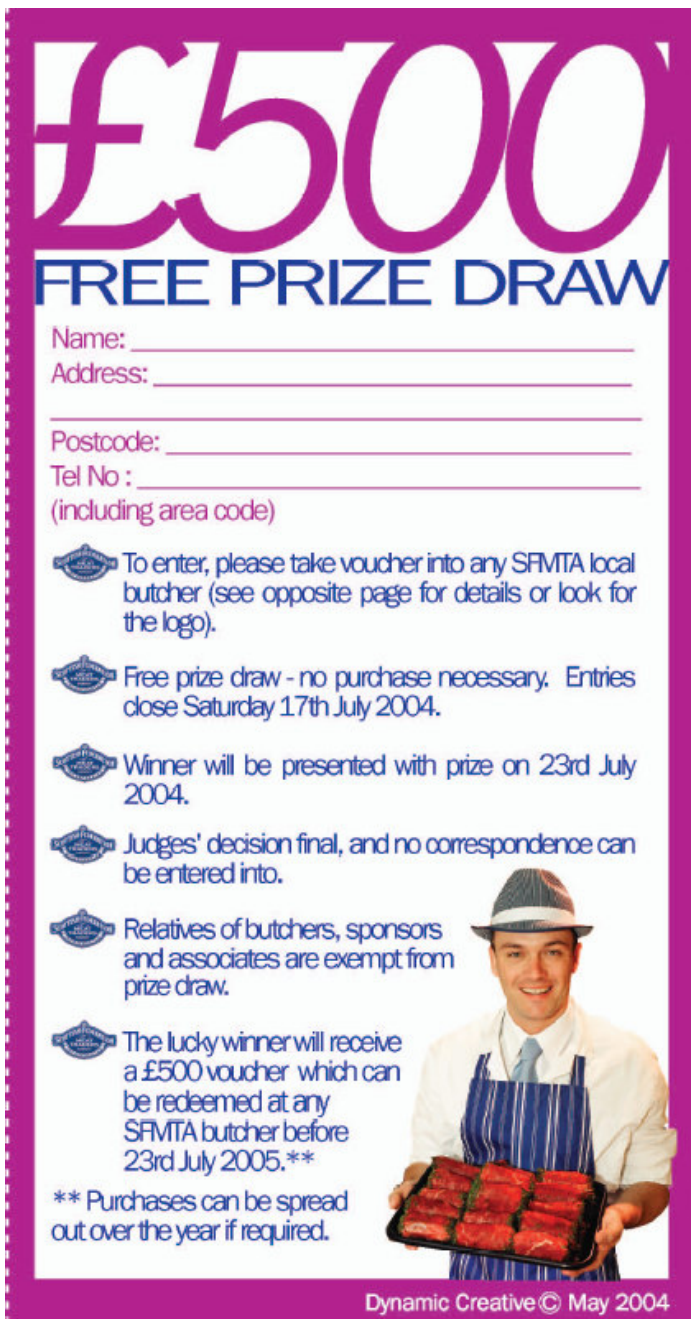


# Butchers on Bikes

Just another eye-catching idea that Dynamic Advertising have come up with. The Promo Bikes will be cycling into supermarket car parks. The advertising board will tell supermarket shoppers to go and shop at their local butchers. The Singing Butcher Ad can be played from the bike and its rider will be dressed up as a butcher and he will give out leaflets offering prizes for shopping at local butchers.







Where the supermarket car park is owned by the multiple we expect to be moved along. Where the car park is local authority owned we see no reason to be prevented pulling off this "stunt". Either way we feel the media will be interested in the story and hopefully everyone will benefit from the PR.

The Promo Bikes were out in Dundee, Edinburg and Glasgow on Friday 28<sup>th</sup> May and in Lanarkshire on Saturday 29<sup>th</sup> May.




**£500**  
**FREE PRIZE DRAW**

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_  
Tel No : \_\_\_\_\_  
(including area code)

-  To enter, please take voucher into any SFMTA local butcher (see opposite page for details or look for the logo).
-  Free prize draw - no purchase necessary. Entries close Saturday 17th July 2004.
-  Winner will be presented with prize on 23rd July 2004.
-  Judges' decision final, and no correspondence can be entered into.
-  Relatives of butchers, sponsors and associates are exempt from prize draw.
-  The lucky winner will receive a £500 voucher which can be redeemed at any SFMTA butcher before 23rd July 2005.\*\*

\*\* Purchases can be spread out over the year if required.



Dynamic Creative © May 2004

If customers come to your shop with a completed entry form (as on the left) please forward them the SFMTA, 8 Needless Road, Perth PH2 0JW

Forms may also have been downloaded from the web at [www.realbutchers.com](http://www.realbutchers.com) so please accept any kind of entry form even if it looks like a photocopy. Its all about getting customers in your door so make sure you and your staff are ready to receive both the entries and the customers.



# FSA Scotland awards two more food hygiene grants

Wednesday, 07 April 2004

Two Food Standards Agency Scotland (FSAS) grants have been awarded to a pair of central belt local authorities. The two grants, both of £10,000, awarded to City of Edinburgh and West Dunbartonshire Councils, will help develop projects aimed at raising awareness of the essential messages underpinning the Agency's national Food Hygiene Campaign.

Local authorities and food liaison groups throughout Scotland were asked to submit a brief project plan to the FSAS by January and last month £70,000-worth of grants were announced.

Jim Thomson, Assistant Director, FSAS said: 'Although we had already announced the local authorities set to benefit from these grants, we felt the proposals from both City of Edinburgh Council and West Dunbartonshire also warranted attention.

'Both of these additional projects will ensure key messages surrounding food hygiene will reach an even wider audience which will go a long way to help prevent food borne illness and improve hygiene considerably.'

The two additional successful proposals are:

**City of Edinburgh Council** – to reduce the incidences of food poisoning among young adults in the city, specifically undergraduates and those living in deprived areas, by raising awareness of food safety issues through information and training.

**West Dunbartonshire Council** – to raise awareness among target groups such as parents, carers and pre-school children, of the importance of the 4 Cs (cooking, cooling, cross-contamination and chilling) in preventing food borne and related illnesses and to encourage good hygiene and food safety practices.

Initially, fifteen local authorities, around half the number of councils in Scotland, submitted a total of 17 proposals. Each successful proposal outlined below was awarded £10,000.

The initial seven successful local authorities were:

**Dundee City Council** – To reduce risk of food poisoning by promoting training as opposed to enforcement and making food hygiene training more accessible to minority groups in the city.

**West Lothian Council** – To produce a short film on food hygiene with voice-overs in English and ethnic minority languages as a training resource for high-risk food businesses.

**North Lanarkshire Council** – To provide food hygiene training for primary and secondary school teachers.

**Stirling, Clackmannanshire and Falkirk Councils** – To provide elementary food hygiene and HACCP training in Cantonese and Urdu to ethnic minority catering businesses.

**Renfrewshire Council** – To commission a short computer animated advert promoting important food safety messages to be shown at local cinemas for a period of one month during the school holidays.

**Aberdeen City Council** – To provide a series of practical hands-on training sessions on basic food hygiene within high-risk establishments and ethnic minority outlets where language is a barrier.

**Angus Council** – To provide school pupils and Angus carers with education and training in hand hygiene and infection control

# **The Scottish Federation Customer Service Award**

Since the introduction of this prestigious award its uptake has been astounding with members keen to bring their staff on board and offer a higher level of support and service to their customers writes *Richard Sneddon*, Training & Development Manager, Scottish Meat Training. This is aimed at anyone and everyone who is involved in dealing with customers and is achieved by candidates enrolling on a Meat and Poultry Processing Scottish Vocational Qualification Level 2. Candidates will work towards the Customer Service Award by achieving the units within this qualification.

It is vitally important in today's business world to know what a customer is and who a customer is. By knowing this the business can offer a better service to their loyal and potentially new customers.

## **CUSTOMERS**

### **ARE**

### **REALLY**

### **EVERYTHING**

### **What is a customer?**

### **Who is the customer?**

Customers are everywhere and everyone is a customer. You are a customer who expects the best service possible when and wherever you go. Serving the public is one of the hardest jobs around and if you don't already know this you soon will.

We all strive to be the best at what we do in our daily jobs but often forget that within the job we do customer service plays a major part. I've often heard staff say that "if it wasn't for customers they could get on with their work". Unfortunately the only professions that needn't bother too much about the customer care side as we need them more than they need us is the medical profession, dentists and of course ladies of the night.

Why does customer care matter. The high street retailer is at the front line of customer relations in a business worth £ billions per year. Improved customer care is very much a vital tool in being able to secure an increased share of this huge figure.

How do you achieve this. I believe that this can be achieved but not without a lot of hard work from both management and staff working as a team. Some people are natural communicators with the ever-ready banter that welcomes customers and puts them at ease so that a visit to your shop is a pleasurable thought. Other people find this more difficult. In this case everyone should look to go on a customer care course so that the ones who find communicating difficult can learn how to enjoy this part of their job much more and the natural communicators can better harness this.

Worth remembering, whilst thinking about whether or not your customer care is up to speed for today's even more demanding consumer, is the share of the £ billions prize up for grabs. Each customer is unique and has to be treated as an individual. This is even more prevalent when you think of the saying "The Customer is always right". Hard-earned cash is passing from their hands to yours and not just for the sausages or mince that they buy but for the service that they expect to have as part of the sale. To put it bluntly, Bad service, No cash.

Today's world of business is fast changing and customers can get what they want from other businesses and often don't have to leave their house to get it, via the internet. Shoppers are not duty bound to shop with you, you have to offer something unique to bring them back and keep them coming back. The next stage from here is to get them to part with more of their money at each visit. Never ending but what an opportunity.

# Food and Evil

Supermarkets promise to provide all we need in a low-price, one-stop shop. But, argues Sunday Herald food critic Joanna Blythman in her new book, *Shopped*, they sell mediocre food, they kill town centres and they sap our souls. Vicky Allan filled her trolley and heard why

**Joanna Blythman** knows what it is to feel like a zombie. As undercover research for her book, *Shopped: The Shocking Power Of British Supermarkets*, she worked for a week on the check-outs of a Scottish branch of Tesco. During those long, monotonous shifts under the striplights, packing and scanning, she would reach a state of trance-like boredom, "spaced out, as though dulled by drugs". She recalls the experience as we queue at the check-out of a different supermarket, trolley sparsely piled with toilet rolls – the few items she can bring herself to buy in the place.

It's the endless repetition of the script, "Have you got a Clubcard?", the humiliation of having to call someone to your cashdesk because you wanted to go to the toilet, the dehydration, the absence of daylight and fresh air, the "discordant symphony of repeat beeping". "I really feel for them," she says, as we queue, **gazing along the rows of Stepfordian figures**, mechanically lifting and swiping. "You become like a robot. You can't help it, this is what the place does to you."

*Shopped* is an emotive and bitter attack on our supermarket culture – its depletion of our town centres, its steady edging out of independent stores, its savage treatment of suppliers, its effect on our diet and knowledge of food, its impact on the way we spend our leisure time. The book started out as an attempt to "catalogue in human terms the consequences of our 30-year love affair with supermarkets", a desire to "form a picture of supermarkets from the bottom up – and from many angles". But this is a far from dispassionate book. It's angry and indignant, each page bristling with disquieting facts and figures.

Supermarkets control 80% of what we eat. The number of independent grocers in the UK has fallen from 116,000 in 1961 to only 20,900 in 1997. A 1998 report recorded that

every superstore opening resulted in a net loss of 276 full-time jobs.

The book is also a quiet manifesto for another type of lifestyle. Blythman's critique isn't just about where we shop or what we eat, but how we spend our days. So you don't think you have time to trawl around local independent shops? You can't spare half an hour to cook a meal? "Food is important. It's a major cultural thing, and it's about nurture. I'm unhappy to see it devalued. If people say, 'I haven't time to cook', I am to an extent unsympathetic. What else are they doing in your lives that's so important? We're all workaholics. We work ridiculously long hours, compared with other Europeans. We haven't time to cook; we buy ready meals which are unhealthy, boring and don't nurture us. It's all part of a modern lifestyle which conspires to make us less happy."

In America there is a growing backlash against Wal-Mart, the world's biggest retailer, and its strategy of building out-of-town stores that vacuum business from town centres. Teresa Heinz Kerry, the wife of presidential hopeful John Kerry, recently complained that the company "destroys communities"; Naomi Klein in *No Logo* devoted a section to the store's expansion strategies; and recently, following local protest, Wal-Mart lost a battle to set up a branch in a Los Angeles suburb. As Blythman points out: **"Posters appeared in independent shop windows reading 'Save Our Community From Wal-Mart'.** But here in Britain, we still seem entranced, mesmerised by the long, colourful aisles, the promise of infinite variety and potential, the lure of perma-freshness and cosmetic perfection. For every £8 spent in Britain, £1 is spent in Tesco."

Each of the big four, Asda/Wal-Mart, Tesco, Sainsbury's and Safeway, are almost as bad as each other, says Blythman. If she has to visit one, she will opt for Sainsbury's or "send

my husband". She prefers to take a circuit of local independent stores: Eddie's Chinese fish monger, Global Fruits newsagent, the farmer's market every other Saturday. This, she points out, takes her about two hours – not much longer than going to the supermarket, and infinitely more pleasurable. Even standing outside the store in the Craiglockhart area of Edinburgh (Blythman's nearest supermarket), she seems a little drained and twitchy. She remembers this area as a "lush, green part of town", now taken over by "concrete sprawl". Supermarkets, she says are like mini neutron bombs, sucking the lifeblood out of surrounding communities and turning vibrant shopping parades into strings of charity shops and estate agents.

I have to confess I am a supermarket shopper. Raised by a woman who prided herself on her ability to eke out the most for her five children from the reduced sell-by-date section, I had my education by shopping in the aisles of a Co-op. While my father, a farmer, was plumping up sheep on swedes and tumbling towards bankruptcy, my mother was a conspirator in what Blythman considers to have been the depletion of our agricultural and horticultural riches. Lured by promises of "choice" and "convenience", by "buy-one-get-one-free" special offers, she was one of the many who fell for the supermarket promise. In the process, the knowledge of generations has been lost. We no longer know what a good piece of meat looks like, or how to seek out a truly fresh melon.

Among my own 20 to 35-year-old age group, she writes, that is particularly marked. Here is a generation that, surveys show, doesn't know the difference between a loin and a brisket. Mea culpa. Despite growing up on a farm, I have only the dimmest memory of what might be in season: strawberries around Wimbledon, oranges at Christmas, or anything you like in a supermarket any time of the year. "It's part of the de-skilling," says Blythman. "It's like food is fuel. If you need to fill up a car, go to a petrol station; buy food, go to a supermarket. There's been an erosion of knowledge over the last 30 years."

There are stories in Shopped of suppliers being suddenly delisted, seemingly for no reason, of bullying buyers and of farmers turning up at a Tesco Annual General Meeting to challenge chief executive Sir Terry Leahy, whose pay package was £2,838,000. The average farming income, one pointed out, had dropped to £11,000. Blythman tells me too of market gardener Charles Secrett, who – rather than lose business with Sainsbury's – chiselled his leeks out of the frozen ground.

The meat aisle: a pack of six sirloin steaks for £7.49, red and shiny underneath their cellophane packaging. "These are so cheap, you have to ask what's going on," says Blythman. "They can't possibly be paying the suppliers enough." Meat, she adds, isn't meant to be sold this red: vivid scarlet, like a fresh wound. **Many cuts should, as any butcher will tell you, be hung for texture and flavour.** But as with all things supermarket, it's not what it tastes like that counts, but ease of transport and sale, and appeal to the customer's uneducated eye. It is fruits and vegetables harvested "green" and tasteless, cheeses that don't crumble, ready meals pumped with preservatives.

Blythman's four years in France offered a glimpse of another way of living. In Strasbourg, she frequented local shops and markets. That was the French way of life. "There was a time," she says, "when I thought supermarket shopping was OK. France provided a vision of another type of shopping and I didn't want to go back. It was like suddenly falling out of love with someone."

In fact, most European countries have managed to fend off the onslaught, maintaining their independent shop culture alongside the out-of-town stores. Why did it all go so wrong for us? "We never had quite a strong enough food culture," says Blythman. "The Italians, for instance, are very strong on their traditional things. Also, in Britain, people like the idea of cheap food."

**If you gave some cheap food to the French, they would say, 'What's wrong with it?' If someone offered you a cheap car, you'd say, 'Why is it cheap?'**

**But if they offered you twice as many eggs as you'd normally get for the same price, you'd say, 'Great.'"**

It's not true, says Blythman, that supermarkets are necessarily cheaper than independent stores. "They foster the idea that they give you good value." They might sell bananas, baked beans and white bread for pennies, but they make it up on ready meals, fruits like mangoes and grapes, whose value most of us don't really know, and non-food sales. Even where they do give good value, she adds, it's at someone else's expense. Blythman chronicles, how the baked bean price-cutting war may have led to the closure Nestlé's Crosse and Blackwell's canning operation, because as they said, "we literally could not can fresh air" for the price supermarkets wanted to retail their beans.

Yet supermarkets are at one with our age. They appeared as feminism flourished. They fit with our long working hours, double-income households and "on the hoof" lifestyles. As an ideal, they meld seamlessly with a culture of hassled superwomen, where traditional housework is devalued and office hours prioritised. My own motive for shopping at my local Sainsbury's is convenience. Why waste time trudging round lots of little shops, when you can do it all in one dreary humph? But Blythman thinks supermarkets are exploiting women's lack of time; that the idea of the supermarket as every housewife's guardian angel is bogus.

Shopped pricks a nerve. It's almost impossible to read it and not want to cut up your loyalty card. Blythman gives

alternatives; shopping is described as a sensual pleasure, a social process, a creative act. "Where possible," she says, "I support an independent in everything now – whether it's a bike shop or a newsagent. I get milk delivered. There are lots of other options and if you take them, you'll have more pleasure in life, nicer food and you'll spend less money. People in other countries see shopping as a not necessarily unpleasurable part of looking after yourself."

Away from the aisles, Blythman appears reinvigorated. At her favourite greengrocer, she sniffs a punnet of strawberries, fondles a bunch of purple sprouting broccoli. She hands me an Indian mango. It's soft and mushy, with juice oozing from a blemish in its skin: very different from the fat, blushing Tommy Atkins variety in supermarkets. So tangy and pulpy, it makes me feel I've never really eaten a mango before.

Blythman is optimistic. **Eventually these empires of the ready meal will crumble.**

"I say to myself, who would have ever thought McDonald's was going to get it in the neck? Or Coca-Cola? Or Starbucks? But of course, they're all having problems now. People have turned against them." The protests against Wal-Mart seem to prove her point. "There's no question in my mind," he said, "that Wal-Mart is a phenomenon that will have its day. The bigger they come, the harder they fall."

Shopped: The Shocking Power Of British Supermarkets is published in May by Fourth Estate (£12.99)

## **Atkins, Sara Lee Foods launch low-carb pizza**

26 May 2004

Atkins Nutritionals in USA has announced it is to introduce a new line of controlled-carbohydrate frozen pizzas, which will be distributed nationwide by Sara Lee Foods.

Matt Wiant, senior vice president and chief marketing officer at Atkins Nutritionals, said the company's food scientist had worked with a team at Sara Lee Foods for months to ensure that the new pizza line was absolutely compatible with the Atkins low-carbohydrate diet plan.

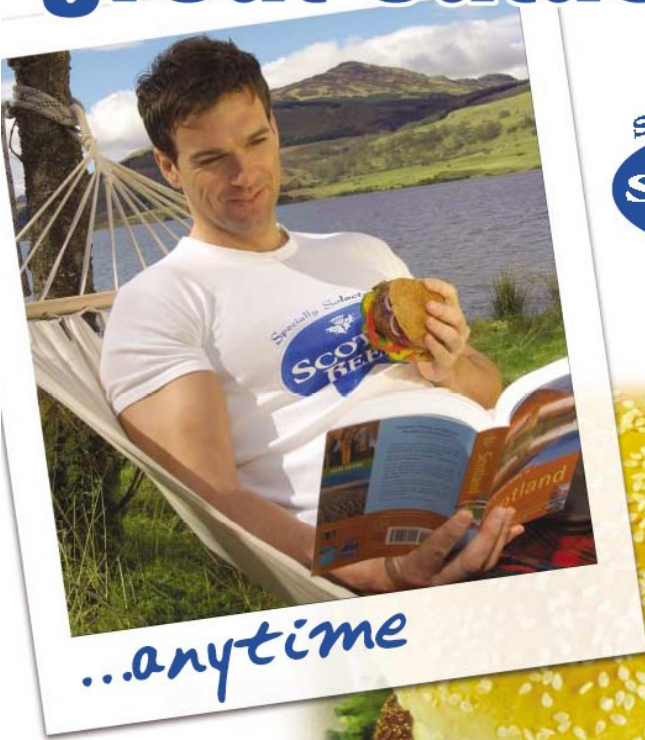
"Since pizza is such a popular part of the traditional American diet, we were excited about producing a low-carb alternative," Wiant said.

## QMS helps give Butchers an edge in Barbecue Sales


With evidence showing more than half of British adults are choosing to barbecue, Quality Meat Scotland has sent out a brand new pack of promotional material to help Scottish butchers' sales take off during the vital summer sales period.


QMS has produced two brand new posters for the campaign featuring Scotch Beef personality Glen, star of the recent TV advertising campaign, inviting consumers to "Enjoy the Great Outdoors". The posters show Glen relaxing in a hammock and barbecuing by the camp fire, reminding shoppers barbecuing doesn't have to be in the garden!

**Enjoy the  
great outdoors**  
with  
*Specially Selected*  
**SCOTCH BEEF**  
www.speciallyselected.co.uk



*...anytime*



 **Make it Your First Choice**

Also being sent out is a leaflet which customers can pick up from their local butchers giving them hints and tips about barbecuing, with cooking times and handy ideas for marinades and bastes, and how to enhance their steaks and sausages with tasty butters – and even a recipe for a cooling apple and mint punch!

June Lomax, who looks after butcher development for QMS, said: "We're confident the new eye-catching promotional material backed up with tips and advice on ways to enjoy barbecuing more will help Scottish butchers increase their sales of beef, lamb and pork over this summer".

The QMS mailing helps butcher businesses in Scotland get ready for the National Barbecue Week, starting on Monday 31 May.

# World of Burgers

## CARIBBEAN LAMB BURGER

Ingredients	%	kg
Beef 80% VL	81.3	3.629
RAPS Burger/Grill Combi Art 36178	8.7	0.383
Chilled Water	5	0.227
Jerk Art 35754	5	0.227
<b>Total</b>	<b>100</b>	<b>4.466</b>

## MOROCCAN LAMB BURGER

Ingredients	%	kg
Beef 80% VL	85	3.629
Chilled Water	10.5	0.454
RAPS Moroccan Seasoning Art 37715	4.5	0.185
<b>Total</b>	<b>100</b>	<b>4.268</b>

Mince meat (80%VL) through a 5mm plate.

## TEXAN BEEF BURGER

Ingredients	%	kg
Beef 80% VL	81.3	3.629
RAPS Burger/Grill Combi Art 36178	8.7	0.383
Chilled Water	5	0.227
Chilli Willy Art 1064	5	0.227
<b>Total</b>	<b>100</b>	<b>4.466</b>

Form into required portions of 100g.

Garnish tray ready for display.

Press into



## THAI PORK BURGER

Ingredients	%	kg
Beef 80% VL	85	3.629
Chilled Water	10.5	0.454
RAPS Lime & Coconut Seasoning Art 37717	4.5	0.185
<b>Total</b>	<b>100</b>	<b>4.268</b>

## SMOKEY JOE'S BEEF BURGER

Ingredients	%	kg
Beef 80% VL	81.3	3.629
RAPS Burger/Grill Combi Art 36178	8.7	0.383
Chilled Water	5	0.227
Smokey BBQ Art 1577	5	0.227
<b>Total</b>	<b>100</b>	<b>4.466</b>

Well and mince through a 5mm plate.

## PORTERHOUSE BEEF BURGER

Ingredients	%	kg
Beef 80% VL	80.2	3.780
RAPS Burger/Grill Combi Art 36178	8.2	0.383
Chilled Water	9.7	0.454
Porterhouse Seasoning Art 537	1.9	0.080
<b>Total</b>	<b>100</b>	<b>4.707</b>

## MEDITERRANEAN PORK BURGER

Ingredients	%	kg
Pork 80% VL	81.3	3.629
RAPS Burger/Grill Combi Art 36178	8.7	0.383
Chilled Water	5	0.227
Sundried Tomato & Basil Art 38097	5	0.227
<b>Total</b>	<b>100</b>	<b>4.466</b>

Press into



## May's Regional Meetings

The recently completed schedule of four meetings was well received by the members and their staff who attended. The meetings took a different style from the normal – a bit less formal. At each venue a barbecue was used to cook off barbecue products made using marinades, seasonings and coatings from Raps UK. Beers and soft drinks were provided to complete the total alfresco feel to the night. At most venues the weather was reasonably kind to us and everyone seemed relaxed and happy to stand and discuss trade.



Gary Evans not only cooked the products but he then took everyone inside to demonstrate how to make the products. Attendances varied from 18 in Elgin; 25 at Galashiels; 28 in Perth and 35 at Bellshill.

The evenings were hailed a great success by everyone who attended. A big thank you to Raps UK and their agents McAusland Crawford for their contribution to the nights.

Left: Gary Evans and Tracey Adams from Raps UK with Robert Watson of McAusland Crawford.

Kingsknowe Hotel, Galashiels Tuesday 18<sup>th</sup> May



## Hilton Hotel, Bellshill Monday 24<sup>th</sup> May

Members from Dunblane, Bowmore, Paisley, Port Glasgow, Coatbridge, Law, East Kilbride and Glasgow enjoyed the late evening sun while Gary was put through his paces by Sacha, the over-zealous Safety Officer from the Hilton Group.

She was only doing her job, which we all accept has to be done and SFMTA received a 19 point detail in how the food for barbecuing was to be controlled.



Bill Paterson from Dalmellington and Andrew Henderson from Hamilton sample some of Gary's cooking that wasn't whisked off by Sacha to be retained as samples!

Sacha didn't fare quite so well in controlling Gary Evans. We all know how the Liverpool loon is such a woman-charmer and the poor girl was blushing all night!



# EFSA Boost to Scotch Beef Exports

12 May 2004



Quality Meat Scotland has welcomed the decision from the European Food Safety Authority which advances the case for opening up lucrative export markets for Scotch beef.

QMS Chairman Jim Walker, said: "The ruling by EFSA takes the Scottish red meat industry a major step forward in the drive to lift barriers preventing the export of beef from Scotland. However, it's important to remember there are still two important stages to go before this can happen and we are keenly awaiting the results of the recent fact finding mission to the UK by EU officials to examine our BSE controls and the all important go ahead from the EU's standing committee on the food chain and animal health."

EFSA was responding to the request for scientific opinions from the EU on the UK's application for downgrading to moderate risk status and proposed amendments to the date based export scheme, which currently restricts UK beef exports.

Its published opinions support the UK's case for moderate risk status bringing it in line with the majority of European member states. The down grading of risk is integral to the UK's request to have export restrictions in the form of the Date Based Export Scheme removed. New EU legislation, backed by a majority of Member States, is necessary for the Export Ban to be lifted.

**In 1995 Scotch beef exports were worth £118 million to the Scottish economy, £150 million at today's prices.**

## NBA's welcome for fallen stock scheme

*FORDYCE MAXWELL* wrote in The Scotsman

THE National Beef Association (NBA) is backing the new "pay as you go" fallen stock scheme for the UK announced this week.

Under it, farmers will pay a £25 annual subscription, regardless of size of operation, then per animal collected by their nominated disposal firm.

There will be £19 million government subsidy over three years and the directors of the National Fallen Stock Company - set up by government to devise a scheme - believe that competition among knacker men will keep collection charges down.

Although the Scottish division of the National Sheep Association and some individual sheep farmers have criticised the new scheme as unworkable, farmers' unions in Scotland, England and Wales welcomed the end to uncertainty and hoped that it will begin, after a series of previous false starts, this autumn. Yesterday the NBA joined them, saying that the new scheme is a "win-win" one for livestock farmers.

Frank Momber, NBA vice-chairman, said: "No sensible farmer will turn his back on this voluntary scheme because its cost will be related directly to usage. The considerable subsidy support means fees for carcasses collected within the scheme will be substantially lower than those collected on an unsupported, market-price, basis."

He said that membership of the fallen stock scheme will also help farmers with the good agricultural and environmental conditions necessary to get their single farm payment from next year, and with farm quality assurance.

# Scotch Burgers on the Right Track with ScotRail

10 May 2004

Quality Meat Scotland has helped put together a deal which will see only Scotch beef burgers being sold on ScotRail's Caledonian Sleeper service which transports passengers to and fro across the border, six nights a week.

The move is a significant commitment by ScotRail to offer even more quality Scottish produce to its customers. The Scotch beef burgers are being sold under the Glenbervie Scotch brand and are produced by GAA, A.K. Stoddart of Broxburn's partnership with Macphie of Glenbervie.

QMS says with a potential to access sales to 200,000 customers annually it's a significant push for Scotch product into this sector of the food service market. AK Stoddart hope that development in to further rail networks will open up the market which sees 960m per annum in the UK.

**The Caledonian Sleeper Service runs overnight between London Euston and Edinburgh, Glasgow, Aberdeen, Inverness and Fort William. Each train features its own lounge car where you can relax and begin your journey with a convivial drink or snack**

Andrew Ovens, QMS Marketing Controller said: "We are working hard to help Scottish businesses sell more Scotch beef in all sectors of the market and ScotRail's decision to sell only burgers made with Scotch beef is a clear indication that they believe the brand will have selling power with their many customers."

Don Roberts, ScotRail's Head of Marketing added: "The Caledonian Sleeper offers a unique service for customers travelling between London and Scotland, and we are committed to providing our customers with quality Scottish products. The Glenbervie burger complements the other dishes offered in the lounge car including Haggis with Neeps and Tatties and a selection of Scotch whisky. We are very pleased to be working with QMS on this deal."

## Work Experience Wanted

I realise this may be a slightly unusual query. I am currently a 3rd year vet student and have a keen interest in all aspects of farming, agriculture, livestock husbandry etc. as well as the purely veterinary issues surrounding large animal practice.

I would really like to gain a better understanding of the meat industry and what happens once animals leave the farm, how they are processed at the abattoir and then by the butcher. Ideally, I would like a better appreciation of what is done and required at 'your end' to put into context what happens on the farm.

Do you think it would it be possible for me to work at an abattoir and/or with a butcher (NOT as a vet/vet student/meat inspector) as though I was doing a short apprenticeship? I am currently based in Edinburgh and the Scottish Borders - is there anyone in this area you can suggest I get in touch with?

Many thanks for your time,  
Chris Palgrave, Flat 3F1, 41 Lutton Place, Edinburgh EH8 9PF

Tel. 0131 662 9578 Mob. 07947 355342

CJPalgrave@aol.com

# Lean times over as high street gets prime cut

KURT BAYER AND CLAIRE GARDNER wrote in the Scotland on Sunday

16/05/04

The battle between high streets and supermarkets has been among the most one-sided in retail history. The birth of every suburban shoppers' paradise seemed to result in the death of a dozen family businesses in the heart of town.

But it seems that once again, small is beautiful for a growing band of consumers, and Scottish family butchers are leading the counter-attack against what they claim is the shrink-wrapped uniformity of supermarkets.

High Street butchers were recently shutting in their hundreds and seemed to be on the verge of extinction. The foot-and-mouth epidemic, mad cow disease and the disastrous e-coli outbreak that began in John Barr's Wishaw butcher's shop all contributed to the crisis.

The recovery has astonished both the butchers themselves and industry analysts, who put the trend down to surviving butchers smartening up their act, customers wanting more than supermarkets can generally provide, and the success of the Scottish Beefcake campaign featuring Scotland player Simon Taylor.

But the high street food shopping revival is not limited to butchers. Many fishmongers are also celebrating an upturn in sales, which they partly attribute to cookery shows and the growing 'foodie' culture.

Quality Meat Scotland (QMS), the body that oversees the beef, lamb and pork industries, commissioned research by Millward Brown into shopping trends north and south of the Border.

It found that almost half of the Scottish women shoppers surveyed preferred to buy their meat from a butcher than a supermarket. South of the Border, according to the survey, only half as many women prefer butchers over supermarkets.

Butchers may also be increasingly attractive for the edge they might have in expertise, and even the chance for a blether.

The QMS research found that while shoppers at a supermarket spend an average of 30 seconds perusing meat products, butchers' customers are likely to spend more than seven minutes discussing everything from the cuts, to the weather and family life.

June Lomax, QMS's butcher development manager, said: "The butchers' trade is booming. They have realised that they have to fight back against the supermarkets and that is what they are doing.

"The personal relationship that butchers build up with their customers is one of their real strengths.

"Once customers like a shop, they will get to know their butcher very well and they will feel comfortable with them and ask for advice or ask for something special. These things are all very important to butchers."

The QMS campaign featuring Taylor also seems to have been highly successful in persuading customers that there may be more to meat than price alone.

The research showed that 65% of customers would pay over the odds for Scottish beef, an increase of 9% on when the same question was asked the previous year. Scottish beef was

mentioned by 71% of shoppers asked to say the first thing that came to mind about meat, the highest figure ever.

Gilbert Grossett is the third generation of his family to run their butchery business in Dundee. He said: "Our business was established in 1935 and three weeks ago we had our busiest day ever. It is unbelievable. I think people are suffering from 'supermarket fatigue'.

Sandy Crombie, of Crombies of Edinburgh, reports a similar uplift.

"We have had to install a specialised computer system just to cope with the orders that are coming in. Physically we can't sell any more meat, we are at our very limits, which is wonderful."

Leading chef Nick Nairn welcomed the news that the small family butchers were staging a comeback. "It is absolutely fantastic news. I am not surprised because there is a massive gulf in quality and service between an independent butcher and a multiple store," he said.

"One of my real bugbears is when you go into a supermarket for a steak, nobody asks you if you want local beef or continental beef, or whether you want it hung for 10 days or 21 days. They say nothing, there is just a piece of red meat wrapped up in plastic.

Nairn added: "A butcher can steer you towards a braising cut if you are on a tight budget, or if you have won the lottery, he'll tell you which bit of the fillet he can give you."

Douglas Scott, of the Scottish Federation of Meat Traders Association, said: "You can't talk to a supermarket shelf. The multiples do try to provide as much customer service as they can, but they just can't win when they are competing with the friendly, often jovial, local butcher."

A spokeswoman from the National Federation of Fishmongers, said its members had also reported a rise in turnover in the past eight months.

This, she said, was partially down to what they were calling the 'Jamie Oliver effect'.

"Members have reported an increase in sales - and we think cooking programmes such as Jamie Oliver's, have caused this renewed interest.

"People are realising that fish is a good food - but really don't know that much about it - what type to buy or how to cook it properly.

"There is then a tendency now to seek out a local fishmonger who will have the time to give you good advice - rather than a busy supermarket store."

Supermarkets, however, yesterday rebutted the criticism of them by high street butchers.

A spokesman for Tesco said: "What we do is offer our customers a choice.

"We do offer pre-packed meat, but in several superstores we also have trained butchers who can cut the meat and offer advice on how to cook it too.

"However, those who do not have so much time, or who do not need any advice, have the option of pre-packed meat.

"The butchers may have seen a rise in sales of meat but then we have seen a recent rise in our sales too, particularly in red meat such as pork, beef and lamb. There has been a general rise in the consumption of meat."

# Livestock Report

From Convenor Jamie Chapman to the SFMTA Executive Meeting 12<sup>th</sup> May 2004

Spring lambs are now appearing at the markets in greater numbers and the prices are falling slightly to reflect this. Cattle numbers are holding up at the markets and in fact both Lanark and Forfar have had increased numbers in the last couple of weeks. Speaking to auctioneers they are predicting a scarcity of numbers in 3-4 weeks. Prices are not however falling and quality cattle still command a strong price.

Hides are around £ 24 and lambskins £ 3.20 and hogs £ 2.70.

I had a meeting on the 27<sup>th</sup> April with the Chairmen of Wishaw Abattoir (Jim Alexander), St Andrews Abattoir (George Jarron ) and Borders Abattoir (Hamish Deans) along with my father and myself representing Shotts and George Deans the manager from Borders. The purpose was to share knowledge and find common ground on which to fight the issues concerning the plants. I think it was a very productive meeting and a lot of issues were raised. It was felt that there is a case to argue that plants doing less than 500 units per week should be looked at in a different light regarding certain regulations and rules. We all learned a couple of points from each other.

The concerns raised last month over IPPC regulations were slightly premature, as it will not affect abattoirs until October 2007.

## Princess meets President

QMS have forwarded photographs from the Scotch Beef Club launch at Edinburgh Castle last month. Below Mark Barnett has his audience with Princess Royal. Jim Walker (far right) and George Jarron (second from right) seem to have their minds on something else.



# Europe food hygiene package stalled by veto

24 May 2004

The European parliament has rejected food hygiene proposals which would see HACCP introduced "from farm to fork". The commission's food hygiene consolidation package, issued in July 2000, is in jeopardy following a veto by MEPs at its second reading.

The part of the package that consolidates animal health provisions comes into force next January, but the future of the remaining proposals – HACCP-based hygiene rules for all food sectors, new rules and controls for products of animal origin, and the repeal of existing directives – is now in question.

Amanda Cleary, CIEH (Chartered Institute of Environmental Health) EU adviser, said the parliament could not accept elements of the proposals, including rollout of HACCP to primary producers and moves to allow company staff rather than meat inspectors to inspect red meat.

She said: "It will almost certainly go into conciliation but the word is that parliament won't budge. It looks as if it's all or nothing. It would be dreadful if we got left with what we've got because it's a mess."

Meanwhile an FSA consultation on opportunities arising from the package continues. CIEH principal policy officer on food safety Jenny Morris said: "We will be responding, saying that we think this is an opportunity to give local authorities the power to stop food businesses from opening, where necessary by requiring prior approval rather than playing catch-up. Currently, food hygiene is overly complex. It would be a huge shame if this falls down."

The FSA remains hopeful that the package will be accepted but Peter Hewson, FSA head of meat science and strategy, said: "It's disappointing that the opportunity to allow trained plant staff to assist official veterinary surgeons and free up officials to focus on public health problems, such as salmonella and campylobacter control, was not taken up by the EU parliament." He said that, even if the package was approved, the meat inspection proposals could still be a casualty.

Ben Priestly of Unison welcomed the parliament's opposition to the abattoir proposals. He said: "This vote is a victory for commonsense. The government is strongly in favour of privatisation of red meat inspection, which Unison has always argued would compromise safety and undermine customer confidence in the meat industry."

Saying that Labour MEPs backed Unison, he said: "It's now open for the council to challenge the parliament's veto. A conciliation process is likely to take place in which the council will try to regain lost ground."

In 2002, the EU approved wide ranging proposals on health controls on food, feed and livestock, retaining them as national government responsibilities subject to EU performance criteria. The law comes into force on 1 January 2006.

## **SFMTA Annual General Meeting 2004**

Will be held in the Glynhill Hotel, Renfrew on Sunday 21<sup>st</sup> November  
There will be an eve of meeting Dinner Dance within the hotel and members are asked to note this weekend in their diaries. Further information giving the package prices will follow.

# Wendy Barrie wins CIS Excellence Award for Tourism

Wendy Barrie, SFMTA's expert cook for the Make it with Meat Awards has proven that she has talents that extend far outside the kitchen. Her Scottish Food Guide won the hotly contested Tourism Award at the CIS Excellence Awards held at the Glasgow Hilton. This inaugural event, along with a prestigious dinner celebrating Scotland's finest produce, was hosted by STV's Marie-Claire McManus.



*Above: Wendy organises the cooking of the Speciality Sausage category at the Make it with Meat Awards held in February this year at the James Watt College in Greenock.*

SFG provides straightforward solutions to marketing with a dedicated website, promotional activities, education and contacts worldwide, all capable of bringing economic benefits to Scotland.

Wendy Barrie, well known crusader for good food and her long involvement with the food, quality assurance and hospitality scene, says

“In Scotland we have world-class produce and excellent places to eat. SFG combines both and I am absolutely delighted to receive the award, and privileged to work with so many enthusiastic people. I look forward to my continued contributions to the food scene, as I truly believe that Scotland can be a tourist destination for good food and hospitality, along with its other attributes.”

Skills are essential to Scotland's catering future and Wendy personally dedicates time to assist Slow for Kids, supports a number of local healthy eating initiatives and is committed to strengthening links with education and industry.

Continually evolving to meet the customers' needs, SFG has now launched the innovative Scottish Cheese Trail to showcase a specific food tourism virtual trail that not only generates awareness and sales of Scotland's fine produce, but can also encourage tourism in rural areas.

[www.scottishfoodguide.com](http://www.scottishfoodguide.com) is published by Wendy Barrie Ltd.

# Scottish beef must pass the taste test

*FORDYCE MAXWELL* wrote in *The Scotsman*

THE Scottish beef industry could turn to an Australian assessment system in an attempt to provide consumers with consistent eating quality.

Enthusiasm for the Meat Standards Australia testing system was voiced most recently by Donald MacPherson, a beef farmer who, with his wife, Sarah, sells more than 90 Aberdeen Angus a year through farmers' markets.

After a Nuffield scholarship study in the UK, US and Australia last year, he noted: "In the UK we have safe beef, some excellent beef, but not consistently excellent beef. Too often the customer finds they have paid a lot for a chewy, poor-quality product."

At a meeting at Ingliston, arranged by the Royal Highland and Agricultural Society, one of the Nuffield sponsors, he added: "We have controls for quality production schemes, but not for eating quality. In this country we can only compete on quality and consistency and to do that we have to back the integrity of our brand."

That can be done, MacPherson suggested, by adopting the Australian system of grading eating quality and John Thompson, professor of meat science at the University of New England, Armidale, told the meeting why that was so.

The system began to develop in 1997, he said, when the Australian meat industry was in a lot of trouble:

"We started with the theory that people might not know the reasons, but they could sure as hell tell the difference between a good steak and a bad one."

They found that 38 per cent of consumers had had problems with beef quality, 57 per cent had a problem selecting tender beef and 81 per cent had found that price paid was no indicator of quality. Exhaustive testing became the answer. In seven years, more than 58,000 Australians, none taking part more than once, have sampled seven steaks each and graded them for tenderness, juiciness, flavour and overall liking.

As the history of every animal providing the steaks has been documented for breed, genetics, growth pattern, pre-slaughter stress, hanging time, marbling, colour, starting and finishing pH (acidity), cut, cooking method and several other factors, effect on quality can be assessed.

The overall result, he said, is that eating quality can be predicted from known factors. The implication for farmers is that they can choose the best factors possible and, for butchers and supermarkets, cuts of the same eating quality - whether fillet or shoulder - should be the same price.

That means names of cuts - fillet, striploin, oysterblade (an Australian shoulder cut) - could disappear as customers buy on a star-quality rating, regardless of which part of the animal the meat comes from.

"We want the customer to say 'I want a three-star grill' or 'I'll have a four-star roast.' The cut does not matter if two different ones have the same palatability."

The future, he said, is value-based marketing: "If retail value is palatability then the value of the carcass is yield multiplied by palatability. A value-based trading system will allow the greater value of higher palatability carcasses to be passed back to the farmer."

## Business For Sale

M&J Allan,  
46/48 High Street, Auchtermuchty, Fife.  
Established Licensed Butcher/ Grocers  
Leasehold £28,000  
For further information  
telephone 01845 6030513

# Quality Meat Scotland at the Royal Highland Show

Thursday 24<sup>th</sup> June – Sunday 25<sup>th</sup> June  
The Quality Meat Scotland Butcher's Prize

Quality Meat Scotland have finalised their plans for their stand at the Royal Highland Show. They will have their usual range of activities which will include groups of schoolchildren coming onto the stand to visit and take part in educational and interesting activities with meat – probably including a tasting! They will also have cookery demonstrations every day by chef Tony O'Reilly and compered by the TV personality Viv Lumsden.



A very exciting development for butchers on the stand is the Quality Meat Scotland Butcher's Prize. There will be a trophy and a cash prize of £100 for the winner. This is open to members of the Scotch Butchers Club and QMS have written to their members inviting shops to enter a display competition.

This involves one day at the Show displaying a range of beef, lamb and pork cuts to include innovative ideas that would look appealing and interesting. The competing butchers would be available to man the stand and to talk to consumers and offer information on cuts and the quality of meat they can expect from an independent butcher.

To enter the competition, please send June Lomax a photograph of a display created by you or one of your butchers, together with the attached entry form to arrive by **FRIDAY 4<sup>TH</sup> JUNE**.

Four butchers will be chosen, one for each day, and on the last day, the Sunday, the displays over the preceding days will be judged by Viv Lumsden. Representatives from the four butchers will be invited to come along, and there will be a photo opportunity with good PR for all four butchers.

For further information contact June Lomax at QMS 0131 472 4114

## 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, G62 2TX Tel: 01236 725094