



Changing Trends, Challenging Times

With reports issuing figures such as butchers trade increased by 30% and online trade increased by 68% in the last 8 months there is no doubt that we are indeed seeing changing trends.

There has been a significant change in cooking habits and type of food consumed, since working and living more at home became the norm. Beef (steaks & burgers) & Pork (sausages) trade has grown over 10% with households focusing on the family menu instead of the reliance on "takeaway" food of recent times.

More online shopping has helped local butchers shops reach a wider customer base, especially with mail order being delivered straight to the door. This is a convenient option for those who are now encouraged to work from home.

With recent pressure on eating out the consumer seems to be turning towards our sector for familiarity and confidence in the household food



purchasing. With the festive period almost upon us we face another challenge to our organisational skills and commitment to providing the quality products and exceptional standards of customer service which

are the hallmarks of our trade. There is no doubt that we face the most testing festive period ever. However, we have the strong foundation of having continued trading throughout the pandemic and with a little patience and organisation we can uphold those qualities our customers can rightfully expect from their local Scottish Craft Butcher. Please remember that the team at the office are available to offer guidance and support, just get in touch. Contact details on page 29.

Membership Renewals direct debit form

Your membership renewal forms will be coming out on the 1st January.

If you would prefer to set up a direct debit payment to spread the cost over the year then we have enclosed a direct debit mandate form with this issue of the newsletter.

Payments can be set up to be made annually, quarterly or monthly. Payments will be taken on the 1st of the month for quarterly (February, May, August and November) and monthly payments (10 payments February to November).

Annual payments will be taken on the 22nd of January. The fees for 2021 will be set at the AGM on the 22nd of November.

don't get your tinsel
in a tangle...

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early!



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CRAFT BUTCHERS

COVID-19 LATEST NEWS

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- Adopt an Apprentice **now £5000**



SCOTTISH
CRAFT BUTCHERS

Our Mission...

To understand your business and to identify opportunities to maximise your R&D potential.

Research and Development is when a business invests time and money into finding new products and services or developing existing ones to improve efficiencies. The Government scheme was introduced to the UK in 2000 and is an annual entitlement. R&D enables you to generate capital funds which you can reinvest in your business.

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Nicola Sturgeon has set out that Scotland will have five levels of restrictions.



The new levels approach comes into force on 2nd November.

Key differences between restriction levels in Scotland

Level 0 Nearly normal	Level 1 Medium	Level 2 High	Level 3 Very high	Level 4 Lockdown
• Meetings indoors allowed - maximum of eight people from three households • Fifteen people from five households can meet outdoors	• Six people from two households can meet indoors and outdoors • Weddings and life events are restricted to a maximum of 20 people	• No indoor meeting with other households • Six people from two households can meet outside and in hospitality settings • Alcohol only served indoors with a main meal and time restrictions may apply	• Alcohol sales in venues not permitted indoors or outdoors • Restaurants may be able to remain open under strict conditions	• Closer to a full lockdown of type UK went into in March, with non-essential shops being forced to close • Some outdoor meeting still allowed • Schools will stay open

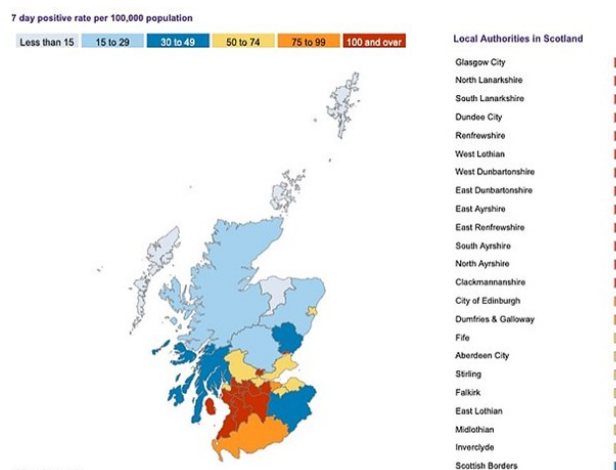
Level Zero is the closest we can get to normality without a vaccine or treatment. This is similar to what restrictions were in place in August when the virus had been suppressed. You could meet indoors in limited numbers (eight people from three households) and most businesses would be allowed to open.

The FM says **Level One** is more like the restrictions we had in mid-September. Indoor meetings were reduced to six people from two households. But still a "reasonable degree of normality overall".

Level Two entails restrictions similar to those in place now outside the central belt - there are limitations on hospitality and there's no gathering allowed inside homes.

Level Three is similar to what is in place in the central belt right now. These tougher restrictions include much of hospitality being closed completely. However, restaurants should be able to open at least partially.

However, **Level Four** is closer to a full lockdown. It will be used at times when the pandemic is putting pressure on the health service and running the risk of the NHS being overwhelmed. It would include non-essential shops closing. But even under these restrictions, there will be no limit on outdoor exercise, and six people from two households will still be allowed to meet up outside. The FM adds that manufacturing and construction will be kept open too. Full details in the website here: -



<https://www.gov.scot/publications/covid-19-scotlands-strategic-framework/>

Guidance on procedure if your business has a positive covid-19 case in staff.

We have had some queries about what businesses should do if a staff member has a positive covid test, especially with the Christmas trading period almost upon us.

It is important to state that if your business is following all the protocols of distancing, hygiene and separation then it is unlikely that closure would be required. This decision would be made by a contact tracer or Incident management team (IMT).

As long as you can prove that you have all the mitigating factors in place and detailed in your covid-10 risk assessment, (physical distancing measures, screens, hand hygiene procedures and facemasks, where required) then the contact tracers will not deem it necessary to close the premises.



The full guidance is in the link below.

<https://www.foodstandards.gov.scot/publications-and-research/publications/covid-19-guidance-for-food-business-operators-and-their-employees>

Essentially the important points are here.

Staff should be fit for work at all times. They must not be suffering from, or carrying, any illness or disease that could cause a problem with food safety. FBOs must ensure that all staff understand the business' Fitness to Work policy. During the current COVID-19 situation this will need to take full account of government advice on the need for individuals to self-isolate and stay at home when they are experiencing symptoms of COVID-19. It is therefore important to ensure staff can recognise these symptoms, which include a new continuous cough and/or a fever or loss of, or change in, sense of smell or taste (anosmia).

FBOs must ensure that all staff are aware that they must stay at home and self-isolate if they or a household member develop symptoms of COVID-19 or they are identified as a contact of a case of COVID-19 through the test and protect programme, and managers should support them in doing this.

Staff who have experienced symptoms of COVID-19, however mild, must stay at home and self-isolate for 10 days from when their symptoms started and until they have had no fever for 48 hours. Anyone experiencing symptoms of possible COVID-19 should arrange to get tested in line with Scotland's Test and Protect Strategy.

Test and Protect, Scotland's approach to implementing the 'test, trace, isolate, support' strategy is a public health measure designed to break chains of transmission of COVID-19 in the community. The NHS will test people who have symptoms, trace people who may have

become infected by spending time in close contact with someone who tests positive, and then support those close contacts to self-isolate. That means if they have the virus they are less likely to pass it on to others.

All FBOs will need to be familiar with Scottish Government's Test and Protect Advice for Employers, which outlines how to support employees who are required to self-isolate. It is

essential that steps are taken to enable all staff to comply with the requirements of Test and Protect and that they are encouraged to report to their managers when they are experiencing symptoms. If a member of staff becomes unwell, they should leave work to self-isolate straight away and, if possible, wear a face covering on route and avoid public transport.

FBOs must also ensure that staff follow advice to self-isolate if they are living with a person who has symptoms or has tested positive, or they have been informed by an NHS contact tracer that they have been in close contact with someone who has tested positive. Employees can request an isolation note through NHS Inform.

All staff reporting symptoms of COVID-19 should also be encouraged to arrange a test as soon as possible through NHS Inform. FBOs must ensure staff are fully supported when they are required to self-isolate. Until staff have been tested and told if it is safe to leave home, employers should make sure that staff are not placed under any obligation to return to the workplace.

Staff who have tested positive for the virus will need to self-isolate for a minimum of 10 days.

NHS contact tracers will interview them and get in touch with people they have been in close contact with, and tell them they must self-isolate for 14 days.

Where Infection Prevention Control measures have been utilised such as protective screen or use of PPE the contact tracer will conduct a risk assessment to identify contacts at risk. The priority is to public health in order to break the chain of transmission of COVID-19.

If staff are informed by a contact tracer that they should isolate, FBOs should help them to do so straight away. They may feel well, as the virus could still be incubating when they are asked to isolate. Some people who are asked to isolate may not become unwell, but they must stay at home and self-isolate for the full 14 days. FBOs can ask them to work from home if they are able to and they are not unwell, but should not, in any circumstances, ask someone isolating to come into work before their period of isolation is complete.

In order to support Test and Protect, it is important that FBOs have clear and robust records of staff working on each shift, the make-up of teams and details of any visitors to the site, in case of need to contact trace. FBOs should monitor reports of illness across their workforce in order that they are able to take rapid action when there may be an outbreak of COVID-19 in their workforce.

If an outbreak is confirmed you will be asked to record details of symptomatic staff and assist with identification of contacts. Identification of an outbreak will also require you to review your COVID-19 control plan and identify any breakdown which may need to be addressed to prevent future incidents.

FBOs should suspect an outbreak if there is either:

Two or more linked cases (confirmed or suspected) of COVID-19 reported in the business within 14 days - where cross transmission has been identified; or

An increase in staff absence rates, in a setting, due to suspected or confirmed cases of COVID-19.

If an organisation suspects a COVID-19 outbreak, they should immediately inform their local NHS board Health Protection Team (HPT).

In the event of an outbreak FBOs should continue to follow this guidance to reduce risk. The HPT will undertake a risk assessment and conduct a rapid investigation to advise on the most appropriate action to take.

Staff who have had close contact with case(s) will be asked to self-isolate at home. In some cases, a larger number of other staff may be asked to self-isolate at home as a precautionary measure.

Where settings are observing guidance on infection prevention and control, which will reduce risk of transmission, the HPT will take this into account in determining whether closure of the whole setting will be necessary.

HPTs may themselves identify clusters of cases amongst your employees through 'Test and Protect'.

In this situation, you will again be asked to support the HPT with further investigation, communication with the workforce, and review of existing control measures. It is advisable for FBOs to identify a single point of contact to act as liaison with Health Protection Teams for any matters relating to Test and Protect, reporting potential outbreaks and seeking advice on matters relating to COVID-19 illness in your workforce. You can find contact details for your Local Health Protection Team in the HPS guidance for non-healthcare settings.

Depending on the risk assessment outcome, the HPT may establish an Incident Management Team (IMT) to help manage the situation. The IMT will lead the Public Health response and investigations, and work with the business to put appropriate interventions in place.

These will generally include ensuring that the preventive measures described in this guidance are fully implemented. Other measures may include:

Cleaning in the setting: for cleaning and waste management, refer to HPS guidance on cleaning in non-healthcare settings.

Consider wider testing of affected population and staff.

Information: ensure that staff (and other relevant people) are aware of what has happened and the actions being taken.

Closure: may be done following advice from the Health Protection Team and Incident Management Team or the business may make their own decision on closure ahead of this advice as a precaution or for business continuity reasons.

The Health Protection Team or Incident Management Team will declare when the outbreak is over.

Our team are on hand to answer any queries you have, Contact details on page 29.

SCOTTISH CRAFT BUTCHERS

Scottish Craft Butchers 102nd Annual General Meeting

**The Virtual Annual General Meeting of Scottish Craft Butchers takes place on
22nd November 2020 by Microsoft Teams Video at 12pm.**

Featuring The Scottish Craft Butchers Training Awards at 1pm.

Kindly sponsored by **Quality Meat Scotland** and the
Scottish Qualifications Authority and Legal Rooms
There will be 5 awards in the following categories: -

SVQ LEVEL 2 MODERN APPRENTICE OF THE YEAR

SVQ LEVEL 3 MODERN APPRENTICE OF THE YEAR

TRAINING MENTOR OF THE YEAR - IN HOUSE

TRAINING PARTNER OF THE YEAR

EXTRA MILE AWARD

Guest speaker will be **Kate Rowell, Chair of Quality Meat Scotland.**
Members are encouraged to join the meeting.

The formal AGM agenda and invitation will be posted out to members shortly along with the annual accounts.

We will send out an e-mail invitation to both the formal business AGM meeting and the Training awards meeting. This will be sent to the registered e-mail address we have on file. However, if you have a preferred e-mail address we can send the invitation to that will allow you to access Microsoft teams video, please let us know by forwarding to bruce@sfmta.co.uk.

We look forward to seeing you on the day!



Campaign to persuade consumers to choose Scotch Lamb for St Andrew's Day

United Auctions has been joined by NFU Scotland, the Institute of Auctioneers and Appraisers in Scotland and NSA Scotland in the campaign to get Scotch Lamb onto menus and dinner tables for the annual celebration, with each asking farmers, crofters and producers to get involved and spread the word at a local level.



This year, due to Covid-19 restrictions, the campaign is not encouraging public events, but instead asking families to enjoy a lamb dinner with those already in their household – in tandem with the consumer-facing work of QMS, which will be promoting Scotch Lamb to the Scottish public. The campaign is also encouraging local organisations, schools and businesses to include special lamb options on their menus for Scotland's National Day.

UA managing director George Purves, said: "We were overwhelmed with the support for last year's campaign with more than 1500 people participating in events all over Scotland. This year we would like to see households, schools and businesses throughout Scotland get involved to help make Scotch Lamb synonymous with St Andrew's Day."

NFU Scotland president Andrew McCornick said: "Scotland's sheep farmers produce lamb to the highest welfare standards, environmental standards as well as to highest quality, so it is only appropriate that we celebrate Scotland's national holiday with a food we can be proud of."

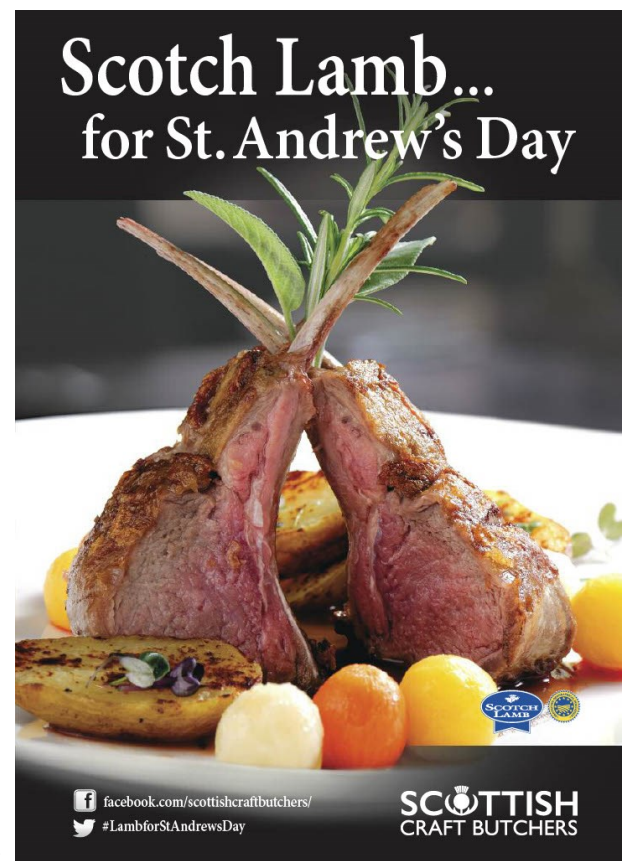
"This St Andrews Day I will be sitting down with my household and tucking into a delicious Scotch Lamb meal, and I hope that other Scottish households will join me in doing so."

NSA Scotland chair Jen Craig said: "We're delighted to be supporting this campaign and encouraging everyone to give Scotch Lamb a go this St Andrews Day. It is a tremendous product and if you want to be sure you're eating lamb that's been reared and produced to the highest standard then look no further than Scotch. The list of meals you can make with lamb is huge, it doesn't have to be fancy or take hours in the kitchen so go ahead and give it a go. You won't regret it!"

IAAS executive director Neil Wilson added: "Scottish auction marts are delighted to support our committed and talented farmers by helping them market their world class produce through the live ring, the most transparent price discovery marketing system available."

"Scotch Lamb is produced to the highest welfare and environmental standards and it is a privilege to help promote lamb as the meal of choice to celebrate St Andrews Day as well as being a great meal option for households throughout the year."

Scottish Craft Butchers are supporting the campaign with the production of the poster above. This has been sent out to all members and we encourage you to display the poster and help to promote Scotch Lamb to the consumer. Scottish Craft Butchers will be promoting Scotch Lamb on our social media channels in the lead up to St Andrews day. We hope you can also use your own social media channels to promote this natural Scottish product.





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EU rejects ban on vegan products adopting meat terms



MEPs have rejected a proposal to reserve meat-related names solely for products containing meat.

Nothing will change for plant-based products and the names they currently use when being sold, such as 'veggie burger' and 'veggie sausage'.

MEPs voted on two proposals, known as amendments 165 and 171, last week.

Amendment 165, which was rejected, sought to restrict plant-based products from using such terms.

If passed this would have forced veggie burgers to rename as 'veggie discs' and veggie sausages as 'veggie tubes'.

However, MEPs voted to pass amendment 171 which extends existing restrictions on dairy-related terms. Terms such as 'almond milk' and 'vegan cheese' are already banned on EU products, but 171 now restricts dairy alternatives from using descriptive terms such as 'yoghurt style' and 'cheese alternative'.

Proponents of both amendments 165 and 171 say they were intended to avoid consumer confusion.

Europe's largest farmers' association, Copa-Cogeca, supported both amendments.

Britain urgently needs its Christmas food heroes



The British Poultry Council is seeking an urgent exemption for non-UK seasonal poultry workers from quarantine restrictions to ensure Christmas supply does not collapse. The proposed exemption will cover at least 1000 seasonal workers coming from Poland, Romania, Hungary, Bulgaria, Czech Republic, Slovakia and Slovenia at the end of October 2020.

British Poultry Council, Chief Executive, Richard Griffiths, said:

"The seasonal turkey sector is vital to delivering the Great British Christmas and it cannot survive without access to non-UK labour. The seasonal turkey industry needs to bring in at least 1000 workers for the 2020 Christmas period. If these vacancies cannot be filled, it will have a significant impact on the production of, and therefore cost of food – all of which will pose a risk to affordability and potentially force people to go without food this Christmas.

There is a shortage of UK-based workers with the necessary training and qualifications to slaughter and process Christmas turkeys. Turkey producers are heavily reliant on licenced and trained EU workers with specific farming, processing, and butchery skills. These skills cannot be replaced without a lengthy training and recruitment period. The type of skills (WATOK trained, licensed etc) turkey production requires are not available amongst UK workers, particularly not amongst the pool of those who are currently unemployed. Also, it will be unfeasible to train and upskill UK workers within the short window available.

If the sector cannot bring in trained workers from outside the UK, then the level and quality of production will be significantly compromised. Government must ensure that British poultry meat, and the quality it represents, stays affordable and available for all. Losing control of how we feed ourselves as a nation would penalise British food producers at a time when we should be taking matters of food security into our own hands."

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Celebrations in St Andrews as Michael Carrubba from Minick Group picks up his SCQF 6 qualification in Meat and Poultry Skills. Michael has shown huge amounts of determination and commitment throughout the course of his apprenticeship. He has since undertaken the illustrious Federation Diploma and is working through it at an outstanding pace!! Congratulations Michael. Keep up the good work!

Artisan Butcher
MINICK
of St Andrews



Leon Stevenson from Bennett's of Dunblane finished his SCQF 5 qualification in Meat and Poultry Skills. Leon has grown both as a butcher and a person throughout the course of his apprenticeship.

He will be moving onto his SCQF6 in Meat and Poultry Skills early next year while helping the new apprentice on her journey too.

Congratulations Leon and keep smashing it!



Congratulations to Calum Adams from Saunderson's Quality Family Butcher in Edinburgh on receiving his SCQF 5 Modern Apprentice qualification in Meat and Poultry Skills.

Calum has shown high levels of skill and knowledge throughout the course of this qualification and has since progressed onto SCQF level 6. Keep up the good work Calum. Well done!

SAUNDERSON'S
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Put your hands together for Erin Gray from Alex Mitchell Butchers in Glenrothes on picking up her SCQF 5 modern apprentice qualification in Meat & Poultry Skills.

Erin has shown real grit and determination throughout the qualification.

A highly skilled young lady with great attention to detail. We wish her the best of luck in the future. Well done!



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Updated by the Scottish Government in October 2020.

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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**



CONGRATULATIONS TO OUR MODERN APPRENTICE ACHIEVERS



Big congratulations to Stuart Moore from Shaw the butcher in Balornock for achieving his SCQF6 in Meat and Poultry Skills.

Stuart put in a lot of effort and work and has proven himself to be valuable within the shop!
Well done Stuart!



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of the Season...

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SCOTTISH
CRAFT BUTCHERS

Your Festive promotional posters should
have arrived in your businesses. Please use
them to encourage the consumer to order
early and let our shops be organised this
year in the face of the challenges of the
current pandemic!

Festive opening hours

Wednesday	16th December		-	
Thursday	17th December		-	
Friday	18th December		-	
Saturday	19th December		-	
Sunday	20th December		-	
Monday	21st December		-	
Tuesday	22nd December		-	
Wednesday	23rd December		-	
Thursday	24th December		-	
Friday	25th December		-	
Saturday	26th December		-	
Sunday	27th December		-	
Monday	28th December		-	
Tuesday	29th December		-	
Wednesday	30th December		-	
Thursday	31st December		-	
Friday	1st January		-	

SCOTTISH
CRAFT BUTCHERS

Tom Courts for President!



Tom Courts will become President of Scottish Craft Butchers later this month. His comeback has been a tremendous boost to the Craft butcher sector in Scotland.

Tom's shop in Burntisland was an instant success with queues that his customers have just learned to accept. Tom's father had previously run a butchers business in the town, so he was brought up there but it was probably Tom's enormous respect and far flung reputation for good quality and good service that immediately drew customers to this quiet seaside town on the north bank of the River Forth.

Having sold his very successful butchers shop in Cowdenbeath in May 2015, it was no great surprise that Tom Courts popped up some fifteen months later purchasing a butchers business in nearby Burntisland.

Taking over at the helm in October 2016, Tom had planned to trade through to Christmas and refit in the new year but when he got the keys and had a look around he realised how urgent the upgrading was required and immediately accelerated his plans.

A back to bare walls restoration was completed within two weeks at the beginning of November 2016. The shop is not large it is only five metres wide and eleven metres deep in total but the white walls create a feeling of space. Every tray in both the raw and ready to eat counters and in the refrigerated back drop are continually refilled all day every day.

Turnover has seen a six fold increase. Burntisland is a town of 7000 people, close enough to Edinburgh to be a commuter town for professionals and a town where disposable income has always been good.





Tom Courts business in Cowdenbeath had been in an excellent position adjacent to Morrisons but that came with a sizeable rent. His budget for power and advertising pushed up his overheads. The appeal in starting again was fuelled by lower overheads and an ingenious scheme where his pension fund bought the premises and he pays rent to himself.

Advertising in newspapers used to cost him £16,000 per year but that is a thing of the past. Tom has found Facebook a much better and effective method of getting his message across to both customers and potential customers.

"I do one Facebook post per week and I do an incentive that I call the 'Weekend Wonga' that hands the winner £40 of vouchers to spend in store. I usually get 1000 shares per week and it reaches around 70,000 people".

Tom does discreet advertising supporting local organisations for functions, free of charge or half price. "I do not ask for recognition but I know that word of mouth is best, it always happens." Years of experience of selling Copas Turkeys had created a loyalty that Tom could not go past. In his first year the new venture topped 200 sales. He is a firm believer in selling quality turkeys and he markets Copas as the "best turkeys you have ever tasted". He stresses "the most important meal of the year deserves a quality bird. At the end of the day the Copas turkeys yield much more flesh than those they are often compared against." Tom was an apprentice for his father between 1986 and 1992. As his father moved to open in Cowdenbeath, Tom returned to higher education via Lauder College to the University of Abertay. Having graduated with a degree in accountancy, Tom entered the police. After his probationary period Tom was moved into the fraud squad but after eight years there he was moved to become a uniformed sergeant in Glenrothes.



John Day, Lorna Blake, Tom Courts and Matthew Falconer

That was in May 2003 but just six weeks later he left the police to join up again in his father's business in Cowdenbeath. Not everyone shared Tom's belief in the future of the meat industry. Tom recalled the comment that never leaves him:- "When I left the police my DCI told me that I was a fool for leaving a great career to go back to a dying trade. It wasn't very long before I was earning more than him."

If ever Tom requires a spur in business, that comment is the one that he always returns to. "I have always tried to pitch my business at the quality end of the market. There is no point in doing cheap and cheerful here, there are far too many people out there who do that better. There are plenty people who will spend good money on quality and good service.

"Some butchers will say that the most important part of their business is their customers, I firmly believe that the most important part of my business is my staff. If you look after your staff they will look after your business and the customers on your behalf.

"I can evidence that in the fact that over the last year I have had no complaints about any of my staff. I have had no staff turnover and I have no staff sick days whatsoever."



Raw meat accounts for 85% of the total turnover. Beef and lamb comes from Scotbeef, Inverurie and Michael Malone, Edinburgh. Tom has dealt with both wholesalers since taking the business from his father in July 2003. Pork and bacon comes from Robertson's Fine Foods in Ayrshire. Pastries and pies are all made on the premises and the raw puff pastry comes from a local supplier.

Range includes award winning products - steak pies, haggis, bridies, and top awards including best in Scotland speciality burgers, two times Scottish Champion pork sausage, runner up in the World Scotch Pie championships and two times winner for sausage rolls.

The busiest days are Fridays and Saturdays but Tom claims:- "You never move forward by standing still."

Because of the need to satisfy customers he has already plans to extend his premises. Christmas trade was good in 2016 but Tom does not want to let down any of his constantly swelling customer base at Christmas.

"The last thing that I want is a good customer coming in on 20th December to order a turkey and I have to turn them down because I either have none left or nowhere to store it."

There is an unused store in the land behind the shop that he intends to line, hygiene clad it and install one chill and then temperature control the rest of the area so that it all can be used as a chill at Christmas.

Tom has surrounded himself with full time and part time staff that he can trust. Matthew is the shop manager, John Day was nominated for UK Young Butcher of the Year when he was an apprentice in Cowdenbeath and he has returned to work for his old boss.

Lorna Blake, Tom's sister has given up a 19 year old career as a bank manager to make pies in the shop and run the deli side. Tom's daughter Ellen has started on a part time basis.

That all helps to contribute to Tom's 'easy life' he continued:-

"I work half the hours that I used to do - a four day week, four and a half at the most. I have a more disciplined life." Discipline is certainly what will be required because just listening to some of Tom's ambitious plans is an exhausting pastime. He will never "stand still" and in no time whatsoever Tom Courts has got his Burntisland Butchers shop really bouncing.



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New consumer research highlights public concerns around post Brexit food quality and standards



With less than 100 days until the UK exits the European Union (EU), a new survey has revealed a significant rise in the number of people who are ‘increasingly concerned’ about a reduction in food quality and standards in Scotland as a result of Brexit.

New consumer research, carried out by Food Standards Scotland (FSS) (1002 people surveyed between 1 and 3 September), found that 77% of people surveyed living north of the Border were either ‘quite or very concerned’ about a drop in standards post 31 December – an increase of eight per cent on the results of similar research in January.

The survey responses highlighted that:

- There would be strong opposition from the public to any lowering of standards of food
- Sale of chlorinated chicken and GM foods are of the greatest concern (57%), followed by lowering animal welfare standards (up 13% to 54%)
- Chlorinated chicken is least likely to be purchased if significantly cheaper, with three out of four people saying they are very unlikely to purchase it

Compared with January there appears to be a hardening of opinion with more people saying that they will be less likely to purchase poorer quality foods, such as eggs from battery-caged hens and meat from factory farmed animals.

Only one in ten said they would be likely to buy GM foods, even if they were significantly cheaper.

71% of those interviewed believed there would be an increase in food crime (up 10% from January) after Brexit.

FSS’s Chief Executive, Geoff Ogle, said the research results were a clear indication of the significant concerns people living in Scotland had ahead of leaving the EU at the end of the year.

He added: “Scottish consumer interests in relation to food are obviously a primary focus for FSS and the ‘hardening’ of opinion around the potential lowering of food quality and standards is clearly a major concern for people.

We made those points in our response to the UK Government’s Internal Market White Paper last month.

“We are working very closely with the Scottish Government to fully understand the potential outcomes from our exit from the EU and to mitigate any issues there may be around food standards and quality, but it is clear from these results that the people in Scotland will need some convincing that the measures being put in place between now and 31 December will work for all concerned.”

FSS will be monitoring public opinion around Brexit with further surveys over the next few months in the lead up to 31 December.

Growth in sales of fresh meat and poultry slowed in the four weeks to 6 September while Brits took advantage of the Eat Out to Help Out scheme.

Both fresh primary (6.0%) and fresh processed meat and poultry (6.4%) recorded single digit growth rates for the first time since February.

Chilled fish – which had been out of the limelight during the COVID-19 crisis - saw stronger sales over the most recent four weeks, growing 7.7%, up from 6.9% in previous four weeks. Smoked fish and shellfish especially played key roles in this – together accounting for half of the gains for chilled fish, as people are increasingly choosing foods to consume in-home for health reasons.

Marcelina Fedczyszyn, consumer insight director, Kantar, said: “Eating for health reasons at home came more to the fore in the lead up to Eat Out To Help Out - consumers looking to get their ‘5-a-day’ played a key role in the resurgence.

“This will be vital to track as we head into the darker, cooler months when consumer choices are traditionally driven less by health and when there’s no longer an incentive to eat out.”

A total of 53.7 million more visits to out-of-home venues were made by Brits in the five weeks to 6 September compared with the previous five weeks, as consumers chose to treat themselves, spending more than usual. “Consumers took the opportunity to indulge when dining out.

Spend per trip increased for main meals despite the discount which came with Eat Out to Help Out,” explained Lucy Chapman, strategic insight director, Kantar.

Despite the surge in eating out, the impressive lockdown growth for **fresh sausages (12.1%) and bacon (10.3%)** continued throughout August.



Another traditional favourite, **fresh red meat roasts**, continued on a solid run too, registering **11.3%** sales growth in the latest four weeks, led by **beef roasts attracting 220,000** more shoppers.

Fresh lamb (10.5%) continued its recovery since the Easter slump, attracting more shoppers for mince, chops and steaks.



Attentions begin now to turn to the all-important Christmas season.

Andy Crossan, strategic insight director, Kantar, commented: “Smaller, more intimate Christmas eating occasions await us this year as it stands, so planning purchases is likely to be key for many - especially older – shoppers.

“This could present more opportunities for frozen meats to play a role in saving shoppers from having to go in-store late in the Christmas season.

More manageable, smaller cuts which proved popular for Christmas 2019 are likely to gain traction too.”

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Latest results from Food Standards Scotland's long-running consumer tracking survey



Food Standards Scotland has published the latest results ([Wave 10](#)) of its 'Food in Scotland' Consumer Tracker Survey, measuring changes in Scotland's attitudes, behaviours and knowledge in relation to food over time.

The JRS Research Consortium survey is undertaken biannually, with alternating modules focussing on food safety and authenticity, and diet and nutrition each running once a year. The survey draws from a representative sample of over 1000 people living in Scotland.

This wave focused on diet and nutrition. The survey was conducted between 3 and 17 July 2020, during the ongoing coronavirus (COVID-19) pandemic, so also includes new questions exploring COVID-19 and its impact in relation to diet.

The key findings are:

Vitamin D

- Only 24% of participants reported taking a vitamin D supplement at the start of lockdown and a further 10% began taking a supplement during lockdown
- Only 1/3 of respondents felt that taking a vitamin D supplement was especially important during lockdown.

*Note – the public health recommendation is that people living in Scotland consider taking a 10mcg vitamin D supplement, particularly during winter (Oct – Mar). During lockdown, this advice was **widened to encourage individuals to consider taking a supplement throughout the year.***

Eating at home

- Two thirds of respondents reported having eaten at home more and 60% of people had cooked more at home
- Almost half reported eating more discretionary foods and more than 40% reported eating more out of boredom
- Takeaway use was lower than in previous waves, with almost half of participants reporting lower use.

Concern about food

- 1 in 6 people reported worrying about not being able to afford food

Other concerns around the amount of fat, salt and sugar in food (84%-90%) and thinking that healthy eating is too expensive (45%) have remained stable since the previous survey.

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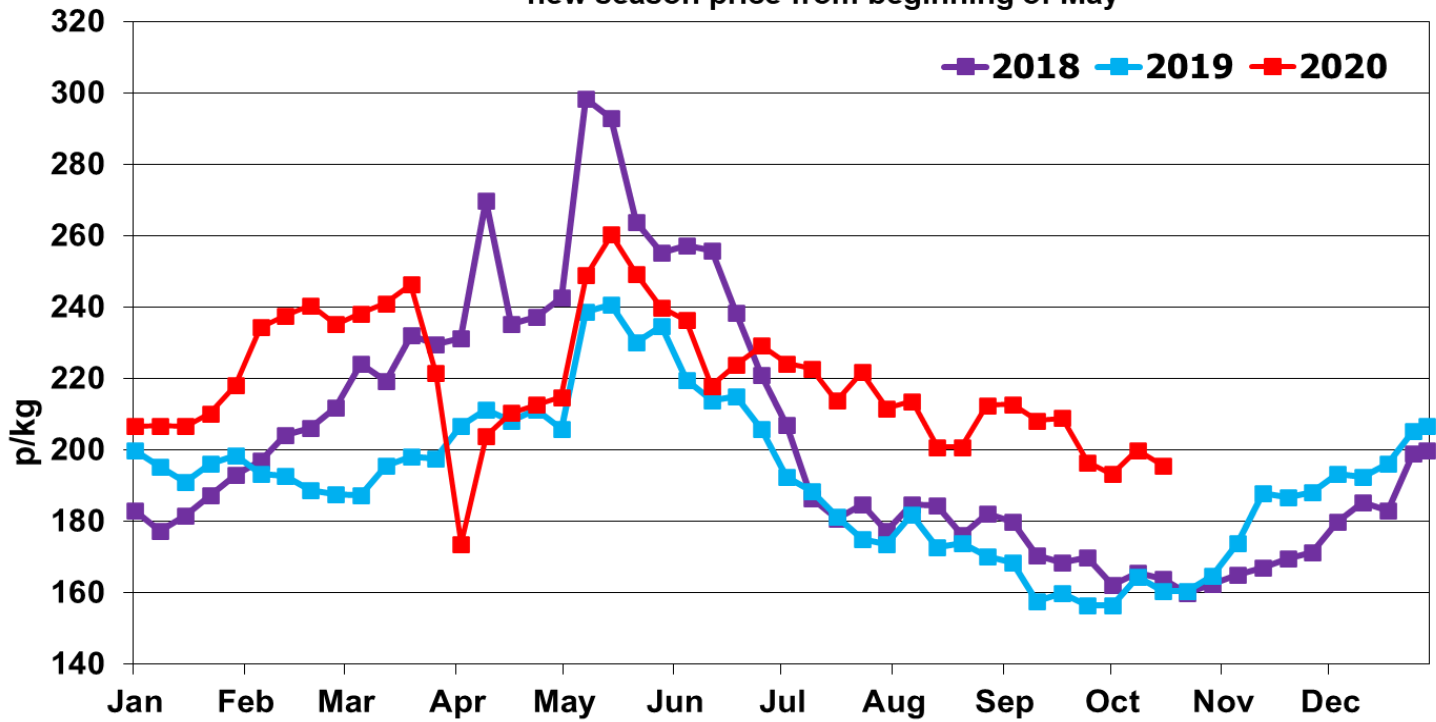
Next Executive Meeting

20th January 2021 @ 6pm via 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**

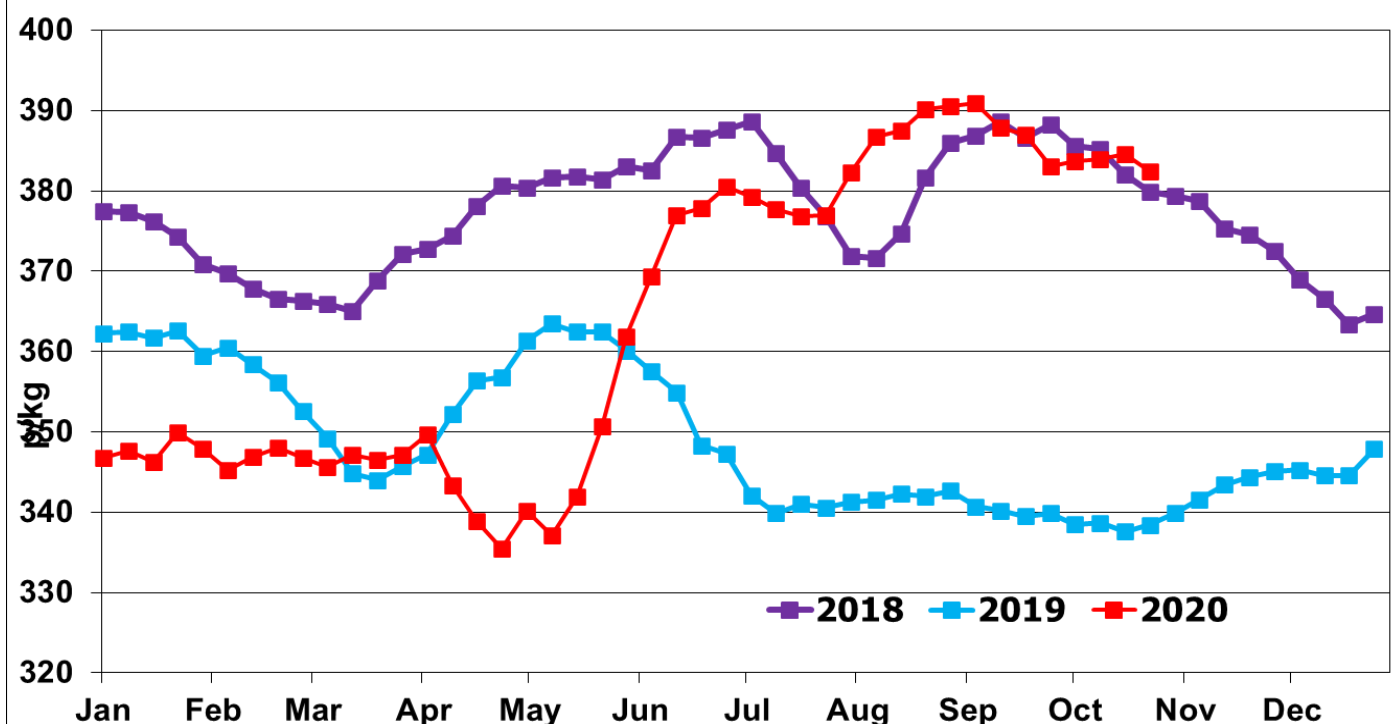
Scottish auction market price for prime sheep

- new season price from beginning of May



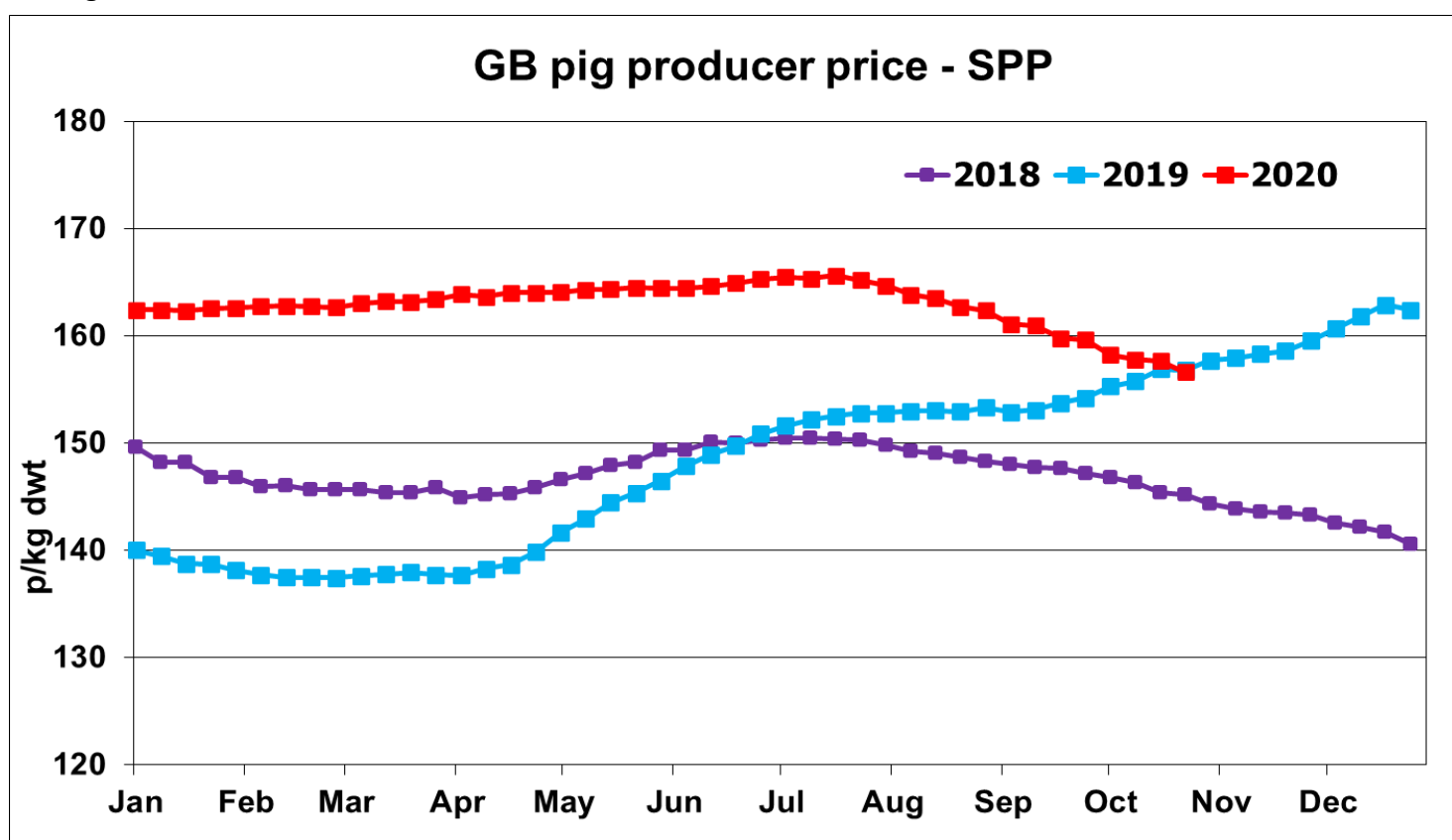
Summer 2020 was characterised by an exceptionally strong prime lamb market, and it has held firm into the autumn. Year-on-year farmgate price increases of 15-25% were seen throughout July and August, climbing above 30% for much of September, when the market had been at its low in 2019. Prices have been trading 15-30% above their five-year average since late June. The final week of September did see prices slide below £2/kg, ranging from 193- 199p/kg but, at 196.6p/kg, they still averaged 40p (25.6%) higher than a year earlier. • Moving into October and the daily average price slipped to its season-to-date low of 190.5p/kg. Given that prices had begun to pick up from their annual lows in 2019, the year-on-year price increase slipped back to 16%. • This year's strong market has come despite a quicker arrival of new season lambs onto the market across GB, although availability has been relatively better in Scotland.

Scottish deadweight price for steers



After trending slowly higher through August and reaching a year-to-date peak of 389.4p/kg in the week to September 5th, the average prime cattle price at reporting Scottish abattoirs cooled, slipping to 382.6p/kg three weeks later. • With prices historically tending to prove more stable in September, premia over historical averages have dipped below their peak. In late September, prices were around 3% above the three and five-year average and 13.7% above year earlier levels, down from around 5% and 14.6% as the month began. • R4L steers made 388.3p/kg in the week ending September 26, which was 1.8% below their late August peak of 395.4p/kg but still 12.2% above year earlier levels (346.2p/kg) and 13.7% above their late-April low (341.5p/kg). Nevertheless, prices trailed their all-time peak of 423.2p/kg in July 2013 by 8.2%.

Scottish prices averaged 5.6% above E&W levels in late-September, down from 6.2- 6.4% earlier in the month and an average of 5.9% since the beginning of April. Scottish R4L steers have spent much of the period since mid-July averaging 12-14p (3.2-3.8%) higher than those in E&W, but the gap did widen to 15-16p (3.9-4.2%) for three weeks to September 12. In September, prime cattle slaughter fell sharply at price reporting abattoirs in Scotland, suggesting that the long-anticipated supply tightening has arrived. Over the four weeks to September 26, numbers averaged 7.5% lower than in the previous four weeks and 13% below the year-to-date weekly average.



Farmgate pig prices have been on a traditional seasonal downturn since mid-July. However, the pace of decline has been quicker than the slow but steady increase seen through the spring, leaving the GB Standard Pig Price (SPP) at its lowest levels since late November 2019. Between the beginning of the year and mid-July, prices had climbed 2%, but they then fell by 3.6% over the next ten weeks to average 159.62p/kg in the week to September 26th. Meanwhile, the price for 70-104.9kg carcasses slipped 3.4% from its peak to 160.66p/kg in late September.

At Scottish abattoirs, prime slaughter recovered from a challenging spring to average around 7,000 per week through June and July, around 5% higher than last year. Sow slaughter rose by a quarter year-on-year over the nine weeks, averaging 273. Moving into August, prime slaughter averaged close to 7,200 head and 3.5% higher than last year for the first three weeks, but maintenance work in the final week of the month meant the full month's kill was only 0.8% higher than in 2019. Having been up more than a quarter after three weeks, the sow kill still rose 16%, averaging 283 per week.

Livestock Prices

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

	W/E 24/10/20	Previous week	Previous year
Scottish Abattoirs			
Prices	382.4 p/kg	384.6 p/kg	338.4 p/kg
Steers dwt			
Heifers dwt	381.5 p/kg	382.9 p/kg	339.8 p/kg
Young Bulls dwt	359.6 p/kg	361.8 p/kg	313.8 p/kg
Numbers	3660	3750	3806
Steers			
Heifers	2769	2650	2564
Young Bulls	363	282	374
Scottish auctions	W/E 21/10/20		
Prices	203.54 p/kg	218.91 p/kg	183.90 p/kg
Steers lwt			
Heifers lwt	211.27 p/kg	217.23 p/kg	195.96 p/kg
Young bulls lwt	177.35 p/kg	179.58 p/kg	148.32 p/kg
Numbers	91	88	101
Steers			
Heifers	190	152	174
Young bulls	26	12	19

Deadweight cattle week ending 24th October 2020								
	All steers p/kg			All heifers p/kg			All Young bulls p/kg	
	3	4L	4H	3	4L	4H	3	4L
-U	386.6	388.1	382.8	388.9	389.4	384.7	376.5	376.0
R	386.3	387.1	385.4	383.1	384.7	383.4	370.3	369.3
O+	377.5	380.1	376.5	375.7	379.0	374.7	345.6	358.0
-O	345.4	350.0	339.0	330.3	335.2	-	329.1	332.3

Sheep prices Scottish	W/E 21/10/20	Previous Week	Previous Year
New Season SQQ lwt	195.67 p/kg	199.96 p/kg	160.45 p/kg
Ewes lwt	£58.10 /hd	£58.91 /hd	£50.06 /hd
Sheep numbers			
Scottish Auctions			
New Season SQQ	13403	13933	10757
Ewes	9337	10973	8708
Sheep Prices	W/E 24/10/20	Previous week	Previous year
GB Abattoir			
New Season SQQ dwt	441.1 p/kg	441.6 p/kg	373.5 p/kg

Deadweight sheep week ending 24th October 2020				
		2	3L	3H
	U	452.0	450.7	445.5
	R	444.7	442.9	442.1
	O	431.1	431.8	430.7

Pigs	W/E 24/10/20	Previous week	Previous year
GB abattoirs			
Standard Pig Price (SPP)	156.61 p/kg	157.64 p/kg	156.79 p/kg

GB deadweight pigs SPP week ending 24th October 2020

	Method 1 and 2	Change		Method 1 and 2	Change
	p/kg dwt			p/kg dwt	
Up to 59.9 kg	132.48	+0.44	80.0 – 89.9 kg	158.29	-0.59
60.0 – 69.9 kg	155.98	-0.46	90 kg and over	154.29	-1.58
70.0 – 79.9 kg	158.66	-0.75			

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Sirloin Steak	2937	2928
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Popeseye Steak	1872	1878
Topside	1570	1567
Round / Rump Steak	1523	1558
Shoulder Steak	1257	1261
Rolled Brisket	1267	1270
Steak Mince	1117	1120
Boiling Beef Bone In	726	728

DOMESTIC LAMB

Whole Leg of Lamb	1413	1419
Centre Cut Leg Bone In	1606	1613
Gigot Lamb Chops	1813	1819
Lamb Leg Steaks	1822	1822
Chump Lamb Chops	1766	1772
Double Loin Lamb Chops	1856	1862
Single Loin Lamb Chops	1705	1710
Rolled Shoulder Lamb	1277	1282
Lamb Shanks	782	785
Diced Lamb	1519	1524
Minced Lamb	1344	1349

PORK

Pork Tenderloin (Fillet)	1354	1359
Pork Leg Steaks	1019	1024
Double Loin Pork Chops	976	980
Single Loin Pork Chops	939	922
Rolled Shoulder of Pork	833	836
Belly Pork	824	835
Pork Loin Steaks	1123	1131
Diced Pork	910	913

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Scotch Pie	114	114
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