

FEDERATION NEWS

The Newsletter for Scotland's Craft Butchers



SCOTTISH FEDERATION OF MEAT TRADERS

JUNE 2012

VAT cool down on hot pies

It's as you were for hot pies and sausage rolls. Pasties and other bakery items will not attract VAT if they are "cooling down" after being removed from the oven.

The Chancellor controversially proposed in the budget that any food served above ambient temperature would be taxed at 20 percent to address an "anomaly" in the system. This would have been totally unworkable and un-enforceable.

However, the proposal sparked protests from butchers, bakers and others who claimed it was an unfair tax on millions of schoolchildren and working-class Britons who enjoyed pasties and pies for lunch.

George Eustice, a Conservative Cornish MP, who has led the campaign to change the proposed tax increase on pasties, welcomed the move. He said: "This is a very good outcome which will mean that most pasties and sausage rolls won't be taxed. That is exactly what the industry had requested."

Under the revised proposals, only food which is heated after being taken out of the oven – or sold in bags or containers designed to keep the products hot – will be taxed. This will include butchers and supermarkets selling rotisserie chickens kept in hot counters.

Liberal Democrat MP Stephen Gilbert welcomed the pasty tax move after tabling an early day motion and raising the issue at Prime Minister's Questions.

He said: "The Cornish people have won and there will be dancing in streets from Land's End to the Tamar as people hear." Well, Scots probably won't be dancing in the streets of Forfar but will very happily keep the 20% tax that it would have cost them come 1st October had common sense not prevailed.

This month ...

Addressing Jubilee and Olympic Products

President in the Post

The Norham Butcher

2012 Black Pudding & Beef Sausage Winners

Red Meat Sector Analysis

Team for Taste of Grampian

Speciality Products photoshoot

Cross Contamination Issues

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Butchers-Bargains.co.uk is a trading name of TPS Scotland Ltd, Lothian House, 33-41 Kelvin Avenue, Hillington Park, Glasgow, G52 4LT

Cross Contamination Issues



Accompanying this SFMTA Newsletter is an A5 booklet with more guidance from the Food Standards Agency. We know that this is an on-going issue with certain food businesses and we hope by sending you a print out of this guidance it will help you to understand the requirements of environmental health officers and to what lengths they should be making demands. As always if any member feels that they are being asked to do something that they feel is excessive or, as we have found in some cases, recommendations from EHO actually increase the risk of cross contamination please contact Bruce or Douglas on 01738 637472.

The guidance sets out that all businesses should aim to design their work areas to ensure that permanent clean areas are designated for handling ready-to-eat foods. Where a permanent clean area is not achievable, an area can be temporarily designated and maintained as clean.

A **temporary clean area** should never be used as an option where a permanent area is achievable. Permanent designation of a clean area enables businesses to reduce the amount of procedural controls they are required to implement to manage the control of cross contamination. Any move away from this increases the level of potential risk.

If designation of a temporary area is the only option available, the general environment, such as non food contact surfaces, including worktops and walls, must present smooth impervious and easily cleanable surfaces and must be subject to strict cleaning and disinfection procedures, in accordance with the guidance, before they are used for ready-to-eat foods.

Separate chopping boards and utensils must be designated for use in clean areas unless cleaned and disinfected by heat in a commercial dishwasher between their use for raw and ready-to-eat foods.

Separation in storage areas must be sufficient to ensure that ready-to-eat foods are protected from cross-contamination risks. Where separate units are not provided, the clean storage area for ready-to-eat food should be clearly identifiable. The separation in such cases should be sufficient to ensure that hands and clothing are not contaminated when storing or removing ready-to-eat foods.

Food businesses must ensure that where permanent physical separation of raw and clean areas, is not possible, that the controls that in place to support the use of temporary clean areas are robust, properly validated and can be practically implemented and adhered to for the entire period that the temporary clean area is in operation.

Where it cannot be shown that such controls are effective or reliable, or where a lapse in the controls is observed, the business should not continue to rely upon them and should revise its operations so that effective controls can be applied.

As indicated in the guidance: "A commercially desired throughput for an establishment should not constitute a physical limitation that prevents separation. In such cases operations should be scaled-down to a level in the establishment that permits physical separation."

The guidance also advocates separation of cash registers but accepts that there may be examples of where a single cash register may be used with appropriate controls in place. See details at answer 23.

2012 Scottish Beef Sausage Championship

Sponsored by Lucas Ingredients.



Football has its "Helicopter Sunday" but in the Sausage competition it was "Firestone Friday" as Lucas' Judith Johnston waited to find out on Friday morning 25th May whether she was going north, south, east or west with the Champions trophy. It turned out that she was going to be whisked off down the M74 in Chief Executive Douglas Scott's Mondeo.

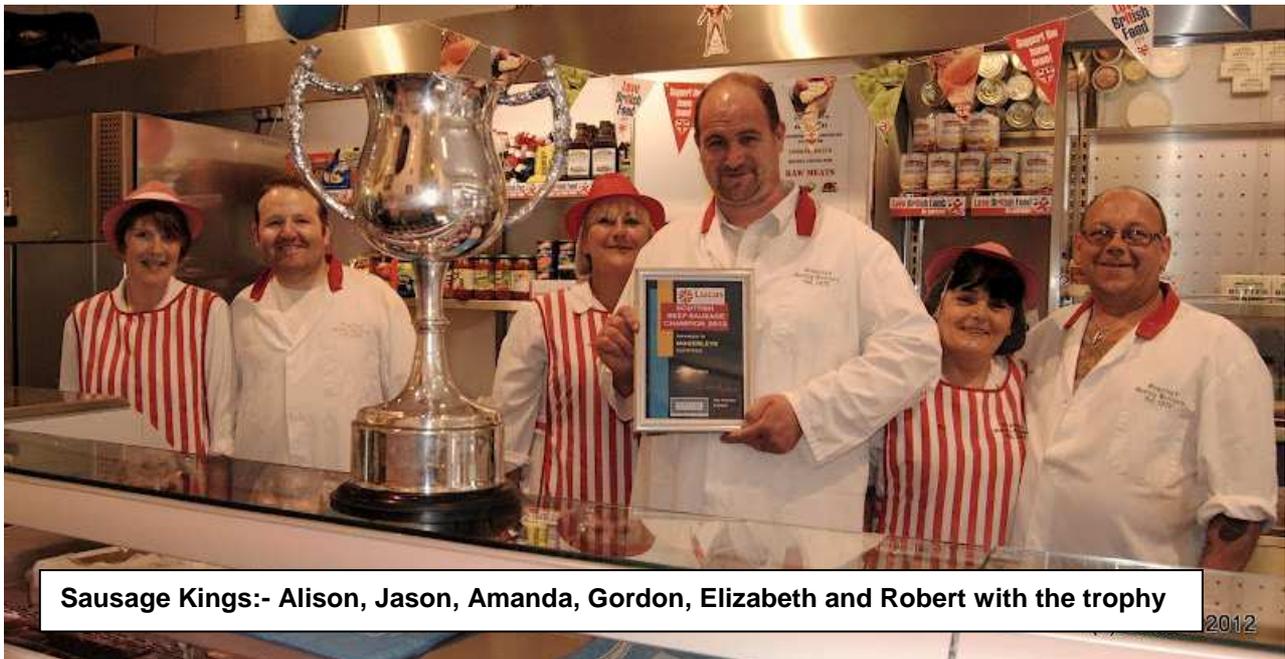
The 2012 Scottish Beef Sausage Champion was crowned when Judith from competition sponsors, Lucas Ingredients visited Mogerleys in Dumfries to present them with the winner's trophy.

This competition organised by the Scottish Federation of Meat Traders was judged regionally in April of this year with the Regional winners going through to the Scottish Final. Mogerleys of 49 Friars Vennel won the South West Scotland Championship at the regional heat held at the Braehead Cook School in Kilmarnock.

The five finalists were visited on Wednesday 23rd May and their products were purchased by mystery shoppers and taken to the Adam Smith College, Kirkcaldy Campus on Thursday 24th May. Chef Lecturer Scott Lyall hosted and organised the final cook off.

Joining Scott to judge the sizzling final were Curriculum Head of NQ Professional Cookery, David Edwards and two students Chris Tracey and Darlene Cunningham who are studying an HNC in Professional Cookery at the college and sausage expert Sandy Crombie from Edinburgh. Mogerleys came out on top closely followed by the defending champion JC Douglas from St Boswells.

RESULT:	2012 Scottish Beef Sausage Championship
Winner	Mogerleys, Dumfries
Runner Up	JC Douglas, St Boswells
Third	Cairngorm Butchers, Grantown upon Spey



Sausage Kings:- Alison, Jason, Amanda, Gordon, Elizabeth and Robert with the trophy

For Gordon Little winning the trophy has capped off a great month for him. "It is the only award that has really eluded us. We have won the regional Haggis and Black Pudding championships and the Scottish Pork Sausage one, so to win the Scottish for Beef links completes the set. We use the best ingredients we can get and getting the right consistency of mixture right makes the difference. About a year and a half ago I changed the recipe so that when the sausage is cooked it is not hard, now it's more succulent."



Self proclaimed Sausage Kings of Dumfries, Mogerleys display up to seventeen different varieties on one day. It is an old established business dating from 1876 that was bought by Gordon's father, also called Gordon, in 1967. Gordon Little Junior has run the business for the last ten years but this year celebrate 21 years of working in the Friars Vennel shop. Gordon married Amanda earlier in May and the celebrations continue with the sausage title.



Amanda Little was thrilled to learn of the success. She said:- "We are so chuffed, sausages are a very important part of our business and we really care about what goes into them. We won the Scottish Pork Sausage in 2003 and this is further confirmation of the excellence that we work for."

The competition is held every two years. In presenting Mogerleys with the trophy Judith Johnston of Lucas added:- "It is really important that traditional butchers maintain their product making skills. Customers will travel great distances to buy good products and I am sure that Friars Vennel will be a popular destination for sausage lovers. Competition for this title is intense so Gordon and Amanda Little can feel very proud of lifting this title."

SFMTA CORPORATE MEMBERS –

Please support these businesses, they support the Federation.

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Contact: Andrew Hendry Tel: 01698 424 288

BIZERBA (UK) LTD 2-4 Erica Road, Stacey Bushes, Milton Keynes MK12 6HS
Contact: Liesl Marchand, Marketing Manager Tel: 01908 682740, Direct: 01908 682756, Mobile: 07798 938493

CAPITAL COOLING LTD 12 Dunnet Way, East Mains Ind Est Broxburn EH52 5NN

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

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Tel: 0191 259 6363 Fax: 0191 259 6362

DALZIEL LTD. Bellshill North Industrial Estate, Bellshill ML4 3JA
Tel: 01698 749595 Fax: 01698 740503

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Tel: 01383 418610

WILLIAM JONES PACKAGING LTD Unit B5 South Point Estate, Foreshore Road , Cardiff CF10 4SP
Contact: Roger Austin Tel: 029 2048 6262 Fax: 029 2048 1230 Email: sales@wjpackaging.co.uk Web:
www.wjpackaging.co.uk

KELLY BRONZE (SCOTLAND) LTD Glencairn, 10 Stewarton Road, Dunlop, Ayrshire KA3 4AA
Contact: Jim Monk Tel: 01560 482404

KRH LTD 2 Elms Way , Ayr Ayrshire KA8 9FB
Tel: 01292 283111

LUCAS INGREDIENTS Portbury Way, Bristol BS20 7XN
Tel: 0800 138 5837

McAUSLAND CRAWFORD 79-81 Abercorn Street , Paisley PA3 4AS
Tel: 0141 849 7033

McDONNELLS (Queen Street) LTD 19-20 Blackhall Street. Dublin 7
Contact Ann Maguire Tel: 0035316778123 Fax: 003531 677 4491 Email: sales@mcdonnells.ie

MANCHESTER RUSK COMPANY LTD Flava Ho, Beta Crt , Harper Rd Sharston, Manchester M22 4XR
Tel: 0161 945 3579 Fax: 0161 946 0299 Email: mrc@mrcflava.co.uk web: www.mrcflava.co.uk

MARSHALL WILSON Units 4a,4b & 4c Blochairn Ind Est, 16/24 Siemens Place, Glasgow G21 2BN

Contact: Ian Queen, T: 0141 552 7577, E: sales@marshall-wilson.co.uk W <http://www.marshallwilson.co.uk/>

PARAGON PRODUCTS Hygiene Specialists, Newhailes Ind Estate, Newhailes Road, Musselburgh EH21 6SY
Tel: 0131 653 2222 Fax: 0131 653 2272

ROBERTSON FINE FOODS John Robertsons & Sons Hamcurers Ltd , 88 Princes Street , Ardrrossan KA22 8DQ
Contact: Barry Robertson Tel: 01294 463936 Fax: 01294 472187

SCOTWEIGH Suppliers of the TEC SL-9000 and Portable scales. Unit 2/4 Granary Sq, Bankside, Falkirk FK2 7XJ
Tel: 01324 611311

STOCKLINE PLASTICS Grovepark Mills,, Hopehill Road ,, Glasgow , G20 7NF
Tel: 0800 262015

WILLIAM SWORD LTD Blairlinn Ind Estate, Cumbernauld G67 2TX
Tel: 01236 725094

TPS SCOTLAND LTD 33-41 Kelvin Avenue , Hillington Park , Glasgow G52 4LT
Contact: George Murphy Email: george@tps-scotland.co.uk Tel: 0845 868 3723 Mobile : 07821 676381

WALKERS SHORTBREAD Aberlour House, Aberlour-On-Spey, AB38 9LD Tel: 01340 871555
enquiries@walkers-shortbread.co.uk www.walkersshortbread.com

WATCO REFRIGERATION LTD. Unit 44/2 Harden Green Ind Est, Dalkeith, nr. Edinburgh , EH22 3NX
Tel: 0131 561 9502 Fax: 0131 561 9503 Email: info@watco-refrigeration.co.uk

JAMES WHANNEL (WHOLESALE) LTD. c/o Shotts Abattoir, Foundry Road , Shotts ML7 5DX
Contact: Robert Kirkhope, Tel: 01501 822277 Fax: 01501 821886

VERSTEGEN LTD Unit A9B Plough Road Centre, Great Bentley Essex CO7 8LG
Tel: 0800 011 3246 Email: info@verstegen.co.uk

VEHICLE BODIES (FORFAR) LTD_Unit 1, Old Brechin Road , Forfar DD8 3DX Contact: David Reid
Tel: 01307 462142, Fax: 01307 466070 Email: vehiclebodiesforfar@btconnect.com

Wanted: More shops to feature in the SFMTA Newsletter.

Those featured receive a disc of pictures taken and 100 x A5 booklets of the feature.

2012 Scottish Black Pudding Championship

Sponsored by Dalziel Ltd.

The final of the Scottish Black Pudding Championship was judged at Western House Hotel in Ayr on Thursday 25th May. The five regional champions were mystery shopped the previous day and then delivered to Donald McInnes, the Executive Chef at the award winning four star hotel. Joining Donald in the judging was Caroline Lambie, Hospitality Co-ordinator at Ayr racecourse and Bill Crosson, Food Technologist.



The judges had quite a task particularly in separating the top two. Eventually after a second cook off the South West Scotland champion, T Baillie & Son from Saltcoats was declared Scottish Champion for 2012. Sponsors Dalziel Ltd will visit James Baillie on Wednesday 6th June to present the winner's trophy and cheque.



2012 Scottish Black Pudding Championship sponsored by Dalziel Ltd



Winner: **T Baillie & Son, Saltcoats**
Runner Up: **Mearns T McCaskie, Wemyss Bay**
Third: **Forbes Raeburn & Sons, Huntly**

Macbeths Going for Gold

A family-run business in Moray are celebrating after being shortlisted for the Online Retailer of the Year Award in this year's Grocer Gold Awards.

Forres based Macbeth's Butchers are currently shortlisted alongside major national companies such as Tesco, Sainsbury's and Ocado. The winner will be announced on 13th June 2012 at the Guildhall in London. Now in their ninth year, the Grocer Gold Awards recognise the best of the best in the grocery retail service for service, initiative and commitment.



Jock Gibson, Manager of Macbeth's Butchers, said, "This came as a fantastic surprise and we are delighted to be in the mix with these huge companies. These awards certainly seem to attract the bigger retailers, but we felt it was worth a shot entering. We wanted to see how we compared to others as we consistently get good feedback from our customers regarding our website and the service that we provide."

Macbeth's Butchers are one of the few remaining butchers who still rear their own beef and mature it on the bone for a minimum of 21 days, ensuring unparalleled security throughout its production from conception to consumption.

As well as running the retail shop in Forres and supplying restaurants across the breadth of the UK, Macbeths also offer a mail order service that delivers fresh meat to individuals across the UK. As well as their own beef, they source and supply the highest quality lamb, pork, venison and game from local suppliers.

First Mandatory Scores on the Doors Scheme in UK starts in Wales

New proposals requiring food businesses such as restaurants, takeaways and supermarkets in Wales to display food hygiene ratings at their premises, are outlined today by the Welsh Government as it introduces its Food Hygiene Rating (Wales) Bill. It is designed to provide consumers with better access to information about where they eat or buy food and raise food hygiene practices among businesses. In Scotland the Food Hygiene Rating scheme is addressed through Food Hygiene Information Schemes. All 32 Scottish local authorities are committed to this.



April 2012 Legislation Changes *by Peninsula Advice Service*

Statutory Maternity Pay, Statutory Adoption Pay, Statutory Paternity Pay and **Additional Statutory Paternity Pay** increased on 1st April 2012 to £135.45 per wk.

Statutory Sick Pay increased on 6th April 2012 to £85.85 per week.

Lower Earnings Limit increased on 6th April 2012 to £107 per week.

Service qualification to claim unfair dismissal increases on 6th April 2012 to 2 years (for employees whose employment begins on or after 6th April 2012).

Service qualification generally required to be entitled to make a request for written reasons for dismissal increases to 2 years (for employees whose employment begins on or after 6th April 2012). For further information on any of the April 2012 changes, please call the Peninsula Advice Service on **0844 892 2772**.

Full Cost recovery on hold



On Tuesday 21st May Tim Smith Chief Executive FSA reported to his Board on Full Cost recovery for official meat controls

“The Board will recall my up-date in March where I explained that our proposals to move to a charging system based on the principle of full cost recovery were to be considered by the Reducing Regulation Committee (RRC), a Cabinet sub-Committee, has been established to take strategic oversight of the delivery of the Government’s regulatory framework. We have been advised by the Minister for Public Health that some members of the RRC have concerns regarding our proposals and are not content for us currently to proceed to implementation of our full cost recovery proposals.

“We cannot simply settle for the status quo. Problems with the current system – subsidies given to businesses regardless of scale or efficiency, unfair competition and market distortions - are being compounded year on year, as we move further away from the 2008/9 data on which discounts are based.

“We are giving detailed consideration to these problems, and the issues raised by the RRC, and the Board will be provided with a more detailed paper at its meeting in June. In the meantime we are continuing to support the meat industry’s project to develop a case for an alternative delivery system, as the Board agreed at its meeting in September 2011. We have provided the Industry representatives with information on request and understand that the industry project is still at an early stage

Scottish Meat Training

Scottish Meat Training recruited 58 trainees in March who were eligible for the Employer Recruitment Incentive and in doing so secured £107,000 for employers.

No new incentive has been announced for the forthcoming year though the Skills Development Scotland website is stating that it is currently under review and will be announced shortly. New criteria targeting specific employers and certain types of recruit are expected shortly but these are likely to involve taking trainees on who have been unemployed through a scheme such as “Youth Contract”.

Employers in North Lanarkshire Council’s (NLC) should be aware of the Youth Investment Programme. Other local authorities are running similar schemes and you should check locally to see if there is a scheme in your area.

NLC offer a wage subsidy available to employers who take on a young person and sign them up for a Modern Apprenticeship. This must be a permanent job and vacancy must be lodged with NLC on their website so that the young people of North Lanarkshire have the opportunity to apply for the position.

Applicants for the apprenticeship wage subsidy must be unemployed and reside in North Lanarkshire and aged 16 - 24

Apprentice wage subsidy – up to 50% of salary for 12 months with a cap at £6000.

Contact details for anyone interested.

Alice Agnew, **Economic Development Officer**

North Lanarkshire Council, 106 Main Street, Coatbridge ML5 3BJ **Tel: 01236**

638965 E-mail: agnewal@northlan.gov.uk

Use of Olympic Rings



The Olympic Games logo is the most protected logo in the world. It is, amongst other things registered as a trademark in every one of the 45 categories of goods and services of the EU trade mark registry.

The logo is also protected by two separate Acts of Parliament: the Olympic Symbol (Protection) Act 1995 (the 1995 Act) and the London Olympics Act 2005 (the 2005 Act). The trademark rights belong to the International Olympic Committee (IOC), but are enforced in the UK by the British Olympic Association (BOA) and, from now until the end of 2012, by the London Organising Committee for the Olympic Games (LOCOG).

The provisions of these Acts make it an offence to reproduce the symbol or to reproduce something so similar that it is "likely to create in the public mind an association with it". What this really means is that non-sponsor advertisers should never use the Olympic rings without permission from the IOC and they should also avoid recreating or using the rings in different styles or made up of different materials, or parodying the logo.

Official Partners and Sponsors of the Games will, however, have specific rights to use this symbol.

The word "Olympic" and the Olympic motto

The two Acts also give protection to the words "Olympic", "Olympiad" and "Olympian" (and their equivalent pluralities) and to the Olympic motto ("Citius, altius, fortius") – collectively known as "protected words". The word "Olympiad" is also a registered European Community trademark in every category.

It is a breach of the rights provided by the Acts to use the motto or the protected words or, again, to use a similar representation which is "likely to create in the public mind an association with it." As for the rings, non-sponsor advertisers are therefore advised to avoid using the word "Olympic" or "Olympics" or similar in any advertising.

There are, however, some exceptions to the rule. If, prior to the 1995 Act, a company had registered the word "Olympic" as a trademark or if their company name incorporated the word "Olympic", such as the Greek airline Olympic Airways, then these companies may continue to use this word in association with their products.

The London Emblem and Mascots

The emblem of the London Olympic Games shown here is protected by copyright and is also a registered trademark and cannot be used without the permission of the LOCOG. A controversial design when it was first introduced, it is now ubiquitous, and the Official Partners and Sponsors, who alone had the right to use the emblem, are sensibly adorning it across their merchandise and marketing.



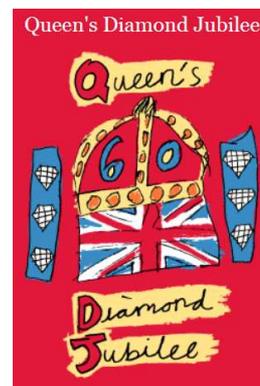
There will be official mascots for the The Olympic rings are the exclusive property of the International Olympic Committee (IOC). The Olympic rings are protected around the world in the name of the IOC by trademarks or national legislations and cannot be used without the IOC's prior written consent. You will find the rule about this subject in the Olympic Charter.

The British Sugarcraft Guild has already been told it could face court proceedings leading to an injunction or substantial compensation if anyone ignores the copyright warning and uses any of the logos on its cakes and products.

Jubilee Holiday – Tuesday 5th June

Several members have been in contact about this “holiday”.

The late May bank holiday has been moved to Monday 4 June 2012 and an additional Jubilee bank holiday will take place on Tuesday 5 June 2012. The extra bank holiday and extended bank holiday weekend also applies to Scotland.



If an extra bank holiday is announced to mark a particular occasion, for example a royal wedding or the Queen’s Jubilee, whether or not employees are entitled to an additional day’s holiday will depend on the wording of the employment contract. Employees do not have an automatic right to paid time off on a bank holiday.

Whether you need to give this as a holiday depends on the wording in your Contract of Employment. If you are using the one issued by SFMTA as drawn up by Peninsula it will say 4 weeks holiday plus nine statutory days. This is one day more than the legal minimum.

If you have not issued a contract of employment you should do so and you may need to speak to Peninsula if employees are looking for a Jubilee holiday. (0161 834 2255) There is no automatic entitlement to an extra bank holiday that is granted for the Jubilee.

There is no statutory right for employees to take bank holidays as leave; the right to do so is down to the terms of the contract. Unless the employer decides to modify the terms of the contract to allow an extra day, there is no right for an employee to take the day off.

If the contract states that holiday entitlement is a certain number of days “plus bank holidays”, without specifying the number of bank holidays, employees would be entitled to the extra day.

Tuesday 5th June could be a good trading day if those off that day (since we believe the schools are off) decide they want barbecue products. Whether you open is up to you.

SFMTA Office in Perth will be open Monday 4th June and Tuesday 5th June.

Celebrate the Jubilee with Lucas Celebration Sausage Mix!

If you’re creating a “Jubilee” window display or sales promotion and you’re looking for inspiration, you need look no further.

Lucas “Celebration” Sausage Mix, as the name suggests, has been created specifically for occasions such as this: occasions that call for a traditional flavour that reflects the age of speciality sausage-making.

This quality, ready-blended mix is simple to use and only needs the addition of meat and water. It’s ideally suited for use with pork, contains no MSG, or artificial colours and includes standard DYR rusk.

To find out more about Celebration Sausage Mix from Lucas, visit www.lucas-ingredients.co.uk, or call the free Customer Helpline on 0800 138 5837.

invitation

You are cordially invited to an

open cooking demonstration

at Braehead Cook School
7 Moorfield North Industrial Park
Kilmarnock, KA2 0FE
at 10am Tuesday 19th June 2012

presented by



&



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Should you wish to attend this event please call
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Shooting Burgers and Sausages



On Monday 28th May the best products in this year's Speciality Burger and Speciality Sausage Evaluations: Scott Brothers' Piri Piri Sausage and Tom Courts Quality Foods' Spicy Chicken Burger were the real focus of a photoshoot at Abertay University.

Food stylist Maxine Clark and photographer Eddie Phillips used all their tricks to produce the look that will be revealed when SFMTA members receive the posters and award winning recipes to allow these products nationwide availability through Craft Butchers. Look out for the postal tube towards the end of June.

ASA Adjudication on Wm Morrison plc 9th May 2012

A TV ad for a supermarket offered a discount on sirloin steak. A voice-over stated, "Make Valentine's Day special with a fresh, succulent, half-price sirloin steak, dusted with cupid seasoning. Valentine's, let's make it special, at Morrison's". On-screen text stated, "HALF PRICE £18/kg £9/kg". Smaller text on the screen stated, "Higher price 30th Jan - 5th Feb. Excludes Morrisons Local. Maximum 3. Ends 15th Feb".

Issue: The complainant challenged whether the savings claim was misleading, because they did not believe that the on-screen text explaining when the higher price was offered was clear, nor did they believe that it had been offered at the higher price for a sufficient period of time to avoid consumers being misled.

Response: Wm Morrison Supermarkets plc (Morrisons) said the 'Seasoned Valentine's Sirloin Steak' offer was genuine. They said the higher price of £18/kg was comparable with the price at which their competitors generally sold unseasoned sirloin steak. They pointed out that their steak was enhanced by a special seasoning, which they said validated the value further. Morrisons believed that the offer was industry leading and represented a 50% saving against market prices and their previous price.

They confirmed that the steak was on sale at the higher price from 30 January to 5 February, immediately prior to the promotion, and again from 15 February onwards, immediately after the offer ended. They also said that the product was sold at the higher price for longer than it was on offer, taking the time before and after the promotion together. They submitted sales information in support of this showing units sold before, during and after the promotion. They said the product was still great value at the higher price and had continued to sell in large quantities.

Morrisons believed that customers would have had plenty of time to purchase the steak at the higher price and said that plenty of customers did so. They referred to the sales information provided in support of this. Because the product sold in significant quantities before and after the promotion at the higher price, they believed the higher price was genuine and had been established. Morrisons also believed that the on-screen information about the higher price was clear, despite the time restrictions of short ad.

Assessment: Not upheld

The ASA noted the complainant challenged whether the on-screen text, regarding the higher price of the product and when it was available, was clear and legible. We considered that, although the ad was short in terms of time, the text was of a sufficient size and displayed for enough time to ensure that it was sufficiently clear.

We noted the BIS Pricing Practices Guide recommended that a price used as a basis for a comparison should be the most recent price available for 28 days or more. We acknowledged that this need not always be the case and that if a comparison used in an ad differed from this advice the basis of the comparison should be made clear. We noted that the seasoned Valentine's sirloin steak was a new product, not available before 30 January. We also noted that it was available immediately prior to the offer but for only seven days, from 30 January. However, we considered that this was made clear via the on-screen text. We also considered that the sales figures submitted by Morrison's demonstrated that the product had sold in significant quantities at the higher price before the promotion. Although the higher price was only available for seven days prior to the promotion, we considered that this provided enough time for the average consumer to become aware of the offer. For these reasons we considered the higher price was genuine, and therefore concluded that the ad had not misled. No further action necessary.

Further Changes in Desinewed Meat Regs



Food
Standards
Agency

From May 26, all pork and poultry products sold in the UK which were previously called DSM will by law have to be labelled in the ingredients list as mechanically separated meat (MSM).

But because there is no test capable of detecting the presence of DSM in processed meat products – such as cheap chicken and pork sausages, burgers and pies – imports from countries that continue to use this material without labelling it as MSM will probably go undetected.

Britain's meat processors are worried that this loophole will be a particular issue for operators in Continental countries that are not so rigorously policed as those the UK. The main problem is that MSM carries very negative connotations for many UK consumers, following various press exposés on the technique used for recovering cheaper parts of meat carcasses.

Mechanically separated meat

MSM is a paste-like meat product produced by forcing beef, pork, or chicken, under high pressure through a sieve to separate the bone from the edible meat tissue in a process which breaks the structure of the meat down. In contrast, DSM is obtained using low pressure to extract the meat from the bones, so you are left with something like minced meat, and it retains its fibre structure.

It is known that a number of manufacturers in Europe use DSM in their products, said a Food Standards Agency (FSA) spokesman. And UK meat processors fear they will continue illegally exporting them into the UK without labelling them as MSM when the rules change. Because there is no test available to scientifically differentiate DSM from hand de-boned meat (which does not have to be labelled as MSM) in the products, these imports would go largely unnoticed, said Elizabeth Andoh-Kesson, legislation and technical manager at the British Meat Processors Association.

This situation offers a significant competitive advantage to these Continental firms over UK operators, argued Richard Benson, md of FR Benson, an ingredients company that specialises in dried meat powders. They can use the cheaper DSM ingredient without fear of detection or of alienating consumers with an MSM label, he said. It would result in a loss of sales for UK manufacturers, particularly at the value end of the market where price often determined consumer choices, he warned

Checks on food imports

Although the FSA would audit UK suppliers to ensure compliance with the changes, there is no guarantee that authorities in other EU countries would apply the same standards to products exported to the UK, said Benson. It would be up to UK authorities in charge of UK food imports to ensure compliance with the regulations, he added.

The problem is made more intractable, though, because a test that would differentiate between DSM and hand deboned mince is virtually impossible to devise, said Kathy Groves, consultant microscopist at Leatherhead Food Research. The testing of muscle structure would be inconclusive because mince from hand de-boned meat can easily have more structural damage than DSM if it has been frozen or run through a machine to remove connective tissues, said Groves. Scientists have not been able to develop a test for protein that can conclusively link it to the method of production, she added.



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The case for specialising



The old-fashioned butcher counter, with advice and expertise, isn't gone in Naples.

When most customers think about butcher shops, succulent suppers come to mind. As you stand in front of the meat case, you can almost hear the sizzling of a steak on your grill and smell the aroma of the hot baked potato you'll serve alongside it.

It would be easy to assume that the neighbourhood butcher is thinking about what you'll buy. But according to Naples butchers, they're thinking about people, and they can't wait to talk to you.

"There is nothing like the one-on-one with customers, and many of ours we know by name," said Jimmy Pepper, Jr. who owns Jimmy P's Butcher Shop in Naples, Florida with his father. "My father has been a butcher for 45 years like his father before him, and that's what having a small family-owned business is all about."

You can get in and out of Jimmy P's Butcher Shop quickly if they're not slammed, but most customers don't want to. That's because traditional butcher shops, like other specialty stores, are making a comeback. For home cooks, they are a treasure trove of information and inspiration.

Shopping at specialty stores like ours used to be the norm," Jimmy Pepper, Sr., recalled.

Home cooks rely on specialty stores for more than products. At these independently owned food shops, customers learn shortcuts and techniques from the proprietors and employees. And for those customers who care more about the ingredients than convenience, they'll make special trips all over town to complete a meal.

At places like Jimmy P's, expect anything from recipe suggestions to a formal education on what makes a butcher shop special and why they are so few and far between.

"It's about freshness, and when you shop at a specialty store like ours, you're not getting something out of a case – you're talking to me," said Pepper, Sr., who has been known to sit down with people and talk at length about beef sourcing. "I know my suppliers and I can look at a product for example, and tell you exactly what field that cow came from."

Scotch Beef Family Cookery Theatre Debuts at Taste of Grampian

One of Scotland's best-loved cooks, Lady Claire Macdonald, is set to delight the crowds with her demonstration debut at Taste of Grampian next week.

The irrepressible Lady Claire will be tempting audiences with a selection of her favourite recipes in the new Scotch Beef Family Cookery Theatre (ring 3) at the event on June 2nd at the Thainstone Centre, Inverurie.

Among the dishes she will be preparing will be Scotch Lamb Shepherd's Pie, Scotch Beef Steak and Kidney With Oatmeal, Onion and Mustard Crumble and Thai Specially Selected Pork Patties.

Lady Claire runs the Michelin-starred Kinloch Lodge restaurant and hotel on Skye with her husband and family. Winner of an NFU Scotland Ambassador Award, she is certain to prove a hit with the crowds with her passion for top Scottish ingredients and her endless energy.



Other activities being held in the cookery theatre, all free of charge to visitors, include the schools cookery competition and a demonstration by award-winning butcher Gary Raeburn, of Forbes Raeburn and Sons in Huntly.

A demonstration on how to cook the perfect steak will be another attraction at the cookery theatre with Simon Gosling, chef manager at the Porterhouse Restaurant located at the Thainstone Centre.

Simon has honed his skills at some of the finest five and four-star establishments in the UK and Ireland including Turnberry, the Balmoral and the Caledonian hotel.

Quality Meat Scotland chairman, Jim McLaren, said he was delighted QMS is extending its support of Taste of Grampian with additional activities at the event.

"Taste of Grampian offers an excellent opportunity to showcase the fabulous produce from the north-east of Scotland which is world-renowned for top quality Scotch Beef and Lamb and Specially Selected Pork.

"We are delighted that Lady Claire, Simon and Gary will be demonstrating their skills at the event.

"All three are experts in their field and share the pride our farmers take in the production of top quality beef, lamb and pork. They are also very knowledgeable about the assurance, high welfare and traceability which underpins the brands and we look forward to them sharing their passion and depth of experience with the crowds at next weekend's event."

Crombies were up for the Cup

Who said Hearts v Hibs was the salt and sauce final? Jonathan Crombie made sure his pies were favourites at half time for armchair supporters of both sides.



2012 Scottish Guild of Q Barbecue Awards



Best Steak:
Jurassic Steak
Davidson's Specialist
Butchers, Inverurie
**Best Barbecue
Product**
Sticky Chinese Ribs
Ramsays of Carluke

Red Meat Sector Operating Environment

Half-yearly Review: May 2012 - Executive Summary

In the opening months of 2012, a wide range of economic indicators and surveys have suggested that the UK economy has started to recover from a sustained period of flat activity. However, this was contradicted by official data released in April showing that the UK had returned to recession.

Though some energy costs have eased since the second half of 2011, fuel has become increasingly expensive and economic growth has continued to be squeezed by stubbornly high inflation and weak earnings growth. However, it was a sharp fall in construction sector output that led output to contract in the first quarter of the year.

The Bank of England has maintained low interest rates and expanded its asset purchase scheme in an attempt at stimulating the economy.

The picture has become gloomier on the continent. Strong action by the European Central Bank at the end of 2011 and start of 2012 has eased some of the nervousness from the tail-end of last year and helped credit to flow more easily to the real economy. However, collective austerity has stifled demand, businesses have been cautious to invest and output has continued to slide. Many of the stronger economies that have been relatively unaffected by the sovereign debt crisis are in or close to recession. The required rebalancing of competitiveness has yet to take place in most countries; for example wage costs have risen at a quicker pace in Spain and Italy than in Germany.

Sterling has strengthened significantly over the past six months against both the Euro and the US Dollar. Movements against the Euro have been principally driven by a loosening of monetary policy in the Euro Area, expectations that the Bank of England will place its asset purchase scheme on hold and worries over EU sovereign debt. Sterling has risen against the Dollar in part due to an improved global economic growth outlook and in part due to the change in market expectations for UK monetary policy. Sterling began May at approximately €1=£0.81 compared with €1=£0.87-£0.89 for much of last year. Such movements weaken UK export competitiveness but reduce the cost of importing globally traded commodities.

In the short-to-medium-term the UK economy is likely to see only limited improvement as unemployment remains high and real wages continue to decline. The Olympics and the Euro 2012 football championships may provide some temporary support to consumer spending.

Among the farming community, British producers of cattle and pigs have continued to benefit from higher prices than in 2011, though farmgate lamb prices have recently softened. In the retail market, prices for red meat have shown signs of slower growth and if supplies ease in the second half of the year prices should stabilise. This may support consumption; which has fallen sharply since last autumn as there is a perception that prices have reached prohibitive levels. Beef producers are currently receiving a greater share of the retail price than one year ago. In contrast, those producing sheep and pigs have seen their share squeezed.

Despite strong economic headwinds, a stabilisation of retail prices should support domestic demand for red meat. Household expenditure will continue to rise in cash terms while opportunities to export into the EU will remain. There is also potential for increased exports into emerging markets, particularly for fifth quarter product, and government assistance may begin to ease barriers to trade.

Review of Red Meat Industry Indicators

Retail meat prices and farm to retail price spreads

RPI data for March placed food price inflation at 4.7% over the same month a year earlier. Red meat retail prices generally ran ahead of overall food inflation with lamb up 9.5%, pork up 7%, and beef showing gains of 14%. Bacon prices were an exception, however, growing less than 2% and poultry rose 4%. Other sources of protein such as cheese and fish rose by 6% and 6.5% respectively.

With red meat prices continuing to rise at a faster pace than the headline RPI rate of inflation, it has become increasingly expensive in real terms. This is particularly true for beef: whereas in April 2011 it had been cheaper than a year earlier in real terms, it is now up by more than 10%.

Beef:

Beef retail prices have continued to rise at a steady pace in GB during Q1 2012. Since June they have risen by an average of 1.5% per month having previously held remarkably stable for more than two-and-a-half years. Scottish prices across a wide range of cuts have also appreciated. Compared with March 2011 most cuts are up by between 7-9%. However, rump steak has risen 11% and mince has jumped 17.5%. Retail prices have reacted to last year's sharp increase in farmgate prices, but are still playing catch-up. The production chain had to pass on as much of their 20% increased cost of sourcing product as possible to support heavily squeezed margins. Though strong demand initially appears to have facilitated higher prices, consumers eventually began substituting beef with cheaper proteins. Data from market research organisation, Kantar, shows that while UK households purchased 7% more beef between June and August 2011 than a year earlier, by Q1 2012 it had become a 4% decline. Since expenditure rose 7% in Q1, higher prices suppressed consumption.

As retail price inflation has not yet matched increases at the farmgate, the price spread has continued to favour the producer in the opening months of 2012. Whereas farmers had taken 51.5% of the average retail price in April 2011, a year later they received 54.5%, indicating a sharp tightening in processor and/or retailer margins.

Lamb:

The large increases to lamb retail prices which had been seen for much of 2011 have now slowed. For much of the past year retailers have passed on their increased cost of sourcing lamb, although this has come at the cost of sharply lower consumption. However, more recently there have been signs of some stabilisation and Kantar data shows that expenditure actually rose in March compared with a year earlier. It may be that lamb consumption is reaching the point where its expense has made it price inelastic: demand for high-end luxury products tends to be less responsive to a change in price. But, if April's lower ex-farm prices pass through the production chain then there may be room for some volume growth.

Pork:

Following two years of substantial month-to-month volatility in pork prices they stabilised in Q1 2012. Past fluctuations reflected the use of pork as a loss leader to entice cautious consumers to purchase meat. However, as consumers shifted from the more expensive beef and lamb to pork, increased demand allowed prices to trend upwards for much of 2011. In a challenging economic environment consumers have viewed pork as offering better value for money than beef and lamb, and this has driven demand, and hence prices, higher. By implication the producer has been squeezed. Price spread estimates support this conclusion; producers took around 39% of the retail price in April 2012 compared with 40.5% three years ago.

Livestock Prices

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

BEEF PRICES	W/E 19/05/12	Previous week	Previous year
Scottish Abattoirs			
Steers dwt	352.3 p/kg	351.5 p/kg	312.4 p/kg
Heifers dwt	351.2 p/kg	350.2 p/kg	310.3 p/kg
Young Bulls dwt	337.2 p/kg	337.2 p/kg	293.4 p/kg

Numbers

Steers	4181	4113	4360
Heifers	2532	2289	2687
Young Bulls	631	586	823

BEEF PRICES	W/E 16/05/12	Previous week	Previous year
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Scottish Auctions

Steers lwt	197.49 p/kg	197.02 p/kg	176.42 p/kg
Heifers lwt	199.28 p/kg	198.73 p/kg	174.94 p/kg
Young bulls lwt	155.62 p/kg	162.43 p/kg	153.03 p/kg

Numbers

Steers	301	139	401
Heifers	251	214	343
Young bulls	55	13	77

Deadweight cattle week ending 19th May 2012

	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	358.1	357.4	356.2	358.1	359.2	357.2	346.5	350.2
R	353.1	354.6	353.9	351.1	353.3	353.3	339.3	343.3
O+	347.4	352.0	348.4	340.6	350.0	348.1	334.7	326.2
-O	331.2	332.4	328.3	322.6	326.4	326.7	318.3	320.7

Cattle prices showed some modest improvement over the past week. Early sales this week are showing some stability. Young bulls showed a significant increase in auction price on the week, but on low numbers.

For Sale - Free Range Chickens

If anyone is interested in being supplied with Free Range Chickens from Hopetoun Farm Estate please contact Derek McIntosh 01506 830716.

For Sale – Butchers shop for sale on Isle of Bute

Opportunity to buy a long established family butchers. Profitable business in town centre location turning over £450,000 pa. Freehold, walk in chill, separate pastry and cooked meat prep areas. Offers in region of £250,000.

Contact: Martin Thurman, RH McIntyre, Gallowgate, Rothesay. Tel: 01700 505962

SHEEP PRICES	W/E 16/05/12	Previous week	Previous year
Scottish Auctions			
New Season SQQ lwt	202.51 p/kg	224.42 p/kg	271.97 p/kg
Ewes lwt	£74.93 /hd	£75.96 /hd	£74.15 /hd
Sheep numbers			
Scottish Auctions			
New Season SQQ	686	398	1156
Ewes	2850	3255	3848

SHEEP PRICES	W/E 19/05/12	Previous week	Previous year	
GB Abattoirs				
Old season SQQ dwt	456.9 p/kg	467.3 p/kg	559.2 p/kg	
Deadweight sheep week ending 19th May 2012 p/kg				
	U	466.5	463.5	452.1
	R	457.0	456.9	449.3
	O	445.7	446.1	440.5

PIG PRICES	W/E 19/05/12	Previous week	Previous year
GB Abattoirs			
All pigs DAPP	149.02 p/kg	148.39 p/kg	148.39 p/kg

GB deadweight pigs ending 19th May 2012 - p/kg					
	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	135.87	-0.61	80.0 – 89.9 kg	148.81	+0.60
60.0 – 69.9 kg	150.30	+0.45	90 kg and over	140.88	+1.97
70-0 – 79.9 kg	150.23	+0.57			

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

Lamb price quotes from deadweight centres fell substantially last week. However, more recent auction sales suggest that the rate of fall has slowed considerably. Early sales this week show little movement on last week.

Pig prices showed a seasonal increase in price. Over the past few years the seasonal improvement has continued until late June or early July.

For Sale - Family run Butchers in Cowdenbeath, Fife – Freehold

Successful family run butchers established in 1967 in the centre of Cowdenbeath, Fife. Important: Viewing is by appointment only. Tel: 01383 510653

For Sale / May Lease – Butchers shop in Stirlingshire

Established Butchers shop: Wonderful opportunity for enthusiastic new entrant or business seeking expansion in busy Stirlingshire town. Just 30 minutes commute from Stirling and Glasgow. Contact in first instance - SFMTA Tel: 01738 637472



It's the programme that's had the nation reaching for the tissues. ITV's seven part documentary *Lost Family* tells the amazing stories of people who have someone missing from their lives – and their search to find them. Federation President Billy McFarlane has gone through the same emotional journey. In May he told *The Sunday Post* how he found the family he never knew he had.



Billy's story started in Govan. He was born there on May 26, 1949, to mum Mary Sharkey, and named Francis Sharkey. Mary, in her early 20s, was a "herring girl" from Ireland, who followed the fleet around the coast of Britain gutting the fish. She became pregnant, but wasn't married. It was an era when society took a dim view of women having children out of wedlock, so it was decided baby Francis would be put up for adoption. Scots couple Duncan and May McFarlane took the tiny bundle – renamed William Frances Fulton McFarlane – under their wing.

William – known as Billy – grew up in Clynder on the banks of the Gare Loch in Dunbartonshire. "I had a fantastic upbringing," he says. "I was so fortunate to have such wonderful parents." There was little mention of Billy being adopted, but he preferred it that way.

"I remember one of my friends saying to me "You're adopted." I didn't know what that meant – but I never asked. I didn't care. I couldn't have asked for a better life", he smiles.

At 21, Billy married Margaret and the couple had two children, William Donald and Maria. As the years went by, Billy wondered about his blood family, but never did anything to trace his roots. "I was curious, but didn't want anyone to get hurt," he recalls. However, in 1980, following the deaths of both adopted parents, Billy began to think about his birth mother.

Then Margaret told Billy his mum had taken her aside and told her that if anything ever happened to her, she should give him a bag containing his adoption papers. Billy didn't do anything but, as time moved on, he wondered about where he'd come from. In 1993 Billy and Margaret who live in Islay, decided to try to uncover more of Billy's roots. They contacted the National Records for Scotland, checked his birth records for his mother's details and were successful in tracing her name, date of birth and an address. But Billy found it too painful to take the search any further. (cont. p30)

Presidential Visit to Harris and Lewis President Billy McFarlane met members in the Western Isles



Above: John Smith at WJ Macdonald in Stornoway
Below: Ewen Munro and Hector Murray at AD Munro in Tarbert



"She could have had a family," he explains. "And worst of all, she might not want me in her life. I couldn't handle the thought of rejection." Then Margaret heard about Birthlink- a charity where adoptees or birth relatives can add their names to a database and be notified when a family match is found.

"I figured this way I'd only find my mum if she was looking for me, too," Billy says. He asked Margaret to sign him up. Initially the couple were on tenterhooks waiting for news. But as the years skipped by with no contact, they forgot about it. Then one day - 11 years later - Margaret's brother, who lives on Harris, received a letter from Birthlink, asking if he could let Billy know someone was trying to get in touch.

Billy adds: "I was petrified- so nervous I had to get Margaret to make the call!" But when Margaret phoned she discovered it wasn't Billy's mum who was looking for him (she passed away in 1996), but a sister. And it didn't end there. Billy was flabbergasted to discover he had five other brothers and sisters. Margaret recalls: "I knew he'd be over the moon."

Billy was stunned. "I found it all very strange," he laughs. Days later, Billy received a package from Birthlink, including a letter from his sister, Anna, and pictures of his mother, Mary. The family resemblance was clear.

"Looking at a photo of my mum it was like looking at my daughter," Billy recalls. We'd always wondered where Maria got her curly hair - but it was obvious. It was exactly the same as my mum's"

In the letter Anna explained that she'd never forgotten a conversation about a baby she'd overheard. After her mum died she decided to try to find out more. Too emotional to do it himself, Billy asked Margaret to reply. And before long a second letter from Anna arrived, from Burton-port in Donegal, Ireland, with pictures of all his brothers and sisters.

Billy knew it was now or never. "I had to see them," he remembers. He rang Anna and within and within days he and Margaret were on their way to Ireland for the big reunion. "We went to Anna's house and as soon as she came out I thought "She looks like me'," Billy says. "It was surreal. But she gave me a hug and it was perfect. I felt complete. Then she asked if I wanted to meet my other brothers and sisters.

"A car pulled up in the driveway, then another, then another. Before I knew it people, my brothers and sisters, kept coming through the door. It was like a Hollywood movie - as if they were all just waiting for the call so they could rush round. I had to pinch myself to believe it was happening."

Billy was thrilled to finally meet the others - Kathleen, Brid, Patrick, John and Dom. And he was even more delighted to learn he had a host of nieces and nephews - all living in the same road, spread across three villages!

That was eight years ago - since then they've made up for lost time. "We go back and forward as often as we can," Billy says. And when we don't see each other, we're constantly on the phone or texting.

"In March, Anne, John and Brid came over for my son William Donald's wedding. I only wish I'd found them sooner. I hope my story can help inspire others to try to find their long-lost relatives. It will change their lives- hopefully for the better."

Retail Prices for w/e 26/05/12

	SFMTA AVERAGE MAY	SFMTA AVERAGE APRIL	QMS AVERAGE MAY	QMS AVERAGE APRIL
SCOTCH BEEF				
Fillet Steak	3551	3551	3509	3476
Sirloin Steak	2402	2394	2530	2558
Rolled Rib Roast	1911	1911		
Popeseye Steak	1575	1571	1556	1536
Topside	1226	1224	1123	1158
Round / Rump Steak	1172	1172		
Diced Stewing Steak	1003	1003	1005	1014
Rolled Brisket	947	947		
Steak Mince	860	860	801	781
Boiling Beef Bone In	633	633		
DOMESTIC LAMB				
Whole Leg of Lamb	1278	1278	1176	1169
Centre Cut Leg Bone In	1439	1439		
Gigot Lamb Chops	1601	1601		
Lamb Leg Steaks	1720	1720	1843	1668
Chump Lamb Chops	1572	1572		
Double Loin Lamb Chops	1590	1590	1646	1593
Single Loin Lamb Chops	1502	1502	1661	1486
Rolled Shoulder Lamb	1095	1095		
Lamb Shanks	696	696		
Diced Lamb	1294	1294	1330	1267
Minced Lamb	1126	1126	1304	1235
PORK				
Pork Tenderloin (Fillet)	1166	1166	1082	1097
Pork Leg Steaks	955	955		
Double Loin Pork Chops	839	839	709	698
Single Loin Pork Chops	816	816		
Rolled Shoulder of Pork	666	666	705	674
Belly Pork	624	624		
Pork Loin Steaks	939	939	987	943
Diced Pork	788	788	732	754
PRODUCTS				
Beef Link Sausages	703	703		
Pork Link Sausages	694	694	671	659
Speciality Pork Sausages	755	755		
Sliced Beef Sausage	632	632		
Sliced Black Pudding	574	574		
Ball Haggis	707	707		
Scotch Pie	91	91		

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