

Q Guild



The Guild of Q Butchers.

North East Region

28th January 2013 7.45pm at The Golden Fleece. Thirsk

Present: B. Addy, D. Lishman, M. Turnbull, S. Osborne, G. Atkinson
E. Garthwaite, P. Ellison, B. Ellison, K. Wood, D. Nicholson

1. **Apologies,**

Apologies were received from: G. Payne, L. Bishop, M. Blackwell, J. Green, A. Green, G. Starkey, R. Teal, I. Thompson.

2. **Minutes and Matters Arising.**

The Minutes of the previous meeting had been circulated and there were no matters arising.

3. **Presentation from James Kiernan**

The presentation was postponed until a later date.

4. **Correspondence.**

There was no correspondence to speak of.

5. **Executive Council report:**

- B.A. gave details of meeting which had been held with the Keurslarger group from the Netherlands and how impressed he was with the organisation. He also gave details of their loyalty scheme and a discussion ensued as to the merits of such schemes. Some members felt it a vital and integral part of the business with some more reticent as to the benefits.
- E.G. had been in contact with a loyalty and marketing specialist who he thought would be prepared to attend a meeting to discuss his new initiatives further.
E.G to action
- M.T. gave details of the latest marketing initiative's being undertaken by Souter P.R. D.L. suggested that Souter should really be making a concerted effort to keep the Horsemeat scandal at the front of consumer's minds. He also urged those in attendance who used social media to keep on pushing the story.
- M.T. reported that there were 2 new members in the N/E region pending inspection with another awaiting approval for the sending out of membership

pack. There has been 1 resignation. G.A. thought it worthwhile contacting new members and offering support pre-inspection, which was agreed as a good idea. **G.A. to action**

- M.T. gave details of the Marketing Conference which is to be held in York on the 17th of April. Tickets are £40 each or 2 for £70. Booking can be made via Q Guild H.O.
- Comments were made regarding the quality of the vinyl “2013” shop signs which were of a different colour to the official logo, as well as the leaflets which were thought to be overly wordy and not very enticing.

6. T.A.C report:

There was nothing to report.

7. Calendar of events:

To follow, see attached.

S.O. M.T. to action

8. Corporate members round up:

K.W. gave a round up of her company's on-going initiative's which were focused on driving consumers back to the independent butcher, as well as a series of on-line videos aimed at the customers.

9. Christmas round up:

All present gave details of Christmas trading which briefly went as follows:

S.O. small increase in 2012

G.A. static sales.

E.G. strong business with a lot of on-line ordering

D.N. strong Christmas with beef and butts performing

B.A. an overall weak Christmas but trade did come late

D.L. turnover stagnant. 5 days strong, five weeks weak.

P.E. good trade busy on 23rd.

M.T. fantastic turnover with orders and sales up by 23% due to move to unit pricing and Christmas brochure.

M.T. noticed the nice pack Copas customers receive with their turkeys containing recipes, a pop-up and cooking information and wondered if the Guild could do something similar.

E.G. commented that he gave customers a similar pack when they placed their turkey order.

10. Any other competent business.

D.N. asked that the retail price bench-marking should remain on-going and also be extended to include margin's, labour percentages and any other areas which would help members identify strengths and weaknesses within their businesses. I would be done on the same basis as last time, whereby only those who contributed would have access to the collated data. It was agreed that this was an excellent idea.

M.T. / D.N. / S.O. to action

E.G. brought samples of a labelling system he had been using called Planglo which allowed the user to print directly onto the labels themselves.

M.T. gave details of the BBQ competition and it was decided that the categories should be 1. Best steak (of any description) 2. Best BBQ product.

M.T. to action

11. Date of next meeting.

26th February 2013, 1.00pm at Wilsons of Crossgates.

12. Close of meeting.