

**MINUTE OF THE MEETING OF THE EXECUTIVE COMMITTEE HELD WITHIN
8/10 NEEDLESS ROAD PERTH, ON TUESDAY 13 SEPTEMBER 2011**

PRESENT: Ian Faulds Vice President (in the Chair)
Douglas Scott Chief Executive

Junior Vice President: Beaton Lindsay

Past Presidents: Duncan Mackenzie, Stuart Christie, Adam McLay, Hamish Deans

Executive Members: Neil Cameron, George Lees, Alan Kennedy, Stewart Dempsey

Guest: Andy McGowan QMS

APOLOGIES FOR ABSENCE: Billy McFarlane, Wilson Ferguson, Arthur Matthew, Jamie Chapman, Murray Lauchlan, Roy Baird, Hugh Pender, James Pender, Jim Preston, Sandra Giddy, Jack Meade, Tom Dowson.

In the absence of President Billy McFarlane, Vice President Ian Faulds chaired the meeting.

MINUTE OF PREVIOUS EXECUTIVE MEETING: Minutes of the previous meeting held in June were approved by Hamish Deans, seconded by Alan Kennedy.

MATTERS ARISING:

Page 2 Hamish Deans asked what the update on Northern Ireland was. Douglas said it arises under the Training and Development report.

Page 5 Douglas said under Cost of Meat Inspection one line should read 21 to 200 units per week (**10,000** units per annum). He added when the consultation was submitted we described it as 21 to 200 units per week.

Hamish Deans had felt that we had the livestock units wrongly and he had asked Douglas to research this. The following is an extract from FSA paper in 2008 and used in subsequent FSA papers;

"Recent MLC work has used the following size ranges to define five size ranges of abattoirs, these use the EU definition of livestock units, which in its simplest form is ELU = 1 cattle beast = 2 calves = 5 pigs = 10 sheep"

The split on pigs is at 25Kg - under 25Kg being 20 pigs. The split on sheep at 12Kg - under 12Kg being 20 sheep.

Douglas also noticed that the end of that paragraph should read **70%** instead of 7%

Page 8 second paragraph should read Alan Kennedy replied that there were 27 **shops** with 21 members.

ATTENDANCE: Ian Faulds said that at the last meeting we had mentioned the lack of attendance and were concerned. It was thought that we would spend a few minutes reflecting on attendance. Douglas circulated a chart of the attendances over the last two years and noted that 27 people were on the distribution list. Douglas suspected it was a lack of total invites that had been diminishing. Hamish Deans said felt that we were not comparing like for like because 20 appeared in one year and 18 in the other. Duncan Mackenzie said that a lot of people attending who did not necessarily need to be here because they were not practicing butchers. He has got great respect for the wisdom and knowledge that retired butchers have but a lot of what was coming up was not related to retired butchers as such. He was not sure if we should increase the list of invites or a specific invite as opposed to a general invite in the newsletter. Duncan felt a big difference in the last year was with better decisions being made. Alan Kennedy felt decisions were made more

quickly. Hamish Deans felt the local meetings have been a great success so they have attended them and may feel they are up to date. Duncan Mackenzie felt it was a lot down to Perth office. Years ago we did not have a Chief Executive and everything was decided round the table. He said that Douglas and the staff basically run the Federation 24/7 and he said that if we did not have an Executive the whole thing would probably keep going. He observed that the cost for the year for holding the meetings is not an outrageous cost.

Hamish Deans felt it is symptomatic of the times; where previously each of the Conveners would have had their own meetings before the main meeting, this does not happen now. He said that the Chief Executive had been more in contact with the Conveners than previously. Alan Kennedy said until Mark Barnett wrote to him he did not know the Executive existed. He had a name of someone who would come along but had never been invited. Ian Faulds said he was concerned about who was going to take over here. Douglas said that he would write a bit more about the Executive in the newsletter and make some one to one invites. Ian Faulds suggesting to those attending the event at Capital Cooling they could come along. Douglas felt time and distance can be a problem for some. Stuart Christie suggested about having speakers to talk at the meeting but it was felt that this was more appropriate for a local meeting.

CHIEF EXECUTIVE REPORT: Douglas Scott reported.

MEAT UP EXHIBITION: Douglas and Bruce McCall attended the exhibition at Stoneleigh to see if there were anything we are missing but did not see anything that we do not do for our own Trade Fair. It did not appear to be very busy. Keith Fisher who had been judging an international skills competition, felt that Scottish butchers would stand up quite well in the competition; we are not allowed to enter as we are not members of the International Butchers Confederation.

ROYAL HIGHLAND SHOW: The President and Douglas attended the QMS breakfast on the Thursday morning. The Federation newsletter highlighted that we supplied four butchers demonstrating meat cutting before chef demonstrations by Lady Claire MacDonald and Hardeep Singh Kohli. A lot of members had dropped into the QMS stand over the four days of the show. Ian Faulds asked if the members who had stands in the Food Hall were happy. Douglas said they were pleased with what they did but it was hard work.

SCOTTISH GOVERNMENT STAKEHOLDER MEETING: A copy of the report on the meeting about exporting Haggis to USA was circulated with the agenda. The Scottish Government did not want any publicity about these discussions at this stage.

SCOTTISH FOOD ADVISORY MEETING: A report was circulated.

TRAINING & DEVELOPMENT REPORT: Sandra Giddy submitted a written report.

You will see from the attached report that we now have 441 trainees registered with us. Of these, 384 are involved in achieving skills qualifications. 271 of these trainees are working towards Modern Apprenticeships which include the Craftsman Certificate and are funded entirely through Skills Development Scotland. There are a further 113 trainees who are working towards their Craftsman Certificates having previously completed SVQ level 2 or 3 and these are funded through our ESF projects. We have 4 trainees registered through our involvement with Falkirk Employment Training Unit and we still have 38 registered in Northern Ireland (more on this later in the report).

SDS CONTRACT: Our assessors have registered 29 trainees onto our training programmes since the new contract was awarded – 26 level 2 MA's and 3 Level 3 MA's. We do have places available in all areas of Scotland and our assessors are all actively encouraging employers to register all age members of staff for this fully funded training.

In addition, the Scottish Government announced a further incentive scheme to encourage employers to recruit people aged 18 and over who have been unemployed for more than 6 months into a new job. Successful applicants will receive £1000. The new job must include registration

onto the Modern Apprenticeship programme and will be administered through Training Providers. I tendered for a small number of places under this initiative and we have had this added to our existing contract. If this might be of interest to you, please do speak either to me or to Claire. We have had yet another change of Contract Manager and will be welcoming Pauline Wallace to this office on 22nd June.

SCOTTISH LEARNING PROVIDER GROUP MEETING: I attended this meeting on 19th May. The group as its name suggests, brings together the learning providers within the food industry in Scotland. There are only 10 in the group with one or two larger food producers being providers within their own businesses – Brown Brothers and Burtons Biscuits for example. The meeting is chaired by our Sector Skills Council (Improve) and we meet around three times per year. One of the interesting points on this meeting agenda was the presentation given regarding industry participation in learning. Over the past year a total of 167 businesses (in the entire Food Industry) enrolled at least one learner onto a modern apprenticeship. Of these businesses, 65% were Meat & Poultry establishments.

596 learners over the entire food industry were registered onto Modern Apprenticeships by March 2010 with this figure increasing to 1100 by March 2011. This year Skills Development Scotland has allocated places for 972 people to register onto Modern apprenticeships in the Food and Drink Industry, which is a reflection of the recognition that our industry continues to perform well. New qualifications are being developed by Improve following consultation with employers. These will be focused on Business, People and Technical Management. The five year review of the Food Manufacture suite of SVQ's will start towards the end of 2011 and employers will be canvassed by Improve for their input.

NORTHERN IRELAND: Training contracts in Northern Ireland have still not been awarded. A4e, the training provider who we hope to be working with were optimistic that some news would be forthcoming by mid June. In the meantime, our Irish Assessor continues to work in Scotland assisting with our Scottish in-training numbers.

FALKIRK EMPLOYMENT TRAINING UNIT PROJECT: The remaining trainees who started on the pilot programme with Falkirk Council Employment Training Unit (ETU) continue to make good progress. 2 of these trainees are in full time employment in their butcher shop placements and are working well towards their level 2 MA. The other two continue to follow the level 1 SVQ route. We have been asked to be involved in the next tranche of young people coming through Falkirk Employment Training Unit and this is due to begin in July.

INTERMEDIATE HACCP: Courses were held in Perth on 17th and 18th May and in Dingwall on 24th and 25th May. No immediate plans for further courses, but we are happy to take enquiries and will arrange courses in areas to suit demand.

INTERMEDIATE HYGIENE COURSE: The next scheduled Intermediate course is to be held in Oban in September. Please do continue to contact our office to register interest for these or any of our courses.

MEAT MANAGERS HYGIENE COURSE: this is going ahead on the 4th October in Peebles. This course has been held in Wales over 400 times and mainly on behalf of the Food Standards Agency. We are hoping this one day course will be enough to satisfy EHO's.

Duncan Mackenzie asked if we are still owed money from Northern Ireland. Douglas said yes we reckon we could have claimed around £11,000 for work we had done. We had achieved the units but not had claimed the units by the time Food and Drink Sector Skills had lost the contract. Duncan asked if we still had training in England. Douglas said the work there was now complete. Hamish Deans felt in Northern Ireland they were always terribly late with payments and it got worse and worse and this should be borne in mind going forward. It must have more of a business footing rather than wait and see if we will get it. Douglas said he would pass this on to Sandra.

FINANCE COMMITTEE: Douglas Scott reported.

July's figures were considered.

SMT: We have received more than budgeted from Skills Development Scotland. ESF anticipated income for LUPS is as budgeted and in the H&I we are slightly behind but the managing agent for them is concerned that everyone is behind. We will hopefully pick that up in the coming months.

We are looking at an income of £420k down from £437k on the previous year. The significant difference is no Northern Ireland income which has been £60k in previous years. We have slightly more expense mainly due to Malachi McCann travelling over from Northern Ireland. Our registrations are over budget which is good in terms of future work. We are over budget on ESF workshops and skills competition was missed from budget. We claim money back for all these through ESF at a rate of 45%.

MEMBER SERVICES: Income forecast at just under £85K when the budget was £86k. Corporate members income is down slightly to £11,500. The cost of the trade fair is going to be around £1,000. Repairs and maintenance are up because we had a problem with the roof. We are looking for an operating surplus as it is a lean time from the end of August until subscription income comes in January. We have paid HMRC and there are no huge outstanding accounts.

Hamish Deans asked about funds which were in special interest bearing accounts and he wanted to know the interest rate. Douglas said he would find out.

MEMBERSHIP AND DEVELOPMENT REPORT: Beaton Lindsay reported.

SUBSCRIPTIONS: 327 members have joined this year with 95 additional branches. A total of 422 shops in membership.

Two new members.

- Peter Whitecross, Dunbar
- Tilly butcher, Aberdeen

27 Corporate members have paid.

McDonnells (Queen Street) Ltd, Dublin have joined since the last meeting.

REGIONAL MEETINGS: were held

Monday 29th August	Ayr	24 attending
Tuesday 30th August	Forres	27 attending
Wednesday 31st August	Inchture	44 attending
Tuesday 6 th September	Carfraemill	29 attending
Wednesday 7 th September	Stepps	49 attending

Total attendance was therefore 173. Hamish Deans said the regional meetings were a huge success attendance wise. He felt the sticking to the time for starting and finishing the meeting was a help.

The 2011 Steak Pie awards were presented and members tasted five haggis and five black puddings and these were discussed.

Dalesman provided tastings of two sausages and two stuffing's along with the announcement of the launch of retail packs of 3 stuffing's and 3 gourmet sauce mixes under the name Gordon Rhodes. Judith Johnston from Lucas Ingredients provided tastings of Haslet and Corned Beef.

The meetings were well attended and well received by members.

Mike Winrow from Dalziel will be host a demonstration evening on

Monday 31 October Ayr
Tuesday 01 November Stepps
Wednesday 02 November Carfraemill

Monday 07 November Inverness
Tuesday 08 November Aberdeen
Wednesday 09 November Perth

ANNUAL GENERAL MEETING 2011: This is planned for Tuesday 22nd November. Following previous discussion about this event we appear to have two options:-

- a) hold it here in this office at the start of an Executive Meeting that day.
- b) Run a similar event to last year at McDiarmid Park.

Your opinions would be welcomed before a decision is made one way or another.

Hamish Deans felt the meeting was a huge success. Douglas reported that Murray Lauchlan and others tendering their apologies for absence at this meeting, would support the same again for the AGM. Douglas reported that the AGM cost us £839 and quite a bit of this was looking after the President of the NFMFT. It was **agreed** to hold the AGM at McDiarmid Park along the same lines as last year.

LEGISLATION REPORT: Douglas Scott reported.

ECOLI: Sample results for Ecoli. On the Saturday 13th August he received an email from a member in Ayrshire alerting him to an Ecoli positive result from testing. Initial advice was to say nothing and to admit nothing, this was based on how a previous case had been dealt with by Morrisons in Paisley. Their case of Ecoli was never discussed by them even although it would appear clear it had come from them and the whole issue was forgotten about very quickly.

On the Monday morning the office received a phone call from Gordon Picken in Ayr to tell us that it was sampling results on his potted meat and it was also on J Martin, Whittlets that had come back positive. Douglas was concerned by this apparent co-incidence. The sample was taken on the Thursday previous and they both were told about it on the Friday. The EHO took another ten samples and the following Monday they said all these samples were clear. The two businesses cooperated with South Ayrshire Council and posted notices to implement a recall on the products. The news had been broadcasted on local radio and in the newspapers. Pickens had made the potted meat at the beginning of July they lid it and freeze it and been selling it for six weeks. The other one was buying it in from Border Meats and overwrapping it and selling it on.

Douglas said that with the ten other samples coming back negative and the butcher selling it for six weeks; it looked like something was suspect with the testing. Gerry Fallon South Ayrshire EHO said the samples were sent to a reference lab after the original negative samples were tested at Glasgow Scientific Services. It was on the following Thursday evening that the decision was to be reversed. On the Friday morning SFMTA got out as much publicity as possible that there had been a mistake and Carol McLaren of QMS assisted in drafting a press release. There was some coverage in the Herald and the local papers covered it quite well.

The businesses seem to have recovered quite well from it and customers have been supportive. We need an incident enquiry with South Ayrshire Council. Pickens have given permission that Douglas can appear with them at it. There are certain things the EHOs cannot reveal as the information is confidential to the food businesses. One puzzle is why was it that no other business supplied by Border Meats had their products withdrawn. The biggest target in the enquiry is going to be Glasgow Scientific Services. We are now waiting on the enquiry to see where it goes No persons were reported with the illness. Ian Faulds said he visited both butchers and as you would image it was their worst nightmare and no one was available to talk to them.

The Federation was in constant contact with the two businesses and they were very appreciative of the support given to them through this difficult situation.

ECOLI GUIDANCE: FSA issued Avoidance of Cross Contamination guidance in February and in the last month they have issued a DVD on the subject. The DVD is well done with three butchers

chatting about how it works. It was noted however that even the DVD had inconsistencies - one divider is full height and on another part of the DVD only a few inches high. The DVD also shows a bandsaw with a gap and no guard.

Perth and Kinross is taking the lead to draw up the working guidance for Scotland and we should get to comment on this prior to its release. Alan Kennedy said he had two shops in the Perth & Kinross area so far there had been no grounds to fear the new guidance on Ecoli. The EHOs have been strong on hand washing facilities adjacent to the ready to eat area. Alan said before he did up his shop in Carnoustie he was going to have an L shaped cabinet and he wanted to use dividers. The EHO confirmed in writing that as long as they were treated as ready to eat equipment it would be okay.

LIVESTOCK REPORT:

Since June, prices of both boxed and live beef have continued to rise, in this period by more than 5% (except for sides and some cuts of bone-in beef, which have remained static). The only positive note can be that over the last month or so the price of live beef seems to have settled at around 315ppk-320ppk for quality animals. We can only hope that the next four months will see a softening of this price, as feed prices seem to be on the way down, and consumer demand certainly isn't strong enough to sustain current levels. Stocks at big wholesalers are at an all time high.

Some strange things have happened this summer. As you can see from the spreadsheet, cheaper cuts have increased at a time they would normally show a drop, and the middle cuts, although firmer, have not shown their normal summer rises. This, to my mind, indicates two things. The catering trade is very weak and Retail customers (and some catering customers) are switching to cheaper cuts. In the long term, this may be no bad thing, as margins are far stronger on the cheaper cuts and manufactured goods. Prices for prime cuts may also settle at a more realistic level. In general, there seems to be a dearth of quality cattle, supplies of which will remain tight until at least the end of this year and probably 2012.

Lamb at last seems to be on the decline. The average price (before costs) of lamb I have bought live has dropped from 436ppk at Forfar on 17th June to 332ppk on August 22nd, although wholesale prices have yet to reflect this. Cuts of lamb are also still high, but we can expect a fair drop in the near future.

Pigs, and cuts of pork, have remained pretty stable over the summer, and there are some good value prices around at the moment. Pork loins at around 250ppk to 280ppk look particularly good, as we can use these for a variety of different promotions.

I would, finally, be interested to hear of members' current experiences with poultry, as quality remains inconsistent and shelf life seems poor. This concludes my report.

Forfar prices 31/08/11- Steers- 205.3ppk; Heifers- 208.6ppk

	Hides	Skins
St Andrews	£25	£5
Shotts	£39	£8
Paisley	£39	£7.80

Stuart Christie said the very top restaurants seem to be holding their own because people whom go in there are not short of money. The lower end selling fish and chips, steak pie, lasagna are okay as well. The ones in the middle are struggling and in general the catering market is flat. Alan Kennedy asked why are prices for livestock remaining so high apart from the export market. Andy McGowan said the lamb price is almost entirely down to the export market and if the price of the euro went the other way the whole thing would crash. The production is 20% year on year down and value is down around 8% but if it was left to the domestic market it would have crashed a long time since. With everything going on in Europe relying on it is not a very comfortable position to be

in. New Zealand has been a disaster with the storms etc and they are probably not going to fill their quota. If all things had stayed similar it would have crashed a long time ago. There is less supply coming in from imports and a booming export market. Andy said for the first time supermarkets are nervously shrinking the space given to lamb. Morrison's seem to be the only exception with them seeming to be making some sort of return on lamb. Cattle and Pigs the big inputs like fertilizer or anything relating to oil has gone up. There will be a lot of pressure to keep prices up at around where they are, we have seen a big reduction in the heard and supply and demand will kick in. Pork look like the best option with the input prices raised but they are not getting the prices at market and there is a bit of a price war going on at multiple level.

Stuart Christie said there are less wholesalers handling pork now. Supply is mainly through Robertson's in our area and there is nothing wrong with it. Hamish Deans said the pork has gone in too few hands. Hamish Deans felt we have arrived at the correct price for cattle. The price has risen over the last 18 months but it should have been over last 7 or 8 years. He could not see lambs coming back in price and we have just got to realize that this is going to be the price. His main worry was that lamb became a luxury item and a not a staple.

Alan Kennedy said the insert which came out with the newsletter was very good and something that everyone would need going forward. As the prices have gone higher and people's incomes have dropped a bit the butcher may be thinking my sales are going down the last thing you want to do is put the prices up so it is fear keeping the prices where they are. There is not enough people studying prices and comparing them to the butcher shop. In some cases the consumer probably better off shopping at there local butcher. Stuart Christie mentioned the offers for Scotch at Lidl that come with the newspaper. Ian Faulds wondered if it was true that if you had 90% meat and 10% Scotch in with it then it can be labeled as Scotch. Andy McGowan said not as far as QMS were concerned. Andy McGowan said the branding can only ever come into your shop if you are 100% Scotch in your Beef, Lamb or Pork. In terms of pre pack it must be labeled as what it is in the packet and we do check them. Andy added that the supplier to Lidl comes under the processors scheme and with the nature of their business are under a lot of scrutiny. He stated cow beef is not in the Scotch beef specification. It was argued that if a butcher received meat vac packed then they would not be able to identify it and would be entirely blameless. Hamish Deans said it may go through 3 or 4 hands before it gets to the restaurant.

Andy McGowan said that Scottish is about geography - if the beef is born reared and slaughtered in Scotland, it is Scottish. The Scotch label is only prime beef and there should not be any cows in it. Stuart Christie asked for the definition of cow. Andy replied as it goes through abattoir it is either Mature Bull, Young Bull, Veal something for the 8 to 12 months ,heifer, steer and cow. Where there is a grey area was a small number of heifers being slaughtered at peculiar ages. Strictly speaking if they had not been bred then this maybe okay but not maybe at 72 months. We are not talking about huge numbers but we will be putting a cap on at 48 months. This should give enough flexibility for Highland breeders who take a while to finish them but also strip out any dubiety.

PROMOTIONS REPORT: Douglas Scott reported.

The Steak Pie and Speciality Pie Evaluation took place at Perth College on 1st July. 163 entries were received from 75 member shops. The steak pies were judged in regions before the top five were mystery shopped during the last week in July and taken to the Cook School at Braehead who selected the Scottish champion as the North of Scotland winner, HM Sheridan of Ballater.

This turned out to be an amazing co-incidence since the judges at Perth College had decided that Sheridan's Venison and Cranberry Pie was the best in the Speciality Pie Evaluation.

John Sinclair and Barry Florence of Sheridans were presented with the trophy and prize by Jack Broussine (QMS) in their shop at Bridge Street, Ballater on Wednesday 31 August 2011. 39 different press releases were sent out from the office and members generally received good publicity.

The Steak Pie evaluation was sponsored by the Scotch Butchers Club and the Speciality Pie Evaluation by William Sword.

The next evaluation will be for White Puddings, or Mealie Puddings as they are known in some quarters. The Scottish Federation have never had an evaluation for these puddings. Sponsored by Grampian Oat Products the evaluation will take place on Thursday 6th October at The Lodge, Strichen Country Park, Aberdeenshire.

Over the years Scottish butchers have earned a reputation for their quality meat products. Competitions and evaluations have raised standards and there is now great pride in producing the finest products that encourage customers to go out of their way to source special sausages, burgers, pies, haggis and black pudding.

While this work has been ongoing, development has taken place in many cases simultaneously, that expands the range in butchers' shops to more than main courses. Some have created pate and soups while others have looked at sweet items.

In reaction to customer comment these sweet inspirations have been honed into great products and now SFMTA would like to recognize and reward those products that have become a really successful part of butchers businesses.

We propose to hold an evaluation for sweet items that butchers make. This might be apple pies, rhubarb crumbles, strawberry tarts, sticky toffee pudding, sponge pudding, cloutie dumpling, millionaire shortbread, tray bakes etc. Anything goes but you will possibly already know when your product is good since it will be a proven seller.

All products must be made by the butcher or his staff on the business premises. This evaluation will be held at the same time as the Mealie / White Pudding evaluation with the same entry deadlines and pick up points.

SCOTTISH FOOD FORTNIGHT: Posters were produced for this year's Scottish Food Fortnight. After correspondence with the Advertising Standards Agency we decided against printing supermarket labels showing imported meat. We were however able to make claims on our posters that QMS couldn't and we were assisted with provision of images by QMS. A number of members objected to the A2 posters being landscape but two A3 posters did fit in their frames. It is not intended to produce posters in landscape again except in a case I will explain shortly.

SAUSAGE WEEK: As already intimated we will not buy into the BPEX Sausage Week promotion but as last year produce our own Halloween and Guy Fawkes Posters. These proved popular last year and we anticipate the 2011 editions to be equally well used.

ST ANDREWS DAY: Last year the Scottish Government tried to encourage butchers to sell Scotch Lamb for St Andrews Day. An email survey of members seeking feedback on that promotion was far from complimentary about the idea. It was clear that butchers felt that it would have been much more popular if they had chosen to promote haggis.

We have therefore listened to those opinions and produced a poster to promote haggis for St Andrews Day. No haggis appears on the poster however since it is impossible to produce a picture of haggis that satisfies everyone. The saltire drawn on a young face will be the image for this promotion.

Also we have only yesterday completed a photo shoot in this room of our model to launch Pork Sausages with Sweet Chilli and Iron Brew. Her image sporting both the sausages and iron brew will be superimposed on an image of the Forth Rail Bridge. Posters will be both landscape and portrait. Next SFMTA project will be to produce point of sale material for Christmas.

SCOTCH BUTCHERS CLUB: Their latest butcher specific campaign was distributed to all members of the Scotch Butchers Club w/c 5th September 2011.

This cross species campaign will promote Scotch Beef, Scotch Lamb and Specially Selected Pork through a Casserole theme. Targeted at those who need to cook for the family with ease and on a budget, the campaign will encourage consumers to purchase value-for-money casserole related cuts.

The campaign includes an A2 poster and an educational recipe booklet. The recipe booklet will act as a "how to" on cooking red meat in casseroles, providing a basic recipe with hints and tips on how you can spice things up and experiment with the cooking method.

QMS also launched the Behind the Label campaign w/c 5th September. This features Specially Selected Pork in a cross species campaign aimed at developing greater understanding of what is behind the labels and showing the hard working people who work to produce Specially Selected Pork. This will include outdoor, online and in-store activity from Sept 2011 to Jan 2012.

As part of QMS's involvement with the Scottish Rugby Union they have been working closely with Scotland's most capped and highest point scoring player Chris Paterson.

Before Scotland departed for New Zealand at the end of August, Scotch Butchers Club members presented a weekly prize to the "Scotland Player of the Week" during their training at Murrayfield. This was a valuable PR opportunity that was taken up by Alan Elliott in Dalbeattie, Graham Sanderson from Coldstream, Hebbie Fowlie in Strichen and Collies of Kemnay. Each received a picture of themselves and the winning player which can be used for local PR to help promote their shops.

Ian Faulds said the most recent Scotch Butchers Club promotion on casseroles Ian Faulds presented his wife with 2 kilos of diced pork and we had the casserole at the weekend and it was quite magnificent. The good thing about it was it used 2 kilos of diced pork the other recipes used one kilo of lamb or beef. We will certainly be trying to promote that. He thought the Scottish Food Fortnight posters were very good. He did not like the Scotch Butchers Club posters at all for the summer eating campaign.

Adam McLay asked if there would be many in the Mealie Pudding Competition. Duncan Mackenzie felt that he was the only one in his area making white pudding. Douglas Scott said there were entries all the way down to the Solway. There would not be as many as in the haggis or black pudding.

QMS UPDATE: Andy McGowan reported.

Andy said that the pork campaign is just ending and a light campaign for beef in October with the main push in February and March.

The new measuring kit for eating quality in the abattoir, they have moved it from the laboratory to Scotbeef and it has been there since June it is now running quite well and doing everything they wanted it to do. There will be an industry open day for it.

We have talked a little about fraud on age side it is tricky telling the difference. We are starting to use isotope testing and we can get the geography of where beef has come from to a 94% degree of accuracy on Scotch beef or not. There will be a nice piece on BBC Landward on 30th September.

The process is a chemical test of six or seven different compounds within the meat it is like carbon dating. It gives a very accurate record of where your beef has been. Stuart Christie asked what legal right you have to go in and test it. Andy said you don't but you have the same right as anyone else and go in and buy it and test it. The weakness has always been we have no legal right

to go in and see the paperwork when we have had the suspicion on source. There were no Northern Ireland samples in the original test but we will have to see what that looks like. There is unlikely to be massive substitution of Northern Irish because the price difference is not great. We did the testing on pork and it was 100% even with the bacon processing.

Commenting on the earlier discussion on membership of the Executive, he said the National Pig Association has had a similar discussion about getting new blood to come along. They have developed the young NPA and it has been popular with a few more events which were a bit more lively and social. It has worked well to bring through 25 to 30 year olds.

Douglas suggested Forums, Facebook etc may be of more interest to young people. Eventually we will be conducting our meetings by Skype and not leaving our offices. Duncan Mackenzie said the Young Butchers shut down as no one was in it. Hamish Deans said it ran very well for a couple of years.

Stewart Dempsie thanked Andy McGowan and complimented QMS for their stand at the Royal Highland Show. They certainly looked after all the members who attended the show. He also said Douglas and the butchers who put on display made an excellent contribution to meat trade in Scotland. Andy McGowan also thanked Douglas as it has become a very important part of the show as it now represents the whole supply chain for consumers watching the industry at work.

ANY OTHER COMPETENT BUSINESS:

There is a members' visit to Dublin tomorrow with Maria O'Neill Design. Four members visited in August as well.

DATE OF NEXT MEETING: Tuesday 25th October 2011.
The meeting was closed with a vote of thanks to the chair.