



**Minutes of the North East Regional Meeting**  
**Tuesday 27<sup>th</sup> September 2016, commencing at 7.00pm**  
**Venue: Golden Fleece, Thirsk.**

**Attendees:**

**North East Members (12 businesses)**

G. Newlands - Q Guild,  
D & E Lishman - Lishman's,  
K. Meadows - Nicholsons,  
A Blackwell - Blackwells,  
J. McMurchie & B. Lawson - McMurchies,  
G. Atkinson - Elite Meat,  
D. Higginson - William Peat,  
G and S Starkey - C&G Starkey,  
M. Turnbull - Turnbolls,  
J. Celerier - Blagdon Farm Shop,  
J. Green - Wilsons  
G. Payne - George Payne  
S and L Beaten & Rob Waters - Ainsty Farm Shop

**Corporate-**

M. Richardson - AHDB, Dalziels, WR Wrights.

**1. Apologies**

B. Field, Ellisons, Coates, B. Addy, E. Garthwaite, Judith Johnson (Lucas), South Coast Systems,

**2. Minutes of last meeting**

Have been circulated. There were no matters arising.

**3. Exec Report**

Membership growth is 12% up in 6 months. Now standing at 122 shops/business. Corporate up by 20% with 42 members.

Fraudulent shops - 6 shops which were not members have been clamped down and litigation lawyers have got involved.

Smithfield Product Evaluation - record number of entries. 63 business's entered with 632 products. Judging is 19<sup>th</sup> and 20<sup>th</sup> October. New stickers produced to put on award winning products.

Next year - discussion over trip abroad possible to Paris.

Young Managers club - 2 day study tour to London with KPI's and to report back to business owner.

**3.1- Correspondence -**

Guildsman issued recently - encourage staff to read it.

*a Masterclass in Meat...*

The Q Guild 8-10 Needless Road, Perth, PH2 0JW  
Tel: 01738 633160 Fax: 01738 441059 Email: [info@qguild.co.uk](mailto:info@qguild.co.uk)



#### 4. TAC (Technical Advisory Committee)

Working on updating quality and hygiene standards - which hasn't been done for over 6 years. New manual will be issued to all members when membership has been renewed in January.

#### 5. Product of the month -

Feedback was good from members. Any ideas for product of the month are all welcome. At end of November Jan, Feb, March and April will be sent out to all members.

#### 6. Presentation from South Coast Systems - unable to attend.

#### 7. Presentation from WR Wrights - new products presented concentrating on kitchen ready and Christmas.

Dalziel Presentation - Vac and cook bag can roast to 220°C can't be used for boiling. Steam bag - good for veg presentation. Christmas Stuffing's - Cranberry and Pink Lady, Smoked Garlic and Rosemary, Apricot and Honey, Spiced Orange and G.F Sage and Onion. All come in 1kg sacks. Recipe 1kg PSM, 1kg Stuffing Mix, 1kg Water.

#### 8. 2 minutes please - Christmas Planning and Marketing

Lishman's - Selling duck crowns with sour cherry stuffing (boned out) £19.00 each. Also producing Pate de Campagne (pig liver pate) with excellent margin. Change on brochure this year - removing professional images and using images of people in the shop, the people in action and involving the team.

Ainsty Farm Shop - Christmas leaflet as standard, extended the range slightly added in a collection date. Selling more ready-made items - mac and cheese is selling well.

G. Payne - same as last year, removing collection date on brochure.

Wilsons - increased hampers to a range of 6 (did 4 last year), pushing boneless breast and reducing price.

Blagdon - pushing butterflies, working on new epos system which creates intelligent vouchers, also working on new website with click and collect system.

Turnbulls - same as last year, reducing numbers of whole birds. Might move to unit pricing.

Starkey's - new idea called 'Starkey's secrets' customer can bring in own dish and they fill with ready meal or pie.

William Peat - working on Christmas, pushing dry aged beef.

Elite Meat - Pushing dry aged beef -just about to install a salt brick wall, stuffing bombs for Christmas - excellent margin with little work.

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McMurchie - crowns growing, ready meals go quickly over Christmas so want to promote more.

Blackwells - same as last year. Same brochure. Going to run festive food Saturday's to get a buzz around the shop.

Nicholsons - same as last year. Brochure content the same. Installed a salt brick wall with de humidifier and made a huge difference to the dry aging of the beef.

**9. Open Forum - N/A**

- 10. AOB** - following on from the world butchery championships the UK won best sausage - sausage mix can be used and marketing as world best sausage - see email from Gordon. Food trends for 2017 to be sent out. New back office system - please input all info to ensure you have a web presence.

**11. Next Meeting -**

Tuesday 15<sup>th</sup> November - Crab and Lobster 7pm Christmas Meal (see email)

AGM - Tuesday 10<sup>th</sup> January - Golden Fleece, Thirsk.

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