

# The Problem

*Kelly Turkeys*

- An average of 50% of butchers Christmas sales are butterfly. (Some 70% some 30%)
- Bought for £5.50 kg and sells for £13.00 kg
  - 3kg Unit retail price £39.00
  - Gross Margin £22.50 = 136% Gross profit !!

## Why Do They Sell Well ?

- For the smaller gatherings.
- Easier to cook & carve ?
- Lower price per unit / less waste.
- Potential of big mark up.
- Butchers push buyers towards them?

## What Can You Offer?

- Same product, better quality...but higher price.
- Local. Traceable. Provenance on product.

# Why Should Butcher Buy From You?

- Uphold the Farmer / Butcher relationship.
- BUY BRITISH !! – Supermarkets do!
- To uphold quality of offering i.e. their brand!
- To avoid offering same products as Supermarkets.

# Butterflies from the farm *Kelly Turkeys*

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- BBB Male Butterfly  
Sold at £9.00 per kg
- 5.5 KG Roly Poly hen  
Sold at £8.00 per kg
- Crown Roly Poly hen  
Sold at £12.00 per kg
- Gross Profit £25.53
- Gross profit £25.64
- Gross Profit £24.59

		BUTTERFLY			BUTTERFLY			WHOLE BIRD				CROWN	
		BBB Male			Wrolstad Male			Roly Poly Female				Roly Poly Female	
Live weight		18.50			12.00			7.60				7.60	
Poult		£ 5.95			£ 1.96			£ 5.95				£ 5.95	
Feed £260		£ 12.50			£ 9.79			£ 7.33				£ 7.33	
cash costs		£ 3.40			£ 3.40			£ 3.40				£ 3.40	
plucking and process		£ 6.00			£ 6.00			£ 5.10				£ 6.00	
		£ 27.85			£ 21.15			£ 21.78				£ 22.68	
Yield from liveweight													
% Butterfly		28%			30%					% Crown		50%	
% Thigh meat		11%			11%					% Thigh meat		11%	
% drum		9%			9%					% drum		9%	
% wing		7%			7%					% wing		0%	
Pet food		25%			23%					Pet food		6%	
weight in KG	Price	Yield/KG	Value	Price	Yield/KG	Value	Price	Yield/kg/ EV	Value	Price	Yield/kg/ EV	Value	
Breast	£ 89 00	5.2	£ 41.44	£ 8.00	3.6	£ 28.80	£ 8.00	5.93	£ 47.42	£ 12.00	3.80	£ 45.60	
Thigh	£ 1.80	2.0	£ 3.66	£ 1.40	1.32	£ 1.85				£ 1.40	0.84	£ 1.17	
Drum	£ 0.50	1.7	£ 0.83	£ 0.50	1.08	£ 0.54				£ 0.50	0.68	£ 0.34	
Wing	£ 0.50	1.3	£ 0.65	£ 0.50	0.84	£ 0.42				£ 0.50	0.00	£ -	
Pet food	£ 0.35	4.6	£ 1.62	£ 0.35	2.76	£ 0.97				£ 0.35	0.46	£ 0.16	
			£ 48.20			£ 32.57			£ 47.42			£ 47.27	
Gross Profit			£ 25.53			£ 11.42			£ 25.64			£ 24.59	

# The Solution

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- Currently the butcher cannot get UK Butterflies/ Breast lobes in any quantity.
- If they were available would they be bought ?
- **IT IS NOT POSSIBLE TO COMPETE WITH IMPORTS.**
- Produce a few premium Breast joints/ Butterflies for the butcher using large breed Male.
- Sell at £9 KG
- Butcher sells at 40% GP = £15.00/kg RRP
- To make same margins as imports needs to be £21/kg
- Watch what happens