

MINUTE OF THE MEETING OF THE EXECUTIVE COMMITTEE HELD WITHIN 8/10 NEEDLESS ROAD PERTH, ON WEDNESDAY 10 MARCH 2005

PRESENT: Duncan MacKenzie President (Chair)
Mark Barnett Immediate Past President
Jamie Chapman President Elect
Douglas Scott Chief Executive
Richard Sneddon Company Secretary
Bruce McCall Minute Secretary

Plus 15 Executive and Ordinary members as detailed below:

Honorary President Arthur Matthew, Past Presidents Bob Baillie, Adam McLay, Hamish Deans, David Lindsay and Wilson Ferguson. Executive members: Jack Meade, Stewart Dempsey, Jim Preston, , Beaton Lindsay, Stuart Christie, George Lees, Neil Cameron, Alan Kennedy,.

APOLOGIES: Roy Baird, Jim Hastie, Denis Meney, Steven Sherriff, Hugh Pender, John Chapman, George Jarron, Graham Murdoch.

Duncan Mackenzie asked Jamie Chapman to convey the Executive's best wishes to his father John for a speedy recovery following his recent surgery.

MINUTE OF PREVIOUS EXECUTIVE MEETING: Alan Kennedy approved the Minutes of the previous meeting held in February, seconded by Jack Meade.

MATTERS ARISING: Douglas asked Stuart Christie for a copy of the scam Health & Safety material for reporting in the next newsletter. Hamish Deans complemented Bruce McCall for a very full minute and Stuart Christie requested that they be sent out earlier.

PRESIDENT'S REPORT:

MEAT TRAINING COUNCIL AGM: The event was superb. David Brown Training won a prize for best training organisation. He felt a bit cheated by the meeting as an EGM was planned for 11am which, was a rigid time. At five to eleven they started to discuss Scotland and halfway through Duncan's speech they moved on to the EGM. After the EGM this was followed by the AGM and under any other business Duncan wished to continue but they said to do it later but they never did. Afterwards socially everyone was very keen to talk. He said that Meat Training Council is much happier with their dealings with SMT and their staff. Several meetings have taking place with the two. Mark Barnett asked if Duncan had written letter thanking them for attending event and to express disappointment on the time allocated to Scotland. Duncan said that this had been done.

LANARKSHIRE BUTCHERS DINNER DANCE: Duncan thoroughly enjoyed the evening but could not understand why more butchers do not make the effort to attend. He thanked Lanarkshire President Jim Preston for the excellent organisation by him and his committee.

CHIEF EXECUTIVE REPORT: Douglas Scott reported.

BBC SCOTLAND RURAL AFFAIRS REVIEW: En route to the regional meeting in Inverness, Douglas took in a launch of BBC rural affairs review. Sixty people attended the launch on a snowy day in Birnam Institute. The purpose of the gathering was part of BBC procedures to find out the public view of their services. Clips were shown of BBC Landward and comments were asked for on what they did. Douglas said it was a very well produced programme which could probably do with more airing as it is only on so many weeks of the year and it would help if the food industry was more

fully reported as it is an integral part of agriculture. Douglas felt that most people were constructive and the direction was good.

SAOS GAME WORKSHOP: A workshop had been held at Ingliston about "Raising the Game" feasibility study by the Scottish Countryside Alliance (SCA) and Scottish Game Dealers and Processors Association (SGDPA). To evaluate market measures the report was circulated to those members who had indicated that they sell game. So far two members have provided feedback. They feel that there is no structure for the promotion of the product. The SCA and SGDPA are concerned that they will get to the stage where deer and pheasants are culled and then buried. These organisations would like to build a market for the product and avoid any potential image problems. Previously 80% of venison was exported now 80% stays in the UK. It has now become a global product and evidence of that is New Zealand farmed deer that comes into this country. The workshop sought ideas on how to promote the product and create stronger demand. Some individuals are working to the detriment of the industry by shooting deer and taking it into their local butchers. Others such as Highland Game and Braehead do the job to a recognised specification. Views on whether or not they should go along a quality assurance route was sought. Another meeting will take place on the 4 April and Douglas would like more feedback from members on what they think. Douglas promised copies of the discussion document would be sent to Executive members requesting them.

Wilson Ferguson said a big difficulty is that no one knows how to cook it. Douglas said further down the line they are looking at marketing initiatives to educate consumers. Mark Barnett suggested that with the younger generation there was an image problem as well. David Jarron said he sourced quite a bit from Highland Game and Alan Kennedy said he sells quite a lot of it in Blairgowrie. Douglas Scott said that he would like suggestions on how it should be supplied. Wilson Ferguson said recipes and cooking information would help. Hamish Deans said there is quite a difference between the farm and wild venison as it is a different product entirely. Douglas said that is part of the education they want to put forward. Wilson Ferguson said some of the farmed product is too small and too much bone compared to meat. He continued explaining that it comes in vacuum packed as haunches and that it is sold from the freezer unless it is sold for catering. David Lindsay said that he has Beswick in Perth and they are very good, he tried it for a couple of weeks with pre-packs but could not move it. Mark Barnett said if the industry is interested in promoting it to us it would be fine but if they are interested in promoting quality assurance to the public do they really care. David Jarron said they sell a lot of venison sausage and sliced venison but it really has to be worked at. Douglas Scott thanked everyone for their comments.

MEAT TRAINING COUNCIL (SCOTLAND): The services of Ron Spy, Development Manager have been dispensed with. The new Sector Skills Council is called Improve and obviously MTC have to work closely with them. MTC (S) have called another meeting for the end of April, which Improve will attend. As far as we are concerned we have concerns over how it can be afforded and how it will be financed. Andy McGowan from QMS attended the meeting, he was helpful in suggesting amongst other things that QMS could run off and distribute MTC newsletter.

TRAINING AND DEVELOPMENT: Richard Sneddon reported.

SCOTTISH ENTERPRISE GRAMPIAN:

SMT met with Scottish Enterprise at a meeting in these offices on 16th February. The main topic of the meeting was to discuss areas of the Audit Report from Scottish Enterprise Grampian, our lead LEC, that we as a company disagreed with. Scottish Enterprise (SE) listened and SMT put their thoughts forward but SE would not in any way re-visit the report or the contents within it.

In attendance: Douglas Scott, Wilson Ferguson, Sandra Lennox, R Sneddon, Paul Tytler, Learning Skills Manager Angela Salmons, Area Compliance Manager, Audrey Scott, Accounts Manager.

Discussions were also held as to the claw back sum they require us to pay them and re-contracting for 2005 and 2006. Paul Tytler, Scottish Enterprise made it very clear that they wanted their money back and was willing to discuss how this could be achieved as at present we had a stalemate as they could not work with us until we pay back the monies owed. The contract for the new financial year would, at this point, depend on two things:

- A- The monies being paid back,
- B- The outcome of our audit carried out by Meat Training Council, our Awarding Body.

Meat Training Council and Scottish Enterprise had met the week before and Scottish Enterprise now felt that if we could get a good result from this audit they would seriously consider our application for a new contract. Paul Tytler, Scottish Enterprise said that someone from his office would want to sit in on the feedback on the final day of the audit. This was agreed and Douglas agreed to discuss payment of the claw back sum with the Finance Committee.

Douglas is at present in discussion with Paul Tytler, Scottish Enterprise regarding the repayment of the claw back sum.

Meat Training Council has undertaken an in-depth audit of Scottish Meat Training over the past two days. In attendance at the feed back meeting at the end of the two days were on behalf of SFMTA and SMT Douglas Scott, President Duncan Mackenzie Sandra Lennox, Eleanor Rae and myself. Paul Tytler attended on behalf of Scottish Enterprise.

Meat Training Council read through the previous action list and marked achieved where applicable, some areas are still outstanding, not because they have found problems but only because they were unable to check these with the limited time span available to them.

SMT presented 23 trainee folders that MTC had previously highlighted as having inadequate evidence due to the poor completion of the documentation and assessing of the previous assessor/s. We as a company have spent the past month re-visiting previously visited trainees in order to re-assess them because of this poor workmanship in the past. They have just presented us with another list of 49 to do. We have agreed that they come back May 16th and 17th to check our progress.

Meat Training Council passed all 23 folders presented to them which means that we can get certification for these and these only. As a training provider we had hoped that we would have got approval for certification for all trainees on Level II. This is not the case and we now have to submit the 49 trainee folders that require re-assessment due to poor assessment and poor completion of documentation in the past. Maybe after this we will get certification for all trainees.

Paul Tytler, Scottish Enterprise was impressed with the positive outcome of the audit and has today sent an e-mail stating that Scottish Enterprise are now willing to talk to us about re-contracting.

Trainee numbers are on a decline but this isn't because trainees are abandoning their training but because they are leaving their place of work. Normally we could replace these people by bringing on new trainees but at present we cannot start new trainees until we have secured the funding. The other problem here is that we are spending so much time re-visiting trainees work from the past that we are falling behind in our normal visit schedule. I propose that we visit all outstanding assessments and after this has been done we then turn our efforts to the 49 trainees that MTC are requiring re-assessment on, this could take one to three days per trainee. We are at present

holding 24 possible new starts in a pending folder. A letter will be sent out to these companies advising them that we are at present running with the maximum amount of trainees and will allocate an enrolment position as soon as we possibly can.

In the Highlands and Island area we are able to take on new starts and have increased our numbers by one this month.

Gentlemen as a team, and I include SFMTA as well as SMT. We are working tirelessly to try and accommodate demands from Scottish Enterprise, Meat Training Council and our Trainees. We could use more staff but due to the financial restraints we are under this is not feasible. I can confidently say that with the team now in place we can do the job if given enough time.

Because of the findings in the SE report Derek Stahly has been dismissed. Richard Sneddon made no further comment as employment law procedures are still ongoing. Stuart Christie asked if we complete the 49 would there be more. Richard said possibly yes as he reckons there is another 100 waiting to be assessed. Duncan Mackenzie mentioned that Richard suggested that pending visit trainees would be visited and then go back to the 49 files. He asked if the 2 month timescale if this was feasible? Richard said that assessors would be going out with the new portfolios and explain what they are and then they would be left with some work. They would then manage five a day then in four or five weeks and on that basis in 4 to 5 weeks tackle the 49. Duncan Mackenzie confirmed that the news from Scottish Enterprise was good news.

George Lees asked if any certificates were getting out for Level 2 or Level 3. Richard Sneddon replied assessments are not allowed on Level 3 trainees as it was not built properly and therefore suspended. We do not reckon we will be near Level 3 till mid this year. Stuart Christie asked how the employees are taking this and Richard replied that they were very helpful. The trainees are happy that someone comes and watches them and asks questions and they are responding by showing the skills they have. Alan Kennedy said when John Farquhar was in he suggested his quota of trainees was cut because the supervisory body said he could only have a certain number. Richard was asked by MTC to have 3½ assessors for the amount of trainees we currently have. This will mean each assessor will have 3 visits per day maximum to put quality back into the assessment. Alan Kennedy asked how we fund this and Richard explained that we are struggling to fund this. Hamish Deans said that on page 6 of the minutes that Scottish Meat Training has just been awarded a European Social Fund grant in the Highlands and Islands area which would fund an assessor. Richard Sneddon said this is for John Farquhar who currently works for us on a consultancy basis.

Alan Kennedy asked if Scottish Meat Training can be given a subsidy from reserves to help us get back on track. Alan said the training organisation is far too good to let slip. Richard Sneddon totally agrees that we need it and the industry needs it. Richard said the finances are the biggest problem to getting another assessor because of the clawback. The money that it leaves us, we need a certain amount to operate each month. David Jarron said reserves are being absorbed in that direction at the moment. Duncan MacKenzie said that £X came in per month. The buck stops with the Executive as it was not done properly. Now we are doing it properly and the number of trainees halves we are only claiming half as much money as we were getting. Mark Barnett said the reserves are being used for the clawback to keep things going at the moment. Alan Kennedy said once we pay back the clawback there is still going to be a shortage of income. David Jarron said the reserves will top up until the funding is returned. Richard Sneddon said we may end up with 40% to 60% less funding than we had before.

Wilson Ferguson it had been discussed if we can afford to carry on with training. If we cannot afford to do the training we would need to re-think things. Wilson Ferguson said we still have not been given a figure on how much we will get and how much it is going to keep the training company running. Hamish Deans said a lot will depend on the success of the way money is being

paid back to Scottish Enterprise. If we can stage it over a fair length of time it will help our cash flow considerable, and get our income back to as close to where it was previously it could be okay. It is going to cost more to provide the service without charging anymore and using the funds we have as efficiently as possible. The worst he suggested was probably past, and as time passes we will be better equipped to plan for the future. Richard Sneddon assured the meeting the team in place now will work economically and will bring back as much as possible. They are trained to keep their eyes open and bring back in as much as possible but only with quality training.

Hamish Deans said that this gives the Executive comfort, but anyone extra we take on we have to be doubly sure we take on the right person. Wilson Ferguson said Scottish Enterprise owes us money and enquired about the amount of money concerned. Douglas Scott replied that this sum is only £19,000. Hamish Deans added it will become evident at the end of the financial year where we stand. Richard Sneddon said everyone in the team will be out bringing money in as everyone will be expected to contribute towards their own salary. Wilson Ferguson said that at the Scottish Enterprise meeting he asked if it was a level playing field with other training providers. SE confirmed this but Wilson warned that they now do not trust us. Hamish Deans said they will not trust us until we prove otherwise by doing the job properly and proving we can respond. Duncan MacKenzie said that if we get it wrong again they are likely to put a pen right through us and shut it down.

Richard Sneddon said each trainee takes 2½ days to be reassessed and brought back up to date plus the assessors have their normal work. David Lindsay asked if due to negligence the existing staff will not put us in that position in the coming months. The people who are here now Duncan said he has 100% faith in and would like to think the Executive thought the same. Mark Barnett said that there is much more systems put in place and we will learn from our mistakes. Richard Sneddon said that Meat Training Council indicated that we were 1000% better than what we had before.

George Lees suggested that trainees observed in competitions could be used as observations in the VQ reports. Richard Sneddon agreed that this was an excellent idea. He said that we are the envy of any organisation in Scotland and in England before he arrived at SMT and even the North of England butchers were interested in doing work with us. Mark Barnett said we are all behind the training side and committed to making it work. Douglas pointed out that more meaningful qualifications will come out of this with better assessment and better trainees. Wilson Ferguson asked about taking on another assessor to clear the backlog. Douglas said that the figures are being looked at.

Wilson Ferguson said that in view of the seriousness of this, he said that a report should be done and filed on how this arose and how to avoid it in the future. Duncan MacKenzie has a report on what happens to present, which was prepared by Richard Sneddon. He indicated that he does not have a report how that it all came about. Wilson Ferguson stressed that we need to have some sort of case history when this is concluded on where responsibilities lie. Hamish Deans said the facts of the case need to be held.

SCOTTISH ENTERPRISE GRAMPYAN IMPROVE PROJECT: Douglas Scott reported that Scottish Enterprise Grampian were funding a local project through Improve. This was delivered through a project to enhance skills levels in Scottish Enterprise Grampian area. Dick van Leewen's services were offered to butchers in that area. At present he will be calling on 6 butchers in that area. This has been seen as a flag waving exercise by Improve. They will be producing case studies from these visits, the bakers are involved in this as well.

FINANCE REPORT: Douglas Scott reported.

SCOTTISH MEAT TRAINING: With the Scottish Enterprise recovery there is going to be a huge impact on interest this year. The interest has basically been the surplus on the training account so there is very close monitoring on this for the foreseeable future to ensure the business is still viable and so far the answer is yes. Meat Training Council audit has slowed down income with all the practical assessment to ensure the quality is there before we are given certification. This delays the payments of income coming in. We do have support from the European Social Fund and we did get a payment in February from Objective 3 and Objective 1. This has helped the cashflow considerable.

MEMBER SERVICES: Last year in January we got £36,000 in subscriptions this year we have just short of £53,000. This reflects well on the industry. We are now forecasting £72,000 income. This is looking much healthier. Not as much money is being spent instead of a surplus of £600 we are forecasting a surplus of £3,000 and this will be spent to the benefit of the membership. We have income from the Trade Fair and the Handbook so things look okay on this side of the business.

MEMBERSHIP AND DEVELOPMENT: David Lindsay reported.

333 members have paid to date, this includes 34 Monthly and 23 Quarterly Direct.

Information packs were sent out to:-

Ritchies, Aultbea, Stuart Bannatyne, Edinburgh, A J Learmonth, Jedburgh
Nithsdale Country Larder, Kirkconnell

MEMBERS RESIGNED - 1
D L Stewart Cupar [business sold].

NEW MEMBERS - 3
T H Carson, Dalbeattie, E Williams, Kilbarchan, Geo G Lang & Sons, Edinburgh

CORPORATE MEMBERS: – 9 payments have been received for this financial year.

23 Members have still to make arrangements for payment. A second reminder will follow next week. Member lists by association are available today and those not paid by the end of this week will not appear in the handbook.

TRADE FAIR

The Trade Fair will be held on the 8th May in Dewars Centre, Perth.
Corporate members were approached to book stand space first. 37 of the 48 units are booked. A full list of exhibitors was printed in the last SFMTA newsletter. Any member who has a supplier who would be interested in attending the show please advise the office of their contact details. My thanks to Alan Kennedy who approached the Royal Bank of Scotland. They are likely to book a stand within the next week. Alan Kennedy had told RBS that Bank of Scotland would be there.

A Golf simulator will be available throughout the day that will have nearest the pin and longest drive competitions. If time is available swing analysis will be carried out. This will cost £375.

KRH will sponsor the refreshment station. Tea coffee and soft drinks will be available to visitors throughout the day. Sandwich platters will be available at 12, 1 and 2pm for visitors. KRH will have machinery and advertising material on display within this location. This sponsorship is worth £1300.

Entry details for the display competition were distributed with the newsletter. QMS agreed to sponsor the competition with £600 prize money.

Lucas Ingredients are sponsors of the Pork Sausage Master to the sum of £400. This includes promotion of the Lucas name within the show and on all advertising materials.

Grampian Oat Products have agreed to a sponsorship package of the Scottish Haggis Master to the tune of £1,000. The package includes Grampian Oat Products prominently displayed on all competition materials and advertising in the newsletter prior to and after the show. A formal meeting will take place with Louise Harley their PR consultant on the 17th March to finalise the arrangements. This is certain to be a day not to be missed and David is looking forward to seeing as many members as possible on the day.

HANDBOOK: Letters have been sent out at the end of December to advertise in the Handbook. £2970 has been secured as advertising income covers the cost of the production. The issue date is plan for the start of April.

GOLF: Booking Forms for the Annual Federation Golf competition on Wednesday 27th April 2005 at Gleneagles were sent out with the newsletter. 30 places of the 36 have already been booked.

REGIONAL MEETING: Beaton Lindsay attended Lauder College for the Beef Tasting Event with Laurent Vernet from QMS and he thoroughly enjoyed it. The unfortunate thing was that QMS called off the meeting in Inverness due to snow although Douglas was well on the road north. We managed to get a hold of everybody at a late stage to inform them and the event has been rescheduled for 21st March.

HEALTH & SAFETY ADVISOR: Douglas reported that John Gunster has been appointed as Health & Safety consultant to members. This was reported in the newsletter. He has had a fair amount of contact from Federation members and has revisited our Health & Safety general statement and general rules. One or two changes have been made to it. This will be issued with the June newsletter. We also have a Manual handling advice booklet and a risk assessment on manual handling. These will be distributed at regional meetings. Douglas said it was suggested that a Safety Awareness training day be provided for members possible over an afternoon. Douglas said that since Health & Safety courses are poorly attended he intends surveying members on the type of courses they would like organised for them. Douglas said if you give no advise on how to lift then you could have major problems. One member at the moment fears his insurance company will not cough up as he has not gone through the correct procedures. Wilson Ferguson said that North Lanarkshire has a lady from the NHS who is trained on Health & Safety to come in assess your business for nothing. Douglas said this was included in the newsletter some months back but will include this again in April.

Duncan MacKenzie asked if we should charge for the golf simulator at the show. David Lindsay said it was something to try to get people to the show and it was only costing us £375 so it was not a bad idea to offer it for free on the first occasion. Duncan Mackenzie said the report was excellent which was a good news report on the back of all the bad news that we have been having. Mark Barnett asked if the Convenors could be available on the day of the Trade fair to mingle and assist. George Lees asked about the Display Competition. Douglas said that information has gone out with the newsletter and we have had quite a bit of response with enquiries although no actual entries in the post yet. In the North area there seems to be a fair bit of competition but in the South area we may be struggling even with the prize money involved.

Wilson Ferguson asked if the Irish will be coming. We have not had confirmation but it is likely. John Molloy has now left them and Pat Brady has been left to do all the arranging.

George Lees enquired if the Meat Skills competition takes place in September. Douglas confirmed this.

LEGISLATION REPORT: Douglas Scott reported.

Since the last meeting our response to Butcher Licensing has been printed in the newsletter. Our response said tell us what is going to happen under H123 and we will tell you what is happening to Butcher Licensing. The FSA board meeting in Edinburgh will be deciding on this on Thursday. FSA's Consumer Committee recommends that Butcher Licensing be retained but after the introduction of the new EU regulations on 1st January 2006, there may well be no justifiable reason for retaining Butchers Licensing on its own.

Douglas thought he would learn more about H123 when he attends the Meat Hygiene Policy Forum at FSA in London. The Federation has asked for members not currently approved to be included in appraisals of those businesses who may require approval but nothing has yet been heard.

Another legislation point was on the harmonisation of EU legislation when UK can export beef. When that happens there will be a requirement to remove the backbone of all beef over 12 months. This has already happened in Ireland. There the beef comes to the butcher's shop and the butcher removes the vertebral column keeping it separate in the shop for collecting by the collection service. All bones are treated as SRM and goes for incineration. Douglas hopes to hear more about it when he meets FSA. It is not desirable and has a cost implication. Hamish Deans said it is not just a case of taking it out its where it goes next. Duncan Mackenzie asked what would happen in the one or two councils who still take the bones. Is it going to be treated as SRM? Douglas said it would have to be treated as SRM. Hamish Deans said they introduce rules that are not practicable and Douglas said the whole of Europe have voiced the same concerns but it is still hoped the ruling will be changed.

LIVESTOCK REPORT: Stuart Christie reported.

Hides £25
Hoggs Skins£1.20.

Cattle prices still firm but he thought they had peaked. Farmers saying prices will rise in a couple of months. Hoggs slightly up in price. Cost £ 1.14 this week. Last month £ 1.12 January £1.06.

Still some good prices from wholesalers for cuts if you shop around.

Jamie Chapman mentioned a letter in the Meat Trades Journal, which states a vet, can close an abattoir immediately on his own judgement without going to the courts. In no other food manufacturers or factories can this happen. Hamish Deans said a vet employed by the Meat Hygiene Service couldn't do that, as there is a normal process of appeal. Where Contract vets are contracted could is entirely possible. This can be done where it was not adhered after being warned once or twice and documented.

Unison is considering strike action in slaughtering about government reforms to the pension scheme. Hamish Deans said his local plant was balloted and will not go through with this action but he did not know what the overall picture was.

Scottish Executive has issued consultation papers for new rules & guidelines about OTMS cattle testing when they come into the food chain.

QMS BEEF & LAMB FORUM: Jamie Chapman reported.

He attended the QMS Beef and Lamb Forum on 1st March in Edinburgh. The meeting started with Jan Polley outlining QMS's plans for the coming year. There were a lot of points that she raised so here is brief summary of the ones that caught his attention.

- They will get grant money to find "new markets for OTMS beef.
- Try and raise profile and importance of beef industry to the Scottish economy.
- Try to make it law to show country of origin in restaurants.
- Increase promotions and advertising in England while maintaining it in Scotland.
- Try to force Public Procurement contact to insist on fresh meat being assured
- Teach teachers and catering colleges about Scottish meat and meat products. Get kids and students involved with hands on if possible.
- GIVE LEVY PAYERS VALUE FOR MONEY
- Share costs with other bodies where possible.

Members had asked what efforts were being made to get into the schools and colleges.

A talk was then given from Dr Charlotte Maltin (QMS) about the factors that can influence the eating qualities of meat. It was very similar to the Australian experiments that Jamie reported on last year; breed, age, fatness, stress, glycogen, cold shortening, electrical stimulation, suspension, ageing. She kept talking about killing animals young, when Jamie questioned her on this, (Jamie feels that a lot of cattle are killed too young) she classed young as under seven years old! Beef also apparently tastes better from cattle that have had a constant feed regime and growth pattern, not high intensity at either the start or end of their lives. This caused concern for a couple of farmer pointing out that most people calve in the spring, even allowing for cattle to finish at different rates it will cause larger seasonal shortages or over production.

David Jarron said that not being Farm Assured is in the minority now. Hamish Deans said now that it is now worthless. Mark Barnett was of the opinion that it was a slow tightening of the screw with the farms being approved and it will not be long until the shops need to go through the process

Institute of Auctioneers and Appraisers Annual Meeting, Nairn: Hamish Deans reported. The President's year of office speech highlighted all parts of the meat chain to pull together the farmers, auctioneers, processors, retailers and supermarkets. He felt that most of the OTMS would go through the auctioneers starting in September. Hamish felt he was wrong on both accounts as at one time there was dedicated cow marts which are no longer there. Their President reckoned that throughput had gone up by 25% on the previous year with a lot of people using auction marts. Hamish had also had discussions with Andy McGowan from QMS. It would appear that 80% of QMS resources may be used to promote the Scotch name in England and only 20% in Scotland. They intended revisiting Glen in Scotland as it was getting a little bit stale.

PROMOTION REPORT: Mark Barnett was welcomed as the new Convenor and reported.

MAKE IT WITH MEAT AWARDS: The Spring Make it With Meat Awards will be held in Perth College on Thursday 8th April. There will be Burger, Barbecue Product and Cooked Meat Evaluations. Entry Forms went out with the March Newsletter. Collection points have been arranged throughout the country to make entering as easy as possible. The awards will be presented at the Scottish Meat Trades Fair on 8th May.

CRAFT BUTCHER: It would be necessary to have an Extraordinary General Meeting if we wanted to change the name of SFMTA. Articles of Association have been distributed with the agenda for your information. Changing the name would mean re defining Article 1 – Federation shall mean – Scottish Federation of Meat Traders Associations (Incorporated).

We need 10 members to call an Extraordinary General Meeting when the name change can be enacted. That meeting would then need a quorum of 20. Mark looked at the articles of association and pointed out

3.1 To promote commerce and in particular in relation to the meat trade.

He said one of our duties is to promote the industry to the public with no marketing at all. Hamish Deans said that is what promotions are supposed to do and this was the marketing arm of the Federation. Mark Barnett asked if we go down the Craft Butchers route. He asked for ten members, only six members agreed. Wilson Ferguson reminded the meeting that it did not need to be members of the Executive.

Wilson Ferguson said it was time this was settled as it had been going on a long time now. He suggested last October that the Federation name be retained and the Craft Butcher strapline is used on all promotional material. Most people would accept that changing unnecessarily would not be acceptable and made the following notes;

1. Retain SFMTA - ADD "Craft Butcher" as strapline to be used for all promotions and POS material, stickers, carrier bags, etc.
2. Don't agree that we change the long established name of SFMTA because it is not "COOL or "WITH IT" Craft Butchers may be a shorter title - but in my opinion that is all - it will never become a recognised brand like the Keurslagers "K" for instance.
3. The public only really recognise the name above your door and we succeed or fail on the way we run our businesses - "Craft Butcher" "Q Guild" "K Lager" etc offers no panacea or guarantee of success by putting up a sign.
4. SFMTA has become a bastion for independent butchers, through BSE, E-Coli, etc It is respected by the media, FSA, Environmental Services - to change an established name is wrong.
5. What are the cost implications of re-branding.

In summary Wilson Ferguson was in favour of using the strapline of craft butcher but do not change the SFMTA corporate name.

Duncan Mackenzie acknowledged it would never be as popular as Keurslager but was purely an exercise to take custom away from the supermarkets. He admitted that there are butchers out there who do not deserve to be called Craft Butchers. Know one in the street says they go to a Scottish Federation of Meat Traders butcher but instead say they would go to the local butcher. Fergusons, Scotts etc. He agreed the logo is known in the circles we associate with as far as MHS etc and is respected and Duncan would go along keeping that name. Mark Barnett said the last Executive meeting it was put across that way as well and we were quite happy to go down that route and we did not get a response of revisit it and look at it later in a different way. Mark said for 3 to 4 years is all we are getting is sitting on the fence.

Wilson Ferguson proposed retaining the name Scottish Federation of Meat Traders as the main name of the Federation and for all promotional marketing materials we use the Craft Butcher logo in conjunction with the Scottish Federation of Meat Traders. David Lindsay said he would second it as it would improve our marketing material. Mark Barnett asked Douglas Scott if we required an EGM for this. Douglas said it was a strategy and the Executive can decide on that. Adam McLay said it should just be a member of the Scottish Craft Butchers just for promotions. Alan Kennedy said SFMTA is the official title but the public perception as the craft butcher on all advertising material would be taken as the new image. Wilson asked for copies of the sample logos to show

how it could be done. David Jarron reported that George Jarron had commented that Craft Butcher is old fashioned. Mark Barnett said what goes around comes around and we have been wasting money-getting logos drawn up so it needs to be discussed agreed and forwarded to the designer so it is a one of cost. Wilson Ferguson said the logo would say Scottish Craft Butcher with Scottish Federation of Meat Traders below in small lettering so people know that this is not entirely new. The proposal was made that Scottish Craft Butcher be used on all promotional material with reference in it that ties in to Scottish Federation of Meat Traders so the identity is not lost. A show of hands was given with an unanimous vote in favour.

The meeting suggested that logo design proposed should retain the thistle and the T put back in Craft and the blue taken down a bit and have it all one colour pale blue. Hamish Deans asked for us to see something drawn before it was agreed. Alan Kennedy suggested that as we were only a small group and it would be worth letting members have a look at it and their customers to see what they think Mark Barnett suggested this was over complicating it. Hamish suggested using the newsletter. Douglas pointed out this was produced by Dynamic redrawn the way you want it and come back to the meeting. Hamish Deans said the plate fork & knife for a simple design was very successful which was produced by British Meat about twenty years ago. He said it was such an important thing we need to get the input of our members and should be picked up on right away.

SUDAN 1

Following the Sudan 1 food scare and the backlash on supermarket ready meals several members have suggested point of sale material highlighting the locally sourced wholesome ingredients available from independent butchers. Comments have included
Recipes are our own and we know what goes in them
We are in a position of strength and we should use it.

Mark suggested we often do not blow our own trumpet enough. If we go down the craft butcher route we could use this to our advantage. Jack Meade commented on advert he showed which said who would you rather cut your meat a butcher or one of these (the picture was of a machine). Mark Barnett said a Craft Butcher could be a person who makes his or her own products. Alan Kennedy suggested with Sudan 1 he has seen an upward turn in trade and most agreed round the table. Wilson Ferguson said that everyone has to have their own assurances from suppliers. Mark Barnett suggested advertising that we make our own products without mentioning supermarkets or Sudan 1. No decision was taken on whether or not to produce such point of sale material.

LABOUR CONDITIONS: David Jarron reported.

The Labour Conditions have been well reported in the newsletter in the last month. His concern was over the minimum wage for juniors in age group 16 – 18 is not broken up sufficiently. His concern is that a 16 year old straight from school is getting that wage. Duncan MacKenzie said a new employee who is 21 who knows nothing is getting more than others who are younger who have been working for a couple of years. Mark Barnett said that a manager is getting a rise of 10 pence with more responsibility as opposed to the employees who are on minimum wage getting 30 pence rises. David Jarron did note that compared to plumbers we are light years behind Mark Barnett said they charge for their time. David Jarron said we need to charge for our product. Wilson Ferguson said the cheap food policy does not help.

Mark Barnett commented that in Canada if a butcher is required in the supermarket customers are charged by the minute. David Lindsay said he had a Polish person in his shop with his son looking for a job who could not speak a word of English. Wilson Ferguson said Stuart Higginson in Grange over Sands (Cumbria) is hiring Nigerians who are fantastic. Hamish Deans said he started a Portuguese person five months ago and he is the best worker in the plant

ANY OTHER COMPETENT BUSINESS:

A number of meetings were noted in the next month as follows

For noting the Chief Executive will be attending

Make it With Meat Awards	Perth	Wed & Thurs 6 th /7 th April
FSA (S) Stakeholders Meeting	Edinburgh	Friday 15 th April
SAMW Conference	Edinburgh	Saturday 16 th April
Independent Retail Confederation	London	Thursday 21 st April
Scottish Food Advisory Committee Meeting	Inverness	Thursday 28 th April
Meat Training Council (Scotland)	Office	Friday 29 th April
Trade Fair	Perth	Sunday 8 th May
Lanarkshire Butchers Dinner	Rosebank	Tuesday 10 th May

Jack Meade said he was surprised that we had got through the meeting without fat and bones being mentioned. The new charge he is getting is £25 standing charge and £100 per tonne. Hamish Deans said this situation is only going to get worse.

Mark Barnett asked about the Top Shop Awards meeting. Douglas Scott stated the proposal from the Meat Trades Journal to hold a Top Shop Award in Scotland requires sponsorship. QMS are the first point of call for this. Douglas is not convinced that QMS will come up with the money required for this which is in the region of £40,000. Mark Barnett said that Fred A'Court has been trying since May last year on this one. David Jarron said they were runners up in 2002 and it did not do them any harm. Mark appreciated this but any money QMS came up with would be better spent on Craft Butcher advertising for all. Jamie Chapman said that we are a Federation for all our members and not just for the fancy shops

DATE OF NEXT MEETING

Wednesday 13 April 2005.

There was no further business and the meeting then closed with a vote of thanks to the chair.