



## Minutes of the North East Regional Meeting

Held at Wilsons of Crossgates, Leeds  
Tuesday 19<sup>th</sup> July 2016, commencing at 2.00pm

### Present

There were 12 members businesses, 5 corporate businesses and 23 attendees  
David Lishman, (Chairman) Mark Turnbull, Ed Garthwaite of Blackerhall Farm Shop, Ivan Lowther plus 3 from Coates, Brindon Addy, Brendon Ellison, Stuart Beaton of Ainsty Farm shop, Gordon Atkinson of Elite Meat, Joe Starkey, Brian Fields plus 1, Philip Cranston, Andrew Green of Wilsons. Representatives from Weddel Swift, Dalziels, Dalesman, WR Wrights, and AHDB.

#### 1. Apologies

Apologies for absence were received from Kathryn Nicholson, Anna Blackwell, George Payne, Blagdon Farm Shop, Andrew Weatherhead.

#### 2. Minutes and Matters Arising

There were none.

#### 3. Correspondence

See no 4

#### 4. Executive Council Report

The chairman gave a brief update with the progress of the Q Guild platform. The platform is no longer being developed in Holland due to delays and other issues, and has now been brought back to UK and being developed by Prototype, which the Guild already has a working relationship with. Our Guild manager Gordon Newlands is working closely with them to moving this forward quickly.

Prototype will be contacting each member with an electronic form, soon. This is to be filled in by the business, and will form the single page, each business has on the Q Guild website. It was stressed that it is important to complete and return the form promptly, or the business will not be represented on the Q Guild website.

Product of the month was discussed. Around 80% of businesses were taking up the products. Some have been better than others. Generally there was a positive feel about these.

#### 5. TAC Report

MT asked every business to forward their most recent EHO report to the Guild office. This is the requirement following the changes in inspections.

*a Masterclass in Meat...*

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#### 6. Presentation by CSM and Master Baker John Robertshaw.

There followed a very interesting presentation by John and his wife Julie on the subject of baked confectionary.

John demonstrated how easy it is to produce consistently good confectionary. It was noticed that many members are producing this from scratch, and find consistency to be the major issue.

John made -

- Farmhouse cakes
- Chocolate brownies plus variations of.
- Muffins and carrot cakes plus variation of.
- Tray bakes, caramel crisps etc
- Demos of icing, decorating etc

Julie presented a range of premixes, frozen products, part baked goods, cookies, donuts etc which are available through local bakery distributors, produced by CSM Bakery Solutions.

[www.csmbakerysolutions.com](http://www.csmbakerysolutions.com)

This was a captivating presentation which created much discussion and thought.

#### 7. Presentation by Weddel Swift

Mark Garner of Weddel Swift Leeds depot presented a video and displayed some of their 'Extra matured Lamb and Beef'. This is all under the 'Quality Assured scheme' and received positive reviews from a number of butchers using it. <http://wsdepots.com/>

#### 8. Shop Tour of Wilsons

The meeting continued with a tour of Wilsons shop. It proved to be a vibrant, well run and busy establishment with a great display of cooked, raw and prepacked goods.

#### 9. AOB

There was none

#### 10. Date of next meeting

The next meeting will be on Tuesday 27<sup>th</sup> September at The Golden Fleece, Thirsk, commencing at 7.00pm. This will be the Christmas planning meeting, please bring your 2015 brochure/order forms, and any 'ground breaking plans' for this coming season's product or system that will set us apart from the rest. WR Wrights will also be giving a 10-15 minute presentation of products, ideal for the Christmas period.

#### 11. Close

The Chairman thanked The Robertshaws, Weddel Swift, and Andrew Green of Wilsons, for giving up their time and effort for the meeting, and all the attendees.

The meeting closed at 4pm.

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