

FOOD

trader
FOR BUTCHERS

SEPTEMBER 2010



IN THIS ISSUE:
BUTCHERS NEWS
INDUSTRY NEWS
TECHMAN
CUT OF THE MONTH
MEMBERS NEWS
MEAT SPECIES FEATURE
NEW PRODUCTS

Cover picture HCC.

As the recession continues to bite there is obvious concern about how it will affect the meat trade. But there are encouraging signs that Welsh Lamb will ride out the economic storm.

See Meat Species feature pages 6-7.

McCormick's
SPICES & SAUCES

NEW! Salt and Pepper Combinations

Call us free on 0800 011 334 or speak to your local ingredients wholesaler
McCormick's Spices & Sauces Ltd, 11000, 11100, 11200, 11300, 11400, 11500, 11600, 11700, 11800, 11900, 12000, 12100, 12200, 12300, 12400, 12500, 12600, 12700, 12800, 12900, 13000, 13100, 13200, 13300, 13400, 13500, 13600, 13700, 13800, 13900, 14000, 14100, 14200, 14300, 14400, 14500, 14600, 14700, 14800, 14900, 15000, 15100, 15200, 15300, 15400, 15500, 15600, 15700, 15800, 15900, 16000, 16100, 16200, 16300, 16400, 16500, 16600, 16700, 16800, 16900, 17000, 17100, 17200, 17300, 17400, 17500, 17600, 17700, 17800, 17900, 18000, 18100, 18200, 18300, 18400, 18500, 18600, 18700, 18800, 18900, 19000, 19100, 19200, 19300, 19400, 19500, 19600, 19700, 19800, 19900, 20000

McCormick's with pleasure.

Editor Roger Kelsey
roger@nfmft.co.uk

Deputy Editor
 Jayne Cottrell
jayne@nfmft.co.uk

Food Trader
 incorporating Meat Trader is
 published 10 times a year by
 The National Federation of Meat
 and Food Traders and is circulat-
 ed free to over 7,000
 independent traders
 in the UK.

MEMBERSHIP
 enquiries:
 Tel: (01892) 541412

EDITORIAL:
 NFMFT
 1 Belgrove,
 Tunbridge Wells,
 Kent TN1 1YW.
 Telephone (01892) 541412
 Fax: (01892) 535462
foodtrader@nfmft.co.uk
www.ftfb.co.uk

ADVERTISING:
 Food Trader for Butchers
 Tel: 01580 881849
 Fax: 08456 44 54 84
ftfbproduction1@btinternet.com

Design & Production
 Tel: 01580 881849
 Fax: 01580 882240
ftfbproduction1@btinternet.com

The publishers
 do not accept
 responsibility for
 advertisements appearing
 in this magazine. The
 opinions expressed are not
 necessarily those of the Editor,
 or Publisher.

Annual subscription £25.00
 ISSN: 1470-9775
 © NFMFT 2010.



New Federation Chief Executive Roger Kelsey pictured at his shop in Brentwood Essex

Roger Kelsey Lessons from the Past and Looking to the Future

Although a rare occurrence, it is by no means unusual for the Federation to welcome a new Chief Executive, but it is unusual to welcome one with a butchers' background. For the first time in its 120 year history the organisation which has represented the interests of independent meat traders in England and Wales has appointed one of its own as its principal executive officer.

Roger is a third generation butcher who was born and brought up in London's east end during the post war period of the 1950's. He left the local comprehensive at age 18 with five GCE 'O' levels and three 'A' levels. The next three years was spent at the Middlesex Polytechnic where he did a Higher National Diploma course in Business Studies which included time in cost accountancy and insurance in London. Finishing formal education in 1972, he went into the family business a butcher's shop in Stepney in east London and was soon managing it. During this time he attended the College for the Distributive Trades (Eagle Court) and passed the Meat Trades Final Certificate.

After five years Roger took his own shop and traded successfully from a parade on a council estate in the 'young upwardly mobile' territory of fashionable docklands. In 1992

Roger moved his operations to Stratford town centre, and seven years later moved on to Brentwood in Essex. The differences in the type of trading experienced over the years, he says 'is as stark and as different' as the areas he has retailed in.

When Roger became the Federation's President in 1996 it was at the height of the BSE crisis and he learnt many valuable lessons.

From the very early days Roger has been a keen networker. Information, he says is knowledge and whether it comes from customers, staff in the shop, other butchers or at business networking events one always learns. He believes that the success of any business or organisation lies within the 'overall picture', and in this age of the internet it is even more important to keep abreast of

what goes on.

Roger became a member of the North East London Butchers Association in 1972, and has held various positions including Chairman in 1979. He is also a prominent member of the London Retail Meat Traders Association (LRMTA) and has held the offices of Treasurer and that of President twice. In 2008, Roger took over as Secretary of the LRMTA and the job has given him something of an insight into running a trade association. This, along with the valuable contacts and experience he has will help to prepare him for the challenges ahead as the Federation's Chief Executive.

As a member of the Federation's Executive Council, Roger became well known to the industry. He has been responsible for the Federation's marketing, public relations and services. He has also chaired a Federation future policy group responsible for strategic planning. During the days of the Meat and Livestock Commission (MLC) Roger was a trade advisor to its Consumers Committee and served on the Sheep Strategy Council. He has also spent time in the Guild of Q and was a member of its Technical Advisory Committee. Other appointments have included the Council for Assured British Meat and the Catering Liaison Council.

When Roger became the Federation's President in 1996 it was at the height of the BSE crisis and he learnt many valuable lessons. In dealing with the media, he learnt the value of accurate and reliable information and the necessity to keep members informed. His presidency was a period when the Federation went into overdrive with many early morning and late night briefings. It was a time when any organisation would be tested, and it was a time when it was proved that there would always be a place for the Federation, and that success always relies upon the hard work of reliable and competent people.

As Chief Executive, Roger will be responsible for delivering the financial, operational and strategic goals of the Federation. In the current economic climate everyone will wish him well, and hope that his experience along with his proven abilities will benefit the members and ensure the future of the Federation for the years to come.



NEED EMPLOYMENT ADVICE ?
We can help! www.nfmft.co.uk 018932 541412

Beef Farmers Slam Supermarkets

The National Beef Association's new Chairman, Oisín Murnion, has wasted no time in heavily criticising all multiple retailers for their approach to beef sales. His no holds barred attack will come as a breath of fresh air to many. At the same time he found some kind words for butchers.

His words are worth quoting in full: "Supermarkets are held to be hugely efficient, forward thinking, operations but their cobwebby beef departments have either fallen into a comfortable time warp or they are culpably unaware of the supply problems they are creating for themselves in the near future. Mince already accounts for half the beef that is taken home for meals and if more of it goes on the shelves then more beef cattle will be massively devalued and more farmers will give up producing it."

Beef displays in supermarkets are dismally thin and depressing. If you can see past the mountains of mince all you will find are token offerings of stewing steak, heavily promoted topside and if you are lucky some rump steak or fillet.

The contrast between this retail wasteland and the knowledgeable displays constructed by

high street butchers who are committed to adding as much value as possible to the beef carcass and take a professional pride in the depth, and range, of product on their counters is nothing short of shocking.

Beef departments in supermarkets appear content to offer just five very basic cuts while some butchers could offer fifty covering the widest possible range of convenience, attractiveness and price.

In these circumstances the NBA have no qualms in advising consumers who are interested in beef to turn their backs on the multiples and return to enjoying shopping for beef prepared and presented by a skilled butcher instead - and will be doing so in future.

There is more to beef retailing than stacking up mountains of mince - and using it as a discount lure to pull in customers from rival outfits. If the supermarkets continue with these myopic plans they will kill the domestic beef industry and the NBA cannot stand idly by and let that happen."

His words will confirm what all butchers have always known and they will also strike a chord with many customers. It will be

interesting to see if the supermarkets take any notice of the criticisms and how far the NBA support for butchers will go.

Mr Murnion's comments on discount pricing being used as a lure

(loss leaders) are a concern for many in the industry and members have often commented on this. We would love to hear from you on this and the other issues raised by the beef farmers. Give the Federation a call on 01892 541412.



A typical display of cuts constructed by High street butchers



SCOBIESDIRECT.COM
a great deal for butchers and processors
0800 783 7331



New Look Food Trays Shop

- polystyrene trays
- aluminium trays
- dual ovenable trays
- foil pie ashets
- fresh food trays **new!!**
- lidding film

Food Trays ... the choice is endless

Exciting new products and savings across an extensive range of quality food trays





Butchers benefit from success of EBLEX 'iBBQ'

Even more butchers have been added to the EBLEX iBBQ app; the ultimate tool for barbecue fans looking to source Quality Standard beef and lamb sold in England.

The smartphone application, which was initially launched in June 2010 has been one of the most popular free downloads this summer, with consumers eager to make the most of the weather and enjoy an al fresco barbecue occasion.

EBLEX has recently updated the iBBQ app as positive feedback and recommendations for butcher listings and locations have been flooding in. The list of Quality Standard butchers has been increased. A quick search will reveal butchers that stock Quality Standard beef and lamb in any specific location, with contact details and even a map to find the shops. An extra 100 Grilllocations have also been added, making it the UK's largest database of public barbecue locations.

In addition, there are even more great tasting beef and lamb recipe ideas for users to try plus a selection of video recipes featuring Aaron Craze, a graduate of

Jamie Oliver's 'Fifteen' foundation.

The application also includes a weather widget for three day forecasts, handy hints and tips, as well as a tool to invite guests to join the party.

Jane Ritchie-Smith, consumer marketing manager for EBLEX, says: "The iBBQ App has certainly been a summer success story. Not only was it one of the top ten free downloads worldwide, but feedback from consumers and butchers has been particularly encouraging, generating a positive push for beef and lamb barbecue cuts."

iBBQ also highlights the importance of quality assurance when it comes to sourcing beef and lamb. Both the EBLEX Quality Standard scheme for beef and lamb and the Red Tractor scheme from Assured Food Standards provide a guarantee of assurance, encompassing food safety and animal welfare. This will ensure customer satisfaction and adds a point of difference. The EBLEX Quality Standard scheme further builds on this by embracing additional eating quality requirements.

Visit EBLEX's website www.eblextrade.co.uk for more information.

GATWICK REFRIGERATED VEHICLES

LARGE REFRIGERATED VEHICLES

New Mercedes Sprinter 310 CDI LWB (4M) high roof, 2700 rear doors, fitted with Hubbard 385AM equipment and GRP insulation freeze or chill, POA

10 reg. Mercedes Sprinter 310 CDI MWB (3.5M) cancelled order high roof, 2700 rear doors, fitted with Hubbard 385AM equipment and GRP insulation freeze or chill. Delivery miles only POA

09 reg. Iveco 35S12 extra Lng wheel base fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 4,000 miles only POA

09 reg. Mercedes Sprinter 311Cdi extra long wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 30,000 miles only POA

58 reg. Mercedes Sprinter 311Cdi extra long wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 18,000 miles only POA

08 reg. Iveco 35S12 extra long wheel high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 44,000 miles only POA

57 reg. 2008 Ford Transit 350 115 long wheel base hi-top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 35,000 miles only POA

57 reg. Ford Transit 350 100ps long wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 33,000 miles only POA

07 reg. Mercedes Sprinter 311Cdi Medium wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 52,000 miles only POA

07 reg. Mercedes Sprinter 311Cdi long wheel base (4.5M) high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 65,000 miles only POA

07 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

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) Mercedes Sprinter 311Cdi Medium wheel base high top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 60,000 miles only POA

56 reg. (2007) LDV Maxus 28 95 long wheel base hi-top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 15,000 miles only POA

56 reg. LDV Maxus 32 95 long wheel base hi-top fitted with new Hubbard 385AM equipment and GRP insulation freeze or chill 20,000 miles only POA

06 reg. Peugeot Boxer 2.2 Hdi long wheel base hi-top fitted with Davia equipment with single phase, over night standby and insulated to chill specification 70,000 miles 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 r/locking, 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 medium roof fitted with new Hubbard 360AM equipment and GRP insulation chill or freeze 9,000 miles only POA

09 reg. Ford Transit 260TD 85psi short wheel base medium 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 9,000 miles POA

08 reg. Renault Traffic L29 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. Ford Transit 280TD 85psi short wheel base standard roof fitted with new Hubbard 360AM equipment and GRP insulation chill or freeze 30,000 miles only 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. Mercedes Vito 109Cdi compact fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 19,000 miles 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

08 reg. Citroen Berlingo LX75 HDI side loading door fitted with new Hubbard 360AM equipment and GRP insulation 23,000 miles freeze or chill POA

08 reg. Renault Kangoo SL17 DCI 70 fitted with new Hubbard 360AM equipment and GRP insulation freeze or chill 31,000 miles 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; 24,000 miles freeze or chill POA

06 reg. Vauxhall Combo 2000 DTI fitted with new Hubbard 360AM equipment and GRP insulation, freeze or chill POA

SALES, SERVICE, REPAIRS

You can call us FREE

Tel: 0800 644 4040

Fax 0845 299 1700

www.gatwickrefrigeratedvans.co.uk

LEASING & FINANCE SPECIALISTS


New glaze for Witwood!

Earlier this year new Corporate members Witwood Meat Ingredients launched a "design a glaze" competition in which they invited their customers to suggest ideas for a new glaze. The winner, Mark Knowles of Spendlove Butchers in Clay Cross, was recently presented with his prize of £250 worth of Witwood products.

Additionally, to acknowledge Mr Knowles's creative flair, the glaze will see his name on the packaging when it is marketed nationally as part of the Witwood range. Mr Knowles commented that he had had more than a little expert help from daughter Chloe in perfecting the winning glaze. In the coming months Witwood will be launching the new glaze as a Christmas special to enhance products during the festive season and with flavours comprising Cranberry, Orange and Christmas Spice it is bound to be a winner.



Mr Knowles (centre) being congratulated by Witwood representatives Steve Brooks (right) and Craig Woodhall.



Only somewhere so rugged can produce something so tender

Welsh Lamb is a product of its environment. Our lambs feed on rugged, herb encrusted hillsides and lush windswept pastures. They drink pure water from cold mountain streams and are reared using farming techniques which haven't changed for hundreds of years. That's why we've been awarded PGI status, the marque which assures you are buying quality produce. So if you're looking for tender lamb to serve to your customers, the decision really isn't that hard.





Riding out the economic storm!



As the recession continues to bite there is obvious concern about how it will affect the meat trade both in the short and long term.

But there are encouraging signs that Welsh Lamb will ride out the economic storm. For while it's true that many domestic consumers who are being squeezed by the impact of the recession are turning to cheaper cuts of meat, evidence suggests that they are unwilling to abandon the quality they have come to expect.

Consumers are becoming more selective about what they

buy. Resurgence in home dining and interest in food generally has sparked a dramatic increase in the number of food magazines and cookery programmes on television as well as the rise of the celebrity chef. In many cases specific foodstuffs are identified by name and this is particularly true of Welsh Lamb.

The Protected Geographical Indication status enjoyed by both Welsh Lamb and Welsh Beef provide shoppers with a guarantee that when they see Welsh Lamb or Welsh Beef on the shelves or in restaurants, then that is exactly what they are getting.

Meanwhile demand from overseas remains positive, helped by the strength of the Euro against the Pound. This in turn has meant that lamb prices received by farmers have in recent months been buoyant.

The different requirements of domestic and overseas customers mean that HCC has adjusted its marketing efforts accordingly. For example, when the credit crunch first hit, HCC produced a recipe booklet providing fresh ideas on how to use lamb mince and other cheaper cuts in new recipes. These were distributed via independent butchers and proved to be very

popular with customers. But the evidence suggests that while British consumers are using cheaper cuts of meat, they still demand quality and Welsh Lamb fits the criteria exactly.

That's borne out by HCC's recent advertising experience. A TV marketing campaign produced some excellent results, with Welsh Lamb becoming the most recognised brand in the important sales battleground of the south of England for the first time.

The TV campaign emphasised the provenance of Welsh Lamb – something that is becoming increasingly important for sophisticated consumers.

Overseas, and especially in mainland Europe, the PGI status enjoyed by Welsh Lamb and Welsh Beef continues to have a positive impact. Experience at trade shows on the continent proves that European importers are seeking out products which carry the PGI label, a mark that is associated with the finest brands. HCC will continue to promote Welsh Lamb and Welsh Beef heavily in the UK through television and magazine advertising and also for the first time this year, through online advertising.

A consumer-facing website, eatwelshlamb.com has also received a major facelift and now includes video recipe guides on how to cook a variety of dishes.

Recipes also include nutritional information, and consumers are encouraged to send in their own recipes for other users of the website to try in their own homes and subsequently comment on in a feedback section on the site.

Point of sale kits will also be made available to butchers as well as posters for lamb, beef and pork meat cuts. HCC has also produced a glossy Consumers Guide to Red Meat, giving shoppers advice on the best cuts of meat to buy for specific recipes as well as a cooking guide. It is available to download under the publications section at hccmpw.org.uk

There is a cloud on the horizon, however, with news that lamb volumes are down.

This is a common problem across Europe. At the end of 2008 Europe's sheep flock was just under 91 million head, down 5.2 per cent in the year. Wales witnessed a steeper percentage fall, down seven per cent from 4.5 million to 4.2 million breeding ewes.

That is a cause for concern and is one of the problems that must be addressed. It would be a tragedy if, as demand for Welsh Lamb is on the increase both at home and abroad, we found ourselves in a position where supply could not meet demand.



ARE YOU PAYING YOUR ACCOUNTANT £100+ FOR VAT & TAX COVER We can help! 01892 541412



Delicious home cook hog roast pork - in the oven!

Butchers can now offer their retail and catering customers a delicious hog roast meal that can be cooked in the oven or on the barbecue thanks to the launch of the 'Home Cook Hog Roast.'

Pig producer Alastair Butler developed 'Home Cook Hog Roast' concept for the British Pig and Poultry Fair in May, for which he was awarded £1,000 and the ABN Innovation Award.

Since then Alastair has been working with BPEX to develop recipes for consumers and caterers to use as an alternative to roasting a whole pig carcass. He said: "I developed this product after thinking long and hard about gaps in the market. Jamie Oliver

had recently promoted pork shoulder and sales of the cut increased as a result. Caterers were also doing very well with traditional hog roasts but there was the potential for more.

"The Home Cook Hog Roast is a great alternative to the traditional hog roast which isn't always feasible for caterers to do unless serving a large number of customers, and consumers will only hire a hog roast for a special occasion. A pork shoulder joint or a number of pork shoulder joints on the other hand is a practical and profitable alternative for smaller numbers and still delivers on that exceptional taste of traditional hog roasted pork."



BPEX butchery development manager, Keith Fisher, said: "The Home Cook Hog Roast pork shoulder joint can either be cooked in the oven or if the weather allows, on the barbecue in around 4.5 hours. The result is deliciously tender 'pulled' pork which is similar to the consistency that a traditional hog roast delivers.

"It's important to remember too that assurance schemes such as Red Tractor Pork, offer customers the guarantee that the pork has come from farms and processors that have met high independently audited standards

of food safety, hygiene and animal welfare."

Alice Bell, Pig and Poultry Fair event organiser, said: "Alastair's Home Cook Hog Roast concept was so simple but so effective that the judges had no hesitation in awarding him the ABN Innovation Award. We wish him many congratulations and I'm sure the Home Cooked Hog Roasts are going to be very popular."

To obtain your free 'Home Cook Hog Roast' recipe leaflets and product stickers simply visit the website; www.porkforbutchers.co.uk.

The UK's most Profitable Spit Roast Machine...

- The UK's largest portable Spit Roaster
- Can cook a 90kg [200lb] pig in under 6 hours.
- Feed up to 300 people
- Perfect Crackling within 40 minutes
- Dual viewing windows for Chef & Guests
- Easy to clean

Request your FREE Onsite Demonstration



Various accessories available...



- Poultry Rack**
Cook up to 40 x 3.5lb birds in under 2.5 hours
- Carousel**
For a wide variety of foods
- Carving Stand**
In either Tabletop or Freestanding options

Trailer

- Perfect for Business Start-ups

Finance Available

Steve Cullum's Spit Roast Machines
T. 07807 067 248 E. sales@spitroast1.com
www.spitroast1.com

ORIS

LIMITED

The Natural Casing People

Special Butchery Hog Bag Promotion

£1
discount

per bag on all
purchases in
Oct & Nov



Available from your
local Dalziel Depot

DALZIEL

Contact Us

t: +44 (0) 191 565 9755

f: +44 (0) 191 567 3613

e: Oris-sales@oris-uk.com

Address

Suite 2E, North Sands Business Centre
Liberty Way, Sunderland,
SR6 0QA

BRITISH FOOD FORTNIGHT

18th September – 3rd October 2010

WHAT IS BRITISH FOOD FORTNIGHT?

Running from 18th September to 3rd October and now in its ninth year, British Food Fortnight is the biggest national celebration of the diverse and delicious range of food that Britain produces. This year's event is the most competitive yet with huge interest from all sectors who join over a thousand independents and 200 medium-sized retailers that regularly take part.

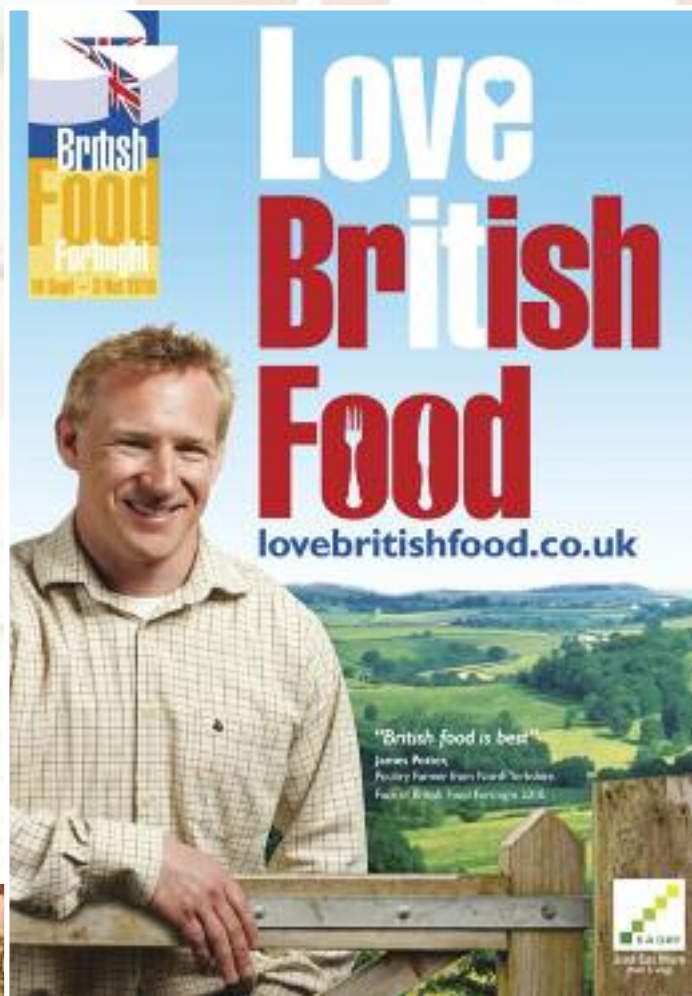
WHY SHOULD RETAILERS TAKE PART?

- Retail promotions during previous British Food Fortnights have proved that the event has a serious impact on sales:
- Retailers taking part increase sales by up to 34% per shop as a direct result of the event – an increase that has been sustained three years running.
- 25% increase in footfall in participating outlets during the event.
- Sales of British food increase by up to £2,000 per shop during the Fortnight

HOW CAN RETAILERS TAKE PART?

Retailers are invited to run British food promotions during the event, to offer tastings and promotions to highlight new products, to decorate stores with bunting and British Food Fortnight point of sale material. In addition to the commercial aspects of the promotion, retailers are also invited to work with their local schools during the fortnight. In the build-up to the event, over 30,000 schools in the UK are being given information

“British Food Fortnight provides a fantastic opportunity to grow sales and profits with the support of a nationally recognised event.”



on incorporating food and cookery activities into their curriculum teaching and they are being advised to seek help from local retailers to achieve this. Retailers wanting to participate can, for example, host a class visit in their shop, offer to give a talk at assembly, run a competition for children in-store or donate ingredients for school cookery lessons.

WHERE CAN RETAILERS GET MORE INFORMATION?

All the resources retailers need to take part are on the event's website www.lovebritishfood.co.uk, a one-stop-shop of advice not just for the Fortnight but on everything retailers need to make British food a commercial success in their shops: with sales promotional case studies, advice on promoting your business in the media including regional media contacts and press release templates. All editions of the event's publications for retailers are downloadable from the site: 'Hot Tips for Maximising Sales'; 'Retail & Catering Case Studies'; and 'British Food - The Basics'. Plus: 'Love British Food - it's British Food Fortnight!' point of sale material: downloadable shelf barkers and stickers; and ideas for working with schools, inspiring examples of retailers already doing so and recipe cards for children. A guide to taking part in this year's event is available with an A3 'Love British Food!' poster to display in your shop. To order your copy email info@lovebritishfood.co.uk, Tel: 020 7840 9292 or download from www.lovebritishfood.co.uk



Win the battle against bacteria with Noroguard

Tills and computers can host a huge range of bacteria and fungi, both on keyboards and inside the cases, where ideal conditions for growth and distribution of spores is built into every PC or till. The circuit boards can support microbial life and the CPU cooling fan does a brilliant job of distributing spores and bacteria around the workplace, very much out of sight and out of mind!

The modern trend of having touch screen tills can only promote the spread of disease and cross contamination making the regular and effective cleaning of these items a high priority

Noroguard uses the latest technology in microbial control, to provide a real and practical solution to cleaning and eradicating 99.9999998% of all bacteria, including MRSA, C'Difficile, Noro virus, E'Coli, H5N1 virus and many more.

Some facts:

- Last year £11 billion was lost to work place sickness
- 60% of men and 40% of women do not wash their hands after visiting the toilet.
- The average office/workplace door handle gets the equivalent of 5000 pairs of hands touching it each day, through transfer of contact between multiple users.



The handy 100ml spray

Noroguard can be supplied as 200ml trigger spray, tub of 200 textured wipes, a 5 litre drum or a 100ml spray.

Approved for use in Hospitals all over the UK full COSHH details available upon request. For more information or to order a pack contact; Ventechnique Ltd, on 0845 456 2334 or email sales@noroguard.co.uk or visit www.noroguard.co.uk

ENGLISH WINTER FAIR

Proud of your pork or meat pies? A specialist at sausage making? Gifted with gammon? Or simply the best with bacon? New and established retail butchers are wanted to showcase their best talents in this year's Butchery Products competition at the English Winter Fair, Stafford Showground, on November 20-21.

The weekend-long showcase on November 20-21 sees some of the country's leading livestock producers exhibiting cattle, pigs and sheep in show classes alongside a dedicated meat exhibit area, host to the annual Butchery Products competition supported by the British Pig Executive (BPEX) and sponsored by D F Dickens Ltd.

Organiser the Staffordshire & Birmingham Agricultural Society – whose history stems back to the original fat-stock shows held in Birmingham's meat market – are looking for new entrants for this year's competition. Independent retail butchers whether selling direct to door, on-farm, at market or shop-based are all eligible to enter.

The classes take place on Sunday November 21 enabling young and established butchers to take part outside established shop hours, explains a EWF spokesman. "Saturdays are a prime trading day for independent retail butchers so holding the competitions on a Sunday makes commercial sense."

And there's a lot at stake. With classes for Traditional Pork Sausage, Speciality Sausage,

Lamb/Beef Sausage, Traditional Pork Pie, Speciality Cold and Speciality Hot Eating Pie, Home-cured Bacon and Home-cured Gammon there is opportunity for specialists to shine.

Last year's event saw retail butcher Owen Taylor Ltd take the Best Product in Show Award with its Smoked Streaky Bacon, having earlier in the day taken a class Gold Award. Prizes for other classes including pies, sausage and bacon were taken by a broad spectrum of retail outlets representing farm shop and High Street independents.

"We'd like to encourage all butchers to consider entering classes, especially new talent to the industry. We'd ask established butchers to encourage younger staff with a flare for food to enter and hopefully help make a name for them selves.

"We are, once again, very grateful for BPEX support for the event helping raise the profile of products made with British Meat!" said the spokesman.

Applications must be made to the show secretary by November 5 with products delivered to Stafford Showground – just 15 minutes from M6 – on Sunday morning before 10am. Judging commences at 11am with awards announced around 1.30pm. For more details log on to www.staffscountyshowground.co.uk and click on the English Winter Fair logo.

Schedules for the competition will appear on the back cover of the October issue of this journal.

Sausage Seminar

Norfolk County Council are organising a special sausage event later this month. They will be presenting their, "Salt Aware" scheme and inviting Norfolk butchers to join in. The scheme is aimed at helping butchers reducing the salt content in all meat products starting with sausages.

The scheme will encourage butchers to reduce salt by adopting a new mixing method. The method promoted by NCC uses less seasoning mix. However their research shows that there is no loss of flavour, texture or keeping quality.

The Federation has endorsed this scheme. Customers are increasingly concerned about salt levels in their foods and for butchers to be associated with such a project can only be good for PR.

The seminar takes place at:

South Green Park Enterprise Centre, Mattishall, Dereham, Norfolk NR20 3JY
Monday 27th September at 7pm
Contact at NCC: Jane Bull TSO 01603 224285
Email: jane.bull@norfolk.gov.uk

COMPETITION TIME!

Here is your chance to win a 200ml trigger spray of Noroguard plus there are 3 runners-up prizes of 100ml Noroguard handy spray dispensers. Complete the word search and fax to 01580 880220, or scan and email your answer to sales@noroguard.co.uk

SPORES, BACTERIA, NOROGUARD, MRSA, NOROVIRUS DISEASE MICROBIAL, ECOLI

O	M	I	C	R	O	B	I	A	L	F	Z
E	T	R	M	C	M	N	D	J	Y	D	O
S	S	O	S	K	O	A	X	B	R	I	S
T	U	T	K	T	V	E	H	A	M	S	E
N	R	M	R	S	A	M	U	C	U	E	R
G	I	S	D	P	L	G	P	T	S	A	E
U	V	Q	W	O	D	L	E	D	S	T	
R	O	L	U	R	G	T	K	R	R	E	S
D	R	R	O	E	C	O	L	I	V	A	B
F	O	N	X	S	U	W	D	A	I	B	O
C	N	I	L	C	H	Z	I	P	T	W	E
L	M	I	C	R	V	I	P	K	O	A	T

All of the above words can be found within the grid. They may go in any direction. Put a ring around the words before sending.

 **NEED HELP WITH FOOD HYGIENE & TRICKY EHO VISITS? We can help! 01892 541412**

Christine Hamilton loves to dine al fresco with Quality Assured Pork!



Fresh from the Masterchef kitchens, Christine Hamilton has taken on a new challenge, to help the nation to Love Pork.

Fresh from the Masterchef kitchens, Christine Hamilton has taken on a new challenge, to help the nation to Love Pork.

Christine, a runner up in the tough celebrity cookery series, has joined forces with BPEX as part of its Love Summer Love

Pork promotional activity. The final stage of the campaign to boost sales of quality pork and pork products, which kicked off in June, will encourage consumers to make the most of the late summer weather in the UK and dine al fresco.

Christine has already undertaken a series of radio interviews to promote the range of easy-to-cook pork recipe ideas, which are inspired by holiday hotspots and suitable for outdoor eating occasions. She said: "I love exploring new countries and I'm always looking for inspiration from their food. You can either reproduce their dishes exactly or just pinch the idea and add your own twist. Love Pork's new recipe collection is full of dishes that can be eaten al fresco but are just as good in the kitchen as well."

The tasty recipes have been devised using a range of quality assured cuts of pork, such as

those which carry the Red Tractor mark, combined with fresh Mediterranean vegetables and ingredients.

Whether its pork belly rashers used in a crispy noodle salad, a gammon and sausage paella or pan fried pork fillet with chorizo, peppers and tomatoes, these dishes will not only evoke holiday memories but help ensure that pork continues to be in strong demand.

Butchers and retailers can utilise the recipes, all of which are contained in the Love Summer Love Pork recipe booklet or online at www.lovepork.co.uk.



Oris Natural Casings: The standard for quality and service

Oris Ltd is part of the Van Hesse group. Founded in 1902, Van Hesse BV and its affiliates are market leaders in the distribution of casings to the sausage industry. The group sells natural casings to sausage makers around the globe and also distributes artificial casings in the Benelux. The group head office is located in the Netherlands but we maintain offices and factories worldwide.

Oris Ltd is the market leader for supplies of a comprehensive range of graded and calibrated natural casings to the sausage manufacturing industry in the UK.

Since the 1930's, Oris' emphasis has always been on product quality and service, working closely with our customers to ensure that their needs are understood and fulfilled.

The raw materials for our high quality, lamb, hog and beef casings are sourced from processing plants throughout the UK and Ireland with supplementary goods from Europe, Australia, New Zealand and China. We are constantly innovating and exploring new ways to supply our products to sausage producers and maximise their production efficiency.

Oris has much to offer the sausage producer and we believe a visit from our sales team to discuss your particular needs will be the start of a mutually beneficial relationship.

The new Lucas Ingredients Website - Inspiration guaranteed!

As the number of visitors to the Lucas website has dramatically increased over the past year, with numbers reaching tens of thousands, the team at Lucas has decided it's time for a fresh new look, with additional information, recipes and help available to users.

Key topics covered on the site are details of the full range of Lucas products: Sausage and Burger seasonings and mixes, Cures, Glazes and Coatings amongst others; along with the "Lucas Kitchen" range of products with its focus on Ready Meals and Pies. This section of the website includes simple recipes designed to make the best use of the products and

maximise the profit for the retail butcher. From lasagne to steak and kidney pie, cottage pie with mashed potato to spaghetti with meatballs, every butcher should find a delicious recipe to enhance their range.

Supporting the product and recipe information, there are Technical Bulletins to satisfy the legislative requirements for labelling etc., Step-by-Step guides and trouble-shooting tips to help butchers make the most of Lucas' products. Some sections also include downloadable Point of Sale tickets in PDF format. So, if you're a butcher looking for a source of inspiration, you need do no more than visit www.lucas-ingredients.co.uk



WANT FREE ENTRY ON THE FEDERATION'S CONSUMER WEBSITE? *Just for you!* www.nfmft.co.uk



CUT of the MONTH

Making the most of available under-utilised cuts

The seasonal nature of meat supply and demand means certain beef and lamb primals are more widely available at given times. Promoting alternative cuts from these primals helps the industry to reduce overstocks and provides butchers with an added profit opportunity.

Our regular 'Cut of the Month' feature, created with EBLEX's Master Butcher Dick van Leeuwen, will help YOU maximise profits from beef and lamb cuts when they are in abundant supply.

Dick has over 35 years experience in the meat industry and has pioneered seam-cutting techniques in the UK.









September:
Master butcher Dick van Leeuwen recommends...

The LMC Roast with added fat

(code: LMC B008)



The 'Leg of Mutton Cut' Roast is taken from the forequarter. This joint is not only easy to cook and carve but also offers great value for money, making it a popular choice for the catering sector. Alternatively, it can be cut into smaller, individual joints for the independent retail market.

LMC (Leg of mutton cut) Roast (with added fat)			LMC B008
			
1. Position of the LMC.	2. The external surface of the LMC after removal from the forequarter.	3. Separate the smaller muscles from the main muscle by cutting along the seams between them.	4. Remove external fat cover taking care not to cut into the underlying muscles.
			
5. Remove the external gristle sheath...	6. and the thickest part of the large central gristle.	7. Add a layer of fat no thicker than 5mm at any point and tie securely with string at regular intervals.	8. LMC roast prepared to specification.



EBLEX cut of the month is also featured on www.eblexretail.co.uk. PDF's of the specifications for the featured beef and lamb cuts are available for butchers to download, print and keep from the 'Cutting Specifications' section.

International young butchers competition

ATTENTION YOUNG BUTCHERS: HAVE YOU GOT WHAT IT TAKES?

How would you like to represent the UK in a highly prestigious international competition against the best young butchers in Europe? In June 2011 the Federation is hoping to organise the annual International Young Butchers Competition to be held here in the UK. Final details are still being worked out.

You will need:

- Good butchery skills
- A very positive attitude
- Be willing to learn new skills/techniques (training will be given)
- Work well under pressure
- A supportive employer
- Be currently 23 and under and recently been in recognised training



Get your employer to give us a call soon
We will put all names on a list and get back to you as soon as more details are available. 01892 541412



THE NATIONAL FEDERATION OF MEAT & FOOD TRADERS

*NEED EMPLOYMENT ADVICE?
 We can help!*

*NEED HELP WITH FOOD HYGIENE & TRICKY HMO VISITS?
 We can help!*

*IS HEALTH & SAFETY A HEADACHE?
 We can help!*

*WOULD YOU LIKE SOMEONE TO NEGOTIATE YOUR UTILITY BILLS
 We can help!*

*NEED COMPREHENSIVE BUSINESS INSURANCE AT THE RIGHT PRICE?
 We can help!*

*WOULD A RANGE OF DISCOUNTED SERVICES KEEP COSTS DOWN?
 We can help!*

*ARE YOU PAYING YOUR ACCOUNTANT £100+ FOR VAT & TAX COVER?
 We can help!*

*WOULD YOU LIKE FREE ENTRY ON THE CONSUMER'S WEBSITE
 Just for you!*

Didn't know the Federation could help with so many issues? Well this is just a sample. Complete the following form to find out more or give us a call on **01892 541412**. Alternatively, you can visit the Federation's website at www.nfmft.co.uk and apply online.

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

Name _____

Address _____

Please post to NFMFT, 1 Belgrove, Tunbridge Wells, Kent TN1 1YW or Fax to (01892) 535462

Butchers Meetings OCTOBER

- 4 **Lincoln & District Committee Meeting**
(Mr H E Wilkinson: 01522 750283)
20:00 Unison Club, Beaumont Fee, Lincoln
- 11 **Spalding & E Elloe BA Meeting**
(Mrs M Barnes: 01775 713482)
19:30 Lincolnshire Poacher, Double Street, Spalding
- 12 **Lancashire Area Council Meeting**
(Mr D McGrath: 01254 202607 / e-mail: david.mcgrath3@ntlworld.com)
20:00 Chorley Subscription Bowling Green
- 12 **Northallerton & District BA Meeting**
including Darlington & Stockton Times Product Competition
(Mr A Trueman: 01845 523212 e-mail: andy@s-a-trueman.freeserve.co.uk)
Full details from Assoc Sec
- 13 **Portsmouth & District MBA Meeting – check with Wendy!**
(Mrs W J Land: 02392 642753) 19:15 Royal Naval Club, Old Portsmouth

Social Events SEPTEMBER

- 30 **Wolverhampton & District BA**
Midlands Area Products Competition Time: 19:30
Venue: The Woodhouse Suite, Wombourne Civic Centre
Gravel Hill, Wombourne, South Staffs WV5 9HA
For full details contact Keith Boxley Tel 07812 332389

**Northallerton & District Butchers Association
ANNUAL TRADE DINNER**
Tuesday 19th October 2010
The Lodge, Leeming Bar
For full details Contact Andrew Trueman
01845 523212 / e-mail: andy@s-a-trueman.freeserve.co.uk

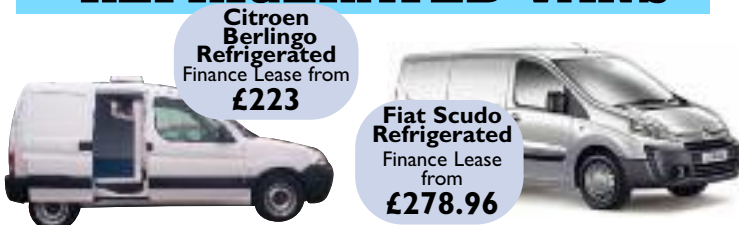
**Confederation of Yorkshire Butchers' Councils
ANNUAL DINNER / COMPETITION**
16/17 October 2010
Cedar Court Hotel Bradford
For full details contact Mike Ward Tel: 01535 665969
or Terry McEvoy Tel: 01924 892141

For your convenience there is now a diary dates submission form on the NFMFT website (Events Section) at www.nfmft.co.uk

THE MARKET PLACE

TO ADVERTISE CALL 01580 881849

REFRIGERATED VANS



Citroen Berlingo Refrigerated
Finance Lease from
£223

Fiat Scudo Refrigerated
Finance Lease from
£278.96

Just a sample all makes available
Buy for cash, or finance

Tel: 08456 44 54 74
sales@andromeda-vehicles.co.uk

For Sale

Turbovac SB 415H

table top model good working order
recent O/H cost £320.

£750 + vat

TEL David 01723-375187 (Scarborough)

EXTREME HOG ROASTERS EXTREME BARBECUES

:TV Chef reference on the web site:
www.extremebarbecues.com

- Heavy duty stainless steel
- Designed for catering events
- Direct from the UK manufacturer
- CE approved products by Notified body conforms to all standards
- Cooks 85 kg Pig
- Large wheels, Large Toughened glass viewing window
- 200 Servings off 1 Hog
- Optional BBQ feature, Carousel Basket, Poultry Rack, gas bottle cabinet



Tel: 07775 535946
info@extremebarbecues.com

EB
EXTREME Barbecues

Tasty Trotter
Event Supplies

Feed up to 200 people the tastiest possible meat for under £1/head or hire out for up to £200/day

A brilliant, entertaining, and profitable smart looking machine that will be the focus of any event.
Twin wall, durable 90% stainless steel construction.
Largest oven of its type on the market and can cook a full pig up to 80kg.
Conforms to the highest safety standards (CE approved by a notified body).
Complete with 5 stainless coating/corning trays.
Optional roasting cradle available, ideal for chickens, potatoes, smaller joints etc.
240volt (or 12v with an optional inverter) propane or butane featuring twin burners.
Direct from the designer and sole UK importer

£1,870
Exc VAT & Del.

Call 07515 716312 or see more details at www.tastytrotter.com



Top Quality Vacuum Packers
Brand New to the UK - Table Top,
to Large Belt Machines all at the
BEST PRICES in UK
All Stainless Steel, CE approved.

Large stocks Vac Pac Bags - Please just call, fax or email
Call 01243 558855 - Fax 10243 55510 email pfmplus@aol.com

New & Second Hand Equipment to the
Meat Trade from Parkers Food Machinery Plus
Call For Your Unbeatable Prices - Part Ex considered



**Manchester based
importers of quality meat
processing and packaging
equipment**

Superior Food Machinery

Tel: 0161 366 1777 Fax: 0161 366 1555
Email: andy@superiorfoodmachinery.com
Web: www.superiorfoodmachinery.com

For great deals on Vans, Refrigerated Vans, Cars, 4x4's Visit: www.andromeda-vehicles.co.uk

Just a sample all makes available Buy for cash, or finance

Audi A3 1.6TDI SPORTBACK £250 monthly*



VW Crafter LWB HR 109 Refrigerated Finance Lease from £455.16

Fiat Scudo Refrigerated Finance Lease from £278.96



VAN DEALS FOR AUGUST (NOT REFRIGERATED)
Fiat Scudo L1HI £10,950
Citroen Berlingo £9,250
Vauxhall Vivaro £11,950
Vauxhall Combo £7,950
 Plus many other makes in stock and ready to go

Renault Traffic Refrigerated Buy for only £14.995
 HR, Contract Hire Finance Lease prices on request

Nissan Qashqai 1.6 N-Tec £220 monthly*



CAR CONTRACT HIRE DEALS
Vauxhall Astra 1.6 £190
VW Golf 1.6 TDi £249
Honda Civic 1.8 SE £199
VAUXHALL CORSA 1.2 £159
 PLUS MANY MORE PLEASE ASK



Pictures for reference only, prices correct at time of going to press All van cash prices and Contract Hire or Lease prices +VAT

*Contract Hire, Cash Purchase, Hire Purchase, Finance Lease, **08456 44 54 74**

EQUIPMENT FOR SALE

EEC
 GREAT VALUE FOR MONEY!
 Henkelman Professional Vacuum Packaging Machines
 Twin Seal Aluminium Seal Bar!
0800 970 0830
www.eec-ltd.com

STAINLESS STEEL FABRICATIONS
 Quality with Economy
 • TABLES • RACKING • TROLLEYS • TURNTABLES
 • KNEE SINKS • TRAY DOLLIES • KNIFE STERILISERS • BOOT WASHERS
ROBINSON & ARDERN LTD.
 Conveyors from simple roller tracks to turnkey automated systems.
 For sales please contact: **TEL: 0121-568-7100 FAX: 0121-568-7779**

WEBOMATIC VACUUM PACKERS
 TABLETOP, FLOOR STANDING, DOUBLE CHAMBER MANUAL, DOUBLE CHAMBER AUTOMATIC AND INLINE CONVEYORISED PLUS SHRINK TUNNELS AND DIP TANKS.
 We also supply mincers, slicers, dicers, bandsaws, scales, metal detectors etc.
FOR NEW AND USED SCALES AND SERVICE CONTACT: ROBINSON & ARDERN LTD.
 For sales please contact: **TEL: 0121-568-7100 FAX: 0121-568-7779**

EEC
 LOW PRICED
 Salter Brecknell BK502 Scale-Printers
 1000 PLU Memory
 Prepack Labelling
 Ingredients Printing
 Cash Register Functions
 Programmable with FREE PC Software!
0800 970 0830
www.eec-ltd.com

Totally refurbished 12 and 18 tray Vectair convection ovens fuelled by gas:-

- No flue required
- Incredibly low gas consumption and running costs
- Heavy duty solid construction
- Reliable user friendly controls
- Compact design offering big bake capacity

for further details contact



Interbake Ltd Tel: 01706 82 5596



UNIT 2, BRIDGE MILLS, ROCHDALE ROAD, EDENFIELD, RAMSBOTTOM, BURY, LANCS BLO ORE

Sunlight

textile services



Food Trade Garments

Generously cut for comfort from polyester cotton. These as standard have inside pockets, concealed stud fastenings for compliance with hygiene standards.

Our trained, professional sales team will work with you to identify the service configuration which meets your needs and ensures that your staff and customers enjoy the highest levels of washroom hygiene.

Sunlight's anti-bacterial mat effectively combines anti-microbial and anti-fatigue properties. Rubber compound incorporates an anti-microbial agent which inhibits the growth of bacteria. The thick rubber construction naturally helps in reducing fatigue when standing on the mat. The light weight of our anti-bacterial mats, and the unique joining system ensure ease of handling and excellent stability on smooth, hard surfaces.

Why choose Sunlight?

The Sunlight Service Group is the UK's market leader in textile services for Industry, Commerce, NHS and the Public Sectors, in the UK and the Republic of Ireland.

A bespoke service has been devised for all NFMFT Members incorporating our Workwear / Laundry Service, Washroom and Floor Care products.

We have a range of garments including Jackets, Trousers and Coats which will afford your staff protection whilst in the course of their work and they will benefit from both practicality and comfort.

Sunlight can also provide Washroom products to complement your industry, including Odour Neutralisers, Air fresheners and Antibacterial soaps. Fixed wall cabinets with roller towels are a hygienic option that can be provided as an ancillary option.

We can provide professional Floor protection mats which can be personalised for each member with the use of their logo.

To find out more call 01892 541412



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



Sunlight can also provide Washroom products



Sunlight's anti-bacterial mat

