

NEWSLETTER
MARCH 2021

Mother's Day
14 MARCH

make the most
of your roast

Let the battle begin!



Does your apprentice butcher have what it takes to enter the battlefield.

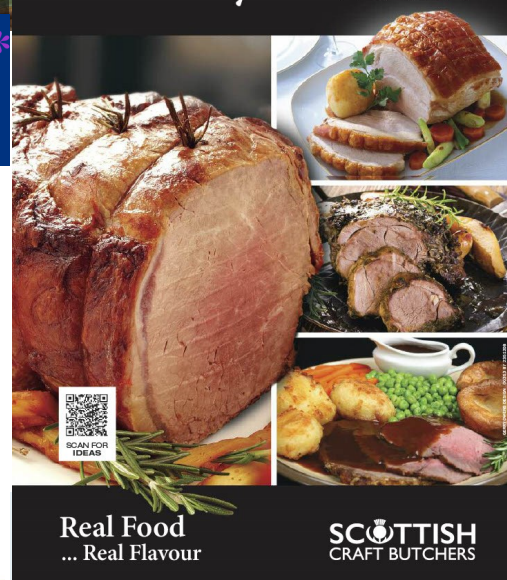
In these changing and challenging times, we have all had to adapt and be innovative to show of our industry and keep the customers attention.

As we are unable to hold physical product evaluations, we have decided to challenge the new generation of butchers to a digital competition.

Each entrant will be asked to make a short video or a step by step guide on how to prepare a product that they have devised.

The step by step guides will be useful to guide others on how to make the product. The videos will be useful to use on your social media pages to let the customers know how a product comes together and how your apprentice uses their imagination. The videos and guides will be made available on our members only website.

It is free to enter and there is a prize of **£250** for the winner of each category. **Entry forms and details included with this newsletter!** Example video here:- [https://craftbutchers.co.uk/story.php?t=Butchers_Battles_\(Trainee_Edition\)&ID=2662](https://craftbutchers.co.uk/story.php?t=Butchers_Battles_(Trainee_Edition)&ID=2662)



Real Food
... Real Flavour

SCOTTISH
CRAFT BUTCHERS

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DO WE HAVE YOUR UP TO DATE CONTACT DETAILS?

We send out weekly updates to members on a Friday via e-mail. ARE YOU GETTING THEM?

Please send your e-mail address to bruce@sfmta.co.uk to receive up to date information each week!

JOIN IN THE WHATSAPP CHAT!

We have also set up a **Scottish Craft Butchers whatsapp** members only chat group. If you would like to take part in the chat with other members, please send us a mobile number and we can add you in. Send to bruce@sfmta.co.uk DON'T MISS OUT, GIVE US A SHOUT!



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SFMTA Employer Practice Liability Insurance

For the past few years we have had an insurance policy in place along with our HR employment law advisors, Lindsays, which protects our members businesses from the outcome of employment tribunals this policy would be accessed as long as businesses followed the legal advice given in each case from Lindsays. The policy was held with AXA insurance. We have been informed that the cost of renewing this policy has tripled in value and that AXA now insist on a **£5000 excess** on each case.

This is an unacceptable increase, and we were given 3 days to respond whether we were going to renew or not. **We have decided not to renew** and have instructed Lindsays to investigate whether a similar policy can be found with another company.

Until we have this information, please be advised that as of Saturday 13th February 2021 we will not have any insurance policy in place in respect to this.

Update to members Health and safety policy

The Scottish Craft Butchers Health and Safety policy has been reviewed and our advisors have added some updates to include the COVID situation.

The National Health and Safety Company keep us up to date with any important changes to health and safety law. We will always send out this information as soon as we get it.

If you would like a printed copy of the Health and Safety Policy, please get in touch with Bruce by e-mail bruce@sfmta.co.uk or call 01738 637472.

Modern Apprentice Employer Incentive

DUE TO UNPRECEDENTED DEMAND, WE HAVE HAD TO PUT A HOLD ON ANY NEW APPLICATIONS FOR THIS GRANT.



EACH APPLICATION TAKES A LONG TIME TO PROCESS AND WE REALLY WANT TO MAKE SURE THAT ALL CURRENT GRANT APPLICATIONS ARE SUBMITTED ON TIME AND THAT NO-ONE MISSES OUT.

A new Apprenticeship Employer Grant has been made available to further support employers when taking on Modern or Graduate Apprentices within their business.

£5,000 will be made available for employers taking on a **16 to 24-year old apprentice**, and for those aged up to 29 years who are either disabled, care leavers or Black and Minority Ethnic (BME).

£3,500 will be made available for employers taking on an **apprentice aged 25 or over**.

Funding will be available for eligible employers where the apprenticeship start date was on or after **1st December 2020**. Funding will be available for starts until **25th March 2021** or until funding levels are exceeded, whichever comes first.

IF THE GRANT CONTINUES AFTER 25TH MARCH WE WILL RE-OPEN TO NEW APPLICATIONS!

Importance of good mental health at work

Understand your role in supporting the mental health of your employees

Mental health is about the way we think, feel and behave and our ability to cope.

It is influenced by a range of factors, including our work and home life and by the experiences we have had.

The business case for supporting the mental health and wellbeing of your employees is a strong one. Here you can find information on why providing such support will benefit your organisation as a whole and why it is also a legal obligation and should be a priority for you.

Benefits of supporting mental health

Supporting the mental health of your employees can result in -

- fewer days lost to sickness and absence and fewer people leaving posts
- improved productivity and engagement
- improved teamwork
- lower staff turnover and recruitment costs
- access to a wider pool of applicants for posts.

Evidence shows that there are a number of simple, cost effective ways to support and encourage a mentally healthy workplace. In fact a systematic review by Deloitte in 2017 indicated that return on investment was overwhelmingly positive, with up to 9 times the return on investment being seen.

Also, there are many support structures and training that you can put in place in the workplace that are tax free.

Legal requirements

As an employer you must minimise the risk of illness or injury to employees from their work. This includes things that can impact on an employee's mental health.

This duty is part of the :-

- Health and Safety at Work Act 1974
- Management of Health and Safety at Work Regulations 1999.

The Equality Act also requires employers to provide reasonable adjustments for employees with long term disabilities. Mental health conditions can fall under this definition.

Breathing Space
Open up when you're feeling down

Need help now? Call free on

0800 83 85 87

<https://breathingspace.scot/>



Talk to the SAMH Information Team

Talk to the SAMH Information Team

0344 800 0550

<https://www.samh.org.uk/information-service>

Scottish Government advice can found here.

<https://www.nhsinform.scot/illnesses-and-conditions/infections-and-poisoning/coronavirus-covid-19/your-mental-wellbeing/coronavirus-covid-19-your-mental-wellbeing>

SEND US AN E-MAIL
ADDRESS IF YOU HAVENT
ALREADY. DON'T MISS
OUT ON A VERY
ENJOYABLE EVENING.

SCOTTISH
CRAFT BUTCHERS

SEND YOUR E-MAIL
ADDRESS TO
gking@sfmta.co.uk
WE WILL SEND YOU A LINK
AND INFO TO JOIN

MEMBERS MEETINGS

WEDNESDAY 3RD & THURSDAY 4TH MARCH AT 7PM

MICROSOFT TEAMS VIDEO MEETING

Join in the meeting from the comfort of your own home

We will discuss recent trade, current issues affecting our members and looking forward with ideas to help keep the customers interest in shopping local with our members.

We have also lined up some great presentations:-

Ruth Anderson from Paymentsense will discuss the current options available to improve contactless payments. Ruth will be joined by a specialist web page designer who will give some tips on how to drive up your online sales with customer friendly websites, advice and backup.



 **paymentsense**
beyond ordinary

George Murphy from TPS will present some new product ideas and give an insight into trends in the market.



TPS
Ingredients, Food Casings & Packaging

It is sure to be an interesting evening!

Invitations to the meetings will be issued to all members via e-mail, with a link to join on the evening of your choice. However, we ask that you let us know which evening you are joining so that we can monitor numbers. gking@sfmta.co.uk

We have been hearing about various issues with customers not wearing masks in shops. It is widely recognised that an “exemption” card can be purchased online and used whether that individual has a condition or not.

Government advice is that it is not the responsibility of the business or their staff to police this.

You should not ask for proof of exemption. However, food business owners have a duty of care to their staff and all have taken the correct measures to protect those who work in the business.

We have been made aware of an incident in a shop with a customer with a child, who were not wearing facemasks.

The customer then took to social media to complain about the business, stating that they and their child had a condition of exemption.

The business then received an official letter from the individual claiming that the business had shown discrimination under the disabilities act.

Please be careful in how you deal with the public on this issue as there does seem to be a very large grey area around this subject. Please make sure you offer alternatives such as delivery or pre order and collection at the entrance to the premises.

We have asked for clarification on this from the relevant government body in the area the incident took place. There is now a demand for compensation which is disputed by the owner.

This is an ongoing situation.



IT IS MANDATORY FOR CUSTOMERS TO WEAR FACE COVERINGS IN SHOPS

LEGISLATION DOES **NOT REQUIRE** MANDATORY WEARING OF FACE COVERINGS FOR STAFF IF WEARING THEM MAY PRESENT:-

- A risk to food safety or hygiene. EG- The mask itself may contribute to fibres getting in the food.
- A risk to the health and safety of the individual. EG- It is not safe to use knives, tools and equipment as a face covering may obstruct their view and lead to injury.

Some staff may use face coverings where a risk assessment considers it to be appropriate.



WE CONTINUE TO ENSURE THE SAFETY OF OUR STAFF AND CUSTOMERS WHERE FACE COVERINGS ARE NOT APPROPRIATE BY:

- Ensuring physical distancing at all times.
- Following strict hand washing rules.
- Enhanced cleaning and deep cleaning procedures.
- Using other forms of protection such as screens and visors.

Our measures are verified by regular inspections from local authorities.

WE THANK YOU FOR YOUR UNDERSTANDING AND COOPERATION

Below is a response from our employment advisors, Lindsay's

From an employment perspective therefore we recommend Members:

1. Understand the extent of the legal obligation on individuals to wear masks in shops – ‘A person who enters or remains within a place listed in paragraph 3 [including a shop] must wear a face covering, unless...’ an exemption applies.

There is a long list, but of most relevance to members, those exemptions include where the person is—

- (a) a child under 5,
- (b) unable to put on, wear or remove a face covering—
 - (i) because of any physical or mental illness or impairment or disability (within the meaning of section 6 of the Equality Act 2010), or
 - (ii) without severe distress,
- (c) communicating with a person who has difficulties communicating (in relation to speech, language or otherwise) and relies on lip reading or facial expression to be able to communicate,.

The full detail is set out in the Health Protection (Coronavirus) (Restrictions and Requirements) (Local Levels) (Scotland) Regulations 2020 The Health Protection (Coronavirus) (Restrictions and Requirements) (Local Levels) (Scotland) Regulations 2020 ([legislation.gov.uk](https://www.legislation.gov.uk))

We recommend personnel within your members who are responsible for setting policy review the full list and identify any further applicable exemptions in their business context.

2. Develop a policy reflecting the above which is circulated to and explained to all staff, being clear that those who enter the shop must wear a face mask unless they are exempt. The policy should be displayed in the shop in a way which makes it clear to customers
3. Provide training to staff both by way of (a) refresher equality training and (b) training in how to inform customers of the policy and ask them to wear a mask. They should be advised that not all disabilities are obvious and that if a customer identifies that they are exempt they should not be required to show evidence or prove the reason and should not be refused service. Such customers should be treated politely and with courtesy.
4. Review and adjust risk assessments to identify any additional risk management measures to address circumstances where staff are obliged to serve customers who are exempt from wearing a mask
5. Document the above steps and refresh periodically as required

The information below from the Equality and Human Rights Commission is a helpful overview and makes these points clear. I also recommend members read, incorporate and circulate to all staff .

FACE COVERING ENFORCEMENT

1. The Equality and Human Rights Commission has written to CEOs about the rights of disabled people and pointed out what can and cannot be done.
2. **There has already been a case settled out of court on this for £7000**
3. It is important to realise - and not everyone necessarily does - that not only the business but also the individual worker can be fined.

We have set out the following questions that you should work through to help with this.

1. Do you have a mandatory in-store mask-wearing policy?

If yes, do you permit exemptions to this? Are there any evidence requirements in place for exemptions?

2. Do you have a reasonable adjustments policy?

3. What steps have you considered and taken to ensure mandatory mask wearing policies and associated practices do not deny equal access to your services for disabled people who cannot wear face masks?

4. What information do you provide to disabled customers who need adjustments to use services, for example Deaf people who lip read?

5. What steps have you taken to train staff about the impact of mask wearing policies and how to meet the different needs of disabled customers?

6. What steps have you taken to manage the behaviour of other customers towards disabled people who cannot wear face masks?

PLEASE GET IN TOUCH WITH BRUCE OR MYSELF IF YOU NEED ANY FURTHER GUIDANCE

WEBSITES

SCOTWEIGH

CONNECT

Struggling to keep track of orders because of non-stop phone calls every day?

Don't have an easy to use system to tell you **exactly** how much of each product has been ordered?

TALK TO US

We can create a new website, or integrate with your existing website, to simplify your life in these difficult times

Linking a website to our scale system allows you to get easy daily picking lists, manage how much of each product you want to sell on the website, and plan order collections & deliveries.



The above website is an example of what we have produced for other butchers

This website was created and launched just after the UK entered the COVID-19 lockdown to enable this butcher's shop to easily take and manage their customer's orders

This allowed their team to focus on their butchery instead of answering phone calls from customers all day

WHAT OUR CUSTOMERS HAVE TO SAY ABOUT WEBSITE INTEGRATION

"Now more than ever I'm aware of how good the system is, after having our website designed & integrated by Scotweigh"

- Patricks of Camelon

"The system lets me keep on top of orders without losing my mind"

- R Brown & Son

"Using the Scotweigh Connect scales with our website saved us a lot of hassle and frustration"

- Fergusons of Airdrie

"This integration has allowed us to move the business forward, website integration to the Scotweigh Connect system is a superb facility"

- S Collins & Son

01324 611 311
sales@scotweigh.co.uk

SCOTWEIGH



Highland Perthshire Farmer Martin Kennedy Elected 63rd President of NFU Scotland

Highland Perthshire farmer Martin Kennedy has been elected the 63rd President of NFU Scotland. Mr Kennedy, who has been a Vice President at the Union since 2017, now takes over one of the top jobs in Scottish agriculture.

The vote, taken at the Union's virtual council meeting in Glasgow, Mr Kennedy was elected unopposed to the Presidential spot. Mr Connon and Mr Traquair were elected after a keenly fought vice-presidential contest which saw them run against Willie Harper and George Milne.

The presidential position will be held by Mr Kennedy for two years and a President can serve a maximum of two consecutive two-year terms. Under the terms of the constitution, Mr Connon and Mr Traquair, being elected to the position of Vice President for the first time, will initially serve for two years before the post reverts to an annual election.



After the election, NFU Scotland's new President Mr Kennedy commented: "It goes without saying that it is indeed a great honour to be elected President of NFU Scotland. This is a role I recognise carries a huge responsibility to represent all our members in all sectors of farming and crofting throughout Scotland."

"Without question we will have some real challenges ahead as we strive to meet not only climate change and environmental targets, but also at the same time continue to carry out our fundamental role of food production.

"I see these challenges as opportunities, and provided we implement a positive future agricultural policy, one that's right for Scotland, then we can create a profitable industry that's the envy of many across the globe."

Mr Kennedy went on to pay tribute to the many people he has worked with during his four years as Vice President, particularly the outgoing President Andrew McCornick and Charlie Adam, who stepped down as Vice President and a ten-year spell on the Union's board. He also welcomed all those who have now stepped up to represent the membership on the new board, including his new Vice Presidents Andrew Connon and Robin Traquair.

Martin is a tenant farmer in Highland Perthshire and farms with his wife Jane and three daughters, Jillian, Katrina and Yvonne.

They have 600 ewes and 60 cows on the farm rising from 800ft to over 2,500ft.

Martin served two years as Highland Perthshire branch chairman, before representing East Central region on the LFA committee in 2009.

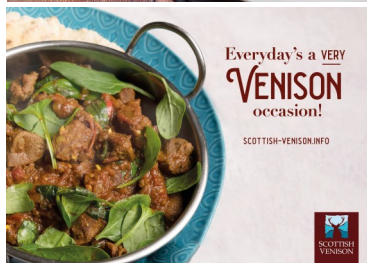
Martin then went on to be vice chairman then chaired the committee for three years. He was elected Vice President in 2017

Andrew Connon and Robin Traquair elected Vice Presidents at #NFUS2021



“A Very Venison Occasion”

Summary campaign approach



The aim of the campaign is to drive growth in the venison market by encouraging occasional consumers of venison to eat more of it, and to raise awareness of Scottish Venison.

Creatively, the campaign aims to make venison the first choice for a special meal but also to make the everyday special by asking consumers to consider venison as a treat for everyday meals at home. We will do this by showing the versatility of venison and by tethering it to everyday reasons for celebration. Our campaign line is: **“A Very Venison Occasion”**.

The creative format that will run in paid for media will be a series of short (15 sec) image led venison dish videos tethered to “everyday occasions”. Additional creative content materials are available in a toolkit for use by industry members to add weight to the paid-for activity and we would encourage you to do this.

The toolkit is available on the Scottish Craft Butchers members website. Content materials are available for Facebook, Instagram and twitter please contact Dick Playfair, Secretary, Scottish Venison Association Richard@playfairwalker.com

Targeting

The video campaign, which will commence at the start of March 2021, will target two core audiences, an older upmarket demographic and a younger open minded “foody” audience. The campaign will focus on London, the South and Scotland and will run for approximately six weeks.

The video ads will run as “InRead” content across a premium portfolio of relevant online publishers e.g. Telegraph, Times, Spectator. “InRead” means the ads will play within the copy of articles or before news video content. We will apply three approaches with a view to optimising as the campaign progresses. This will include:

- Nielsen 1st party data to tap into the core target audience (60+, upmarket, food/drink interest)

- A site list with "Food Interest" applied to ensure we appear around relevant high-end content

- A contextual strategy surrounding "Food & Recipe content" to attract a broader foodie audience and users looking for inspiration

While the media budget is modest for the task we are hoping to achieve:

- 1,250,000 impressions (the number of times the video ads are displayed)

- 250,000 video completes (the number of times the ads are viewed from start to finish)

- 3,750 click-thrus (to the Scottish Venison website)

Evaluating the campaign

The aim of the campaign is to raise awareness of Scottish Venison to encourage more purchase/ consumption: The Gate will evaluate the campaign through the following:

- Campaign metrics in the form of no impressions, views of the videos etc

- Click-thrus from the ads to the Scottish-venison website

- An online brand-pulse survey to measure awareness and recall of the advertising

Although we are not able to measure direct sales from the media campaign (as we are not selling direct from the campaign and cannot track this), we will track sales through Nielsen retail tracking and via feedback from the industry which should allow us to correlate any sales impact with campaign activity.



Everyone at Scottish Craft Butchers would like to say congratulations to all at S. Collins & Son Butchers in Muirhead who have just been announced as the Scottish Butcher Shop of the Year.

A fantastic result for an incredibly hard working team!



During Scottish Apprenticeship Week 2021 we are asking anyone in business to take part in [#ThanksForTheChance](#).

From 1 – 5 March, we're asking employers, learning providers, apprentices and anyone in business to share their stories of who gave them a chance in the workplace on social media using #ThanksForTheChance and #BusinessBackingTalent.

By sharing our stories we can recognise the mentors, bosses and businesses that helped shape our careers and make us what we are today.

In doing so, we can inspire those who can create opportunities for young people who are facing the toughest of challenges.

As a partner, we would be grateful for your support to get involved and encourage apprentices and apprentice employers to participate.

Please also promote the challenge on your social channels and networks to encourage participation.



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With the M Series & M2 Scales being obsolete for over 2 years now, there's never been a better time to upgrade to our latest XTRA Scale with our Interest-Free Purchase Plans. Get the scale your business deserves, not just the one you can afford right now.



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Butchers hit by Facebook scam attempts.

A Suffolk butchers has been targeted by social media scammers after it posted about a Valentine's Day hamper competition.

Thurston Butchers announced it was offering a Valentine's Day hamper full of "everything you need for a special date night and a slap up breakfast the next morning" via its Facebook page on Thursday February 4. But by Sunday evening, people had started to receive messages from a suspicious account.

"Around 7pm my phone went nuts," owner Alastair Angus said. "Customers, colleagues and friends were messaging me to notify me of a strange account and to verify if it was real or not."

An account with a similar name to the butcher's had added participants in the hamper competition as friends and messaged them saying they had won.

A spokesman for Trading Standards warned against social media scammers.

He said: "Social media platforms are popular hunting grounds for scammers. The scammer's aim is to get you to click on fraudulent links, to send your bank details or other personal information.

"Receiving an instant message, email, text or phone call out of the blue is a sign of a scammer. They will often put you under pressure to respond quickly or make offers that sound too good to be true.

"Reputable businesses will not act in this way. But if you think a message could be genuine, contact that business using official channels from their website, or contact details that you know to be correct. Do not respond directly to the message that you have received.

"If you are suspicious about any such activity, you can report it to the national Citizens Advice Consumer Helpline on 0808 223 1133 or online."

We are aware of Scottish Craft Butchers members being affected by similar scams, please be aware and ask your customers to keep you informed of any suspicious posts!

Next Executive Meeting of Scottish Craft Butchers

31st March 2021 @ 6:15pm via Microsoft teams video conference

An e-mail invitation to join the meeting will be sent out to executive members.

If any members would like to take part in the meetings please contact Gordon King on **07917524313** or e-mail gking@sfmta.co.uk



Beef labelling boards available for sale.

Ensure complete traceability within your business with the Scottish Craft Butchers branded labelling boards.

We have a small stock available from the office.

Cost £60 each including VAT and delivery. Contact bruce@sfmta.co.uk to order.



Meat Managers Hygiene and HACCP Course

It is a legal requirement to make sure that our businesses have an operational and auditable food safety management system in place.

We have traditionally held our Meat Managers Hygiene and HACCP courses in one location on one day. These have been held throughout the country and have proven very popular and useful in the development of individuals within the business who are required to take responsibility for the implementation of the HACCP system.

The courses have been delivered by Verner Wheelock.

Paul Bache has presented these courses for many years on behalf of Scottish Craft Butchers and the certificates issued are recognised by the local authority environmental health officers.

Due to the current restrictions we cannot hold face to face courses.

Therefore, we have decided to offer the course online during video meetings in April and May.

The format will be 3 x afternoons (3 hours each session) on a Monday, Tuesday and Wednesday with a **maximum of 7 places**. Each candidate will have to attend all 3 sessions!

The course content is available on request.

If you would like to find out more or register yourself or someone in your business on the course, **please e-mail Claire Simpson** claire@craftskills.scot



Send us your picture!



Bruce is currently updating the members listings on our Scottish Craft Butchers website.

The “**Locate your local butcher**” section currently lists names and addresses. We are gradually adding shop photos and links to your websites!

Please can you send us an up to date photo of your business and a web address link to your website. This will take any consumers who are searching our website straight to yours!

Send your details to **bruce@sfmta.co.uk**

Welcome to our new member



Andrew Clark
Urban Butcher
c/o Gizzi Foodservice,
James Street
Righead Ind Est
Bellshill
ML4 3LU



Adopt an Apprentice!

Updated by the Scottish Government in October 2020.

Be rewarded for taking on a skilled trainee. **£5000 to the business for each apprentice.**

What is Adopt an Apprentice?

The financial incentive helps you cover the wage and recruitment costs of taking on a Modern Apprentice who has **been made redundant from another employer.** It should be used to support an apprentice with employment for a minimum of 12 months.

For all businesses the financial incentive is now **£5,000.**

How to apply

A training provider must make the application for you.

Call Claire at Craftskills Scotland on **01738 637785** or email **Claire@craftskills.scot**



Events Calendar March/April 2021

Scottish Apprenticeship Week

March 1st – March 5th



British Pie Week 2021

March 1st- March 7th



National Butchers Week 2021

March 8th - March 14th



Mothers Day

Sunday 14th March



Easter Weekend

April 2nd - April 5th

Welcome to our new member



William Lindsay
William Lindsay Family Butcher
64 St John Street
Creetown
Newton Stewart
DG8 7JG



EXCLUSIVE LIMITED TIME OFFERS

Save HUNDREDS of pounds on the I4 Single Phase or 25 Single Phase Sausage Fillers with our Exclusive Offers.

When they're gone, they're gone - so don't delay!



Talsa FI4
£2399 + VAT (was £2728)

FI4s sausage fillers include: stainless steel lids, piston plates and round chamber. Also includes an internal tube to discharge air/water for simplified cleaning, plus a safety gauge and speed control knob for ease of use.

Talsa F25
£2999 + VAT (was £3476)

F25 sausage fillers include: a high hydraulic power to fill the densest and most compact of mixtures. Plus, a knee lever which can be fitted in 2 different orientations, reduced power consumption, heat and noise.



Contact us today!

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Butchers outperform the market this Christmas

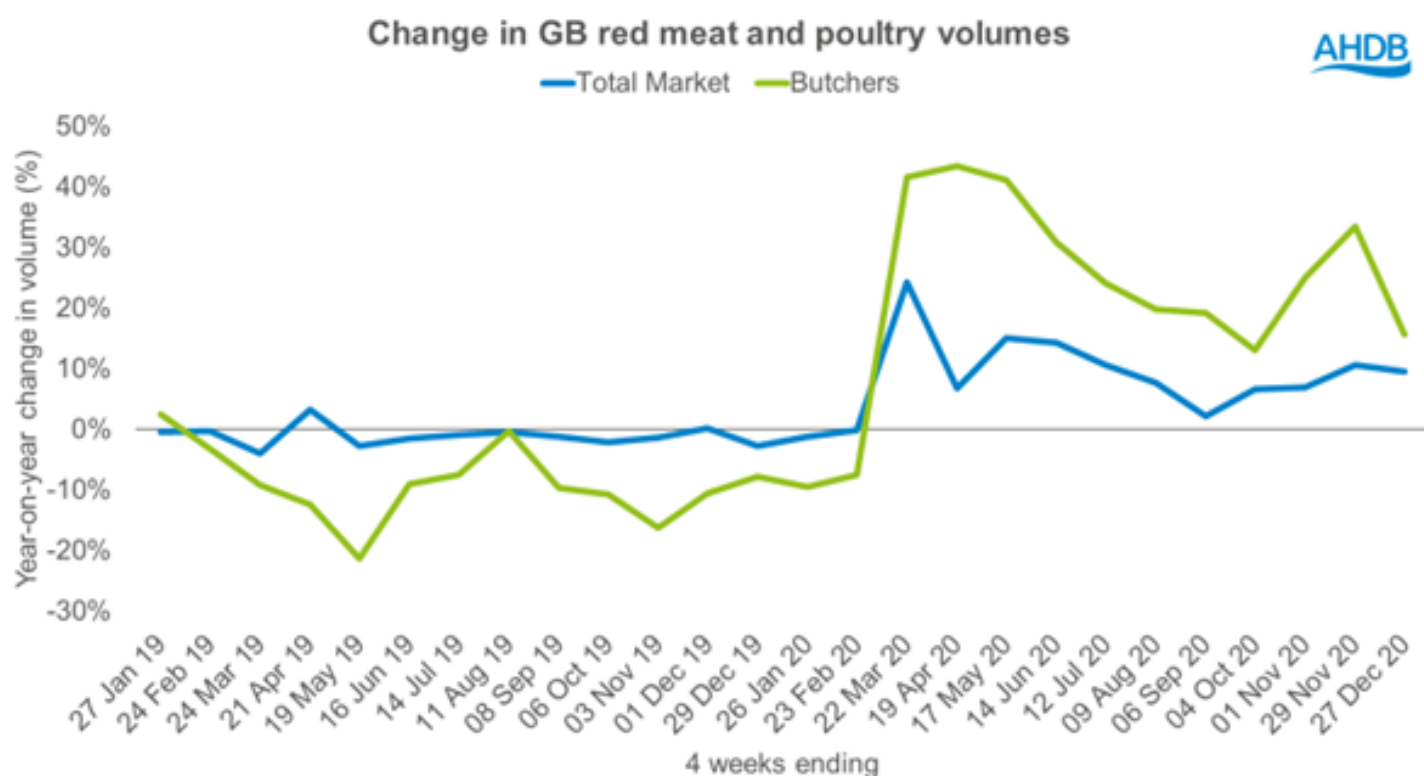


Butchers had their best Christmas in recent history, with shoppers buying 16% more red meat and poultry in December 2020 than they did in 2019 (Kantar, 4 w/e 27 Dec 20). This equated to an extra £8.5m spent at butchers over the four-week period.

This was driven by an increase in the amount shoppers purchased on each trip to the butchers, as gains in household penetration made throughout 2020 didn't continue into December. Comparing back to the rest of 2020

The December figures are certainly very positive and contributed to an overall increase in butchers' sales of meat and poultry of +22% over the full year (Kantar, 52 w/e 27 Dec 20).

This full-year uplift came from shoppers buying more product on each visit to the butcher, but also from an increase in shopper numbers. Throughout 2020, butchers' shops had 550,000 more shoppers than they did in 2019.



Source: Kantar, 4 w/e 27 Dec 20

However, significant uplifts at the start of the pandemic in spring 2020 meant that December still only accounted for 10% of volume sales – in line with typical levels seen in previous years. So whilst December represented the best Christmas ever, it didn't increase importance of this month to the rest of the year.



NIHON SHOKKEN SANZOKU BLACK PEPPER SAUCE

DISCOVER THE ART OF JAPANESE "TAREZUKE" DISHES

Tarezuken is a meat, vegetable or seafood product that is packed and sold already in sauce. The customer simply pan-fries or oven-cooks at home. It offers a simple but genuine taste of Japan.

※Use approx. 20% ~30% sauce to ingredients



display



serving suggestion

Sanzoku Steak Ingredients (1 Pack)

Sirloin Steak 200g
Sanzoku Black Pepper Sauce 40g

Cooking Instructions
Pan-fry on a high heat for 1-1.5 minutes either side, then on medium heat for around 6 mins, turning occasionally. Take off heat, rest in pan for 3 mins, pour over juices and serve.



display



serving suggestion

Sanzoku Pork Ribs Ingredients (1 Pack)

Pork Ribs 200g
Sanzoku Black Pepper Sauce 50g

Cooking Instructions
Preheat oven to 180 degrees. Cook ribs for 15-20 minutes. Arrange on plate with a selection garnishes. (Rocket, potato wedges, tomatoes and so on.)

SANZOKU BLACK PEPPER SAUCE 2KG

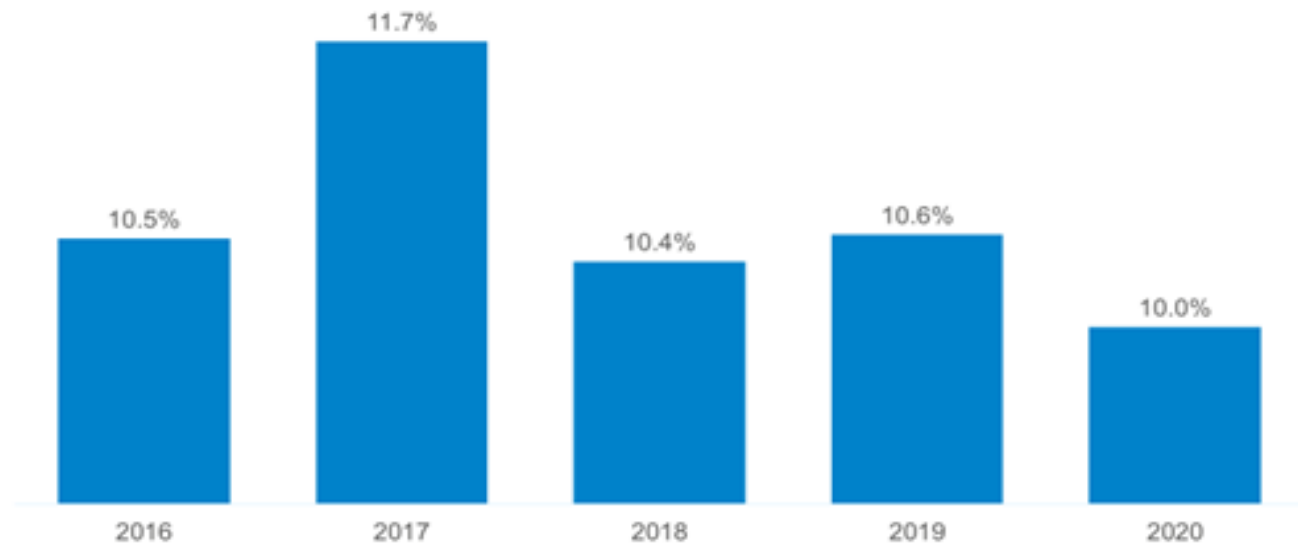
This sauce provides meat with a distinct and peppery kick, combining, 3 grinds of pepper, garlic and soy sauce for enhanced flavour and texture. Pair it with rich flavoursome meats like lamb, pork and chicken thighs, and steak. This sauce can be used for frying, grilling, barbecuing and oven cooking. It can be used as a marinade or as a finishing sauce to go alongside your ready meals.



Nihon Shokken
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December share of full year sales volume at GB Butchers



Source: Kantar, 52 w/e 27 Dec 20

Part of this is likely due to the rapidly changing restrictions surrounding Christmas. Following the government's announcement on 19th December, shoppers had to change plans and, as a result, the biggest shopping day in December came on Monday 21st December, likely after butchers' pre-order cut-off date. However, out of everything shoppers bought from butchers in the two weeks leading up to Christmas, 32% went out the door on Wednesday 23rd. Therefore, a future learning could be to publicise any availability, or increased flexibility, in the week leading up to Christmas.

How to keep shoppers throughout 2021

Butchers have outperformed the rest of the market in 2020. This is due to a variety of reasons, including avoidance of big stores as – at the height of the first lockdown back in April 2020, 49% of British shoppers said they were avoiding going into big supermarkets (AHDB/YouGov Consumer Tracker). Over time there has also been a growing desire to support local businesses; nearly two-thirds of shoppers who bought meat from a butcher last year said that supporting a local business was a key reason for doing so (AHDB/YouGov Consumer Tracker, Nov 20).

However, by November, the avoidance of big stores dropped back to 34%. So, with those initial concerns about the safety of supermarket already easing, the concern for butchers now is how to retain these new shoppers.

How new shoppers differ

Repeat shoppers are hugely important to butchers' sales, accounting for 87% of spend at butchers in 2020. It's therefore vital to keep these shoppers engaged through the high quality and expertise they desire, while appealing to new shoppers, who are those who hadn't stepped foot in a butchers' shop the year prior. These new shoppers are more likely to be wealthier and younger shoppers. Therefore, there is a longer-term generational opportunity in engaging with these younger shoppers so that they carry this new use of butchers' shops through to older age.

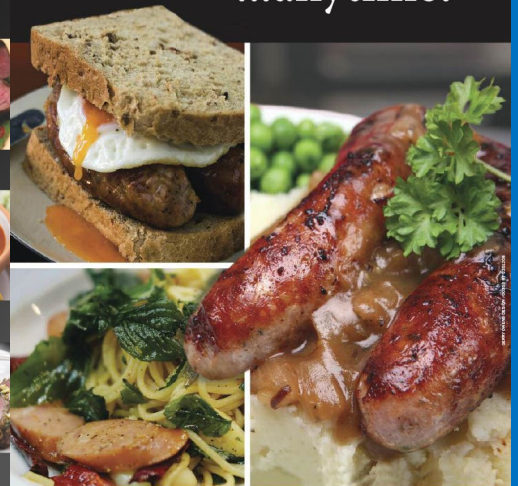
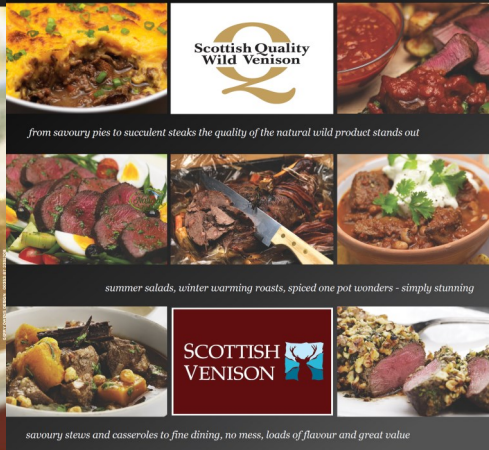
On each visit to the butcher, new shoppers will buy just as much volume of product than repeat shoppers, at around 2kg per trip. They just don't visit a butchers as often as repeat shoppers, so finding ways to get them to visit more frequently is important - perhaps by having a new or promoted special each week, offering meal boxes/kits and engaging with them through social media.

When these new shoppers do visit the butcher, that 2kg basket is more likely to be made up of red meat than it is chicken. Roasting joints are the most popular option for new shoppers, but the cuts they're more likely to look for, over repeat shoppers, are lamb chops, beef burgers and steaks.

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January 25th

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sheets.**

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in the office if anyone
needs them, just get in
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passion



Real Food
... Real Flavour

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Tips, Advice and Cooking Times.

Recipe leaflets are available on the members only area of the Scottish Craft Butchers website. Members can print off and issue to customers. We have also sent the posters and photos by e-mail to all members. **If you haven't received them , please provide us with your e-mail address and we will send out.**

The QR code on the "Prepared with Passion" poster will take the consumer directly to the "How to cook the perfect steak" leaflet.

Why not post the cooking guides on your social media pages to show the extra service our local Scottish Craft Butchers provide.

Scotland's red meat industry unites in opposition to transport consultations



The Scottish Red Meat Resilience Group has responded in strong opposition to the recommendations in both the DEFRA and Scottish Government consultations on Welfare of Animals at Transport, which closes for submissions this week.

The cross industry group, which aims to seek out ways to protect, promote and develop the industry, was established in 2019.

Chaired by Quality Meat Scotland's (QMS) Chair Kate Rowell, the group consists of representatives from across the supply chain including Scottish Beef Association, NFU Scotland, National Sheep Association Scotland, Scottish Association of Young Farmers' Clubs, Scottish Association of Meat Wholesalers, Pig Industry Leadership Group, Scottish Federation of Meat Traders Association, and The Institute of Auctioneers & Appraisers in Scotland.

According to the group, if implemented, the proposals contained within the consultations would have a devastating impact on Scotland's red meat supply chain.

"From prohibiting transport when external temperature is below five degrees – effectively ruling out transport from November to March in Scotland – to limiting journey times to nine hours for nine-month-old calves, the proposals do not reflect and recognise the already robust systems and safeguards the Scottish livestock industry has in place to ensure that animal welfare is the number one concern when transporting livestock around the country," says Kate Rowell.

In Scotland, another specific consideration is the lack of slaughtering capacity.

"More than half of the sheep and pigs born in Scotland are slaughtered outside the country each year," said Ms Rowell.

"Regarding beef cattle, Scotland's abattoirs tend to specialise in processing prime cattle, resulting in a significant proportion of the cows being slaughtered elsewhere in Britain. In 2019 more than 42% of the female cattle aged over 30 months - which had been born in Scotland and went to slaughter - were processed in England and Wales."

This trade in store livestock is a vital component of Scotland's traditional farming systems, based around the flow of calves and lambs from upland areas to specialist beef and lamb finishing on the better ground, often via auction marts as the intermediary.

In addition, the restriction of live exports could adversely affect farmers and crofters on Scottish islands where a significant number of livestock moving between the islands and mainland each year for finishing.

According to Scottish Government regional census data for June 2020, there were nearly 825,000 sheep and 125,000 cattle on Scotland's islands which could be impacted.

"In Scotland we operate under some of the highest animal welfare standards in the world. Our whole-of-life whole-chain assurance schemes, which are supported and approved by the SPCA, Scotland's independent animal welfare charity, means that farmers, hauliers, auction marts, processors and feed merchants must adhere to standards to ensure the best quality of life for animals throughout the supply chain.

"The QMS Haulage Assurance Scheme is an essential element in our whole chain consumer assurance programme and haulage drivers are specially trained to handle and transport livestock to a high standard with animal welfare of paramount importance," concludes Ms Rowell.

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4th February 2021

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This is just a quick letter to inform you of a slight change in personnel roles at KellyBronze Scotland.

In the past Aileen Monk has worked in a customer liaison role, with Loren Monk and Diane Ball (in England) doing all your Christmas admin, ordering and deliveries.

Aileen's other commitments has meant that she is now leaving us and we thank her for all her hard work.

Loren will be taking over this role going forward, as it ties in nicely with her work on the farm and her existing admin role there.

We wish Loren lots of luck going forward and can assure you of our continued wish to offer you the best possible service.

Kind Regards



Phillip Regan
Sales Manager



KELLY TURKEY FARMS

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Improved allergen labelling becomes law to protect consumers in Scotland



New legislation, which will require food businesses in Scotland to include the product name and full ingredients, including allergen information on pre-packed for direct sale (PPDS) foods has been laid in Parliament on 11th February 2021.

The new legislation will improve information about allergens and other ingredients in food packed in advance, mainly at the same place from which it's sold, before being offered to consumers.

Examples of PPDS foods include sandwiches placed into packaging by the food business and sold from the same premises, wrapped deli counter goods such as cheese and meats, and boxed salads placed on a refrigerated shelf prior to sale.

This new requirement follows wide consultation, including engaging with business and enforcement stakeholders, and consumers on improving allergen information, to help prevent further food allergy deaths in the out of home environment.

The new law will offer increased protection and confidence for consumers living with a food allergy or intolerance in the food they buy out and about. On pack information will include the 14 'most common' allergens specifically listed in food information law, as well as other ingredients which can trigger reactions. The new law is intended to come into force on 1 October 2021 to align with the rest of the UK.

Food Standards Scotland's Chair, Ross Finnie, said:

"The implementation of this new law supports the strong consumer call for complete allergen and ingredient information on PPDS foods, making life easier for many who need to have clarity and trust in the food they buy for safety and dietary reasons.

"This level of transparency is a significant step forward in providing clear information for people with allergies, which can be life threatening if they consume food to which they are allergic.

"While the best level of consumer protection is vital, we recognise that changing labelling requirements will affect businesses, and have carried out extensive stakeholder engagement across industry and enforcement authorities to assess the benefits, risks and impacts.

"We will continue to engage with stakeholders to raise awareness through a communications campaign in the coming months to highlight the changes and provide support through practical guidance and online resources, including an allergen training package which will help businesses and enforcement officers."

Food Standards Scotland will work closely with the Food Standards Agency to publish information to ensure that businesses of all sizes throughout the UK can prepare and adapt to these changes.

Public Health Minister Mairi Gougeon said:

"I welcome that Scotland is moving forward and making these important changes. Everyone wants to understand more about what is in their food and we want to give them increased confidence about the food that they buy.

"Having information about allergens and ingredients upfront on the labels of all prewrapped food is crucial for people who have food allergies and I am pleased that we are making real progress here.

"I recognise that this is also a challenge for industry, which is why we are announcing these changes now. FSS will continue working with stakeholders over the next eight months to help industry prepare for when the new labelling requirements come into force in October."

These changes are in line with those being made for England, Northern Ireland and Wales as part of a consistent approach for protecting consumers across the UK.

Scottish Craft Butchers are working with some members to establish the cost implications of this. We are feeding back the findings to Food Standards Scotland this week.

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- Shepherds Pie Mix



Livestock Prices

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

	W/E 23/01/21	Previous week	Previous year
Scottish Abattoirs			
Prices			
Steers dwt	388.4 p/kg	386.8 p/kg	349.9 p/kg
Heifers dwt	389.2 p/kg	386.3 p/kg	348.3 p/kg
Young Bulls dwt	357.0 p/kg	360.9 p/kg	322.0 p/kg
Numbers			
Steers	3972	4075	3482
Heifers	3037	2761	2150
Young Bulls	208	266	273
Scottish auctions			
Prices	W/E 20/01/21		
Steers lwt	210.40 p/kg	221.03 p/kg	183.96 p/kg
Heifers lwt	219.37 p/kg	219.05 p/kg	204.47 p/kg
Young bulls lwt	179.06 p/kg	174.84 p/kg	169.00p/kg
Numbers			
Steers	86	60	105
Heifers	243	230	214
Young bulls	18	13	18

Deadweight cattle week ending 23rd January 2021

	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	392.3	390.7	388.4	397.5	396.8	390.4	378.8	382.9
R	391.6	392.4	388.4	392.3	392.6	389.8	380.3	362.1
O+	385.1	379.0	377.9	384.1	386.6	379.1	340.7	370.7
-O	365.4	364.4	353.0	350.1	349.4	340.9	310.5	346.0

Sheep prices Scottish	W/E 20/01/21	Previous Week	Previous Year
New Season SQQ lwt	253.73 p/kg	264.09 p/kg	210.25 p/kg
Ewes lwt	£80.82 /hd	£88.55 /hd	£75.77 /hd
Sheep numbers			
Scottish Auctions			
New Season SQQ	16692	14672	14099
Ewes	5908	5388	6094
Sheep Prices	W/E 23/01/21	Previous week	Previous year
GB Abattoir			
New Season SQQ dwt	574.3 p/kg	568.8 p/kg	463.4 p/kg

Deadweight sheep week ending 23rd January 2021

		2	3L	3H
	U	585.2	587.5	582.0
	R	574.6	578.1	575.0
	O	556.2	561.8	554.1

Livestock Prices

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

Pigs	W/E 23/01/21	Previous week	Previous year
GB abattoirs			
Standard Pig Price (SPP)	141.69 p/kg	143.05 p/kg	162.54 p/kg

GB deadweight pigs SPP week ending 23rd January 2021

	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	110.93	-5.15	80.0 – 89.9 kg	144.79	-1.59
60.0 – 69.9 kg	142.37	-4.74	90 kg and over	138.83	-1.25
70.0 – 79.9 kg	145.58	-2.42			

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Congratulations to you both.



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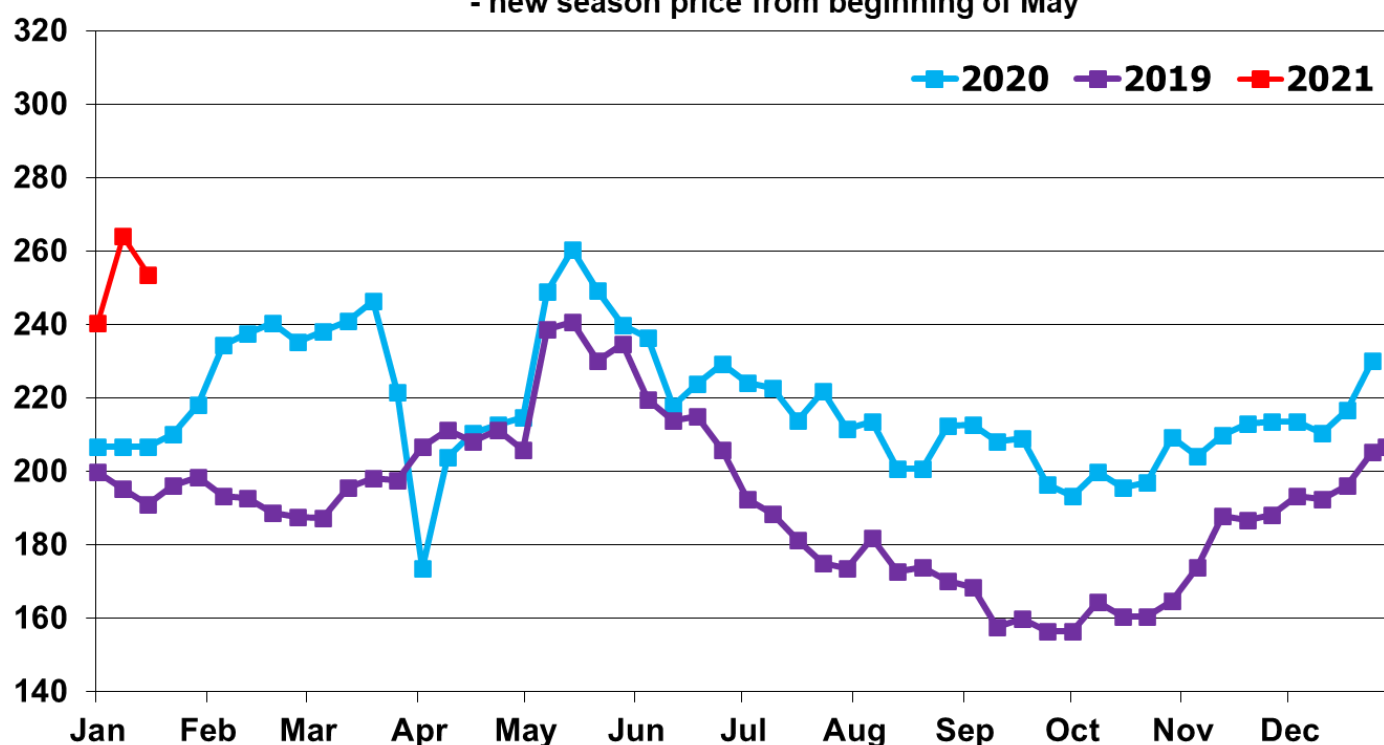


A CUT ABOVE



Scottish auction market price for prime sheep

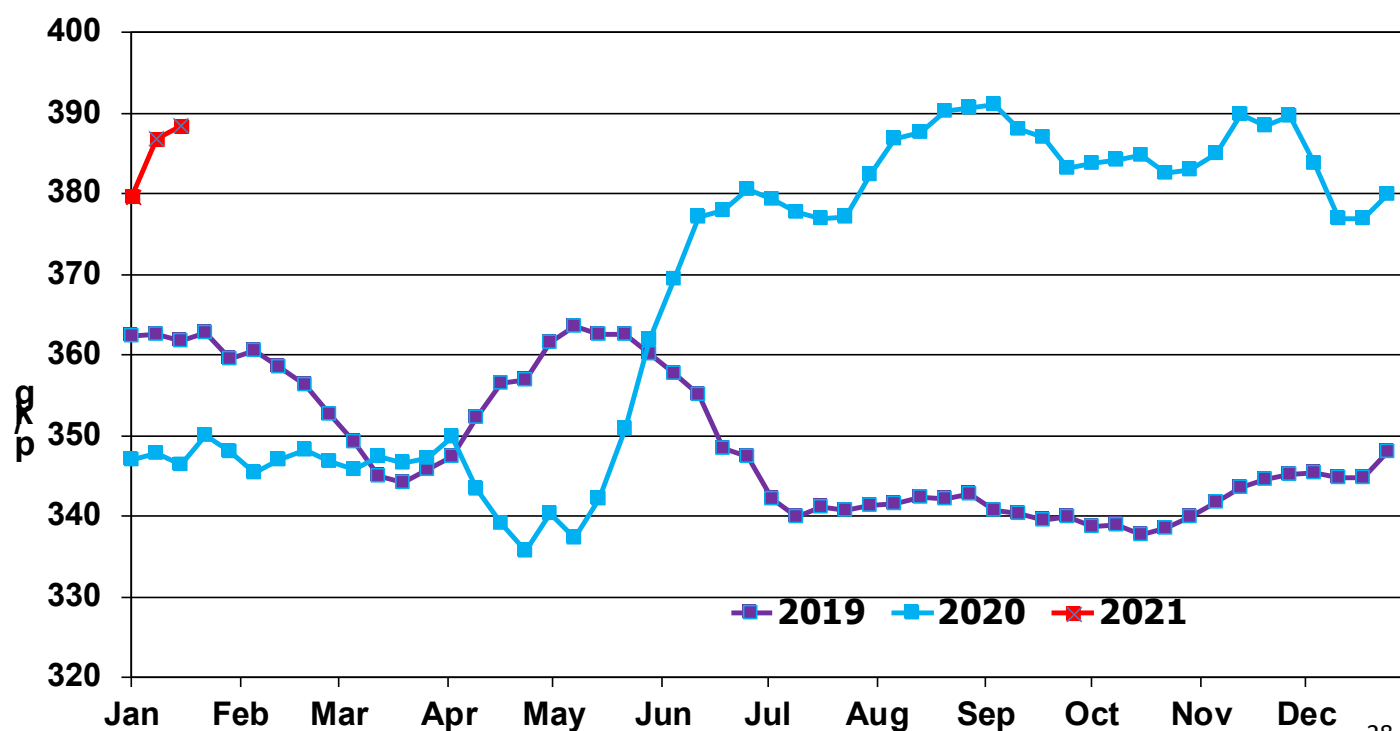
- new season price from beginning of May



The prime lamb market has made a very strong start to 2021 despite the added cost, complexity and risk of exporting leading to a significant reduction in export activity. If around one-third of lamb production was exported in a normal year, and it has fallen to a quarter of usual levels, then that suggests that up to a quarter of production has had to find a new market.

After trending seasonally higher from an autumn low point in October, lamb prices at Scottish auctions settled at around the 210-215p/kg mark in the month before Christmas. However, unlike recent years, prices climbed over the festive period, passing 240p/kg and averaging around 12.5% above pre-Christmas levels in the first week of 2021, compared to a five-year average lift of around 4% from pre-Christmas.

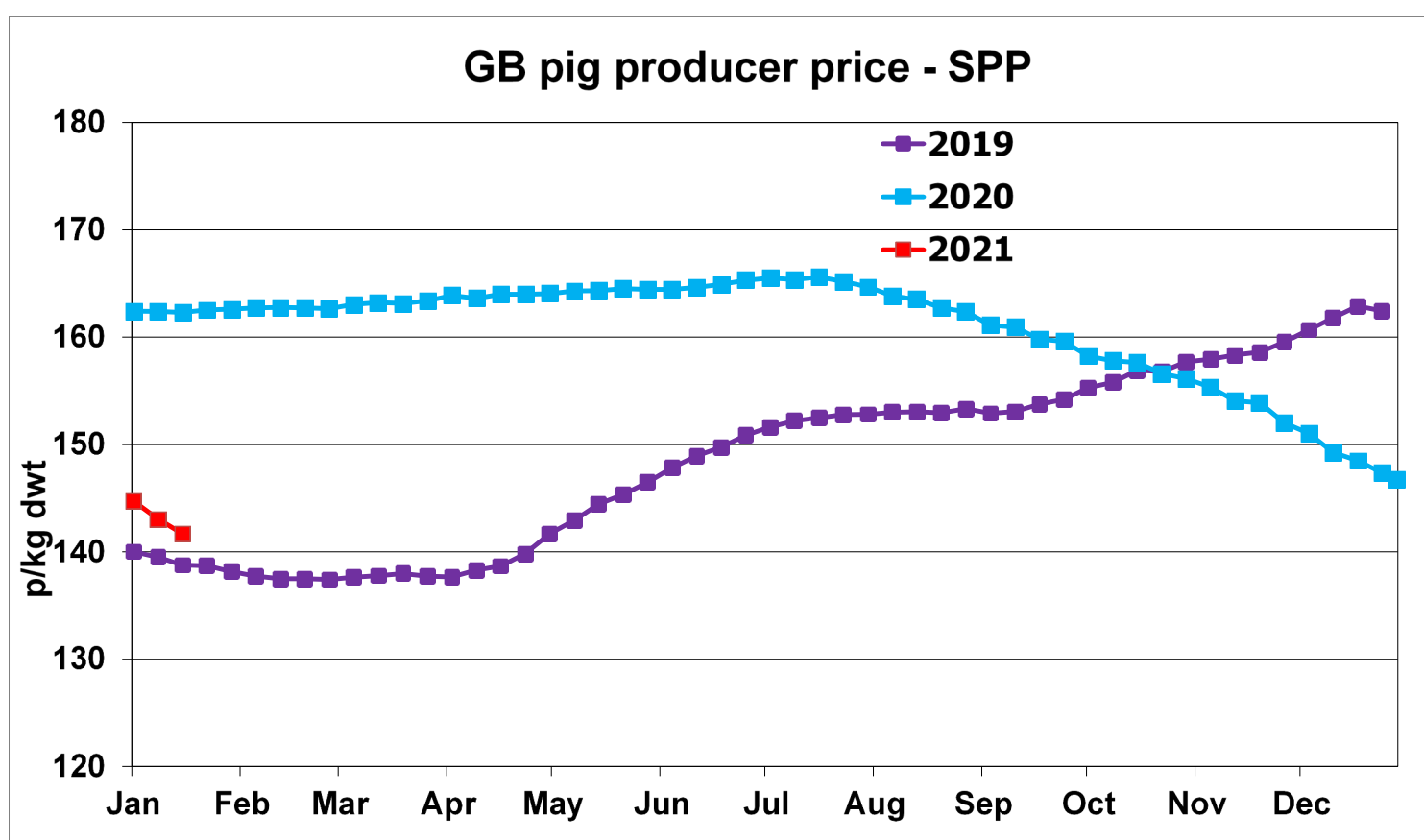
Scottish deadweight price for steers



With the peak festive procurement period passing, prices slumped, dropping by 3% over a fortnight, to a five-month low of 376p/kg. However, the market crept higher again over the festive period, before rising significantly in mid-January, returning to the pre-Christmas peak of around 388p/kg in the third week and then easing a fraction to end January at 387.4p/kg.

After running 11-13% higher than last year between August and November, there was a dip towards 9.5% in December, but the gap widened again in mid-January, to 11.5%. Meanwhile, leads over three and five-year averages were at 4-6% between August and December, widening to 8-9% at the end of January. This widening in January reflects the move higher being against the historic seasonal downwards trend.

Prime cattle prices reached their second highest recorded level for the time of year in mid-October, moving ahead of 2017 and 2018 levels. However, they remained 5-7% below their 2013 peak throughout Q4. Though, given that prices had been falling steeply in early 2014, the gap had closed to 2% by mid-January, then 0.6% in the third week, before reaching a new seasonal record in the final week, averaging 0.9% above the same week in 2014.



The prime pig market has been facing significant headwinds since early in the final quarter of 2020, with the combination of rising supply on farm but reduced abattoir throughput due to covid-19 outbreaks in the processing sector, resulting in a large backlog of pigs. As we learned from the USA in the spring of 2020, even when retail demand is firm, an inability to process these pigs can place downwards pressure on market prices due to reduced competition for pigs, while delays in getting pigs processed results in greater numbers falling out-with market specifications.

Having fallen each week from the mid-July high point of 2020 to the year end, the GB SPP has continued falling into the New Year. The average weekly decline in the SPP in the second half of 2020 was 0.8p/kg, but this almost doubled in January 2021.

At 140.5p/kg in the week ending January 30, the GB Standard Pig Price (SPP) was 15.2% below its mid-July 2020 peak and 13.6% below the same week in 2020. After opening the year 1% above their five-year average, prices had slipped 1.5% below it by the end of January.

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Sirloin Steak	2928	2928
Rib Eye Steak	2745	2745
Popeseye Steak	1878	1878
Topside	1567	1567
Round / Rump Steak	1558	1558
Shoulder Steak	1261	1261
Rolled Brisket	1270	1270
Steak Mince	1120	1120
Boiling Beef Bone In	728	728

DOMESTIC LAMB

Whole Leg of Lamb	1423	1423
Centre Cut Leg Bone In	1613	1613
Gigot Lamb Chops	1822	1822
Lamb Leg Steaks	1822	1822
Chump Lamb Chops	1776	1776
Double Loin Lamb Chops	1865	1865
Single Loin Lamb Chops	1713	1713
Rolled Shoulder Lamb	1285	1285
Lamb Shanks	794	794
Diced Lamb	1541	1541
Minced Lamb	1362	1362

PORK

Pork Tenderloin (Fillet)	1359	1359
Pork Leg Steaks	1024	1024
Double Loin Pork Chops	980	980
Single Loin Pork Chops	922	922
Rolled Shoulder of Pork	836	836
Belly Pork	842	842
Pork Loin Steaks	1131	1131
Diced Pork	913	913

PRODUCTS

Beef Link Sausages	890	890
Pork Link Sausages	898	898
Speciality Pork Sausages	928	928
Sliced Beef Sausage	837	837
Sliced Black Pudding	759	759
Ball Haggis	851	851
Scotch Pie	114	114
Quarterpound Beefburger	118	118
1lb Steak Ashette Pie	841	841

The Scottish Craft Butchers Trade Fair, scheduled for May 2021 has been postponed!

Unfortunately, the current pandemic means that we have no option but to postpone until **May 2022**. Hopefully we will all be in a position to meet up and participate in the competitions and evaluations at our popular trade fair.

The Scottish Craft Butchers office in Perth is closed following government guidelines. We hope to be open as soon as restrictions lift.

We will be available to our members to answer any queries via email or by mobile phone and will be available out of office hours for any members wanting to contact us.

Our contact details are below

Gordon King: - gking@sfmta.co.uk 07917524313

Bruce McCall: - bruce@sfmta.co.uk 07834490922

If you have any equipment you would like to advertise in this newsletter, please send us a photo and description to bruce@sfmta.co.uk or gking@sfmta.co.uk

**SCOTTISH
CRAFT BUTCHERS**

The team are here to help just get in touch!



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