

Q GUILD

Minutes of North West Regional Meeting held on
Tuesday 14th May 2013.

Venue: The Hartwood, Chorley, Lancs



Present:

Greg Hull +1, John Mettrick, Johnathon Wallwork, Neil Corry, Frank Taylor, Geoff Riley +1, Stuart Higginson +1, Martin Bennett, David Geeley, Charles Clewlow.

Corporate Members:

Roger Lathbury, *South Coast Systems*.

1 Welcome

Introduced and welcomed guests to the meeting.

2 Apologies

Apologies for absence were received from Cranstons, Baro Lighting.

3 Approval of Previous Minutes

The Minutes were accepted as being a true and accurate record of that meeting.

Proposed by J.M. and seconded by F.T.

4 Corporate Members.

South Coast Systems.

Roger Lathbury gave a presentation of the companies lidding machines, as well as explaining the software systems which the company can offer. SCS are the main agent for Avery Berkel and supply a complete range of machinery for Food manufacturing.

If you have any enquires please contact; Roger Lathbury – 07860 793733

5 Marketing Meeting

Frank Taylor, John Mettrick, Neil Corry & Greg Hull attended.

Frank Taylor didn't get a great deal from the event other than talking to butchers whom he would otherwise not usually meet. Taylor of Sale are not currently using any social media which was recommended at the meeting and they will consider starting some social media sites for the business. Frank wanted to know if it would convert to customers through the door.

Neil Corry's experience was similar to Frank's. He found the speakers were interesting although not very relevant to his business in particular.

John Mettrick, repeated the thoughts of F.T and N.C, he expected a little more from Oliver Robinson about his own businesses marketing approach rather than the generalised view he gave of marketing. He found the information on how to write press releases beneficial as a reminder of the process. The information from EBlex was very interesting including the stat that Butchers have 8% of the meat market.

Greg Hull found the information regarding social media interesting and returned to his shop the following day with some direction for social media. Alison and one of the butchers from the shop put together a meat pack with a value of around £45.00 which was to be given away via facebook. To enter the giveaway facebook users had to like the frasers butchers facebook page as well as share the picture of the giveaway. This post on facebook reached 120K+ unique people and the likes on the page increased from ~200 to 1100+. Facebook users now regularly place orders for meat hampers via facebook.

6 Executive Report

Audrey Coates has resigned from the Q Guild.

J.M has suggested that the Q Guild offices be incorporated into the NFMFT offices to reduce costs as the Federation already have established offices and other departments.

The federation is having its AGM on Saturday 15 – Sunday 16th at the Hilton Hotel, Deansgate, Manchester. John Mettrick is to be elected as the new president of the federation and support of Q Guild members especially from the North West region would be appreciated at the event.

Discussions have continued regarding what members are expecting from the membership of the Q Guild, a survey has been emailed to all members and it is important to complete this and return it asap to make sure your views are represented. This is the best possible way to move the Guild in the direction members want.

S.H stated that inspections are not very relevant to his business as his customers all understand the *Scores on the Doors* which is supplied by EHO inspections and they don't necessarily understand the independent inspection results. EHO's have come on a long way since the beginning of the Q Guild and their inspections are more helpful compared to the guild inspections.

7 BBQ Competition.

Anyone interested in attending the Q Guild BBQ Competition at Webber, Oxford on Wednesday 19th June please contact Greg Hull on 01204 523 278 to represent the North West Region.

8 Any other Business.

This meeting corporate members were asked to leave at the end of their presentations, it was suggested that at the next meetings corporate members will make their presentations after the general meetings.

Charles Clewlow asked who had tried the recipes from the Smithfield awards, a few members has tried the Pork-chetta with varied success. C.C recommended the Juicy Lucy Burger, with Cheese & Jalapenos which is on the Q Guild Website; they are selling very well at the Nantwich shop for £1.85 each.

With every bodies businesses benefiting from *horse gate* whilst it was in the press everyday it has now become clear that the increase in prices for all meat products is having the opposite effect. In the interest of getting the most from guild membership a document will be circulated for members to complete with the prices they are currently paying and charging for a range of meat. Please note if you are buying live etc as this will influence the price.

At the meeting all present were asked what they are currently paying for Sides of Beef.

Frasers - £4.25

Taylors - £4.10

Gigly's - £4.30

Riley's - £4.10 (Buying Live)

Bennetts – No longer buying Sides, instead buying Choice at £9.80, Chinese Knuckle at £5.50.

Clewlow's - £4.25 (Buying Live) They have increased Beef prices in the shop £1/kilo across the board to retain some margin.

Higginsons - £3.95

Corrys – Also buying Cuts rather than sides.

Walmsleys - £4.20

Mettricks - £4.00

9 Date of Next Meeting(s)

The date of the next meeting to be arranged asap, it is the intention to hold the meeting at a members refurbished shop

The meeting concluded at 9:30pm