

THE CRAFT BUTCHER



PUBLICATION FOR
INDEPENDENT RETAIL
BUTCHERS



A HISTORY OF BUTCHERY IN IRELAND



Butchers have always played a vital role in history, since the dawn of time, the butcher has always been a vital resource with regard to any civilization from the humblest of villages to the most metropolitan of cities...

The art of the butcher has always been present and has steadily evolved to become one of the world's oldest and most respected of professions. Preserving our trade means knowing the past, as well as teaching the next generation. Here is a timeline of the butchers' marks on history.

Our craft can trace its roots in Ireland to over 7000 thousand years ago, but let's not start there. We will come back to Ireland around the turn of the 20th century but Jumping forward a couple of thousand years will lead us to an empire that conquered and ruled large parts of the world and introduced many new things to the places they laid siege to.

The Romans have been credited with concepts that include straight roads, plumbing and our calendar. But they were also responsible for delivering concepts of fast food, advertising on billboards and the distribution of fine wine. Given the food led angle then, it probably doesn't come as a surprise that Roman butchers were also in demand, as they brought with them a new set of skills and approaches to meat. While the Romans never reached Irish shores, their ways sailed across the Irish Sea not too long after and where adopted in Ireland.

Prior to this, the slaughter of animals was still very much tied to ceremony and rites of passage, with distribution of meat sent out to the community, to be smoked or salted for the long haul ahead. But with the burgeoning development of towns and increasing populations moving in from the countryside, there was a significant shift toward wholesale procurement, whole carcass butchery and secondary, small scale processing to meet demand. Butchery suddenly became commercial and the butcher's shop was born. Except it probably resembled nothing more than a cart, with various joints and parts hanging haphazardly about the place. Again, there was an emphasis that nothing was wasted but according to the archaeological and historical record, there is plenty of evidence to suggest that distribution was undertaken by various specialists. So, in other words, alongside regular meat merchants, you would have your butcher who dealt specifically with heads and hooves. Some butchers would sell nothing but bone marrow, others just offal. And going on from there, came the rise of the horn butcher; who may well have sold horns and horns only. Which doesn't sound like much of a butcher, but there you go.

Probably the most significant and recognisable feature of Roman butchery though, is the rise of the cleaver and chopping block. Because speed had become a central factor, chopping out joints and simply slicing with a curved cleaver was very much the dominant method. There just wasn't the time for intricate knife work and as such, Roman butchers had to be very accurate with their swinging actions. There is no mention of any severed finger bones being found in the record of any Roman sites, so we can only assume that they were very skilled indeed.

Come the onset of the Middle Ages, butchery as a trade and institution, again made a step forward. But in some respects, it also took several steps back.

According to Annie Grey 'Medieval butchers in England were headed by a guild (the butcher's guild still exists) and regulated by assizes, copies of which still exist. Selling poor quality meat, or falsifying weights, was punishable.' And the penalty really was severe. Butchers found selling rotten meat would be dragged through the streets, covered in excrement, made to drink sour beer and slammed in the stocks. So, thank goodness that some sort of regulation existed back then. However, a feudal system meant that meat was largely procured for nobility and those with wealth. If you were a peasant, well it was largely pottage and porridge for you.

With perhaps the tiniest scrap of bacon. For those who could afford it, there was a vast amount of meat available, with a strong emphasis on game and exotic birds, such as starlings, peacocks and swans. They would eat it all.

And in London, a large majority of that was to be found at Smithfield Market; which by the late Middle Ages had become the most famous livestock market in the country. It was also the site of many executions, including that of Wat Tyler, leader of the Peasants' Revolt and Scottish hero, William Wallace; as played by Mel Gibson; in the historically inaccurate 'Braveheart'. But by and large, Smithfield was a happy go lucky and lively place to be, with much cavorting going on in the surrounding streets.

In terms of the art of butchery during these times, some of those in the trade enjoyed the same level of respect that a physician or doctor would expect, given their superior knowledge of anatomy. But, paradoxically, they were also seen as slightly shady. Given the unhygienic state of most cities and towns in the Middle Ages, the butcher's reputation was also constantly under fire.

The 1800's saw a massive shift in Ireland for butchers, rural farmers generally used their farm animals to work the land and used the animal's milk for sustenance. This is one of the reasons why The Famine took a heavy toll on the country, Irish people relied so much on potatoes instead of meat and when The Blight arrived only the wealthier individuals who had livestock evaded the hunger. In England, however, the 19th century saw a huge shift for the local butcher. You're used to seeing black and white photos of menacing looking blokes and their ten-year-old assistants standing in a row in front of bloody carcasses, but the reality was far less gruesome. Butchers were busier than ever as Britain urbanised rapidly, becoming the first country in the world where more people lived in towns than in the country in 1851.

Victorians ate a lot of meat, and you could even say that we might owe the culture of nose-to-tail eating right down to them. Not one single part of the animal was wasted, with the animal divided in terms of cuts and their tenderness. The upper classes bought large feasting joints, the bigger the better, for their three meals per day, each of which were based around meat. Bones were bought to flavour soups, and less meaty and less tender cuts were sold to the poor including salted fat for nutrition. There are even stories of blood being sold by the pint for drinking – supposedly good for combating Tuberculosis.

Shopping at the butcher's was usually done daily, thanks to the lack of refrigeration. To combat this, salt preservation was huge, and helped to keep pieces of meat fresh for longer during warmer times. Things started to change a little towards the end of the century, when beef was kept in an 'ice safe', with ice delivered by the rather ominous sounding 'ice man' who delivered huge iceberg-like blocks on his horse drawn cart. Post famine, butchers in Ireland began thriving, as cities grew larger and more people settled in them, the demand for meat grew exponentially and butchers opened up in every village and town in the country. Larger operations that employed large amounts of people began to grow in cities throughout the island.

O'MARA'S, MATTERSON'S, SHAW'S and Denny's were the names that made Limerick famous for its bacon produce, it led to the city being named "Pigtown" and at its peak there were more than 500 butchers working in these factory's along with another 1000 people working on the line. It was the bacon-making capital of Europe, famous for its pigs and for little else. "Ham and bacon. Rashers and sausages. Skirts,

kidneys, livers, eyebones. Backbones, pig's heads, pig's toes, lard. Bladders for footballs, bristles for brushes, shit for roses. Nothing wasted but the squeal" said Limerick writer Mike Finn. Cork was a jewel in the crown of the British Empire for many years, Corned beef was shipped from The Rebel County throughout the empire and this needed a large amount of both animals and butchers to carve this world-renowned Corned Beef.

The butchery of larger animals was historically more common in cities where there is a large population to consume it. Dave Lang, development officer for the Associated Craft Butchers of Ireland, suggests that some parts of the country such as Dublin and Cork consumed more corned beef than other areas, particularly the northern counties, which have little or no knowledge of it. He recalls forty years ago, as an apprentice butcher in Buckley's in Dublin's Moore Street, they would corn 56 tail ends a week. Meat was cut differently then. The tail end was cut straight across and included the topside and the silverside, which are now individually seam butchered

In the Capital, the number of butchers and poulterers also began to increase. These were supplied by the numerous slaughterhouses in the vicinity between Moore Street and Cole's Lane. An article in the Dublin Builder describes the conditions of the markets in Moore Street and similar ones throughout the city: 'Fowl, butchers' meat, fish, and vegetables all huddled together in dilapidated stalls, and the two latter especially, at the feet of the purchasers, under the "open canopy of heaven," forming intimate acquaintanceship with the street puddle, and

offering a tempting allurements to stray passers of the canine species.'

To some, the period of 1900 to 1960 was the the golden age for butchers on these shores, Jobs where aplenty and every town and village had at least one if not more butchers supplying locals with meat. The change from this era came with the onset of the supermarkets in the early 60's. Butchers are an innovative group however; our profession has outlasted empires and era's. Associated Craft Butchers of Ireland member, Fenelon's Butchers saw the supermarket not as a overpowering entity, but rather a new town square that people could convene to do all their shopping in one spot. In 1966, people saw their local butchers as just a shop on the main street located within the community. Fenelon's became the first traditional butcher to move their shop into a supermarket.

This was the beginning of a history of innovative and creative evolution of Fenelon's which has kept it at the top of the butcher trade. With foresight, they predicted that the shopping centre would become as much part of the community as the local main street and that customers would still love to find their 'local' shops with their quality and value, albeit grouped together in a new centre.

It is important to remember that not every local butcher shop could do this, and even if they did there was no guarantee that it would work. Many butchers have had to (and continue) to shut their doors due to the impact of Supermarkets. That is one of the reasons why The Associated Craft Butchers of Ireland was formed, to protect and enhance the prospects of our members.





Dear Craft Butchers,

I am taking this opportunity as President of ACBI to write to you to inform fellow butchers of the changes that are afoot within our organisation. As many of you already know the role of CEO is being made redundant and the board will take a more active role in the day to day running of the organisation with our team.

We have recruited Dave Lang as Head of Development and along with Liam Handy they will continue to work for ACBI members and are available to help our members with any difficulties that arise.

I am acutely aware that since the full lockdown ended conditions are a bit quieter at the moment. There are no quick fix solutions to this. This is a time for togetherness.

Never before have we needed a collective voice so badly. This organisation was set up by butchers as a national body to work on behalf of our members. This mission statement has, for various reasons, sadly been diluted over time with some discontent amongst members and fellow butchers alike. This is by no means an attack on board members, past or present as these are the men who have given up precious time voluntarily to this organisation. Notwithstanding we are all aware of the need for change to revitalise ACBI. This can only be achieved by members reconnecting and voicing their opinions on our future direction.

I would like to welcome our recent influx of new members and thank them for their support.

Our long awaited AGM will be held in the next few months, when distancing rules allow. I encourage all members to attend and to use this opportunity to put your mark on our strategy going forward. It is our intention after the AGM to seek board members from each of the regions to represent their area and communicate with members regionally.

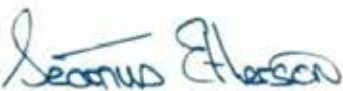
ACBI really needs active members to join the board to push us forward.

Meetings will be held quarterly to allow butchers network together and speak directly to their board member. These network meetings will I believe will be a springboard to better communication within our entire organisation.

I would also like to point out that ACBI is the **only butcher organization recognized by Irish overnment bodies**, such as Bord Bia, FSAI, Dept. of Agriculture etc. We have contacts in all of those bodies and can make representations on behalf of butchers as necessary.

As a board, we need to hear from members what their concerns are. And as an organisation we need to be helping each other and working together to deal with the many challenges craft butchers are facing, now and into the future

We are living in hugely challenging times, we must fight to hold on to our craft and our livelihood and if we fight together we have a chance to drive our trade forward and create a bright future for our craft.



SÉAMUS ETHERSON
PRESIDENT, ACBI



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Julie Cahill

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HAVE YOU SEEN OUR
CONSUMER CALENDAR
FOR 2021?

ACBI CELEBRATING 20 YEARS IN BUSINESS



Associated Craft Butchers of Ireland (ACBI) are celebrating 20 years in business, established in late 1999 early 2000 to bring together the four trade associations representing the independent butcher sector in Ireland.

In the past there were a number of regional organisations representing butchers in this country. There was the DMVA (Dublin Master Victuallers Association), IMBF (Irish Master Butchers Federation), DMTA (Domestic Meat Traders Association), IBA (Irish Butchers Association) and there were the Cork, Limerick and Galway Master Butchers. There have also been several attempts over the years at a Q (for quality) Guild.

Sean Buckley, who was the first president of ACBI, had previously been president of the DMVA. Many members of the previous organisations have played a role in the formation and direction of ACBI and some still take a keen interest in developments.

ACBI, an amalgamation of the above has been supporting and representing Irish Craft Butchers across the 26 counties ever since, in areas such as; training, business advisory, food safety, health and safety compliance, employee related assistance, food competitions and marketing.



‘CRAFT BUTCHER’ SOMETHING TO BE PROUD OF

Associated Craft Butchers of Ireland are a not for profit membership association, a non-commercial body and are the recognised body for butchers in Ireland, recognised by the Department of Food and Agriculture, Food Safety Authority of Ireland, Teagasc, Solas and all other relevant bodies. ACBI have been representing butchers at both local and national level for twenty years.

While many butchers have demonstrated a consistent ability to respond professionally and effectively to changing markets and to different crisis so too has the Association, there have been many hurdles and attempts to diverge the association and its efforts along the way but it has always been there at the helm for its members and will continue to do so.

Being a member of ACBI is more than just paying your sub-

scription fee. It should mean engaging with fellow Craft Butchers, sharing knowledge and being proud to be a Craft Butcher.

To do this we need to be UNITED in our aims and have the full support of the membership. It is time we realise the power we have and the strength of the Craft Butcher brand, a brand that has taken 20 years to develop. However, brands need support and need to be built from the ground up, at local level; let your customers know you are a Craft Butcher and tell them what that means.

If the supermarkets see the value of having craft butchers (whether they do or do not) perhaps it's time ACBI members stand up and say "we are Craft Butchers and proud of it!" The association has window branding and branded materials such as carrier bags available to literally bring the message home.

ACBI MEMBERSHIP, KEY BENEFITS



ACBI membership makes your association Stronger and your business Better. ACBI is a Support and Advisory Body for Butchers, becoming a member of ACBI will give you access to a range of supports and services.

Key benefits of membership include:

- Representation at government and European level
- Advice and Support in areas such as:
- Employment Law
- Health and Safety
- Food Safety and Quality
- Business advice and Operational Assistance
- Member Communication: text message service, email, WhatsApp, postal and our magazine is back.
- Craft Butcher Competitions:
- Sausage and Pudding Competition
- Speciality Foods Competition
- Barbeque Competition
- Spiced Beef Competition

- Star Shop Competition
- Training: HACCP, Manual Handling, Animal Welfare, Industry representatives and members of the National Craft Butchery Apprenticeship Programme Consortium Steering Group.
- Branded materials (plus customised options): Craft Butcher posters, non-levy Craft Butcher carrier bags, Craft Butcher Consumer Calendar, Craft Butcher Pull Ups.
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Join ACBI today

Contact the office 01 8682820 or email info@craftbutchers.ie
ACBI will arrange a visit to your shop to go through membership, key benefits and to discuss your business needs.



“With extensive experience in design, props and POS, we can provide a turn-key solution and our job is to work with you to bring to life your aspirations and help create an innovative in-store experience.”



PUTTING YOUR CRAFT AT THE CENTRE OF THE STORE

Over the past number of years, there has been a renaissance and a new excitement in butcher shops across the country. The shopping experience has adapted to respond to the needs of today's consumer, with a speciality food store feel to many outlets.

'Craft' is very much at the centre of this new approach, with butchers offering top-class products and a real alternative shopping experience to the pre-packed supermarket shelves. They are again, playing an important role, in the vibrant culinary and retail landscape of our towns, villages and cities.

Many of the recent trends we are seeing in the market, are playing right into the hands of local butchers. Scratch cooking is firmly back in fashion, so we have the opportunity to encourage consumers to cook with unusual or less popular cuts of meat, which multiple retailers just don't stock. We also have the expertise to advise on the best cooking approaches and recipe recommendations to allow shoppers to make informed choices.

From slow and steady, as slow cooking makes a comeback; to the growing popularity of rare breeds such as Wagyu, along with the resurgence of American style cooking, with a little thought and presentation the skies the limit.

Sustainability present another opportunity. With meat traceable from farm to fork and prepared in the traditionally way, consumers concerned about the environmental impact of their actions, sourcing locally could help alleviate some of their concerns.

Even the possibility of reduced meat consumption is an opportunity. Consumers will expect more from the meat they do eat and we are in a prime position to offer the customer locally sourced, traceable produce served with top-quality expertise and care.

The challenge now for butchers is to offer something different to draw people in. As we see more movement towards 'kitchen-ready' meals that can be cooked easily within a certain time frame to fit around work, family and social activities, butchers could capitalise on this with pre-prepared meats.

There is plenty of scope for growth in the sector, but for you and your store this won't happen by accident. Allied Point of Sale, celebrating 15 years in business, has been at the forefront of change in Irish retail since 2004. With extensive experience in design, props and POS, we can provide a turn-key solution and our job is to work with you to bring to life your aspirations and help create an innovative in-store experience, you customers will enjoy and come back for, time and time again.

It is all about experiential shopping; which means bringing theatre, innovation and creativity to your store. Our mission is to help solve your problems, with the right and most cost-effective solution, to enhance the shopping experience for customers, while creating an attractive, organised store environment that will drive sales. We would love to work with you, to contact us and view our latest catalogue please visit www.alliedpointofsale.ie.

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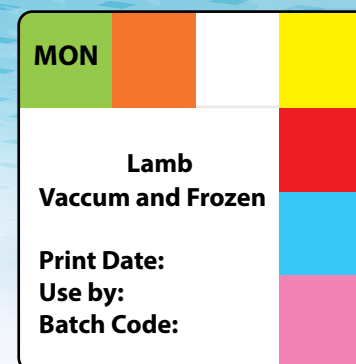
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A CELEBRATION OF AWARD WINNING CRAFT BUTCHERS

Some memorable moments

Craft Butcher members are experts in their field with quality, knowledge, skill and passion for the art and craft of butchery at the heart of their business for generations. We have had so many memorable achievements from butchers over the years, here are a few throwbacks.

MCGETTIGAN'S BUTCHERS

Donegal Town. Kings of Sausage Making

Brothers Ernan and Diarmuid McGettigan's shop walls were covered in awards from Ireland and Europe, including an amazing Five Times Supreme Champion Award in the Associated Craft Butchers of Ireland's National Sausage Competition! No one has beaten their record yet.

They proved their sausages were truly fit for a King when Prince Charles visited their shop to taste their sausages upon his visit in 2016.



NOLAN'S OF KILCULLEN

Best Butcher Shop in the UK

In 2010, Nolan's of Kilcullen won the Craft Butchers Star Shop of the Year award and have won numerous product awards over the years. However, a huge win came in 2012 when Nolan's won The Best Butcher Shop in Ireland, England, Scotland and Wales at the Countryside Alliance Annual Awards in London. Beating over 3,000 entries James & Emma Nolan received the top award at a glittering prize giving ceremony at the House of Lords, London.



THE FIRST IRISH KNIGHTS OF THE BOUDIN NOIR

In 2010 twenty-five members of the elaborately named 'Brotherhood of the Knights of the Black Pudding' or 'Confrerie des Chevaliers du Goute Boudin' arrived in Ireland to induct three Irish producers into their exclusive group for the first time. The honour of being invited to join the France-based fraternity was seen as a huge coup at the time, particularly as the group admitted that only three years previous to this they had no idea black pudding was even produced in Ireland.

'The brotherhood' travelled to Kanturk and Newport to award and knight Craft Butchers Jack McCarthy, Kanturk, Sean Kelly, Newport and Willie Allshire Roscarberry, all towns came to a standstill when the Knights paraded down the main street of each town in full regalia in September 2010 to confer the honours. It was an elaborate ceremony to celebrate a string of fantastic achievement, these butchers put Irish Butchers and traditional Irish black pudding on the French food map and set the bar for butchers competing in food competitions in France and the rest of Europe ever since.



CRAFT BUTCHER'S AWARDS LUNCH 2019



ACBI's National Awards Ceremony took place at the Castleknock Hotel Sunday November 24th 2019. The awards were presented by Seamus Etherson President ACBI and Anne-Marie Maguire of Manor Farm our proud sponsors.



Stuart Costigan, Jim Crowley Craft Butchers, Star Shop of the Year 2019 and Best Shop in a Small Town



Shane and Barry Kerrigan, Kerrigan's Craft Butchers, Donaghmede Shopping Centre, Best Shop in a Shopping Centre



Seamus Etherson Family Butchers, Cabra, Best Shop in High Street



Black Pudding Joint Winner Brendan Sears, Seezers and Sears, Citywest Shopping Centre, Co. Dublin (Brendan was also Runner Up for White Pudding)



Supreme Champion Sausage and Pudding Competition 2019 (Second Year in a Row) Eddie Tuite, Tuite's Butchers, Drogheda, Co. Louth for Pork and Drummond House Garlic Sausage, also Speciality Sausage Winner and Traditional Sausage Winner



ACBI: James Hogan, Olive Handy, Liam Handy, Julie Cahill



Black Pudding Joint Winner Gavin Mitchell, Mitchell Meats, Drumlish Co. Longford (Gavin was also Winner of White Pudding and Pudding Innovation for his Black Pudding mixed with White)



Winner Christmas Speciality Foods Competition James Nolan, Andrew James Jnr and Emma Nolan, Nolan's of Kilcullen, Kildare - Pork with Cranberry, Apple & Pistachio & Festive Meat Loaf (James was also Runner Up for Speciality, Lifestyle, Gluten Free Sausage and Spiced Beef)



Lifestyle Sausage Winner Pat Carolan, Carolan Meats, Devitt Tce, Castlebar, Mayo - High in Protein Turkey Sausage with Broccoli, Red Onion and Tomato (Pat was also Runner Up for Black Pudding)



Spiced Beef Winner (Second Year in a Row) Seamus Cosgrave, Cosgrave's, Craft Butchers, Rathfarnham, Dublin



Gluten Free Sausage Winner: Martin Browne, Browne's Butchers, Balbriggan, Dublin

TO VIEW ALL 2019 AWARD WINNERS VISIT WWW.CRAFTBUTCHERS.IE



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FOOD COMPETITIONS 2020.

Due to Covid-19, social distancing, and the difficulty of gathering product and getting butchers together, we have had to shelve plans for competitions this year. If circumstances change we may be in a position later in the year to run some competitions. We will be in touch to let you know if anything changes

IF YOU WANT TO BE ON THE CRAFT BUTCHER WHATSAPP GROUP SEND YOUR NAME AND PHONE NUMBER TO DAVE LANG ON 0876782843

IF YOU WANT TO BE ON THE EMAIL LIST, SEND YOUR EMAIL ADDRESS AND YOUR NAME TO dave.lang@craftbutchers.ie

BOTH GREAT WAYS TO BE INFORMED OF WHAT'S HAPPENING IN THE TRADE.



Craft Butchers Supreme Sausage and Pudding Trophy



SAUSAGE COMPETITION TIPS



Sausage making is truly an art form among Craft Butchers. ACBI hold their annual Sausage Competition final each year and it is taken very seriously indeed.

Our judges are trained sensory analysts who have a culinary background and an array of experience in product development and innovation and have kindly shared some tips with us.

Sausage Competition Tips

- Ensure that the product is presented to your best ability in raw and cooked form (raw form displayed as sold in shop).
- Sausage Casings need to be of a high quality and filled to a correct level then tied accordingly as you will lose marks on limp fills and poor linkage.

- Quality of pork/beef is judged along with the seasonings and filler used.
- It is important to ensure that an acceptable level of shrinkage is attained from raw to cooked product (fat content comes in here).
- Sausage Taste is judged within the salt, sweet, sour, bitter and umami parameters.
- Sausage Flavour is judged on the combined flavour of the pork meat, seasoning balance and taste levels combined.
- Always try to test and taste your own product and find a balance. If you are marketing your sausage as a chorizo and red pepper sausage for example, please make sure that those two flavours are present and one flavour does not over power the other or the filling used (after all it is all about balance).

CRAFT BUTCHERS STAR SHOP COMPETITION 2020

some memorable wins

Craft Butchers Star Shop Competition has been running almost 10 years now. Craft Butchers Star Shop 2020 Mystery Shopper first visit will begin late May and second visit will be early September. Independent judges' mystery shop each of the butcher shops in the manner of the customer. Areas include;

outside and inside of premises, product offering and display, customer experience, overall impression; satisfaction and re-turning custom. Let's take a look back at some of our previous winners.

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Star Shop Winners 2018, Shane and Barry Kerrigan, Kerrigan Meats Donaghmede S.C.



Star Shop 2011 Winner
Clif Lenehan, Fenelon's Butchers, Stilorgan Shopping Centre,



Star Shop 2013 Winners, O'Gorman Meats, Castledermot



Star Shop 2014 Winners. Eddie and Liam Walsh, EWS Butchers, Donegal town.



2 times Star Shop Winners 2015 and 2016
Dermot Grogan and Johnathon Brown, Grogan and Brown, Kilkenny



Star Shop Winner 2017, Alan Frizzell, Frizzell's Craft Butcher, Bundoran

JIM CROWLEY CRAFT BUTCHERS MIDLETON CRAFT BUTCHERS STAR SHOP WINNER 2019

Jim Crowley Craft Butchers Middleton are 19 years in business this February. Jim is a third generation butcher, Jim's grandfather and uncle had a butcher shop. Jim's father was involved in the pub trade but Jim was drawn to the butchering at an early age, he particularly enjoyed the freedom to be as creative and innovative as he liked.

Jim was just 25 when he opened his shop, upon reflection it was quite incredible but Jim felt it was the right time, right place and he had the right attitude "sometimes in life you get a chance for success, however you need to have the courage to take that chance".

It wasn't all smooth sailing, Jim faced many challenges including competition from existing butchers and a strong Super Valu which was owned by butchers. Jim had to dig deep to get going and progress and continues to do so.

Jim feels the biggest development he has seen in the last five years would certainly be the change in customer eating and cooking habits, the shift towards pre-prepared meals and health and well-being has transformed the industry "my customers want the quality and skill of a traditional butcher shop balanced with new, exciting, healthy, convenient, modern butcher product offerings".

Jim caters for quick and easy tasty meal options, quality fresh local produce, traditional butcher's cuts and modern cuts to suit slow cooking and culinary hobbies.

Jim says the last 12 months have been as difficult as any times they have seen over last 19 years "it's critical to keep in tune as to what people want, always strive to improve quality of product, always maintain and improve your standards particularly in quieter times when you may be more vulnerable."

"Winning the Craft Butchers Star Shop was a challenge we set ourselves about 10 years ago, it's good to have a target to aim for and this was a pretty challenging one, we're very proud to have reached it and for our customers and prospective customers it gives them a sense of pride and reassurance in their local butcher shop."

Jim is always looking to the future and planning ahead. "Over the next few years I see us progressing our products further into a cooked, ready to reheat at home type product but with the same attention to quality as before, and also maintaining our traditional butcher ethics for those who wish to avail of them, outside catering is also an area where butchers can explore."

Jim is an open minded butcher, always learning, he encourages butchers to try be a step ahead of the supermarkets at all times; quality, innovation, local product, service and high standards, remember "be what the supermarket want to be but cannot...a small local food producer". Jim encourages

butchers to enter as many competition as possible to show your customers that you're passionate about what you're doing.

Jim is also a strong supporter of ACBI and recognises its importance to the trade "the main benefits of ACBI membership is having a national association to represent you, on hand to help and support you, ACBI have created a competition platform for both products and shop standards which showcases and recognises our hard work, skill and commitment to our trade."



RED MEAT AND NUTRITION, POSITIVE CONVERSATIONS AND MESSAGING FOR CONSUMERS

The key message is balance. Different food groups work best when consumed together in moderation as part of a balance plate approach.

Beef, pork and lamb can play an important role in a healthy, balanced diet. ADHB have a comprehensive guidance on nutrition and health claims regulations for beef, lamb and pork to help you understand what can be said about meat and health, and to support positive conversations.

Key facts:

- Red meat is naturally rich in protein, low in salt and provides a range of vitamins and minerals that contribute to good health, including iron, potassium, zinc, vitamin B12 and niacin
- Protein helps the maintenance of normal bones and growth in muscle mass
- Potassium contributes to normal muscle and nerve function

and helps support normal blood pressure

- B vitamins can help with normal energy production in the body. They also help with the normal function of the immune system, psychological function and the reduction of tiredness
- Zinc supports normal fertility and reproduction
- Red meat is low in salt (sodium), reducing consumption of sodium supports the maintenance of normal blood pressure
- Our bodies absorb iron and zinc from meat more readily than from plants. (ADHB)

Butchers need to fight back and push these positive messages! Visit www.ahdb.org.uk/ for more information on their approach.




ALL-IRELAND 2020 Meat Science Conference

Teagasc are delighted to announce the date and venue of the 2020 All Ireland Meat Science Conference. It will be held on 26 - 27 March 2020 and hosted by Teagasc Food Research Centre, Ashtown, Dublin 15. The conference will bring together the breadth and depth of meat science research on an All Ireland basis.

Speakers from Ireland and abroad will address issues important to the sustainable growth of the sector, such as the science behind cultured meat, innovative packaging solutions, dietary changes, the impact of climate change and the science of meat quality. The

conference will include a special demonstration of advanced meat processing technologies in our state of the art meat processing facility. Overall, the conference will discuss and debate the scientific evidence underpinning the high quality of Irish meat. The conference will be very relevant to scientists, technical staff and all stakeholders working in research, the food industry and relevant government agencies.

Registration: All interested parties can register at:
www.eventbrite.ie/e/all-ireland-meat-science-conference-2020-tickets-85638945391

FROM FARM TO FORK

Highlighting Traceability & Sustainability to your customers

Irish butchers, thanks to the nature of our country and our climate, have an advantage that butchers in most other countries would kill for: pasture-reared animals, bred on small farms and low hills, eating sweet grass from largely unpolluted farms, with small distances to travel to small abattoirs before slaughter. It is the perfect setting for the farm to fork movement

The farm to fork movement has been growing for years, and since its beginning, people have wondered if it's simply a passing fad or a new mainstay in the food industry. Years later, farm to fork is still going strong, so we can safely assume that it's here to stay. Because of its incredible growth and popularity, it's important that those within the food industry understand what the farm to fork movement is, its history, and the pros and cons of opening a farm to table establishment.

Farm to fork, also known as farm to table, can be defined as a social movement where butchers/restaurants source their ingredients from local farms, usually through direct acquisition from a farmer. Most traditional restaurants or supermarkets get their produce from other parts of the country or around the world. These ingredients need to be shipped long distances, and as a result, they are usually picked before they are ripe to lengthen their lifespan, or they are frozen to prevent spoiling. All of this results in food that is bland and less nutritious.

On the other hand, farm to fork butchers get their food from local farms, so the food is picked at peak freshness and is bursting with flavours and vitamins. Because the produce is usually very flavourful, many farm to fork operations don't dress their food up with complex sauces and overpowering flavours, instead preferring to let the freshness and flavour of the meat speak for itself.

The farm to fork movement has come a long way over the last few decades and craft butchers have been at the forefront of the movement in Ireland. Many members have their own farms which guarantees traceability, sustainability and quality. Members that do not own their own farms, use local farmers to attain their product, which also delivers the same guarantees. The farm to fork movement that is being utilised

by craft butchers has a large amount of positives that should be shared with the general public, the more they know about the product you serve, the more likely they are to consume your produce. Here are some of the main benefits of farm to fork:

Farm to fork helps to boost the local economy and support local farmers. Because farm to fork butchers or restaurants deal directly with the farmer, consumers can be sure that the money spent is going directly to helping farmers grow their businesses and fuel the local economy.

Everyone involved benefits from the farm to fork system. The butcher gets delicious and fresh produce, and the farmer gets recognition for their hard work as well as guaranteed business. Additionally, farm to fork producers that have a close relationship with each other can usually request certain items e.g restaurants changing menu or new meat trends coming down the line.

Serving farm to fork food at your business is an excellent way to make local and organic food more available to your community. Farm to fork is an extremely popular trend and associating your business with the trend can help bring in customers and create excitement about your menu. It can help the environment. The produce doesn't have to be shipped long distances, meaning less time on a truck and fewer greenhouse gases going into the atmosphere.

Most importantly in this age of meat scandals and climate change, farm to fork ensures the sustainability and traceability of the meat that is on your counter. You can personally guarantee the traceability of the meat that you serve. No supermarket butcher can give the same guarantee. This fact can, however, lead to slightly higher prices.

With the amount of benefits to the customer of this system it should not matter. You just need to ensure that the consumers know the story of your meat. It is the future of Irish butchers, being able to showcase local products in local stores to local people has always been the way of craft butchers, and as the worm turns back to sustainable, traceable and quality meats, we just need to let consumers know where they can find it.





10 KEY TRENDS IN HEALTH AND WELLNESS FOR 2020



As outlined in Bord Bia's consumer lifestyle trends, health and wellbeing will continue to be a key trend shaping consumer's lives and the food and drink industry. Consumers want to eat, drink and live to optimise their body's systems, to feel better than well today and tomorrow ("Bord Bia Consumer Lifestyle Trends", 2019).

However, how consumers believe this is achieved will continue to evolve, so it is important that food producers are not complacent in their understanding of this trend. New Nutrition Business have released a report looking at the key trends they believe will shape the health and wellness space in 2020 (New Nutrition Business, 2019). Some of the trends are similar to years past, some have advanced from their previous incarnation, and some are new.

• **Digestive Wellness:** The quest for digestive wellness is almost universal. A third of people suffer from some kind of digestive complaint. But there are a number of different approaches that consumers are taking to try and regulate their digestion. These include gluten free foods, probiotics and fermentation, fibre, lactose free/dairy free products, A2 milk and the Fodmap diet.

• **Good Carbs, Bad Carbs:** Consumers have been wary of carbohydrates for some time, and this looks set to continue, but there are ways to mitigate this if carbs are your business.

Consumers can be tempted to indulge still with healthier alternatives like low sugar or added benefits, and smaller portion sizes. People do understand that carbs are an essential energy source, so that can be key to communications. But it is clear that consumers will still continue to treat themselves as well, so not all products need a health message.

• **Plant Based:** Plant based will continue to be a key innovation platform. Plant based ingredients will be used in meat and dairy alternatives, and as a carbohydrate replacement. But not everyone will adopt a fully plant based diet, so they will also be used in conjunction with meat and carbohydrates to add to the health credentials of more traditional products.

• **Sugar:** Sugar will continue to a demonised ingredient, so reformulation is will be key for companies looking to reduce, replace and eliminate. Natural sugars are more appealing to consumers. If sugar is inherent to your offering smaller portion sizes can give permission to indulge to consumers that might avoid it otherwise.

• **Protein:** Plant protein and meat alternatives will continue to grow, but consumers are becoming more wary of the unnaturalness of some alternative products. Dairy and meat will continue to be key sources of protein for consumers,

but they will be increasingly focused on the quality of these sources.

• **Fat Reborn:** This is one ingredient that is seeing a recovery in its reputation. People no longer associate fat as an ingredient with weight gain, and high fat diets like the Keto diet are becoming more popular. But consumers are more educated about the differences between different types of fat, and what are 'good' and 'bad' fats, so be aware of this in communications.

• **Meat Reimagined:** People still love meat and are open to hearing more positive stories about it. Communication is key to this shift, but they are also interested in new and innovative formats, particularly in snacking and convenience. People also want to be reassured that the meat they are purchasing meets the best possible standards in terms of welfare and sustainability.

• **Provenance and Authenticity:** Local produce ties in clearly with consumers' desire to live a more sustainable lifestyle, but they also are still open to buying products from around the world, however, they still want to have a clear and authentic provenance story to tell. Artisanal products, ingredients with a sustainability story, or just simplicity in an ingredient label all fall within this trend. Since the main driver of this trend is consumer trust, it's critical to ensure products with the health halo consumers associate with premium products are actually healthy.

• **Energy 2.0:** The pace of consumers' lives shows no signs of slowing, so they will continue to turn to food and drink to help maintain their energy levels. Caffeine is still seen as a top choice for an energy boost, and consumers are open to more formats that coffee and energy drinks. Consumers' also look to sugar, but want healthier and more natural options. New ingredients can also create a niche, with alkaline water seeing huge growth in the US.

• **Mood:** People are increasingly aware of the positive and negative impacts certain food and drinks can have on their mood. Fruit and vegetables, "gut friendly" foods, fibre, 'good carbs' and healthy fats are believed to have benefits to mental wellbeing. On the other hand, people looking to stabilize their mood are avoiding alcohol, sugar and processed foods.

The Health and Wellness space will continue to hold lucrative opportunities for Irish food and drink producers, but those who will have the most success are those with a deep understanding of the trends driving the markets, and are reactive to the shifts in these trends.

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Bord Bia, Bord Bia Consumer Lifestyle Trends. (2019) <https://www.bordbiaconsumerlifestyletrends.ie/>

New Nutrition Business. (2019). 10 Key Trends in Food, Nutrition & Health 2020.

For more information on trends contact amy.bond@bordbia.ie

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PRIME TIPS TO GET A CUTTING EDGE

In all areas of business, there are extra measures people can take to give their business the cutting edge. Here are ten top tips that can ensure customers will routinely visit you week after week, year after year.

Tell your story

Make sure your customers know what you are offering and that you have chosen it with them in mind. Don't assume customers know that you hang beef for 21 days, because they don't. Supermarkets have turned 21-day-aged beef into a premium product, so make sure to sell it as one.

Show Off

If you have awards, certificates, commendations, or anything else that will set you apart from the crowd, put them on display. Butchers can be very shy about blowing their own trumpet. You are an expert, make sure that your customers know this.

Train Your Staff

If your staff are not properly trained, particularly in customer care, you may not make a good impression on your customer. Simple courtesies like a welcoming smile and a pleasant greeting can be the difference between building your customer base and losing market share to competitors. And remember, courtesy is free.

Know Your Product

It's hard to sell something you don't believe in, so you should sample your own products regularly. Become a foodie. It's where you make your living. Read food magazines and peruse online to find new trends and recipes that you can incorporate into your business. You can then use this knowledge to inform customers on how they can use your products to create these recipes and trends.

Stay Ahead of The Law

Keep up with the latest legislation, particularly where it relates to food hygiene. Display any HACCP certification you or your staff may have. Customers are aware of HACCP and the certificates provide reassurance. Ignorance of the law is no defence if you are found in breach. If you are not up to date with the law and breach the guidelines your reputation can be tremendously damaged.

Attention to Detail

Check for greasy handprints on the glass of the cabinet. Make sure that clean cloths are being used to wipe down work surfaces and that the trays are spotless. You may not know when you have lost a customer, but they won't come back. Keep Your Display Full- Nobody wants to buy the last item on a tray, so keep them full at all times. You can change to smaller trays so they will be easier to manage. This also gives you the opportunity to increase your product range.

Take Stock Regularly

Many butchers don't take stock regularly so, they therefore, aren't in control of their sales. The Associated Craft Butchers of Ireland can supply members with stock sheets and the formula for margin calculation. We encourage you to avail of this if you are currently not doing so.

Check Everything In

If you don't you are leaving yourself open to losses. Whether deliberate or accidental, they are still losses. It's your money, keep a record of it.

Stand Over What You Sell

If you wouldn't sell it your mother, you shouldn't sell it to anyone else. If you buy it right, cut it right and sell it right, you will need to worry about complaints.

These may be elementary to the majority of Associated Craft Butchers, but it is still important to regularly familiarise yourself and staff (especially new staff) with these tips. They can be a foundation on which your business thrives.

“DON'T ASSUME CUSTOMERS KNOW THAT YOU HANG BEEF FOR 21 DAYS.”

BRINGING NEW PRODUCTS TO YOUR CUSTOMERS

The food industry in Ireland is modern, highly sophisticated and technologically innovative. We as butchers have changed over the years to provide a more diverse range of products to our customers. Creating a new product line or range can be a highly risky proposition. It's not as easy as replicating an old recipe. Small businesses commonly fail due to low profits, a disconnect with their target consumers, or a lack of funding. To avoid the pitfalls of creating new products, here are a few steps to consider and help you successfully take your food product from idea to commercialisation.

Do your research

Before jumping in headfirst, investing your time and money into producing a retail-ready product, you need to start at the beginning: research. Even if you've come up with an original idea, chances are someone else has thought of it too, and you need to figure out how to differentiate yourself. A quick Google search will be able to tell you if there is a similar product already on the market. If not, there's probably a reason why (high costs, low practicality, low demand, etc.). Or, you could be extremely innovative!

Talking to people in the industry or attending trade shows can give you an idea of how your product will do in the market. Not only will you learn more about current food trends, but you can also figure out how to set yourself apart from the competition. Many trade shows also offer seminars and workshops that will teach you valuable information about the food industry in general.

Next, it's essential to test your recipe on your friends or valued customers and try to get some honest feedback. Figure out how to finance your project. Creating a food product can be expensive. Even if your goal is to stock the item in your own butcher shop or gain local distribution for your product instead of major national chains, you will still encounter various expenses. Think about the costs that go into making your product. You will need to

buy ingredients and packaging, print up labels and store the finished product. Altogether, these expenses can add up. As Craft Butchers we have our own stores to sell our products but remember that this may take away space from traditional items you may have stored. This can again lead to losses and not gains.

Perfect your packaging

Packaging is your brand's first impression to consumers. It communicates the message you're trying to convey while grabbing the attention of potential customers.

The old saying of “We eat with our eyes” is true. The better a product looks the more chance it has of been tested by our customers. The packaging will draw them in and the taste will make them come back for more. It is an essential part of today's society; People take pictures of their food and share them on social media. If your food looks excellent you will gain free advertisement from people sharing the pictures. Whether you design it yourself or enlist the help of a designer, packaging design will help sell your product and increase overall marketability.

Don't be afraid to cancel a product

It can be a hit to your pride after all the work is completed and the product is not successful, people can be so engrossed in their product that they continue to throw more money or keep stocking an item when it is clearly not going to be successful. Put it down to experience and start again using the valuable experience you have gained from previous efforts



NATIONAL CRAFT BUTCHERY APPRENTICESHIP PROGRAMME



In response to market developments and employee and skill shortages in the Irish butchery and food retail sector, Mayo Sligo Leitrim Education and Training Board; a leading provider of further education and training in Ireland in collaboration with industry representatives Associated Craft Butchers of Ireland have developed a new generation apprenticeship programme for the butchery sector in Ireland.

This National Craft Butcher Apprenticeship was developed in recognition of the future skill needs of the industry, developed for the craft butcher sector and serves to educate butchers for the future and expand the skill set of new and existing butchers.

This is an innovative programme, delivered over a two-year period, integrating experiential "On-the-Job" training where the apprentice will work alongside, and learn from, experienced craft butcher professionals in the workplace, and "Off-the-Job" classroom based academic modules, developing a clear pathway for apprentice butchers to successfully complete a training programme in order to obtain a professional recognised trade qualification.

This is the first government funded butchery apprenticeship programme in the Irish food industry and it is employer led. Butchery is one of the oldest crafts in the world and it is here where 'traditional craft butchery meets innovation'. The programme was developed to train aspiring craft butchers for the 21st century and to secure and protect the future generation of craft butchers. The programme uses a variety of learning methodologies to deliver this industry led and driven programme.

The curriculum concentrates on core industry skills such as Practical Meat Cutting, Meat Products, Manufacturing Meat Products, Entrepreneurial Skills, Animal Welfare, Health and Safety, Food Safety and Hygiene, Customer Service and Marketing; all of which are crucial in Ireland's food retail sector today. On successful completion of the programme the apprentice will achieve a Level 5 QQI Certificate in Craft Butchery. While the programme is inclusive; one of the main objectives is to attract both young men and women back into the meat and food industry.

The off the job training takes place at Teagasc, Ashtown Food Research Centre, Dublin, where state of the art facilities such as a fully functioning abattoir, process hall, test kitchens, cooking, manufacturing and packaging facilities exist.

The National Craft Butcher Apprenticeship supports industry by providing a sustainable stream of skilled, professionally qualified long-term employees to take up career opportunities in the meat and food industry, with entrepreneurship encouraged throughout the programme it is hoped a number of graduates will go on to become employers some day and open their own butcher or fresh good retail shops.

Apprentice Criteria

You must be employed by an 'Approved Employer' and have a level 3 major award or equivalent (must include a pass in Maths and English) or if you have a minimum of 12 months experience in a butchers or a trade related environment, in which case an interview will also be conducted. Apprentice applicants must provide evidence demonstrating English language competence of B1. - Non-EU applicants will be subject to work permit regulations.

'Approved Employer' and Workplace Mentor

To become an approved employer, the employer must successfully complete a suitability to train audit by a Solas Authorised Officer and the employer must have a Mentor for the 'On the Job' elements of the programme. The Workplace Mentor can be the employer or an experienced member of the employer's management or senior supervisory staff who has a minimum of 3 years' relevant experience. Mentors must complete the prescribed MSLETB Workplace 1 day Mentoring Programme.

Speaking at the launch of the apprenticeship at Teagasc Ashtown Food Research Centre in April 2019 Mairead McGuinness MEP and Vice President of the European Parliament stated "I am very proud and honoured to launch this ground-breaking new generation apprenticeship in Craft Butchery. Butchers are re-inventing themselves as artisans and embracing modern food culture. This new apprenticeship will provide progression pathways for butchers and increase the skills in the industry". There are 5 classes up and running since the commencement of programme in late October 2018, four classes in Dublin and one in Cork, a total of 44 apprentices in training to date.

We are planning intake dates for 2020.

If you would like to become a craft butcher or have an employee you would like to put forward or would just like to learn more please visit www.apprenticeships.ie or email Programme Manager juliecahill@msletb.ie or apprenticeship@msletb.ie

Dear Members,

With the rapid progress and success of the butchery apprenticeship programme and our plans to expand the programme nationally over the coming year, I with great nostalgia have decided to fully transition to my new role as National Programme Manager with MSLETB.

Over the last eight and a half years my role at ACBI has been as transformational as the butchery industry itself, it has been a challenging journey to say the least, but it has also been a most enjoyable and rewarding one. With that, I would like to thank all those in ACBI and the wider butchery and food industry who made my time just that. ACBI is built on its members and strong member relationships, hence I particularly would like to thank all members (past and present) who supported and engaged constructively with ACBI throughout the years, it was an absolute pleasure to work for you and with you.

I wish ACBI and its members every success into the future and I'm sure I will cross paths with you all over the coming months as we train aspiring butchers across the country for the future skill needs of the industry.

Enjoy the magazine and best wishes for the next 20 years!
Julie Cahill

THE STAMP OF QUALITY SINCE 2000



Mairead McGuinness MEP VP European Parliament pictured with some of our apprentices and Karen Munnelly Academic Supervisor MSLETB and Julie Cahill Programme Manager MSLETB at the official launch in April 2019

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Why CBE?

CBE has been trading in Ireland and the UK since 1980. In that time it has deployed over 30,000 terminals. Today, it is the largest provider for EPoS solutions in Ireland, and one of Europe's most successful retail technology companies. CBE are pioneers in the retail technology sector, and continuously spearhead software and hardware developments, which become industry standard.

CBE has been working in partnership with Bizerba since 1987, a global food-weighing technology expert, to provide market leading weighing and food service solutions to Irish retailers. Employing over 150 skilled personnel, CBE continues to lead the way in retail technology.

Investments in new scales technologies are playing an important role in growing sales and earnings in the fresh food sector. The introduction of an intelligent weighing solution will help speed up return on investment via genuine additional sales achievable from intelligent software, for example through cross-selling, visual merchandising and sales staff coaching.

CBE's latest software innovation – Scale to Sale – enables retailers to dramatically reduce both wastage and pilferage and, importantly, increase their margin within the deli area.

CBE offers an intelligent weighing system that integrates all the key retail tasks - weighing, point of sale functionality, consumer advice, advertising, printing and advising - all in a single solution.

The system interacts with the shopper through a large LCD colour display to provide information on product, nutrition, allergies, recipes, and complimentary products.

The system seamlessly integrates with CBE's Win Retail Back Office. It assists in creating advertising content, cross-selling, sales training and consumer advice.

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FOOD LABELLING: PRIMARY INGREDIENT AND ORIGIN INDICATIONS



A primary ingredient is defined in Regulation (EU) No. 1169/2011 Food Information to the Consumer (FIC) as meaning 'an ingredient or ingredients of a food that represent more than 50% of that food or which are usually associated with the name of the food by the consumer and for which in most cases a quantitative indication (QUID %) is required' New rules

Article 26(3) of FIC states that where the country of origin or place of provenance of a food is given and where it is not the same as that of its primary ingredient, for example in the case of a product that contains chicken and states "made in Ireland" but the chicken ingredient came from a country other than Ireland, then from April this year the food business must:

- (a) indicate the country of origin or place of provenance of the primary ingredient in question; or
- (b) indicate that the country of origin or place of provenance of the primary ingredient is different to that of the food.

The Regulation will apply from 1 April 2020.

Under this legislation, an origin indication is considered made where a statement, pictorial presentation, symbols or term, referring to a place or a geographical area is given on a food. An exemption from the legislation is given for the name of a food which includes a geographic term but whose common understanding is not an indication of country of origin or place of provenance e.g. A Danish pastry, French fries, Yorkshire pudding. Regulation (EU) 2018/775 specifies that the origin or place of provenance of the primary ingredient must be given either by:

- reference to a geographical area – such as 'EU', 'non-EU', or to a named country or region within a country or
- by means of a statement as follows: '(name of the primary ingredient) do/does not originate from (the country of origin or the place of provenance of the food)' or any similar wording likely to have the same meaning for the consumer.

Presentation of the information

The information regarding the origin of the principal ingredient must be:

- presented in a font size which is not smaller than the minimum font size set out in FIC (x-height is equal to or greater than 1.2 mm)
- appear in the same field of vision as the indication of the country of origin or place of provenance of the food and by using a font size which has an x-height of at least 75 % of the x-height of the indication of the country of origin or place of provenance of the food
- where the country of origin or place of provenance of a food

is given by means of non-scriptural form, the information on the principal ingredient must appear in the same field of vision as the indication of the country of origin or place of provenance of the food.

Date of application:

The Regulation will apply from 1 April 2020.



ACBI FOOD SAFETY PARTNERS

ACBI have partnered with Mary Daly 'The Food Safety Company' (offices in both Cork & Dublin) who will now offer support services at discounted prices for ACBI members. Mary Daly, Managing Director, leads a Team of twenty-five Food Safety Professionals based throughout the country. Their expertise is Compliance be it Allergen Awareness, Traceability, Nutritional Information and Labelling.

The company specialises in health & safety and food safety providing a range of services including HACCP plans and Safety Statements. Training courses;

- Food Safety & HACCP Training (delivered in house after business hours)
- Allergen and Nutritional Declaration
- Labelling Checks
- Allergen Awareness Training

- Manual Handling Training
 - First Aid Courses
- Many of the above courses are also available on-line www.thefoodsafetycompany.ie

The backbone of the business is a service support package called The Rest Assured Agreement, which includes the development of a be-spoke Food Safety Management System based on the principles of HACCP, regular Hygiene Audits, all levels of Food Safety Training, Complaint Management, Meetings with the Regulatory Authorities and a 24 Hour Call Out Service.

Mary welcomes queries at any time through their 24 hour call service or through the website www.thefoodsafetycompany.ie Mary Daly Managing Director. The Food Safety Company. 087 9198168

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