

**Midlands AGM- Q Guild.****The White Lion Hotel, Brinsley. 11.30am****Tuesday 19th January 2016**

Present- Steve Hewitt, Nick McAndrew, Mark Healey, Robert Jones, Nigel Rose (Walter Smith), John Rendall-Owen Taylor Butchers Ltd, Hannah and George Parker-Frank Parker Butchers, Allan and Steven Bennett - Allan Bennetts, Steven Robinson-Robinsons Butchers Tettenhall, Mark Turnbull- Turnbolls of Alnwick, Gordon Newlands-Q Guild, Steve Bowley- The Dalesman Group, Roger Lathbury-SCS, Arthur Wright- C Wrights Butchers, Scott Barlow- Barlows Butchers.

Apologies for Absence- Roger Scott, Mathew Morris (Joseph Morris Butchers), Gaynor Richards (Walter Smith)

Election of Office Bearers-

Regional Chairman- Robert Jones, Proposed by Steve Robinson and seconded by Scott Barlow

Vice Chairman-Nigel Rose, Proposed by Robert Jones and Seconded by Nick McAndrew

Secretary- Gaynor Richards, Proposed by Gordon Newlands and seconded by Mark Turnbull

Xmas 1 Minute-

Robert Jones

Boneless Turkey sales growing stronger

Looking for a Turkey producer that will produce a half turkey lobe to his standards for 2016

Prices were keen

Beef was a great seller- Rolled Sirloin roasts especially

Hannah Parker-

Less Whole Birds sold

Turkey Breasts seem to be growing stronger in sales year on year

Pork Pies and Festive Pies a good strong seller

23rd sales bordering on ridiculous. (too many)

Find a way to spread over till the 24th also

Owen Taylor-

Whole Birds Drop slightly

Increase of Turkey Breasts sold

Hampers for £40 and £60 were flying out

23rd Sales were strong

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Arthur Wright-

Whole Birds static
Pork sold really well and at a good price
Pork Pie sales strong
Boneless Turkey sales getting better yearly

Allan Bennett-

Sausage sales were astronomical
Lots of usual products sold
Good team is key
Teamwork is imperative at xmas

Mark-Walter Smith-

Turkey Butts huge seller (pallet)
Sirloin sales fell
Fore rib sales massive
Fore rib is in vogue and the new sexier product to have on table

Steve- Albrighton-

Crowns up 30%
Turkey whole birds slightly less
Left late to order
Turnover on 23rd and 24th similar

Nick- Chase Farm-

Turkey Bronze sales up
4-5KG birds at a premium
Sausage and bacon sales up
Gammons sales were huge with good GP
ABP Cheshire- Gammons- Horseshoe

Scott Barlow -

Whole Birds down.
Ducks up
Fore Ribs- dry aged- fantastic
Boxes used with shops own branding
Late ordering this year due to mild weather?

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**Matt- Walter Smith**

Rib Beef sales up x 3
Weddell Swift Extra Mature
10-12lb turkeys slow
Whole birds up
Best xmas on record

Steven Robinson-

3 more turkeys than 2015
9.3% up on turnover
Cooked Horsehoe gammon sale were huge
Brochure based sales
Aged beef- dry aged on bone and vac packed after

Steve Bowley- Dalesman Group

Bacon curing is doing extremely well
Pork is cheap so you can make good profit margins
Cleaner labels is way forward
Development of NPD
Offer of a factory tour and visit.

Roger Lathbury-SCS

Sales stop 2nd week in December
Servicing continues
Good customers gained- Sainsburys and Carluccios
Q Guild customer base is strong and hope to build in 2016

Nigel Rose- Walter Smith-

Worked with Robert Jones over festive period.
Rolled Sirloins £19.99 per kg- Massiv sales
Barrel cut fillets- sold out and could not get enough
Individual wellingtons- 60 per day sold
£75 showcase wellington- great sellers
Cooking plan put in place for gammons as gammon sales went viral
Gammons ½ £12 and whole £30
January is de brief amongst managers.

Executive-

Gordon Newlands gave a quick update on what the last executive meeting discussion and explained more would be communicated in the powerpoint video for the Keurslager system.

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TAC-

Mark Turnbull reminded everyone that all EHO reports were to be sent to the Guild office for the attention of the Guild Manager. This was trade of in terms of dropping the inspections for the time being. It is prudent that standards are kept high and the steps to quality manual is kept in place. Do not let standards slip as the TAC and Management can bring them back if we feel that standards are slipping.

Calendar of Events-

14th March-BBQ Heats. The White Lion, Brinsley. 11.00am

6th-8th June- Potential Tour of North West and North East Butchers. TBA- Guild Manager

September- Proposed visit to AVO Ingredients, Germany. TBA- Guild Manager

October 10th- Xmas planning- Chase farm Shop and meal.

Keurslager-

- The Q Guild website is in the process of being built
- Members area will be incorporated into the design for the sole use of QGuild members, accessible via individual login
- Q Guild has the sole rights to the Keurslager technology in the UK
- The benefits will include:
 - Electronic marketing tools for all Q Guild members
 - Website for all members who want to take up this option
- The first 5 businesses will launch their new sites by early April 2016
- Membership to include extra marketing elements will be approximately £1750
- One-of set-up costs to be confirmed
- E-commerce shop extra cost - approx £1300
- Any question about the Keurslager set-up for your business, please contact Gordon by 1/2/16
- 9 Businesses in the meeting expressed an interest in the system.

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AOB-

- Arthur Wright informed the meeting that he had put into place a system for the pensions of his staff and had employed a financial advisor to do it for him saving £200

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- Gordon Newlands asked the members if they thought moving Smithfield to January was a good idea? Full majority voted for this move of dates.
- Steve Robinson asked about Turkey Butterfly weights and Mark Turnbull explained that he hand cuts and ties, places rosemary and a pop up timer and vac pacs the breast so presentation is key to the customer.
- Allan Bennet informs all his customers that it is only English turkey he sells and provenance is his key phrasing.
- Dutch Loins in the market are a good price and are good for curing.

Robert Jones chairman closed the meeting with a thank you to Scott Barlow for hosting the Guild and putting on a wonderful meal for the members. Mark Turnbull and Gordon Newlands were also thanked for their hard work on the digital platform and also making the effort to attend.

Meeting closed at 14.00

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