**Q Guild Open Networking Meeting**

Wednesday 26th June 2019

Radisson Blu Hotel, Glasgow at 18:00

**Present**: David Lishman, Mark Turnbull, Philip Cranston, Stephen Robinson, Martin Player, Mark Duckworth, Stuart Higginson, Mark Butler (Higginsons), Iain Jolliffe, Brindon Addy, Claire Holland (Guild Manager), Sue Woodall (Regional Support), Gordon King (Q Guild Company Sec), Douglas Scott (minutes).

In attendance: Jonathan Canavan (Scobies), Erin Conroy (Verstegen), Gerry McKenna (ActivDS).

**Apologies for Absence**: Kathryn Meadows, John Davidson, John Mettrick, Brian Fields, Tom Grierson, Gilbert McTaggert, Duncan Fraser, Alan Kennedy, Scott Johnston, Rod Gillie, Stewart Collins.

Claire Holland welcomed everyone to the meeting and introduced the four speakers.

1. **First Speaker - Gerry McKenna**

Demonstrated the activDS on-screen programme.

On screen, on tablet or via mini projector on to a back wall. System runs off the internet. All for £120 = 12 months of activDS licence plus box for £160.

GM said what you build is possibly more difficult than how do you build. Library of images are becoming more accessible.

What is required is **C**urate, **C**reate and **C**ommunicate.

Much of the training required is on how to get free content, such as:-

[Unsplash.com](http://Unsplash.com) holds 500,000 high quality free to use images.

Images can be edited in [Canva.com](http://Canva.com)

Video content can be created at [Biteable.com](http://Biteable.com).

Widgets come with the system e.g. RSS feed of BBC News.

Gerry gave an in-depth demo of Canva to create visuals before going on to show how easy it is create content for screens.

More about this and widgets at [ActivDS.com](http://ActivDS.com)

**2. Second Speaker - David Lishman, Ilkley**

David and his daughter Emma have developed charcuterie products which include salami, cured uncooked hams, terrines, pate encroute. Charcuterie is particularly popular in Spain, Italy, France and Germany but UK Market is growing. In UK hams were traditionally cooked products.

DL became interested in making salamis. Taking bacon and ham curing to the next level. Uses Yorkshire pork, only gilts to make a point of difference.

Interest growing in charcuterie. 180 days shelf life.

Some samples of salamis, chorizo, and ham were circulated for tasting.

DL recommended reading ‘Home Production of Quality Meat and Sausages’.

He had attended a course in Italy and really discovered little science there but subsequently learned the secrets.

Air Dried Produce

Ham such as

Loin - Lomo or Alonzo

Neck muscle - coppa

Belly - panchetta

Shoulder - spala

Cheek- Guanciale

Hams

Method of curing is exactly the same as dry curing bacon but slightly less salt. Allowed to dry at ambient temperature taking 6 weeks to 6 months.

Dry the meat out to a specific weight loss (minimum 30%). If you want firmer dry out more. Safe to eat because spoilage cannot grow in the dried medium.

Temperature 10ºC to 12ºC.

Salamis

Traditionally remaining product usedto produce this product but DL uses shoulder and belly with the same ratio fat to lean every time for consistency.

Basically a sausage. Minced, seasoned and starter culture added. Prepared in a raw meat area. Fermented at 26ºC for 36 to 48 hours to drop PH to 5.1.

Why is it safe to eat?

Fermented mixed all bugs inside. Starter culture at 26ºC starts producing lactic acid, moved into climatic chamber to 78% at 10-12ºC

1. Curing salt -with nitrite prevents growth of Clos Botulinum
2. pH - Acidic
3. Aw - Reduced water content 70% of original (0.91)

DL now uses a **Kerres** machine and a Climatic Chamber that holds up to 2000 kilos of meat/salami. Once dried it is sliced and moved into refrigerated storage. The Kerres machine can cook, cold smoke bacon, hot smoke ‘proper’ frankfurters. (Smoking is done using beech and oak.) Frankfurters are fresh and cooked.

Charcuterie and associated products are very much on trend, especially for high protein snacking products. Such as Biltong and Jerky which are a growing markets. Artisan pizzas in gas flush boxes are being made with semi dried pepperoni and semi dried salami. Rich Summers is an expert who can help new starts and avoid waste. <https://www.schoolofartisanfood.org/our-teachers/rich-summers>

DL said sales are mainly via trade businesses.  Currently selling 100’s of his smokey hotdogs to a festival mobile catering van.

**3. Third Speaker - Erin Conroy, Verstegen**

EC showed some barbecue ideas and a method of cooking where World Grills come into their own, as they are oil based the flavour comes out really well.

She also suggested to use Del Mondo, as its one that goes well with the World Grill. EC showed some burgers using a hamburger puremix. Good GF, phosphate free seasoning for everything except chicken. Works well if you want to use 50% vegetable & 50% meat. Crumbs can also be used on a barbecue product but suggest it is wrapped in tinfoilto start with. Corn on the cob also works really well with any World Grill***,*** just brushed over and skewered or cut into thin slices and sandwiched between a meat ball either side.

EC discussedthe merits of **vacuum tumbling** which is traditionally used on an industrial scale to increase yield. Now available in table top versions that butchers can use. (Est. costs from £1800 to £2000). Cycle is ten minutes with meat becoming more tender as the air is introduced. Meat plus brine and seasoningcan be added, asthe air gets drawn out the protein molecules come to the top. Advantage is the product is marinaded in 20 minutes– rather than for hours - even through chicken skin, no seasoning product remains it is allabsorbed within the meatand adds 10-15% of weight. Ribs are the most popular and successful use.

**4. Fourth Speaker - Jonathan Canavan, ScobiesDirect**

Introduced a new product - Fastfill insulated chill boxes. SD have noticed thatmany Butchers are now selling meat onlineas well as offering click and collect. Online shopping sites are now not so expensive to set up. However there are still quite a lot of butchers who are not online and may be losing out on sales. Muscle foods– an online meat retailer – have a turnover of £100m per year selling 53,000 items per day, indicating the public are more accepting of purchasingmeat online.

JC highlighted 3 websites who sell meat online and which web design package they had used to set up their website, to highlight the choice and ease of setting up an online site.

[www.PaleoCanteen.co.uk](http://www.PaleoCanteen.co.uk) sells ready meals online. Paleo is no potato, no dairy, no rice, just meat veg, nuts & fruit. They sell in boxes of ten in a chilled container with an ice sheet. Was delivering on a Sunday in Central Scotland but is now selling UK wide.

They used www.wix.com - an onlineweb design tool costing from £14 per month. It can be a normal website plus accept payments online***.*** If you already have a website a sub domaincan be set up to integrate www.wix.com. ***JC*** Suggested it is an easy process to implement.

[**http://www.greatglencharcuterie.com**](http://www.greatglencharcuterie.com/our-range/) **s**ell Charcuterie online from the Highlands.  Their website is produced using https://wordpress.coma web design package along with WooCommerce a free sales checkout website plugin which works with Wordpress. Although not difficult to use it may be advisable to get someone to set this up for you, should only cost a few hundred pounds.

[Deckersbutchery.co.uk](http://Deckersbutchery.co.uk) - sell meat packs on line, and uses www.shopify.com/ a simple e-commerce website which can be used as the main website or attached to an existing website as a sub domain. Costs start from $29 per month.

Online shops do not have to cost a fortune. Forums will help you set up your line shop. Freelancers can be found at [Upwork.com](http://Upwork.com) to set up your site for you. You can post an advert for your work and get quotes from interested suppliers.

When sending out Online meat ordersthey need to be kept reliably freshand so JC suggested using an insulated box which is usually efficient for up to 48 hours.

Scobies sell a  **Fastfill insulated chill box** which can also be offered as an option for click and collect orders. If a customer collects at lunchtime and has no refrigerated storage at work then the box can bea convenient option, until customer goes home at night.

[www.scobiesdirect.com/FastFillBoxes](https://www.scobiesdirect.com/FastFillBoxes)

The boxes have triple layer foil, bubble liner, 48 hour chiller insulation. This temperature controlled packaging shields against heat transfer and reflects almost 100% of radiant heat. Single piece pop open box. Seam free base. Prices start at £2.84.

Samples are available from Scobies - ring or email **Jonathan Cannovan**, Web Marketing Manager on Jonathan.Cannovan@scobie-junor.co.uk or **Free Phone 0800 783 7331, Direct Line**01355 576 365

The formal part of the meeting ended at 20:15