



South Regional Meeting

Minutes of meeting held on 19th Feb 2018 at Chadwicks then onto Tooting Conservative Club

Attendance

Members:

John Buckwell, Oli Weaver - Patrick Strainge, James Lally - James of Shepperton, Danny Lidgate, David Mitchell - Blackburn Butchers, Chadwicks Head Butcher Steve, Chi Johnson, Gary Chadwick - Regional Chairman, David Lishman - Chairman, Claire Holland - General Manager (Minutes)

Corporate Members:

Robert Sproat - WJP, Paul - Kelly Bronze Turkeys, Glen - Windsor Food Machinery, Ed - Walters Turkeys

Apologies:

Chris Watts, Chris Godfrey, Jamie Archer

Summary of Actions:

Action	By Who
Contact Scobie re Cherry Cola POTM - sleeve or box	CH
Meat Education Programme info was requested www.qsmbefandlamb.co.uk/mep	CH
CH to contact Douglas re Smithfield Window Vinyl replacements	CH
23 rd April - BBQ Cook-Off 12pm - GC investigate another venue	GC
Nov - 12 th - Xmas Dinner - GC to source at a venue	GC
19-23 rd June Royal Ascot Races - visit GC to send details	GC

Minutes from last meeting accepted

Election of Officers

Nominations

Chairman - Nomination for Gary Chadwick from Glen - WFM, seconded by Ed Walters

Vice Chairman - Chris Watts proposed by Gary Chadwick, seconded by John Buckwell

- Secretary - Chris Watts Proposed by Glen Kirton - WFM, seconded by Gary Chadwick (and if Chris is not available Glen offered to step in)

National Chairman's Report:

DL updated the group on him taking over the Chairmanship from Mark Turnbull, followed with his vision on wanting to improve attendance and quality at all the Regional Meetings, in order to encourage a wider interest in the Guild. Included was also the encouragement of members to visit other shops, have discussions with like-minded members and share best practice.

The Guild has always seen the South Region as the most prestigious area due to its well-known members, and customers, therefore he was keen to see this continue with regular meetings and quality speakers.

a Masterclass in Meat...

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DL also raised the 'Roving Chairman' idea to the group which was an idea raised at the Exec meeting. It was suggested that this person is seen as a support to the Chairman helping with venues, speakers, agenda's and encouraging attendance.

This option is seen as an investment in the Guild in order to help build membership interest by holding interesting meetings and visits.

GC stated he didn't agree with or feel the 'Roving Chairman' idea was required.

Managers Report from Exec Meeting - CH

POTM

- March - Scobie & Junor - Cherry Cola Pork - a Cook in the Bag style of dish
 - o Discussion ensued around the issue of displaying a cook in the bag product and requested whether Scobie could offer a sleeve or box to help present it. **CH to contact Scobie**
- April - Dalziel, Spatchcock Lemon Chicken
- May - Smithfield Award Winner - Fillet and Red Onion Pave - McMurchie
- June - IFI

Members

- Resignations from the South Region
 - o H G Walters, Newitts & Halls of Hazelmere
- New Member enquiry
 - o Damon Buckingham,

Corporate Members

- Resignations from
 - o Bizerba, Thomas Ford (Smithfield) & PR Duff
- Joining
 - o Paragon
 - o Innovative Food Ingredients are now a Key Partner

General Discussion

Conference Agenda speakers

- request for more information on the Meat Education Programme was requested. All information is available online via www.qsmbefandlamb.co.uk/mep

CH to contact Douglas re Smithfield Window Vinyl as some were folded - replacement copies requested

Kelly Turkeys -

Good growing season - a bit heavier this year, 90% of orders coming in online - 230 order forms - 48% coming outside of office hours via mobile phones, good feedback from butchers - whole birds strong

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Walters Turkeys -

growing well, drop off in crowns, breast small market, crowns down, off cuts already sold out, worth noting raw dog food companies are taking off cuts

WJP -

Plastic ban issue, paper carrier bags are now popular, price of paper going up and lead time long, x8 more expensive, looking for suppliers, but now affecting tree supplies. Recyclable should be the way forward, envelope type resealable bags that can be branded, Robert will send some samples.

Windsor Food Machinery

- Pet food business is booming, can off load any machinery you want to get rid of, as raw dog food production is rapidly increasing

Buckwells

- whole Turkey down, but easier to sell, buy loose, yoy they want breast, Italian Turkey Crown selling really well and good mark up. Visited some London top end shops and saw their prices were high, so we put prices up and had a great Xmas as a result. Opened Sunday but on reflection wished they hadn't, were busy with 48% G Profit

C Johnson

- xmas started late, slow start then grew busier, stopped taking orders week before, beef up, geese down, hampers £50/£75/ £100/£200. Cook-In bags from DL didn't work well, 164 more orders, each customer had a time slot for collection of orders which worked well.

Patrick Strainge

- roasts up, geese down, beef up, good sales, bigger shop

James of Shepperton

- Lots of High St changes, sales were generally good, Turkey good, Walters Turkey's priced per bird, pay on spot, opened on Sunday, lots of orders went out on Sunday, but not many new sales, would think again about opening on a Sunday. Looking at Hampers for this year and a - pre cut and in storage ready for picking

Lidgates

- Most sales were up, beef was up, some of the younger customers want beef rather than Turkey as a special occasion, NY saw more fillet sales as people were staying home rather than going out. Customers ordering later this year especially younger ones, but the older ones still ordered early.

Chadwicks

- the key this year was getting orders ready and less is more. Produced a brochure which was available early and customers had to order online or if they ordered instore they had to complete order form there. Also produced a trim pack which included PIB, stuffings etc, went down really well and made it easy to produce. Going to include a party pack for this year.

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Tooting Sales up 30% - Balam up 5/10% - Reduced the amount available for Xmas - orders still came in late but manageable - No deliveries this year and saw Customer T/O 25% down but sales increased. Asking for feedback from Customers on what they would like to see this Xmas - no picking system last year - all meat pre cut ready for picking upon collection - going to do the same for BBQ - brochure really helped plus the use of a ticket system, hampers sold more this year than before.

Blackburn shop

- up on turkey & beef - had to buy in more dry age as it went so well so now looking at a new Dry Aged fridge - geese up 15%, over 6kilo was a problem with storage - other shop saw a 50min queue - most items were unit priced - sold 2,500 turkeys, 150 geese (2nd shop is an old Dewhurst shop which is being refurbished in the future) Sunday opened 8-12 for order collection only

Lishmans

- all pre cut, and assembled - more people came in on Saturday rather than the Sunday, NW Butcher Online sales - some people ordering online tend to sell on avg £10 more

Discussion over unit pricing of Birds/crowns/breasts - Walters will sell you the birds pre-priced and Kelly Bronze - now offering unit pricing

Lidgates unit price online not in shop

Some are offering unit pricing and price by weight

DL went through the Quality Audit system -

Add link to the

Future Meeting Dates:

23rd April - BBQ Cook-Off 12pm - GC investigate another venue

This year the Steak is Rump Steak

19-23rd June - Royal Ascot Races - visit GC to send details

9th July - looking for a venue - Summer - try the Maille Mustard venue

24th Sept - visit to Ed Walters, Reading, RG8 9TR

- plus Xmas planning meeting - 11.30/12pm

Nov 12th - Xmas Dinner - GC will look at a venue

7th Jan 2019 - AGM and Meeting

Local Recipe Book update

- GC going to send round a proposal for being involved in the book.

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To Note:

25th May - revised **Data protection** legislation - you have to get approval from customers to use their data in all cases. Make sure you are covered if you have email or address databases that you have asked permission.

Revised regulations re sell by dates for vacuum packing - since the Russell Hume / Fairfax Meadow meat issues

Some good guidance on BMPA website

- www.britishmeatindustry.org/industry-news/meat-use-dates-part-1-science-behind-guidance

- www.britishmeatindustry.org/industry-news/meat-use-dates-part-2-guidance-for-manufacturers

More information will be circulated as updates become available

Chairman thanked Gary Chadwick for putting on the lunch and hiring the venue.

Mtg Closed 2.45pm

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