

# FEDERATION NEWS

THE NEWSLETTER FOR SCOTLAND'S CRAFT BUTCHERS



## NBA words are mince

The National Beef Association has warned that a revolutionary retail approach to previously low value forequarter cuts is needed. Unfortunately their advice is just mince.

No one in control of their senses however would suggest using the finest claret to cook with when there is apply cheap Rioja and Merlot around. So to suggest that butchers should mince sirloin and fillet you are off your bottle and you could be excused for checking that this is not the April edition of Federation News!

The National Beef Association further, supply driven, lifts in slaughter cattle prices are inevitable at a time when consumer preferences have moved dramatically away from expensive cuts like fillet steak towards less glamorous forequarter staples such as mince and stewing beef.

"Retailers and processors know its important to keep pace with recession led shifts in demand, which have already raised the value of the forequarter from 30 per cent of total carcase spread to around 40 per cent," explained NBA director, Kim Haywood.

"If consumers are chasing mince, which could soon account for 50 per cent of beef that is sold to eat at home, and are also turning their back on high priced traditional cuts like sirloin steaks and roasts, then the industry could make adjustments so that it can preserve its income."

According to the NBA this could mean taking a revolutionary approach to mince by dramatically widening both the price and quality ranges. But if more is going to be sold, and more of it is going to include portions taken from higher quality cuts, it is important that a multi-tiered approach is developed so even more mince can be sold for more money."

"If necessary this could mean "supreme" beef burgers, exclusively using sirloin, or even fillet, being developed and a similar line being taken to mince sold through supermarkets."

"The NBA has no doubt that supply shortages will continue to make slaughter cattle more expensive over the weeks, months, and years to come and if the processing and distribution system is to flourish, and the service to consumers maintained, then processors and retailers will have to make sure their incomes are secure."

**MARCH 2009**

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Prices**



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Making it **work together**

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## A BRIGHT NEW YEAR FOR LAMB AND PORK

More Scots have been picking pork in the New Year, with strong growth shown in both volume and value sales. New figures from independent research firm TNS show that in Scotland in the four weeks to 25th January 2009 there was a value increase of sales of 15% to £5 million, but volume also jumped 6% to 1,039 tonnes.

This outstripped British figures, with 9% growth in value and only 2% in volume. This lift in sales followed our high profile campaign, which during the month of January focused on healthy living and the versatility of Specially Selected Pork.

What's particularly positive for the sector is that the figures also show the number of Scots buying pork has increased by 4% as well as the amount sold.

Bringing the healthy living message home, five lucky Scots won local gym memberships and personal training sessions through the Specially Selected Pork radio campaigns.

Scotch Lamb is tuning-in to younger consumers with the launch of a new radio campaign. Picking up on a growing trend amongst young consumers towards eating lamb, the Scotch Lamb It's Easy campaign is broadcasting on major metropolitan radio stations and will give budding gourmets the chance to cook with Nick Nairn.

The value of sales of identified Scottish origin lamb in Scotland have increased by 17.6% over the past year. Price has played a part in this, with a rise of 8.7% over the past year, but the sector also saw a volume growth of 8.1% in 2008. Some of the increase is down to buyers from single and two children households, and the lamb purchaser in Scotland has moved to a slightly younger demographic with the under 28s market increasing and housewives aged between 35-44 also rising.

June Lomax  
Independent Retailers Manager



**The search is still on for the UK's top young talent in an ambitious new television programme, Young Butcher of the Year 2009, which celebrates the millions of young British workers whose skills aren't the kind to win them a million pound recording contract.**

Young Butcher of the Year is part of a new BBC Three series celebrating young trade talent across the country. It's been dubbed 'Chop Idol' and it will celebrate our country's young unsung heroes.

There are talent shows for dancers, singers and entertainers but what about all those who never see the limelight? If you are a talented young butcher BBC3 want to hear from you. Or if you know someone who fits the bill please get in touch.

They are looking for someone who can be a true ambassador for their trade, who is aged 16-25 years, up for a challenge and wants to show the world their skills!

Want to know more? Email: [youngtalent@bbc.co.uk](mailto:youngtalent@bbc.co.uk) or contact the Casting Team, BBC TVC, room 3136, Wood Lane, London W12 7RJ

To apply for an application form –

Email: [youngtalent@bbc.co.uk](mailto:youngtalent@bbc.co.uk) Call: 03700 101 616\*

Write: Send a SAE to Young Talent Casting Team, Room 3136, BBC TV Centre, London W12 7RJ

**Age limit: Applicants must be 16 years of age and over on the closing date**

**Closing date: 6<sup>th</sup> March 2009**

**\*Calls to this number cost no more than calls to 01 / 02 geographic numbers, although calls from mobiles may vary**

## **British Pie Awards**

**Melton Mowbray 21<sup>st</sup> April 2009, see separate entry form and information enclosed with this Newsletter.**

**IMPORTANT: If you are thinking of entering and would like your product taken to Melton Mowbray please contact SFMTA.**



## Increased MHS Charges

There are real fears for the future of smaller abattoirs if time based charging for the Meat Hygiene Service is introduced. The MHS charging consultation ends on 25<sup>th</sup> March and SFMTA have been invited to meet with the Scottish Food Advisory Committee (SFAC) on Monday 3<sup>rd</sup> March and to attend a special consultation event on Friday 6<sup>th</sup> March.

Ian Anderson, Executive Manager of the Scottish Association of Meat Wholesalers addressed a meeting of SFAC on 4<sup>th</sup> February saying that Food Business Operators were keen to have the best hygiene standards. The industry was also enthusiastic over the MHS transformation project, claiming that this was crucial to the future relationship between industry and the regulator. Considering the pay and conditions in MHS he said that it was important to get rid of poor working practices and referring to the increase in charges felt that it was wrong that industry was being asked to pay increased charges for something that is not value for money. He felt justified in asking that proposals should be deferred until MHS transformation had been completed. Anderson added that SRM controls were needed when implemented but in Scotland during 2008 there had been no cases of BSE and in the whole of the UK just 62.

SFAC observed that the pound to euro exchange rate makes a 22% increase on its own and that the inflation rate the proposals are based on are not outdated. Norman Leask of the Shetland crofters feared that increased costs would not reach the consumer but be passed back to the crofter. He felt that along with the greater burden of regulations like sheep ID this could be the straw to break the camel's back.

SFAC Chairman, Graeme Millar, was wary of a greater impact in Scotland because of its more rural and small processor base. He warned that this was not "get at MHS" and needed to work together.

A spokesman for the MHS in Scotland said that we need to separate out those issues that MHS can and cannot influence. They need evidence, not anecdotal, of poor working practice. MHS is willing to meet stakeholders about this.

SFAC will set up groups of stakeholders so that they can receive more views on the impact and establish a line they can take with the FSA Board. He also felt that Scottish ministers would not be happy to sanction increase while there was inefficiencies in MHS.

Others in the meat industry are warning that the cost-cutting done so far is not effective enough and any shift to full-cost recovery could wipe out a sector of the industry.

The English based Association of Independent Meat Suppliers (AIMS), warns that a small contract slaughter plant could still see charges soar from £10k per annum to £77.5k. Norman Bagley, AIMS director, said: "It is only now that the true scale of the potential horror of full cost recovery is becoming clear. Increases of this scale will drive a coach and horses through any government policy of a sustainable industry.

"If the FSA pursues the route to full cost recovery before we have extracted the last ounce of cost-cutting out of the current bloated system, it will destroy a significant portion of the industry at a stroke.

"The £75m budget that the MHS has come up with is totally unacceptable and needs to be driven down far further before a meaningful discussion on long-term charges can be entertained. This will only be achieved by running a private pilot control body, in competition with the MHS, so we know exactly how much an efficient inspection service can be delivered for."

## Have Your Say on MHS Charging in Scotland

The Food Standards Agency Scotland is offering industry and any other interested parties in Scotland their chance to have their say on proposed changes to Meat Hygiene Service charges in Edinburgh on 20 February. FSA Chief Executive Tim Smith will be putting forward the FSA case, and other key people from MHS and FSA Scotland will be on hand to take part in the debate.

The event, to be held at the Hilton Edinburgh Airport Hotel, will commence at 12.30pm with a sandwich buffet. The meeting will start at 1pm and finish around 3.30pm. The debate is taking place as part of the FSA Scotland consultation on MHS charging, so all views expressed will help feed into that process. Numbers are limited, so please register your interest early.

To attend the debate, please contact Graham Ewen, Food Standards Agency, Aberdeen on 01224 285105 or e-mail [Graham.Ewen@foodstandards.gsi.gov.uk](mailto:Graham.Ewen@foodstandards.gsi.gov.uk).

## NFU Scotland Elects its Leadership Team

At the NFU Scotland Council meeting in Aviemore on Friday, 20 February, Jim McLaren was re-elected unopposed as the President of NFU Scotland, having already served one term in this two-year post.

Serving alongside Jim will be Vice-presidents, Allan Bowie and Nigel Miller, elected following a vote at the meeting. Both Vice-presidents will serve a term of one year. The biographical details are as follows:

**Jim McLaren:** Age 41 and married with two sons, two daughters and two stepdaughters. Jim is a mixed arable and livestock farmer. His arable unit, growing winter wheat, winter oilseed rape, spring barley and land let out for potatoes, extends to 1000 acres in Perthshire. The business is a mix of full tenancy, limited partnership, owner-occupier and contract farming. He has other interests outside of mainstream farming, including a share in a retail dairy business. Jim served on the Milk Committee since 1999, holding the position of Chairman in 2003. He was also Chairman of Crieff Branch. Jim served as NFU Scotland Vice-President for the year 2006/2007 and in February 2007, Jim was elected President of NFU Scotland.

**Allan Bowie:** Age 48 and married with 2 sons and a daughter. Allan farms in partnership with his brother in the North East Fife and Kinross area. The arable unit majors on growing wheat, barley, potatoes and vegetables and extends to about 1100 acres of which 50 percent is owner occupied and the balance is short limited duration Tenancy/contract farming agreements. In addition the business, he buys and finishes 110 suckled calves each year. He was chairman of the North East Fife branch and is currently in his second year as chairman for East Central region.

**Nigel Miller:** Age 54 with four children. Nigel farms 1200 acres in partnership with two of his sons in the Scottish Borders. The upland hill farm supports 170 cows and 800 breeding ewes. Traditional beef breeds are the basis of the beef enterprise. Aberdeen Angus cross steers are sold through the auction ring with heifers being marketed privately for bulling. The sheep flock is founded on Lairg type Cheviots. Nigel, a former vet, started his NFU Scotland career as Chairman of the West Berwick Branch and is a past Chairman of the Livestock Committee. Nigel has been Vice-President since March 2007.

## Scottish Countryside Alliance 2008 Awards

# SCOTTISH COUNTRYSIDE ALLIANCE AWARDS

Businesses from across Scotland have been honoured for their contribution to rural communities at a prestigious awards ceremony at the Scottish Parliament. Nominated by the public, the winners include a new 'Rural Hero' and each of them will now represent Scotland at a UK final.

The Scottish Countryside Alliance Awards acknowledge and promote businesses that are making huge positive impacts on fragile rural communities. They were presented to a wide range of businesses by Roseanna Cunningham, the new Minister for Environment.

A number were highly commended whilst the winners will now represent Scotland at the UK final to be held at the House of Lords on March 18<sup>th</sup>." The winners include new Rural Hero, Craig Stevenson of Braehead Foods Ltd, who has turned his company into one of the UK's biggest Game Dealing and Processing wholesalers. He said: "I was surprised and extremely pleased to be receiving this award. Other nominations in my category included leading politicians so I am thankful that the work we are doing at Braehead Foods has been recognised in this way."

The five main awards categories were: Best Rural Enterprise; Best Village Shop/Post Office; Best Traditional Business; Best Local Food; and Rural Hero.

Minister for Environment Roseanna Cunningham said: "These awards recognise the fabulous contribution that rural businesses make to growing the rural economy and supporting rural communities. I was delighted to present the Scottish Countryside Alliance Awards - my first official engagement in my new post - and to underline the Scottish Government's commitment to rural Scotland and all those who live and work in them."

<b>Rural Hero</b>	Craig Stevenson, Braehead Foods	WINNER
<b>Best Rural Enterprise</b>		
Loch Visions		WINNER
The Main Street Trading Company		HIGHLY COMMENDED
BlueSky Experiences		HIGHLY COMMENDED
<b>Best Village Shop/Post Office</b>	Bridge of Cally Post Office	WINNER
<b>Best Traditional Business</b>		
Tom S Ironside Furniture Group		WINNER
Duncan MacRae		HIGHLY COMMENDED
<b>Best Local Food</b>		
Delfour Trout Hatchery		WINNER
Watt the Butcher		HIGHLY COMMENDED
Scottishorganiclamb.com		HIGHLY COMMENDED

**SFMTA Cured Meat Products Evaluation**  
Entry Form is enclosed with this Newsletter.  
Entries close 28<sup>th</sup> March 2009

## Star of Stage

Past President Jim Royan proudly displays his Scotch Beef t shirt that seems to have had a part to play in the recent Pluscarden panto in Moray.



## Poorly managed collection boosts rat population

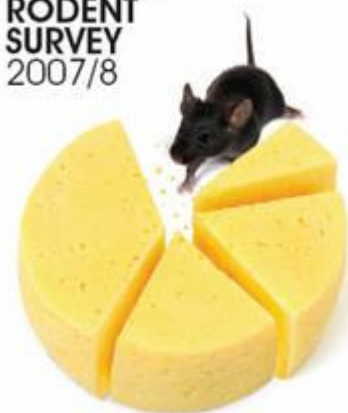
Poorly managed alternate weekly collections have contributed to the rise in rat population in the UK, a survey by the National Pest Technicians Association has found.

The National Rodent Survey 2007/08, the ninth annual report of rat population in the UK, found that the amount of rodents increased in 2007/08, despite having fallen the previous year.

The survey, which received responses from 80% of the 422 local authorities in the UK, reported that there had been 500,000 complaints about rodents over the last twelve months and said that this had been made worse by areas that had not "fully embraced" or well enough managed alternate weekly collections.

The report said: "It also reinforces our major concerns over the progressive introduction of rodent control charges and the parallel shift away from area to individual premises treatment, together with the increasing accessibility of attractive food sources through over-feeding of garden birds, littering and fly-tipping, poorly secured household waste and inadequately sealed compost bins."

NATIONAL  
RODENT  
SURVEY  
2007/8



National Pest Technicians Association  
February 2008

npta SOREX  
National Pest Technicians Association

## **Pies: the limit. Food rules just got tough**

Thousands of public sector workers, hospital visitors and leisure centre users face having to eat pies that are missing half the pastry and having to ask specifically for the salt because of a healthy eating initiative being drawn up by the government.

Limits on fizzy drinks, crisps, savoury snacks and confectionery sold in canteens and via vending machines and trolleys, a regime of having half the drinks on offer as low calorie, and "chip-free" days, are also being discussed by civil servants.

New guidelines being drawn up are designed to show that Whitehall, the NHS and local authorities can set a good example on nutrition and the sourcing of food. The Department of Health is planning to pilot "healthier food marks" in a voluntary scheme that will encourage caterers to use less salt, fat and sugar, and offer smaller portions.

The Food Standards Agency (FSA) has already pushed such messages hard on food manufacturers, private caterers and fast-food outlets, while high street restaurants will, from this summer, begin adding calorie counts to their menus.

The government scheme laying ground rules for public sector catering appears to be heading towards extraordinary levels of detail. It appears, for instance, that sandwiches might have to carry a minimum of 40g (1.4oz) of salad or vegetables a portion to qualify for a silver award in the scheme.

Ideas floated for the gold standard have included the requirement that three-quarters of soups, breakfast cereals and bread on a menu must meet FSA salt targets, which are geared to a maximum of 6g per adult per day. Meanwhile a pastry limit could cut pies' fat content by up to 40% (a bronze standard under the scheme). To make the silver grade, table salt must be available only on request.

The government might make its health food mark compulsory in some state-run or contracted catering if take-up of its voluntary scheme is poor. State schools are the only part of the public sector already covered by legally backed nutrition rules, and the initiative will include environmental and sourcing requirements when details are revealed in the spring, with trials expected to follow in December.

The FSA already plans to offer consumers environmental as well as health advice over fish, since some stocks are so severely depleted, and that element may be reflected in the new health mark.

## **Statutory Holiday and Pay in Lieu**

As of 1<sup>st</sup> April 2009 minimum holiday entitlement for workers will be 28 days (pro rata for part time workers). During the phasing in of the statutory holiday entitlement increases, the Government provided for a transitional period in which employers could give payment in lieu of untaken additional leave (statutory leave that was provided over and above the original 4 week statutory minimum) at the end of the leave year.

The transitional period ends at the end of this month, resulting in the removal of the pay in lieu provision, so that employers can no longer buy out any statutory leave where employment is continuing. Now all full time staff working 5 days or more must be given 28 days holidays.

## Rules Comment: The officially approved national diet

Ministers may be on the verge of not only nationalising banks but nationalising our diets while hiding behind the weasel words of information and choice.

Calorie counts on restaurant menus, alcohol unit counts on beer glasses; cheese eaters being told to grate, not slice; and now it emerges the government is even thinking of telling public sector caterers they should make pies with the pastry only on top.

Add to that even more guilt-inducing government advice to eat fish because it is good for you but only from ethical sources, and we begin to feel like we have had had enough.

Instead of deliberating on the minutiae of what a "healthier food" stamp of approval for public sector catering might include - as civil servants have been doing for the last few months - they might be better employed helping consumers understand the importance of locally sourced food and ensuring children learn how to cook at school, if they can't in the home.

Ministers will no doubt claim they are doing just that but they only usually concentrate their minds on such projects after crises - foot and mouth, the recent Irish pork dioxin scare (which showed how confusing country of origin labels can be) or a welcome mouthy shot across the bows from Jamie Oliver, Hugh Fearnley-Whittingstall or another celebrity chef.

The thing is, people like Jamie don't make us feel bad about ourselves, they show us how we can act positively for our own sake and that of animals raised for food. They also make good and healthy eating seem fun, not a guilt-induced chore. It doesn't always work. Some may even think it patronising and condescending.

It is not enough to bleat that such guidelines will be voluntary and that no decisions have been made on what will be in them. There is the smack of central diktat in a government-approved healthy eating programme.

Would we not be better off with government health policies that encourage self-improvement instead of forcing it down our throats?

## Employment Law Training Course Schedule (April to June 2009)

ABERDEEN	14 April 2009	Basic Employment Practice
AYR	30 April 2009	Basic Employment Practice
DUNDEE	4 June 2009	Basic Employment Practice
EDINBURGH	11 May 2009	Basic Employment Practice
GLASGOW	6 April 2009	Basic Employment Practice
INVERNESS	23 June 2009	Basic Employment Practice
LIVINGSTON	2 April 2009	Basic Employment Practice
PERTH	25 June 2009	Basic Employment Practice
STIRLING	18 May 2009	Basic Employment Practice

All courses are full day and are **free** to SFMTA members.

Booking form is available in the Peninsula Winter 2009 issue No55 The Bottom Line. Alternatively telephone 0844 892 2773 ext 2021.

# ESC PACKAGING

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## SCOTTISH CRAFT BUTCHERS PACKAGING STOCK

*“Biodegradable Packaging for the 21<sup>st</sup> Century”*

DESCRIPTION	UNIT	PRICE	CODE
<b>8” x 10” COUNTER BAGS</b> <b>200mm x 240mm + 10mm x 11 micron Lipped</b> White printed blue Craft Butcher logo. Dispenser Polypacked in 1000’s with Easy open lip.	10,000	£39.00	<i>PBFED1</i>
<b>10” x 12” COUNTER BAGS</b> <b>250mm x 290mm + 10mm x 11 micron Lipped</b> White printed blue Craft Butcher logo. Dispenser Polypacked in 1000’s with Easy open lip.	10,000	£44.00	<i>PBFED2</i>
<b>12” x 15” COUNTER BAGS</b> <b>300mm x 365mm + 10mm x 11 micron Lipped</b> White printed blue Craft Butcher logo. Dispenser Polypacked in 1000’s with Easy open lip.	5,000	£36.00	<i>PBFED3</i>
<b>SMALL ECONOMY CARRIER BAGS</b> <b>250mm x 360mm x 440mm x 13 micron</b> White HD vest printed blue Craft Butcher logo. Polypacked in 100’s with block header tabs	2,000	£15.00	<i>PBFED4</i>
<b>LARGE HEAVY CARRIER BAGS</b> <b>275mm x 425mm x 525mm x 20 micron</b> White HD vest printed blue Craft Butcher logo. Polypacked in 100’s with block header tabs	1,000	£15.00	<i>PBFED5</i>
<b>CRAFT BUTCHER DUPLEX</b> 250mm x 375mm x 40gsm + 8mu backer, printed blue random design all over. 5250 sheets = 20Kg	20kg	£48.00	<i>PSFED6</i>

**PLUS... RECEIVE AN EXTRA 10% DISCOUNT  
OFF YOUR FIRST ORDER!**

**AND... ORDER £250.00 + AND WE’LL GIVE YOU A  
FREE BOX OF HOT / COLD BAGS WORTH £22.50**

*WHILE STOCKS LAST*

Carriage is charged at £10.00 per order below £100.00 in value. Otherwise carriage is Free

## **Bpex adverts banned over welfare claims row**

Part of a major advertising campaign from Bpex to promote the British pig industry has been banned after animal welfare groups complained to the UK advertising watchdog. The Advertising Standards Agency (ASA) ruled against a recent advert published as part of Bpex's 'pigs are worth it' campaign which described the industry as having 'very high welfare standards'.

The advert claimed 'British pig farms had very high welfare standards, assured by the Quality Standard Mark', but the ASA ruled it was misleading to make the claim because there was 'no clear guidance as to how the welfare of pigs across Europe should be measured.'

The ASA ruling said: "We considered that some indicators of UK pig welfare, such as the percentage of piglets tail-docked, the percentage of finishing pigs that had access to straw bedding, and the use of farrowing crates for sows might be seen by some as indicating that the general level of pig welfare in the UK in certain areas should not be described as very high.

"Because there was no clear guidance as to how to measure pig welfare across Europe, and because there was sufficient doubt as to whether the standard of welfare of pigs on all farms that signed up to the QSM could be described as very high, we concluded the ad was misleading."

Bpex said it had lost the case on a 'technicality' as it had not compared UK standards with those in the rest of Europe and following the decision would be changing its wording before publishing the advert again.

The decision will come as a blow to the UK pig industry, which was buoyed last week following programmes from celebrity chef Jamie Oliver which championed the high standards on UK farms compared to those on the continent.

The publicity resulted in a surge in British pork sales, but recent campaigns by animal welfare charities have called the claims into question.

Last week Animal Aid claimed it had uncovered evidence of poor welfare on the farms of five directors of levy board Bpex and called into question the claims made by Jamie Oliver on his shows.

Animal Aid's head of campaigns, Kate Fowler said: "Neither the advertising images Bpex parade nor the words they use bear any resemblance to the reality of even their own farms, and yet its propaganda – that pigs on British farms enjoy a happy and contented life – appears to be accepted by Jamie Oliver. "Jamie should join us on our uninvited visits to pig farms and then he would see first-hand the dreadful conditions that pigs are forced to endure on British farms. When faced with such squalor and suffering, we hope he would then encourage people to stop eating pig products altogether."

A Bpex spokesperson said the farms in question had since undergone inspections and all had been given a 'clean bill of health'. A Channel 4 spokesman defended the shows and said they were intended to 'show consumers the reality of pigs lives, from piglet to plate, and encourage people who want to eat meat to buy higher welfare British pork and bacon.'

He also said a number of animal welfare charities had been involved in the making of the show and it had been done to the 'highest animal welfare standards'.

## **Shop of the Year Butcher celebrates**

Congratulations to Denise and John Davidson who became parents on Sunday 22<sup>nd</sup> February. The baby boy weighed in at 8lbs 15oz, both very well. New apprentice for Davidsons Specialist Butchers, Inverurie.

## New Director of FSA Scotland



Professor Charles Milne has been appointed Director at Food Standards Agency Scotland (FSAS), as successor to the current Director, Dr George Paterson, CBE, who is due to retire in June.

Charles is currently the Chief Veterinary Officer in Scotland, a post he has held since 2003. He studied at the Royal Veterinary College, London, qualifying as a vet in 1985 and has wide experience of public veterinary service, including active involvement in national emergencies.

Charles started his career in private practice in Fife and joined the Scottish State Veterinary Service (SVS) in Perth in 1987. Charles was working with the SVS during the BSE crisis and also has direct experience of working in meat hygiene. In 1996 Charles took on the role of Veterinary Adviser to Scottish ministers and also worked at a national level. During this time he had responsibility for diverse areas, such as zoonotic diseases, international trade and animal welfare.

In 2001, during the foot and mouth outbreak, Charles played a key role in managing and delivering the control policies in Scotland with a team of 1,200 staff.

Commenting on his appointment, Charles said: 'I am really looking forward to taking up my new role and pursuing the challenges it will bring. I am absolutely committed to continuing the good work done by FSAS to make a real difference to both food safety and healthy eating in Scotland. I will ensure FSAS continues to provide independent, evidence based advice to consumers and plays an active role in furthering the invaluable work carried out by the FSA as a whole.'

Tim Smith, Chief Executive of the FSA, said: 'Charles has very strong experience of operating within the Scottish Government and working with Whitehall, the EU and internationally. His experience as Scotland's CVO means he will bring with him a real understanding of many of the issues that the Agency faces. I am delighted at his appointment and I look forward to working with him.'

## Supermarket packaging excessive

Almost 40 per cent of supermarket packaging cannot be recycled, a Local Government Association survey has revealed. The LGA said supermarkets were using excessive amounts of packaging and undermining people's efforts to recycle. Margaret Eaton, LGA chair said:-

'At a time when we're in recession and shoppers are feeling the pinch, we have to move on from a world that tolerates cling filmed coconuts and shrink wrapped tins of baked beans. Families are fed up with having to carry so much packaging home from the supermarket.

Waitrose had the heaviest packaging at 802.5g and Tesco had the lightest at 645.5g . Lidl had the lowest level of packaging that could be easily recycled at 58 per cent while Sainsbury's had the highest level of packaging that could be easily recycled at 67 per cent.

The LGA claims excessive and unnecessary packaging contributes to £1.8bn councils spend on landfill tax every year.

'When packaging is sent to landfill, it's expensive for taxpayers and damaging for the environment,' said Ms Eaton. The LGA urged the government to make retailers responsible for funding the collection of packaging so they have a 'direct incentive' to produce less.

Since the first survey in 2007, the overall weight of food packaging has fallen but the proportion that can be recycled has changed little.

# Pork in Perspective

The Scottish Government's Rural Affairs and Environment Committee received a submission from Grampian Country Foods (Hall's of Broxburn) at their meeting last month.

Brian McMonagle, MD VION Hall's wrote:- The Scottish pig industry continues to be a very competitive sector in which to operate, both for the farmer supplier and processor. Our farmer suppliers still face financial constraints with rising feed, fuel and energy costs being the largest input costs into their business.

We also have first hand experience of this through our own pig farming operations in the NE Scotland which also have been suffering financially due to these costs. For all parties it was difficult to mitigate these rising costs despite the DAPP rising to 138p to 140p per kg in November due to the fact that they are influenced by the world market and are out with our direct control.

Recently we have been fortunate to see a fall in energy and feed prices and the DAPP has now dropped to around 132p, however for producers who bought feed forward at the height of the market they may be facing some difficult choices ahead. It is my belief that even at these lower prices farmer producers will continue to make a return and a number of the more efficient and modern producers were able to cover their costs albeit at these reduced levels.

The industry has benefited slightly by the current economic decline as this has made British meat more affordable and imported products dearer. However, the uncertainty in the economy reflects in uncertainty and a lack of stability in the market place. As an industry we are continually chasing price recovery or being challenged on price reductions. This uncertainty makes it difficult for both the processor and farmer to budget and commit for the long term resulting in many decisions being made for short term.

This is further exacerbated by the increasingly competitive nature of the retail sector who are attempting to maintain market share through this difficult economic time. Whilst in the short term the consumer benefits from competitive pricing of their products, in the long term the supply chain may not receive a fair return for their produce.

Looking forward we need to ensure that consumers understand the welfare standards in the UK and that country of origin labelling is clear, allowing consumers to make informed choices at the point of purchase. The TV programme by Jamie Oliver will no doubt raise awareness but the impact will be short lived when consumers return to their previous buying habits. At a time like this, when consumers are made aware of the welfare implications due to their buying habits, we as an industry should use the opportunity to promote our products due to the merits of the production methods, not just on price. While it has the media's attention it also should provide the Government with the opportunity to review the welfare standards it allows for imports.

The steps undertaken by the Pig Task Force and the Scottish Government have been welcomed, however, I consider that there is still a lot more that can be done to address the challenges the Scottish pig industry continues to faces.

In summary:

1. Over the next few months, pig farmers will continue to make a small return, but that balance is very fragile. This is very dependent on the strength of the Euro.
2. We need to build confidence in the Scottish pig herd to ensure that we have a sustainable supply chain for the future.
3. We are currently in discussions with a number of retailers to establish contracts which will reflect market prices, thereby taking out some of the uncertainty for our farmer producers. This is still at an early stage in development.
4. The pig industry in Scotland remains challenging and we need to co-operate as an industry, with support from the Government, to ensure that it has a future and provides confidence to the farmer producer to remain in this sector.

## Regional Meetings 2009 –

Monday 9 <sup>th</sup> March	Glen Mhor Hotel, Inverness
Monday 16 <sup>th</sup> March	Caledonian Hotel, Oban
These will be around the table discussion meetings as before. These meetings are open to all SFMTA members regardless of their location. Invitations have been sent out and members will be requested to inform SFMTA that they will be attending.	

Attendance at Regional Meetings held in February was excellent, with total numbers just short of 100. Everyone attending felt the format was a good and very worthwhile attending.

Businesses represented were as follows:-

**Glasgow:** Christie Meats, Hardgate; D Faulds, Kilmarnock; D Cox, Bridgeton, Ross Neilson, R & A Dunbar, Neilston; A Gillespies, Anniesland Cross; J & J Preston, Strathaven; J Hamilton, Biggar; Blackwoods of Kilmacolm; R McKenzie, Johnstone; H Black & Sons, Lanark; H Pender, Coatbridge.

**South Queensferry:** Crombies of Edinburgh; J Saunderson, Edinburgh; Boghall Butchers; W Cameron, Burntisland; R Bauld, Cowdenbeath; D Condie, Kelty; J Rae, Kincardine and Polmont; Watsons of Leven; Christie Meats, Hardgate; D Faulds, Kilmarnock.

**Oldmeldrum:** Davidson Specialist Butchers, Inverurie; Forbes Raeburn & Son, Huntly; J Stewart, Banff; Andrew Gordon, Aberdeen; Collie of Kemnay; Scotts of Huntly; I McIntosh, Fraserburgh.

**Dundee:** Scott Brothers, Dundee; St Andrews Abattoir; DR MacDonald, Lochee, Comrie Butchers; DG Lindsay, Perth; J Hastie, Markinch; R Moreland, Buckhaven; W Simpson, Leven; W Stark, Buckhaven; J Pirie & Son, Newtyle, A Jack, Stranraer; Bertrams of Kirriemuir; Christie Meats, Hardgate;

## TB vaccine 'will be tested on badgers'

A special vaccine to counter bovine tuberculosis (TB) is likely to be trialled on the badger population in South Devon when it becomes available next year.

The farming industry and the Government are pinning their hopes on the vaccine as the disease is causing havoc among cattle herds, with 6,000 cattle culled in Devon alone last year as a result of reacting positively to bovine TB tests.

Last summer, the Government caused consternation by refusing a cull of diseased badgers and hoping instead on the speedy development of vaccines for both cattle and badgers.

But Environment Secretary Hilary Benn said he hoped a badger vaccine would be available in 2010 – and that the South Hams could well be the testing area for it.

Speaking at the National Farmers' Union (NFU) conference in Birmingham, he said: "It would seem sensible to me to trial the vaccine in a badly infected area like that. Depending on the what the scientists tell us, an injectable vaccine for badgers will be

available next year, with an oral vaccine in about four years' time and a cattle vaccine in five years."

But part of the problem would be to get the European Union to accept cattle imports that had been vaccinated. Under current rules, vaccinated cattle would show up as simply carrying bovine TB and be refused entry to the Continent.

The Government was spending nearly £20 million on development vaccines, he said. But clearly, the injectable vaccine was impractical for widespread use.

Nick Herbert, the newly appointed Shadow Environment Secretary and chairman of the All Party Parliamentary Group on TB, said the policy of just waiting for a vaccine was "complete nonsense".

He added: "It's unacceptable for this Government to funk a decision on such a vital issue as this."

## Real help with finance now

The government has introduced a new package of financial measures to provide real help to firms through the economic downturn. If you have short-term working capital constraints or are looking to grow your business through investment, these schemes could help you.

Business Gateway has provided more information to help you determine whether your business is eligible for any of these schemes, and how it can benefit from them.

### Capital for Enterprise Fund

The Capital for Enterprise Fund will provide £75million of equity – comprising £50m of Government funding and £6.25million from each of Barclays, HSBC, Lloyds TSB and RBS – for businesses.

Small and medium enterprises (SMEs) who have exhausted their traditional borrowing capacity can benefit from this scheme. The Fund will operate within the recognised equity gap in the UK, specifically investing between £250,000 and £2million into businesses which meet the EU's definition of an SME.

### Enterprise Finance Guarantee

The government will provide a 75% guarantee on individual loans made by participating banks to SMEs who have viable business plans but are considered too high risk because of economic conditions. This guarantee will help smaller businesses to secure loans of between £1,000 and £1million, and is intended to:

- improve the availability of working capital through term loans and the consolidation of overdrafts; and
- support lending for business growth and development.

### Working Capital Guarantee

This scheme will see the government make guarantees of up to £10billion available to banks, covering up to 50% of the risk associated with an existing portfolio of loans.

If successful, further tranches of guarantees will be made available. The guarantee is available to participating banks, and can be used by them to cover portfolios of lending to sound and creditworthy businesses with an annual turnover of up to £500million.

## IFE 15-18 March 2009

IFE is the only global food and drink event dedicated to innovation, where international decision makers increase their competitive advantage by sourcing a diverse range of innovative and consumer driven products from around the world.

IFE09 - The International Food & Drink Event - is the largest and most respected food and drink trade event in the UK.

The next instalment of the world-leading show, taking place in March 2009, will revolve around the theme of innovation. Innovation Live, a new ground breaking feature, aiming to showcase the world's most innovative products, will be one of the star attractions set to draw in thousands of representatives from across the retail, distribution and food manufacturing sectors.

Another new addition to the 2009 show is the Skillery. Dedicated to the foodservice sector, this new attraction will provide visitors with practical tips, information and ideas via fully interactive live cookery demonstrations.

Where: **ExCeL, Royal Victoria Dock, London E16 1XL**

When: **Sunday 15 March – Wednesday 18 March 2009**

**WANTED**

**BERKEL FLAT BED**

**BACON SLICERS**

**HAND DRIVEN**

**NOT GRAVITY FEED**

**CASH PAID**

**Tel Mr Hancock**

**01782 616 799**

**07766711392**

**ANYTIME**

## **New Chairman of ANM Group**

The ANM Group Board has appointed Alan Craig, currently Group General Manager of ABP Scotland, to succeed Brian Pack as Chairman. Brian retires at the end of April.

Alan has spent his whole working life in the meat industry starting as an apprentice butcher on leaving school. From this point he has progressed rapidly through the industry and has gained a wide experience. He has been with ABP Scotland since 1992.

His wide experience of the industry and of management, coupled with his energy, vision and leadership skills, makes him the ideal person to lead the Group forward over the next decade and beyond.

Alan who is 46, takes over as President of the Meat Wholesalers in April, keeps fit by circuit training and is a passionate amateur chef. Alan is married with four children.

## **Robert Lauchlan (d 12.02.09)**

Robert Lauchlan died at home on 12<sup>th</sup> February beloved husband of the late Doris, dearly loved brother, uncle and great-uncle of the family. Robert Lauchlan (Bobby), was the great uncle of Murray Lauchlan, butcher in Comrie, Perthshire, Murray's father, Bob's uncle and partner in the former firm of Lauchlan Bros butchers in Kilmarnock, and former chairman of Kilmarnock Football Club. There was a minutes silence and Kilmarnock players wore black armbands on Saturday in their SPL match v Hibs.

He was probably less well known in terms of the meat industry than his late brother Tom Lauchlan who died a number of years ago and with whom he was in partnership in Kilmarnock. Tom, Bobby and William Lauchlan the latter being Murray's grandfather all now deceased, were the 5<sup>th</sup> consecutive generation of butchers in the Lauchlan family.

## **Jim Alexander (d 27.01.09)**

Ex-Lord Cornet and retired butcher Jim Alexander, a quiet man who led a full and varied life, died peacefully on 28<sup>th</sup> January at his home in Lanark.

He was born on August 10 1939 and his family soon moved from Carluke to Lanark where he stayed for the rest of his life.

Emerging Dux from St Mary's Primary School, he continued his education at Our Lady's High then left at 15 to join his father in the family business and trained as a master butcher.

Charles Alexander and Son continues to trade in Lanark High Street, run by his brother-in-law, Billy Glendinning. Jim retired from the shop in 1998 but still worked as Managing Director of Wishaw Abattoir. He attended a Board Meeting the day before he died.



Jim had many hobbies. In his younger days these included karate, weightlifting, breeding Great Danes and reading. He had a remarkable memory for little known facts and was a wizard at quizzes.

Jim cared greatly for many things he considered important. One was the community he lived in with list of achievements over the years to illustrate his hands-on approach to things.

He was a great family man and greatly missed his wife Mary when she suddenly died. He was lucky to have his three daughters and two grand-daughters nearby. They are a very close family and will miss him greatly.

# Dish up the Quiche and the Profits!

There are lots of good reasons to use Food to Go Quiche Mix when you're making quiches, not least of which is the extra profit you could be making.

Just take a look at the numbers!

Cheese & Onion Quiche		40 Quiches	
Estimated Production Cost	Weight kg	Batch Cost	
Quiche Mix	2.20	£12.87	
Cheese	4.00	£18.00	
Onion	4.00	£2.88	
Frozen Pie Cases & Lids	-	£18.50	
Water	7.80	£0.08	
<b>Total</b>	<b>18.00</b>	<b>£52.33</b>	
<b>Profit Calculator</b>			
Retail Price 40 x 450g Quiches	£114.00	£2.85 each	
Production Cost	£52.33		
<b>Gross Margin</b>	<b>£61.67</b>	<b>54.10%</b>	

Then there are all the other good reasons:

- Quick and easy to use - just add cold water.
- Can be frozen
- Contains no added MSG
- Consistent and reliable results
- Makes a great base. You do the creative bit!
- Make individual, family size, or bite sized quiches.
- Great addition to your range
  - As a main meal centre
  - For packed lunches
  - For picnics
  - Super party food
  - Delicious on the go snack.
- How about Cheese & Onion, Quiche Lorraine, Mushroom, Ham & Broccoli, Feta, Spinach and Tomato?



*Ready Meals Made Easy!*

For your FREE sample of Lucas Food to Go Quiche Mix, or for usage and recipes visit [www.lucas-ingredients.co.uk](http://www.lucas-ingredients.co.uk)



Serving suggestion

# Ready Meals Made Easy!

## Meatballs in Tomato Sauce

Using Lucas Meatball Binder  
P/N 62399 (Meat Content 67%)

Recipe	%	lb	oz	kg
Pork Meat (90VL)	50	5	0	2.276
Beef Meat (70VL)	25	2	8	1.130
Meatball Mix - 62399	10	1	0	0.454
Cold Water/Ice	15	1	8	0.680
<b>Total</b>	<b>100</b>	<b>10</b>	<b>0</b>	<b>4.540</b>

### Method

1. Mince the meat through a coarse plate, place in mixer.
2. Add Meatball Mix and blend together.
3. Gradually add water and mix until absorbed.
4. Re-mince through a 5mm plate.
5. Form meatballs into desired weight (10g-30g).

Using Food to Go Tomato Sauce Mix P/N 61947

Make up the Food to Go Tomato Sauce using 18% dry Sauce Mix to 82% cold water - 180g of dry Sauce Mix to 820g of cold water (6oz dry mix to 1lb 12oz of cold water). This will make 1kg of finished sauce.

Cover the Meatballs with the sauce. This dish is now ready for sale.

**Look at the profit you could be making!**

Meatballs in Tomato Sauce 50 x 280g trays		
Estimated Production Cost	Weight kg	Batch Cost
FTG Tomato Sauce	2.00	£12.72
Minced Pork	2.28	£5.02
Minced Beef	1.13	£2.83
Meatball Mix	0.45	£1.51
Water	8.68	£0.09
Foil Trays	0.00	£3.50
<b>Total</b>	<b>14.54</b>	<b>£25.67</b>

### Profit Calculator

Retail Price 50 x 280g trays	£72.50	£1.45 each
Production Cost	£25.67	
<b>Gross Margin</b>	<b>£46.83</b>	<b>64.60%</b>

N.B. Costing is for 4 x 20g meatballs and 200g Tomato Sauce per pack



Ready Meals Made Easy!

For more information or recipes on the Food to Go range of products, visit [www.lucas-ingredients.co.uk](http://www.lucas-ingredients.co.uk) or call our FREE Helpline on **0800 138 5837**

# Livestock Prices

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

<b>BEEF PRICES</b>	<b>W/E 14/02/09</b>	<b>Previous week</b>	<b>Previous year</b>
<b>Scottish Abattoirs</b>			
Steers dwt	287.5 p/kg	287.1 p/kg	241.5 p/kg
Heifers dwt	286.1 p/kg	285.1 p/kg	241.0 p/kg
Young Bulls dwt	267.2 p/kg	262.8 p/kg	215.6 p/kg
<b>Numbers</b>			
Steers	3669	4050	3974
Heifers	3089	3070	2844
Young Bulls	269	243	309

<b>BEEF PRICES</b>	<b>W/E 11/02/09</b>	<b>Previous week</b>	<b>Previous year</b>
<b>Scottish Auctions</b>			
Steers lwt	165.30 p/kg	165.21 p/kg	137.55 p/kg
Heifers lwt	169.47 p/kg	167.65 p/kg	138.43 p/kg
Young bulls lwt	134.12 p/kg	140.94 p/kg	117.24 p/kg
<b>Numbers</b>			
Steers	246	297	434
Heifers	283	354	594
Young bulls	21	62	49

<b>Deadweight cattle week ending 14<sup>th</sup> February 2009</b>								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	291.9	293.1	292.6	292.3	293.9	292.6	278.4	276.0
R	287.9	289.7	288.9	285.4	288.4	287.6	274.4	267.5
O+	280.9	285.7	283.0	278.2	284.6	281.4	269.6	-
-O	265.1	266.5	268.0	255.8	260.4	259.4	256.3	-

**Scottish Meat Trade Fair, Sunday 10<sup>th</sup> May 2009**  
**Dewars Centre, Perth**

**SFMTA Golf Day, Wednesday 17<sup>th</sup> June 2009**  
**Ladybank, Fife**

<b>SHEEP PRICES</b>	<b>W/E 11/02/09</b>	Previous week	Previous year
Scottish Auctions			
Old Season SQQ lwt	171.57 p/kg	163.82 p/kg	121.67 p/kg
Ewes lwt	£47.71/head	£42.72/head	£32.10/head
Sheep numbers			
Scottish Auctions			
Old Season SQQ	19852	20054	29329
Ewes	4306	2283	4181

<b>SHEEP PRICES</b>	<b>W/E 14/02/09</b>	Previous week	Previous year
GB Abattoirs			
Old season SQQ dwt	370.1 p/kg	368.6 p/kg	270.8 p/kg

Deadweight sheep week ending <b>14<sup>th</sup> February 2009</b> p/kg				
		2	3L	3H
	U	379.4	381.9	376.9
	R	373.4	374.8	372.9
	O	362.4	364.7	365.4

<b>PIG PRICES</b>	<b>W/E 14/02/09</b>	Previous week	Previous year
GB Abattoirs			
All pigs DAPP	136.40 p/kg	134.97 p/kg	111.86 p/kg

GB deadweight pigs ending <b>14<sup>th</sup> February 2009</b> – p/kg					
	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	129.43	+0.69	80.0 – 89.9 kg	136.25	+1.48
60.0 – 69.9 kg	137.10	+1.44	90 kg and over	130.62	+2.12
70.0 – 79.9 kg	137.10	+1.27			

## For Sale

Refrigerated Ford Connect Van. Long Wheel Base, 03 plate.

Only 37,000 miles, never used for heavy loads.

Alex Jack (Butchers) Ltd. Stranraer. Tel: 01776 702780

## New Member

Welcome to Mark Duckworth, Dales Traditional Butchers,

2 Market Street, Kirkby Lonsdale LA6 2AU

Telephone: 015242 71278

[www.dalesbutchers.co.uk](http://www.dalesbutchers.co.uk)



## Retail Prices for w/e 21/02/09

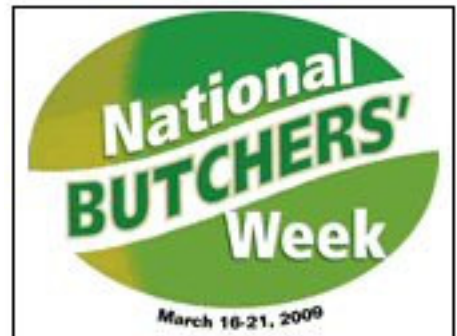
	SFMTA AVERAGE FEBRUARY	SFMTA AVERAGE JANUARY	QMS AVERAGE FEBRUARY	QMS AVERAGE JANUARY
<b>SCOTCH BEEF</b>				
Fillet Steak	3166	3143	3027	3004
Sirloin Steak	2158	2153	2238	2153
Popeseye Steak	1370	1383	1391	1415
Topside	1080	1067	1065	1034
Round / Rump Steak	1060	1068		
Diced Stewing Steak	898	892	889	883
Rolled Brisket	839	847		
Steak Mince	765	758	733	724
Boiling Beef Bone In	558	558		
<b>DOMESTIC LAMB</b>				
Whole Leg of Lamb	1026	995	1085	960
Centre Cut Leg Bone In	1199	1167		
Gigot Lamb Chops	1300	1270		
Lamb Leg Steaks	1462	1425	1613	1475
Chump Lamb Chops	1336	1330		
Double Loin Lamb Chops	1306	1285	1488	1396
Single Loin Lamb Chops	1193	1170	1382	1296
Rolled Shoulder Lamb	933	907	973	958
Lamb Shanks	576	569		
Diced Lamb	1048	1021	1058	1060
Minced Lamb	978	967	1044	1032
<b>PORK</b>				
Pork Tenderloin (Fillet)	1136	1136	1041	1041
Pork Leg Steaks	831	820		
Double Loin Pork Chops	737	732		
Single Loin Pork Chops	715	714	737	738
Rolled Shoulder of Pork	585	585	663	639
Belly Pork	527	527		
Pork Loin Steaks	861	861	927	907
Diced Pork	674	673	773	767
<b>PRODUCTS</b>				
Beef Link Sausages	590	587		
Pork Link Sausages	593	592	574	566
Speciality Pork Sausages	640	634		
Sliced Beef Sausage	538	534		
Sliced Black Pudding	504	499		
Ball Haggis	620	598		
Scotch Pie	78	75		
Indiv Steak n Gravy Pie	119	118		

<p><b>CORPORATE MEMBERS</b>  <b>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: -</b></p>	<p><b><u>ACE REFRIGERATION LTD.</u></b>  96 Milnbank Street  Glasgow G31 3AL  Contact: Eleanor O'Connor  Tel: 0141 556 7691  E-mail: <a href="mailto:fimckenzie@acerefrigeration.co.uk">fimckenzie@acerefrigeration.co.uk</a></p>
<p><b>AES</b>  Supplier of Dishwashers  Crossbush, Riccarton,  Kilmarnock KA1 5LN  Tel: 01563 551122,  Mobile: 07788 926925</p>	<p><b>AVERY WEIGH TRONIX LTD,</b>  Foundry Lane,  Smethwick,  West Midlands B66 2LP  Contact: Gerry Doran Tel: 0774 077 2154</p>
<p><b>BARO LIGHTING (UK) LTD</b>  Oakwood House, 36 Wood Lane  Partington, Manchester M31 4ND  Tel: 0161 777 9292 Fax: 0161 777 9404  Email: <a href="mailto:sales@baro.co.uk">sales@baro.co.uk</a>  Web: <a href="http://www.baro.co.uk">www.baro.co.uk</a></p>	<p><b><u>BELL BAKERS</u></b>  Hawthorn Bakery, Torbothie Road,  Shotts, Lanarkshire ML7 5BD  Tel: 01501 820222  Email: <a href="mailto:enquiries@bellbakers.co.uk">enquiries@bellbakers.co.uk</a>  Web: <a href="http://www.bellbakers.co.uk">www.bellbakers.co.uk</a></p>
<p><b><u>BIZERBA (UK) LTD</u></b>  Eastman Way,  Hemel Hempstead,  HP2 7DU  Tel: 01442 240751</p>	<p><b><u>CHESTER OF ST ANDREWS</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="http://www.dalziel.co.uk">ML4 3JA</a>  Tel: 01698 749595  Fax: 01698 740503</p>	<p><b><u>EAST OF SCOTLAND CONTRACTS</u></b>  Ferryhills Road,  Inverkeithing,  Fife  KY11 1HD.  Tel: 01383 418610</p>
<p><b>GMC CORSEHILL LTD</b>  Ailsa Road, Kyle Estate, Irvine KA12 8NG  Tel: 01294 275133/322807/313290  Fax: 01294 312300/313247  E mail: <a href="mailto:sales@gmccorsehill.co.uk">sales@gmccorsehill.co.uk</a>  web: <a href="http://www.gmccorsehill.co.uk">www.gmccorsehill.co.uk</a></p>	<p><b><u>KRH LTD</u></b>  2 Elms Way, Ayr  Ayrshire  KA8 9FB  Tel: 01294 472755</p>
<p><b><u>LUCAS INGREDIENTS</u></b>  Portbury Way,  Bristol  BS20 7XN  Tel: 0800 138 5837</p>	<p><b><u>McAUSLAND CRAWFORD</u></b>  79-81 Abercorn Street ,  Paisley  PA3 4AS  Tel: 0141 849 7033</p>
<p><b><u>PARAGON PRODUCTS</u></b>  Hygiene Specialists  Newhailes Ind Estate, Newhailes Road,  Musselburgh EH21 6SY  Tel: 0131 653 2222 Fax: 0131 653 2272</p>	
<p><b><u>SCOTWEIGH</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>STOCKLINE PLASTICS</u></b>  Grovepark Mills,  Hopehill Road,  Glasgow, G20 7NF  Tel: 0800 262015</p>
<p><b><u>WILLIAM SWORD LTD</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>JAMES WHANNEL (WHOLESALE) LTD.</u></b>  c/o Wishaw Abattoir,  Caledonian Road,  Wishaw ML2 0HU  Contact: Robert Kirkhope,  Tel: 01698 355022</p>

# National Butchers' Week, week commencing 16<sup>th</sup> March 2009

The aim of National Butchers Week should be to attract new customers into butchers' shops. Customers should consider their local butcher as the first port of call for all of their meat purchases and to use the butcher's in-depth knowledge on everything from cooking times, to menu suggestions.

The *Meat Trades Journal* have produced a pack with point of sale material to use during that week that SFMTA enclose.



Customers will not stumble in your door by accident so the week should be used to gain some free PR that attracts people in your locality to your shop.

To get publicity in local newspaper you will need to think up a newsworthy story, think pictorially and let your local newspaper know when and where you are doing this.

This does not need to be an earth shattering idea. For example we think it could be any of the following:

- Cooking off samples
- Creating funky / bizarre recipes
- Highlighting the link to local suppliers – get down on your farm
- Feature your manufactured products
- Make and link sausages in the front shop.
- How about *Strictly Come Linking* with local celebrities
- Feature a member of staff who has achieved a training award
- Try an open air sizzle on a gas barbecue in the street
- Tasting for own cured Scottish bacon
- Create an unusual flavoured sausage / unusual pie combination
- Rent a Karaoke machine and have a singing butcher serenade your customers
- Give out burgers in canapés size tasters in the street
- Offer to talk to local radio / schools/ young mums groups
- Link in with a quality restaurant you are supplying
- Cross sell with the local baker giving a voucher to be redeemed there for 4 rolls if you sell 340g bacon.
- Vice versa buy six rolls at the bakers get 200g bacon free at the butchers. Do a deal.
- Cookery demo –how to cook the perfect steak

If you are going to be doing anything newsworthy let your local paper know and in addition the Meat Trades Journal have a journalist ready and willing to send out good ideas stories to the media. So if you have something contact:-Annie Lisk 01380 812383 Mobile: 07971 517284,  
[annie@crosbiecommunications.com](mailto:annie@crosbiecommunications.com)

SFMTA will be highlighting the unique attributes of shopping in the nation's craft butchers by providing your local newspaper with editorial copy. Local newspapers were asked to pull together a feature on local butchers and they might follow that up by asking you to support local newspaper advertising. If they do make sure that you see what the editorial is going to say. (We had a recent haggis tasting feature sent to us that was not entirely complimentary about the advertisers!). If you need copy speak to us or go to [www.craftbutchers.co.uk](http://www.craftbutchers.co.uk)

It may seem a long time until 16<sup>th</sup> March but that's only a matter of a few weeks! Act now.