



THE GUILDSMAN

News and views from the best butchers in Britain



SMITHFIELD AWARDS 2018 30 YEARS AND STILL GOING STRONG

30 years



Smithfield Awards are widely regarded as one of the meat trade's most high profile and challenging events. They have been running for 30 years and this year were held at Stationer's Hall in London and hosted by broadcaster and food expert, Nigel Barden.

Traditional family butcher, J A McMurchie (Meat) of Hetton-le-Hole, in Tyne & Wear was crowned the overall Supreme Champion for his Fillet & Red Onion Pavé. (right) John is over the moon with his achievement and which has resulted in an increase in production of the Pavé to keep up with demand from the media as well as customers.

Commenting on the win John McMurchie

said: "To be named Supreme Champion at the Smithfield Awards was completely unexpected and just left me completely speechless (for once!) The initial judges' feedback was very positive so we were confident that we had submitted a really strong product, but to win the best product

overall is something we just never expected. "We sell a lot of the Steak and Red Onion Pavé so we know our customers love it. We'd like to thank them and of course the fantastic team at the shop. With awards like this it really is down to the whole team who put in the effort day in day out!"





Smithfield Awards Continued...

Out of the 18 categories the judges couldn't fault the winning Fillet & Red Onion Pavé, giving it a perfect score of 100. They described it as "a really good party show stopper: a great idea with wonderful flavour."

Nigel Barden said:

"Everything I've witnessed about the Q Guild of Butchers convinces me it's an outstanding institution, representing some of the finest butchers the United Kingdom has to offer. The welfare of the animals, whose meat they sell and the farmers who rear them are of primary concern and in turn the customers who purchase their wares.



Combine these with apprentice schemes and top-flight in house training and you produce leaders in their industry. I'm honoured to be involved with the awards and look forward to celebrating those who are at the zenith of the butchery profession."

Mark Turnbull, Chair of the Q Guild of Butchers said:

"The Smithfield Awards are always a celebration of butchers who are the top of their game, combining traditional skills and knowledge with innovation; great taste with immaculate sourcing. The 2018 award winners demonstrate this superbly. These butchers are custodians of a proud tradition of local artisan butchery and I'm delighted to celebrate their success."



Smithfield Winners Quotes

We asked some of the winners what winning a Smithfield Award meant to them...



Martin Jones, Retail Director at Cranstons Quality Butchers

"Winning the Diamond award for our Topside and Cheddar Burger has been fantastic. Our staff work really hard producing our products day in day out so a national award like this is a real morale boost. The media coverage and in store promotion has been wonderful, the diamond award gives clout to our quality claims and reminds customers who perhaps haven't been in for a while of the great quality specialist products they can get from Cranstons"

Tom Grierson, Grierson Brothers

"It is a great honour for me and my team to have won the Diamond Award at the Smithfield awards. In only our second year of membership to be able to have a product at this standard is unreal and now the hard work begins for us all to keep up this standard."

Janice Corry, Corry's Butchers

"As always we are very thrilled with winning a diamond award especially when our products are up against the very best...What winning



Gary Pocock, Barrett Bros

"It creates a talking point. Customers love coming in to the shop to tell you they've seen you in the newspapers having won awards, and that's just the opener you need to show off the product and tempt them to buy. I'd always recommend entering products in the Smithfield Product Evaluation as it makes for great marketing opportunities, something which you can never have enough of

Allan Bennett, Allan Bennett Butchers

As with many awards, the impact it has on the business can be difficult to measure. But winning a Diamond Award in such a

prestigious competition as the Q Guild's Smithfield Awards has made a difference. Especially this year as the glass plaque really stands out compared to the other cups we have on display in the shop. Customers notice it when they come in and ask about it which spurs a conversation about the award and the product. It's definitely created a great deal of interest in the shop".

Christian Regan, Moody Sow Farm Shop

We've been a member of the Q Guild for a few years now, and in that time have enjoyed multiple successes at various awards. It's nice for our customers who enjoy seeing that we're doing something a little different and doing it well.

We're one of two Q Guild members in our area and I would like to see more Welsh butchers get involved. I would definitely recommend entering the Smithfield Awards as the cost versus the publicity is very good. Our products were featured on BBC Radio 2 and it's great to reach that national audience.



Category	Winning Butcher	Product and Description
Supreme Champion Kitchen Ready Products and English Beef Products	J A McMurchie (Meat) Ltd, Hetton-Le-Hole, Tyne & Wear	Fillet & Red Onion Pavé Tender fillet steak stuffed with home-made red onion confit and mozzarella finished in a lattice puff pastry.
Traditional Pork Sausages	Thomas Johnston Quality Butchers, Falkirk	Pork Links Tried and tested family recipe using premium Scottish pork cuts blended with selected seasonings. A firm favourite with our customers.
Speciality Sausages	Allan Bennett Ltd, Codsall, Wolverhampton	Sunshine Sausage A taste of the Med using local pork plus tomato, oregano, garlic and basil.
Burgers	Cranstons, Hexham, Northumberland	Topside & Cheddar Burger We take prime beef topside from local farms and combine it with tasty mature cheddar and tangy tomato chutney to create a delicious, richly flavoured burger that melts in the mouth.
Ready to Eat	Robinsons Butchers & Deli, Tettenhall, Wolverhampton	Rare Roast Beef 21 day dry aged roast beef, using the LMC off the fore quarter for that proper beefy flavour.
Bacon & Cured Products and English Pork & Bacon Products	Barrett Bros, Crewkerne, Somerset	Streaky Bacon with Guinness & Black Treacle A very tasty combination of sweet and brew which enhances the already tasty free range pork.
Pies & Bakery and Scottish Lamb Products	Grierson Brothers, Castle Douglas, Dumfries & Galloway	Lamb Shank Round Pie Slow roasted lamb shank, hand stripped and mixed with a rich lamb gravy.
Pies & Bakery (Cold)	Fraser's Butchers, Great Lever, Bolton	Traditional Pork Pie Using home cured pork in a crisp hot water pastry, this is a firm favourite with customers.
Ready Meals & English Lamb Products	Aubrey Allen, Leamington Spa, Warwickshire	Slow Roast Cornish Lamb Noisette with Celeriac Mash Slow roasted Cornish lamb noisesette in a redcurrant and pork sauce, topped with celeriac and potato mash.
Gluten Free Products	Corry's Traditional Butchers, Stockport, Cheshire	Chicken Saltimbocca Saltimbocca translates to 'Jump in the Mouth' referring to the combination of flavours. Very simple product using Chicken Breast, Sage, Parma Ham and Polenta. Great quick meal and very popular in the shop.
Welsh Beef Products	Moody Sow Farm Shop, Old St Mellons, Cardiff	Welsh Rib Eye Crown Steak The rib eye Crown Steak is bursting with juicy, rich flavour. The coveted cap steak is carved from the most prized part of the Ribeye and is known for exceptional marbling, flavour and tenderness. It is perfectly trimmed with generous interior marbling for that signature juiciness.
Welsh Lamb Products	Martin Player High Class Butcher, Whitchurch, Cardiff	Mini Lamb Donners A pleasantly spiced minced lamb product containing Arabic herbs. Nicely seasoned and easily grilled, pan fried or oven baked.
Scottish Beef Products	Fergusons of Airdrie, North Lanarkshire	Individual Scottish Steak Pie Walter Dandie reared, grass fed beef diced into a succulent gravy, covered in golden pastry.
Most Innovative Product	Corry's Traditional Butchers, Stockport, Cheshire	Italian Mushroom Stack We developed this product to use up spare speciality sausage meat. This stack uses our award winning Italian Sausage Meat, Italian tomato sauce and Mozzarella cheese sandwiched between two mushrooms. The Stacks make a lovely side dish with a steak or on its own with a salad as a light meal.



Smithfield Press

Western Gazette
Butchers'
bacon is a cut
above the rest
Express & Star

It's a diamond day for butchers



Shops show they are a cut above

The FALKIRK HERALD
Butchers prove they are a cut above

The Bolton News

Butcher wins
top national
award for pie

The Cumberland News
Not one, not two... but nine awards!

Sunderland Echo

John is raising the steaks
with his craft butchery

News & Star

Honour for cheeseburger

Cranstons best-selling meat treat given patty on the back

The News
Southsea butcher is top
of the chops at awards



WINNERS Buckwells representatives at the awards

Norwich Evening News Butcher wins gold

A butcher took home the
bacon after claiming three
gold awards at a national
competition.



Q1 PRESS COVERAGE

- 59 press stories in 2018
- National reach 5.6 million
- Total potential reach 7.95 million
- Press stories in every Q Guild region

Hot Topics:

David Lishman

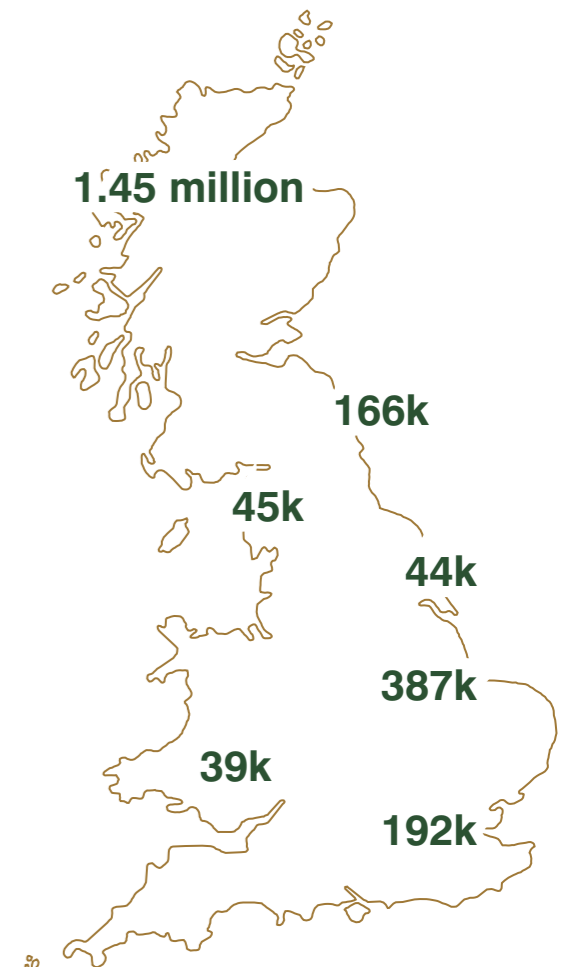
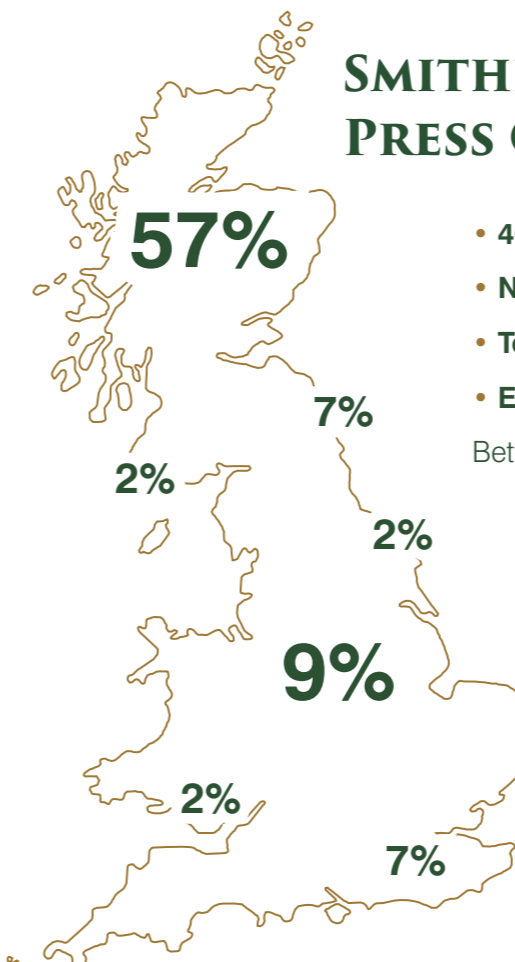
Champion of
Champions

Smithfield Awards

Burns Night

Christmas

National Pie Week

SMITHFIELD AWARDS
PRESS COVERAGE

- 46 Smithfield Award Stories
- National reach 352k
- Total potential reach 2.4 million
- Every region, every Diamond winner covered

Better performing regions:

- National population
- Regional press - e.g. Scottish press more inclined to cover hyperlocal news
- Concentration of Q Guild butchers (the East only has 5% of Q Guild butchers)
- Individual participation - response to sample requests / interviews etc.
- You've got to be in it to win it!

Your contacts:

Jessica Sneddon, Martha Bryce, Hannah Bradley



Allergen transparency

Verstegen Pure - Verstegen products carrying the Pure logo contain no declarable allergens, no MSG, no phosphates and minimal levels of salt, without compromising on taste.

With the weather warming up, more and more people will be wanting food for the BBQ. When cooking for other people it's vital that you know what allergens are present in every dish. Luckily, if you see the Pure logo on a Verstegen product, you can assure your customers that none of the declarable allergens are present.

For details on the entire Pure range, get in touch with your wholesaler, or with us directly.



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NATIONAL CHAIRMAN'S COLUMN

Welcome to this Spring issue of the Guildsman in what is now our 31st year of membership. I was honoured in February to be voted in as the 8th Chairman of the Guild for the next three years. I would like to thank Mark for his past Chairmanship and feel that taking over the helm from him will be a tough ask. He raised the bar with his Technical abilities by updating our quality standards. Also he created the Guilds Business Manual which contains a vast amount of information about how to get the best out of being a Q Guild member. If it's still sitting on your shelf it's worth dusting down and having a read, especially if you are due to be quality audited this year.

My aim however, over the next few years, is to grow the importance and relevance of our Regional Meetings. They are often one of the main reasons that butchers remain as members. They provide a great way of sharing ideas, listening to learnings or requesting help to solve issues. They also provide the opportunity to hear speakers or visit businesses normally not available to an individual butcher. If you haven't been to one for a while, please attend the next one available or if it's difficult for you to get out

suggest members come to you. And don't forget you can attend any regions meeting especially if it is nearer or on a day that suits you better.

Support from our Key Partners and Corporate Members is also key and they are really keen to not only support you but to hear your views - good or bad as that helps with their product development or awareness of what works in different regions.


There are many aspects which often affect us as small businesses. The latest being the meat labelling issues which the FSA are now enforcing more vigorously. Also in May legislation is updated in how data is kept and used. Ensure you are up to date and fully aware of all the legislation.

I would also like to add a warm welcome to our new Vice Chairman John Mettrick, who many of you will know and who brings with him a wealth of not only butchery but business knowledge. Both John and myself are always available should you wish to discuss anything Q Guild or business related.

Lastly I wish you all a prosperous Spring and Summer trading period and am looking forward to welcoming you all to the Conference in May themed 'TEAM WORK | helps sell more MEAT' which proves to be an interesting day with a great line up of speakers.



David Lishman - Q Guild Chairman



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Q GUILD NATIONAL CONFERENCE AND BBQ FINAL

Q Guild National Conference and BBQ Final
13th May 2018

Venue:
Aubrey Park Hotel, Redbourne, Nr St Albans AL3 7AF

The theme for this year's conference is:
TEAM WORK | helps sell more MEAT

Whether that's front of house, the back-room butchers, the admin team or website builder, your suppliers and most importantly your customers all form part of the team helping to promote Your business. The Conference speakers will provide some insights and tips on how to get the best out of those Teams to ultimately benefit your business.

Timetable

10am	Booking in BBQ Products / Conference Registration / Exhibition Browse	1pm	BBQ Final Cooking Judges: Charlie Hodson from The Fur & Feather, Norwich and Tom Lavelle from AIFresco Chef
10.25am	David Lishman, National Chairman Welcome and Introduction	1.30pm	Terry Fennel, FDQ Chief Exec Benefits of Employing a Butchery Apprentice and End-Point Assessment explained by Jim Richardson, End-point Assessment Manager
10.30am	Dick Van Leuwen, AHDB Beef & Lamb, Senior Business Product Development Manager Meat Education Programme, designed to provide invaluable knowledge for people working in the meat industry.	2-3pm	Key Partners Demonstrations & Presentations Scobie, Lucas, Dalziel, Verstegen, W R Wrights and IFI/ AIFresco Chef - Outdoor cooking demo
11.10am	Sukhvinder Gill, AHDB, Insight Team Consumers Food Shopping Trends and how they affect the Butchery Sector	3pm	'In Conversation' with 5 young members Talking about their 'Team Work' experiences
11.45am	Nigel Botterill, Founder & CEO, Entrepreneurs Circle Key Note Speaker: Entrepreneurs Circle help small businesses to grow, save money, get new customers & make new friends. Nigel has an enthusiastic style of presenting, but has a wealth of experience to offer, one not to be missed.	3.30-4pm	Members Q&A session
12.45pm	Lunch, BBQ Preview & Exhibition Browse time	4-5pm	Exhibition Browse & Close
		7pm	Reception Drinks
		7.30pm	Dinner & BBQ Awards

Members Fee

£95 for Conference Attendance and Awards Dinner
£65 Conference Attendance only | £45 Dinner Attendance only

Accommodation:

£75 Single B&B Accommodation
£85 Double B&B Accommodation
£25 Extra for room upgrade

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NIGEL BOTTERILL

Founder of Entrepreneurs Circle

No one has helped more businesses to grow than the EC

"EC helps small business to achieve more than they ever thought possible, through education, motivation and inspiration"

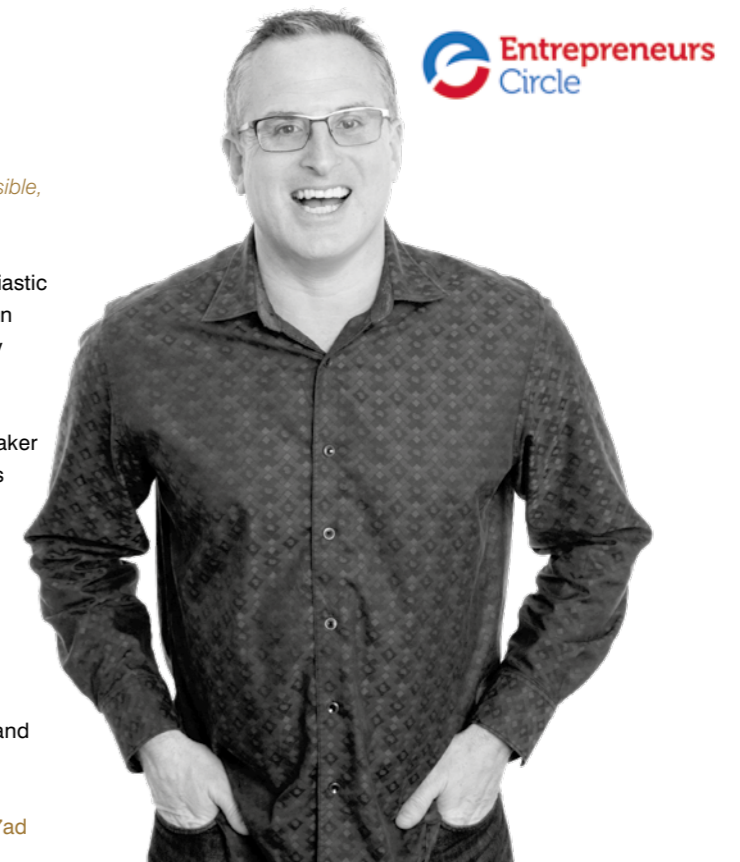
Nigel is a highly engaging speaker who is passionate and enthusiastic about growing businesses and having built EIGHT separate million pound+ businesses of his own in the last ten years he is uniquely equipped to speak on the subject.

The Q Guild are delighted he has agreed to be our Key Note Speaker at this years event and would encourage members not to miss his enlightening talk, especially if you are keen to develop and grow your business into an even better one than it is today.

During the hour Nigel will confront issues, challenge marketing practices and offer some practical and cutting edge marketing strategies – all delivered in his high energy, fast paced style.

He'll also be touching on social media – the good and the bad – and how it can sensibly, and practically be utilised by local butchers.

Conference Promo video: <https://vimeo.com/262984028/54a98a27ad>
For more info visit: www.entrepreneurscircle.org



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REGIONAL CHAIRMAN ROUND UP

North West

Philip Cranston



I'd like to thank Greg Hull who stepped down as Regional Chairman in January after serving the region well for many years. My first regional meeting was a joint one with the North East region where we visited Keelham Farm Shop. They adopt a very different shop model to many of our members and their marketing was impressive which they keep very simple but effective. Well worth a visit if ever you are in the area.

The NW region was fortunate to achieve 3 diamond awards at this year's Smithfield Awards, us, Greg Hull and Corry's all of whom will be taking part in a workshop at the next meeting on 25th April at the Alfesco Chef premises in Blackpool. We will also be holding the NW BBQ heat that day which will no doubt be a tense afternoon. I look forward to planning more interesting visits and presenters throughout this year and am looking forward to a hot Summer and some great BBQ trade.

North East

Brindon Addy/Kathryn Meadows



We'd like to thank the outgoing Regional Chairman David Lishman who, due to being voted in as National Chairman, stepped down after Chairing the region for many year's. Our first regional meeting was a joint one with the North East region where we all visited Keelham Farm Shop, Skipton. It was really interesting to see their shop model and marketing practices which are both quite different to many of our members. Well worth a visit if ever you are in the area.



I'd also like to congratulate McMurchies of Hetton Le Hole for their fantastic win at this years Smithfield Awards, what a great achievement. I'm really looking forward to trying out the Pavé recipe when it is the Product of the Month in May.

Our next meeting is on 17th April where we will hold the NE Regional BBQ Heats and have a presentation on 'What the Customer Wants' by Kathryn from the Blacker Hall team. We have also set all our forthcoming meeting dates and visits, which before the Summer Holidays includes, a talk on Meal Solutions at Lishmans on 12 June and Ed is organising a Junior Managers Shop Tour, on 17 July anyone interested in joining please contact Ed Garthwaite. September and October will see a couple more shop visits and a Christmas idea's workshop. So we're busy busy.

Scotland

John Davidson



Congratulations to those Scottish members who did well at the Smithfield Awards this year. Sadly, I was unable to attend this year and it wasn't for the sake of a better offer either!

A special mention to Thomas Johnston & Grierson Brothers who both brought home much coveted Diamond Awards to Scotland and Fergusons of Airdrie for achieving the title of overall Best Scottish Product Award. The businesses have achieved some great PR coverage which all helps with trade, that's been a bit up and down since the New Year, especially not helped by the snow.

Early March, in true Scottish style we donned our kilts, bagpipes and broadswords making our way to Perth weighed down with a marvellous array of fine barbecue products. The battle commenced to find Scottish Champions of the barbecue. A great turnout of entries made for a very interesting afternoon sampling others products and sharing ideas. The afternoon meat-feast was polished off with a short but informative meeting concluding with the results of our competition. Victorious, category winners were Robert Alexander Ltd, S Collins and much to the astonishment of everyone, my team at Davidsons! I must say I am delighted with this result and look forward to taking on the Big Guns in St Albans later this year. Dates for the diary, we've set the next 3 regional meeting dates. The first being on 24th April that will include the basics on 'How to get promotional messages on screens' which will be part of our on-screen, click-through to the Q Guild members back office session to highlight the benefits alongside any pitfalls or issues members are having, plus a members visit to S Collins on 11th June and Christmas Planning on 13 August.

Midlands

Robert Jones



The Christmas trade was good for Members especially Hampers, Pigs in Blankets and Sausages. Congratulations go to three of our members who achieved Diamond Awards at the Smithfield Awards this year, Allan Bennett, Robinsons Butchers & Deli and Aubrey Allen, all richly deserved. There has been some great PR coverage which all helps with the New Year trade, especially since the recent snow.

We are looking forward to our regional BBQ Heats on April 30th, at Robinsons of Tettenhall. Stephen and Tom have kindly offered to host the event and to show members their new shop and restaurant layout. Also the Conference in May looks to have an interesting line up of speakers.

South

Gary Chadwick



First meeting of the year saw a good turnout of members where we discussed Christmas trading. Generally all members saw a good uplift in sales, with a variety of ordering and collection methods used to help ease the last minute rush. Some are using online ordering systems and some are using instore order forms.

Christmas Brochures all seemed to help the process and it was felt they needed to be produced earlier and earlier now. Future meeting dates and subjects were set to encourage greater preparation and attendance; 23rd April BBQ Cook-Off and General BBQ discussion; 9th July Summer Solutions; 24th September visit to Walters Turkeys; 12th November – Xmas Social and 7th Jan 2019 – AGM and Meeting. I am still persuing the idea of a regional recipe book for Q Guild members, and so will be sending out a proposal in due course, as I feel it could be really beneficial to growing the name of the Q Guild. Contact me for more information.

East

Andrew Edmonds



As membership is currently quite low in the Eastern region meetings have been difficult to organise. We have been warmly welcomed however at other regional meetings, which I believe is one of the great aspects of being a Guild member. This year I will work with Claire on organising a couple of regional meetings or visits where I also hope to invite some prospective new members.

Archers and myself will be representing Norfolk Butchers and flying the Q Guild flag, at the Royal Norfolk Show in June, which will give us another opportunity to network with other butchers. I'm also looking forward to meeting up with other members at the National Conference and BBQ finals in May.

South West & Wales

Martin Player



It was great to meet up with members at the recent Smithfield Awards and many congratulations to Moody Sow and my team for achieving Welsh Product Awards, along with Barrett Bros of Crewkerne who took home a Diamond Award. Well deserved.

The recent South West meeting kindly hosted by Philp Warren, was really well attended with much discussion about Christmas and trade in general which seems to be quite buoyant. In Wales however, membership is currently quite low and so Welsh regional meetings have been difficult to organise. I hope to work with Claire this year on organising a couple of Welsh meetings and South West meetings or visits, where we can also invite prospective new members.

For further information on any meeting please contact the respective regional chairman. See back page for all forthcoming dates.

The Butchers and Drovers' Charitable Institution



BDCI provides support for anyone in the UK and the Republic of Ireland who has been connected with the meat trade, as well as their widows/widowers or dependents.

Help is available, for those who maybe struggling to cope, for a variety of needs including paying bills, repairs to the home, mobility equipment and nursing home fees.

If you know of anyone who could do with some support please encourage them to get in contact.

Further details and a copy of the application form can be found on BDCI's website: www.bdc1.uk.com.

Alternatively applicants can contact BDCI directly by telephone on 01727 896094 or via e-mail info@bdc1.uk.com.

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PLASTIC OR PAPER - WHICH IS MORE HARMFUL?

In a recent article in 'Packaging News'* it states if we no longer use plastic packaging there is a real danger we will lose all the benefits it was first developed to provide. We could even end up creating an increase in food waste, says the feature.



If food was packed using other materials the related energy consumption would double and greenhouse gas nearly triple, plus a 360% increase in the weight of the packaging!

What about degradable polythene?

It takes a while and only degrades the film to a powder

So what is the answer?

Heavy duty bags for life, they are still made from polythene but having a long shelf life and being sold not given away are big wins for butchers who will see their bags in the local community, giving them repeat advertising.

Nylon bags are very popular, as they are machine washable, small and easy to store

The use of pouches, pie boxes, sleeves and wedges are becoming more of a norm at a butchers point of sale especially for those supermarket shoppers who expect a level of presentation for loose products which may be wet or need careful handling.

The public are used to purchasing carrier bags so make your bags desirable. Many bag producers offer their own inhouse studio design and creative facilities which enables them to create bespoke designs from scratch, whether that be a small paper bag to a large jute or rope handled paper bag.

The industry has been working hard to find eco-friendly solutions, using water or vegetable-based inks, FSC paper & pulp, plantbased coatings instead of polymer coatings to wet proof products. As with all innovations, initially the outlay is high and therefore currently only very large volume users will be able to secure pricing that is workable. However as with all such things in business, as these roll out and become standard the pricing will eventually fall to an affordable level for SMEs.

For now check with your packaging supplier or butchers sundriesmen whether they are using the most up to date product for the safety of the environment. Some of your customers may have a real concern and not all will be aware of the issues, so if you understand them you can also inform your customers.

Information Sourced from:

ESC Packaging - www.eosc.co.uk
www.packagingnews.co.uk

*Further reading can be found at
<https://www.packagingnews.co.uk/features/comment/soapbox/tony-gaukroger-removing-plastic-packaging-will-harm-good-16-01-2018>

So, what are the pros and cons

Isn't cardboard the answer?

Increased cardboard would increase Co2 pollution - from pulp manufacturing to the substantial amounts of energy used to crush trees and mix wood pulp to the large volumes of polluted waste water that it creates.



What about paper?

Apart from it not being leak proof between the counter and home it has it's own demons in the form of energy consumption, transportation & storage costs and is not a suitable product for direct contact with wet meats and fish, unless coated with polythene or wax (PE wax or paraffin, neither of which are particularly green).

Is glass an option?

Heavier and costly to transport as well as a health & safety nightmare when broken.

What do Plastics Offer?

- Lightweight, flexible, safe, hygienic and a cost-effective choice with a great shelf life
- It helps when storing, transporting and keeps food fresh
- Has barrier properties which avoid external contamination
- Transparent packaging enables consumers to see without touching
- It can be greener, but, it needs to be designed better from the start so that more can be recycled. This means:
 - no mixing of polymer types
 - improvement in detection and sorting of black plastics, which the industry are continually looking to develop
 - improved public understanding
 - less media hype and more accurate information
- Small footprint
 - Plastics Europe state, 'Only 1.5% of all oil and gas consumed in Europe is used as a raw material to produce plastic packaging.'

TRADE NEWS

GDPR

General Data Protection Regulation - takes effect from May 25th and applies to any business which holds personal and sensitive data of staff, customers or suppliers. It has been developed to ensure businesses handle and protect the data they keep.

Approval or consent is required from each contact you hold. Details and systems of how the data is to be stored and kept needs to be available and visible when challenged. There are many guides available and you may have started the process already. If you haven't there are a couple of guides that are worth reading before you do.

The ICO (Information Commissioners Office) have produced an indepth guide <https://ico.org.uk/for-organisations/resources-and-support/data-protection-self-assessment/>

The European Commission has produced an easy to follow infographic http://ec.europa.eu/justice/smedataprotect/index_en.htm

Main Points to think about:

- Make time and go through your contacts, deleting 'the old wood' i.e. people who don't open your emails, duplicates or bouncebacks. Although this will reduce the quantity, it may increase your open rate, which in turn means it's less likely to go into spam. Quality over quantity!
- For your existing list of marketing contact's it's about getting consent.
 - This can be done by sending an email asking them to reply or to actively tick a box which tells them what they are agreeing to i.e. monthly newsletters, weekly offers, update on delivery dates, etc. It would also be advisable to add this request to a normal Marketing email to show the type of information they would be receiving.
- From May 25th, for new contacts there has to be an evidence trail of how, when and where they signed up. Therefore next to their name in a spreadsheet, for example, it could be as little as 'signed up to shops newsletter via website, plus the date'.
- Most importantly, update your privacy policy whether that's online or in the shop, so that it is clear what you do with data and how you look after it.

As usual this has been created because a few large companies decided to abuse our data, so now everyone else has to fall into line. Hopefully your customers data is only ever used for great offers that they wouldn't want to miss, but if ever there is a breach of confidence the evidence trail of where the data is stored, how it was obtained and what it is used for will be requested. So just ask yourself, can you currently provide this and show you have asked for consent to use it going forward?



Meat Use-by Dates

Recent high-profile product recalls and withdrawals has shaken industry confidence along with the considerable confusion when trying to distinguish between failures to follow guidance and serious, fraudulent or criminal activity. The larger retail and hospitality chains have in-house technical teams they can call on to navigate their way through the complicated, and in some cases overly precautionary, official food safety guidance.

However, smaller groups, intermediate food manufacturers and individual buyers often lack that detailed information and some have been imposing a blanket restriction on product use-by dates without understanding the full facts. This has led to needless food waste and disruption to the supply of products that would actually comply with the FSA's guidance.

Guidance has been sent to SFMTA and NFMFT members which has also been posted on the Guild's BOS. In addition the British Meat Processing Association (BMPA) has produced 3 in depth guides to help food businesses through the risks, understanding when to apply the 10-day rule and putting it all into perspective.



1. **Science behind the guidance** – which explains the basic principles behind the guidance <http://britishmeatindustry.org/industry-news/meat-use-by-dates-part-1-science-behind-guidance/>
2. **Guidance for Manufacturers** – provides an overview of what they should be doing to stay compliant <http://britishmeatindustry.org/industry-news/meat-use-by-dates-part-2-guidance-for-manufacturers/>
3. **Guidance for Meat Buyers** - Tackles the misunderstandings surrounding how the guidelines should be applied by both buyers and retailers <https://britishmeatindustry.org/industry-news/meat-use-by-dates-part-3-guidance-for-meat-buyers/>

There is ongoing research by the FSA and interested parties to enable regulators to better understand the issue of botulism from chilled VP/ MAP fresh meat but until further advice or results are available the guidance is to comply with the current guidance.

Source BMPA Website – britishmeatindustry.org

Welcome

New Corporate Member



Paragon supply a vast range of cleaning supplies and utensils plus HACCP related systems to help you through your EHO inspections.



New Key Partner



Innovative Food Ingredients is a highly respected family owned business who specialise in the distribution of quality food ingredients. Along with their H/O in Cheshire they have their Alfresco Chef showroom and demonstration area in Blackpool. In April they will host the North East regional meeting and you can also see a live demonstration at the Q Guild conference in Hertfordshire on 13 May. Their Product of the Month will be in June and features their Lafiness Black Garlic Marinade.

New Key Partner



A Liverpool based family owned and run business, they have been supplying butchers since 1923. Starting with sausage skins and a push bike they now supply seasonings, marinades, machinery and a vast array of butchers supplies via their own fleet of delivery vans. They offer a personalised service and are only too happy to visit your business with advice and help. They are currently working on their Product of the Month which will be in July.

For contact details of these and all our Trade Partners please see the directory on the next page.



THE FINAL CUT

What a whirlwind introductory 6 months I have had since the last Guildsman. From the Smithfield awards judging in October to visiting members, Key Partners and Corporate Members as well as attending regional meetings up and down the country. To more recently supporting the ever-organised Douglas and his team at the Smithfield Awards lunch. The support and friendship from everyone I have met has been great. But what I have noticed is the depth of

feeling for the Guild, what it stands for and means to be a member. After 30 years this shows how the Guild has grown with the times and developed it's thinking. I look forward to playing my part in helping this to continue.

Huge congratulations must go to all the Smithfield Award winners, the products were outstanding and the judges had some tough decisions to make, so each award winner can be justly proud. The wide amount of press coverage this year has been superb and many thanks to all the winners who have supported Jess, Martha and Hannah with their media requests. I know it can be a pain, but it's really appreciated and I hope everyone's efforts and resulting coverage has proved fruitful.

During this year I'm looking forward to supporting our Chairman David Lishman, who brings with him a wealth of experience along with his vision of growing the quality of the regional meetings. A huge thank you must also go to Mark Turnbull not only for his previous Chairmanship work over the past 3yrs but for offering me the opportunity to work with the Guild.

The next big event is the forthcoming National Conference on 13th May. With the theme - **Team Work | helps sell more meat** the engaging and informative speakers will present on a range of subjects aimed at providing insights, tips and ideas on how to get the best out of your businesses and staff. I'm pleased to announce the key note speaker this year is Nigel Botterill from Entrepreneurs Circle. They encourage, motivate and support small businesses to grow beyond what they ever thought possible.

Along with speakers from AHDB and FDQ plus the exhibitor stands, finishing off the day with the all-important BBQ Awards, the day is one not to be missed.



Best wishes, Claire

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FORTHCOMING DATES:

Meetings

April:			May:			August:		
17th	North East Meeting & BBQ Heats, Blackerhall Farm		13th	Annual Conference and BBQ Final, Aubrey Park Hotel, St Albans		13th	Scotland Meeting, Perth, Christmas Ideas	
23rd	South Meeting & BBQ Heats, Tilehurst Village Butchers, Reading		14th	Executive Meeting, St Albans		2nd	September:	
24th	Scotland Meeting, Perth, Discussion on Screen Displays		11th	Scotland Visit to S Collins, Muirhead			Meatopia, London. A Number of regions are planning on visiting this event	
25th	North West Meeting & BBQ Heat, IFI/Alfresco Showroom, Blackpool		12th	North East Meeting, Lishmans			24th	South Meeting and visit to Walters Turkeys, Reading
25th	Management Meeting, Blackpool		9th	South Meeting, Summer Meal Solutions, venue tbc		25th	North East, Dalziel Newcastle Factory Tour plus shop visits in the area	
30th	East Meeting & BBQ Heats, Woodbastwick, Norwich		17th	North East Junior Managers Shop Visits, Contact Ed Garthwaite for more info				
30th	Midlands Meeting & BBQ Heats, Robinsons Butchers, Tettenhall							

Foodie Campaigns & Shows

April		June		August	
16-18th	FoodEx / Farmshop & Deli Show NEC Birmingham	7-9th	South of England Show, Sussex	2nd- 5th	Countryfile Live, Blenheim Palace
23rd	British Beef Week	15-17th	Royal Three Counties Show, Malvern	27th	National Burger Day
29th	Dalziel Spring Butchers Event, D F Dickens, Nottingham	21-24th	Royal Highland Show, Edinburgh	2nd	Meatopia, London
		28 - 29th	Royal Norfolk Show	22nd	British Food Fortnight
May		July		September	
28th	National BBQ Week	9th	World Steak Challenge		
30th	Royal Bath & West Show, Somerset				

a Masterclass in Meat...