

Q Guild

Minutes of the North East Regional meeting held on
Tuesday 30th October 2012 commencing at 7.30pm
Venue - The Golden Fleece, Thirsk



Present

Mark Turnbull, D. Nicholson, C. Nicholson, M. Blackwell, A. Blackwell, K. Wood (Pennys), D. Upson & P. Harrison (Dalziel), S. Osborne, R. Teal, I. Thompson, M. Adamson, D. Lishman, G. Payne, G. Starkey, B. Addy, G. Atkinson, S. Beaton (guest Ainsty's Farm Shop), A. Wheatherhead (guest Wheatherhead Butchers), J. Ellison, P. Ellison and B. Ellison

1. Apologies,

Apologies were received from S. & B. Meays, I. Lowther J. & A. Green, A. Longthorp, E. Garthwaite and B. Fields.

2. Minutes and Matters Arising.

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

3. Correspondence.

Correspondence had been received from the Q Guild office regarding the availability of tickets for this year's Smithfield Awards to be hosted by Jay Rayner at Butchers Hall and members were reminded that there was still time to get tickets.

BA gave details of the intention to re-name the Smithfield Awards with something more in keeping with name of the Guild.

BA also had received an invitation from a French butchery group who ran a product evaluation and were looking for entrants.

MT had received requests from 2 Corporate bodies (Lucas and and Irish producer) to give presentations. It was decided that some time would be given over to this in the new year.

5. Executive Council report:

MT & BA gave details of the last exec meeting in which the following were discussed:

- Branding; it was decided that if members were supplying into the multiples then they should not use any guild branding.
- The Guild was approached by the organisation running the Red Tractor scheme asking for the guild to back the campaign. I was decided that the

scheme was too heavily linked to the multiples and was not something the Guild would be comfortable with.

- Souter PR gave details of on-going and upcoming marketing initiative's including: the continuation of Q Guild T.V. and a series of instructional videos for the website (DN asked if the videos could be made available to members so they could play them on in-store televisions.) as well an increase in the amount of media coverage of the Smithfield Award winners.
- Members were asked to check and update images on the guild website as some members had yet to update their listing.
- SO asked as to whether the photographer had visited other shops as he had not had a visit, nor had DN **BA to action**
- MT gave details of a push for new members and a list was supplied by Dalziels of potential new members.
- BA gave notice that a Q Guild mission statement was nearing completion.
- BA gave a brief description of a visit he had made and one he had reciprocated from The Craft Butchers of Ireland and of some of the observations they had made.
- MT asked for opinions from the members present as to their thoughts regarding guild P.O.S. and whether members felt the exec was on the right track. All members were happy with the marketing activities and felt the guild were moving in the right direction.

6. T.A.C report:

MT gave details of the latest updates to the inspection and reported that after some initial teething problems there appeared to be a more positive adoption of the new inspection. G.S. described what he thought was poor level of consistency to some of the new auditing and voiced his disappointment at his results, although it should be pointed out that Graham was one of the first members to be audited under the new standards and he received his audit a very short time after receiving his copy of the new standards.

MT reminded members of the need to record dishwasher temperatures and for the recording to be incorporated into all HACCP plans. He also informed those present that H.A.S. sold thermal disinfection indicators via their website. He also reminded members that they should pay attention to all the new standards.

7. Corporate members:

KW from Penny's gave details of the success of their on-going marketing initiatives.

8. Social events and visits review:

DL and SO gave a review of recent social events including the Inaugural Q Guild golf day, the Ebor race Festival and the visit to the region of the Elite Butchers group from Northern Ireland.

9. N/E region initiatives:

MT gave details and asked for feedback on his visit to the Scottish regions BBQ competition and to whether it was something N/E members would be interested in. All agreed it was a good idea and should be pursued. **MT to action**

MT also asked if any members would be interested in a window display competition and again all were in favour of taking the idea forward. MT said that he had yet to work out how the event would be judged and was open to suggestions.

MT gave details of his intention to institute a new costing software program and asked if other N/E members would be interested in spreading the cost and a discussion ensued.

10. Members Forum and Christmas preview.

Members exchanged various Christmas P.O.S. materials and a brief discussion regarding prices ensued. It was decided that an exchange of information similar to that which took place earlier in the year would be beneficial and should take place twice a year. SO said he would construct a spreadsheet which could go out quickly before Christmas allowing members to exchange prices for the most common Christmas lines. **SO to action**

11. A presentation on the effective use of vacuum packing.

DU from Dalziel gave a presentation on the above which proved very illuminating.

12. Any other Competent Business.

A brief discussion regarding Christmas ensued.

13. Date of Next meeting.

The date of the next meeting is to be the Christmas meal which is to be held on Tuesday 4th December at the Black Lion in Thirsk at 7.00 pm for 7.30 pm.

BA to action

10. Close.

MT thanked all in attendance for a vibrant and positive meeting and declared the meeting closed.