



North East Meeting Minutes

Held at the Golden Fleece, 26th September 2017

Attendees:

D Lishman, C Holland, Heath Newcombe, Tom Dawson, Anna Blackwell - Blackwells, Emma Lishman, Mike Richardson - AHDB, David Higginson - William Peat, Mark Turnbull - Turnbull's, Bryce Lawson & John McMurchie - McMurchie Meats, Joe Starkey - C&G Starkey, Jo Celerier - Blagdon Farm Shop, Tom Lawn - Scobie & Junor, Stuart Beaton - Ainsty Farm Shop

Apologies:

G Payne, G Atkinson, B Addy, E Garthwaite, A Green, B Fields, John Ellison, K Meadows

Exec Report - covered by D Lishman and included:

- Promotional poster and leaflet templates ranging in size from A6 to A3 are now available on the **Q Guild Website BOS**. For those that have lost their passwords, just re-enter your email address used when first logging on and click on 'forgot password', an email will be sent with a new password. (if you don't receive one within that day, please contact Claire)
- **POTM**, promotional material already sent out for Oct, Nov & Jan. Toffee Kebabs, Peppercorn Sausage, Chicken Pizza. From next year, butchers will only receive a poster with details of how to make the products, whereas the images and product / cooking details for any instore promotion will be available on the BOS for use with your own material or one of the templates.
- **PR Report** of overall coverage by region, shows which areas are more active - copy will be included with the Exec report minutes
- **Guildsman** sent out to all butchers which included: features on Sausage Week, a round up from the regions, and a feature on Clewllows and MRC. Anyone have a story or feature they wish to be featured, please pass on to Claire via Email: manager@qguild.co.uk
 - o Add MR and TL to the distribution list
- **E Newsletter** - circulated around 11th October, (will be sent first week of each month) some received, some did not, CH to check email list and attach a link to these minutes.
<http://mailchi.mp/88668631a1e5/hello-product-competitions-and-whats-arriving-soon?e=a82449141a>
- **Smithfield Awards** - the entering on line issues were covered and some had struggled, some not entered, some all OK. CH explained the issues would definitely be looked into for next year, but that paper and word documents would also be available for people to complete next time. For now any further issues pls contact or send your entry details to Claire.

a Masterclass in Meat...

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- The Celebrity this year presenting the awards, is Nigel Barden. Presents a cookery slot on the Simon Mayo R2 afternoon show, also chairman of judges for the Great Taste Awards.
- **Members** - 123 current, 1 new, 14 requests to join and 6 members have been temporarily suspended
- **New Corporate Member** - Unilever - Maille Mustard, based in London
- **Q Guild Xmas Leaflets** - on roasting tips to be produced and circulated to members, roughly 500 each.

TAC Report - review done by MT - and covered:

- Suspensions from the Guild are due to low hygiene ratings - all Guild members are required to have a 4* and above hygiene rating.
- Shopper Anonymous audits will be done in the new year (40 per year, so most butchers will be done once every three years) these are in place of the overall Guild Manager shop audits. These audits will cover the quality aspect of the shop from customer service to counter displays, promotions, signage and packaging. Part of it will be anonymous and at the end the shopper will introduce themselves and ask a member of staff some questions. The full report will then be sent to the Guild and the shop for their own use. A letter will be sent to announce when these are due to begin, but the actual visit date will not be notified.
 - Lishmans already use Shoppers Anonymous and EL discussed how they use their results - one of the categories they are focussing on is getting the staff to up-sell and promote new products. One of their best areas is customer service.

MR from AHDB commented that they have a Customer Service feature on their website which butchers could tap into if they wished to, it is located within their Meat Education Programme.

It was also commented that Dalziel are promoting something similar on a recent leaflet which is being distributed.

Tom from S&J presented: (presentation pdf attached)

- family owned Co, next year centenary year, blending facility Co in Corby called Foodmaker, where there is a tasting facility.
- Scobies Direct are aimed at butchers and have a website for ease of ordering
- Tom provided a hand-out re Xmas container products - copy attached to minutes
- website will have a new tab for Xmas - top right

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- Individual pie containers - crinkle trays - they have stocks off
- Gold pouches being tested
- Over printed vacuum pouches - printing available at no extra cost - low minimum order quantities
- Gluten free stuffing - branded by Foodmaker similar to Paxo - one given away for trial by butchers
- Shropshire spice small consumer packs
- Organic stuffing mix produced by blending company - branch of S&J - small packs/containers for butchers to sell to customers c £1.50@
- Recipes and nutrition labels also available
- Gluten free rusk - big seller
- S&J POTM - Toffee Sausages
- S&J Special Offer to butchers
Buy any Xmas purchase products before 31st October and extend payment until mid January 2018

Christmas Promotional Material - round the table discussion

Turnbulls - Xmas Brochure and letter already done, customers can only order what is in the booklet and everything is unit priced even the birds. Take a deposit with the order, then customer pays on collection, hampers have to pre-pay in full, they also include a £5 gift voucher in the booklet, and if they order by Nov they can get £5 off as well. They sell around 140/150 hampers each year. Booklet - Produced, printed, stuffed and stamp added all in house

William Peat - looking to produce an order form

Lishmans - producing more boneless products, everything in foils other than birds, selling bronze this year, keeping sales personal by using staff in their brochures, also promoting their home made terrines and hams

Blackwells - keeping same brochure, adding more convenient products, they make use of a Butchers App (Company who produce it is - 2 visualise) which means staff can take an order via ipad, this get puts direct onto a database, they also use it for their loyalty scheme and enables them to send texts to customers as well as email mktg (for Xmas they will have a separate stand in the shop just for ordering via this App) - contact Anna for more info

Blagdon - likely to still sell whole turkey's, possibly in a tray, click and collect via the website, and ordering online also available.

Ainsty Farm Shop - are looking at birds in trays and stuffing
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C & G Starkey - drop off hampers/orders at other shops where they usually deliver to pies and other orders already, to offer this service they give the shop a bit of a discount.

McMurchie - turkey crowns on the increase, also they offer trays of 3 meats, no brochure yet, they prefer a personal customer sales offering, although it makes them much more busier.

Open Forum

Margins are tight - some are looking to increase Prices by 10/20p

McMurchie - offering lots of ready prepped veg along with kitchen ready meals, seeing good margins

Blagdon asked the group - Should butchers offer a vegetarian option? Due to the increase in vegetarian and flexitarian diets. S&J said they offer a Secret Sausage - which is a Vege sausage

Suggestion: next year's Xmas leaflet to be a type of joint POTM

DL congratulated **Bryce from McMurchie Meats** upon becoming a member of Team GB which will be representing UK butchers next year at the World Butchers Challenge in Belfast

Next meeting

Xmas Dinner - 14th Nov, at the Crab & Lobster - please use this as an opportunity to bring/reward other staff members as well.

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