



### Q Guild Scottish Region AGM

The Bothy, Perth

Sunday 20th January 2019 at 1.30pm

#### In attendance:

Members: John Davidson, Duncan Fraser, John Lawson, Linda Lawson, Drew McKenzie, Angela Docherty, Lisa Finnegan, Steven Cusick, Tom Grierson.

Corporate Members: Phil Daffern (B Smith Packaging), Aileen Monk (KellyBronze), Aubrey Christian (Paragon Products), Secretary: Douglas Scott (minutes).

**Apologies** were received from Alan Kennedy, Stewart Collins, House of Bruar, Scott Johnston, Mark Turnbull, Sue Woodall, Judith Johnston (Lucas Ingredients).

Chair JD welcomed everyone to the AGM / New Year Sunday Lunch

#### Christmas Trading

JD reported good Christmas trade up overall. Quite a lot done online and click and collect. Savings to be made by taking orders online, did not physically print Christmas brochures, took pressure off the counter staff.

DF sold more turkeys, rib roasts not so strong as previous year. Timings useful, opened Sundays and it spread the load. Customer count up. Took orders manually.

JL and LL agreed good Christmas and the way it fell was helpful. Increase in boneless turkey. Rib roast went well. Took orders online as well as manually.

DM had good festive trade, no turkeys left, no pies left. Sirloins and roasts slower maybe because of discounters.

Turkeys well up but premium turkeys no increase.

Printed 2000 A4 brochure but spent more on Facebook advertising from which the return was good. Capons were difficult to find. A price increase on steak pie prices increase but made no difference to sales, so good return there.

TG more boneless turkey. Sold KellyBronze as well as boneless from Cumbria. Doubled hamper orders this year. Opened on Sunday morning 23rd. New Year a lot of steak pies. Manual ordering system and orders taken up until 22nd.

AM observed how few comments there were about supermarkets from those present. Kelly's asked everyone to push whole birds (accounted for 70% sold). More birds so every butcher got what they ordered.

#### Election of Office Bearers

Chairman John Davidson, proposed by DF and seconded by DM.

Vice Chairman Drew McKenzie proposed by JD, seconded DS.

Secretary Douglas Scott proposed by JD, seconded by DF.

*a Masterclass in Meat...*

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### B Smith Packaging

PD felt that there was a Black Friday effect on some of his customers. He showed the meeting cool bags to use as 'turkey boxes', customers would have a use for these throughout the year. Minimum run 500. Made in Far East, any size from £2.10 to £2.60 for run of 1000, smaller size £2.25 on run of 500. B Smith will do artwork free of charge.

BS can make carrier bags from recycled plastic bottles that are degradable. Counter bags, pie boxes demonstrated as supplied to Grasmere Farm, bags for life as supplied to McMurchies. More details from Phil on 07792 013702.

### Paragon Products

AC talked about his paperless temperature checkers. Option for names to be attributed to recordings. App available for unlimited access to remote monitoring. Advantage since probe cable connects to an external unit, no cloud based costs and maintenance costs.

### Calendar for the year

Discussion took place on the programme for 2019. It was noted that it is proposed that the National BBQ Championship is biennial and next be held in 2020. The Scottish Region felt that an innovative BBQ products should be held on 11 March in Perth. Possibly three categories but the emphasis to be on new ideas that others might admire and use. It was agreed that there should be certificates for the best ideas but there was little point in entering pork sausages, steaks and beef burgers since there was little to learn from that.

### Discussion on member benefits

Slipping membership numbers is a concern. Felt customers don't shop with us because of being a Q Guild shop.

Members present felt that benefits included learning the trade, sitting round the table with people with better businesses, new product ideas, honest approach and exchange of ideas, none shy to say tried this and it flopped. 'How I do Christmas' was a meeting where very valuable knowledge was gained. Nice to be within a structure for sharing ideas.

The meeting felt that the Q Guild Christmas materials were good but agreed that 100 consumer magazines were insufficient to make an impact. Agreed that national recognition could not be achieved on the current budget. DM said that he made good use of the images on the Back Office System.

There was no other business.

Meeting closed at 16:25

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