

Calendar of events Jan - Mar 2013



January

North West & North Wales Regional meeting

15th January

February

Executive Council Meeting – Dean Court Hotel, York

20th February

The Guildsman copy deadline

22nd February

March

The Guildsman issued

W/c 3rd March

Tri Nation Competition – New Zealand

5th-9th March

North West & North Wales Regional meeting

12th March

Marketing conference – Cedar Court Hotel, York

17th March

Eurobeef – Kortrijk, Belgium

24th March

The Q Guild would like to wish all members a very merry Christmas and a happy and prosperous New Year.

Q Guild Contact Details

8 Bridge Lane, Perth, PH1 5JJ

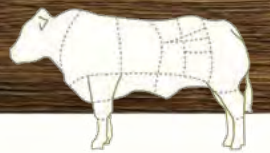
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The Guildsman

news and views from the best butchers in Britain



Smithfield Success



Overall winners Neil and Jan Corry with Jay Rayner (left) and Brindon Addy

Over 100 Q Guild members recently attended the 2012 Smithfield Awards, our national product evaluation which is among the most coveted in the meat industry.

The prestigious awards ceremony took place on Tuesday 6th November at Butchers Hall in London, and was hosted by broadcaster and food critic Jay Rayner.

Corry's Butchers of Bramhall, Stockport, was crowned the overall winner for its Porchetta, a product which also won the shop a Diamond award in the Kitchen Ready Products category and the BPEX Best Pork Product award.

Neil Corry, commented: "We only joined the Q Guild 18 months ago, and this was the first time we had entered the Smithfields, so we are thrilled with the recognition our products received."

"The Porchetta is very popular with our customers and we'd hoped that it would do well, but were amazed

that it was awarded three prizes! "We're incredibly proud to be members of the Guild and would just like to thank the judges for choosing the Porchetta as their winner."

Further Diamond Awards were won by Dennis of Bexley for its Turkey Cracker in the Christmas products category; Patrick's of Camelon for its Beef Short Ribs in the summer BBQ products category; Edwards of Conwy for its Pork and Black Pudding with local Free Range Egg in the pies and bakery (cold) category; Drake and Macefield for its Oak Smoked Ham in the cooked meat (including roasts) category and its Sweet Chilli Chicken Pie in the pies and bakery (hot) category; Allan Bennett for its Pork Sausages in the sausage category; Davidsons Specialist Butchers for its Juicy Lucy Burger in the burger category;

and Lishmans of Ilkley for its Oak Smoked Streaky Bacon in the bacon and cured products category.

C Johnson & Son won the EBLEX Best English Lamb Product for its Lamb Stuffed Kleftico; Robinsons of Tetterhall won the EBLEX Best Beef Product for its Beef with Red Wine and Mushroom Pie; and Patrick's of Camelon won the Macduff Award for Best Scotch Beef Product for its Beef Short Ribs.

Chairman Brindon Addy said: "I would like to congratulate all of the award winners, especially those who received Diamond awards – these products represent some of the best in the country which proves that we, as independent butchers, have something unique to offer and should be proud of the great work we do."

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For more information on the winners and photographs from the day, see pages 6 and 7.

GUEST
EDITOR

Smithfield winner Neil Corry takes the guest editor slot to give his view on winning and point you in the direction of stories he thinks are worth a read this issue.

Aside from the obvious, the best thing about the Smithfield Awards for Jan and me was getting to spend the day with so many members. Although we all have the same careers, it's amazing how much each shop can vary and there is so much you can learn from others. It's a pity we ended up in the wrong pub afterwards and so couldn't carry on those conversations, but the photos on pages six and seven are a good reminder of how great the day was.

Sharing of best practice, whether it be at an awards ceremony or at your regional meeting, is something that I know a lot of you value. Recently a group of us from the North West visited some of the Scottish members and shops to see what we could learn. Turn to page four to see how we got on.

One of the things we discussed around our table at the Smithfield Awards was Christmas – everyone's busiest time of year. We rope in the whole family to hand out chocolates and mulled cider to our waiting customers, which seems to keep them happy! I'm sure you'll all have your own ways but why not have a look at page four and see what Chalcroft Farm are doing this year to entertain their customers and raise money for charity at the same time.

Don't forget to turn to the back page and the calendar of events for the first few months of 2013. I look forward to seeing some of you at the North West meetings soon, but in the meantime, have a very merry Christmas and a happy New Year.

Neil Corry

Odds and Audits - TAC Update

from Sandy Crombie



I am pleased to report that recent hygiene scoring has improved. Some procedural issues with recording of data for HACCP and due diligence checks appear to be the main stumbling blocks, but all in all we are adjusting to the new requirements that the E.coli guidelines from the FSA have imposed on us.

Q Guild STANDARDS

In the last members' survey conducted in 2011, 81% thought that one of the most important benefits of being a Q Guild member was that it raised the standard of their business – an overwhelming number.

Raising business standards brings with it an opportunity to expand our share of the market. It means that we have invested in equipment, systems and people to operate efficiently in today's heavily regulated and competitive market. This then allows us to choose the area of development most appropriate to our business, and be in a position to take advantage of the opportunities that arise in a fast changing market place.

Whether that expansion is through online sales or development of ready meals, hot food take-away, a new shop, a food hall or whatever, baseline standards of quality and hygiene will lie at the very heart of what you do.

It is encouraging to see so many of our members embarking on fairly large projects in these difficult times. What do they say about necessity being the mother of invention?

High standards are part of the culture we embrace as Q Guild members. It is a way of thinking, a conviction that high standards will give us the edge over our competitors. How true this is, but these standards have to be based on today's expectations and audited to the standard set, not just our own subjective opinions.

High standards are highly marketable and still very important from the customer's point of view. It is a question of trust, both in our own, and the Q Guild brand, but it is as much down to each of us as members to establish that link between standards and the Q Guild. It is what the customer perceives that matters.

The Q Guild sign hanging outside our stores should reflect these standards and send out a powerful message to the public. It says, 'Yes, I am part of an elite organisation, a Q Guild butcher, one of Britain's best butchers, come in and see for yourself.'

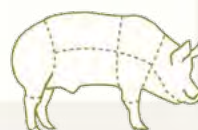
Following discussions with Hygiene Audit Systems we are in a better position to offer extra assistance and guidance on all matters pertaining to the audits.

This will include tailored affordable refresher hygiene training, a free e-mail advice line, an easy to follow hygiene standards guide, a newsletter highlighting points where we slip up during the audit, and how to put things right, and also templates for monitoring.

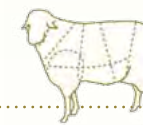
For e-mail advice contact:
vince@hygieneauditsystems.com

For questions regarding your audit contact:
audits@hygieneauditsystems.com

Sandy Crombie
TAC Chairman



Industry Round up



Ed Bedington, editor at Meat Trades Journal, spoke to us about why he thinks youngsters are the way forward for independent butcher's shops.

Having just finished the judging for our Butcher's Shop of the Year Awards, one category always stands out for me – the Young Butcher of the Year.

We launched this category a few years ago and it has grown in popularity ever since, which is fantastic to see and vitally important.

I often find myself speaking to other journalists about our sector and how the numbers of butchers have declined since the 1990s, but how that decline has now levelled off. However, while the threat from the supermarkets has diminished for many, there's still a bigger threat out there, and that's a lack of succession.

Most of the stories we get at MTJ about shops shutting down are due to the fact there is no-one to take the business forward.

So, how many of you out there are taking on youngsters and passing on the skills and techniques that you yourselves learnt as young lads at the butchers block?

Yes, ok, I'm sure you've all had bad experiences with feckless youths and I understand it can be frustrating. But what we have to remember is that we're competing in a marketplace for these peoples' attention with other employers. We need to ensure we're offering good opportunities, good salaries and good training to recruit the best young people we can.

Speak to most butchers and you'll find a fierce passion for their job, for their skills, for the entire lifestyle. For them, it's more than a job. What we need to be doing is firing that passion in the youngsters coming through and making them realise being a butcher is more than just cutting up meat. It's running a business, it's being an entrepreneur, it's providing an essential service. Cutting up meat is a bonus!

I would urge all of you to strive to encourage young people into the trade, to take the industry into the future. Use every opportunity you get – National Butchers' Week for example (4-10 March 2013) gives you a great platform to promote. Get into the schools, get the youngsters into the shop. The future of your business, and the industry, depends on it.

Consumer insight

Natasha Lovell-Smith, deputy editor of Great British Food magazine, explains that, contrary to popular belief, healthy eating and weight loss isn't the nation's pre-occupation post-Christmas.

"I think many consumer magazines assume that come January everyone wants to detox, cut back and live on a diet of salads in order to reach their pre-Christmas weight. But this isn't



the case with our readers. They are a discerning bunch who are more interested in the seasonality of food and creating tasty meals than looking at calorie content. That's why in

CHAIRMAN'S
COMMENTS

Welcome to the December issue of the Guildsman.

As you will read in this issue we have recently celebrated the quality and talent of the Guild at this year's Smithfield Awards. Once again the calibre of entries was excellent and the Diamond Awards were hotly contested. As always, it was a great event and our celebrity guest Jay Rayner provided a really interesting and insightful speech about the food supply chain and its implications on public consumption. To see images from the event take a look at pages six and seven. Well done to all this year's winners.

Congratulations are also due to Aubrey Allen and S Collins & Son on their recent triumphs at the Butcher's Shop of the Year Awards 2012. You can read about their wins on page eight.

The run up to Christmas is well under way now and it's a case of all hands on deck to meet festive demand and maximise sales at this key time of year. To support our marketing push for the Q Guild, we are featured in this month's issue of Great British Food magazine and will be continuing our national media drive next year to raise consumer awareness of the Q Guild and drive people to the website to find out more about us.

Thanks to all our members for their commitment throughout the year. From me and the Q Guild, merry Christmas and happy New Year.

Brindon Addy
Chairman

the January issue we're providing warming pies and hearty stew recipes for readers to try.

"Slightly cheaper cuts of meat, such as stewing steak, work nicely in these types of dishes, which is exactly the kind of product shoppers are looking for as they tighten their belts after Christmas spending. "As experts in your field, you're ideally placed to advise customers on the best products for their money and, having tasted some of your products at this year's Smithfield Awards I know the quality is second to none."



Shop manager John Harding and his wife Tracey choose this year's turkeys.

Caring for the Christmas Queue

We caught up with Gill Owton from Chalcroft Farm Shop who told us about how they're planning to handle Christmas this year.

"Christmas is a busy time of year for everyone. Not only do you have the customers that only visit their butchers at Christmas, but you also have your regulars, and everyone always wants more. Whether people have extra family members to cater for or are just stocking up on their festive favourites, the orders we take are always larger than for the rest of the year.

"Last year, on the weekend before Christmas, we served 1,000 people a day! Numbers like this will inevitably result in queues and the challenge of making sure each customer has the high-quality products they want with the advice they need, whilst trying to keep waiting customers happy.

"In the past, we have handed out mince pies to those in line, but this year we thought we would do something a bit different. I am a member of the Meon Valley Macmillan Cancer Care committee, and felt it would be a great opportunity to fundraise, whilst solving the problem of how to entertain our queuing customers.

"On Saturday 22nd and Sunday 23rd December, a group from Macmillan will be setting up a gazebo outside the shop and serving tea, coffee, cold drinks and mince pies – all in return for a small donation of course! We've also got Christmas music and carols which the team will be singing along to.

"Our customers are always very understanding about the wait, but it's nice to do something to keep spirits high. We're hoping to spread some festive cheer and get everyone in the mood for Christmas!"

Butcher's Corner



Boys on tour



The North West group squeeze into Patrick's of Camelon

A team from the North West recently paid a trip to Scotland to see how things are done north of the border. Frank Taylor from FB Taylor and Sons, John Mettrick from Mettricks Butchers, Mark Porter from Higginsons of Grange, Neil Corry from Corry's Butchers, Greg and Andy Hull from Frasers Butchers and Geoff Riley from Riley's Butchers, spent three days on the road visiting the Scottish members.

North West chairman Greg described the trip: "We started in Inverurie at John Davidson's shop which was very eye catching and well laid out, with a small veg section to showcase local produce. From there we went to James Ewart in Monifeith, where

Alan Kennedy met us and taught us about speciality Scottish products, including stovies, bridies, potted hough and cloutie dumpling.

"Moving south, we arrived at S Collins and Son, a small shop but one that is perfectly formed! Stewart gave us a tour of his back of house and showed us his Black Heart (lorne sausage with black pudding in the middle) and Brave Heart (with white pudding) sausages.

"Day three and we started with breakfast at Patrick's of Camelon laid on by Robert, then moved on to Fergusons of Airdrie where we learnt about the regional differences in lorne sausages and steak slices. Graeme then treated us to lunch, which was a wide selection of pies – sorry about the mess we left in the staff room!

"Finally, we went to Ramsays of Carlisle, where Andrew showed us around his shop and factory where he produces his Ayrshire bacon. They process 90-100 pigs per week in their on-site abattoir, and it was interesting to see the methods he uses to make bacon in the traditional Ayrshire way.

"I would like to thank Geoff and Andy for driving us and our Scottish hosts for their time, company and generosity."

Hot off the Block - PR & Marketing update

It's been a busy couple of months in the Q Guild press office.

The team has been supporting winners of the Smithfield Awards with their local media relations, which has resulted in some great pieces of coverage for members.

They have also conducted a national media tour, visiting the likes of BBC Good Food, Easy Cook, Olive and Good Housekeeping, to tell them about the Guild and the expertise of our members. It has already resulted in coverage opportunities for 2013 and the team will be building on these media relationships over the next 12 months.

The first four Q Guild TV videos have now been completed. The videos cover Christmas, dinner parties, buying with confidence and curing bacon. The Christmas video is now online so please visit www.qguild.co.uk to see John Davidson of Davidsons Specialist Butchers in Inverurie demonstrating how to prepare, cook and serve a Christmas Turkey.

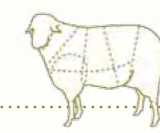
To get in touch with the press office please contact Hannah or Kirsty on Hannah@souterpr.co.uk or Kirsty@souterpr.co.uk



always go for the most traditional Christmas dish of all, turkey and you will need to allow 20p per person – for six people you would need a 20 to 15lb bird – but I'd recommend you give it a try because the meat is darker and has plenty of fat on the outside, making it extra sweet and tasty. My second suggestion would be loin of pork with plenty of crackling, it goes really well with all the Christmas trimmings and is also delicious when cold, so is perfect for Boxing Day lunch. If you want something less traditional why not try a rib of beef? It's becoming increasingly popular with my customers. Or perhaps try a balentine, also



Member News



Medals for Meridian

Meridian Meats butchers has once again scooped multiple awards for its homemade products.

Jim Sutcliffe and his team won 20 medals in the 2012 Poacher Competition, a regional event for butchers and bakers, organised by Lincolnshire County Foods,

Jim said: "We're delighted to have won so many medals. I really believe in all the products that we make and sell, but to be recognised by the judges is a real accolade!"

Awards included gold for its Dry Cured Bacon, which was also awarded class champion. To celebrate, Meridian Meats is giving one customer who places their Christmas order before 16th December a chance to win their Christmas meat for free! Jim said: "I would like to thank my staff for their hard work as these awards are truly won by everyone!"



Jim Sutcliffe



Jon Thorner (right) with James Atherton from sponsor New Century

Sharing the success

Jon Thorner's has won best product of the year at the Somerset Life Food and Drink Awards and been named as a finalist in the Best Butcher category. Thorner's is now running a prize draw to win £1,000 this Christmas as a thank you to customers for their support.

Jon Thorner said: "This award means a lot because it is voted for by our customers, who we are ultimately always trying to please. The prize draw is a way of saying thank you to them for their loyalty and support over the past three decades."

Corporal Jones is iconic Sausage

Chalcroft Farm Shop's Corporal Jones Wartime Recipe Sausage has been crowned the South East region's winner in the Iconic British Sausage category at the BPEX Foodservice Sausage of the Year competition.

John Harding, shop manager, commented: "The Corporal Jones Sausage uses bread and milk instead of rusk and water, which is used these days. Named after the late Clive Dunn's character in Dad's Army, it's been a huge success both with competition judges and our customers, and gives an idea of how sausages used to taste!"

Al Murray, 'The Pub Landlord', presented Chalcroft Farm Shop with its Iconic British Sausage prize.



Owner Rob Owton (left) and shop manager John Harding (right) with Al Murray



Smithfield Awards in pictures



The awards ready to be given out



Robert Patrick and Andrew Ramsay catch up before the awards



Joe Smith and David Lishman collect Diamond for their Oak Smoked Streaky Bacon



Jay gets stuck in to the tasting



Robert Patrick from Patricks of Camelon wins Diamond



James and Katy Lally of JSL Meats and John and Helen Buckwell from Buckwells of Southsea enjoy the day



Jay Rayner gives his speech



Katie Lawson from corporate member MRC meets Jay



Jay Rayner with Martin Player of Cardiff



Tom and Stephen Robinson win EBLEX Best Beef Product



The meal was enjoyed by all



Steven Cusack and Susan Duncan from Davidsons Specialist Butchers win with their Juicy Lucy Burger



Richard Teal from Drake and Macefield picks up Diamond



Mandy Reilly and Chi Johnson collect the EBLEX award for Best English Lamb Product



Diamond award winners Wendy Dawson and Sarah Wall from Dennis of Bexley



Allan and Martyn Bennett collect their Diamond award



Gill and Rob Owton and John Harding from Chalcroft Farm Shop meet Jay Rayner



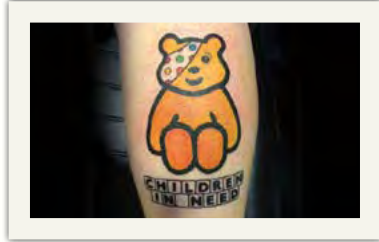
Arthur Wright from CN Wright won eight Gold awards



David Malloy from Edwards of Conwy won Diamond in the pies and bakery (cold) category

For a full list of winners visit www.qguild.co.uk

Member News

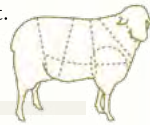


James's tattoo

Children in Need

A big well done to James Patrick from Patricks of Camelon, who raised over £1,000 for Children in Need by getting a tattoo of Pudsey on his leg!

James said: "It took two and a half hours in total but the pain was worth it. I love the tattoo and our customers really got involved with sponsorship. I'm now just worrying about what I can do to better it next year!"



Butcher shop of the year

Congratulations to Aubrey Allen, who was crowned overall Butcher Shop of the Year 2012, and to S Collins and Son who was named Scottish Butcher Shop of the Year 2012.

Both shops beat off strong competition to win their prizes at the final, which was held at the Landmark Hotel in London.

Russell Allan, managing director at Aubrey Allen, said: "This is the best news ever and a great reward for all the hard work and dedication our staff put in, including those behind the scenes. Thank you so much."



Stewart Collins receives his award



Aubrey Allen's shop manager Simon Kelly and managing director Russell Allen celebrate the win



Corporate News

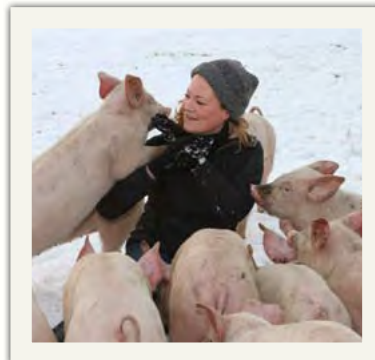
Anna trots her way to good pig award

Last month Anna's Happy Trotters was commended for its outstanding commitment to animal welfare by receiving Compassion in World Farming's first ever Good Pig Award.

It is the first time the group has run this award, and well known for their work dedicated to improving welfare standards worldwide, the group recognised the company's undeniably high welfare standards.

Anna says: "Being part of an industry in Britain that affords some

of the highest welfare standards in the world, through schemes such as the Red Tractor, I'm sure there are many worthy of being recognised for their commitment to welfare. This just re-emphasises that we do what we say on the tin and the welfare of our pigs is the focus of our entire business."



Anna knows how to keep her pigs happy

MacDuff annual carcass show

MacDuff held its 11th annual carcass show and sale at Wishaw on the 5th December, where a large selection of quality beef and lamb was on sale for the Christmas trade.

This year's judges were Tom Rogers from Rogers Butchers in Glasgow, who judged the carcasses, and Nigel de Bie and Terry Croft from Dennis of Bexley, who judged the roasting.

For more information, call Rory Duff on 01698 355 931 or 07885 330 887; Colin Taylor on 01708 767 286 or 07860 820 076; or David Stokes on 01934 644 493 or 07711 554 984.



Corporate News



Seasonal treats from Lucas

What better way to make a Christmas dinner really special than with the addition of some delicious accompaniments? Sausage meat, forced meat stuffing, cocktail sausages, and pigs in a blanket are all on offer from Lucas for you.

Lucas Premium Stuffings are ideal for the job with Pinjar Gold Premium Sage and Onion Stuffing and Pinjar Gold Premium Cranberry and Apple (try using port instead of water) being particularly popular. Another great Christmas favourite is Lucas Butchers Classic Cranberry and Rosemary Sausage Mix, with its lovely combination of juicy cranberry pieces complemented by a delicate hint of rosemary. This mix works well with pork, chicken, or even turkey meat.

Hams & Gammons

Lucas Easicure in Traditional, Smoke or Sweet flavours is perfect for dry curing hams and gammons. By using these cures with fresh additions, butchers can create something unusual and even more delicious in a Christmas range, such as black treacle with Guinness, wholegrain mustard and marmalade.

Party Ideas

Smooth and creamy Lucas Quiche mix makes the most delicious base for a variety of quiches. Whether single size, family size or individual portions, they're always popular for



parties and snacks. Try traditional Quiche Lorraine, something different like Branston Pickle, onion and Cheddar cheese, or smoked bacon and Shitake mushrooms.

Other great ideas are delicious mini turkey and cranberry pies using Lucas Chicken Sauce Mix; mini kebabs on a skewer using the Lucas Ultraglaze range; or mini meatballs made using Lucas Meatball Binder.

Pork Pies

A Christmas favourite, Lucas offers the full package to make pork pies, with a choice of seasonings

for both cured and uncured pies; unflavoured and flavoured pie jel and a superb glaze to give a great finish to your pastry. By including some fresh additions with the pork pie meat, butchers can create their own signature pies.

Visit www.lucas-ingredients.co.uk for more recipe ideas, videos, 'how to' guides and product information, all designed to help retail butchers make the best of Lucas' products. Free samples of many Lucas lines are also available.

Alternatively, call us free on 0800 138 5837.

Boxing Clever

William Jones Packaging has welcomed one of the Q Guild's newest members, Martin Player, by presenting him with a complimentary box of Q Guild BOSS sealable bags.

Alwyn Evans, sales director at William Jones Packaging, said: "It's great to see another fine butcher joining the Guild, I'm sure he will find it adds to the profile of the business."



Alwyn Evans welcomes Martin Player to the fold

Corporate News



RAPS launch TendeRa

TendeRa is a revolutionary new ingredient from RAPS UK that, when added to meat, tenderises and improves the texture of even the toughest cuts.

TendeRa is colourless, odourless and does not affect the natural flavour of your meat. Once applied, it locks in the moisture of the protein so the meat remains juicy and succulent. It gives meat visual appeal and stabilises the natural colour. Unlike other enzyme additions, TendeRa does not breakdown the muscle so there is a standardised quality across the batch.

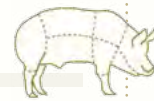
TendeRa is suitable for all proteins and is proven to substantially improve the tenderness of beef. It is ideal for use on forequarter cuts, often deemed too tough for quick cook recipes. TendeRa gives you the opportunity to utilize the whole carcass to create more products and



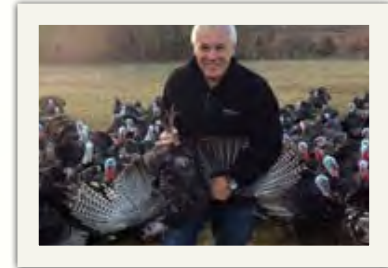
offer saleable meat cuts at different price points, whilst saving you time and ensuring a consistent quality.

RAPS UK LTD supplies leading manufacturers of the food and meat processing industries, food service, catering, retail and butchery shops. It offers a comprehensive range of ingredients including seasonings, sauces and marinades designed to suit all food categories. Its team of butchery and processing experts are at hand to advise and assist customers.

For more information, please contact RAPS UK LTD at sales@raps.co.uk or visit www.raps.com



British turkeys break new ground for US Thanksgiving



Paul with the Kellybronze turkeys in Virginia

One of Britain's premier Christmas turkeys went on sale in the United States for the first time at the Thanksgiving festival on November 22nd.

The KellyBronze turkey, which has won a succession of awards for its eating quality, is being sold through butcher's shops in Washington as a trial marketing exercise. Paul Kelly has been in the USA over the past week helping to get the venture off the ground and has met

many astonished faces as he's gone about the task.

"The first challenge was to find people to hand pluck turkeys," said Paul. "Our artisan method of plucking a turkey by hand with no water amused the locals in Virginia. They thought we were completely mad!"

"The turkeys looked fantastic and I was really pleased with the quality. I ate one before I left on Saturday evening and it was superb. We need to use maize in the ration instead of wheat so I was concerned about an effect on flavour, but I needn't have worried.

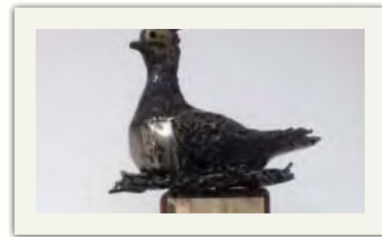
"I must say a big thank you to Jamie Oliver who has helped us enormously by spreading the word among his friends in the US food world. We'll be getting feedback from some of the top chefs and food critics on the East Coast!"

For further information please contact Paul on 01245 223 582 or visit www.kellyturkeys.com

Conservation accolade for Mercer

Staffordshire based Mercer Farming has won the award for Best Farming and Wildlife Conservation in Staffordshire at the Whitegrove Trophy Farm Conservation Competition, organised by Chris Seabridge & Associates Ltd and the Staffordshire and Birmingham Agricultural Society.

A family-run farm business, Mercer Farming was particularly commended by judges for both preserving existing natural habitats as well as creating new habitats for local wildlife on farmland, using precision farming techniques.



Mercer Farming's award

Managing director, Roger Mercer, said: "We're thrilled to have won this award and to be recognised as having the best conservation initiatives on a farm within in the whole of Staffordshire. It's something that reflects our farming ethos and our passion for animal welfare and sustainability of the environment. Winning this particular award tells us we're heading in the right direction."

The county farm competition, now in its 30th year, assesses how commercial farms integrate farm conservation measures alongside their usual farming activity. It covers both wildlife and farm operations.

Based in Barton-under-Needwood, the Mercer family have been actively farming in the area for more than 70 years and brothers Alec and Rob Mercer run Packington Free Range, one of the integral businesses within the Mercer Farming family portfolio.

This award comes hot on the heels of Packington's Good Pig Award from the Good Food Animal Welfare Awards, as well as being finalist in the Local Food Producer of the Year category at the Staffordshire Good Food Awards.

The fourth-generation farmers supply butchers, restaurants and farm shops around the country. To become a stockist please contact Andrew Wardle on 01283 711547.

Corporate Member Directory

Acold-Sifa, Unit 36, Churchill Park, Private Road No 2, Colwick Industrial Estate, Nottingham NG4 2HF
Contact: Tim Cooper
Tel: 0115 940 4090
Email: tim@acold.co.uk

Advanced Air Hygiene Ltd, 10a Forest Street, Weaverham, Cheshire, CW8 3EY
Contact: David Whittingham
Tel: 01606 855063
Email: dw@aahygiene.com
Website: www.aahygiene.com

Anna's Happy Trotters, Burland Holme Road, Howden, E. Yorks, DN14 7LY
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Avery Berkel Ltd, Foundry Lane, Smethwick, Warley, West Midlands B66 2LP
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Baileys Turkeys, Dairy House Farm, Chester Road, Over Tabley, Knutsford, Cheshire WA16 0PN
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Baro Lighting, Oakwood House, 36 Wood Lane, Partington, Manchester M31 4ND
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Copas Traditional Turkeys, Kings Coppice Farm, Grubwood Lane, Cookham, Berkshire SL6 9UB
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Excel Labels Limited, 6 Castle Road, Kings Norton Business Centre, Birmingham
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IMoon Lighting (UK) Ltd, Suite 5, Parflo Business Centre, Huxley Street, Altrincham, Cheshire, WA14 5EL
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