

# THE Craft Butcher

Winter 2012

*For the Progressive Food Specialist*



**Speciality  
Food**

**Sausage  
Competition**



**Young Butcher  
Competition Final**

**Team Ireland**  
**Commanderie Des Fins Du**  
**Duchy D'Alencon 2012**



- COMPETITIONS
- CERTIFICATIONS
- PROUD TO BE A CRAFT BUTCHER
- MAKING THE MOST OF MARGINS

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# Opening Remarks

It is of the utmost importance to you, our members that you fully understand how your Association has changed over the last two years and the relevance of these changes to your business. Our focus has been two fold; firstly, building a skill set within the Association that can professionally deliver a range of services of real value to our members. Secondly, the creation and implementation of a marketing strategy to grow and protect our members business.

Within the office we now have expertise in; finance, IT, marketing, food safety/ technology as well as the vast experience of a progressive development chef. Over the last twelve months we have made hundreds of store visits to our members working with them across a broad range of issues. From financial restructuring and bank negotiations, updating health and safety manuals to basic computer training.

The corner stone of our marketing plan is the Certified Craft Butcher brand. Today we have over one hundred members in the Certification Program. Come March 2013 phase two of our consumer marketing campaign will be rolled out. Remember the "Certified Craft Butcher" is far more than simply a quality assurance standard, it is the brand under which our members will



promote their business both locally and nationally supported by national promotions and media campaigns.

In 2013 we will be replacing our Road Shows with a series of Workshops and Networking events. These will serve to keep out members in touch with market prices, consumer trends and changes in legislation as well as up-skilling our members in areas critical to their business.

There is still a number of members who continue to pay their membership fees but are not engaging in any meaningful way with their Association. Don't forget we are here to listen, to learn and to help you in every way possible. I fully understand how lonely it gets dealing with the continuous stress and challenges in these difficult times. Let me say again, call, and in full confidence if we can help, we will.

I would like to take this opportunity to thank our office staff for their loyalty and hard work throughout the year. I would also like to thank our many members whose support and encouragement, we have found, to say the least, heart-warming.

Finally let me wish you all a peaceful Christmas and a prosperous New Year.

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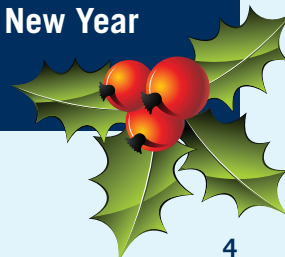
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The **ONLY** Official  
**Craft Butcher**  
Magazine

[www.craftbutchers.ie](http://www.craftbutchers.ie)

The Board and Staff  
at ACBI would like  
to wish all our  
Members and  
Friends a Merry  
Christmas and  
Happy New Year



<b>News</b>	<b>4</b>
<b>Young Butcher Competition</b>	<b>7</b>
<b>Craft Butcher Certifications</b>	<b>8</b>
<b>Technology Sercives for Butchers</b>	<b>12</b>
<b>Sausage Competition</b>	<b>13</b>
<b>Star Shop</b>	<b>14</b>
<b>Shop Profile</b>	<b>16</b>
<b>Supermarket Tricks</b>	<b>17</b>
<b>Speciality Foods</b>	<b>20</b>
<b>Certification</b>	<b>21</b>
<b>Community Chef</b>	<b>24</b>
<b>Ten Tips</b>	<b>25</b>
<b>Proud to be a Craft Butcher</b>	<b>26</b>
<b>Christmas</b>	<b>27</b>
<b>Retail Price survey</b>	<b>28</b>
<b>ACBI Partners in Business</b>	<b>29</b>
<b>Making The Most of Margins</b>	<b>30</b>

## On The Cover:

ACBI President Hugh Maguire winning the European sausage of the Year 2012 from the Commanderie des Fins Goutiers du Duchy D'Alencon.

Tom Doherty from Kells was made an Irish ambassador of the Confrerie as was Paddy Mallon from Monaghan.

## IRISH CONSUMERS BUY MORE FISH



Irish shoppers are increasing their purchasing of fish by 1% to €189 million in retail outlets. 95% of households buy fish every two to three weeks and are buying it more frequently. (Source: Kantar Worldpanel May 2012).

Fresh fish accounts for 59% of total fish sales with sales increasing at a faster rate than overall. 83% of households buy fresh fish every three to four weeks - 69% of which is prepacked and 32%, loose fish.

A number of the previously underutilised fish species such as haddock, hake and whiting are increasing in popularity. While from a small base, hake is one of the fastest growing fresh fish and is seen by consumers as an alternative to cod. Irish shoppers currently spend €3.45 million on fresh hake – an 83% increase in the last year.

This ties in with the trend identified in Bord Bia research in 2011 which indicates that consumers are now looking for more variety, both in terms of new fish species and interesting recipes/methods of preparation to gradually move them beyond their comfort zone. Consumers also say that they want to support Irish fish and assume that it is healthier and fresher. They also emphasise the important role of the counter staff in educating them about fish.

Bord Bia produce a range of recipe leaflets for Beef, Lamb and Pork and they are available to butchers. Call 01 668-5155 to order.



## GUIDELINES FROM THE FOOD SAFETY AUTHORITY OF IRELAND

### STATUTORY LABELLING INFORMATION – LOOSE AND PRE-PACKAGED POULTRYMEAT

In the case of unpackaged poultry, the following information shall be displayed in a notice or sign, visible to the consumer, near the product.

If the poultry is packaged, the following information must be on each pack:

- (a) The name under which the product is sold i.e.
  - in the case of whole carcasses indicate the species ('chicken', 'broiler', 'turkey' etc) and the form of presentation ('with giblets' or 'without giblets') in the case of cuts indicate the species and the cut ('chicken breast fillet', 'turkey drumstick' etc)
- (b) A 'use-by' date for fresh poultrymeat, a 'best-before' date for frozen Poultrymeat
- (c) Class (poultrymeat must be graded into Class A or Class B)
- (d) In the case of fresh poultrymeat, the total price and the price per weight unit at the retail stage
- (e) Condition (i.e. fresh, frozen or quick-frozen) and recommended storage Temperature
- (f) Health mark/registered number of the slaughterhouse or cutting plant
- (g) In the case of poultrymeat imported from third countries, an indication of the country of origin.

**If you have any queries please do not hesitate to contact the office on 01 – 868 2820.**

## SPICED BEEF COMPETITION

Sponsored by:



Cormac Gaynor (Competition Sponsor), James Nolan, Dermot Michell and Dave Lang (ACBI) at the presentation of the National Spiced Beef Competition Trophies.

## IRISH GEESE FOR SALE

Contact Sean Kent  
Ballyrichard, Arklow,  
Co. Wicklow,

0402 32384 • 086 2099768

## SINCERE SYMPATHIES

ACBI would like to extend sincere sympathies to Neven Maguire and his family on the recent death of their mother Vera, after an illness. May she rest in peace.



## HOW NOT TO DEAL WITH AN EHO

ENVIRONMENTAL health officers were horrified when the owner of an Indian takeaway restaurant in Tooting killed a rat in front of them in the middle of an environmental health inspection — leaving a pool of blood on the floor.

If that was not bad enough, they also found evidence of a serious rodent infestation including rat and mouse droppings and gnawed chicken bones in preparation and storage areas of a premises used to cook food for the New Chutney Express.

Officers from Wandsworth council said they had never seen anything like it.

Owner Rajakumar Rajalingam has been ordered to pay nearly £20,000 (€24,652) in fines and court costs after pleading guilty to a string of food safety and trading standards offences at a hearing at Kingston crown court.

He was also sentenced for selling counterfeit goods at his general store at 66 Tooting High Street after trading standards discovered counterfeit Jacob's Creek wine in his shop.

The court also heard that Wandsworth council had taken legal action against him in 2007 for selling counterfeit champagne.

The judge told Rajalingam that his behaviour had been "disgraceful". Councillor Jonathan Cook, spokesman for consumer protection at Wandsworth council, said: "This was a shocking catalogue of hygiene and food safety breaches. These premises were in a truly appalling state and posed an unacceptable danger to public health."

- Miranda Bryant

Monday December 03 2012



## ACBI SUPPORTS IFA & BORD BIA

### ON DNA SAMPLING OF PIG MEAT



*Martin Carey; Vice-President ACBI, one of the many Butchers' who exclusively carries Irish meat products.*

Testing of pig meat by way of DNA analysis will commence at wholesale, food service and butcher level early in the New Year. ACBI is encouraging its members to be vigilant when buying pig meat products to pay special attention to the origin of the product before labelling it for shop display. The onus is on each butcher to satisfy himself beyond doubt as to the origin of the products he purchases. Should the butcher have any concern whatsoever verifying the origin of such products please contact this office. Furthermore should a butcher need any assistance with validating the robustness of his existing traceability systems again we can help.

The DNA certified program will allow for the scientific assessment of the origin of pig meat products by tracing actual pig meat product rather than the associated labels. Non-compliance will be recorded when a number of samples are found not to match the database, highlighting the presence of non-Irish pig meat. The DNA program will be an integral requirement of the Bord Bia Pig Meat Quality assurance scheme and will also serve to further strengthen the rigorous checks in the Craft Butchers Certification scheme.

The ACBI welcomes this new initiative that will introduce a new standard of integrity insuring confidence in the origin of all pig meat marketed as Irish.

## OLDRECIPE:

*This is a good quality sausage mix from a book dated 1934 in the office.*

- 22 lbs Pork Meat
- 14 lbs Pork fat
- 5 lbs rusk
- 7.5 lbs water

15 oz of seasoning made up as follows:

- 9lbs dairy salt
- 2.5 lbs white pepper
- 12 oz ground nutmeg
- 4 oz ground coriander
- 10 oz ground sage

The seasoning should be thoroughly mixed in bulk and placed in an airtight tin until used.

To mix the seasoning with sausage the best method is to stir it into the rusk while dry and then stir thoroughly again while adding the water to the rusk before placing in the machine with the meat.

A good source of sausage recipes is  
[www.stuffers.com](http://www.stuffers.com)

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## APPROVED SUPPLIERS LIST

An approved suppliers list is just one of many pieces of documentation given to you to improve HACCP systems during certification audits last summer. This document is one of the most important pieces of documentation in your HACCP manual if not the most Important. . When filled out correctly this piece of paper protects your customers and improves your business. As food business operators you are legally obliged to monitor your supplier's performance and ensure that they are registered.

**How can I Monitor my supplier?** There are different ways of monitoring suppliers. One way is to present your supplier with a supplier questionnaire.

Another way is interviewing your supplier regularly. As food business operators you should give feedback to your suppliers on their performance. How they handle complaints,

returns and what actions they have put in place to prevent these in the future. Another way of monitoring your supplier is to go on site visits. This will tell you if your supplier has the best quality standards in place and that you are happy with their performance. Please ring ACBI if you need supplier questionnaires and a supplier contract.

One of the effective ways of monitoring your suppliers is to log onto the FSAI website and look at their list of registered suppliers. When on the FSAI homepage, click on food businesses at the top of the page, then on the next page click on the green box on the left hand side of the page that says Approved Food Establishments. This then gives a list of the FSAI approved suppliers. As food business operators you must ensure that your suppliers are on this list.

**How will an approved suppliers list improve my business?** It ensures that the food business operator is only working with suppliers who provide high standards of quality, reducing cost and any health risk to consumers.

Monitoring your suppliers shows your supplier that you only want the best for your business. This will motivate your supplier to continuously improve their performance.

**I don't need to do this because I have been working with my supplier for 20 years and I trust them!** Trust must be earned. Suppliers will earn your trust when they are open and honest with you and are fully prepared to fill in your supplier questionnaire.

**Should only meat suppliers be on my list?** No, there should be meat suppliers, ambient product suppliers and even food packaging suppliers.

**What is wrong with buying from an unregistered supplier?** When you buy from an unregistered supplier you do not know if they have any quality standards in place and thus we do not know if the products have been stored or handled correctly. This could seriously impact the health of the consumer, products then must be recalled, business is lost and so is its reputation.

## CHRISTMAS OPENING HOURS

Christmas 2012 falls on a Tuesday, so you have two Public Holidays together, Christmas Day and St. Stephens' day. If you re-open on Thursday the 27th, your staff are entitled to their normal day off for that week. You may make arrangements with your staff for a day in lieu to be taken later, by mutual agreement, or you may decide to pay them for the day.

The Sunday before Christmas will be a busy day and arrangements with your staff well in advance will ensure smooth running.

Section 14 of the Organisation of Working Time Act 1997 sets out statutory rights for employees in respect of Sunday working. Any employee who is required to work on a Sunday and, his or her having to work on that day has not been taken account of in the determination of pay, shall be compensated as follows:

- by the payment to the employee of a reasonable allowance having regard to all the circumstances
- or by increasing the employee's rate of pay by a reasonable amount having regard to all the circumstances
- or by granting the employee reasonable paid time off from work having regard to all the circumstances or by a combination of two or more of the above means.

Most businesses will reopen on the 2nd of January following the New Year Public Holiday and staff are entitled to the normal day off for that week also.

If you have full time or part time staff their entitlement to paid Public Holidays is determined by the following criteria:

All full time staff and all part time/casual employees who have worked 40 hours in the five weeks ending the day before the public holiday are entitled to:

- A paid day off on the day, or
- A paid day off within a month, or
- An extra day's annual leave, or
- An additional day's pay.

## DANISH GOVERNMENT SCRAPS FAT TAX, CANCELS PLANNED SUGAR TAX

The Danish government has officially scrapped its tax on saturated fat just a year after it was introduced, and has cancelled a proposed sugar tax. ACBI spoke to our Danish colleagues who said that the tax raised the price of meat by €2 per kg and had a detrimental effect on business. <http://www.foodnavigator.com/Legislation/Danish-government-scraps-fat-tax-cancels-planned-sugar-tax>

Meanwhile: **Russians to impose fat tax on meat**

Russian authorities are to consider imposing an additional tax on "unhealthy" meat producers. The tax forms part of a proposal by the National Union of Consumers' Rights Protection to Russia's Ministry of Finance and is aimed at tackling high-fat products, as well as the use of antibiotics in meat production. <http://www.globalmeatnews.com/Industry-Markets/Russians-to-impose-fat-tax-on-meat>

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# Young Butcher COMPETITION FINAL

During a very exciting day, the young butchers showed their skills in cutting, display and pricing, monitored closely by the judges. The contestants were, Sean Mahoney, Philip Delaney, both from McLoughlin's Butchers in

Dublin, and Keith Stokes from Garrett's in Limerick. In a very close run competition, Sean Mahoney emerged the victor and according to the judges, "the standard was excellent and offers great hope for the future of

the trade". Sean was presented with a glass trophy courtesy of Waterford Crystal, during a demonstration that evening by Neven Maguire in the Waterford Crystal showrooms in the city.



**Keith Stokes & His Display**



**Sean Mahoney** receives his Waterford Glass trophy from Neven Maguire



**The Judges Confer**



**Sean Mahoney & His Display**



Matthias McGiveney, WIT Brindon Addy Q Guild UK, Martin Carey ACBI Vice-President, Neven Maguire, McNear Housea



**Philip Delaney & His Display**



# Craft Butcher CERTIFICATIONS



"A CUT ABOVE THE REST"

In September this year, after many months of preparation, the Craft Butcher Certification program came to fruition, when 52 members were presented with their plaques and certificates at a ceremony in Waterford IT College during the Harvest Festival. On the same day, the National Young Butcher of the Year competition was held in the college. Neven

Maguire attended as a guest judge, and was joined by Brindon Addy, Chairman of the Q Guild of Butchers UK, and Matthias McGivney from Waterford IT, and Martin Carey, Vice President of ACBI.

It was very encouraging to see so many members arriving for their certification, in great spirits and very positive for the future.



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- 1 Ray Cullen, Waterford IT
- 2 Tony Murray, Ballyfermot
- 3 Neven receives his honorary Craft Butcher Certificate from John Hickey
- 4 Dermot Brady & Sean, Dublin
- 5 Brindon Addy receiving his honorary membership from Hugh Maguire
- 6 Niall & James O'Gorman, Castledermot
- 7 Paul, Padraig & Dermot Brady
- 8 Peter Callaghan
- 9 Jason Corrigan, Ballygall, Dublin
- 10 Neven, Brindon Addy, Debbie & Rick Rideout, Newfoundland, Hugh Maguire
- 11 Michael McLoughlin, Clondalkin
- 12 Matthias McGivney, WIT Brindon Addy Q Guild UK, Martin Carey ACBI Vice-President, Neven Maguire, McNear House
- 13 James & John Quinn, Mayo
- 14 Clif Lenehan, Fenelon's, Stillorgan
- 15 Marian and Martin o'dwyer, Cashel
- 16 Martin Shannon, Bawnogue
- 17 Keith Shortt, McArdle Meats, Dundalk & Finglas
- 18 Jim Crowley, Midleton





## Certifications



19

- 19 Brendan & Mrs Fitzpatrick, Celbridge
- 20 Jack molloy, Waterford
- 21 Francis Twohig, O'Cruallaoi's, Cork
- 22 Eric, O'Coileain Foods, Dublin
- 23 Vincent Molloy, Waterford
- 24 Derek Molloy, Ennis
- 25 Hugh Maguire, President of ACBI with Neven Maguire
- 26 Declan Corry, Loughrea
- 27 Brendan Mallon, Monaghan
- 28 Brendan Fitzpatrick, Celbridge



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Picture: John Hickey, G.E.O. Associated Craft Butchers of Ireland, Chief Nerves Magazine, Martin Carey and Hugh Magnus.

Shop	Address	Contact
Fenech	Unit 6, Stillorgan, Co. Dublin	01 288 1185
Hugh Magnus Butchers	Units 3 & 4, Ashbourne S.C., Co. Meath	01 8499919
McArdle Meats Dundalk	Unit 1 Clabranil St., Dundalk, Co. Louth	042 933 4199
McArdle Meats Murthen	Unit 36 Marshes S/Centre, Dundalk, Co. Louth	042 9357220
McArdle Meats Finglas	Unit 14B Charlestown S.Centre, Finglas, Dublin 11	01 8503834
Morans Butchers	3A Marino Man, Fairview, Dublin 3	01 833 6998
Dublin Congrave Butchers	Unit 16 Ashleaf Shopping Centre, Dublin 12	01 455 0329
Declan Congrave Butchers	Unit 18 Omni Shopping Centre, Sandy, Dublin 9	01 842 5534
Callaghan's Butchers	Unit 4 The Anchorage, Berrystown, Co. Meath	041 988 7885
Callaghan's Visuals & Deli	58 Market Street, Ardee, Co. Louth	041 685 3253
O'Coilain Foods	Unit 3 Brighton Rd., Fomrock, Co. Dublin	01 2892797
O'Coilain Foods	Unit 6 Leopardstown SC, Ballyogan Rd., Leopardstown, Dublin 18	01 2940969
King's Butchers	22A Burton Drive, Rathfarnham, Dublin 14	01 493 3895
Colman's	44 Clabranil Street, Dundalk, Co. Louth	042 933 4043
Wilson Brothers Ltd.	Rathfarnham Shopping Centre, Dublin 14	01 493 2431
Wilson Brothers Ltd.	St. Dominics, Tallaght, Dublin 24	01 451 3075
Kerrigan Meats	Unit 2, Donaghmede, Dublin 13	847 6869
John White	Longwalk Shopping Centre, Dundalk, Co. Louth	042 933 4371
Corrigan Butchers	1 Fitzmaurice Road, Glanville, Dublin 11	01 834 4643
Brady's Butchers	3 Orwell Shopping Centre, Templeogue, Dublin 16	01 450 8638
Ballyfermot Craft Butchers	Unit 4, Ballyfermot Road, Ballyfermot, Dublin 10	01 6203725
Bawnogue Butchers	Unit 4, Clonsilla, Dublin 22	01 4571891
Brady's Butchers	1A Belvedere Road, Dublin 1	01 855 7329
Brady's Butchers	28 Annesley Bridge Road, Fairview, Dublin 3	01 8550850
Brangan's	Adamstown, Garinstown, Co. Dublin	01 8555633
Molloy Family Butchers	27 Abbey Street, Ennis, Co. Clare	065 682 5296
Molloy Family Butchers	Bowlawn SC, Tulla Rd., Ennis, Co. Clare	065 6868350
Quinn's Choice Cuts	Unit 4 Ballyvaughy Crescent, Shannon, Co. Clare	061 719767
Brady's Meat Market	Church Street, Athlone, Co. Galway	091 844 089
Curry's Foodhall	Station Road, Loughrea, Co. Galway	091 841 109
Mallons Food Hall	Unit 19, Monaghan Shopping Centre, Monaghan	047 816 23
McLoughlin Family Butchers	Unit 13, Mill Shopping Centre, Condalkin, Dublin 22	01 457 7150
Midland Butcher	Unit 213, Level 1, The Square, Tallaght, Dublin 24	01 459 8040
Lacey's The Good Food Shop	57 Main St., Mallow, Co. Cork	022 21130
Crowley's Meat centre	Mill Rd., Midleton, Co. Cork	021 4613542
Michael Twomey Butchers	Railway View, Macroom, Co. Cork	026 424 36
J & J O'Leary Meat Ltd.	The Square, Milstreet, Co. Cork	029 701 46
O'Gorman Butchers	The Square, Castledermot, Co. Kildare	059 914 4201
Alan Foley	Unit 5 Copper Beech, Duleek, Co. Meath	041 9882676
Argue Meats	8 Bridge St., Coochill, Co. Caron	049 555 5798
O'Cradaui Fermy	46-48 Patrick St., Fermoy, Co. Cork	025 49100
O'Cradaui Carrigaline Ltd	Main St., Carrigaline, Co. Cork	021 4376716
O'Cradaui Feil Tioranta	Main St., Ballincellig, Co. Cork	021 4871285
O'Cradaui Wilson	Wilson S.C., Wilson, Co. Cork	021 4341003
Martin O'Dwyer of Cahel	Friar Street, Cahel, Co. Tipperary	062 61425
Eitherson Family Butchers	99 Cabra Rd., Cabra, Dublin 7	01 868 2046
Jack Midley Butchers	60 Barrack Street, Waterford	051 355 552
Brendan Fitzpatrick	Cellbridge S/Centre, Cellbridge, Co. Kildare	01 627 2246
McGreal Meats	Achill Sound, Achill Island, Co. Mayo	025 242 12
John Shannon Meats	Aiden Street, Kiltimagh, Co. Mayo	094 938 2090
Carolan's Meats	Derwin Ter, Castlebar, Co. Mayo	094 9250655
Meatons	Market Road, Ballina, Co. Mayo	096 227 35

Throughout the cities, towns and villages of Ireland, the local Craft Butcher continues to serve his local community as he has done for many generations passed. Behind the counter of your local butcher shop are the many familiar faces you have come to know and trust, with their many years of knowledge and skill in their craft. Over the past ten years, the Associate Craft Butchers of Ireland have worked to support and promote the art of butchering.

September 2012 saw the introduction of "The Certified Craft Butcher". Anybody can call themselves a Craft Butcher, but only Certified Craft Butchers will have been independently audited to the demanding standards of the Associated Craft Butchers of Ireland, thereby guaranteeing you the highest standards in food, customer service and product knowledge.

Over the coming year, you will see and hear more and more about the Certified Craft Butcher, as they share with you their unique product range and great passion for quality food.

With the first group of members certified, look out for the "Certified Craft Butcher Plaque" in your local Craft Butcher shop.

# TECHNOLOGY SERVICES FOR BUTCHERS AT TEAGASC, ASHTOWN.

The ability to produce new products to meet consumer demands is often recognised as a critical success factor for Irish food businesses. The meat retail sector has been extremely innovative in this area in the past number of years. New products and packaging formats are becoming a regular feature of the product offerings by meat retailers. In order to maintain and expand the business and to create employment it is essential that food businesses focus on new markets, be efficient, innovative and create new, improved, better value products to win the customer spend.

There has been substantial investment at national level for many years into food research and development programmes and food business development initiatives. More technically advanced companies with dedicated research and development capabilities can adopt and apply food research knowledge and technologies. However there remains significant challenges for many food businesses, in particular for SMEs and retail butchers who often lack in-house technology / R&D capability to develop new products, understand marketplace requirements and in particular how to access new knowledge to their competitive advantage.

Teagasc recognises the challenges facing food businesses and has in place an applied food research programme and a specific SME technology support service to help food businesses innovate. The food research programme provides public good research, industry contract research and technical services and is carried out by teams of scientists and technologists from two well resourced research centres at Ashtown, Dublin and Moorepark, Fermoy, Cork.

The Teagasc industry development support programme is unique in that the service is provided by a team of highly qualified and experienced trainers, consultants and product development specialists working from within an applied food research environment. The core industry technology development supports are Product Development, Information services, Training Courses and Technical Workshops. A range of specialist technical

training courses is provided in Food Safety, Food Quality, Technology & Product Development see [www.teagasc.ie/food/research/training/index.asp](http://www.teagasc.ie/food/research/training/index.asp). External expertise is availed of where necessary. Practical workshops are often developed in conjunction with industry stakeholders such as ACBI.

A number of scientific seminars are delivered each year based on outputs from the food research programme. Additionally technology events are organised in conjunction with industry on ingredients, packaging and equipment technologies.

While training is excellent for skills development often businesses need individual customised assistance to apply knowledge or skills to their particular situation. Teagasc scientists and technologists provide a consultancy service covering a wide range of product manufacturing technologies, food assurance and regulatory requirements.

Teagasc has a wide range of well equipped modern food production facilities which are regulatory approved at our Dublin research centre for use by industry. A range of processing plant and equipment is available for all the key sectors such as dairy, meat, bakery, horticulture and prepared food products.

Our Meat Industry Development unit is equipped with slaughter facilities for beef, lamb and pork. A large processing unit contains a wide variety of meat processing equipment in order that meat processors can scale up their in-house recipes to small and medium scale production. Businesses can work with our in-house butcher and technologists to develop new recipes / products and investigate a wide range of packaging formats. A cooked meats facility on site is equipped with cookers including a smoking unit.

Facilities also include food preparation kitchens and incubation units. These facilities can be used for an agreed timescale by those at start up stage for product validation purposes and move to a more permanent production facility when the business is more established. The facility is also very suitable for established businesses



requiring access to production facilities for product development and production trial purposes.

Well equipped testing laboratories are available for new product development testing for microbiological, chemical (nutritional) and sensory testing and trained sensory panels are available.

Eligible food businesses can apply for funding with Enterprise Ireland under their Innovation Voucher scheme. Teagasc are listed as a knowledge provider with Enterprise Ireland. Innovation vouchers are intended to be used by businesses that need a solution to an innovation issue. See [innovationvouchers.ie](http://innovationvouchers.ie) for more information. Information on other funding opportunities is available from the ACBI.

Teagasc and the ACBI have enjoyed a number of joint ventures since their move to the Ashtown campus. The ACBI were successful in obtaining a pooled innovation voucher (9 vouchers) which enabled Teagasc to carry out extensive product development work on a range of ACBI burgers, packaging formats, microbiological shelf life and nutritional analysis. Other projects included the development of an ACBI Quality Assurance Standard and investigations into the goat meat market. The ACBI also use the processing facilities for the benefit of its members in showcasing new products / processing methods / ingredients / equipment.

Further information on any of the above and how to access services and expertise can be obtained on request from;

**Pat Daly, Head, Food Industry  
Development Department**  
01 8059538 • [Pat.daly@teagasc.ie](mailto:Pat.daly@teagasc.ie)

Or

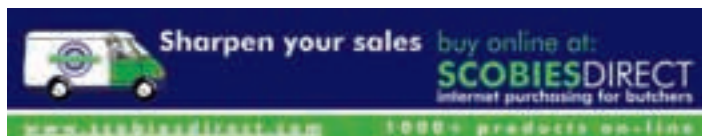
**Carmel Farrell, Information Officer, Food  
Industry Development Department**  
01 8059572 • [Carmel.farrell@teagasc.ie](mailto:Carmel.farrell@teagasc.ie)





# SAUSAGE COMPETITION

Sponsored by:



**Mcgettigan** Supreme Champion

After 4 regional heats earlier in the year, the 12 finalists in each of the four categories (Traditional Sausage, Speciality Sausage, Black Pudding and White Pudding) went to battle in the RDS, Dublin during SHOP 2012.



**Mcgettigan** Traditional Sausage



**Peter Callaghan** Black Pudding



**Tom Doherty** White Pudding



**Tom Tuite** Speciality Sausage

### SUPREME CHAMPION

 **Michael Mcgettigan & Sons, Donegal Town**

### WINNER SPECIALITY SAUSAGE CATEGORY

 **Eddie Tuite, Drogheda**

### WINNER TRADITIONAL SAUSAGE CATEGORY

 **Michael Mcgettigan & Sons, Donegal Town**

### WINNER BLACK PUDDING CATEGORY

 **Peter Callaghan, Ardee**

### JOINT WINNERS WHITE PUDDING CATEGORY

 **Thomas Doherty, Kells & James Nolan, Kilcullen**



# STAR SHOP

Sponsored by:



## Winner Overall

FINTAN DUNNE, DUNNES OF DONNYBROOK

## Best Shopping Centre Shop

KEITH SHORTT, McARDLE MEATS, THE MARSHES DUNDALK

## Best Rural/Small Town Shop

JAMES & NIALL O'GORMAN O'GORMANS, CASTLEDERMOT

## Best High Street Shop

FINTAN DUNNE, DUNNES OF DONNYBROOK

## TOP 10

DERMOT BRADY, BELVEDERE ROAD, DUBLIN  
CLIF LENEHAN, FENELONS of STILLORGAN  
KEITH SHORTT, McARDLE MEATS, CHARLESTOWN SC, FINGLAS  
JACK MOLLOY, BARRACK ST., WATERFORD  
JAMES NOLAN, NOLAN'S of KILCULLEN  
TIM JONES, INISFALLEN SC, KILLARNEY  
EDDIE WALSH & SONS, DONEGAL TOWN

## TOP 20

DONAL O'KEEFFE, CHAMPION MEATS, ENNIS  
PADRAIG BRADY, TEMPLEOGUE, DUBLIN  
SEAMUS ETHERSON, CABRA ROAD, PHIBSBORO  
DERMOT & PAUL BRADY, FAIRVIEW  
JASON CORRIGAN, FITZMAURICE ROAD, GLASNEVIN  
KEITH SHORTT, McARDLE MEATS, CLANBRASSIL STREET, DUNDALK  
DECLAN COOGAN, COOGAN MEATS, TRIM  
ALAN FOLEY, DULEEK  
PAT BYRNE, CELBRIDGE  
TIM JONES, HIGH STREET, KILLARNEY



**Fintan Dunne** Donnybrook



**Colin Molloy** Waterford



**Declan Coogan** Trim



**Dermot Brady** Belvedere Road



**Donie O'Keeffe,**  
Champion Meats, ennis





**Clif Lenehan** Fenelon's of Stillorgan



**James Nolan** Kilcullen



**Nicola O'Gorman** Castledermot



**Padraig Brady** Templeogue



**Paul Brady** Fairview



**Seamus Etherson** Dublin 7



**Tim Jones** Killarney



**Jason Corrigan** Ballygall, Dublin



# WINNER OF THE STAR SHOP 2012 AWARD IS FINTAN DUNNE, DONNYBROOK

Sponsored by:



Fintan opened his Donnybrook shop in 2006 and has been trading successfully since. While parking is in short supply, it is not a major problem as a lot of his customers know not to bring their cars out. When he took over the shop, Fintan gutted the premises completely, and turned an awkward corner to great advantage. He built a dry-ageing room with a glass front which has been a huge hit with his customers because they can see each primal marked with "hanging 7 days, hanging 14 days, and so on.

Fintan trained with Joe Collins in Lucan and ran his own shop in London for 10 years until the lure of home became too strong to resist. "I trained the traditional way and it has been the backbone of how I run my business. Quality, Quality, Quality"

He employs three fulltime staff and one part timer and is strictly retail.

Fintan says the hours between 5 and 7 in the evening have been very strong and can account for a large proportion of the day's sales. "People coming home from work call in here all the time and if I closed at 6 there's nowhere for them to shop only a supermarket.

He uses EPOS, (electronic point of sale) and takes all major credit cards which he finds help sales enormously.

Fintan has seen growth steadily over the last five years and is confident the upward trend will continue, despite the recession. "I listen to my customers and I give them what they want, at a fair price. It's not expensive if it's good, and if you can get your quality message out to your customers and don't let them down, they will be loyal to you.

Fintan says he does a lot of promotions locally, with schools, clubs and in the

community. "It works on a local level and people know who I am and if I support them, they support me".

Fintan believes in driving the business himself. "With the training I got from Joe Collins and afterwards managing a store for him, and my experience running my store in London I have 33 years under my belt and I think I know what customers want. Lots of consultants will tell you this and that, but I don't know of any who have those years of experience in a butcher's shop.

The Star Shop of the Year Award was a great boost, says Fintan. "We are always working on improving, whether it be customer service, the shop interior or the quality of our product. The worst thing to do is rest on your laurels and think you have it all under control. In business everything changes, and I believe we have to reinvent ourselves every week".





# SUPERMARKET TRICKS

**We're all on the lookout for a bargain at the supermarket. When money is tight, it's important to save where you can. Even when money isn't an issue, it always feels good to grab a bargain.**

But are you always getting one?

Research by Which? has shown that shoppers are routinely being ripped off by so-called discounts and offers.

So how do you know what's a decent deal? And what should you steer well clear of?

### **Multi-buy money deals – be suspicious**

The Which? research showed that one in 10 products in a multi-buy deal, such as a buy-one-get-one-free offer, have their prices raised just before the promotion.

For example, one supermarket sold a pizza for €1 but then increased the price to €2.50 before selling two for €4.50.

Unless you have a photographic memory, it's impossible to remember all the prices so you won't necessarily notice.

The good news is that you don't have to. The online tool [mysupermarket.com](http://mysupermarket.com) shows you a graph of each product's price over the last year.

That means you can see if a price has been artificially hiked to make the offer look better. Not everyone wants to do their shopping online, but you could always use the tool to see how much your shop will cost before you go.

### **Product discounts – be suspicious**

The same goes for straightforward discounts. I almost never buy a full-price bottle of wine and wonder if anyone really spends €9.99 on a bottle worth a fiver.

Just as with multi-buy deals, there have been accusations of supermarkets inflating the price in order to factor in a discount later.

According to Which?, one supermarket raised the cost of blueberries from €1.80 to €3.99 for two weeks, before putting them on 'offer' at €1.99.

Not only that but retailers have been spotted leaving products on offer for longer than they were being sold at a higher price. For example, one supermarket sold Becks beer for 70 days at a higher price before discounting it for 190 days.

It's hard not to feel misled. Again, checking the prices independently through a tool like [mysupermarket.com](http://mysupermarket.com) or by keeping previous receipts can help you spot this.

### **Bigger bag, better value – be suspicious**

It's easy to assume that the larger quantity we buy of a product, the better the discount. Most of us would expect that a packet of 250 teabags would be cheaper per bag than a smaller packet of 80. And quite often, that is the case.

But reasonably frequently, it's not. For example, one supermarket sells four cans of Heinz beans for €2, making the unit cost 50c. But it sells a packet containing six cans for €3.19, which is 53c each.

Many of us sleepwalk into paying more by assuming a bigger pack means better value.

Sadly, many supermarkets make it hard for customers to spot these phoney bargains. Few people will know if they are better off buying a packet of three onions for 94c or a handful of loose

onions at 87c per kilogram, particularly when they are shopping in a hurry.

Which? has been campaigning for clearer pricing per unit so that customers can make an informed choice. Visit their website to sign the petition.

### **Fight the overspend temptation**

Supermarkets are on a mission to get us through their doors and, once we're in, get us to spend as much as possible.

And they're clearly succeeding. We do buy unplanned items when they're on a two-for-one offer, or sitting in reduced-priced bins at the end of aisles, that's exactly why supermarkets put them there.

In fact, new research from HelloFresh, a recipe and ingredient delivery service, found that the average Brit overspends by £27.42 every time they visit the supermarket. On a weekly shop, that's more than £1,400 a year!

But you can fight back. Write a shopping list, based on a meal plan, and then stick to it. Set yourself a strict budget for each shop. Only visit the aisles you need, to avoid aimlessly browsing the shelves.

Most of all, be aware of the temptation to overspend so that you're only tempted by genuinely good deals.

### **Which deals are worth it?**

Of course, many multi-buys, larger packs and other offers do give shoppers great value. But knowing what to look for can help you find the genuine deals rather than supporting supermarket's wily marketing.

There are also discounts and offers that you should always take advantage of. If a non-perishable item that you buy regularly is on a particularly good deal then stock up.

If you're given a discount voucher to spend on your next shop, keep it handy.

ACBI have contacted the NCA regarding supermarket "half price" offers that are blatantly not true. The association has lodged a complaint on behalf of our members and we will update you with the outcome.





# DIGI RETAIL SYSTEMS

## New Butchers Profitability Systems

### Many successful installations throughout Ireland



DIGI RETAIL SYSTEMS reports a great reception and tremendous success with the release of their New Butchery Systems Solutions into the Irish market. DIGI RETAIL SYSTEMS unique technology now provides the missing link to the Monetary Control of "The Butcher's Shop".

With over twenty-five systems successfully installed throughout the island of Ireland, this technology is a first to have a secure detailed item link between the Scale and the Cash Register. This provides a fast and secure way to record and complete Sales Details on the Digi EPOS register. This is achieved with the safeguard of a unique DIGI RETAIL SYSTEMS transaction record in the barcode of the Scale Receipt.

The technology has the capacity to monitor staff performance in conjunction and relative to, Customer Instore movements. The System Reports provides very detailed information including Sales Analysis, Margin Control, Stock Control and full farm to fork Traceability, which is an invaluable health and safety tool in today's marketplace.

One of the ingenious offerings of the new DIGI RETAIL SYSTEMS Butcher's Solution is the effortless way it allows today's busy Butcher to control his Customer Credit Accounts.

The System capability automatically caters for different price levels when invoicing to hotels, restaurants and the general public. Invoices and statements are generated confining the old 'customer books' to the bin and freeing up valuable selling /shop time for the butcher. Despite the many and varied functions available it is a remarkably user-friendly system. Some of the basic features include, Goods inwards, Stock Control, Back office label printing, Security, Dry goods scanning, Vouchers, Christmas club and detailed reporting.

In regards to reporting, the butcher for the first time can now have confidence that he can track all products weighed at the scale.

An 'Unsold Transaction' report will detail all the products weighed but not paid for at the cash register.

The strength of the system is that it allows the butcher to spend time away from the business knowing that on his return it will provide full accountability of all store weighing and cash/selling activities during his absence.

DIGI RETAIL SYSTEMS will integrate their Systems Scales directly to a CCTV system. This will run in tandem with the CCTV connection to the EPOS cash register. This new offering will provide the butcher with photographic assurances as to the movement of each particular product over the scale.

DIGI RETAIL SYSTEMS user friendly Butcher's Control Solutions now allows a Butcher to correctly control margins, thus increasing his business's profitability. The systems unique stock control analyses is based on carcass to primal, to retail product.

DIGI RETAIL SYSTEMS wider product offering includes full Slaughter Floor, Boning Hall, Labelling, Intake, Yields Dispatch and Payment modules with full accounts integration. The ingenuity of this system is that it is modular based. This means that the butcher can start with a scale and cash register and build the system that meets his requirements. Further modules and functionality can be added as required.

The design of the system means it can also run single or multiple store locations with the added ability to seamlessly integrate to the DIGI RETAIL SYSTEMS Factory system.

DIGI RETAIL SYSTEMS welcome the opportunity to provide a detailed demonstration of how our proven technologies can assist you to maximise your Butcher's Shop performance thereby increasing your profitability. As many current users have said, "Truly a great investment".



For further information please contact:

**DIGI RETAIL SYSTEMS** 23 Rowan Avenue, Stillorgan Industrial Park, Blackrock, Co. Dublin, Ireland.

Tel: 01 295 4844, Fax: 01 295 2825, Email: [sales@digie.ie](mailto:sales@digie.ie) Web: [www.digie.ie](http://www.digie.ie)





# SM-5500

## PC Based System Scale Printer

Breaking New Grounds With Salient Features



SM-5500EV

*Searching for  
a New Balance*

# SPECIALITY FOODS COMPETITION

Sponsored by:



The 2012 Speciality Foods Competition was held during SHOP in the RDS, Dublin in September and attracted 78 entries. Judging was by members of the Irish Food Writers Guild who commented "the standard of innovation continues to improve and we are pleased to see such attention to detail recognising customers' changing tastes"



**SUPREME CHAMPION**  
**Declan Corry,**  
*Loughrea*

### CATEGORY A

#### JOINT WINNERS:

FRAN FEIGHERY, PORTLAOISE with black pudding chicken kiev & DECLAN CORRY, LOUGHREA with creamy chicken pie

#### JOINT RUNNERS UP:

MIDLAND MEATS, CLEARWATER SC, FINGLAS with stuffed gourmet chicken & mushroom & TORMEY'S, GALWAY with roast rack of pork with wild mushroom

#### RUNNER UP:

EDDIE WALSH & SONS, DONEGAL TOWN with stuffed chicken with garlic & bacon relish filling  
RUNNER UP : TORMEY'S, GALWAY with lasagne



Declan Corry

### CATEGORY B

#### WINNER:

PAUL CRAUGHAN T/A O'CONNELL VICTUALLERS, LITTLE CATERINE STREET, LIMERICK with honey roast ham in grand marnier & orange

#### RUNNER UP:

PAUL CRAUGHAN T/A O'CONNELL VICTUALLERS, LITTLE CATERINE STREET, LIMERICK with loin of bacon with maple mustard & sage

#### RUNNER UP:

EDDIE TUIITE, DROGHEDA with stuffed free range loin of pork



Edmund Walsh



Fran Feighery

### CATEGORY C

#### WINNER:

EDDIE WALSH & SONS, DONEGAL TOWN with aubrac steak & guinness pie

#### RUNNER UP:

EDDIE WALSH & SONS, DONEGAL TOWN with pork sausage roll with relish filling

#### RUNNER UP:

TORMEY'S, GALWAY with lasagne



Niall Tormey



Paul Craughan



Eddie Tuite



Ken Nyhan



Eddie Walsh





# CERTIFICATION



At the time of writing this article, there are now more than 65 ACBI members who have passed their independent food safety & quality certification audit, and have thereby achieved Certification.

Congratulations to all of those members who have passed!

Since the auditing began in August 2012, these audits have been carried out by three very experienced food safety auditors, namely:

- Eoin Barry BSc Food Business
- Brendan Buckley BSDy MIIDT
- Tom Keane BSc Food Business

During the course of these audits we have come across many ACBI members nationwide, and have been very professionally & courteously treated on each occasion.

In these challenging times, each of the ACBI members had put in time & resources in preparing for their

independent audit, and the results of this were to be seen in the overall score achieved by each member.

The beauty of the Certification Scheme is that in entering & preparing for your audit, you are in turn strengthening your own HACCP/Food Safety System internally, and this will stand to you in the long term once maintained accordingly. But be careful, once you have received your audit report, do not file it away & leave it hidden from view. Take the Executive Summary report & start working away at it & signing off as many of the recommendations made as you can. Don't try & get them all sorted out in one go, but take a few at a time over a period of weeks or maybe months, and once planned & managed correctly, you will be further strengthening your internal HACCP/Food Safety Management Systems.

"A CUT ABOVE THE REST"

Some key areas of weakness that we have noted to date have been in the following areas:

- Lack of Certified Training for Food Handlers
- Very basic HACCP documentation & plans on site
- CCP & Cleaning check sheets not being filled out correctly & consistently, signed off & filed away each week
- Gaps/weaknesses in Traceability systems

At this stage, we have now begun to audit the next batch of members who are either ready for audit now, or are in the process of getting themselves ready.

We look forward to meeting you!

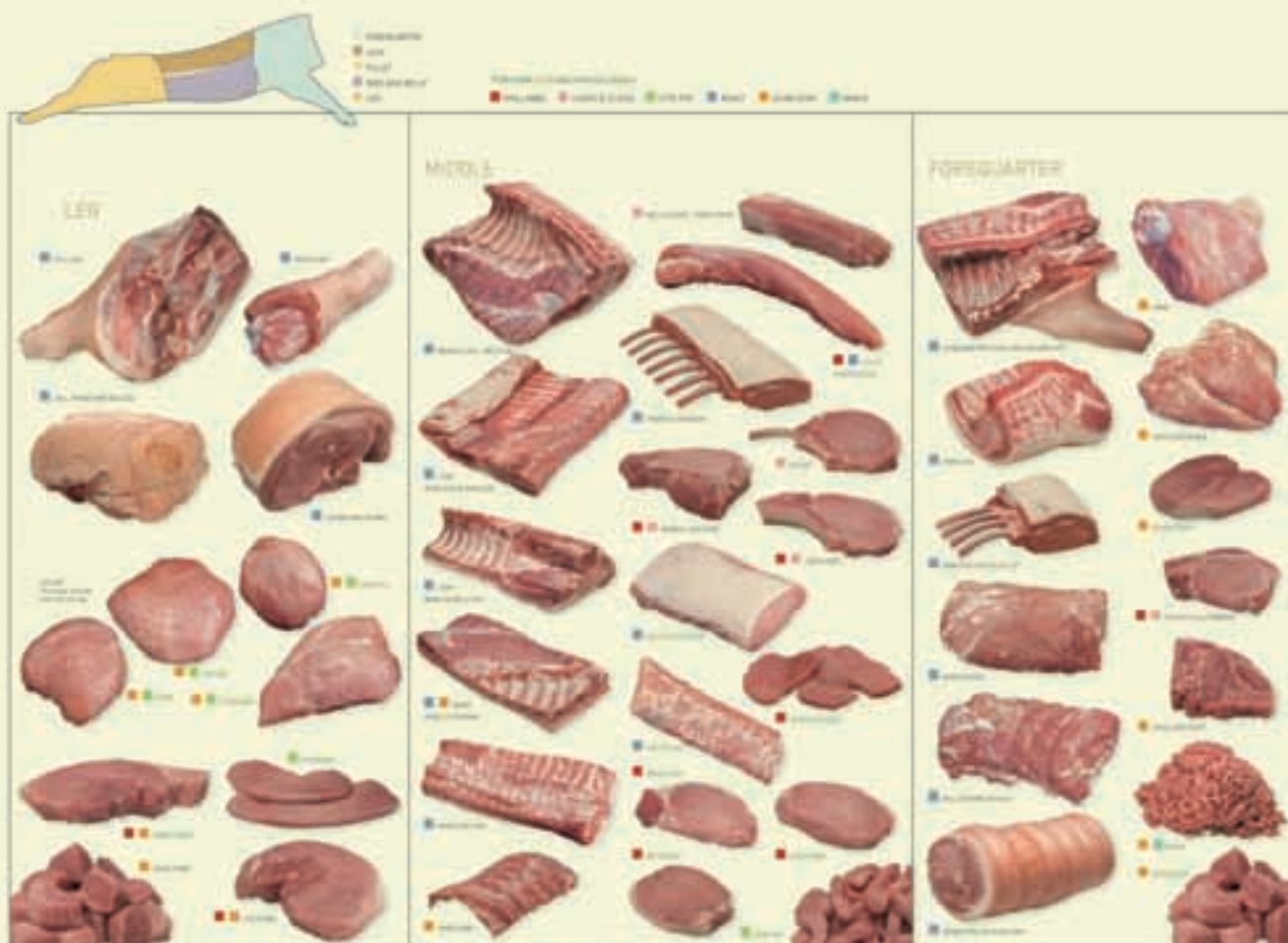
www.ebconsulting.ie

# EBC

## Eoin Barry Consulting

- Certified Food Safety training
- Professional Food Safety auditing
- HACCP system implementation
- HACCP system troubleshooting
- Mobile = 086-8503410
- Email = info@ebconsulting.ie

# MCCARREN



McCarren of Cavan have been in business since 1860 which makes them one of the oldest pork and bacon companies in the country. The company philosophy is simply "We strive to deliver satisfaction every time".

There is a lot of background to this simple statement. The company's exacting standards and core principles have both the family's values and their customers at the forefront of their operations.

All pork is sourced locally, 90% within 20 kilometres of Cavan. The consistent quality of product can be attributed to the

relationships and partnerships built up over the years with farmers and as a result the farmers know what McCarren's want and McCarren's know the farmers will supply the quality product they require. As a result of these relationships McCarren's can guarantee that the welfare of the animals is to the highest standard.

All products have to meet Quality Control standards in production and on delivery, to meet the customers' requirements, ensuring that the product is consistently of high quality and to the

customers specification.

As a customer, your requirements are paramount, and product can be tailor made for your business, and McCarren's can deliver a full range of pork and bacon products.

Because pork is sourced locally, this ensures costs are kept to a minimum which is reflected in the price.

With a new distribution system in place with Wilbay Ltd., McCarren's can deliver to anywhere in the 32 counties with 24 hours of production.

Contact 0494331500 or [sales@mccarrenmeats.com](mailto:sales@mccarrenmeats.com)

Farm to Fork



# MCCARREN

## Irish Pork & Bacon with Pride

The McCarren family has been in the meat business for over 5 generations, since 1860 and the company has been trading successfully. This makes us one of the oldest traditional pig slaughtering and pig curing companies in Ireland. Today we combine top quality skills and innovation in production with the experience of years to bring forward a heritage brand that represents the best in Irish pork and bacon products. We believe firmly in the value of knowing the source and quality of everything we do.

- ✓ **100% Irish owned**
- ✓ **100% Bord Bia Approved**
- ✓ **100% DNA Traceable Irish Pork & Bacon**
- ✓ **90% of our Pigs are sourced within 20km of Cavan**
- ✓ **We deliver a full range of pork and bacon from carcasses to full meat products**
- ✓ **No.1 at developing new products and process solutions.**
- ✓ **Chilled Nationwide Distribution with our partner Wilbay, meaning we can get our pork & bacon wherever you are.**

————— Farm to Fork —————

### Our Accreditation



## Community Chef Brian Mc Dermott

Welcome to my first of what hopefully will be many of my features for Craft Butcher magazine where I will be sharing my cookery tips and knowledge. I have been working with Craft Butchers alongside Neven Maguire for past couple years and I have had pleasure of meeting and working with many passionate butchers this year.

Having spent many years working in New Product Development these combined skills with yours the craft butchers can only enhance and maintain product offering for butchers. I will share recipes and tips in each edition of the magazine and I have just completed exclusive video recipes for Craft Butchers which some members have installed on their screens this week. I always aim to deliver a simple message with my recipes and cooking with strong focus on supporting your local Craft

Butcher. Most of you I had pleasure of meeting at my cookery demonstrations at the road shows we conducted across the country or at the successful RDS Women's World event.

I have always believed that shared knowledge has been key to success and a natural marriage is the chef butcher working together. Nowhere has that been more apparent than recent event in Waterford IT at the launch of the Craft Butchers Certification attended by many of you who I congratulate on becoming Certified Craft Butchers which I believe is the way forward. At that event I chaired a forum of experts from the Educational and Industry who in summary all agreed educating and sharing knowledge between Chefs and Butchers will enhance our product position and offering.

I hope you enjoy and share with your customers my festive recipes in this edition and I look forward



[www.communitychef.ie](http://www.communitychef.ie)

strengthening my relationship with you the members in 2013.

Wishing you and your customers a very happy Christmas

**Community Chef**  
**Brian Mc Dermott**

December Offer



**TEXT YOUR CUSTOMERS  
FROM AS LITTLE AS 2c EACH**

Simple to use. Full support given.  
Trusted by Butchers all over Ireland (and the ACBI)  
Try us out at [www.sendmode.com](http://www.sendmode.com)



**20% FREE on  
your FIRST  
purchase if you  
sign up in  
December!!!!**

Contact  
[trevor@sendmode.com](mailto:trevor@sendmode.com)  
or telephone  
074 9116059  
or  
01 6854913  
to Sign Up





# 10 more tips for butchers coping with the recession

1

**Train, Train, Train:** Training is sometimes looked at as a chore, but if you train your staff to do some of the things you are doing, it can free you to manage the business, and see what improvements can be made. Customer care is an example. You may be the best man in your shop to deal with customers, with the result that you serve all the customers. Train your staff in how to deal with customers, with incentives for good customer care.

6

**Encourage customers to complain:** Strange as it seems this works. Get your customers to tell you what you are doing wrong and see where you can improve. Have a reward for the most constructive suggestion every week. You will have a team of unpaid quality-control inspectors passing through your shop every week.

2

**Empower your staff:** If there is a customer complaint do your staff know how to deal with it professionally? Or do they tell the customer they'll have to speak to you? Put in a code of practise for dealing with complaints, and have a complaints book that you can refer to if you are not there at the time.

7

**Have product previews:** Make a list of your best customers and invite them to product previews just before the BBQ season or before Christmas. Hire a local chef and cook the products, offer a glass of wine, have a raffle, and get feedback.

3

**Listen to your customers:** Ask your customers what would they like to see in your shop. Ask them what they don't like in your shop. Act on what you hear.

8

**Make your customers welcome:** On cold winter days, why not offer your customers a mug of Bovril, or tea or coffee? It costs very little to set up, but the 'feel-good' factor will be huge.

4

**Know your loyal customers:** Know who your regular customers are and offer a reward for loyalty. It costs less to keep existing customers than to look for new ones. Savings stamp cards, loyalty schemes, discounts for future purchases all lock your customer in to your business.

9

**Give the customer what they want:** Make it easy for your customer to spend their money by giving them the products they want, and the service they deserve.

5

**Deliver the unexpected:** Get a name for doing things differently. Have lightning specials for 15 minutes on a Saturday. Have giveaways (pens, diaries, calendars, keyrings) that keep your name in the eye of the customer. Introduce new and unusual products regularly.

10

**Throw in something extra:** It was a custom long ago to reward your best customers at Christmas with a token of your appreciation. Discreetly reward your best customers with a little something extra, they will feel that they are important and will want to come back.



# BE PROUD TO BE A CRAFT BUTCHER

**Being a member of ACBI should mean more than just paying your sub. It should mean engaging with fellow CraftButchers, attending meetings and demonstrations, sharing knowledge and being proud to be a CraftButcher.**

Your main rival is not the butcher down the street, it is the supermarket with their "half price" offers and their "buy one get one free" offers. ( see Supermarket Tricks article) If we band together as CraftButchers, we have strength in numbers and there are the possibilities for marketing, promotions, group buying schemes and discounts on insurance, VHI, AA membership, etc.

It also gives us a voice with government agencies, i.e. FSAI, Department of Agriculture, NERA, etc.

To do this we need to be united in our aims, and have the full support of the membership.

It's time we realised the power we have and the strength of the Certified CraftButcher brand.

Use the brand materials, be proud to be a Certified CraftButcher, let your customers know you have something unique to offer.

ACBI also produce Commercial Document books for waste removal, individual posters and recipe leaflets, even individualised price tickets with your logo printed on them. ACBI have made representations in the past to the Department of the Environment so the CraftButcher carrier bag does not require a charge to your customer of 22c.

We have costing sheets on beef carcasses from our members that we can share with you and our Butchers Tool Kit CD contains many useful resources.

Have you logged on to our member area on [www.craftbutchers.ie](http://www.craftbutchers.ie) ? If you are a member and you want to log in, contact the office and we will set you up immediately.

The member area contains many templates you can download and print such as Employee Record, Terms & Conditions of Employment, Health & Safety materials.

We also have a text service to butchers so if you have an item of machinery, or a vehicle, or even a shop to sell, we can get it out immediately to a target market at very small cost.

Among the staff in the office we have Julie Cahill who has an MBS in Marketing and Karen Munnelly is our Food Science Technologist with degrees in Food Science and

Health, and Food Innovation.

They are available to help you, the member, to improve your business.

Remember, your annual subscription is fully allowable for tax, which can mean a saving of up to 54%, as is any training or auditing work, i.e. Certification.



### Introducing Membership Benefits to Associated Craft Butchers of Ireland

HMCA is a specialist provider of membership benefits to over 600 membership groups in the Republic of Ireland and the UK.

Benefit plans on offer to you and your family are:-

- HOSPITAL CASH INCOME CARE
- HOSPITAL CASH ACCIDENT
- TRAVEL
- PERSONAL ACCIDENT
- VEHICLE BREAKDOWN RECOVERY
- TERM LIFE
- DENTAL

For more information on any of the above benefit plans ring HMCA on 01 6130316

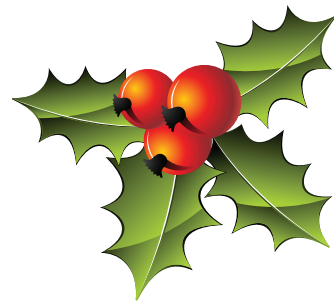
Or enquire online at

[www.hmcaireland.ie/craftbutchers.htm](http://www.hmcaireland.ie/craftbutchers.htm)



# CHRISTMAS:

## A TIME TO MAKE YOUR MARK



**Every butcher in the country is busy getting ready for Christmas. If you take the time to work out a plan and stick to that plan your Christmas trade can be smooth and relatively trouble free.**

### Ordering

You should start your own ordering as early as possible based on previous years trading. Keep records from year to year and make notes of anything that caused problems. Gammons are expensive if ordered late so it is best to decide now how many you will need. Turkeys are always going to be a guesstimate and pricing plays a large part in that.

### Preparation

Order books should be got ready now in duplicate and a procedure for order taking set down. The posters you received from ACBI recently should help your customer decide exactly what their order will be. Order turkey bags and bags for life now so that you have them in stock. Order twine, skewers and netting also if needed

### Storage

If you are tight for space and will be doing a big trade, you should look at hiring refrigeration space. CRS provide refrigeration rental short term but you will need space in the yard to site it. Have a look at the space you have and decide if you need everything or could you make space.

### Staff

Have a meeting with your staff and explain what you want from them. If everybody is aware of what you want they will be better equipped to deliver. Put your best staff at the front to keep the customer happy. Oversee all aspects of the business yourself. Arrange all days off and closing times well in advance so everybody knows where they stand.

### Stock

Speak to your suppliers in good time so you are not looking at the last minute for stock. Arrange your delivery times so you can handle everything and it can be refrigerated immediately. Hang ribs of beef and striploins in time for Christmas. Spiced beef and gammons will need a good run up to be ready. Check do you need extra hooks, bags, labels, etc.

### Customers

Make sure your customers know what your arrangements are. Some butchers close all day Christmas Eve, but you need to tell your customer well in advance. Opening hours should be readily visible (use the opening hours poster sent to all members recently). Take a phone number from each customer when ordering so if by any chance they forget to collect, you can contact them.

# ACBI Retail Price Survey

## DECEMBER 2012

ALL PRICES ARE PER KG EXCEPT WHERE NOTED

Sponsored by  
Gerry Owens Design



€ / Kg	Sligo	Louth	Kilkenny	Clare	Kerry	Longford	Limerick	Wexford	Offally
<b>BEEF</b>									
ROUND STEAK	12.99	11.99	11.5	12.49	9.99	9.99	11.49	13.99	9.25
SIRLOIN	16.99	14.99	15.99	15.99	13.99	13.49	17.49	17.99	13.99
STRIPLOIN	25.99	25.99	24.99	24.99	21.99	21.49	24.99	26.99	19.99
FILLET	35.99	38.99	35.99	29.99	31.99	31.99	37.99	38.99	27.99
EYE of ROUND	12.29	13.99	12.49	12.49	10.99	10.49	10.49	13.99	10.99
RIB ROAST b/less	10.99	9.99	14.49	13.79	10.99	9.99	14.19	14.49	9.99
DICED BEEF	10.99	9.99	9.99	9.99	8.49	7.49	10.85	10.99	9.99
RIB MINCED	8.99	N/A	6.49	8.99	4.79	7.49	5.99	5.99	6.25
ROUND MINCED	10.99	10.49	10.49	10.99	8.59	9.99	11.49	12.99	7.99
ROUND ROAST	11.29	11.99	11.99	12.49	10.99	10.49	14.25	13.99	9.25
RIB STEAK	7.99	N/A	N/A	8.99	5.99	6.99	10.85 b/less	5.99	7.99
TOP RIB	11.29	9.99	11.99	11.99	10.99	9.99	14.25	13.49	9.49
<b>LAMB</b>									
LEG	11.59	25 ea	11.49	11.99	19.99 ea	19.99 ea	12.99	25 ea	9.99
LOIN CHOPS	19.99	18.99	16.99	23.99	16.99	14.49	18.99	15.99	16.99
CUTLETS	18.99	17.99	15.99	23.99	16.99	10.49	16.99	15.99	15.99
SHOULDER	13.99	13.49	12.99	12.49	10.49	n/a	10.99	11.69	12.49
<b>PORK</b>									
PORK STEAK	12.99	10.99	12.59	5.99ea	4.99ea	5.49ea	12.59	4.99ea	10.69
LOIN CHOPS	9.99	5 for €5	9.99	10.99	8.49	7.49	€1 ea	€1ea	€1ea
<b>BACON</b>									
BACK RASHERS	8.89	8.99	9.99	10.99	8.39	7.59	11.69	11.49	7.79
COLLAR									
RIBS	6.39	5.49	N/A	6.99	5.99	4.25	5.99	6.49	6.49

PLAYED HIDES €26-€30. UP TO €40 PULLED. PRICE DEPENDS ON WEIGHT, CLEANLINESS, PROPERLY SALTED AND WHETHER PLAYED OR PULLED.





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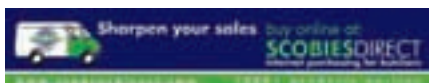
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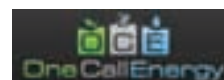
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# MAKING THE MOST OF MARGINS

How much do you make on every kilo you sell? How much do you make at the end of the week when all stock is sold? If the answer is "I don't know" then it's probably time you did. If you don't know how much you are making, it's safe to say that you don't know how much you are losing.

How much do you make on every kilo you sell? How much do you make at the end of the week when all stock is sold? If the answer is "I don't know" then it's probably time you did. If you don't know how much you are making, it's safe to say that you don't know how much you are losing.

Your margin needs to be touching 40% to make your business viable. Wages are averaging 17 to 20% at the moment and rent and other fixed costs

need to be accounted for.

Remember, the margin is on the selling price: If you buy an item for €1 and sell it for €1.50 your margin is 33.3% based on your selling price. You will get small margins on some products and large margin on others, but you should aim for 35 to 40% overall. ACBI can email you a margin calculator that works in Microsoft Excel. Call 018682820 or [info@craftbutchers.ie](mailto:info@craftbutchers.ie)

### FORMULA FOR CALCULATING MARGIN

$\text{OPENING STOCK} + \text{PURCHASES} - \text{CLOSING STOCK} = \text{COST OF SALES}$

$\text{SALES} - \text{COST OF SALES} = \text{GROSS MARGIN}$

$\text{GROSS MARGIN} \times 100 \text{ DIVIDED BY SALES} = \text{PERCENTAGE MARGIN}$

**Example:** The first time you take stock this will be your **OPENING STOCK**. Say it comes to a value of €1200.00. You buy in €3000.00 (**PURCHASES**) that week and you have a **CLOSING STOCK** of €1000.00. Your sales are €6000.00

So, **OPENING STOCK** €1200.00  
Plus **PURCHASES** €3000.00  
= €4200.00

Minus **CLOSING STOCK** €1000.00  
= €3200.00  
= **COST OF SALES**

Sales €6000.00  
Minus €3200.00  
= **GROSS MARGIN** €2800.00  
X 100 =280000

Divided by **SALES** 6000  
= **46.66%**



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- "Our customers love the loyalty and its definitely given us an advantage" DM-Kildare
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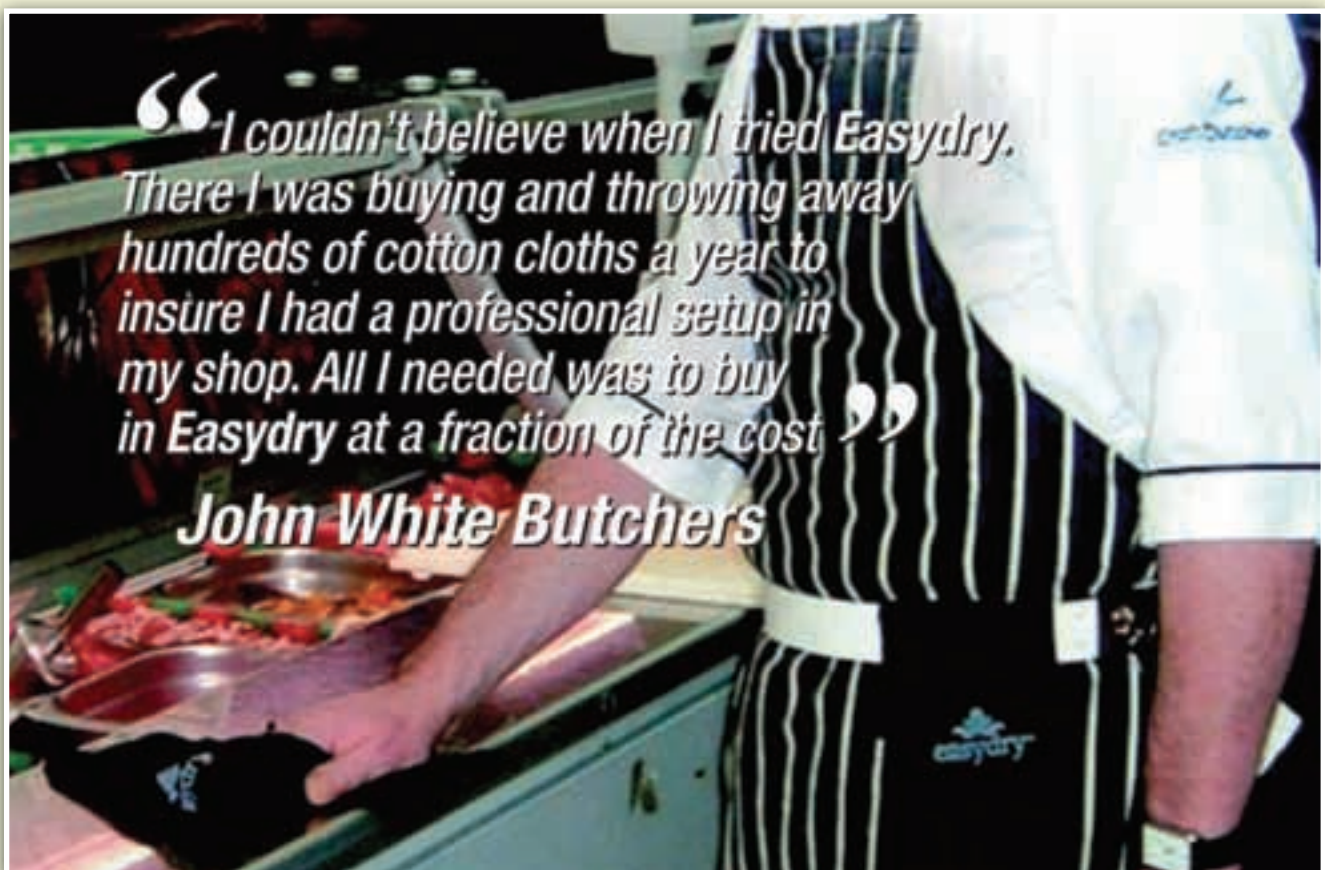
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