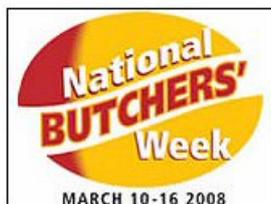


# FEDERATION NEWS

THE NEWSLETTER FOR SCOTLAND'S CRAFT BUTCHERS



## Vertebral Column Removal – the end?

MARCH 2008

The European Council has made it clear that it would not be opposed to the adoption by the European Commission of a regulation amending the age of withdrawal of the vertebral column in the framework of the prevention of certain transmissible encephalopathies.

It is merely a confirmation of its agreement but it does not change the fact that we will have to wait until the end of the European Parliament's three months scrutiny right, before we can see the draft entering into force.

So far the draft is recorded in the Parliament register and MEPs who might not be happy with it are free to raise the issue to the Parliament Committee.

The Commission have reassured that this is unlikely to happen since MEPs do not seem to have major concerns about it.

The Parliament scrutiny right should end on April 20. The Commission is ready to adopt it on the next day with a publication expected on the 22 or 23 April and an entry into force on the 25/26 April 2008.

With the price of beef climbing butchers will welcome access to a larger market.

Several members have been in touch with SFMTA in Perth regards Tesco's banners promoting Scotch Beef despite the fact that all the beef originating in Scotland is labelled Scottish in their stores. There is a difference (see page 6) and it seems pointless for all the promotion of Scotch Beef when, possibly non assured, Scottish is on the shelves of the largest retailer.

SFMTA have alerted QMS to this situation.

This Month

**Mince meat impasse**

**QMS Board appointed**

**Welsh winner of Best Traditional Business**

**Feature on Farm Shop of the Year 2007**

**EU Food Labelling**

**Tudor E coli regrets**

**Livestock Report**

**Regional Meetings Update**

**Scottish Market Prices**



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Making it **work together**

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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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# News Release



05 February 2008

## Campaign celebrates Scotland's local heroes

A new face for Scottish farming is being unveiled this month with the launch of the Scotch Lamb 'Local Hero' campaign.

The latest campaign promoting Scotch Lamb pays tribute to the dedicated men and women that work in harmony with nature to produce Scotland's famed lamb.

The new campaign, timed to catch the end of the traditional lamb season in Scotland will be based in Tesco, Morrisons and Marks and Spencer throughout February. Our 'Local Hero' will become a familiar face to Tesco shoppers, through new point of sale materials in Scottish stores.

This will be supported by a series of in-store visits by lamb ambassadors who will hand out leaflets featuring information, cooking tips and seasonal recipes, talk to consumers about the provenance of Scotch Lamb and encourage them to give it a try.

Although the campaign is currently using a model selected to embody the spirit of the 'Local Hero', if the campaign proves successful with consumers QMS could be on the hunt for real local heroes in time for the new season in August.

The idea behind the Local Hero concept was based on research showing the importance Scots shoppers put on food being 'local', this meaning Scottish for the majority of them.

The campaign builds on this and outlines the quality and environmental benefits of choosing Scotch lamb, with the aim of helping build consumer knowledge and trust in the Scotch Lamb brand while underlining the importance of knowing more about your food and where it comes from.

QMS Head of Marketing, Laurent Vernet, said: "Promoting the incredible taste of Scotch Lamb outside of our usual marketing window, thanks to additional funding from the Scottish Government and QMS reserves, gives us the chance to try out something new, and what better to focus on than the hard working farmer that gets our food from field to plate.

"For this trial launch of the campaign we had to use a model, but we're hoping that this campaign strikes a chord with consumers so we can highlight the real local heroes from throughout Scotland.

"This campaign comes at a time when research shows people are increasingly interested in the welfare of animals raised for food.

"We thought it was time to show consumers the guarantees in traceability and welfare they get with the Scotch Lamb brand. The dedication of farmers in upholding these high standards really makes them our local heroes."

Further information from: Stephen Doran, Communications and Events Manager, Quality Meat Scotland. Tel: 0131 472 4046. Mob: 07734 110 351.

The QMS website is at [www.qmscotland.co.uk](http://www.qmscotland.co.uk)

## Board Members Appointed to QMS.



The Cabinet Secretary for Rural Affairs and the Environment, Richard Lochhead, announced the appointment of eleven members for the new Board of Quality Meat Scotland (QMS) on Monday 4<sup>th</sup> February.

Mr Lochhead said: "I am delighted to announce the appointment of eleven new Board members for Quality Meat Scotland. The Board provides a good balance of levy and non levy payers and brings a wealth of experience of the red meat sector and other relevant skills.

"I am confident that the Board will provide strong direction for Quality Meat Scotland and ensure that it continues to work hard for the benefit of the red meat sector in Scotland.

"2007 was a tough year for Scotland's red meat sector following restrictions enforced on the back of the foot and mouth outbreaks in England.

"Producers, however, have shown great patience and resilience and with Scottish meat again being exported to Europe, we can be optimistic about 2008."

The appointments are for three years and will run formally from April 1, 2008 to March 31, 2011. The appointments are on a part-time basis and attract a remuneration of £155 per day for a time commitment of 8-12 days per year.

All appointments are made on merit and political activity plays no part in the selection process. However, in accordance with the original Nolan recommendations, there is a requirement for appointees' political activity to be made public.

Quality Meat Scotland is Scotland's red meat promotional body, responsible for developing the red meat sector and promoting its produce around the world. Following a major review of all agricultural and horticultural levy bodies in Scotland, QMS - which is currently a private company - is to change its status to become a public body from 1 April 2008. QMS will remain wholly accountable to Scottish Ministers. In November 2007 Richard Lochhead announced the appointment of Donald Biggar as Chair of the re-structured organisation.

It will have direct statutory responsibility for a range of functions including addressing consumers' requirements for high standards of assurance throughout the food chain, underpinning demand for red meat through promotion and marketing and providing information and advice on best practice to the Scottish industry.

## SFMTA View

The Federation welcomed the appointment to the QMS Board of SFMTA Past President and member from Elgin, Jim Royan and have written to congratulate him.

However the Executive meeting of 13<sup>th</sup> February expressed its surprise that the Cabinet Secretary deemed a Board including eight farmers to be "balanced". President Jamie Chapman has written to him pointing out the Executive's view.

The importance of a voice to remind the Board of the existence of independent butchers is particularly important given the example of the news release printed opposite.

**FOR SALE: Newly fitted butcher and deli in Aviemore, leasehold.**

**View at [www.frasersbutchers.co.uk](http://www.frasersbutchers.co.uk) Tel: Fraser 01479 810155**

Also new refrigerated trailer, 4 metres long, never been used. (Cost £11,000 new). Eurocryor Vela s-shaped 3 metre cabinet with new condenser. Offers

# The Quality Meat Scotland Board members are:

JIM ARBUCKLE, MBE is a Farms Director of a large scale mixed farming business. He is a Fellow of the Royal Agricultural Societies (FRAS). He was a founding member, director and chairman of several livestock and arable marketing co-ops in the 80s and 90s. He has been a Director of the Scottish Agricultural College and a Governor of the Rowett Institute. He is a member of the Food Standards Agency's Scottish Food Advisory Committee and the Scottish Agricultural College's Consultative Council.

HENRY GRAHAM has run his own farm business for the past 30 years. He worked as an Agricultural Adviser in the Western Isles, as a Farm Manager of the College Farm in Sutherland, and then as an Advisor in the Lothians. He spent 28 years working in Agribusiness roles with the Clydesdale Bank and was one of eight leaders of its Business Executive Team in the UK. He is currently a Board member of the Scottish Agricultural College, Director of the Royal Highland Centre Ltd for the past 3 years. He was Vice-President of the Royal Highland Agricultural Society in 2001 and a member of the Society's Executive Committee for the last 6 years.

ROBERT HOWAT runs a beef and sheep farm. He was involved in the development of Buccleuch Lamb Group of which he was a Director for three years. NFU Scotland membership at local Branch level led to involvement at national level, culminating in recent experience as its Vice President. He holds the positions of Chairman of the Scottish Sheep Marketing Forum and Board Member of Elmwood College. He is a current Board Member of QMS with responsibility for the Sheep Strategy Group.

DONALD MILLER manages a large beef enterprise and is currently both a NFU Scotland Regional Board member and NFU Scotland Highland Region Livestock Committee representative. He is also Chairman of North Highland Products, a farmer led marketing organisation. He was Chairman of the Caithness NFU Scotland from 2001-2003 and was Director of the farmer co-op - Caithness Livestock Breeders from 1999-2004.

ROBERT PARKER owns and runs a 200 hectare beef and sheep unit near Stranraer. In 2004 his farm became a Monitor Farm and in 2006 he was awarded a Nuffield Scholarship studying beef production in Argentina, Uruguay and Australia. He has been a Board Member of Wigtownshire Quality Lamb for the last six years and Treasurer for the last four.

ANDREW PEDDIE runs a mixed farm and since 2004 has been Chairman of Scotlean Pigs, a marketing co-op selling 10,000 pigs per week. He was Chairman of the NFU Pig Committee from 1997-2000, a member of the British Pig Executive (BPEX) from 2001-2003 and the Scottish Pig Industry Initiative Board from 1997 to

2003. He is currently a member of the Royal Highland Education Trust and has been a Board Member of the Scottish Agricultural Organisation Society since 2003.

ALISTAIR DONALDSON has considerable knowledge of the processing sector. He has on farm experience and gained practical knowledge of the red meat sector within the Department of Agriculture and Fisheries Scotland Livestock Inspectorate and the Meat and Livestock Commission over a period of 16 years. From 1984, he was responsible as Chief Officer, then General Manager, for all Meat and Livestock Commission activities in Scotland. He was QMS Technical Director from 2000-2002. From 2002 to January 2008 he was Executive Manager of the Scottish Association of Meat Wholesalers.

JOHN GREGOR has been General Manager of Aberdeen Northern Marts Ltd since 1996, prior to which he was the Business Development Manager. He has been heavily involved in the development of Thainstone Centre over a number of years. In his early career, he was an agricultural adviser with the Scottish Agricultural College in Aberdeen, Inverness and the Western Isles. He was also a Director of the Lewis and Harris Livestock Co-operatives. He is currently junior vice-president of the Institute of Auctioneers and Appraisers in Scotland.

GORDON MCKEN is Managing Director of Scottish Pig Producers Ltd and current Director of Wholesome Pigs (Scotland) Ltd. He is a current member of the QMS Board and Chair of QMS's Pig Forum and Standard Setting Body. He is also a member of the NFU Scotland (Pigs Working Group).

JIM ROYAN owns a butcher shop and has extensive experience of the processing sector. He was founder member of the Scotch Quality Beef and Lamb Association from 1973-78 and a Commissioner of the Meat and Livestock Commission from 1978-1995. From 1989-92 he was chair of Farm Assured Scotch Livestock. He is currently a Governor of the Robert Gordon University. He was Chair of NHS Grampian until October 2007.

PROFESSOR PHILLIP THOMAS has a good knowledge of agriculture and the food-chain through working in research, consultancy and education in the sector. He has held posts at the University of Leeds, Hannah Research Institute, West of Scotland Agricultural College, University of Glasgow, and was Chief Executive of the Scottish Agricultural College. Since 1999 he has worked as an independent consultant and researcher focusing on agriculture, agricultural supply and food industries. He is currently a Board Member of Scottish Natural Heritage and Chairman of Central Scotland Forest Trust.

## National Butchers Week – 10<sup>th</sup> to 16<sup>th</sup> March

Consumers across Scotland will be urged to get back to their butcher, as part of a UK-wide week of promotion. National Butchers' Week is aimed at raising awareness of the high-street butcher among those consumers who might have forgotten where good meat comes from.



The press release from the *Meat Trades Journal* states that Butchers have seen their numbers dwindle over the past 10 years, but now, the ones who are left are at the top of their game and ready to dazzle consumers with their knowledge and skill.

The week, featuring the slogan Support Your Local Butcher, is organised by trade magazine *Meat Trades Journal* and is aimed at encouraging consumers back across the threshold of their local butcher.

Consumers are talking about buying local food more and more these days, and what could be more local than their local butcher. SFMTA members are urged to use the promotional pack enclosed with this Newsletter and to invent events to celebrate the week and gain local interest from potential new customers and your local media.

### **Age of Mincing Meat (this only applies in licensed cutting plants)**

An update on National measures and the number of days between slaughter and the mincing of chilled meat was given at last month's Meat Hygiene Policy Forum at FSA London:

Rosalind Glover reported that as part of its consultation on the Food Hygiene (Amendment) Regulations 2008, the Agency included a proposal for a national measure to disapply the requirements regarding the length of time between slaughter and the mincing of chilled, fresh meat. In consultation it was stated that these proposals could only proceed if they were acceptable to the European Commission and other Member States who we were consulting in parallel.

During the consultation the Commission raised concerns about the UK proposal as a result of which it was agreed that the proposal would be dropped. A meeting was held with Commission officials and it was suggested that the FSA could submit a more specific proposal to the Commission and Member States under the Technical Standards Directive. For this revised application, FSA need to set out specific 'technical' requirements for different species in given circumstances and 'adapt' rather than 'disapply' the legislative requirements in this area. An example might be to set a limit for mincing x days after slaughter of meat being marketed as "y-day matured beef".

The national 'square' mark would have to be applied to this product, containing the letter 'N', the words United Kingdom (or UK) and the approval number of the establishment where the meat was minced and packaged, so it is clear that it cannot be traded with other Member States.

Industry was not in favour of the Square mark and the EU was not in favour of the FSA proposals. It was felt that South American beef and New Zealand lamb probably fell foul of this regulation but it was being ignored. The situation was left for FSA to provide good scientific evidence to Europe that there is no scientific basis for a time dependent control.

## **Scotch and Scottish Labels**

'Scotch Beef' has been born, reared and slaughtered in Scotland, and is quality assured. The "Scotch Beef" label has Protected Geographical Indication (PGI) status under European Council Regulation 2081/92 and is therefore exempt from the Beef Labelling Scheme.

Use of the "Scottish" (or Product of Scotland) label does, however, require approval under the Beef Labelling Scheme. To be labelled as 'Scottish' or 'Product of Scotland', cattle must have been born, reared and slaughtered in Scotland.

## **Ban on Beef from Brazil**

The Brazilian authorities had to provide a list of up to 300 holdings which they had inspected and provided that the European Commission was satisfied, the list would be published and beef from Brazil could only come from those holdings.

The UK understands the Brazilian authorities have provided the Commission with a list of over 2,600 holdings. The UK understand that the Commission is concerned about the number of holdings Brazil claims to have inspected in such a short period of time and therefore the list is not being published. This means Brazil cannot currently slaughter animals for export of beef to the EU.

A further Commission inspection will go to Brazil at the end of February to inspect some of the farms that have been put forward. Imports from Brazil of beef from animals slaughtered after 31 January are effectively banned at least until after the outcome of this latest inspection.

Total UK beef production in January 2008 decreased by one per cent to 82,700 tonnes compared to 83,800 tonnes last January. Beef production decreased due to a six per cent fall in prime cattle slaughterings. Even before the Brazilian ban prices were on the up but as everyone will be only too aware beef prices have taken a hike and members should take steps to retain their margins by increasing prices. This has been much heralded by the media for a number of months but it now has to be reality.

## **New Watchdog for French**

France is to set up a food watchdog to monitor nutritional quality and food prices. The French government has asked the national agricultural research institute, INRA, and the food safety agency, AFSSA, to set up the body.

## **Caledonian Proteins**

Dundas Chemicals Company (Mosspark) Ltd have purchased the assets of William Forrest & Sons Paisley Ltd. They assure that the new business situated at Omoa Works in Newarthill, North Lanarkshire will continue to operate as normal but will trade under the name of Caledonian Proteins, being a subsidiary of Dundas Chemicals (Mosspark) Ltd. Caledonian state that it is their intention to embark upon a major capital re-investment programme.

William Forrest has changed its name to Argent Oils Limited and from 14<sup>th</sup> January 2008 the Argent Oils business, which is also situated at the Omoa Works in Newarthill, will continue to carry out those operations not connected to rendering.

# Welsh Butcher is Britain's Best Traditional Business

Congratulations to Pembrokeshire butcher Andrew Rees who was, on Saturday 2nd February 2008, named as the Daily Telegraph Best Traditional Business in the Countryside Alliance's third annual Best Rural Retailer competition.



The Telegraph devoted a double page spread in its Weekend section to the category under the headline "Trading on tradition helps rural refuseniks take country path to 21st century success." Telegraph Assistant Editor Andrew Pierce commented on Andrew "He is not just a butcher, but a one-man local food campaign. He has been a pioneer of the local-for-locals ethos. Eat your hearts out Jamie, Hugh and Gordon, Andrew Rees was there first". Read on for the piece in full.



*The Best Rural Retailer 2007 competition attracted a record 2,500 entries and, for the second year running, The Daily Telegraph was proud to sponsor the Best Traditional Business category, won by Andrew Rees, a butcher in Pembrokeshire*



Everyone in Narberth, west Wales, slows down when they pass Andrew Rees's shop. And not just because he's on a narrow stretch of road. Admittedly, traffic has to decelerate to practically walking pace in order to negotiate the cramped little thoroughfare that leads into the town's clock tower-topped High Street. But what also causes car drivers to linger is the brightly-illuminated display of raw and cooked meat that is not just visible, but downright unmissable through the Rees emporium's wide-flung front doors.

"We used to have just one little door that you had to open and shut behind you and, to be honest, it wasn't particularly inviting," recalls Rees, now 42 but a youthful 22 when he bought the shop. "People felt that if they were to come through the door, they'd be expected to buy something, so rather than risk that, they'd keep on going. The way we've got it now, though, everyone feels free to step inside and browse."

Yes, even in his choice of shop layout, Andrew displays the same openness to the local community which has won him the Best Traditional Business category in this year's Countryside Alliance Rural Retailer Awards.

Right across the board, the judges commended the Narberth-born-and-bred butcher not just for the way he supports the surrounding Pembrokeshire farmers (he won't let non-local meat in his shop), but for the countless acts of kindness and generosity which he performs among the local population.



Nothing typifies the firm's culture of helpfulness more vividly than what happened at the start of January to Ward Nicholas, one of the senior counter staff in the shop. He had just finished serving a disabled woman in a motorised wheelchair when he noticed she was having difficulty manoeuvring out of the shop; at the point when it looked as if her buggy was going to topple over, the public-spirited Nicholas rushed out to rescue her, and slipped over on the floor.

"Broke his leg in three places he did," winces his boss. "Terrible to look at, it was. I'm not squeamish when I'm cutting up bones and flesh on animals, but people are a

different matter. What made it worse was that this lady didn't realise Ward had been trying to save her; as luck would have it, her buggy righted itself, and she tootled on up the High Street in blissful ignorance."

Dig into the firm's files, and you come up with wads of correspondence recording similar, if less spectacular, acts of goodwill. There's a letter from Saundersfoot Primary School, thanking the shop for the donation of sausages to the school's post-fun run barbecue. There's also a card from St Mary's Church at nearby Nash, that describes the relish with which parishioners tucked into a free ham.

And there's a photograph of 25 triumphant young boys from the Narberth Junior Rugby Club, celebrating their victory in the Pembrokeshire Under-14s Cup, all of them clad in smart blue kit bearing the sponsor's name (Andrew Rees and Sons).

"Ah, well, that doesn't really count, because my son Thomas plays in the centre for them," demurs Dad modestly, pointing out a young Rees look-a-like in the back of the line-up. "Besides, in a small community like this, it makes sense to get your firm's name out and about."

Possibly so, but there was no doubt in the judges' minds that this was a local trader prepared to trudge that extra wet Welsh mile on the community's behalf. As Countryside Alliance chief executive Simon Hart puts it: "Andrew represents the very best of this Traditional Business category - traditional skills and values, support for his community and a determination that food and farming will have a future."

Virtues highlighted by other judges included the vast range of meats on sale in the shop (plus fish from nearby Milford Haven), the generous loaning of free refrigerator space to local farmers and the way in which the business has developed a thriving catering wing, supplying both prime cuts to upmarket hotels and burgers to nearby Oakwood Theme Park.

"It seems as though there is very little going on in this community that Andrew is not either part of or supporting," observes Andrew Pierce.

However, it wasn't always so. Back in 1988, the would-be young entrepreneur found it extremely hard to get local backing. "I went to two banks in Narberth and got nowhere," he recalls. "In the end, I decided to go further afield, and the branch of Lloyds in Carmarthen eventually agreed to lend me £60,000; I was still £12,000 short, but my future father-in-law made me a bridging loan, bless him.

"To start with, my wife Janice and I lived in a little flat above the shop here, and her dad did deliveries for us to help out. I'm proud to say I was able to pay him back the loan within just three years."

Since then, Andrew has overseen an increase both in turnover and workforce (he now has 15 employees) but has never reduced his commitment to locally grown food. "Our beef here is Welsh Black, which I believe to be the best there is," he declares. "When I first started, there wasn't much of it around, but I like to think we've helped reverse that trend. Unlike the supermarkets, we hang our beef for a good three to four weeks, which means we lose a lot of the weight in terms of blood but we gain enormously in terms of flavour." A fact that can be vouched for by the customers who line up each lunchtime for his hot roast beef rolls (£2.20 a time).

"Yes, of course the rolls are made with Welsh Black," he replies, horrified at the suggestion they might be anything else. "I suppose it would theoretically be possible for us to cook off inferior joints of meat from abroad, but if I did that I could never hold my head up in Narberth again." No danger of that happening, especially not now. Wearing his Best Traditional Business crown, Andrew Rees can henceforth walk throughout Pembrokeshire with head held not just up, but high.

**For more details on the competition, see [www.bestruralretailer.co.uk](http://www.bestruralretailer.co.uk)  
Daily Telegraph Best Traditional Business regional winner for Scotland was  
Watt the Butcher, Montrose, Angus**

\* This year's judges in the Best Traditional Business Category were: Andrew Pierce, assistant editor, Daily Telegraph; Simon Hart, chief executive, Countryside Alliance; Alexia Robinson, director, British Food Fortnight; Dr Stuart Burgess, Rural Advocate for England and chairman of the Commission for Rural Communities; Tim Relf, farmlife editor of Farmers Weekly; Zac Goldsmith, director, The Ecologist.

Andrew Rees 29 High Street, Narberth, Pembrokeshire and at  
Units 3 & 4, West Wales Business Park, Redstone Road, Narberth;  
Open: 7.00am - 6.00pm, six days per week.

Retail and catering butchers. A full range of fresh and frozen meat and poultry, all locally sourced where possible. Portion controlled catering products, large range of own recipe sausages, burgers and cooked meats. Retail shop, Soil Association certified, selling a range of organic meats. Also fresh fish counter available daily.

## **E.coli butcher's 'bitter regret'**

William Tudor, the butcher at the centre the public inquiry into the E.coli 0157 outbreak in Wales in 2005, has defended the cleaning practices employed by his company. In a letter submitted to the inquiry last month through his solicitors, Mr Tudor claimed his actions on food safety at John Tudor and Son, were 'appropriate' and had been supervised by Bridgend County BC.

The letter read: 'Our client wishes to point out that for a substantial period of time his factory operated passing inspections on each and every occasion and serving the immunity community for a substantial period of time.' While expressing his 'bitter regret' at the incident, Mr Tudor cast doubt on witness statements that portrayed him 'in a rather poor light'. The letter continued: '...our client respectfully submits that a number of those witnesses would have their own agenda in the matter bearing in mind that they themselves have been criticised for the practices that they adopted.'

The letter also pointed to criticisms around the hygiene practices of some schools affected by the outbreak. A number of EHOs were called to give evidence to the inquiry. As an EHO for Bridgend County BC between 1996 and 2002, Ian Sullivan was responsible for introducing a HACCP plan with Mr Tudor. He told the inquiry that Mr Tudor had been co-operative but said: 'I had the impression from Tudor that he was one of those butchers who was less willing to embrace cultural change.'

The use of the company's vacuum-packing machine for both cooked and raw meat was identified as the source of the contamination during Mr Tudor's trial at Cardiff Crown Court last year. Mr Sullivan said although the HACCP plan made no specific reference to vacuum packing, it would have been covered by the plan's over-arching principles. He said: '... the HACCP that Tudor had in place when I was there did make reference to issues that would impact on vacuum packing.' The full extent of the poor conditions at the butcher's were also revealed at the inquiry. A series of photographs taken by the council during an investigation into the outbreak were released to the public for the first time.

Professor Chris Griffith, head of the food research and consultancy unit at the University of Wales Institute Cardiff, said the cleaning of the plant and equipment had been 'completely inadequate'. He added that the company's cleaning schedule was 'a joke'.

EHO Amy Lee, who inspected the premises prior to the outbreak, disagreed with Prof Griffith's assertion but admitted that the cleaning schedules were 'not as detailed as they could be'. The outbreak affected 44 schools across south Wales. There were 157 probable cases, 118 of which were confirmed, and five-year-old Mason Jones died as a result. The inquiry that was set up in 2006 began hearing from witnesses in February 2008.

## Price improvement helps late season producers

Finishers of store lambs and others with late season lambs to sell are benefiting from some substantial improvement in prime sheep prices.

Since the turn of the year hogg prices have increased by about 20% and currently prices stand nearly 12.5% better than this time last year and at the highest level since 2004.

Across Europe the average price for lamb has been falling, as it normally does at this time of year, although for all the major lamb producers the price is higher than last year, up 9% in Spain, 2% in France and 1% in Ireland. The effect of the exchange rate remains considerable for the UK, quoted in Euro the UK price has increased 14% since the start of the year but is around 5% lower than last year.

Traders find the price movements of the past six weeks more challenging than the movement a year ago. European buyers are looking at the movement of UK prices over the past six weeks and are comparing them to movement of national prices over the same period. For example, UK prices are up 14% while French prices have fallen 5%, and the buyers are seeking to drive harder bargains. On the Rungis wholesale market, imported lamb is quoted at around €4 per kg (£3), little changed from last year.

Strong prices have drawn more lambs onto the market, Scottish auction markets over the past couple of weeks have handled some 20% more hogs than last year. Some processors may be beginning to think of managing supplies for the remainder of the season.

News coming from New Zealand may also have created some caution. In late autumn the hope was that lamb slaughter pattern in New Zealand would return to a more normal pattern. However, the return of drought conditions across wide areas of the country is creating challenges for sheep producers there again this year.

The result of this is that once again farmers are selling stock earlier and at lighter weights than they would normally. Some producers are reporting difficulties in booking slaughter lambs into processors as volumes are running so high.

This will offer more scope for New Zealand to ship lamb to Europe and the UK ahead of the Easter market. However, with the Irish lamb kill at similar levels to last year, still low by historic levels, and the French sheep industry still in decline extra supplies from New Zealand may be absorbed more easily than last year without disrupting the market too much. Equally New Zealand will not wish to aggressively price in the market as returns in their industry are under pressure as well.

## Lamb Promotion

In February QMS embarked on marketing activities relating to Scotch Lamb. It has been a particularly difficult period for the lamb industry and in response to this Quality Meat Scotland and the Scottish Government have provided additional funds to extend the Scotch Lamb marketing campaign from the traditional period of Autumn to also include February this financial year.

The February activity included advertisements Scotland wide in the Scotsman, Daily Mail, Herald, Press and Journal, Scotland on Sunday and Sunday Herald. This burst of the campaign, aimed to appeal to the female shopper, reached just under 2 million Scots and highlighted just how easy Scotch Lamb is to cook.

# 2008 SFMTA Wages Survey

Your help is need

Information about current wage rates is one of the most frequently requested member enquiries that comes into the SFMTA Office. Information is submitted anonymously with the only reference being the first two letters of your postcode (only G if you are in the Glasgow area). The more data that is recorded the more accurate the information is going to be. It is also important that you contribute your figures so that the average can reflect your situation.

Please fill in and send or fax back the enclosed green survey form ASAP.

## **“Fifth Quarter” offers potential of extra £3 million a year to red meat sector**

Scotland’s red meat businesses are to be given specialised training to help them rekindle trade in the ‘fifth quarter’, a move that could generate an extra £3 million a year for the industry.

Quality Meat Scotland has been given the go ahead by the Scottish Government to invest part of the FMD recovery package for the sector announced last year.

The ‘fifth quarter’ refers to parts of the carcass that are not lean meat such as offals and hides. QMS has calculated that capitalising on opportunities for red offals, popular in countries like China, Russia and Saudi Arabia, could be worth in the region of £20 a head for cattle and £2 a head for sheep.

Looking at the picture for the entire “fifth quarter”, improved returns from hide and skin prices of 5% would add an extra £800,000 annually to red meat industry profitability. A 5% improvement in value or income from the trade of red and white offals would add over £350,000 a year to industry returns.

The cost saved by not having to dispose of these products, around £3 per cattle beast, would result in savings of over £2 million a year for the industry.

QMS Chairman Donald Biggar said: “Trade in the ‘fifth quarter’ used to be a vibrant market for Scotland’s red meat businesses. Not only could they seek a profit from utilising all the parts of the carcass, not just the lean meat, it also saved them expensive costs for disposal.

“Sadly the beef ban saw export markets for offals and the like dry up and inevitably the specialised skills that are required to harvest these products effectively were lost over the ten year period.

“The Scottish Government’s backing for this proposal will allow QMS to put a package of support in place in Scottish abattoirs over the next two years, covering training, research and equipment.

“There’s huge demand for red offals from the Far East and the Middle East and this new project can help Scottish businesses be in a better position to develop what are potentially lucrative new markets. In effect they’ll be turning waste disposal costs into income.”

The Scottish Government has also asked QMS to carry out a strategic review of Scotland’s pig sector. The review will concentrate on six areas including an assessment of the economic, employment and social contribution of the pig sector to the Scottish economy; provision of slaughter facilities for finished pigs and cull sows and the impact of input prices.

# SALE OF BUSINESS AND LET OF PREMISES AT 61 HIGH STREET, FORTROSE IV10 8SU



An opportunity to purchase a well established and highly respected Butcher's business situated in the popular Royal Burgh of Fortrose. Available on the open market due only to the retirement of the current owners, this profitable business is available to purchase, including all the fixtures and fittings, and the existing premises are available for lease to the purchaser.

## OFFERS IN THE REGION OF £30,000

### PLUS PREMISES FOR LET IN THE REGION OF £5,500 PER ANNUM

Fortrose is an attractive Royal Burgh within easy commuting distance of Inverness. Primary school children are transported to the nearby school at Avoch, while secondary school pupils attend the well renowned Fortrose Academy. Fortrose attracts custom and passing trade from Black Isle and beyond from those attending the medical centre and using the dispensing Chemist, banking facilities and its local school, as well as those attracted by the leisure activities such as the golf course, riding school and sailing club. The City of Inverness benefits from convenient air, rail and road links while the attractive city centre offers a selection of well known retailers and a wide range of recreational pursuits is available. There is a choice of schools throughout the City and Inverness College provides a platform to further education.

#### PREMISES:

FRONT SHOP approximately 5.05m x 3.84m (16'7" x 12'7") A generous front shop with entrance to the High Street and two large display windows. Large chilled cabinet and all counters and displays are included.

#### PREPARATION ROOM

Approx. 6.7m x 3.47m (22' x 11'4") at widest points. A large room to the rear of the shop including toilet facilities and all the associated preparation areas and equipment. Window and door to rear.

#### RATEABLE VALUE:

Currently £2,000 nett.

ENTRY: By arrangement.

#### ACCOUNTS

The business is trading profitably. Figures will be made available, only when requested in writing by professional advisers.

#### PRICE

Offers for the business including goodwill and all fixtures and fittings to continue trading are invited in the region of £30,000. The premises will be let to the purchasers with a rental to be agreed in the region of £5,500 per annum. It is anticipated that the lease will extend to 10 years with a 5 year break though offers with varying terms may be considered.

#### VIEWING

Strictly by appointment with Burns Property Consultants 01349 867967.

# Commission proposal to overhaul EU food labelling rules

At the end of January the European Commission adopted a proposal to make food labels clearer and more relevant to the needs of EU consumers. The aim of the draft Regulation is to modernise and improve EU food labelling rules, so that consumers have, in a legible and understandable manner, the essential information they need to make informed purchasing choices.

Under this proposal, pre-packaged food will have to display key nutritional information on the front of the package. General requirements on how nutrition information should be displayed on food labels are also set out, although there is room for Member States to promote additional national schemes provided they do not undermine the EU rules.

For public health reasons, the draft Regulation extends the current requirements for allergen labelling to cover non pre-packed food, including food sold in restaurants and other catering establishments. Industry should also benefit from the proposed new rules, as they set up a clearer, more harmonised legislative framework for food labelling and create a level playing field for all operators.

The draft Regulation was drawn up following extensive consultations with consumer organisations, industry and other stakeholders. Commissioner for Health, Markos Kyprianou, said:

"Food labels can have a huge influence on consumers' purchasing decisions. Confusing, overloaded or misleading labels can be more of a hindrance than a help to the consumer. This proposal aims to ensure that food labels carry the essential information in a clear and legible way, so that EU citizens are empowered to make balanced dietary choices."

## **Modern rules for a modern market**

Consumers today are bombarded with information on the food they buy. Moreover, the way in which this information is presented is becoming ever more varied and complex, while the quality of food labels varies greatly from product to product and from one Member State to another. Research shows that many consumers feel confused or overwhelmed by modern food labels, and have difficulty in identifying the key information.

The Commission's proposal aims to provide consumers with easy access to the most important information on food labels and to ensure some uniformity in its presentation across the 27 Member States. At the same time, the proposed new measures are flexible to market changes and seek to encourage innovation in the food industry.

## **Facilitating healthier choices**

One of the Commission's public health priorities is to promote healthier diets amongst EU citizens. Part of this campaign entails providing consumers with the tools to make informed nutritional choices. Clear, accurate and relevant information on food labels can be a valuable means for consumers to check exactly what they are buying and eating.

This proposal requires that the energy, fat, saturated fat, carbohydrates with specific reference to sugars and salt content per 100 ml/g or per portion of the product are displayed clearly on the front of the packet. In addition, the proportion of these elements to the reference intakes (e.g. Recommended Daily Allowance) must be indicated.

## **Clear, understandable information**

By far the most common complaint that consumers have with regard to food labels is that they cannot find or read the information that they are looking for. Often essential information is very small, hidden or overshadowed by marketing slogans. Therefore, the draft Regulation sets down general principles for food labelling which will have to be respected by industry. These include requirements that the label is legible (print size of at least 3mm), clear and accurate and that the presentation of voluntary information does not detract from the mandatory information.



### More protection against allergens

Given the severe health risks that allergens can pose, the draft Regulation proposes that all food containing allergenic substances (such as peanuts, milk, mustard or fish) must be labelled or the presence of the allergen must be clearly indicated in another way. This is one step further than the current allergen labelling requirement, which only covers pre-packed food at the Community level. Under the new rules, **unpackaged food** and food served by restaurants or catering establishments will also have to indicate the presence of allergens, to better protect those who are susceptible to reactions to such products. For more information please visit: [http://ec.europa.eu/food/food/labellingnutrition/foodlabelling/index\\_en.htm](http://ec.europa.eu/food/food/labellingnutrition/foodlabelling/index_en.htm)

Once the details of the proposal have been published, the Food Standards Agency will be launching a **UK-wide public consultation**, taking views from stakeholders, including the food industry, consumer and enforcement groups, and the general public. This consultation will help the Government develop its negotiating position in the coming months.

Nutrition labelling is one element of the EC's proposal, and the most recent draft allows for national schemes, such as the FSA's traffic light approach, to continue. An independent evaluation of the three labelling schemes in use in the UK is now under way. The results of this study will tell the Agency what is working best for consumers and will inform future negotiations on this EC proposal.

Commenting, Stephen Pugh, head of the Food Labelling Branch at the Agency, said:

"We welcome the potential benefits such a proposal represents for consumers. We know from our own research that clear labelling, including easy to use nutritional information is essential in helping people to make informed decisions about what they choose to buy and eat.

"We look forward to seeing the text and working with the European Commission and other Member States in delivering better food information and labelling for the benefit of consumers."

## SFMTA Promotional Activity

The Burns Night posters appear to have been well received and well used. Next we would like point of sale material to promote Scottish Craft Butchers.

With a fair amount of sentiment around to support locally produced food, reduce carbon footprints, know the source of raw materials, return to real values, we would like something that enforces the craft butchers position in that marketplace. We would like to promote the following:-

- Authenticity and Real connections
- Scottish Butchers Supporting Scottish Farms
- Meat from Butchers because it's Better
- Properly Matured Meat cut by skilled Craftsmen

SFMTA have asked Hampton Associates in Aberdeen to work something up for us. If any members have views on what SFMTA should be producing for members please contact the Office on 01738 637472.



**PRODUCT COMPETITIONS:** McAusland Crawford have kindly sponsored a Sliced Sausage Competition to be held in April and KRH will sponsor a Potted Meat evaluation to be held at the same time (entry forms are enclosed with this Newsletter). These would be judged at Perth College with entries to be delivered on Thursday 10<sup>th</sup> April.

A Sliced Sausage Competition was last held in 1999 at the Meat Trade Fair in Perth. Reigning champions might want to ensure that they enter. Results last time were:-  
Scottish Champion & East of Scotland Winner – Piries of Newtyle  
West of Scotland Champion – Mearns T McCaskie, Wemyss Bay  
Central Scotland Champion – T Johnston, Falkirk  
Edinburgh & Borders Champion – Denholm Meat Supplies  
South West Scotland Champion – S Houston, Dumfries  
North of Scotland Champion – Forbes Raeburn, Huntly

The award winners would be presented with their certificates at the Regional Meetings during the second half of May. Overall winners would be mystery shopped, evaluated at a final and presented at the same Regional Meetings. Also at the May Regional meetings it is the intention to judge Beef Sausages and Black Pudding. Winners would be announced on the night and again mystery shoppers purchase Regional winners for a grand final. The overall winners to be announced at the Scottish Meat Challenge in September, possibly the 17<sup>th</sup> and hopefully in Stirling. This has still to be arranged.

**MEAT TO GO:** The Scotch Butchers Club have again agreed to sponsor these awards in the three categories as two years ago:- Ready to Eat, Ready to Heat and Ready to Cook. Judging will take place in August at Perth College.



## Fears grow as food infections rise

The Food Standards Agency has warned of a possible increased risk to the public from food-borne illnesses after a rise in cases of infection by listeria, E. coli 0157 and salmonella.

The latest figures, outlined in a report by the FSA's food safety policy group published last month, found that illnesses caused by E. coli 0157 and salmonella rose by nearly 11 per cent in 2006 compared with the year before.

However, it is the continued rise in listeriosis that has caused the most concern, particularly for those in older age groups where the disease has a higher fatality rate. Incidence of the disease has sharply increased over the last eight years, and provisional figures for 2007 – 230 cases – show the trend has not abated.

An FSA spokesperson said: 'The reason for the doubling in reported cases of human listeriosis since 2000 is currently unclear, but may be linked to the susceptibility of certain groups.'

Dr Jim McLauchlin, head of the Health Protection Agency's (HPA) food safety microbiology unit, said the rise was unlikely to be down to a single outbreak. 'The increase has been almost exclusive to patients over 60 years of age where the disease is now over three times more common than in the 1990s,' he added.

It has been speculated that changes to the ambient temperature, eating habits and the legislative regime could be to blame. The rise in listeriosis has not been confined to the UK, however. Dr McLauchlin said: 'Recent reports have indicated that a very similar situation is occurring in other European countries seen among the older sections of the population.'

He added: 'The HPA is working with both the European Food Safety Authority as well as the European Centres for Disease Control to co-ordinate efforts.'

There are no plans by the FSA or HPA to change advice issued to vulnerable groups over listeria, which is most commonly found in soft cheese, **cold meat and pâté**. The FSA is commissioning research to determine the cause of the rise.

Despite the number of cases of E. coli 0157 hitting a six-year high, the FSA said it was too early to tell whether this indicated a real upward trend. The agency also estimated that the overall cost to the economy from food-borne disease in 2006 was nearly £1.5bn.

## Scottish Meat Training in England and Northern Ireland

NVQs and Modern Apprenticeships in Meat and Poultry Processing are now available in Northern England through Scottish Meat Training in conjunction with the Learning Skills Council North East.

NVQs and Modern Apprenticeships in Meat and Poultry Processing are now available in Northern Ireland through Scottish Meat Training in conjunction with the Food and Drink Training Council.

Why are Scottish Meat Training interested in training outside Scotland? Because funding is currently restricted in Scotland to trainees under the age of 19 and until such time as this changes, the sustainability of the training organisation to provide future training in Scotland will be ensured by securing income from other sources.

Members are assured that the delivery of SVQs to existing trainees in Scotland will not suffer as a result of this expansion of the training business.

# Supermarket Swoop

In all, the UK's big four retailers should feel pretty content over the outcome of the investigation into the country's grocery sector.

In February, the Competition Commission outlined its plans to inject more competition in the sector. Among its recommendations, the watchdog has put forward plans to replace and strengthen the code that marks out the relationship between retailers and suppliers. More pertinently for suppliers long used to enduring what is often a fractious relationship with their customers, the commission also wants to set up an independent ombudsman to ensure that code is enforced.

Elsewhere, the commission recommended using a "competition test" to determine the opening of new stores and also put forward measures designed to stop retailers from building banks of land assets.

While there was by no means universal applause for the commission's recommendations - Tesco said, for instance, that an ombudsman would create "unnecessary" bureaucracy - the "big four" will feel satisfied that the report was not more draconian. The likes of Asda and Sainsbury's will be happy at the inclusion of a competition test and plans to free up more land for new stores - moves designed to induce more competition in the sector.

What's more, some of the commission's restrictions are lenient. Under the new "competition test", for example, plans to build a new store will only be blocked if the outlet gives the retailer at least 60% of store space in a given area - a pretty high threshold that will please the bigger grocers.

As the UK's largest grocer, Tesco has most to lose from the commission's recommendations but it could have been worse. Retailers have not been compelled to sell off stores or land and the commission's recommendations fell short of calls to better protect the UK's local high streets.

## MEPs urge crackdown on retailers

European politicians have urged the European Commission to crack down on the "abuse of power" by retailers across the 27 member states. Some 439 MEPs have signed a declaration to ask the Commission to investigate the impact the growth of large food retailers has had on smaller businesses and suppliers.



"Retailing is increasingly dominated by a small number of supermarket chains and these retailers are fast-becoming 'gatekeepers', controlling farmers' and other suppliers' only real access to EU consumers," the European Parliament said.

"Such squeezes on suppliers have negative knock-on effects on both quality of employment and environmental protection and consumers potentially face a loss in diversity of products, the cultural heritage and retail outlets."

The signing of the declaration comes just days after the UK's Competition Commission published the findings of its report into the UK grocery sector.

The commission has recommended using a "competition test" to determine the opening of new stores and has also put forward measures designed to stop retailers from building banks of land assets.

The commission said it also wants to replace the existing code of practice between retailers and suppliers. The establishment of an independent ombudsman to enforce the code has been mooted.

## Regional Meetings - Dates for your diaries

Monday 3 <sup>rd</sup> March	Caledonian Hotel, Oban
Monday 17 <sup>th</sup> March	Glen Mhor Hotel, Inverness
Tuesday 18 <sup>th</sup> March	Redgarth Hotel, Oldmeldrum
These will be around the table discussion meetings for Members only. Invitations will be sent out nearer the time and members will be requested to inform SFMTA that they will be attending.	

At the Regional Meetings held earlier this year it was suggested a list of the businesses attending would be of interest. Douglas Scott, SFMTA and Colin Hewitson of KRH has been ever present, SFMTA President Jamie Chapman has made all but Glasgow and the businesses attending, often with more than one representative, were as follows:-

**St Boswells 28/01/08:-** Douglas, St Boswells; Learmonth, Jedburgh; Scottish Borders Abattoir; Shaw, Lauder; Lees, Morebattle, Yetholm and Kelso; Prentice, Duns; Halliwells, Selkirk; John Swan (guests).

**Kilmarnock 29/01/08:** Faulds, Kilmarnock; Bickett, Kilwinning; Wilson, Ayr, Auchengree Farm Shop, Paterson, Dalmellington, Duncan, Troon; Allan, Stewarton; Baillie, Saltcoats.

**South Queensferry 05/02/08:** Crombies of Edinburgh, Lawsons, Uphall; Saunderson, Edinburgh; Simpson, Leven; Moreland, Buckhaven, Condie, Kelty; Bauld, Cowdenbeath. Zac Miller, Rationale.

**Glasgow 18/02/08:** Allan, Hyndland; Dunbar, Neilston; Scott, Glasgow, Christie, Hardgate; Watson, Giffnock, McDougall, Fort Augustus; McKenzie, Johnstone; Neilson, Balornock; Williams, Kilbarchan; Alexander, Port Glasgow; McDowell, Paisley; Thornhill Stores, Hamilton, Biggar.

**Dundee 25/02/08:** Scott Bros, Dundee; Thomsons, Dundee; Dorward, Altyh; Bertram, Kirriemuir; Bell, Carnoustie; Pirie, Newtyle; Lindsay, Perth; Comrie, Comrie; Jack, Stranraer.

At the St Boswells meeting numerous contact details were exchanged for suppliers of goods and services. Kelly Douglas would like to advise other butchers in the Lothian and Borders area of refrigeration engineer, Sam at Springbok Care – Tel: 01883 5082 3338 or mobile 07908516575 works 24 hours a day and doesn't charge any extra for weekends or through the night calls and also gives free estimates on how much the repair will be.

## 2008 Trade Fair Dates

**Foodex Meatex,  
6<sup>th</sup> to 9<sup>th</sup> April 2008  
NEC Birmingham**



**Irish Trade Show  
City West, Dublin  
Sunday 20<sup>th</sup> April 2008**

**German Trade Show  
Stuttgart: 5<sup>th</sup> – 7<sup>th</sup> October 2008**





**PRICE HELD UNTIL MAY 2008**

## **Health and Safety Visit Offer**

Nobody enjoys putting in the work that makes your business Health and Safety compliant. The Federation would like to offer you help solve this difficult subject.

To safeguard your business and importantly your staff you need to ensure that at least the basic health and safety standards and documentation are in place, not forgetting that it is a legal requirement to provide your employees with a safe place of work.

To assist you in achieving these basic requirements we are offering a visit to your premises by our Health and Safety Adviser, John Gunster which on completion will include:

- 1. An Inspection report outlining recommendations to comply with health and safety law;**
- 2. Health and Safety Policy document tailored to your business;**
- 3. Risk Assessments including:**
  - ***General activities and***
  - ***Fire***

**The above package is available for: £450**

[Approximately half what you might be quoted commercially for this kind of service]

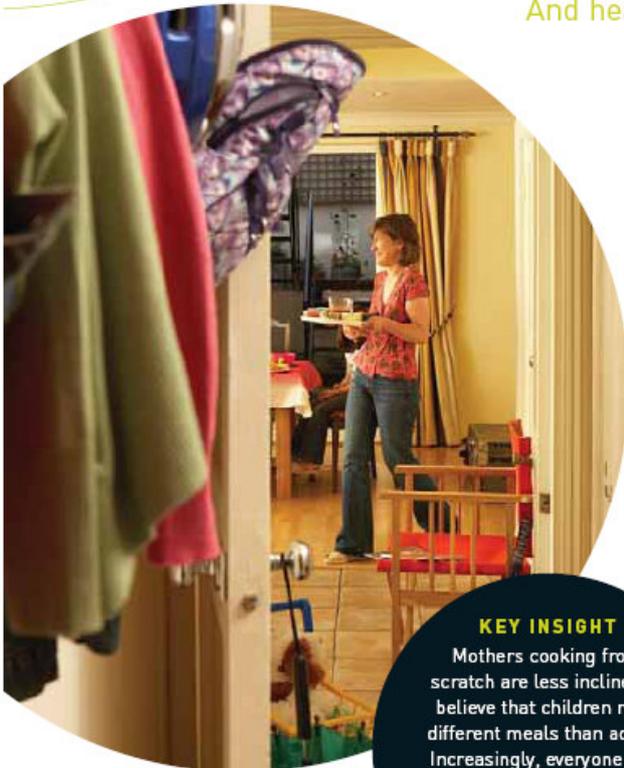
**To take up this offer, telephone 01383 728576**

# Pester power flounders as parents take control



## Mums show they care - and are in control

Whether it's the Jamie factor convincing Mums to prepare 'better' meals or whether his campaign for 'proper' school meals has happily coincided with a return to these values, the effect is the same - Mums are taking back control of what their children eat. And health is at the top of the agenda.



### KEY INSIGHT

Mothers cooking from scratch are less inclined to believe that children need different meals than adults. Increasingly, everyone eats together, preferably at the same time and mothers encourage their children to try different flavours.

More mums are saying that they are buying a healthy range of foods; more are agreeing that their children should eat what they are given and less and less are they inclined to buy only what their children want; and they're increasingly telling us that they are serving well-balanced meals (chart 7).

We can see from the list of fastest growing products served at children-only meals (chart 8) that health is becoming more important to children: fruit and vegetables are on the rise and even snacks with dried fruit are following the trend.

Further evidence, indeed, that conscientious Mums are regaining control.

This is having a knock-on effect on school meals where there has been a recent acceleration in the declining trends of children having both meals and snacks where these are provided by the school and a resurgence in children's lunchboxes brought from home (see page 9).

This and the following information is printed in 'Green Shoots' a wide-ranging report, copies of which are available from Suzi Carlaw at Quality Meat Scotland Tel: 0131 472 4040 and are online on the SFMTA Members Only website. If you have not yet received a user name and password, please speak to Bruce.



# Health at the heart of the matter

Shoppers are flocking to fresh food shops and back to their kitchens as the growth in health outstrips convenience for people's meal choices.

New figures from independent research company TNS shows that between 2004 and 2007 there was a 15 per cent rise in health being the main reason for choosing a meal, convenience only saw one percent growth.

The latest figures were printed in 'Green Shoots' a wide-ranging report from Quality Meat Scotland into changing consumer attitudes to their food. The report highlights the shifts in behaviour that are driving people back to the kitchen.

There has been an across the board rise in key indicators of people looking to make their mealtimes healthier, with more than 75 per cent of people surveyed saying they like to eat healthily, more than half changing to healthier foods and more than a third saying they are on cholesterol lowering diets.

Laurent Vernet, Head of Marketing for Quality Meat Scotland, said, 'A fundamental realignment of how the main shopper evaluates food is happening. They are moving away from seeing high fat as unhealthy and low fat as healthy to, in their own words, "proper food versus rubbish food". This is good news for the fresh meat sector with red meat considered as a nutritionally rich option for mealtimes.

Another interesting development is the number of people getting back into the kitchen again and enjoying cooking meals from fresh, particularly in the 17-24 age group.'

Research shows that average preparation times for meals has increased in recent years to nearly 20 minutes, reversing a longer term trend. It is backed up by sales figures revealing big gains for beef, lamb and pork, and also in cooking ingredients such as vegetables, dried pasta, rice, herbs and spices.

Laurent said, 'The shoppers that have resolved to cook from scratch are more often finding added benefits: it can be cheaper, doesn't necessarily take longer, the meals are more filling and make their children more contented.

'The drive to convenience meals from a "cash rich, time poor" generation saw the average time spent preparing meals diminish. But that is now changing and I think people are beginning to see what was sacrificed for convenience.

'It's gratifying to see that particularly young people are going back to the kitchen armed with healthy, tasty, simple and quick recipes.'

This research ties in with a major health initiative currently being run by QMS. The 'Feel Good About Meat' campaign outlines the health benefits of eating red meat as part of a balanced diet and highlights its iron, zinc and B vitamin content.

More information about the campaign can be found at [www.feelgoodaboutmeat.co.uk](http://www.feelgoodaboutmeat.co.uk)

# Scottish Manufacturing Advisory Service, SMAS

This may be of interest to SFMTA members who have a dedicated Manufacturing facility.

## **SMAS Services**

SMAS has a team of Manufacturing Practitioners who cover all areas of manufacturing industries and regions within Scotland.

Our practitioners offer a **FREE manufacturing review service**, with a fully comprehensive report to identify areas where an impact can be made to improve your business.

The Manufacturing Review covers key business elements e.g. Strategy, Alignment of Strategy, Metrics, Customer Value, Planning processes, Engineering & Maintenance, Production Performance Management, Workplace Organisation, Quality, Continuous Improvement and People. Typically, the Manufacturing Review involves a day on site.

We can also help implement the recommendations of the report, with:

**Dedicated training** – Your SMAS practitioner can help teams or individuals develop the necessary confidence, skills and knowledge to deliver future change and growth.

**Manufacturing improvement project** - The practitioner will work with your company to define a project that will implement improvements identified by the manufacturing review.

**Combo** - We can combine training with improvement project support, to ensure that the knowledge and skills gained through training is effectively implemented or used to deliver sustainable improvement.

**Project handover and next steps** - Practitioners can help evaluate key success measures to ensure that the project delivery has made a positive impact to operational performance. The practitioner will identify a future action plan that continues to drive operational improvement.

## **Information & Case Studies**

For further information please see below a link to our Website:-

[http://www.scottish-enterprise.com/sedotcom\\_home/manufacturing.htm?siblingtoggle=1](http://www.scottish-enterprise.com/sedotcom_home/manufacturing.htm?siblingtoggle=1)

Please also see a link to some case studies featured on our website:-

[http://www.scottish-enterprise.com/sedotcom\\_home/manufacturing/smas-se-resources/smas-se-case-studies.htm?siblingtoggle=1](http://www.scottish-enterprise.com/sedotcom_home/manufacturing/smas-se-resources/smas-se-case-studies.htm?siblingtoggle=1)

## **Structure & Practitioners**

15 Practitioners cover all of Scotland from a variety of industrial backgrounds including food & drink.

Please feel free to contact me for further information on the numbers given below.

### **Ian Collinson**

Scottish Enterprise, 150 Broomielaw, Atlantic Quay, Glasgow, G2 8LU

0141 228 2508 (direct)

07795 811 935 (mobile)

[ian.collinson@scotent.co.uk](mailto:ian.collinson@scotent.co.uk)

[www.ScottishMAS.com](http://www.ScottishMAS.com)

## Pork on the rise

QMS have reported expenditure on fresh meat sold in Scottish retailers stands at around £258.5 million a year, and year on year sales of fresh meat sold in Scottish butchers is up by more than 3% exceeding £42.7 million per annum.



Amongst this increase, sales of fresh pork in Scotland jumped by about 11% year on year. Much of this was driven by Butchers, which sold over 20% more fresh pork, worth approximately £6.5 million.

This latest sales data has been supplied by independent market research company TNS, and covers up to the end of 2007. Comparing year on year data enables us to make overall comparisons that take into account any seasonal shifts in demand.

The popularity of Specially Selected Pork is growing year on year. The number of Scottish consumers thinking it is the best available grew from 53% in 2006 to 57% in 2007. Those prepared to pay more for it has

gone up from 53% in 2006 to 58% in 2007 and those who think it is produced to the highest standard has gone up from 59% in 2006 to 62% in 2007 (Source: Millward Brown).

This increase will be boosted by a major campaign for Specially Selected Pork in March. Results of the last campaign saw the number of Scots eating fresh pork increasing 19% compared with the same period the year before.

The campaign will feature radio adverts on major Scottish commercial stations, and Taxi advertising will compliment this by bringing a visual element to the campaign in urban areas.

## Livestock Report to Executive

Convenor Alan Kennedy reported on Wednesday 13<sup>th</sup> February

Given the uncertainty of the current markets I have gone back a year to give a realistic picture of the trend that stock prices have followed. Last week at Forfar steers averaged £1.437 per kg and heifers were £1.378 per kg. The previous year these figures were £1.324 and £1.328 respectively, representing rises of 7.8% and 3.6% over the year.

This trend seems set to continue as wholesale prices for beef are showing an approximate 3% rise on the week, which in fairness is the first large jump we have seen this year. This however tells part of the story-taking a selective look at this week's prices; fillets for example have taken a rise of up to £2 a kg a 10% rise. This is unusual for the season, and does not bode well for later in the year.

The lamb trade has recovered dramatically, and Scottish Premier is quoting £3.09 per kg this week. Last year's price was £2.68 - a 13% increase on the year. Most of this increase has been predictably applied to the fores and gigots, as you would expect at this time of year. Live market prices taken from last Wednesday show a 15% rise on the year.

The pork market remains stable with prices comparable to a year ago, with pigs still costing £1.60 per kg deadweight. Hides and Skins show little change at £19 for hides.

As usual there are savings to be made by offsetting wholesalers lists e.g. Sides ex Scottish Premier £2.87 per kg, Mathers £3.09 per kg. This 22p difference represents a £33 saving on a 150kg side. One boneless example would be topsides: ex Scottish Premier £4.85 per kg, Mathers £5.51 per kg - 66ppk more. Price can easily be compared by asking your suppliers to fax you their price lists every Monday morning.

# Livestock Prices

Data collection co-ordinated by MLC Economic Services  
on behalf of QMS, price updates available at [www.qmscotland.co.uk](http://www.qmscotland.co.uk)

<b>BEEF PRICES</b>		<b>W/E 16/02/08</b>	<b>Previous week</b>	<b>Previous year</b>
<b>Scottish Abattoirs</b>				
Steers dwt		241.5 p/kg	235.3 p/kg	215.1 p/kg
Heifers dwt		241.0 p/kg	235.5 p/kg	216.7 p/kg
Young Bulls dwt		215.6 p/kg	210.3 p/kg	195.8 p/kg
<b>Numbers</b>	Steers			
		3974	3900	3673
	Heifers	2844	2775	2907
	Young Bulls	309	355	398
<b>BEEF PRICES</b>		<b>W/E 13/02/08</b>	<b>Previous week</b>	<b>Previous year</b>
<b>Scottish Auctions</b>				
Steers lwt		137.55 p/kg	133.31 p/kg	124.13 p/kg
Heifers lwt		138.43 p/kg	135.46 p/kg	125.89 p/kg
Young bulls lwt		117.24 p/kg	119.86 p/kg	105.04 p/kg
<b>Numbers</b>				
Steers		434	482	480
Heifers		594	527	629
Young bulls		49	53	14

<b>Deadweight cattle week ending 16<sup>th</sup> February 2008</b>								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	245.0	245.4	245.5	245.0	247.7	246.4	229.9	231.2
R	243.3	243.7	242.0	241.2	242.6	242.0	223.1	224.0
O+	237.5	240.1	236.0	232.9	240.7	238.9	217.5	218.2
-O	217.3	220.2	-	210.6	218.8	203.1	207.3	203.6

## New Members:-

Welcome to the **Scottish Federation of Meat Traders to:-**

**Ann Corrie**, H Hunt & Son, 427 Carntynehall Road, Glasgow G32 6LQ Tel: 0141 763 2135

**Kevin Walker**, K Walker Family Butcher, Argyll Buildings, Shore Road, Kilcreggan, Argyll G84 0JH  
Business previously traded as Kelly of Kilcreggan

**Joe McKelvey** who has taken over the Andrew Gillespie business at Annieland, Glasgow

## New Corporate Members:-

Welcome to:-

**ACE REFRIGERATION LTD.** 96 Milnbank Street, Glasgow G31 3AL

Contact: Fiona McKenzie Tel: 0141 556 7691

**TRUNET PACKAGING (SCOTLAND) LTD**, 36 Gullane Drive, Coatbridge, ML5 5GF

Contact: George Murphy Tel: 01236 443401 8am - 8pm, 0784 107 1634

<b>SHEEP PRICES</b>	<b>W/E 13/02/08</b>	Previous week	Previous year
Scottish Auctions			
Old Season SQQ lwt	121.67 p/kg	125.35 p/kg	115.06 p/kg
Ewes lwt	£32.10/head	£25.37/head	£28.47/head
Sheep numbers			
Scottish Auctions			
Old Season SQQ	29329	26924	18281
Ewes	4181	4256	2828

<b>SHEEP PRICES</b>	<b>W/E 16/02/08</b>	Previous week	Previous year
GB Abattoirs			
Old season SQQ dwt	270.8 p/kg	268.0 p/kg	243.1 p/kg

Deadweight sheep week ending <b>16<sup>th</sup> February</b> p/kg				
		2	3L	3H
	U	278.9	279.5	272.2
	R	274.0	273.6	270.5
	O	266.0	269.1	268.1

<b>PIG PRICES</b>	<b>W/E 16/02/08</b>	Previous week	Previous year
GB Abattoirs			
All pigs DAPP	111.86 p/kg	111.37 p/kg	104.49 p/kg

GB deadweight pigs ending <b>16<sup>th</sup> February</b> – p/kg					
	Method 1 and 2 p/kg dwt	Change		Method 1 and 2 p/kg dwt	Change
Up to 59.9 kg	101.20	+0.88	80.0 – 89.9 kg	112.36	+0.94
60.0 – 69.9 kg	112.70	+0.80	90 kg and over	102.94	+0.68
70-0 – 79.9 kg	113.13	+0.48			

## For Sale -

**Bakbar Commercial Turbo Fan Assisted Oven** with Stand and Trays 6.66kw 240v.  
Good Condition. No reasonable offer refused. Contact John Morrison Tel: 01250 872477

## For Sale -

**Two serve over counters** in very good condition.

1 Trimco 1.8 metre serve over counter 4-5 years old excellent condition,  
£500 (buyer collects)

1 Volero 2.5 metre serve over counter 1 year old, £500 (buyer collects)

1 pine display dresser, (antique bottom chest with solid shelf additions, looks  
really good with wines/deli goods etc) very large 2.75 metres wide, £500

Telephone Louise Stewart: 01573450272 (Kelso, Scottish Borders)

# Retail Prices for w/e 23/02/08

		SFMTA AVERAGE JANUARY	SFMTA AVERAGE FEBRUARY	QMS AVERAGE JANUARY	QMS AVERAGE FEBRUARY
<b>SCOTCH BEEF</b>					
Fillet Steak		2689	2827	2699	2701
Sirloin Steak		1899	1948	1817	1807
Popeseye Steak		1321	1322	1172	1152
Topside		986	1018	861	862
Round / Rump Steak		1038	1057		
Diced Stewing Steak		826	840	718	754
Rolled Brisket		785	819		
Steak Mince		706	709	623	637
Bolliing Beef Bone In		517	506		
<b>DOMESTIC LAMB</b>					
Whole Leg of Lamb		928	918	770	793
Centre Cut Leg Bone In		1109	1111		
Gigot Lamb Chops		1196	1207		
Lamb Leg Steaks		1278	1327	1331	1349
Chump Lamb Chops		1285	1255		
Double Loin Lamb Chops		1221	1224	1243	1226
Single Loin Lamb Chops		1082	1116	1202	1225
Rolled Shoulder Lamb		855	816	827	849
Lamb Shanks		515	595		
Diced Lamb		970	982	897	927
Minced Lamb		877	865	870	901
<b>PORK</b>					
Pork Tenderloin (Fillet)		1144	1114	908	893
Pork Leg Steaks		854	835		
Double Loin Pork Chops		739	706		
Single Loin Pork Chops		716	678	618	624
Rolled Shoulder of Pork		534	517	496	544
Belly Pork		465	468		
Pork Loin Steaks		828	843	763	783
Diced Pork		583	622	644	637
<b>PRODUCTS</b>					
Beef Link Sausages		550	550		
Pork Link Sausages		551	554	494	492
Speciality Pork Sausages		593	613		
Sliced Beef Sausage		484	481		
Sliced Black Pudding		449	445		
Ball Haggis		570	553		

# 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: -

<p><b>AES</b> Supplier of Dishwashers Crossbush, Riccarton, Kilmarnock KA1 5LN Tel: 01563 551122, Mobile: 07788 926925</p>	<p><b><u><a href="#">AVERY WEIGH TRONIX LTD</a></u></b> Foundry Lane, Smethwick, West Midlands B66 2LP Contact: Gerry Doran Tel: 0774 077 2154</p>
<p><b><u><a href="#">ACE REFRIGERATION LTD.</a></u></b> 96 Milnbank Street Glasgow G31 3AL Contact: Fiona McKenzie Tel: 0141 556 7691 E-mail: <a href="mailto:fimckenzie@acerefrigeration.co.uk">fimckenzie@acerefrigeration.co.uk</a></p>	<p><b><u><a href="#">BELL BAKERS</a></u></b> Hawthorn Bakery, Shotts, Lanarkshire ML7 5BD Tel: 01501 820222</p>
<p><b><u><a href="#">BIZERBA (UK) LTD</a></u></b> Eastman Way, Hemel Hempstead, HP2 7DU Tel: 01442 240751</p>	<p><b><u><a href="#">CHESTER OF ST ANDREWS</a></u></b> Unit 6 Buko Business Centre Southfield, Fife KY6 2SE Tel: 0845 618 30601 Mobile: 0787 551 4334</p>
<p><b>DALZIEL</b> Bellshill North Industrial Estate, Bellshill <a href="#">ML4 3JA</a> Tel: 01698 749595 Fax: 01698 740503</p>	<p><b><u><a href="#">EAST OF SCOTLAND CONTRACTS</a></u></b> Ferryhills Road, Inverkeithing, Fife KY11 1HD. Tel: 01383 418610</p>
<p><b>WILLIAM FORREST &amp; SON (Paisley) LTD</b> Omoa Works, Motherwell ML1 5LY Tel: 01698 860149</p>	<p><b><u><a href="#">KRH LTD</a></u></b> 1 Macgowan House, Nobel Business Park, Stevenson, Ayrshire KA20 3LJ Tel: 01294 472755</p>
<p><b><u><a href="#">LUCAS INGREDIENTS</a></u></b> Portbury Way, Bristol BS20 7XN Tel: 0800 138 5837</p>	<p><b><u><a href="#">McAUSLAND CRAWFORD</a></u></b> 79-81 Abercorn Street , Paisley PA3 4AS Tel: 0141 849 7033</p>
<p><b><u><a href="#">MACNAUGHTON &amp; WATSON</a></u></b> Suppliers and Engineers to the Food Industry 423 Gallowgate, Glasgow Tel: 0141 554 2757 Fax: 0141 551 9809</p>	<p><b><u><a href="#">PARAGON PRODUCTS</a></u></b> Hygiene Specialists Newhailes Ind Estate, Newhailes Road, Musselburgh EH21 6SY Tel: 0131 653 2222 Fax: 0131 653 2272</p>
<p><b><u><a href="#">SCOTWEIGH</a></u></b> Suppliers of the TEC SL-9000 and Portable scales. Unit 2/4 Granary Square, Bankside, Falkirk FK2 7XJ Tel: 01324 611311</p>	<p><b><u><a href="#">STOCKLINE PLASTICS</a></u></b> Grovepark Mills, Hopehill Road, Glasgow, G20 7NF Tel: 0800 262015</p>
<p><b><u><a href="#">WILLIAM SWORD LTD</a></u></b> Blairlinn Ind Est, Cumbernauld, G67 2TX Tel: 01236 725094</p>	<p><b>TRUNET PACKAGING (SCOTLAND) LTD</b> 36 Gullane Drive , Coatbridge, ML5 5GF Contact: George Murphy Tel:01236 443401 8am - 8pm, 0784 107 1634</p>
<p><b>TURNER VEHICLE BODIES</b> Carseview Rd, Suttieside Ind Estate Forfar, DD8 3BT Tel: 01307 462142</p>	<p><b><u><a href="#">JAMES WHANNEL (WHOLESALE) LTD.</a></u></b> c/o Wishaw Abattoir, Caledonian Road, Wishaw ML2 0HU Contact: Robert Kirkhope, Tel: 01698 355022</p>

**WANTED**

***BERKEL FLAT BED***

**BACON SLICERS  
HAND DRIVEN**

**NOT GRAVITY FEED**

**CASH PAID**

**Tel Mr Hancock**

**01782 616 799**

**07766711392**

**ANYTIME**