

**MINUTE OF THE MEETING OF THE EXECUTIVE COMMITTEE HELD WITHIN
8/10 NEEDLESS ROAD PERTH, ON TUESDAY 26 JUNE 2012**

PRESENT:	Billy McFarlane	President
	Douglas Scott	Chief Executive
	Ian Faulds	Vice President
	Beaton Lindsay	Junior Vice President

Honorary President: Arthur Matthew. Past Presidents: Hamish Deans, Adam McLay, John Chapman, Stuart Christie, Duncan Mackenzie, Executive Members: Alan Kennedy, Jack Meade, Guests: Dynamic Advertising, Jan Deans, Graeme Pattulo, Lizzie Riley
Minutes: Bruce McCall

APOLOGIES FOR ABSENCE: Kenny Allan, Wilson Ferguson, Stewart Dempsie, Hugh Pender, Jim Preston, James Pender, Derek McMahon, Keith Stuart, Amos Smith, Iain Hunter, Pamela Hunter.

LOVE YOUR LOCAL BUTCHER:

Dynamic Advertising, Jan Deans and Graeme Pattulo gave a presentation for the proposed Love your Local Butcher Campaign generate sales in craft butchers shops. A great many SFMTA members have been asking what is being done to boost sales in the sector and the meeting felt that the campaign was highly desirable and would hopefully make them busier.

Graeme said the key for them is a steering group which would dictate the direction for Dynamic to see who they should be speaking to regards possible funding. He felt that there is a number of key sources of funding. The industry supporters, ultimately the industry suppliers, those who would not have a business without butchers; they need to be reminded of this and encouraged to make a contribution to a successful campaign.

Graeme hoped that other bodies like QMS who assisted with the 2004 campaign may help. Who else has an interest in your continued success? Commercial partners would reap the benefits of association because ultimately they want to reach you. The banks with what has happened to them they are going to look for connections with the public and how good they actually are. The banks advertising in recent times have turned on its head with how they are your local bank. Every member has a bank and from that point of view there are budgets out there and sponsorship opportunities at the banks to be able to support local projects. You can organize to distribute leaflets to the general public and you can charge for this. This can be taken forward to help fund your advertising campaign. The way Dynamic works is that they have some fixed options where the bigger companies want to give a fixed sum and see exactly what they want to get. There are some tenancy options which would mainly be if they wanted to control and certain area of the website. For example you could have find your local butcher sponsored by the AA for example. The AA have all sorts of things to sell to the audience we have. There may be some bespoke things where someone comes forward and says if you can reach my audience for this then I would contribute. The campaign is scalable with the top line for everything £70k. Graeme reckoned if they are pointed in the right direction for funding then it is achievable. It is also achievable to get close to a self funded campaign. The Steering group will keep us in reality of what can be achieved.

Jan Deans said they are looking to launch the campaign in the autumn with the help of the steering group. The campaign is "by you for you to benefit from". We want to make sure there are no conflicting campaigns round the autumn period and we need to galvanize you to work with your suppliers. There are a couple of suppliers whom have already expressed an interest. We would like to get more interest. The meeting agreed that the campaign would be of great interest and wanted it progressed.

Alan Kennedy asked if you would get more for your money advertising in January February March. Jan said there is no doubt that you get better rates in January. We would not recommend at Christmas but the lead up to it so you can maximize the benefit. With Facebook and Twitter it would continue the momentum in January. If it is successful and get sponsors on board you may get a second bite at the cherry.

Jack Meade said that the supermarkets are using meat as a loss leader. He had lost 40% of his business since Christmas and acknowledged that losses made on meat can be spread across another 10,000 lines in the supermarket. Jan said they would be leveraging the campaign side as the public do trust you to work. Jan said that people do not mind paying for what they get perceptual value, you offer more than meat what you offer is experience, she knows this because she went round speaking to butcher customers. They love their local butcher because they have a relationship with you. The supermarkets cannot replicate it; it is not just about the money. Yes it is a tough market but it has always been a tough market. It is about how you can be repositioned and sell your benefits. Billy McFarlane thanked Dynamic very much for their presentation.

MINUTE OF PREVIOUS EXECUTIVE MEETING: Minutes of the previous meeting held in 8th May were approved by Alan Kennedy, seconded by Hamish Deans.

MATTERS ARISING:

Page 6 third last paragraph –the figures are the wrong way round and should read. “President Billy McFarlane said that the small calves were going through at **£430** with the bigger ones going through at **£650**.

Page 6 last paragraph after the first sentence insert. Farmers put the cows to the dairy bull when they wanted to keep breeding going. The other cows were put to a beef bull.

Page 7 the third paragraph the word ‘strongest’ should be replaced with ‘highest’.

CHIEF EXECUTIVE REPORT: Douglas Scott reported.

SCOTTISH FOOD & DRINK FEDERATION: The seminar was about compliance with legislation. The seminar did not particularly reveal much that we did not already know but it was better from a networking point of view. The head of Environmental Service for Glasgow City Council, Billy Hamilton said that his inspectors will be watching and examining the way staff wash their hands. They suggest that washing hands should take the time of singing Happy Birthday verse twice.

ROYAL HIGHLAND SHOW: Douglas was part of the QMS stand. It is the only real way to have a presence at the show since the stands are very expensive. We made a bigger impact this year than we ever did before. The public appear to have a growing huge appetite to watch meat being cut up and you have to conclude that butchers should do out of hours demonstrations to show their customers how they cut up meat. The butchers who assisted with the demonstrations at the show were Steven Strachan, Henderson of Hamilton, Gary Raeburn, Huntly, John Davidson, Inverurie and Iain Hunter from Kinross. Iain Hunter – the Singing Butcher - started and ended his demonstration singing a song which turned out to be very entertaining.

It was noted that the next meeting a discussion on the ethics of members and their membership continuation will be discussed.

TRAINING & DEVELOPMENT REPORT: Claire Simpson submitted the written report and Douglas read it out.

We currently have a total of 205 trainees funded through Skills Development Scotland.

Funding has now stopped for Lowlands ESF projects and we are currently looking to secure alternative funding for trainees in this area who wish to continue with their craft certificate. ESF funding is continuing in the Highlands area.

SKILLS DEVELOPMENT CONTRACT: The new contract is now in place for the 2012-2013 contract year and we have a total of 195 trainee places to fill. Recruitment is very slow at the moment with most employers holding off to see if there will be any further employer recruitment incentives. Incentives were to be announced in April but this has now been delayed indefinitely. Skills Development Scotland has verbally indicated that any future incentives will be directed towards the disadvantaged – those who have been in care or in prison.

There are funding schemes available in some local authority areas and we are distributing details to employers as and when we find out information about them. There are some schemes that are paying up to half the salary for a 16-19 year old Modern Apprentice for a year. There does not seem to be a commonly used scheme in all areas which makes it more difficult to find out exactly what is available.

BRITISH SAFETY COUNCIL: Scottish Meat Training is a registered centre for the BSC Level 1 Award in Health & Safety at Work and can offer this to members needing to be certificated at Level 1.

QUALITY ASSURANCE AND SELF ASSESSMENT AUDIT: Skills Development Scotland assessor, Richard Wilmanski, visited our offices for a two day assessment on 15th and 16th May to assess the quality and standards in place at Scottish Meat Training and covered a review of the following:

- Mission, Vision & Values
- Strategic & Operating Plans
- Operating Policies & Procedures
 - Training Delivery, Equality,
 - Complaints Objectives/KPIs/Targets Learner Achievement Rates & Evidence Marketing Materials Meeting Minutes - Management, Staff, Teams & One:One Feedback,
 - Questionnaires and Survey Results - Learners, Employers
 - Delivery Partners & Staff Testimonials/Emails Staff Recruitment, Initial Assessment, Induction & Review
 - Staff Appraisals Development & Training Job Descriptions / Roles Staff Qualifications CPD Folders Learner Files/Records Assessment,
 - Internal & External Verification Processes & Reports Certification Partnership Agreements/Service Level Agreements

Telephone interviews with employers and learners on the quality of training provided by SMT were also made on the final day of the assessment to find out what our customers thought of the service that we are providing.

The assessment was very successful and the assessor was pleased with the feedback received from employers and learners – a big thank you to all those that he spoke to. The next Quality Assurance assessment will be in three years.

Consultation on SVQ qualifications took place with Improve at a lunch time meeting at Inchture. Alan Kennedy, George Jarron, Keith Stuart and Derek McMahon participated. Alan Kennedy said that he thought the training was set up by the Federation but in fact it was Improve whom set it up. Douglas said that it was hoped that changes to the qualifications would be helpful and enable more trainees to gain qualifications..

FINANCE COMMITTEE: Douglas Scott reported.

They were content with what they received in terms of figures. Both SMT and Member Services are forecast to come out in the black.

MEMBER SERVICES: Douglas was disappointed that the subscriptions were not what we achieved last year. That was because we had lost eleven members and only a few new members had so far joined. The regional meetings were under budget and we had come to an end of this year accounts in this respect.

SCOTTISH MEAT TRAINING: May was a very good month with £31,816 of income we are budgeting for almost the same in June. July and August look like being very good months. After the end of this financial year we are not going to have the Lowlands element of ESF income which was almost £46k in this current financial year. It looks like we can cover this shortfall with money from Skills Development Scotland. At this moment in time we can be optimistic that the balance sheet will reflect a good trading year but we will see at the end of August how it all looks.

MEMBERSHIP AND DEVELOPMENT REPORT: Convenor Beaton Lindsay reported.

Subscriptions 320 members have joined this year with 98 additional branches.

11 members have chosen not to renew. These are as minuted last time.

Corporate Members 24 have paid.

Two are not renewing Baro Lighting and G M C Corsehill but Scobie & Junor have joined.

Venison cutting demonstration evenings presented by Bruce Brymer, will take place at Carfraemill on Monday 10th September and Aberdeen Airport Hotel on Wednesday 12th September.

REGIONAL MEETINGS: The next regional meetings will take place from Monday 1st to Thursday 4th October at Bellahouston, Forres, Perth and Carfraemill. Venues will be confirmed shortly. A presentation entitled 'Counter Revolution' will take place from Viv Harvey on techniques to ensure your display is attractive and fresh. Colin Hewitson from KRH will also attend and the prizes from the August Sliced Sausage competition and Trick or Treat product evaluations will be presented.

The SFMTA Golf outing takes place tomorrow and we have 16 competitors playing at Strathaven Golf Club.

LIVESTOCK REPORT: Alan Kennedy reported.

This time some slightly better news comes with this report. There has been a fairly insignificant fall in the price of live cattle- perhaps 5ppk or so on live animals. For carcass prices this doesn't really have any effect, but I feel this drop is at last reflecting fall of demand through shops. This is further demonstrated by some interesting recent offers from wholesalers, especially on top end cuts- we can see this later in the report.

The Euro seems to be helping us as it loses value- lambs are currently about 50ppk less deadweight than at this time last year, which again reflects lack of domestic demand and changes in the exchange rate.

Imported bacon and pork also seem to be coming back in price, again for the reasons above. Turning to the spreadsheet of boneless prices, it shows a largely stable set of prices, with only one or two small rises in the price of prime cuts showing through. As mentioned earlier, this doesn't tell the whole tale- there are some solid bargains to be had by buying decent case quantities of fillet and strip loin (but not rib eyes) so some phoning around can be very worthwhile.

My own hope is that the coming months may see a further small decline in livestock prices, because unless there is a sudden change in consumer spending, people remain very careful, and stocks remain high at wholesalers.

Steers 219.4ppk average Heifers 223.5ppk average.

John Chapman asked if there was any information to report from Iain Anderson, Executive Director SAMW. Douglas said he had a discussion with Alan McNaughton and Iain Anderson at the Royal

Highland Show. They are putting pressure on the government to put more incentive on the breeding cow scheme. Richard Lockhead in his address had said he was interested in increasing stock levels; he had apparently been reluctant to say this before. The other person listening to this was DEFRA's Jim Paice. The powers that be seem to be mellowing towards what we have been talking about for years. John Chapman said the figures published last week show the cow and sheep breeding numbers are down again. He also asked if FSA was coming to Scotland. Douglas said that an announcement was conspicuous by its absence. It seems to be they are working on it and it will happen. John Chapman asked if we were going to win this one and Hamish replied it was only a matter of time. John Chapman said if it happens we must be in there before another monster is created. Douglas said they have promised us we will be involved. John Chapman said on the Monday of the Jubilee weekend the meat inspector was double time plus a day off.

PROMOTIONS REPORT: Douglas Scott reported.

The recipes for the burgers and sausages judged to be the best in this year's Speciality Burger and Speciality Sausage evaluations will be sent out to all SFMTA members at the beginning of July. We really hope that members will try the products and generate some extras sales. Should you require to adjust the recipe that is up to you, you will know your customers tastes. For those who do not wish to make these products the postal tube will also include two versions without the award winning claim and title.

The Spicy Chicken Burger was the invention of 21 year old John Day at Tom Courts Quality Meats and the Piri Piri Pork Sausage was devised by Scott Brothers in Dundee.

SFMTA bought the recipes off the winners as part of the conditions of entry. The products were photographed at Abertay University and turned into posters. Now there is PR potential for shops throughout the country to highlight that they have the award winning product on sale in their local area.

Any member wishing a press release and photocall put out for them should contact Bruce. Themed promotions are becoming more and more important and the Federation would like to help members create products that could be successful in October and November. Previous product evaluation winners have been popularly promoted throughout the sector and we think there is a good case for all craft butchers to get their thinking caps on to create something that will capture their customers imagination. If we could identify the best products we could have these photographed and made into point of sale materials in the same way as we have just done with the Speciality Burger and Speciality Sausage winners.

Consequently we propose The Trick or Treat & Bonfire Party product evaluation event to be held on Thursday 23rd August 2012 at Dunfermline Athletic Football Club. It is important that there are no barriers to entry and on this occasion through the generous sponsorship of our Irish based corporate members, McDonnells (Queen Street) Ltd. we are able to offer this evaluation free of charge.

There are two categories Trick or Treat and Bonfire Night. In other words we are looking for a themed product which would be suitable for selling at Halloween or on Bonfire Night party. e.g. Gunpowder Casserole, Firecracker Steak or Sausage, Dookin Apple Pork and Bonfire Bangers & Beans. There is a £500 prize for the best product in each category in exchange for the recipes that will be outlined to all SFMTA members.

This evaluation will run at the same time as the 2012 Sliced Sausage Competition that will be sponsored by McAusland Crawford.

DYNAMIC ADVERTISING: Duncan said he had always been a fan of Jan Deans, she wants to get the job done. Hamish Deans said the presentation came over very well and they would be able to put us forward to sponsors very well. It was discussed how QMS could link into it. Hamish Deans suggested a sub committee to drive this forward. Agreed.

Alan Kennedy discussed statistics from the Scotch Butchers Club. Alan Kennedy asked if those round the table felt the job was done better. The comments were that it was no felt it was better than last year but reasonably acceptable. Alan Kennedy said they are doing less posters and more on leaflets. They did like the recipes for kids and the meeting agreed that £75 membership fee was value for money.

Douglas asked the meeting to note the reply from QMS outlining the costs for producing our own booklets. It was felt that the postage to distribute these would put it beyond our budget.

LEGISLATION REPORT:

BAN ON DISENEWED MEAT: Douglas asked what affect it had on members. Jack Meade felt it had not fed through the system properly yet. The FSA are trying to get this rescinded but we do not know how long it will take. Hamish Deans said it was bad publicity for the meat industry and the least we hear about it the better.

CROSS CONTAMINATION GUIDANCE: EHOs comments are being interpreted as new regulations are in place when what is new is guidance. We keep checking with FSA and they say there is no new regulations. Stuart Christie said his shop had initially been asked to get dividers to the roof! Douglas said the comments coming back are that EHOs are now more interested in paperwork.

CARRIER BAGS: Douglas asked for an opinion on the carrier bag tax of 5p. It is potentially a food safety problem as people will come in to reuse their carrier bags at butchers shops. Duncan Mackenzie said that the customers do not consider cross contamination from wrapped products to be a problem and they would still put purchases all in the one bag together. Who knows where it goes when it leaves your shop? Douglas said the Irish butchers were in favour because it saved their business money since they were giving less bags away. Beaton Lindsay said the majority of customers don't come in with a bag and if you are spending £50 in the shop would you ask them for 5p for the bag? He felt that the tax is going to come straight out the butcher's pocket.

FULL COST RECOVERY: there is a panel on the back of the agenda stating this issue has been returned to FSA from the 'Better Regulation' agency. Progress will be reported at the end of July.

ANY OTHER COMPETENT BUSINESS:

EMPLOYMENT LAW ADVISER: Our contract with Peninsula Business Services expires in October 2013. SFMTA has been holding meetings with potential suitors to take over. We have spoken to Mentor and Ellis Wittam both were very good. Lindsays and Davidson Chalmers we will speak to shortly. In meantime we may go with one of them for a Health & Safety service, recommendations to be made to the next Executive meeting.

NATIONAL MINIMUM WAGE: New rates from October 2012. The good news is that the rate will not change from 16-20 year olds £4.98 for 18-20 year old and £3.68 for a 16-17 year old. 21 year and older will go from £6.08 to £6.19. Douglas will put the rates into the newsletter.

Alan Kennedy said there was an advert in the paper for planning permission for Holiday Inn and Marks and Spencers local on the site of St Andrews Abattoir. He said the staff there do not know what is happening. Hamish Deans said there are four or five staff left and the business is not viable at the moment. The planning application has been ongoing for 6 months. The plans have been lodged and it has been publicised but he did not know who published it. Douglas said the report back from the Abattoir Co. AGM was that there were plans. The indication was given that they planned to kill to the end of next year. John Chapman said the 2008 offer of £2m from Lawrie and Symington was previously turned down. The plan had been then for a new plant to be built at Forfar. Hamish Deans said it secured the site for a minimum of 5 years but it was turned down.

Billy McFarlane wished everyone a good summer and looked forward to seeing everyone in September.

DATE OF NEXT MEETING: Tuesday 11th September 2012.

The meeting was closed with a vote of thanks to the chair.