



THE GUILDSMAN

News and views from the best butchers in Britain



RED MEAT, RUMINANTS AND CLIMATE CHANGE

'look behind the headlines and seek the facts'

By Will Jackson, AHDB Beef & Lamb Sector Strategy Director

For more info - beefandlambmatters.blogspot.com

The recent IPCC ignited plenty of debate against red meat especially beef. As is often the case the report was twisted to suit the headline writers. What the report actually stated was:

"Balanced diets, featuring plant-based foods, such as those based on coarse grains, legumes, fruits and vegetables, nuts and seeds, and animal-sourced food produced in resilient, sustainable and low-GHG emission systems, present major opportunities for adaptation and mitigation while generating significant co-benefits in terms of human health."

Doesn't sound very anti-meat?

In fact, it backs the common-sense notion that responsible livestock farming is part of the solution to climate issues, not the biggest offender.

ANIMALS LIKE CATTLE & SHEEP

ARE THE ONLY SPECIES ABLE TO TRANSFORM GRASS IN TO FOOD FOR OUR GROWING POPULATION.

Source: DEFRA, Farming statistics - perennial crop areas, yields and livestock populations at June 2018 - United Kingdom



Although butchers know this it's getting consumers to understand the issues behind the headlines which is getting harder and harder.

However, both QMS, HCC & AHDB have been supporting farmers and retailers to highlight a key fact missed in almost all reporting on emissions and livestock farming:

Meat and dairy production in the UK is amongst the most sustainable in the world.



The UK has clear standards on animal welfare, increasingly, farms have efficient grass management systems in place, we have plenty of rain to make naturally occurring grass which grazing animals eat to create protein for humans with very few additional inputs needed. It is a natural cycle that also returns fertility to soils through manure.

There is often a lack of understanding about British beef production and the distinction between it and production elsewhere in the world. With British livestock grazing in grass-based systems, the greenhouse gas (GHG) emissions are 2.5 times smaller than the global average. In fact, latest figures for the Committee on Climate change (CCC) acknowledge that emissions from farming amount to 9% of the national total, with 47% of that (so less than 4.5% total) from livestock digestion.

Combating environmental degradation is without doubt in everyone's interest. However, the UK is very different to other places on earth and, because of our natural environment and the weather, remains one of the most sustainable places in the world to produce red meat. In fact, without grazing cattle and sheep, as much as 60% of agricultural land in the UK would be taken out of food production, due to the fact it is not suitable for cropping or growing other produce. This would also significantly change the cherished landscapes we have in this country which livestock help to manage efficiently and naturally.

To support the positive messaging and prevent well-intentioned individuals from being misled, the meat bodies have produced a range of soundbites and infographics which are accessible to download.

Download AHDB's suite of mini graphics

ahdb.org.uk/knowledge-library/red-meat-and-the-environment

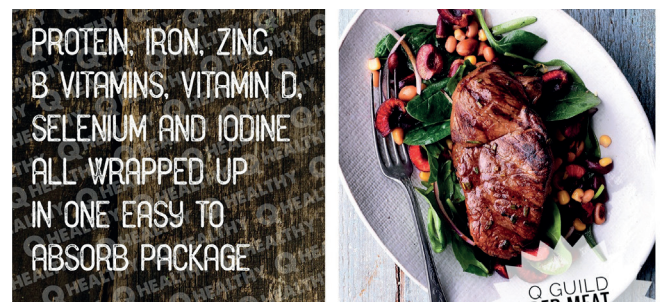


QMS are running a Meat with Integrity Campaign for more information go to www.qmscotland.co.uk/sites/default/files/how_to_support_meat_with_integrity.pdf

Health Benefits of Welsh red meat



HCC have been running a healthy eating campaign and are pushing their farming practices for more information go to eatwelshlambandwelshbeef.com/en/what-pgi/farming-practices eatwelshlambandwelshbeef.com/en/blog/health-benefits-welsh-red-meat



FACTS

THE GUILD
RED MEAT
FACTS
LEAFLET



Amidst the slating of the beef industry for its environmental impact, there has also been a re-emergence of claims that red meat causes health problems, with headlines such as 'Red meat raises risk of breast cancer in women' and 'Swap beef burgers for chicken cuts'. However, the evidence continues to support the position that red meat plays a vital role in a healthy, balance diet.

To help push that message, AHDB have put together a number of fact-based tools with the Meat Advisory Panel (MAP) which help highlight the positive health benefits of eating red meat – available to download from ahdb.org.uk/redmeatandhealth



But why not promote the benefits of your own beef?

Many of you source and sell grass fed beef in your shops so shout about its benefits. As member **Neil Powell** did in their recent blog stating:

"Following on from several headlines about red meat we thought it worthwhile to talk about what we know about the beef that we sell, that it is locally sourced, from a low impact farm with a diet entirely grown on the farm consisting mainly of grass."

Grass-fed beef is very nutrient-dense. Either mother nature or the process of evolution has packaged together readily absorbed, fat-soluble vitamins, minerals and other key nutrients. These are all vital to fuel the brain, promote muscle health, boost immunity and provide the building blocks for healthy well-functioning bodies and minds; including: potassium, zinc, iron, magnesium, vitamin A, B, D, K2."

Further support is available by stocking up on the Q Guild 'Important Red Meat Facts' leaflets which were produced to help you inform your customers how healthy, nutritious and wholesome your meat is. Order copies from info@qguild.co.uk.

How Game supports countryside conservation

With the onset of autumn our minds turn to seasonal meat and traditionally game meat. The benefits of seasonal foods are clear, they retain more nutrients and use less energy for storage and transportation reducing green-house gases. Local game is also good for the consumers pocket with less added costs.



Sales of game meat are increasing year on year with sales increasing 5% last year to £126 million. This is the fifth year running that sales have increased and bucks the trend of other meat sales. Some of the key appeals of game with modern consumers are the fact it is local, low in fat and high in protein. Taste of Game's website has many recipe ideas for the different species and free recipe leaflets can be ordered for butchers to encourage the consumer to cook game. <https://tasteofgame.org.uk/trade/>

As well as being a delicious, local and wild, management of the land by conservation minded individuals helps to benefit the British countryside. The advantages of being wild include more nutrients, protein and less bacteria compared to chicken and beef.

Without the game industry the countryside simply would not be as well maintained and diverse. By enjoying more game this season we can eat meat with the knowledge that we are helping to support the conservation and protection of our countryside. Well managed countryside produces ecosystems which help us both mitigate and adapt to the effects of climate change.

Did you know?

- Woodland managed for game has four times as many species of butterflies and three times as many species of plants as unmanaged woods
- Declining species such as skylark, lapwing and corn bunting are five times more abundant on land managed for game than elsewhere
- New tree planting occurs on 68% of holdings where pheasants are released

To hear more from Taste of Game, Annette will be one of the guest speakers at the Members Networking Evening in London on 22nd October. So book your place and bring along any game meat related questions Email manager@qguild.co.uk to reserve your seat

Don't forget British Game Week runs from 25th November – 1st December 2019

Check out www.tasteofgame.co.uk for more information



A YEAR IN THE LIFE OF A TURKEY PRODUCER!

Hannah completed a scholarship placement with Kelly Bronze this year and the Guild met her at the visit to Elliotts abattoir earlier this year. Not only was her enthusiasm refreshing in someone so young, it was also her passion which extended throughout the industry chain, and she is not even a farmer's daughter. We asked her to tell us how her year was and what she learnt along the Turkey production process.

by Hannah Baldwin

My Journey into Agriculture

Having grown up in Bracknell, with no agricultural background, it was a chance visit to a family friend and Dexter breeder, Felicity Wise, that sparked my journey into agriculture. Initially helping with animal husbandry at weekends, I built up experience, stockmanship and knowledge of working with livestock. In 2014, I decided to follow my passion and study for a Level 3 Extended Diploma in Agriculture at the Berkshire College of Agriculture in Maidenhead.

After achieving one of the best grades of my year I applied for the BSc (Hons) Agriculture with Animal Science at Harper Adams University. With a growing interest for the livestock sector, a keen interest in understanding more about transparency and meat processing, along with livestock breeding and nutrition to ensure better returns, it was unquestionably the right choice of course for me.

As part of the course I successfully secured a year's scholarship placement with Kelly Bronze Turkey's in Essex last July. A huge achievement, it will undoubtedly assist with my career. Having never worked with poultry before I knew it was going to be invaluable.

In at the deep end

The first three months was spent in the Hatchery, a real eye opener as it hatches approximately 150,000 eggs a week for 16 weeks. Involving several 5 am starts, the day starts in the take-off room. Each poult must be removed from the setter trays and graded before it can enter the sexing room. Once all the poults had been taken off the next move is into the sexing room. Here the poults are sexed and counted for customer orders.



Summer Process

Once the hatching season was complete we moved on to the summer process. I ensured customer orders were completed to the highest standard each day and the plant operated smoothly. The Summer and Christmas productions are two completely different systems. None of the summer birds are sold at Christmas these are sold to catering companies that use turkey on a mass scale in their cooking, for example in ready meals.

All summer birds are put through the wet process which ran every Monday, Tuesday and Friday processing approximately 3000 birds each day. Wednesday and Thursdays are allocated for packaging and processing of Monday and Tuesdays kill. Saturdays were allocated for packaging and processing Fridays kill. My next challenge was working with 25 polish staff and translating instructions, but we got there in the end! Involved in all aspects of production it was vital that each product matched the specification provided for each customer and that it was labelled and packaged correctly. Each product was then palletised and recorded for collection. Collections consisted of 26 pallets, so it was vital that each pallet was recorded correctly for traceability purposes.



Winter Process

Soon after the summer process had finished, it was time to clean the plant and turn it around for processing the Thanksgiving and Christmas orders. The first two weeks of December involved killing and dry plucking. To help with the dry pluck process the birds enter a wax tank which runs at about 65°C. The wax covers the bird from head to hock and makes plucking a lot easier. After the wax tank the birds enter a wind tunnel which quickly dries the wax. Once they exit the wind tunnel the workers begin to prop the wax off the birds which strips the feathers. Starting with the wings and tail, legs, then body and lastly the neck. The wax leaves a smooth finish on the plucking line and lifts large amounts of feathers at one time which allows the birds to be plucked a lot quicker. The wax is collected and melted in the wax reclaim and the feathers are removed which allows it to be used the following year.



Although very repetitive and tedious it was very satisfying to see the birds looking so clean and well presented before entering the chillers. After those two weeks, it was then time to eviscerate each bird and start making up customer orders. This was a tough time but extremely rewarding meeting customers on 23rd and 24th of December along with comments such as 'Christmas doesn't start until we've picked up our Kelly Bronze Turkey. Some customers have been known to order their Christmas birds as early as the 1st of January.

New Year Statistics

As expected, the new year was very quiet, and I spent most of the time creating graphs and charts on buying patterns and ways to improve the website and marketing. Having an assignment to complete I chose to investigate if there was any correlation between the change in light intensity when birds are moved from rearing accommodation to laying accommodation as well as pecking. This gave me an insight into rearing farms.



My last three months were spent on breeder farms. This involved feed management, egg collecting and artificial insemination. Each week I would visit any remaining farms to conduct welfare audits. I had the most incredible time working for Kelly Bronze Turkeys and would say to any prospective scholar that they helped me enormously and provided invaluable support throughout my placement. I gained an in-depth knowledge of what goes into producing a quality leading brand through the unique position of being involved in the entire chain.





CHRISTMAS TURKEY WHO'S FOR A BREAST, LEG OR WING?

Christmas will always be special and a turkey from the farmgate or Butcher is a very special tradition.

Who sells Turkey's at Christmas

- Supermarkets 8523
- Butchers 5756
- Farm Shops 1465
- Farm gate 800
- Delis 2400

Kelly Bronze Farmgate retail sales

- 71% Whole Bird
- 17% Crowns
- 12% Breast roasts

Turkey farmers are encouraged to offer these cuts or miss out on 30% of potential profitable sales.

The Turkey Market 2019

- There is likely to be a supply shortage this year due to Moy Park stopping production in Ireland. Circa 600,000 birds
- The Discounters market share seems to be stabilising
- Processors costs of delivering Christmas have escalated meaning prices will have to go up considerably to recoup these costs resulting in a price rise of circa 10% in the major retailers.

Curse of the butterfly

- 50% of Butchers turkey sales at Christmas come from the butterfly or breast lobes
- Often imported mainly because butchers can't get UK butterflies in any quantity and the price is very favourable
- Gives Butchers an alternative option to the traditional large bird
- Potential of big mark up.

Why do consumers want these cuts?

- Smaller gatherings, means they don't want to buy a whole bird
- Meat consumption reducing, increase in flexitarian diets, preference for smaller portions
- Easier to cook & carve, no leftovers
- Less waste
- Usually only consume at Christmas
- Cooking and storing a large bird is quite daunting for some

What can/do farmers offer?

- Recognise changes and offer Butchers the cuts consumers demand
- Alternative breed of Turkey which will also give them a good return
- Produce smaller birds (4 & 5kg's)
- Same product, but better quality
- Premium Breast joints/ Butterflies for the butcher from a larger breed.
- Local. Traceable Provenance. UK Product. Eco-friendly
- A more bespoke service maintaining that Farmer/Butcher relationship
- Differentiation from Supermarkets.
- Price per bird rather than per kg, current consumer preference

Issues to solve

- Price: farmers can't compete on imported Butterfly prices
- Use of the remaining carcass when selling butterflies/breast cuts

Suggestions for using up carcass

- Use in pet food
- Produce Charcuterie products
- Offer to include the wings and/or legs in customer boxes as separate cuts
- Make gravy stock from bones

Cautionary note: If butchers don't buy from local farmer's they may not be there in the future.

To hear more from Paul, he will be speaking at the next Q Guild Networking Meeting in London on 22nd October.

Book your place today email manager@qguild.co.uk

Kelly Bronze®
BRED TO BE WILD

Get involved...



Free poster
in this issue!

Make your bangers sizzle!



Are your events and publicity ready for the most important week of the year?

Are you running any instore offers you want to promote?

Do you have a sausage dish recipe which you would like to share?

Organising any sausage demonstrations?

Keep us informed! Make the most of this opportunity, miss it and miss out.

#uksausageweek

Get your tickets to the main event!

Be at the UK Sausage Week awards luncheon at the newly renovated **Butchers' Hall**, London on **28th October**. Limited quantity available, so hurry.

A special thanks to the 2019 sausage week partners...



UK Sausage Week partnership packages are still available, contact

Michelle Ingerfield to find out more. Call **01908 613323**, or email michelle.i@yandellmedia.com

For more info go to www.uksausageweek.com

*Terms and conditions apply. To view the full competition conditions visit www.uksausageweek.com



BUTCHER FOCUS ROGER ANDERTON – JUST A HUMBLE BUTCHER?

Andertons Ribble Valley Butchers

Business Timeline

Beginning 23yrs ago under the watchful eye of his father Brendan Anderton, Roger has always strived to learn more about the meat business as well learning to butcher. Roger along with his Brother Austin began his learning journey at a young age and even now already has an impressive list of qualifications and memberships. Currently he manages the production side of the catering business, leads on NPD for both retail and catering as well as sourcing new business.

1960's

The background, in hard work and seeing opportunities runs through the family and began in the 1960's when Rogers father Brendan gained his Meat Traders Final Certificate from the Institute of Meat moving on to work for the Co-op.

1970's

In the deep freeze boom of the early 70's Brendan saw an opportunity and started up his own delivery business of deep freeze meat orders. Along with his wife, Petrina, they had matching blue mini vans which could be seen driving around the area during evenings and weekends. Finally deciding that this was the business for them they opened the Butchers shop in Longridge.

1980's

They built up the catering side of the business gaining a reputation for 'going that extra mile'. Somewhere within their busy lives Brendan and Petrina had two sons, Roger & Austin who both lived and breathed Butchery and as they grew up it was obvious they would continue into the family business.

1990's

After working in the shop from a young age both Roger & Austin enrolled in Further and Higher Education courses learning about Food Safety, HACCP, legal compliance and manufacturing practice.



2000's

Roger and his brother developed the catering side of the business and in 2007 it moved to a purpose-built Licensed Cutting Premises where the distribution capabilities and scope of the business expanded into supplying local Schools, nurseries & colleges; Nursing homes & hospitals; Factories and supermarkets; Restaurants and pubs; Wholesale & retail shops; Contract caterers & food service providers. It operates 20 hours a day, 6 days a week and the fleet of vans deliver throughout the North of England. But Roger wasn't finished there...

2015

Roger was awarded The Institute of Meat's Accredited Master Butcher status. As well as the youngest he was the 17th of what is now 45 Accredited Master Butchers. Through an interview process and review

of previous work Roger proved he had extensive knowledge of cutting meat, understood age rotation and yields to name but a few of the skills.

Snippet from the Institute of Meat award prize giving quote:

Roger enjoys all aspects of the meat industry and is extremely keen on continued learning about meat and food in general. Working in the family business he has a wealth of butchery knowledge... He believes in the power of social media which he often uses to promote the business. The IoM feel he is a worthy recipient of the accredited Master Butcher title.

2016

- Awarded Fellowship into the Institute of Food Science and Technology
- Awarded Fellowship into the Royal Society of Public Health.
- Passed the Food Standards Agency training in Food Allergy, Traceability and Labelling.
- Awarded Master Craftsman into the Craft Guild of Chefs

2017

Roger began studying for his Master of Science in Food Safety Management at The University of Central Lancashire. Plus he was awarded Fellowship into the Institute of Leadership and Management.

November 2018

Roger became the youngest ever Freeman of the City of London. A traditional custom, now it is the second stage in the process to becoming a Liveryman. He was presented with a parchment plus a book entitled "Rules for The Conduct of Life". To which all freemen are to conduct themselves by.



Being a freeman, comes with a number of privileges; *"the right to drive sheep and cattle over London Bridge; to a silken rope, if hanged or to carry a naked sword in public!"*

January 2019

A high-ranking honour for any butcher Roger was clothed and admitted to the Livery of the Worshipful Company of Butchers. The process must start through nomination by current Liverymen. Roger was fortunate to be nominated by Peter and Lucianne Allen of Aubrey Allen Butchers along with the former Master of the Worshipful Company, Mr Geoff Gillo, all of whom he greatly admires.

Quote from Lucianne Allen:

"Roger has a passion for the industry that shines through in all he does and his commitment to self-improvement is an inspiration. We are confident that he will, when the time is right, commit some of this energy and passion into helping with the charitable and educational trusts which are at the heart of the Livery"

February 2019

Roger was awarded Chartered Scientist status for his contribution of knowledge and practice within the meat industry. A UK recognized professional qualification it can only be awarded by the Science Council via the Institute of Food Science and Technology. The qualification is awarded to scientists who meet the high standards required and a commitment to continuing professional development. It ensures high and improving standards across all scientific disciplines and reflects best practice in science.

Furthering his understanding of food safety issues and as part of the work for his Masters Roger has produced the following papers which members may find interesting and useful.

1. A paper on E coli outlining what it is, how we catch it, plus how the industry and us can prevent catching it. Available to view on the back-office system - bos.qguild.co.uk/pdf/Review_on_Food_Borne_Ecoli_by_Roger_Anderton.pdf
2. Literature review on 'Food Fraud Vulnerabilities within the Meat Sector A summary of this report is on the next page or view it online here – issuu.com/qguild/docs/meat_industry_food_fraud_vulnerabilities_review

As well as working, Roger finds time to practice Taekwondo to a high level, karate with his daughter, and has just taken up guitar playing as he can no longer play rugby due to an injury. He is also married and a father to two girls, who have been known to paint his fingers and toenails! What a busy chap. We look forward to hearing about his future achievements and for more information about the report or any of the subjects raised contact roger@brendanandertonbutchers.co.uk or call 01772 780303



**The IoM is a
Professional Organisation
for Professional People**
It's great to belong!

For more information about
The Institute of Meat
application forms and details are available from
info@instituteofmeat.org
www.instituteofmeat.org
01525 371641

FOOD FRAUD VULNERABILITIES WITHIN THE MEAT SECTOR

As part of his studies for the Master of Science in Food Safety Management Roger felt that the topic of Food Fraud would be an interesting subject to cover. Roger comments that the industry has continual issues with food traceability and the ARVB business prides themselves on always being transparent. The topic also offers a better understanding of the complexities of the meat industry along with gaining a wider knowledge base to take the family business up to the next level.

What is Food Fraud

the deliberate and intentional substitution, addition, tampering or misrepresentation of food, ingredients, packaging or misleading claims for economic gain.

The key learnings Roger found were:

- The main activities were adulteration or substitution.
- Motivation can vary, but often it is the desire for gain at low risk of getting caught
- The meat industry has grown 5fold over the past 50yrs feeding twice the population, putting supply processes under strain
- The modern food chain is a dynamic, complex global maze and the processes employed by suppliers can mean inconsistencies in food safety and quality along the whole chain.
- Even developed countries such as the US and the European Union have vulnerabilities within their supply chain. Although they are often reviewed it is an ongoing task to ensure systems are in place and being followed.
- The other issue to note is that where there are economic barriers the basic human need to eat even cheap meat, can outweigh the importance of where meat was sourced.
- Beef mince seems to be the most adulterated meat, mainly with the addition of pork, and horsemeat as seen during the scandal in 2013.
- Mince is used as it is an easy way to mix quality meat with lower quality or spoilt meat. This activity can lead to health or allergy issues.
- By implementing Vulnerable, Threat & Hazard Analysis plus Religious Compliance, Critical Control Points (VACCP, TACCP, HACCP & RCCCP) this should ensure everything that is reasonably practicable has been done to safeguard the supply chain integrity.
- Traceability is also a major step and imperative within the meat sector, right from farm to fork.



In conclusion Roger found the implications for industry was the vulnerability and confusion around the 'process by dates' for various minced meat products. With this in mind he intends to research this further – so watch this space!

For those interested in taking up the course themselves the program encompasses;

- HACCP Development
- Foodborne Disease
- HACCP Effective Food Safety Management Systems
- Research Methods
- Current Issues in Food Safety Management
- International Food Law

Further information about the course can be found online

www.uclan.ac.uk/courses/msc_pgdiip_pgcert_food_safety_management.php

Testimonials

"Food fraud is a scourge in the global meat industry and we can identify at least 20 different ways this can manifest itself. The culprits can range from individual companies right through to organised crime gangs and the victims are numerous not only the consumer but bona fide companies who can't play on a level playing field. The work conducted by Roger Anderton in identifying and understanding how best to tackle food fraud is not only important but a credit to him and his company. Clearly a thoughtful leader in his profession and one of the 'good guys'."

Professor Chris Elliott, OBE, Institute for Global Food Security

"I consider it really important that companies like Andertons Ribble Valley Butchers are taking a great interest in combatting food fraud within the meat industry. Regulatory officials and food business owners play a key role in ensuring that food the public consumes is safe, wholesome and of the quality expected by them."

K D Fisher, Chief Executive of The Institute of Meat

"Impressed with your presentation...enthusiasm and passion for knowledge...will become a valuable asset to research and the industry...thank you for being our food safety guardian and constantly ensuring the safety of our food products"

Dr Jan Mei Soon, lecturer at the University of Central Lancashire.

What is food fraud?

5



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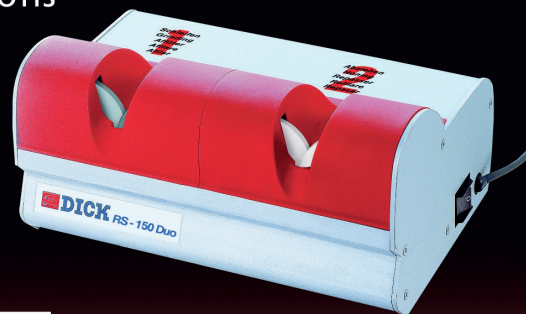
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SALT AGED MEAT – WHAT’S ALL THE FUSS ABOUT?

The key benefits of salt-ageing are to help stabilise the environment of the room and impart subtle flavour into the product while improving the general maturation.

Mark from **Dales Traditional Butchers** has had his wall for about 18 months and hasn't looked back since. The initial reason was his refrigeration wasn't keeping the meat fresh, with mould and wetness being a couple of major issues. After a bit of research one of the solutions on the market seemed to be installing a salt wall. Amongst their claims was the reduction in moisture and how well the meat tenderises. Perfect thought Mark.

His bespoke sized panels were delivered from Saltan flat packed along with the bricks, and as Mark says, even for him they were easy to assemble along his fridge wall. Mark opted for a drip tray which captures the considerable moisture loss. Since instalment Mark has found the improvement in how his meat looks and tastes is fantastic. It even helped to keep the Turkeys fresh last Christmas which arrived earlier than he would have liked. After 8 days they were still fresh as the day they went in, with many customer comments afterwards on how tender the meat was. Recently he tested the maturation of a 98 day joint by cutting a piece for eating at home with friends who all stated it was amazingly tender and delicious. He is going to broaden his range of steaks into Porterhouse, Tomahawks and TBones now he can be assured of the tenderness of the meat.



Martin from **Martin Player High Class Butchers** wanted to compete with local competition without having to install a costly dry ageing cabinet. His other main concern was that dry ageing can be harsh on meat plus the size of cabinets don't offer enough room for large quantities of stock. He looked at alternatives and initially felt a salt wall may look a bit gimmicky and would the result live up to the image. He weighed up the cost benefit, spoke to few businesses and was prepared to give it a go. Within a few days he could tell the system was performing, without even tasting it the meat had tenderised so much it was easier to handle. Martin tried a few samples and thought it



was great but needed to get some testimonials. He offered samples to some of his best customers in return for an honest review. To date the response has been an overwhelming 5* approval in taste and texture. Therefore, like Mark, he is going to increase his steak range and even have some steaks ready prepared, as he feels the unit can keep them looking fresh for longer. Martin has salt walls on two sides of his chiller and his tip would be to not over do it, as too many salt walls could mean your meat ageing too quickly. Also, ensure you get a drip tray as the moisture loss is quite significant.

Cautionary tale from John Davidson

In the late 2000's John had one of the 1st dry aging chambers using salt blocks in the UK and through bitter experience his advice is to take precautions when installing. They can be quite damaging to the surrounding environment as supported by Angel Refrigeration. Julie states that the use of salt in cabinets is a cause for concern regarding the lifespan of metal and aluminium refrigeration systems and cabinet components (e.g. fans, evaporator coils, drainage)

Whilst salt itself is not corrosive, the moisture within the air in a cabinet or room can soon pick up the salt and quickly become a saline solution. Salty water is known to accelerate rusting/corrosion of metal and pitting to aluminium parts.

John adds, the chiller can become very wet, especially when new meat arrives, the door is opened frequently or after a deep clean. His advice is to channel the moisture from the floor and walls by ensuring there is adequate drainage thus avoiding pools of salty water. These pools can create instability in the blocks and also the salty water can easily leak into other areas of the shop causing devastation and salt encrusted plaster board walls. Ensure you have adequate drainage systems to drain away the water or install a drip tray with a hose attached leading to a drainage point.

And if possible, maybe think about having a dedicated Salt Ageing chamber rather than have it in your everyday chiller.



Lucas kitchen Steak Butter...

Hmmm - What a treat!

Lucas Kitchen Steak Butter is a mouth-watering blend of butter with red onion, onion puree, parsley and cracked black pepper. Naturally, it's fantastic with steaks, but it's also delicious with a huge variety of other cuts of meat, vegetables and side-dishes.

Each frozen floret weighs 20g and comes in a 2kg pack.



For more information about Lucas Kitchen Steak Butter, visit www.lucas-ingredients.co.uk, or call us free on 0800 138 5837.



MEAT AGEING - THE EXPERTS VIEW

Angel Refrigeration commented: We often get asked about the use of salt blocks in our cabinets to add visual appeal and a point of difference. We find butchers are mainly looking for a safe and cost-efficient method to tenderise and enhance the flavour of their meat. However, after much research, development and feedback, Julie from Angel stated that they have decided not to include salt blocks in their cabinets for the following reasons:

- During the hanging/ageing process the enzymes naturally break down the connective tissue in the muscle structure to create a much softer texture and fuller flavour.
- To prevent the meat from spoiling during the ageing process, temperature and humidity conditions need to be controlled to ensure moisture levels do not allow unwanted bacteria to form or grow too fast.
- Unwanted bacteria and fat can often be transferred to red meat from pork and poultry through the moisture in the air causing beef to become sticky.
- The Everlasting meat agers have been designed to create the ideal environment for maturation by providing the right climate. It is a balance between temperature management $+1/+3^{\circ}\text{C}$, maintaining humidity 65/85%, regulated airflow and air purification using UV light.
- Salt is known to draw moisture out of the air and so can accelerate weight loss in the meat.
- Moisture loss will largely come from the exposed surface of meat. When moisture is drawn out of the meat there is tendency to get a thicker trim which can lead to higher levels of waste

As Butchers tend to buy on weight and sell on weight, it is important to retain as much moisture in the meat as possible to minimise weight loss.

Our recommendations are:

- To reduce microbial spoilage, choose a cabinet or room fitted with a UV bulb for air purification and some form of humidity control.
- Look at refrigeration systems that will enable rapid temperature recovery after opening and closing the door.
- Aim to keep red meat storage separately when storing red meat for long periods of time. However, for many butchers, availability of separate cold room storage can often be a problem.
- Choose display equipment which will provide the right climate, maximise storage and show case your product, whilst adding a bit of theatre to the shop.

Food for thought: These days a lot of care goes into the breeding of livestock to naturally improve the quality and flavour of the meat. From a health point of view, nutritionists tend to recommend we reduce our salt intake. Therefore, there has been some debate as to whether salt should be added to the product by the butcher, chef or consumer?

Will dry aged beef make me more money? Customers often ask us whether they will make more profit on the carcass by ageing for 28 days.

- If Butchers do their sums right, it should enable them to increase their profit marginally, but weight loss needs to be considered.
- How much will mainly rest on the local market and whether their customers are looking for a premium product.
- We find customers say it's really about selling more of a better-quality

product, getting customers to come back more frequently and setting themselves apart from the competition/supermarkets.

- Some butchers feel they get less waste from cutting fresh rib eye and sirloin steaks compared to pre-cut steaks displayed in the counter. Plus, the meat keeps its colour better and looks more enticing when meat is taken out of the cabinet and cut in front of the customer.

And finally many of our customers feel that the meat display looks great in its own right. With the Everlasting cabinets, meat can be hung on the fully adjustable bars or placed on the heavy-duty stainless-steel shelves which can perfectly hold a full sirloin! Now what could be better than that!

Saltan has been selling Salt-Age salt walls to butchers and restaurants for more than five years. We are proud of the part our salt-age system has played for butchers and restaurants using them to promote the flavours of the quality meats they are maturing.

Some key points about the use of salt walls within your maturation chamber:

- Butchers have found relative humidity of their cold room reduce to an optimal range after installing salt walls without the need for a dehumidifier, which some also have in addition. Salt chambers we have supplied have ranged 70%-85% humidity without dehumidifiers from our feedback and in-house research.
- Salt walls are not used to 'cure' the meat as the salt wall is not in direct contact; their purpose is to aid in dry-ageing. Salt particles in the air of the chamber only subtly season the meat throughout the maturation process, enhancing and promoting the natural flavours of the butcher's favoured meats.
- It is important to consider drainage with salt wall construction for ageing chambers. Without solving drainage, users can experience issues with saltwater runoff deteriorating areas of their fridge. Our frames allow salty water to channel down the wall into our fabricated drip trays. Any saltwater droplets can be led directly into a drain by attaching a hose to the drip-tray outlet or dripped directly into containers below to be emptied.
- If the salt wall is working particularly hard to reduce excess moisture in more damp fridges, this can slowly shrink the blocks and create instability issues over time. Our frames are designed, offering front and back support for each row. No adhesive used, and our system allows for some brick shrinkage. The wall is still stable even with several shrunk blocks which are easily replaceable..
- As with any dry-ageing, some moisture loss is expected to help intensify the flavour. The amount of weight loss is entirely dependent on the relative humidity and the time spent in the chamber. Balance can be easily managed between weight loss and a perfect maturation to find the sweet spot!

From helpful feedback, we have learnt what the requirements are for an effective salt-age system which has helped us develop our product accordingly for this growing market. Some butchers also use UV air filters in conjunction with salt walls to further reduce unwanted microbes in the air and create an ultimate set-up.

We also offer butchers various retail packages of culinary salts and Salt Block cooking slabs. When used properly, these slabs produce an incredible salty caramelised crust on a steak. For further information, our contact details are on the accompanying advert.



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"Q-GUILD"

Our Unique SALT-AGEING SYSTEM

- Secure frames with front & rear support
- Double surface area - stands out from back wall
- Leaves room for optional back-lighting
- Drainage sorted - Fabricated Drip-trays included
- Easy to assemble - instructions included
- Raised up off the floor - easy mopping
- Custom size sections available

Why SALT-AGE?

- The hygroscopic properties of salt help to reduce moisture in your chamber.
- Due to salt's antimicrobial nature, salt chambers help to promote an optimal environment
- Imparts microparticles of salt to the air adding a distinctive and deep flavour to the maturation.
- Incredible feedback from customers, chefs and butchers across the UK, Ireland and Worldwide.



Our brand ambassador, Gareth Ward



For more information go to:
www.saltan.co.uk/butchers
Ready to chat?
0330 057 5992 // info@saltan.co.uk

Saltan
SALT WALL SOLUTIONS

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EVERLASTING



Meeting up and 'chewing the fat' is where we get the best value from our membership. However, the management of the Guild recognise that some regions are struggling to hold regular meetings which is why the management committee have their 3 meetings in different parts of the country. Apart from getting the business of running the Guild done, it means this can then be followed by a networking meeting with a shop visit the following morning for those members who stay over. The last one in Glasgow saw four excellent speakers in the evening, followed by a social get together and meal. The next day we visited Stuart Collins' fantastic and inspiring business. Attendees came from Wales, Midlands, North East and North West regions as well as a couple from Scotland.

We call these 'networking meetings' which all members are welcome to attend. This has always been the case for any regional meeting and if there is something going on in another group which may be of interest, please feel free to join in.

Our next 'networking meeting' is on 22nd October in London with guest speakers from Kelly Bronze and Taste of Game, talking all things Christmas. Followed by a visit the next day to Smithfield Meat Market, Butchers Hall and F Godfreys in Highbury. A line up not to be missed, I look forward to seeing you there.

THE CHAIRMANS COLUMN

The summer has been rather indifferent this year with few weekends guaranteed hot and sunny. Ironically, the 2 weekends when the weather was 'nailed on' were Easter and August bank holiday, and many members saw a good trade on those dates.

No sooner have the skewer and burger sales slowed, we then start planning for Christmas. It seems early but as I calculated last year, 12% of our annual retail sales are made on the 3 days before Christmas day, so ensuring it runs as smoothly as possible and we maximise the potential, is paramount. Some regions will soon be holding their Christmas planning meetings where ideas and sharing of knowledge flow.

As I'm writing this in September I'm looking forward to being part of the group of 20 butchers who will have travelled to Southern Ireland. Sue has produced a jam packed itinerary of visits and tours, from which I suspect we will have learnt a lot. I've always said that I don't want to end up like the old butcher who only looks back when times were good and can't wait to retire. I think we all know someone like that. The way to stop this happening is undoubtedly to get out from behind the counter with one of your best members of staff, and see what others are doing. I see the Ireland trip as well as many of the other trips being just perfect for this. I understand it's not always possible to attend these events but there will always be other opportunities on offer, as our aim is to keep the Guild inspirational and moving forward.

David Lishman

Q Guild Chairman





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Institute of Meat

www.instituteofmeat.org

Worshipful Company of Butchers

www.butchershall.com/wcb

MEETINGS, VISITS AND NETWORKING SCHEDULE FOR 2019/2020

<p>October</p> <p>22nd - 23rd</p>	<p>Open Networking Meeting – Central London – 5.30-8pm</p> <p>Guest speakers:</p> <ul style="list-style-type: none"> - Paul Kelly from Kelly Bronze Turkeys - Annette Woolcock from Taste of Game <p>Both talking about Christmas trends and their Markets</p> <p>The following morning we have visits booked to:</p> <ul style="list-style-type: none"> - Smithfield Meat Market - Breakfast at Smiths of Smithfield - The newly revamped Butchers Hall - Guild member F Godfreys, Highbury <p>Book your place today - email manager@qguild.co.uk</p>
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MARKETING DAYS, EVENTS, SHOWS OR FAIRS

<p>October</p> <p>Whole Month</p> <p>21st Sept - 6th Oct</p> <p>7th - 13th</p> <p>28th - 3rd Nov</p> <p>November</p> <p>25th - 1st Dec</p> <p>December</p> <p>24/25th</p> <p>January</p> <p>1st</p> <p>25th</p>	<p>Goatober - check out cabrito.co.uk</p> <p>British Food Fortnight</p> <p>National Curry Week</p> <p>Uk Sausage Week</p> <p>British Game Week</p> <p>Christmas</p> <p>New Years Day</p> <p>Burns Night</p>	<p>February</p> <p>2nd</p> <p>14th</p> <p>25th</p> <p>March</p> <p>1st</p> <p>2nd - 8th</p> <p>17th</p> <p>22nd</p>	<p>Yorkshire Pudding Day</p> <p>Valentines Day</p> <p>Shrove Tuesday</p> <p>St Davids Day</p> <p>British Pie Week</p> <p>St Patricks Day</p> <p>Mothers Day</p>
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