

FOOD

trader
FOR BUTCHERS

OCTOBER 2010

THE
NATIONAL FEDERATION OF MEAT & FOOD TRADERS

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Cover picture: Totally Traditional Turkeys.

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NEW! Salt and Pepper
Combinations



Maggi with *Herbs*

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Shaun Vining from Complete Meats with his award winning sausages

Federation Members score a hat-trick

Twenty-four butchers from the South West headed to Dawlish on 22nd September for the first BPEX Regional Roadshow and Product Evaluation Event of the 2010/2011 season.

The judges evaluated 128 products but only one could emerge as the Overall Champion. The accolade went to Federation Members Complete Meats from Axminster who triumphed with their 'Traditional Pork Sausage'. And there was a double delight for owner Shaun Vining, as the company was also awarded the special Champion of Champions award for the same sausage.

Shaun, who picked up a total of eight gold awards on the night, said: "We always spend time making sure our products are as good as they can be for the evaluations, but we put in extra effort this time round and it has obviously paid off! Having said that, we don't change the recipes for the products we submit – everything that goes for evaluation is exactly the same as we sell in our shop, but we did take extra care when filling and cooking the sausages."

"And we're delighted that we did because to be awarded the Traditional Pork Sausage category champion title, and then the Overall Champion title, is really something special. Previously we just missed first place in the category – it must be the toughest category of them all – but this time we did it, and we are thrilled!"

He added: "We have been attending the Roadshows for many years and find them invaluable every time. They are a great way of benchmarking our

products. The judges have a wealth of experience and are recognised peers in the trade. To get their feedback and suggestions on how you can improve your products is invaluable."

"Indeed such recognition goes along way with our customers too. It not only lets our retail customers know that they are purchasing quality local produce, but it also reinforces the message with our trade customers as well. We supply our products into a number of local hotels, restaurants, pubs, schools and NHS trusts and I'm sure they'll be pleased to know they are selling an award-winning product."

Success was also enjoyed by Federation members Colyton Butchers who took home an impressive four category champion titles. The butcher received awards for their 'Traditional Pork Pie', 'Quiche Lorraine', 'Scotch Egg' and 'Black Pudding'.

Manager, Anton Bolton, said: "We have only been making our

own black pudding and traditional pork pies for two weeks so we are over-the-moon with the results! My customers love the black pudding and we're now trying to keep up with demand!

"Making our own pork pies posed a challenge, but we wanted to do it properly. The combination of crisp pastry, soft homemade gelatine and quality pork is just delicious."

To complete the line up of Federation members the butcher's shop in Shaftsbury also took a host of awards home including that for young sausage maker, presented to Sam Miles. Owner, Paul Buttling, said: "We took home a gold award for every product we entered plus two category champion titles, including the Young Sausage Maker award which goes to Sam, so we're delighted."

"Sam has been with us for three years. He is progressing very well and he is thrilled with the award. We worked on the recipe for the sausages together and over time we've got the combinations just right, and thankfully the judges agreed."

BPEX butchery and product development manager, Keith Fisher, said: "The South West Roadshow had a great turn out for the first event of the season. From the 128 products entered for evaluation across 12 different categories, the judges awarded over half of them with gold awards. It just goes to show that the standard of products on sale in the South West is excellent. We congratulate all of those butchers who took home awards."

The Product Evaluation Events are organised by BPEX and recognise and reward product excellence and innovation among butchers. The judges use the following criteria: overall appearance; size and colour; ease of cutting; texture and structure; and most importantly taste and smell.



Back row (L to R): Tim Potter of Tim Potter Son & Daughter, Anton Bolton from Colyton Butchers, Dodie Hunter from Welland Down Farm, Rudy Boulay from RJ Baloson & Sons and David Smart, manager of The Butchers Shop
 Front row (L to R): Shaun Vining from Complete Meats with Keith Fisher, butchery development manager for BPEX



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New Butchers Guidance Proposals: The Federation Responds

We advised members in August that the Food standards Agency were consulting on proposals to issue new guidelines on the prevention of cross contamination.

The guidelines, as opposed to new regulations, are aimed at all businesses that handle unwrapped raw meat alongside ready to eat foods. Obviously this will affect mainly butchers.

The consultation proposals are one of the FSA's main responses to the Pennington Report on the E. coli outbreak in South Wales in 2005.

The FSA are looking closely at the use of machines, particularly vacuum packers, as well as cleaning, cleansing chemicals and hand/contact hygiene issues.

Extracts from the Federations response:

"...We are greatly concerned that the proposals on separation include the suggestion of dedicated single use machines. This suggestion is totally unjustified on grounds of proportionality and risk assessment. It will undermine HACCP and good practise and discourage operator responsibility; something that the Government, the European

Commission, and this Federation, has spent the last twenty years encouraging. It would impose unnecessary and unaffordable expenditure on many small struggling businesses many of whom would find their viability threatened. Others simply do not have the physical space for bulky new equipment...

After publication of the Pennington Report the NFMFT wrote in July 2009 with suggestions to the Hygiene and Microbiology Division of the Agency expressing concerns about the response from some local authorities particularly in relation to vacuum packing machines.

We regret that the Food Standards Agency did not respond to our suggestion before issuing the current proposals.

We note, however, that the Agency did consult and have discussions with suppliers and manufacturers of vac pack machines. We do not find it surprising that these sources, who have a vested interest in selling more machines, should support the view that imposing additional requirements on FBO's was a good idea.

It was a shame that no consultation took place with operators

who actually use the machines on a daily basis.

"Complex, hard to clean, equipment..."

This phrase appears several times in your consultation package and we have heard the expression used elsewhere. This mantra appears to have already become ingrained in the psyche of some officials and it would seem to form the basis of unreasonable instructions from some local authorities who have insisted willy-nilly on second machines without taking into account any other factors, and at the same time appearing to give the impression that it was a legal requirement when it clearly is not.

Contrary to the understandable initial impression of the layman vac pack machines, slicers and mincers are not complex machines and are not difficult to clean and disinfect.

We know of many butchers that have been able to demonstrate this to their EHO and have thus continued to use a single machine

quite safely. This is in stark contrast to the local authorities who allowed a panic, knee-jerk reaction to take hold after publication of the report, resulting in EHO's running around insisting that butchers buy a second machine.

When observing a food vacuuming operation (the food is placed into the plastic pouch before being placed in the machine) it also becomes obvious that there is in fact minimal cross contamination risk involved. Arguably there is far more risk in the incorrect use, or not having set procedures for, the use of vac pouches than in using the actual machine itself.

The product or pouch interior does not come into contact with the machine. The open end of the pouch is placed straight into the sealing bars that hold it tight. As the machine lid is closed the air extraction occurs and the pouch is sealed. Any miss-seal is immediately obvious. Demonstrations using water as the product have taken place in the presence of EHO's and there is no leakage....

Continued on page 4





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The Federation responds

Continued from page 3

Other machines in butcher's premises are likewise easy to strip down, clean and disinfect. Training staff to carry out these procedures is straight forward and monitoring and checking correct procedures is likewise easy to achieve. In addition many butchers will use vac packers and slicers for different jobs at strict times of the day to ensure time separation between raw meat and ready-to-eat foods. For example many butchers will slice ready-to-eat foods first thing in the morning or last thing at night after a thorough cleaning and disinfectant procedure....

Costs

The cost of new equipment would amount to a sizable capital expense for smaller butchers many of whom simply couldn't afford it. Reasonable finance is virtually impossible to find in the current climate as Government ministers keep reminding us.

Despite the longer term trend for butchers being mostly excellent there is no doubt that all small food businesses are suffering greatly in the recent downturn (possible double-dip recession) that appears currently to be taking hold.

The official ONS retail sales figures for August were down by a massive 0.5% with the brunt being borne by independent food businesses. We take calls daily from members on issues connected with this new downturn.

The total cost of several new machines plus ancillary works and electrical connections would amount to a substantial sum.

There are many smaller butchers who are literally one man businesses with perhaps a little help from a family member or a part-timer. They enjoy giving good service

that is often vital to the local community. Food input prices and overheads are rising and it is difficult to pass these rises on in the current climate, which includes severe discounting by the large multiples. It is only the long term trends in favour of butchers that are currently sustaining them.

UK butchers still account for approximately 20% of all meat sales and despite many years of declining numbers they are currently experiencing a boom in popularity. This renaissance is due to a variety of social trends and factors that now value quality and service as well as well as meeting concerns for the local economy, food miles, wasteful packaging and animal welfare. Many butchers survive in small towns, villages and local neighbourhoods where they perform a vital function in helping to maintain sustainability in local communities as well as being a fundamental asset in the rural economy.

Butchers are greatly valued and appreciated by millions of people in this country. The public will not support unfair and unnecessarily over prescriptive measures that threaten their future...

Stricter physical separation and additional equipment requirements are a severe threat to the future survival of hundreds of butcher shops in the UK. In our view this would be totally unnecessary because the cross contamination risks can be adequately controlled by HACCP and Butchers licensing principals. With respect there is no need to re-invent the wheel..."

What do you think of our reply? Your views would be greatly welcomed. Members wanting a copy of the full response can contact us on 01892 541412 or e-mail: richard@nfmft.co.uk

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Future of Food Prices

Concerns have grown during the autumn of rising food prices that are now forecast to continue growing into the future.

Although this year's grain harvest is much better than summer predictions there has been a great deal of volatility in supply conditions. Most of this disruption was attributed to the terrible drought conditions in Russia. Farmer diversification out of arable crops in New Zealand and Brazil has also been identified as a contributory factor.

The UN Food and Agriculture Organisation (FAO) operate a monthly index of food prices that has shown a marked general uptrend over the last six months. The rise is particularly strong for dairy produce and the meat price index is at its highest ever level.

According to DEFRA general food prices in Britain are rising at twice the rate than in the rest of Europe, having risen 8.1% in the last three years. The Centre for Economic Research says that UK food prices rose 3.9% in the last year.

Meanwhile GIRA, a global food consultancy, have forecast a long term rising trend for beef prices due to the "fundamentals of rising demand and non-infinite supply."

Halal Labelling

The Mail on Sunday front page headline on 19th September caused quite a stir: "Britain goes Halal (... But Nobody Tells the Public)"

The article drew attention to the fact that meat derived from halal slaughter methods does not have to be specifically labelled. This results in many consumers unwittingly and unknowingly being served up with halal meat. The article claimed that, "schools, hospitals, pubs and famous sporting venues" were the most likely places for this to happen.

A further article a week later pointed out that Britain's biggest supermarket chains were selling halal lamb and chicken "without telling unsuspecting shoppers".

The Federation urges all butchers to be vigilant and double check their traceability information to identify any halal meat. Many customers are interested in animal welfare issues these days and want to be informed.

The Federation has campaigned for clearer information for many years and we are pleased to say that, at last, change is coming. This measure was recently voted on by MEP's and new regulations are expected in about two year's time. The regulations will ensure that any meat derived from non-stunned animals will have to be labelled as such.

Christmas Ideas from Lucas

Christmas Dinner Accompaniments

What better way to make a Christmas dinner really special, than with the addition of some delicious accompaniments? Sausage meat, forced meat stuffing, cocktail and chipolata sausages, or pigs in a blanket (sausages wrapped in bacon), are all tempting. Lucas Premium Stuffings are ideal for the job with 37077 Pinjar Gold Premium Sage & Onion Stuffing and 37079 Pinjar Gold Premium Cranberry & Apple (try using some port instead of water) being particularly popular. Another great Christmas favourite is Lucas Butchers Classic Cranberry & Rosemary Sausage Mix (73695), 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 has the perfect CURE for Christmas! Lucas Easicures in Traditional, Smoke or Sweet flavours are each 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

Quiches: Smooth and creamy Lucas Quiche mix makes the most delicious base for any variety of quiches. A must-have addition for the festive buffet table. Whether single size, family size or individual portions, they're always popular for parties and snacks. Try traditional Quiche Lorraine, or something different like Branston Pickle, Onion and Cheddar Cheese, or a more exotic Smoked Bacon and Shitake Mushrooms.

Pork Pies

Pork pies are always a Christmas favourite. Lucas offers the full package to make pork pies with a choice of seasonings to make 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 and layering up butchers can create their own "signature" pies. The following combinations work really well: Turkey and Cranberry, Roasted Red Peppers & Mozzarella Cheese, Portabella Mushrooms & Smoked Cheese, Wholegrain Mustard, Caramelised Red Onion with Red Wine, Pear & Stilton, Mature Cheddar & Onion, Date & Apricot (soaked in Port), Apples & Sultanas (soaked in Madeira) – the possibilities are tremendous!

Lucas has produced a DVD, which is the definitive step-by-step guide to creating excellent end products, including a segment on Pork Pie Making. The DVD is available for £10 all of which is donated to the Seamen's Mission charity. Just call the Lucas Helpline on 0800 138 5837 to order a copy.

Great Christmas Gift Idea

That well known mother and son butchery team from Ipswich, Mary and George Debman, have never been known to let the grass grow under their feet.

Well known across the industry for their prodigious fund raising for the Children's Cancer Unit at Bart's hospital they are now hoping that butchers can help them out with their latest initiative.

Mary and George have just published a great new recipe book: "These are a few of our

Favourite Things." It contains a life time of handed down family recipes based on the best and freshest ingredients you can only find at butchers and other independent food businesses.

The book sells at just £4 and all proceeds will go to the chosen charity.

A great idea for Christmas. Why not buy a few and give/sell some to your customers and staff?

Buy now - Call Mary or George on 01473 252686

Other Party Foods

To get the party started, a great buffet is always a winner. Great ideas to include are delicious Mini Turkey & Cranberry pies using Lucas Chicken Sauce Mix, mini Kebabs on a skewer – using the Lucas Ultraglaze range, mini meatballs made using Lucas Meatball Binder, from turkey and chicken, with cranberry & rosemary, or sage & onion. Accompany these with Scotch eggs, mini pasties – butchers can find lots of ideas on the new Lucas Kitchen section of the website: www.lucas-ingredients.co.uk - or how about party vol au vents using Lucas Chicken Sauce Mix (also to be found in the new Lucas Kitchen range)?

GATWICK REFRIGERATED VEHICLES

LARGE REFRIGERATED VEHICLES

- 59 reg.** Mercedes Sprinter 310 CDI LWB (4W) high roof, 2700 rear doors, fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill, POA
- 60 reg.** Mercedes Sprinter 310 CDI MWB (3.5M) high top cancelled order high roof, 2700 rear doors, fitted with Hubbard 385AM equipment and GRP insulation freeze or chill. Delivery miles only POA
- 10 reg.** Volkswagen Crafter CR35 BLUETDI extra long wheel base fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 10,000 miles only POA
- 09 reg.** Iveco 35S12 extra long wheel base fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 14,000 miles only POA
- 58 reg.** 2009 Mercedes Sprinter 311CdI extra long wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 23,000 miles only POA
- 08 reg.** Mercedes Sprinter 311CdI medium wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 30,000 miles only POA
- 08 reg.** Mercedes Sprinter 311CdI medium wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 19,000 miles only POA
- 57 reg.** 2008 Ford Transit 350 115 long wheel base htop fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 33,000 miles only POA
- 57 reg.** Ford Transit 350 100ps long wheel base medium roof fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 37,000 miles only POA
- 57 reg.** Ford Transit 350 100ps long wheel base medium roof fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 40,000 miles only POA
- 57 reg.** Mercedes Sprinter 311CdI long wheel base (4.5M) high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 69,000 miles only POA
- 57 reg.** Mercedes Sprinter 213CdI long wheel base (3.5M) standard roof fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 69,000 miles only POA
- 07 reg.** Ford Transit 350 100ps long wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 24,000 miles only POA
- 07 reg.** Mercedes Sprinter 311CdI medium wheel base (3.5M) high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 68,000 miles only POA
- 07 reg.** Mercedes Sprinter 311CdI medium wheel base (3.5M) high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 72,000 miles only POA
- 56 reg.** 2007 Mercedes Sprinter 311CdI long wheel base (4.5M) high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 62,000 miles only POA
- 56 reg.** Iveco 35S12 long wheel high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 38,000 miles POA
- 56 reg.** (2007) LDV Maxus 28 95 long wheel base htop fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 15,000 miles only POA
- 06 reg.** Volkswagen LT35 TDI 109ps long wheel base (4.5M) high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 53,000 miles only POA
- 06 reg.** Peugeot Boxer 2.2 Hdi long wheel base htop fitted with Divio equipment with single phase over night standby and insulated to chill specification 70,000miles POA
- 06 reg.** Ford Transit 350 140 six speed gearbox fitted with 385AM equipment and GRP insulation to chill specification 89,000 miles POA

MEDIUM SIZED REFRIGERATED VEHICLES

- New Ford Transit 260TD 85psi SWB /Lacking** fitted with new Hubbard 360AM equipment and GRP insulation, freeze or chill. POA
- New Mercedes 111 Cdi Vito long wheel base**, fitted with Hubbard 360AM equipment and GRP insulation freeze or chill. POA
- 59 reg.** Ford Transit 260TD 85psi short wheel base standard roof fitted with new Hubbard 360AM equipment and GRP insulation chill or freeze 7,000 miles only POA
- 09 reg.** Ford Transit 260TD 85psi short wheel base standard roof fitted with new Hubbard 360AM equipment and GRP insulation chill or freeze 9,000 miles only POA
- 09 reg.** Ford Transit 260TD 110 psi short wheel base Standard roof fitted with new Hubbard 360AM equipment and GRP insulation chill or freeze 13,000 miles only POA
- 09 reg.** Ford Transit 260TD 85psi short wheel base standard roof fitted with new Hubbard 360AM equipment and GRP insulation chill or freeze 12,000 miles only POA
- 09 reg.** Mercedes Vito 109CdI compact fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 15,000 miles POA
- 08 reg.** Renault Traffic LL29 115 long wheel base (Cab air con) fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 18,000 miles POA
- 08 reg.** Citroen Dispatch 1200 2.0 HDI L2 H1 fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 22,000 miles POA
- 57 reg.** Fiat Ducato L1 H1 100 2.0 HDI fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 26,000 miles POA
- 57 reg.** Citroen Relay L1 H1 30 100 2.0 HDI fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 25,000 miles POA
- 57 reg.** Citroen Dispatch 1.6HDI L1 H1 fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 19,000 miles POA
- 07 reg.** Ford Transit 260TD 85psi short wheel base standard roof fitted with new Hubbard 360AM equipment and GRP insulation chill or freeze 30,000 miles only POA
- 07 reg.** Citroen Dispatch 1.6HDI L1 H1 fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 23,000 miles POA
- 07 reg.** Mercedes Vito 109CdI compact fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 19,000 miles POA
- 07 reg.** Ford Transit 260TD 85psi short wheel base standard roof fitted with new Hubbard 360AM equipment and GRP insulation chill or freeze 34,000 miles only POA
- 06 reg.** Peugeot Expert 1.9D double side loading doors fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 27,000 miles POA

SMALL REFRIGERATED VEHICLES

- New Ford Transit Connect T200 SWB diesel** fitted with new Hubbard 360AM equipment and GRP insulation, freeze or chill. POA
- New Ford Transit Connect T230 LWB diesel** fitted with new Hubbard 360AM equipment and GRP insulation, freeze or chill. POA
- 58 reg.** Peugeot Bipper 1.4 S HDI AUTOMATIC fitted with new Hubbard 360AM equipment and GRP insulation, freeze or chill 30,000 miles POA
- 58 reg.** Citroen Berlingo L1 H1 1.6 HDI LX fitted with new Hubbard 360AM equipment and GRP insulation 16,000 miles freeze or chill. POA
- 08 reg.** Fiat Dabao Cargo 1.3 Multijet Diesel fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 30,000 miles POA
- 57 reg.** Citroen Berlingo LX75 HDI side loading door fitted with new Hubbard 360AM equipment and GRP insulation, 24,000 miles freeze or chill. POA
- 57 reg.** Ford Connect T200 short wheel base side loading door fitted with new Hubbard 360AM equipment and GRP insulation 10,000 miles only freeze or chill. POA
- 07 reg.** Ford Transit Connect T230 long wheel base Diesel side loading door fitted with new Hubbard 360AM equipment and GRP insulation; 24,000 miles freeze or chill. POA
- 07 reg.** Ford Transit Connect T230 long wheel base Diesel side loading door fitted with new Hubbard 360AM equipment and GRP insulation; 30,000 miles freeze or chill. POA
- 56 reg.** Ford Transit Connect T220 long wheel base Diesel side loading door fitted with new Hubbard 360AM equipment and GRP insulation; 29,000 miles freeze or chill. POA
- 06 reg.** Vauxhall Combo 2000 DTI fitted with new Hubbard 360AM equipment and GRP insulation, freeze or chill 19,000 miles POA
- 06 reg.** Ford Connect T200 short wheel base fitted with new Hubbard 360AM equipment and GRP insulation 20,000 miles only freeze or chill. POA
- 06 reg.** Vauxhall Combo 2000 DTI side loading door fitted with new Hubbard 360AM equipment and GRP insulation, freeze or chill 27,000 miles POA
- 06 reg.** Ford Connect T200 short wheel base fitted with new Hubbard 360AM equipment and GRP insulation 25,000 miles only freeze or chill. POA

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...British Sausage Week 2010?



British Sausage Week tangos into town on Monday 1st November and brings with it a fantastic opportunity for butchers and sausage producers

The Week is a major event that promotes quality sausages,

such as those that are sourced from an assured supply chain including the Red Tractor scheme from Assured Food Standards, and generates a huge amount of publicity.

There are many ways for you to be a part of British Sausage Week; from making the most of promotional material to tastings and fundraising events, which will see your business benefit from increased awareness and sales as a result.

BPEX butchery and product development manager, Keith Fisher, said: "British Sausage Week is a great event for businesses to be a part of, not least our own competition which showcases the diverse range of quality assured sausages available around the country.

"Being an award-winner is a real business boost, but even if you didn't manage to enter this year, there are still many ways to get involved that will have a positive impact. In store events and competitions are relatively easy to organise, and there are a wealth of recipe ideas available to pass onto customers."

For more information, ideas and advice visit www.porkforbutchers.co.uk and www.britishsausageweek.com

Get your shop fitted out!

Butchers that have registered their interest will be receiving a fully stocked promotional kit later this month. The kits contain an array of eye-catching material that will draw attention to the Week and provide customers with the inspiration to try a variety of fun and tasty sausage recipes, all themed around the world of dance.



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You can follow us on [Twitter.com/lovepork](https://twitter.com/lovepork) and find the Love Pork and British Sausage Week pages on www.facebook.com



Trip the light fantastic with Craig

British Sausage Week 2010 is celebrating its passion for sausages and the pairing of quality ingredients to make them, by partnering up with Strictly Come Dancing judge Craig Revel Horwood.

Craig is heading up the panel of judges in the search for Britain's Star Sausages and will be quick-stepping his way around the country from Monday 1 to Friday 5 November to crown the very best bangers around.

Winners of the Star

Sausages will receive their very own 'Banger Award', as well as a £150 donation to a charity of their choice and the publicity that goes with being a star sausage producer.

Craig says: "The great British banger has so much to offer and I can't wait to get on the road and judge the best of the best bangers out there! I'm looking forward to seeing what's on offer; I'm a tough judge so my expectations are high".

British Sausage Week in numbers

Generating around
£15m
worth of coverage

Over
100
butchers' bangers entered into the national competition

Reaching an audience of
430m
— potentially every UK citizen seeing or hearing about it seven times

9
regional Banger Awards up for grabs

Award-winning products boost sales



The 2010-2011 season of butcher roadshows are underway and local producers are being encouraged to step up to the mark and put their quality products forward for the recognition they deserve!

The first event, which took place last month in Dawlish, Devon, was a great success and launched the slightly new format of events. All butchers, producers and farm shops are able to take part and products will be judged and awarded accordingly, however, only those specific to the area will be eligible for the category champion titles and be put forward to compete for highly coveted regional champion's crown.

While the popular sausage, pie and bacon awards remain the same, to reflect the growing trend of new products available the meatballs and faggots category has been extended to include any other specialist pork products being sold. This category has been renamed as, quite aptly, 'specialist pork products'.

BPEX butchery and product development manager, Keith Fisher, said: "The accolade of having the region's best product is a boost that no business can afford to miss. Not only is it a great talking point and sales tool for existing customers, the publicity surrounding the events often reaches new customers and can have a positive impact on footfall in the following weeks. But as they say, you've got to be in it to win it!"



The next step...

...is on 20 October at the Manor of Groves Hotel, Bishops Cleeve, Shropshire. Products should be registered between 2-4pm, however, entrants are also urged to stay and browse the trade exhibition stands, where the industry's leading suppliers will be happy to discuss and demonstrate the latest products and initiatives. A free pork supper and drink will be available for all, followed by the awards presentation at 7pm.

The remainder of the tour takes place on:

- **17 November 2010 in the NORTH EAST** at the Great Yorkshire Showground, Harrogate
- **19 January 2011 in the NORTH WEST** at the Reebok Stadium, Bolton
- **08 February 2011 in the EAST MIDLANDS** at the Newark Showground, Nottinghamshire
- **23 February 2011 in the WEST MIDLANDS** at the Three Counties Showground, Malvern, Worcestershire
- **30 March 2011 in the SOUTH OF ENGLAND** at the South of England Showground, Ardingly, West Sussex

Entry forms are posted out two weeks before each roadshow or they can be downloaded, along with entry guidelines, from www.porkforbutchers.co.uk. Even if you're not entering products, the events are an ideal opportunity to meet industry experts, browse supplier stands and pick up new product ideas.



www.porkforbutchers.co.uk

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We have a range of garments which include Jackets, Trousers and Coats



Sunlight can also provide Washroom products



Sunlight's anti-bacterial mat



PROVIDING THE FINEST LOCAL PRODUCE



The Blackwell family has been farming their 400-acre farm in the Coggeshall area for four generations, mainly concentrating on cereal production, but it was Howard Blackwell that saw a future in turkey and geese production.

For many years Howard and his family have concentrated on producing farm fresh geese and turkeys, both barn reared white and free range bronze, for Christmas and Thanksgiving. From 50 turkeys and 13 geese in year one the operation has now expanded and produces 5,000 turkeys and 1800 geese each year. Howard believes passionately in rearing his birds to the highest standards using traditional methods and nurturing them from day old chicks and goslings through to full maturity. The condition of his birds stands testament to the environment and totally natural diet Howard lavishes on his flock. The birds roam freely in lush green pasture and bed down in spacious barns on top of quality straw bedding. Sales each year increase as Howard's reputation for producing only top quality birds goes

from strength to strength.

As with many turkey and geese producers Howard's prime time is December when things move into overdrive as the slaughtering of his 30 weeks old birds begins. This is followed by a period of hanging for a minimum of 10 days before the birds are plucked and eviscerated. You may think that this is the end of the process, but Howard has another trick up his sleeve. Every one of his geese is then waxed by hand to ensure complete removal of the down. It is only then that the birds are finally prepared and boxed with the usual herbs and recipe cards before delivery to his customers. As a member of the TFTA butchers can be assured that Howard's birds fully meet the high standards set and are raised to achieve both welfare and nutritional excellence.

Geese and Turkeys however are just a part of the Blackwell family operation as in 2004 Howard set up the Rare Breed Meat Company to service leading butchers and food halls directly seeking high quality locally produced meat with full traceability. Howard's desire was to see the very best meat from rare and traditional breeds back on the con-



Howard seen here with his wife Jane

sumer's table.

Asked to comment Howard said 'I fervently believe in the quality of the meat produced from these animals that have been reared in totally free range environments and fed only on natural foods that are free of any form of growth promoters. Because we rear or source all of the produce ourselves we can offer complete traceability for our customers to ensure that the highest levels of animal welfare are adhered to'.

Additionally, all Rare Breed produce is butchered at the new state of the art cutting plant, at Blackwells farm, by their own team of butchers.

Their wholesale operation, which they run alongside the RBMC is a renowned supplier to such establishments as Harrods, Selfridges, Harvey Nichols, Jimmy's

Farm and many of the Q guild of butchers in London.

Quite a set up you may think but the Blackwell empire doesn't end there as due to popular demand Howard and his family opened the farm shop in May 2008. Again its Howard commitment to local suppliers with over 90% of the produce sold sourced within a 20-mile radius of Herons farm that has seen the farm shop gain both popularity and customers.

Looking at the successes Howard has racked up, he is a prime example of how diversification can work

For more information about Blackwell's farm or the Rare Breed Company visit www.blackwellsfarmproduce.co.uk or www.therarebreedmeatcompany.co.uk

'Festive Flavour'

Verstegen Spices & Sauces have been busy over the summer creating some great new flavours for the colder months ahead. For professional users there are 2 new sauces, Hazelnut Cherry Sauce and Red Port Sauce, both available in 2.7lt pails.

In addition, Verstegen are also offering these sauces in 150ml unbranded sticks/sachets for retail/catering butchers and producers wanting to make use of them with pre-packed meats and joints, along with the following varieties:

- Green Peppercorn Sauce**
- Wild Mushroom Sauce**
- Grand Veneur Sauce**
- White Wine Sauce *NEW***
- Black Garlic Sauce *NEW***

The sauces are great for adding a bit of festive flavour to oven-ready dishes and casserole products, or can be safely mixed together with existing Verstegen sauces to create unique new flavours.

The idea to develop a range of sauces in unbranded sachets came from seeing a bigger demand for similar products from butchers and their customers. Whilst many customers are turning towards value-added oven

ready meat products, there are still a lot of people who like to buy traditional cuts of meat together with a sauce separately, which can then be quickly heated and served at the table. Butchers can also give the sauces away to customers to promote a new product, or special offer.

For further information, prices and recipes, speak to your local ingredients wholesaler, or contact Verstegen directly at www.verstegen.co.uk



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New additions to Dalesmans Christmas

Two new flavours have been added to the Desire range of sausage mixes for the Christmas period; Desire Apple, Date & Ginger – a sweet ginger flavour with added apples, dates & sultanas, and Desire Cranberry Chutney - a slightly sharp yet sweet flavour with added tomatoes, apples & cranberries. The Desire range of sausage mixes have been designed to allow butchers to add provenance by using any local ingredients, such as cheese, chutney or ale. The range now includes 25 flavours including Pork & Caramelised Onion, Pork & Black Pudding, Lincolnshire and Cumberland.

Dalesman pride themselves on providing an extensive range of products for the Christmas Market. Traditional Stuffing and Forcemeat mixes in a variety of delicious flavours will compliment any meal and are available in 10kg sacks. Dalesman's famous Country Fayre range also includes a variety of Christmas sausage mixes including Rudolphs Revenge, Festive Feast and Santas Sausage. The full range of Christmas products available from Dalesman are listed on the website www.thedalesmangroup.co.uk where recipes and counter tickets can be downloaded.

Beef and Lamb offer an alternative to the traditional turkey dinner

Quality beef and lamb are both popular choices at Christmas and both present a real profit opportunity for butchers. In fact the sheer versatility and range of cuts available means that there's something to suit every taste, so there are plenty of options for customers looking for alternatives to the traditional turkey dinner.

Mike Whittemore, retail project manager for EBLEX, said: "The festive season is one of the busiest and most profitable times of year for butchers. Customers who wouldn't normally venture through the door will make a special trip to order their Christmas turkey and other speciality cuts of meat, while regulars tend to trade-up. In light of this, it is worth expanding the range of premium beef and lamb cuts on offer during December.

"Additionally, stocking-up with all the usual trimmings to accompany the Christmas meal such as cranberry and mint sauce, gravy, horseradish, mustard and stuffing is likely to add value both to your customers' shopping experience - and to your bottom line!"

For foodservice operators

Christmas is also an extremely busy time of year so it's worth meeting up with any catering customers well in advance to see how you can help by providing them with the best service and products to suit their business needs. Undoubtedly caterers will be looking for quality offerings that help them manage costs while also maintaining competitiveness and customer loyalty.

EBLEX will be supporting butchers throughout the busiest trading period of the year with a Christmas themed promotional kit which will be delivered during week commencing 8th November. More information about the kits will be available on www.eblextrade.co.uk in due course.

The EBLEX Quality Standard scheme for beef and lamb and the Red Tractor scheme from Assured Food Standards both provide a guarantee of assurance, encompassing food safety, animal welfare and care for the environment. The EBLEX Quality Standard scheme includes standards that positively influence the eating quality of beef and lamb.

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NATURALLY THE BEST

Appledore Turkeys have come a long way since brothers Andrew and Clive Wreathall's grandfather first started rearing a few turkeys on his farm in Suffolk over 60 years ago. What began as a small enterprise has now grown to become the success that is Appledore Turkeys.

The operation steadily grew over the years, but saw real expansion in the year 2000 when butchers no longer demanded long legged birds but sought producers who could offer eviscerated birds. This latest development helped butchers keep staffing costs down during the busy festive season whilst still ensuring customer's needs were met.

Since 2000 Appledore Turkeys have gone from strength to strength with the brothers running a successful operation on the Kentish border where they annually rear 20,000 turkeys of both barn reared white and bronze variety including free range and organic. Appledore turkeys are renowned for both their quality and taste. The traditional methods by which these birds are produced guarantee a successful Christmas meal.

The white, the free range bronze and organic turkeys live a

long and healthy life having arrived on the farm at just one day old. The day old chicks are sourced from two hatcheries to ensure a cross section of weight to accommodate the individual customer's requirements. They are fed on a diet of simple wheat and vegetable proteins – free of additives, drugs or growth promoters. After roaming the grassy paddocks during the day they are bedded down overnight on the farm's homegrown wheat straw. The freedom to roam means the turkeys develop a distinctive succulence, taste and texture. Their welfare is of paramount importance and independent inspection confirms this.

Following the months of rearing the birds are slaughtered at 22 to 26 weeks of age and then hung for a period of 10 days. Then the real work begins, with staffing numbers increasing to 200 in the run up to Christmas to ensure all 20,000 birds are plucked and eviscerated during this intensive period where the process is run like a military operation to ensure delivery dates are met. The final stage of preparation for the consumer sees each bird boxed up with herbs and recipe cards to ensure that this top quality product is cooked to perfection.

Appledore recognise the importance of PR and have intro-



Andrew Wreathall with his flock of free range bronze turkeys

duced a bi-annual 'open day' where butchers are invited to visit the farm to see first hand the turkeys' rearing programme and take advantage of photo opportunities with the turkeys so that they can later display pictures of happy healthy Appledore turkeys in their shops. So far this has been a great success and is set to continue.

Appledore supply to 120 outlets, including butchers and farm shops with many new sales coming via recommendation. Retail

sales have also grown in recent years, with the introduction of the company's website, and look to increase further.

As members of the TFTA the Wreathall family are committed to producing the very best turkeys. Andrew Wreathall commented "turkey rearing has become a passion for us and we take great pride in the way we care for our turkeys and the environment in which they live." For further information visit www.appledoreturkeys.co.uk

Gear up for the busy festive period

With less than two months to go until Christmas, butchers will already be starting to gear up for the busy festive period.

Pork has a valuable role to play when it comes to festive fare and is a fantastic alternative

to turkey. From succulent, tasty, Quality Assured pork roasting joints from the leg or shoulder served with crisp crackling, to freshly cooked gammon and bacon, Quality Assured pork such as that which carries the Red Tractor logo, certainly fits the bill.

Butchers should also encourage customers to try gammon

and bacon joints either roasted or boiled, as they make a perfect festive feast when served with a selection of seasonal vegetables. Once cooled, the meat can be carved and served in sandwiches or on a cold meat platter with a variety of chutneys, crispy salads and crusty bread. Glazes, such as orange & apricot, also work particularly well when drizzled over the meat before cooking.

BPEX butchery and product development manager, Keith Fisher, said: "Christmas will be here before long, so now is the time to get organised. Many consumers will be deliberating over which meats to serve at Christmas, so be prepared to offer advice, cooking instructions and recipe ideas.

"Pork and pork products have an important role to play in the run up to the festive season - from pork loins to fillets, bacon to gammon joints and of course, sausages. Butchers should also pay special attention to the items that make up the traditional roast dinner plus the trimmings, such as good quality chipolatas,

streaky bacon and sausage meat, as all of these are in demand at this time of year. For added interest, why not use different speciality bacon cures or add festive herbs, spices and complementary flavours to sausages and stuffing mixes?"

To support butchers during busy trading periods, BPEX has a variety of point of sale materials available to display in store.

A Christmas poster and special recipe leaflet will be available for the festive period, plus there are a host of other materials to use throughout the year. Simply visit the website to request the materials you require by logging on to

www.porkpointofsale.co.uk

Butchers who have previously requested materials this year from BPEX will automatically receive the Christmas poster and recipe leaflet towards the end of November. Those who haven't are welcome to apply to receive them from BPEX by emailing retailenquiries@bpe.org.uk and providing their full details.





Pork, Turkey and so much more!

Jonathan Smith with his prime porkers

The Smith family has been farming at Great Garnetts since 1970. Their top priority since day one has always been the welfare of their animals and the quality of their traditional pork and turkey.

Started originally by Mike Smith in 1971, with orders for 50 farm fresh turkeys for local customers, the business has expanded over the years and now produces several thousand birds for the Christmas season.

Additionally, Great Garnetts also produce 2,000 pigs annually and today is headed up by son Jonathan, sister Sarah and wife Julie – a real family concern!

The pigs are raised in a stress free environment and han-

dled with care. Jonathan has carefully selected his breeds from commercial source to produce the hybrid used today. The pig herd is extensively housed on beds of deep straw and Jonathan and his team are committed to stockmanship, welfare and animal husbandry of the highest standard. The pigs are slow grown to achieve a minimum of 12 mm of backfat and fed a wholesome diet, which is made locally to Great Garnetts' own specifications – all in the quest to produce the perfect pig rich in old fashioned flavour with just the right amount of fat to keep it succulent and tender, with crackling just the way it should be.

Jonathan is careful to ensure

that slaughter of his pigs is at a local abattoir to ensure that no undue stress is put on the animals before slaughter. Once slaughtered the pigs are returned to Great Garnetts where they are processed in the farm's own cutting room. Carcass orders to butchers accounts for the majority of sales but with the introduction of the website retail sales are steadily on the increase with weekly deliveries to customers each Friday, in time for the weekend.

All of this hard work has clearly paid off with Garnetts winning the prestigious Great Taste Award for the third year in a row with their pork winning gold 2 stars this time around. The Great Taste Awards, which is organised by the Guild of Fine Food, is often referred to as the Oscars of the food industry. Jonathan said "It is a wonderful achievement for a small family farm like ours, we see it as a reflection of the team's dedication to producing top quality food".

Turkeys produced at Great Garnetts are specifically for the Christmas market and offer customers a choice of free-range bronze and barn-reared white, the latter of which Jonathan and the team have won awards for; but whether you are buying white or bronze the quality is maintained with Jonathan likening

the two as comparing a Rolls Royce and a Bentley. The sole aim for both varieties being to produce turkeys rich with delicious flavour, whilst maintaining the highest possible standards of welfare and animal husbandry in rearing from day old chicks through to maturity. Their dedication to quality has led them to use old fashioned slow growing breeds combined with GM free, wholesome cereal feed, as with the pigs, produced to their own specification. Jonathan believes it is these combined factors that give his turkeys the tenderness and flavour that sees customers coming back year after year.

To help promote their pork and turkey wife Julie set up the first farmers' market on the farm in 2006, which has gone from strength to strength. Starting with just 20 stalls the farm now plays host to as many as 60 stalls offering a variety of fresh produce including meat, fish, vegetables, deserts and confectionary through to craft items such as jewellery and glass blowing. The market takes place 10 times a year attracting up to 600 visitors per market and rising to 900 visitors at the Christmas market, which offers tastings of pork and turkey.

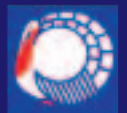
For more information visit www.greatgarnetts.co.uk

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Our contestant earlier this year in Frankfurt was Michael Whitfield from Goldthorpe.

Michael was keen to urge anyone thinking about it to have a go.

He said, "I was really proud and honoured to represent my country at such a highly prestigious event. It was an absolutely fantastic experience."

Hard work certainly - but it was also great to meet other young butchers from all over Europe competing against them in the day and socialising with them in the evenings."



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I am interested in Federation membership please send full details to:

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Please return to NFMFT | Belgrove, Tunbridge Wells Kent TN1 1YW or Fax to 01892 535462

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- Class 2** Pork Speciality Sausage
- Class 3** Lamb/Beef Sausage
- Class 4** Traditional Pork Pie
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- Each class winner will be presented with a cut glass trophy
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- Presentation of prizes at 1.30pm in the Presidents Suite

ENTRY FORM

(£10 per entry incl. vat) Vat No: 27956228

Please keep a copy of the entry form for vat purposes
Entry forms received up to 10th November 2010 will receive two free admittance tickets to the show. Thereafter, entries will be accepted at the same rate, however in this case the admission charge to the show will be payable at the gate—£7/person (under 16 years free)

ENTRIES WILL NOT BE TAKEN AFTER 11AM ON 21ST NOVEMBER 2010.

Please Use block capitals below

Company Name _____

Address _____

Post Code _____ Tel No _____

Signature _____

Email address _____

**Single entry only permitted in classes 1, 4, 7, 8
Max. 3 entries in all other classes.**

Enter number of entries required per class

Class 1 (); Class 2 (); Class 3 ();

Class 4 (); Class 5 (); Class 6 ();

Class 7 (); Class 8 ().

Entry fee(s) per entry x £10 = £ _____

Cheque enclosed for the total amount of £ _____

Please make cheques payable to Staffordshire & Birmingham Agricultural Society

Please forward to Mrs K Tomlinson, Dambridge Farm,
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Staffordshire & Birmingham Agricultural Society Sausage, Pie and Bacon Evaluation Rules and Regulations 2010

1. Meat Products must be made on the premises of the retailer, by the retailer or his staff. Butchers, farm shops and small companies may enter.
2. All meat products must be identified by their product name only on a sticky label placed on the overwrapping and must not contain the BUSINESS NAME. 5 Penalty points will be deducted if rules are not adhered to.
3. Meat products must contain red meat from animals produced in Britain ie beef, pork or lamb or a combination eg. Pork, ham, bacon.
4. Sausage entries must consist of 454gms (1lb) of uncooked sausages and cooked sausages that weighed 454 gms (1lb) prior to cooking. If the cooked sausages weigh the same or more than the uncooked, points will be deducted. Sausages may be linked or presented individually, with no limitation to the number of sausages to the 454 gms (1lb), but the entry must contain an equal number of uncooked and cooked sausages. Beware of undercooking and over cooking, as well as appearance and shrinkage.
5. All classes of sausages to be presented on (M3 or similar size) white polystyrene trays, overwrapped and without garnish.
6. Cold eating pie entries must consist of two cooked pies per entry, labelled with weight and name.
7. Hot eating pie entries must consist of two cooked pies per entry, labelled with weight and name. Reheating instructions must also be clearly labelled.
8. All pies to be presented on white polystyrene trays, overwrapped and without garnish. There is no size restriction
9. Home cured back entries must consist of 2 x 227 gms (8oz approx) of rashers per entry, vacuum packed (if possible)
10. Gammon steaks must consist of 2 x 227gms (8oz approx) steaks per entry, vacuum packed (if possible)
11. All entries must arrive chilled and be in suitable and hygienic packaging.
12. Entries will not be returned and will be disposed of by the organizers at the end of the competition.
13. The decision of the judges will be final and no correspondence will be entered into after the event.
14. A copy of your evaluation forms will be available after the competition has been completed and some of the judges may be available to talk through the results with you.
15. Awards will be given for products that reach given criteria, in overall appearance, size, colour, texture, taste and smell. A fuller explanation of the NASCO rules is available on the www.porkforbutchers.co.uk website.
16. Any infringement of the rules will be penalised by 5 points
17. Product evaluation criteria: Gold 95—100 points, Silver 90-94 points, Bronze 85-89 points
18. Staffordshire & Birmingham Agricultural Society can accept no responsibility whatsoever for any loss or damage.
19. Products to be received between 9am and 11am on Sunday 21st November or by prior arrangement with the Show Secretary