



## **Q Guild Scottish Region Meeting**

Q Guild Office, Perth

Monday 24th April 2018

**Present:** John Davidson (chair), Steven Cusack, Tom Rodgers, Ian Jack, James Patrick, Alan Kennedy, Claire Holland (Guild Manager), Douglas Scott (minutes).

**Corporate Member:** Aubrey Christian (Paragon Products)

**Apologies:** Tom Grierson, Duncan Fraser, Drew McKenzie, Stewart Collins, Judith Johnston (Lucas).

**Minutes of last meeting.** Discussion on Barbecue heats and judging. Opinion that Facebook was more important than local newspapers.

### **Corporate Member Presentation**

Aubrey Christian from new corporate members Paragon explained his products to the members present.

### **Guild Manager Claire Holland**

JD welcomed Claire to the meeting. She related her career with MLC and BPEX saying that she has been involved in meat marketing for a long time.

The latest Guildsman was discussed. AK felt that the POTM cards are too glossy. JP suggested that an email would have been enough.

CH said she was still trying to work out what members are wanting. Each region has its own ideas and tricky to know how to satisfy everyone.

JP questioned the return on Q Guild membership. JD said that he has often questioned it but said he only needed one little thing from meetings. There have been umpteen other things. IJ added that when there are other butchers in your town, Q Guild gives you something else. JD said that JP could benefit from speaking within the four walls about aspects of business.

AK felt that not enough money was spent on outward promotions. JD felt that the Guild has come back to basics. JP asked members to assess what they wanted out of Q Guild membership, JP wanted to see the Q Guild brand promoted on social media. JP felt that there should be a spend on promotion through Facebook. TR said that he liked the opportunity to attend and hear what others are saying about business. He said it was not a lot of money for what you get out of it, the BBQ cook off is the best meeting of the year.

*a Masterclass in Meat...*

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SC said that members were expecting too much for £1500 per year. JP suggested that Scottish members should come up with their own products.

#### **Cooked off products / tastings**

AK tabled a lamb croquette that contained a sliceable sauce  
JP brought along a special Chicken Burger  
JD beef bacon.

#### **Business Conference**

JD recommended the conference at St Albans on Sunday 12th May.

#### **Technical Advisory Committee Quality Audits**

Those members who had been mystery shopped and quality audited were generally happy. Felt that the recording of answers were not 100% accurate.

#### **BOS**

Members viewed the Q Guild BOS  
Profile page - Header picture, edit doesn't delete or move.

It was felt that the system was not delivering what members were looking for. Technology has moved on so much that a forum would now suffice and focus should be on a consumer facing website.

#### **One Minute**

IJ said that he had a problem moving silverside. Bad day Scottish Grand National Day. Easter had not made much difference to trade.

JD said that snow had not created the same shop local effect. Online continues to grow.

JP and AK had nothing to add

#### **Date of Next Meeting**

Monday 11 June hopefully 1.00pm at S Collins shop, Muirhead.

Meeting closed at 6.55pm

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