

First for quality in Forth



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The 3500 villagers of Forth near Lanark are great supporters of their local butchers shop and proof of that is the confident refurbishment of the shop even in times of recession. Proprietor Billy McCafferty has run the business since September 1994 and in that time he has developed the business with his award winning pies and sausages.

The shop was refitted in February 2010 and the fresh modern look meets the standards that customers now expect. The new L shaped Eurocryor display cases provide perfect housing for all Billy's carefully prepared meat and meat products.



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Beef is a large part of the trade and a large proportion of the cabinet space is devoted to that. Pork, lamb, chicken and stir fries complete the attractive raw meat offering but then there is cooked meats and of course the back unit with McCafferty's renowned pies and an attractive array of sweet bakery goods.



The journey that has taken Billy McCafferty from van boy at the age of 13 to his own shop was initially encouraged by his grandfather, Robert Laird who worked on the vans with James Chapman butchers in Wishaw. When Billy and his brother Robert left school they joined Chapmans and both became shop managers. Billy had stints in charge of the Chapman shops in Shotts and Main Street, Wishaw before branching out on his own when he took on the Forth shop run by Ian McGillvray.



The Forth butchers is a family affair however with Billy employing five part time staff that include his father, Willie and wife, Ann. Ann is very much front of house but is usually the instigator of new products such as stir fries and other kitchen ready products. Daughter Linsey (21) works Saturdays and son Grant (18) helps at busy times completing the family team of five over three generations.



Behind the scenes in the well fitted out dedicated production area Billy's father does all the baking and it was on his instigation that Billy entered competitions. His Steak Pies won Silver in the last two Scottish Steak Pie evaluations. Scotch pies, bridies and sausage rolls all won awards in the Scotch Pie Club contests; the most recent in 2010 a Gold Award in the Hot Savouries category for his Haggis and Gravy pie, and a Bronze Award in the Steak Pies (hand held) category.



This attracted the attention of Aileen Campbell, SNP MSP for the South of Scotland, she sent her congratulations to her Forth butcher and also lodged a motion in the Scottish Parliament to mark their success. Commenting, Aileen said:



"These awards are another vote of confidence in the Clyde Valley's food industry.



"They recognise the extremely high standards and the amount of effort that goes into making quality produce across Clydesdale and I'm sure there will be renewed interest in business as a result of this success." The MSP was also instrumental in securing some funding for Billy's refit. Tired of reading of the bigger players benefiting from Government grants, Billy contacted his MSP about this apparent injustice and unfairness on smaller businesses. Suddenly the Small Business Development agency in Coatbridge and South Lanarkshire's Economic Development department were offering assistance.

All the help with form filling was welcomed and the successful application proved to be the catalyst that made Billy's hopes come to fruition. Billy commented "I probably wouldn't have gone for it without the grant."

As well as the new refrigeration the shop was relined by a local joiner and new lighting fitted. The new look made a positive effect on sales meaning larger orders from his suppliers Malones in Edinburgh and James Whannel at Shotts.

Forth may at times seem in the middle of nowhere but really it's on the road to everywhere. Trade tends to be local but those driving through the village on the A706 that connects Livingston to Lanark stop at the door and have been known to empty the shelves of pastry products.

Quality meat and fine pastry products are certainly a compelling reason to stop at McCafferty's Main Street shop but Billy is adamant that the real success comes from the personalities behind the counter. "Good clientele of all ages enjoy the good rapport. The staff and personal service in a place like this where everyone knows everyone. We are a part of the community and with our new look I think they understand that we mean to keep it that way."

