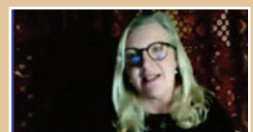
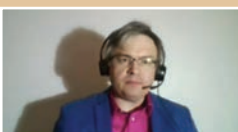




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- Preparation Division
- Curing to Clipping Division
- Cooking & Cooling/Pasteurisation Division
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Newsletter Winter 2021

Master: Andrew Parker
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Production:
 Food Manufacture

Editorial Committee:
 The Deputy Clerk
 (Asst. Editor)

Publication Dates:
 Winter (February)
 Summer (June)
 Autumn (September)

Newsletter and Bulletin:

Vol 31 No 1
 ISSN 13689177
 © Worshipful Company
 of Butchers 2021
 Printed by
 William Reed Business Media Ltd,
 Broadfield Park, Crawley,
 West Sussex RH11 9RT

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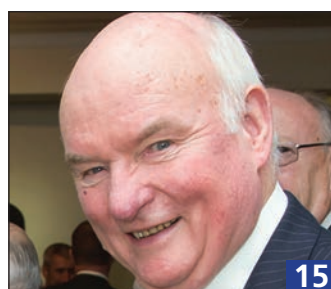
The Newsletter is a publication
 containing news and information
 regarding forthcoming events, and
 articles on technical, managerial and
 historical subjects; together with
 items of general and topical interest
 to members.

Thanks to all who have advertised
 and written articles in this edition.

Thanks to Phil McCarthy for his
 photography.

Organisations wishing to sponsor
 future editions please contact
 carla@butchershall.com

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New Liverymen welcome!

It's been a challenging year for our Livery as you can imagine. Recruitment, you might think, would be quite a task given a year of Covid-19 restrictions and no Hall or events to offer potential Liverymen. But I am delighted to say that the interest in joining our proud and ancient company has been stronger than ever.

Our last function before Lockdown 1.0 was a Meet the Master event and this really helped maintain recruitment momentum.

For those of you who haven't heard of these events, we ask Liverymen to invite a colleague or a friend along for a free glass of

fizz in our stunning Hall and get to know the Livery, meet the Master and discover what we are all about. We have had two events now and over 50% of attendees have gone on to apply to the Livery.

Interviewing candidates virtually has proved a huge success and it wasn't long before we were performing Freedoms of the Company at monthly Court, all via Zoom! Many candidates have understandably decided to wait to receive their Freedom of the City of London in-person at Guildhall, but I am pleased to say that we have now some 30 potential Liverymen on the special journey to being Clothed!

We want to continue our recruitment through Lockdown so that we can share what we enjoy so much with more people when we are allowed to reopen.

If you have family, friends or colleagues that would like to know more about The Worshipful Company of Butchers, don't hesitate to let myself or Carla know and we will make sure that they are invited to the Hall to learn more.

Before I sign off, I really must say a huge thank you to the Recruitment Team who have achieved so much during the biggest challenge of a generation.

John Allton Jones
Warden



YOUNG BUTCHER'S CLUB

The Young Butcher's Club is open to all aged 18-30 years of age. The Club's aim is to nurture the next generation of food industry professional and to provide Member's with access to professional development by connecting them with influencers from the Meat Industry, who are keen to support career development. The YBC will also be a very social hub, with many activities and special opportunities already being planned for Members as soon as Lockdown is eased. The organised events will provide the opportunity to network, inspire, learn and have fun. If you know a young person that would be interested in meeting like-minded people and would like to find out more about how to join, please contact carla@butchershall.com for more information.

New Liveryman makes history!

There was a special moment during the December Court meeting when Andrew Duff became the first person to be clothed as a Liveryman of the Worshipful Company of Butchers 'virtually'.

The meeting finished on a high note as Andrew Duff joined the meeting and his family looked on as he became a Liveryman.

Andrew runs MACDUFF with his father Rory, a fourth-generation family firm that is based in Wishaw, Scotland.

MACDUFF sources top quality cattle from a small selection of trusted farms in the Scottish Lowlands and Borders, supplying ready-to-cook beef and lamb to high-end butchers and caterers in Scotland, England and further afield.



Andrew admitted by Zoom

Having worked in recruitment for three years earlier in his career, Andrew found his passion was within the meat trade and that has also led him to follow in his father's footsteps in joining the Butchers' Livery.

Andrew commented: "It's an honour joining the Worshipful Company of Butchers and becoming the first to be clothed

virtually is fantastic. I think it's apt for someone my age.

"Having grown up and seen my Dad as a member and walking past his plaque in the office every morning when I go into work, it's a fantastic thing to be a part of.

I hope to be able to contribute, whether that's with education or charitable work. I am keen to also help spread the word of butchery and meat wholesale in general and encourage younger generations working in the industry to join the Livery to give it the long-term future that it deserves."

Andrew was the first of our Livery applicants to receive his Freedom of the City of London virtually, and has already been involved in a number of WCB activities. In January 2020 he was part of the Inter-Livery ski team alongside his father and in the summer he took part in the Run the River Charity fundraiser for Teach First.

Welcome to the Livery Andrew!

Congratulations upon their virtual admission as Freeman to the Company, since Lockdown

| |
|----------------------|
| Tim Finney |
| Jane Guise |
| Tim Gray |
| David Lindars |
| Robin Rolls |
| Andrew Parsons |
| Robbie Singh Swan |
| Samantha Hovey |
| Roddy Caxton-Spencer |
| Ian Smith |
| David Nelson |
| Ian Cundell |
| Robert Buchanan |
| Michael Dumenil |
| Matt Hill |
| Stephen Smith |
| Andrew Clarke |
| Nicola Chandler |
| Ben Bayer |
| Marc Murphy |

Congratulations upon their admission as a Young Butcher
David Paris
Ben Hale

Time has certainly flown by, it has been over 4 months since I was elected Master. I would love to tell you all of the wonderful events that I have attended in-person since being installed but alas the Lockdowns have prevented this. However, I have attended some wonderful virtual Zoom events as a guest of other Livery companies. These have included a white tie dinner organised by the Horners Company, the Turners Company annual Wizardry in Wood, the Bowden 10 year Charter celebration to mark the Marketors granting of their Charter and, not forgetting, a Master's supper hosted by the Information Technologists Company where the food for the evening was couriered to my home! These have been truly enjoyable events but I am sure you can all appreciate that they are still not quite the same as attending a live event.

What I have learned in these unusual times is that, although we cannot socialise at the Hall, the camaraderie and ability to get together virtually as Liverymen is still possible, and Livery fellowship is vital and important. During the various states of restrictions and Lockdowns that we have all endured, some of us are alone and need social interactions wherever possible. To this end, I asked Warden Steve Chick and his Events and Engagement Committee to look at arranging a calendar of events that we could host virtually for our Livery.

Since September we have enjoyed an evening with Olly Kohn, a Charcuterie and Whiskey evening, a cheese and wine evening, a cook a steak night and the Lockdown Zoom favourite – a Quiz. All these evenings have been very informative, hugely entertaining and a fantastic way to see and interact with fellow Liverymen. Upcoming virtual events include an evening with Alan Lamb, walking tours of London and a tapas night! If you haven't attended one of our online events yet and you would like to say hello to some friendly faces that you may not have seen for a while, please sign up!

THE MASTER'S MEMOIRS

THE VIRTUAL YEAR SO FAR



The Master learns how to cook the perfect steak at our virtual cook-a-long event

During this pandemic, we are all experiencing testing times and our Livery is no exception. The Hall remains firmly closed until it is safe and permitted to re-open our doors again. The business plan we had when we celebrated the launch of our new Hall projected that we would be earning income from events and rental of the third and fourth floor spaces but this has not become the reality. The Finance Committee, led by The Providitor Chris Wood, have been meeting at least once a week to review and redraft forecasts, models and cashflows. This has

been no easy task as expectations are ever changing in reaction to UK Government legislation. I need to thank every member of the committee for their tireless work to manage the Livery finances, whilst at the same time striving to maintain their own businesses.

Whilst the Hall has been closed we have had to rely on the generosity of our Liverymen for additional funding, those that have and continue to help – Thank you. There are ways we can all help – monthly donations, 200 club, one off donations and the recently launched corporate sponsorship

initiative. Warden Peter Allen heads up the Enterprise Team which looks at our fundraising and if you can help in any way, however small, please contact Peter or Carla.

Unfortunately, many businesses around the UK have suffered as a result of the pandemic and our former caterers, Life's Kitchen Ltd, were unable to survive. A team led by Warden Gwyn Howells spent a huge amount of time looking at our future catering options and I am pleased to say that following a very rigorous tender process, Bovingdon's Catering Ltd have been appointed the new catering partner for Butchers' Hall.

As I write this we have just been informed that over 100,000 people have lost their lives to Covid-19, which is a grim statistic. However, there appears to be light at the end of the tunnel with the vaccine rolling out and cases coming down again. Whether restrictions are lifted for us to enjoy our Hall again before September remains to be seen, but I really hope that I can have a glass of wine with as many of you as possible before my year as Master comes to an end.



The Master and his wife Simone dress in White Tie for a Virtual dinner

A welcome return to the local Butcher!

Liveryman **Clifford Prior**, shares his experience of being a village butcher during a pandemic.

2020 was the year we should have been celebrating 90 years of our business, E H Prior and Sons. Our village shop in Dersingham has been a busy shop since we opened in 2008, increasing our customers slowly year on year until March 2020, then came the first Covid-19 Lockdown. Celebration plans went out of the window.

We buy all our meat, live, directly from local farmers which is then slaughtered in a local abattoir. We make all our own pies, a range of ready meals and cook all our own cooked meats. We sell a range of fruit and vegetables with most of the vegetables coming from local producers, all within a 20 mile radius. Along with bread, cakes, local Sandringham apple juice and cider, wine and local bottled beers we have a fairly comprehensive range of goods.

Since we opened the shop, our home delivery service has been used by 15 to 20 customers a week, nearly all to senior citizens within a 5 or 6 mile radius. Nothing had prepared us for what was to come. When the first



EH Prior & Sons (taken before Covid-19 safety measures were installed)

Lockdown was announced, the telephone never stopped ringing. People who had been advised to self-isolate by their doctors were requesting deliveries and many new customers were placing orders for collection. Our home deliveries increased from 20 a week to 150 within 3 weeks.

With an unprecedented increase of customers in the shop and the home delivery service our trade almost doubled in those 3 weeks. I think the fact that 5 large supermarkets within 10 miles of us

had no or very little meat helped us. Protective screens and new signage has cost us several thousand pounds but to keep both the staff and customers safe, it was worth every penny.

When the first Lockdown was eased, home deliveries dropped off by 60% but quite a lot of those customers returned to coming into the shop. The diehard supermarket shoppers returned to the stores but we have kept a good number of them, mostly saying they preferred our meat. By September



Clifford in his family run shop

trade had settled down to about 60% above 2019 levels. Christmas trade was 45% up on 2019 but with the catering trade having to close down over Christmas, it more than made up for the lost trade in that sector. The current Lockdown has seen another small increase in trade, but not to the levels of March to July 2019. Both the shop trade and home deliveries are both up by 15%.

Due to the increase in trade, I have employed 2 new full time and 1 part time members of staff so now I can go back to my semi-retirement. My 2 sons are now in charge, 1 in the shop and the other runs the bakery. I have returned back to where I started, a part time errand boy.... but with a van and not a carrier bike this time.

MEAT BUSINESS WOMAN OF THE YEAR

Congratulations to The Renter Assistant, Margaret Boanas, who was named Meat Business Woman of the Year at the annual Women in Meat Industry Awards, which was held in December.

This prestigious annual industry event is organised by Meat Management and would normally be held as a black-tie dinner. This year, the event was hosted virtually

by Olympic medallist Katharine Merry and MM Publisher, Liveryman Graham Yandell.

In total over 9,000 votes were cast in support of 51 finalists for the ceremony. Margaret scooped the top accolade of the night in recognition of her professionalism, commitment to the industry and work as Chairman of the International Meat Trade Association.

On winning the overall award, Margaret said: "I am delighted to accept this award, and to see women being recognised in our industry.

Research acknowledges that companies with women in senior management roles perform better than those without. We need the brightest and best across all sectors in order to deal with the challenges we are facing."



By the time this Newsletter arrives with you it will have been nearly 12 months since the Hall closed for business due to Covid-19 restrictions. I note that in the last newsletter I rather hopefully suggested that March 2021 would be when we would expect to open. We are now looking to open in September 2021 for financial planning reasons although it is strongly hoped that perhaps we could fit in an event or two from June. Time will tell – there does seem to be light at the end of the tunnel but we do need Government support for the hospitality industry to open with confidence. And for our Butchers events we need you, our Liverymen, to have the confidence to travel to London to the Hall.

Finance

Since the last Newsletter Alison, our new finance manager, has been extremely busy and at the February Court, the new 5 year plan was endorsed. This has taken on board the mantra for the first three years of survive Yr 1, revive in Yr 2 and thrive in Yr 3 and beyond. Court members have been walked through the assumptions and the data supporting the assumptions and various Committee Chairmen have their own tabs where they can monitor and act on the information supporting their activity.

The key assumptions are that the 3rd and 4th floors will not be occupied until September and, as mentioned above, events will not start to occur also till September. Kick starting both these income streams are absolutely paramount if we are to survive this period of inactivity.

New Venue Manager at Butchers' Hall

By now hopefully you will all be aware that we have a new venue management company about to take over the mantle as the Butchers Hall venue managers. This process started when Life's Kitchen unfortunately went into liquidation in November – almost immediately a Life's Kitchen follow on



company was created and it would have been easy just to assign the contract to the new LK company. Whilst this was looked at and discussions ensued, it was also agreed that we would look at alternatives and run a tender process.

A small team under Warden Gwyn Howells engaged a consultant and spent a frenetic six weeks talking to a number of individuals and organisations. Immediately post Christmas a short list was drawn up and interviews, including with Life's Kitchen, were held chaired by Warden Chris Wood. Follow on meetings occurred and it became very clear that Bovingdons Catering Limited had a clear lead across a number of areas not least in their marketing and sales engagement.

At the February Court Bovingdons were endorsed as the new venue managers and Heads of Terms have been agreed swiftly afterwards. It is hoped that the contract can be signed by mid March but already

Bovingdons are looking at bookings in the run up to September and beyond. It would be unfair of me though not to thank Life's Kitchen for their engagement in the run up to and then the opening of Butchers Hall in September 2019 followed by the brisk four months trading before Covid arrived so suddenly – we wish them well in their future endeavours.

Virtual Events

In order to encourage fellowship amongst the Livery there has been a big effort from the Event and Engagement team to reach out and keep Liverymen connected – this has taken the shape of a number of virtual events. Most have been well attended and we have had a number of faces not normally seen – so the fellowship engagement is working. But why don't you see for yourself and go to the website and book yourself on for a number of the events? We will be sending out further mailchimp messages to you on a

frequent basis – so don't be shy – come and engage with others.

Office Working and Routines

Since Christmas, WCB office staff have been 100% working from home. In many ways we are all more efficient at home with no travel to work to deal with as well as enhanced MS Office 365 IT processes and the wonders of Zoom meetings. All are proving invaluable and has made the virtual office environment very effective and efficient. I suspect that the five day week in the office will be a thing of the past but time will tell. But like many others I suspect all of us are missing the social aspects of working together. The Hall is checked regularly and Elliott, our Facilities Manager, is present in the Hall during the majority of the working week.

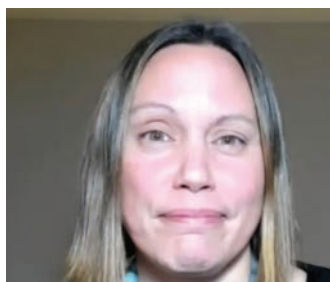
I hope by the next edition of the Newsletter that we are, once again, on the 5th floor and attending events. We all look forward to seeing you physically rather than virtually.



The Clerk's at 'home' in his office

A Virtual London City Food Lecture in 2021

The City Food Lecture proved to be yet another highly informative and enjoyable occasion for the audience of over 850 people, despite having to be in a virtual format this year. This year's speaker was Mel Smith, the CEO of Ocado Retail, and her subject: **'The role of new technology in the future of UK food retailing'** was particularly topical at a time when Ocado has become the world's largest online-only grocery retailer. She has much experience of the retail grocery sector having specialised on retail businesses when working with McKinsey and being a strategy director at Marks and Spencer before taking up



Mel Smith - Guest Speaker

her post at Ocado.

Mel Smith emphasised the accelerated changes that had taken place over the past year with online grocery sales accounting for 13% of the total market – an enormous change from the previous year's figure of 7%. In global terms, the UK has one of the highest online penetrations and the current figure is expected to double again in the next few years.

McKinsey research indicates that consumers take as little as two months to make a permanent change in shopping habits and the British shopper has had the COVID-related situation for more than nine months. For Ocado, 2020 had been a really challenging year with the 'massive' increase in demand starting from March; all-told they increased capacity from existing sites by 40% and delivered a total of 17.7million orders.

Retail changes

Turning to the future, Ocado are constantly looking at automated solutions to improve supply chain efficiency. The company



introduced robotic picking into their Erith warehouse in 2019 and now have 3 robotic arms operating there; it means that they have doubled the rate of pick for ambient products and the success of this means they will be rolling out this technology in other warehouses.

Many households are not able to plan their grocery purchases in advance and in order to satisfy this demand for immediacy, Ocado launched Ocado Zoom in 2019, which can deliver ambient products in under an hour or for an agreed slot later in the day. They were able to serve 270,000 orders across West London in 2020 and plan to expand the Zoom service in 2021 as it enables them to meet the needs of a different consumer profile from their usual customer base.

Further developments in the future ranged from the use of technology to develop closer partnerships with customers, better support for meal planning and reducing food waste; and '5G and the growing number of smart appliances' opening up opportunities, including linking your basket with 'your smart fridge'.

The panel

The panel session was chaired by Charlotte Smith, presenter on BBC 1's Countryfile and Radio 4's Farming Today, with Mel Smith being joined by Laura Winningham, CEO City Harvest,

Charlie Bigham, the food entrepreneur and James Walton, Chief Economist at IGD. In answer to concerns that the increased use of new technology would reduce employment levels in the food sector, it was pointed out that greater automation was shown to result in the creation of more interesting and better paid jobs; moreover, robotics were able to fulfil some roles where recruitment was difficult.

The future

Food waste was also raised as a topic and all panellists agreed that the amount of food waste was excessive; in an audience poll, 87% of those present were also either 'concerned' or 'very concerned' about this subject. It was an encouraging trend that increasing volumes of surplus food were being diverted to food banks and charities but still too much was being disposed of.

In concluding comments, with over 900 Liverymen and guests which included 80 students present in the audience, the panellists emphasised the importance of exciting careers in the food industry. In her closing comments, HRH the Princess Royal complimented the organisers and thanked all the participants in the virtual event - but expressed the hope that it would be possible to return to being together in the Guildhall next year.

ASSISTANT BOB BANSBACK, OBE

No shoot, no score

The Shooting society has been resting recently, but it is the intention to run some events which cater for those of different abilities and in different parts of the country as soon as possible. As we move through 2021, hopefully things will start to ease and we can take up our sport once again.

Check the website for updates but for more information about the society, contact:

Julienpursglove959@btinternet.com
mobile no. 07544 997859

Assistant Julien Pursglove – Team Captain/Secretary

VIRTUAL INSANITY

As Virtual events have filled our Company diary, we have enjoyed An Evening with Olly Kohn, a Wine and Cheese tasting night, a cook-a-long with Michelin Starred Chef Daniel Galmiche and a professionally hosted quiz night. Many have succumbed to the 'after-parties' and continued to enjoy socialising, singing and gaming into the late hours! **Liverman Dr Jason Aldiss, BEM** tells the tale of all that happened when he Zoomed into the Charcuterie and Whisky tasting night...

Freeman Matt Hill of Cobble Lane Cured Meat had sent through the post some wonderful looking specimens indeed. I have to admit to being somewhat dubious about the accompanying Swedish whisky from Mackmyra – but hey ho – in for a penny in for a pound!

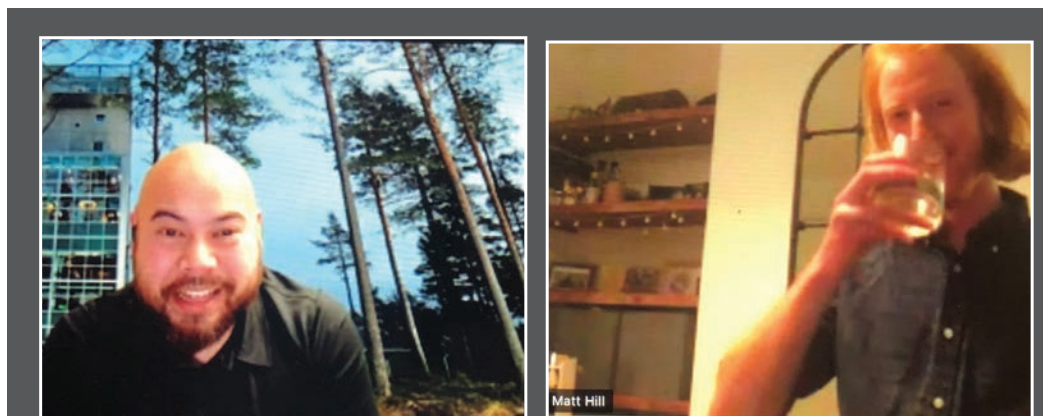
Settling in

I settled into my study with a roaring fire blazing, a small Havana cigar at the ready – I had already laid out the wonderful selection of Coppa, Lomo, spicy kabanos, and bresaola on a solid wooden board gifted from a previous WCoB event some years previous – set out two crystal whisky tumblers with a bottle of Highland Spring water at the ready to quell the anticipated inferno that Swedish whisky was, I presumed, likely to induce in my somewhat delicate stomach.

The 'meeting' commenced with some fine words we have come to expect from our splendid Master, the Clerk began by introducing Matt and his colleague Carl Beech and so the event began.

It would be rude of me to dwell too much on the wonderful flavours and delicate aromas I experienced from the delectable charcuterie as those that were unable to attend will become consumed with jealousy – suffice to say that as I write this little piece I am salivating at the prospect of enjoying it all soon from the pack I immediately ordered after our little soiree.

I would be being selective with the truth if I did not state that I approached our small bottles of Mackmyra Swedish whisky with some degree of caution – Sweden is not known for its whisky I think is a fair judgement call –



Our Charcuterie and Whisky hosts Matt and Carl



Christmas party time



Samples ready to taste

exacerbated by the fact that our gallant clerk had exempted himself from having a wee dram on the pretext that he "was on duty".

But, goodness me was I in for a delightful surprise – like drinking a

smoking orchard – fiery butterscotch overlaid with clean fresh fruits with a slight background of smoke that accompanied my cigar with perfection.

A fine night

The real pleasure was soon to begin however – the combination of the fine Mackmyra whisky and the Cobble Lane cured meats was simply divine – and one that I look forward to repeat as soon as my follow up packages arrive in the post.

A fine night enjoyed by all – must be repeated – well done to

the organising committees – unique, thoroughly enjoyable and another truly memorable virtual event.

DATES FOR YOUR DIARY

As we continue to be responsive to Government Guidelines, please regularly check your emails and the Events page on our website www.butchershall.com for the latest news on upcoming events.

Goblets for sale

When you think about dining in our Great Hall, you can't forget how the tables are always dressed to impress with candelabras and silver adorning every surface.

One of the most sought after items on the dining table has always been a personalised silver goblet.

For the first time since Butchers' Hall closed for refurbishment in 2015, Liverymen can now sponsor their own goblet, to use at all WCB

functions at the Hall whenever it is practically possible to do so.

This stunning sterling silver goblet is hallmarked and the inside of the vessel is gilded with gold. The Butchers' crest featured on the front of the bowl is also gilded.

The base of each goblet will be personalised with your name and the year that you joined the Livery.

To sponsor a goblet, the cost is £550 + VAT. (terms and conditions below).



To place your order, see the Members' announcements page on the website or email carla@butchershall.com



Terms and Conditions

- A Silver goblet is currently priced at £550 + VAT.
- WCB will engrave the goblet upon full payment of the invoice, with the Liverymen's name and date of clothing.
- Your personalised, sponsored goblet will be

available for your own use at WCB functions at the Hall, whenever it is practically possible to do so. Your goblet will not be used by any other person, whether you are present or not present at a WCB function.

- The goblet will remain at the Hall in perpetuity.

- WCB are responsible for the storing, cleaning and insurance of all goblets retained at the Hall.
- After a sponsor's death, the goblet may be used by Company guests or another Liveryman attending an event at the Hall.
- Goblets may be

claimed for use by a Liveryman, at WCB events held in the Hall, who is a direct descendant of the deceased Liveryman, after a year has passed from the Member's death. The descendant will be asked to pay a small fee of £100.





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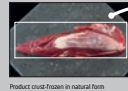
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When it's beef, it's the FALCON evolution preformer

Form your cost - with the FALCON preformer you optimize both the cut and your yield by simply bringing natural products into form or shape, and feeding them automatically into your cutting process - this is what the FALCON preformer offers you.

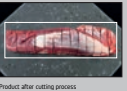
Different moulds for various applications are available, which can be easily exchanged without the use of tools. The machine automatically identifies the moulds due to the RFID Technology. The preformer integrates into one forming and slicing solution, linked to your stored product codes - easily accessible via your central HMI. And: Your existing FALCON evolution machine can be upgraded by us.



Product cut frozen in natural form



Product formed



Product after cutting process



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0,8% give-away



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Passion for Food Cutting 

Despite the extraordinary times in which we find ourselves, the charitable part of our Livery still goes on giving support to the organisations we have chosen to partner. In fact, it is more important than ever that we help where we can. Many charities have suffered as their traditional ways of raising money has been disrupted by the pandemic.

We are a major supporter of Teach First who we work with to support under performing schools and their children to help keep up with their educational standards.

Teach First have had the extra challenge this year of remote learning which creates an even greater difficulty for disadvantaged children, as many do not have the

SUPPORTING OUR CORE VALUES

Charity & Education

tools to keep up with education at home. We are asking for old computer devices which we can recycle to help such children.

We are also a supporter of Meningitis Now which sponsors research and supports families that have been affected by this disease. They sadly have had to cut back on the work they do as they have lost much income. An added difficulty this year has been that some Covid

symptoms are similar to Meningitis, so some early diagnosis has been missed, important time lost in treatment. We will do what we can to keep up our support.

In education we continue to support the Nuffield Scholarship, and the Gary Baker Award and other initiatives aimed at getting rising stars of the meat industry a help in their specialist education.

Sadly, a number of butchery skill

competitions which we normally support have been cancelled, we look forward to a time when these will restart.

We are grateful to those who help us to keep the cash flowing to support these causes. We had a successful Run the River in the Autumn where people ran in their local areas to raise money for Teach First, we have a number of people who make regular donations to our Charity and Education funds and we have recently benefitted from legacies.

During this coming year the extra challenges will continue and we will do whatever we can to give help and support.

THE DEPUTY MASTER –
P/M Graham Baker
Chairman - Charity and
Education Committee

THE LIVELY KITCHEN COOKBOOK

In the Lord Mayor's Annual address to Livery Companies, it was reported that London Livery Companies have given £72m to charities in the last 12 months, have given £28m to education and individuals and Liverymen have given over 120,000 hours of their time to charitable causes. In Spring 2020, as the Covid-19 pandemic gripped the United Kingdom, the Clerk of the Drapers' Company asked some of the City of London's kitchens a simple question, 'What can we all do to help?'

In response the Lively Kitchen Initiative was born. Its mission was to provide delicious and nutritious

meals and a "welfare refreshment pack" for the staff of the ICUs in all three hospitals which comprise the Barts Health NHS Trust. In partnership with City Harvest, the initiative also supports deprived communities in London's East End.

Thanks to the generosity of many of the City Livery Companies, individuals, volunteers, and to the work of the Grocers', Drapers', Fishmongers', Merchant Taylors' Companies and Party Ingredients, more than 60,000 meals have been delivered since its inception.

To sustain the 3,300 meals per week that will now be needed until the end of May to support the LKI, a further £179,500 needs to be

Easy, delightful
recipes to cook



raised. The Lively Kitchen Cookbook has been produced by The Drapers' Company to help raise these funds.

Head Chefs from each of the kitchens, have created a wonderful selection of dishes, with recipes compiled and written by chef/cookery food writer, Peter Gladwin. This is a working kitchen



cookbook: simple culinary ideas and easy to follow step-by-step instructions. All funds raised through book sales will go back into LKI meal production.

The Cookbook is priced at £15. Deadline for orders is 19th March 2021 and can only be ordered with this link: <https://thedrapers.co.uk/blog/2021/01/29/lki-cookbook/>



SPONSOR A CHAIR OR TABLE

There is limited availability for Liverymen to sponsor a specially designed and commissioned Smithfield chair, constructed in solid European Oak. Practical reasons dictate you won't be sitting in "your" chair when our Livery events re-commence at the Hall, but your name or title etc as is.... will feature on the brass plate featured (as in the photograph) and your name will be recorded as a donor in the Company's Golden Book.

We are now also pleased to offer Liverymen the opportunity to sponsor a matching specially designed and commissioned table, constructed in European Oak. As per the chair, a named brass plaque will be placed on "your" table, but you will not be able to claim use of it when you dine or meet at the Hall, but your name will be recorded as a donor in the Company's Golden Book.

To sponsor a chair the cost is £500 and to sponsor a table the cost is £2,000. Please e-mail clerk@butchershall.com for more details.

Rachel Heath – Winner of the Gary Baker Award

Rachel Heath is the WCB's Gary Baker Award winner for 2020. She won the award having faced competition from twelve other candidates, seven of whom were short-listed for the final interview. Rachel grew up on a mixed beef and dairy farm and chose to study BSc (Hons) Agri-business at Harper Adams University, commencing her degree course in 2017.

The Gary Baker Award, which is administered by the Butchers' Company in conjunction with Harper Adams, is presented to a student at Harper who is carrying out an undergraduate degree that has relevance to the meat and livestock industry and has completed the third year – the compulsory industrial placement year – of their four-year degree course. The student is required to demonstrate their intention of pursuing a career in the meat industry by submitting a report to show their understanding of the meat sector, the value of their placement year and their future

career plans.

Rachel was able to spend her placement year with Cranswick Country Foods PLC. During her time there, she was able to gain experience on all aspects of the supply chain; this ranged from recording carcass grades and pig genotypes for a research and development trial to attending meetings with industry stakeholders - and to participating in a section of a butchery course. At the Cranswick Preston site, she had a chance to experience the daily operations of several departments including the livestock office, butchery, new product development and retail packing.

The pork eating quality trial in which she was involved was aimed at identifying the major influences that can help to ensure that the leaner cuts of pork preferred by health-conscious consumers do not reduce important eating quality characteristics such as flavour, texture and juiciness. Measurements and observations were taken at all stages of the



supply chain. In addition to this attention to improving eating quality, she was very impressed with Cranswick's focus on high animal welfare standards and their commitment to sustainable agriculture.

Rachel described her placement experience as 'phenomenal' saying that "the whole supply chain process 'from farm to fork', the insight and career experience this opportunity has given me into

meat processing, the red meat sector and agri-food supply chain is invaluable". She is now in her final year and plans to apply for a graduate trainee scheme with a major beef processing company. She plans to use the prize money from the Gary Baker award to travel to the US to learn more about beef production in another part of the world.

ASSISTANT BOB BANSBACK, OBE

WCB'S LATEST NUFFIELD SCHOLAR

James Macartney is the WCB's latest sponsored Nuffield Scholar. The title of his project is 'UK red meat production: how to win the battle for environmental sustainability in the mind of the consumer'. He plans to use his scholarship funding to explore how this topic is tackled in different countries with a view to applying some of the results from the project in his own farming business.

He was one of the 2021 Nuffield Farming Scholars to come through the gruelling selection and interview process which took place last October. He is required to complete his report by the end of June

2022, and will make his presentation at next year's major Nuffield Annual Conference in November.

James completed his degree in Rural Land Management at the Royal Agricultural University (RAU) in 2009 and has been managing the mixed family farm and catering business in Rutland for the last 10 years. He currently has two livestock enterprises – a 600 ewe breeding flock and a beef enterprise fattening 150 cattle. He has already diversified his farm business to include a catering and retail business, which markets his own products under the brand name 'Raddleman's'. In normal circumstances he would be selling products regularly in two London

Farmers' markets, as well as at food festivals during the summer. Inevitably, he has not been able to do this in the past few months due to the coronavirus restrictions.

James is convinced that there are wider marketing opportunities for British beef and sheepmeat. He sees a real opportunity for marketing British red meat that is 'environmentally sustainable' and hopes that through his Nuffield study he will be able to test this 'with my business and encourage others in the industry'. He fully realises the extent of the challenge he faces. During the ten years that he has been managing the family business, he has become aware of the growing negative consumer attitudes

towards the environmental aspects of red meat production.

He is planning his project in three stages. In Stage 1 he will be gaining a better understanding of the industry challenges through contacting a range of experts and practitioners. In Stage 2 he plans to investigate examples of best practice abroad (subject to travelling restrictions).

At present he is keen to visit the US, New Zealand and Japan. In Stage 3, he will evaluate his findings from the initial analysis together with the overseas visits and explore what practical changes he might make to his own business. Nuffield Scholars are also expected to communicate their findings to the industry at



What is the Gary Baker award?

The Gary Baker Award was established to honour the memory of the late Gary Baker. The endowment of £1,000 through which the Award is made is in the gift of the Baker Family.

The purpose of the Award is to support the final year academic studies of an undergraduate student at Harper Adams University, and, specifically, a student who has taken an industrial placement period in the UK's red meat sector and wishes to work in the British meat and livestock industry.

Harper Adams University is responsible for organising the selection process from applicants. The Interview panel includes a representative of the Baker family, a representative of the Worshipful Company of Butchers together with a staff member from Harper Adams.

It is with great sadness that we had to cancel the Institute of Meat and Worshipful Company of Butchers annual prizegiving which had been due to take place this month. Let's hope that February 2022 will put us in a better position for the event to take place.

Clearly with the Hall still closed and no definite reopening in sight, we felt it best, considering the efforts needed by everyone to enter and be judged to cancel this year rather than postpone it.

The pandemic has been awful for the country and some businesses, with a few apprentices being made redundant, but it isn't all bad news. High Street butchers are continuing to see higher turnover and the incentives



to employ apprentices are still resulting in increased numbers of meat industry apprentices in all parts of our industry.

With fewer overseas staff available this could be a real long-term benefit to our industry.

We are seeing a new approach to staff training to respond to the current challenges in a number of businesses and growing our membership as a result.

Our Accredited Master

Butcher scheme is being seen more as an aim for businesses and individuals who are keen to demonstrate the depth of knowledge and skill that they possess.

It is also growing its uptake around the world. We now have Accredited Master Butchers in Norway, Australia and South Africa. A really positive sign of the importance of the scheme.

We all look forward to a return to normal, especially for the hospitality sector. Despite the growing claims for the (sometimes highly debatable) benefits of vegetarianism, we are not seeing a drop in demand for butchery skills. Long may this continue.

LIVERYMAN KEITH FISHER
IOM CHIEF EXECUTIVE



large and he is committed to doing this.

James is the 7th Nuffield Scholar to be sponsored by the Worshipful Company of Butchers. He follows a line of predecessors who have not only produced valuable reports for the meat and livestock industries but also been able to develop their own careers. In the past two years, Caroline Mitchell's recommendations on meat eating quality in 2019 and Sarah Pick's report on suckler beef profitability in 2020 have been making a real impact on industry thinking. Many of us will be awaiting James' report with considerable interest!

ASSISTANT BOB BANSBACK,
OBE



Livery Announcements

WCB 200 Club Lottery

Have you joined the WCB 200 Club lottery yet?

Sign up to pay £10 per ticket, per month, to raise funds for the new furnishings of our renovated Hall and be in with the chance of winning a monthly cash prize. **Winners so far are:**

October 20

Bob Enright
John Mabb

Cdre Anthony

Morrow, CVO

November 20

Mark Roberts
Paul Dolan

January 21

Dr John Mann OBE
Valerie Thompson

December 20

Sam Tinsley

February 21

Fraser Wilson
Jim Gaffney

Please contact the office for an application form to join in!

New venue management partner appointed

Following a successful tender process, the Court are delighted to announce that Bovingdons Catering Ltd have been appointed the new Venue Management Partner for Butchers' Hall.

Founded in 1987, Bovingdons has grown its reputation as a first-class venue manager with responsibility for a number of prestigious sites including Fulham Palace and the Little Ship Club in the City of London.

Please forward any hall hire or event enquiries to clerk@butchershall.com. We look forward to re-opening our Hall as soon as it is permitted.

Congratulations to:

- George and Ailsa Adams on the birth of their daughter Sybil Beatrice.
- Ben Lidgate and Anna, on the birth of their daughter Evelyn.
- P/M Brian Wheatley and Jackie on their Diamond Wedding anniversary.

Happy wishes to those celebrating special birthdays:

- The Master ● John Wharton ● P/M John Jackman

OBITUARIES

The Company is sad to report the deaths of:

David John Nichols,
Liveryman since 1983

The Reverend Arthur Brown,
Honorary Freeman and Hon Chaplain
1979-81

P/M Robin Pooley,
OBE. Liveryman since 1958

The Lord Samuel Vestey, GCVO GcSTJ DL.
Liveryman since 1967.

THE LORD Sam Vestey

The 3rd Baron Vestey, Lord Samuel Vestey, GCVO GcSTJ DL has died aged 79. Affectionately known in the Livery as 'Sam', he was admitted to the Company in 1967 and served as an Assistant of the Court in 1988 and 1989. As a loyal supporter of the Company, he regularly attended Common Hall and was a familiar face at our annual Ladies Banquet's, accompanied by his wife, Lady Celia, who sadly passed away two months ago. His eldest son, The Hon. William Vestey, is also a Liveryman.

Towards the end of the 19th century, members of the Vestey family founded Union International, a massive conglomerate which ultimately comprised ranches and meat works in South America and Australia, the Blue Star shipping

line, Union Cold Storage Company, meat wholesalers W. Weddell and Company and the high street chain of more than 2000 J.H. Dewhurst butcher's shops.

Sam pursued an interest in horses and from 1999 until 2018 he was Master of the Horse, responsible for the day to day management of the Queen's stables and carriages. He was Chairman of Cheltenham racecourse, a Deputy Lieutenant of Gloucestershire, a former Lord Prior of the Order of Knights of St John and a patron of the St John of Jerusalem Eye Hospital.

His service to the meat industry included serving as Chairman of the Meat Training Council, The Institute of Meat and Festival Chairman of the BDCI.

The Vestey Tapestry which adorns the wall of our Great Hall



was gifted by the family to the Company in 1964. The design carries scenes of the Smithfield area and the Vestey Coat of Arms,

reminding us all of the special connection that our Livery has with the family.

P/M Ian Kelly

Robin was Cornish, and proud of it. He was born into a Cornish family on the 19th of June 1936. the younger of twins, and spent much of his early life in Cornwall. He went to Brentwood School and, on leaving, dived straight into the meat trade, working as a slaughterman for Alf Meade in Reading.

Following his National Service, Robin returned to civilian life and naturally joined the firm of Towers, of which his father Melville was Managing Director. In 1971 he became General Manager of the CWS Meat Division. At the same time, the late Past Master Colin Cullimore was running Dewhurst. Between them they controlled some 3000 butchers' shops, about half the total number there are now in the whole UK. From 1976 to 1981 he was Managing Director of Buxted Poultry.

Robin's career took a very new direction when Peter Walker, the Minister of Agriculture offered him the position of Chief Executive of the Potato Marketing Board. He moved to the private sector in 1988 as Managing Director of Anglian Produce and Anglian Potato Services, positions he held until 1997. His work involved all aspects of the potato industry and his success received wide recognition, most notably an OBE, in the 1997 Birthday Honours.

From 1996 to 2007 he served on a committee of the Italian Ministry of Agriculture and lectured at the Royal Agricultural University, Cambridge, Nottingham, Naples and Stara Zagora in Bulgaria. In 1999 he chaired the MAFF Enquiry into Meat Hygiene and from 1996 to 2003 was a NFU Council Member. Quite a career!

He was Clothed as a Liveryman of the Worshipful Company of Butchers on 7th August 1958 and was Master in 1987. At the time he was the youngest Master as far as was known. The current Master is the present holder of the title.

His leisure interests were shooting, fishing and, especially, Freemasonry, which he embraced with enthusiasm. He rose to high rank in that organisation, and would certainly have risen even



PAST MASTER Robin Pooley OBE

As we mourn the sad passing of the Father of the Court, PM John Tuckwell remembers and celebrates the life of his dear friend.

higher had his health held out.

In 1972 he married Margaret Anne Pearson, a farmer's daughter. Sadly she died in 2019 and Robin had since been in residential care. They have a daughter, Jayne, who was a great source of pride and support to them both.

In 2006, Robin had a series of brain haemorrhages from which he made a remarkable recovery but in 2016 had serious problems with his hips which rendered him chair bound. However despite these burdens he remained constantly cheerful and amazingly optimistic. Although his body was failing him his mind was as active and productive as ever and even in his last days he was still wrestling with solutions to the World's many problems.

He succumbed to Covid on the 21st January

The long catalogue of his achievements and successes

confirms that he was a remarkably able and very clever man. He had a mastery of the English Language and a phenomenal memory for people and events. He seemed to know everyone, and everyone seemed to know him. He was a natural leader, with the knack of inspiring people to want to do their best for him. He was a fine orator, and as an off-the-cuff speaker, he had few equals. He was always ready to give advice and practical help to any who asked. He was kind, generous, affable, and great company.

As to how he was regarded by those who knew him, you need look no further than to the great quantity of messages received expressing respect, regard, admiration, gratitude and affection.

Rest in Peace dear friend.

(abridged from the Eulogy read at the February Court meeting)

David John Nichols

Skinning his first rabbit at the tender age of 3 years old, David followed in the footsteps of his Father and Grandfather as a Master Butcher. Beginning his career at Borthwick's Head Office in the late '60s, David re-located to Angelsey to open Borthwick's Vacuum packing plant, the first of its kind in the UK. David went on to enjoy an international career and in later years he set up his own businesses, Nichols Wholesale Meats and Artisan Gourmet Meats supplying top quality meat to restaurants, pubs and his favourite Watford football club.

David was a great influence and mentor, developing new and innovative techniques in commercial butchering which are still used today. He had a great interest in the "husbandry of animals from field to plate" and also enjoyed travelling and educating his culinary palate. A lifelong supporter of Meat Trade Charities and The Celebrities Guild for Unsung Heroes, David was a popular character and extremely proud to be awarded the Freedom of the city of London and made a Liveryman of the Worshipful Company of Butchers in 1983. David died aged 74 and is survived by his wife and 3 daughters.



David on his 70th birthday



Put those clubs back in the cupboard – but keep them towards the front

Looking back through previous Spring reports it is apparent that there have been two common themes – the first being that Spring is here and it is time to work on that golf swing in advance of enjoying a few days of camaraderie and pleasure with like-minded members and their guests. And the second to list the events available to members and prospective members of the Society.

Being a golfer who tends to lose his bad habits during the off-season before then re-establishing and indeed strengthening them once play resumes, I am hesitant to swing my clubs in the back garden at the moment just in case I reinforce existing faults in my technique. For that same reason, I am reticent to suggest that you tread the path I shall deliberately

be avoiding but at some point the time will come.

As Lockdown eases, I suspect that many courses will implement similar rules to those adopted last year with groupings of no more than three players, each of which will be required to maintain distance from all other groupings at all times. This of course would make any large gathering of golfers difficult to arrange although not impossible.

Future golfing event days will be added to the Company event calendar and updated on the Golfing Society section of the Company website as soon as they are known, so please remember to check the page regularly: <https://www.butchershall.com/wcb/events-societies/wcb-societies>

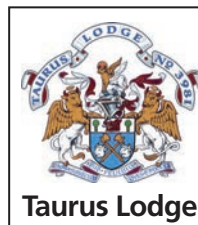
Until we meet in person....

CRAIG HAMILTON
SECRETARY

Members of Taurus Lodge did attend the regular September meeting. Well, certainly six members did. This allowed the transaction of some important business, but remained within the then Government regulations. A very short meeting, no Festive Board or meetings in November or January. As a result, there is little fresh news to report. However, the annals of the Lodge provide

another item of interest and significant evidence of the very long term and deep connections between Taurus Lodge and the Livery.

In 1979, Rev Arthur Brown was appointed Rector of The Priory Church St Bartholomew the Great and the Hon Chaplain to the Master Butcher. Having been initiated into Freemasonry in May 1948, Rev W. Bro Arthur, joined Taurus Lodge in January 1981, was installed as Worshipful Master of Taurus Lodge in September 1987 and maintained his membership until July 2005.



Taurus Lodge

Sadly, he died last November at the venerable age of 94.

In the last newsletter, the fine work of W. Bro and Liveryman John Mabb was mentioned in the context of the history of the first one hundred years of Taurus Lodge. Should any member of the Livery wish to receive a soft copy of that opus, it can be obtained on making a contribution to the Charity Account of Taurus. (Sort

code 40 -24 -10, number 71158341). Taurus Lodge donate one third of the donations received during the year to a non-Masonic Charity.

Taurus Lodge is the private Lodge of the Worshipful Company of

Butchers. We are always ready to accept members of the Livery as Joining Members (ie members of other Lodges) or as candidates for initiation into Freemasonry via Taurus Lodge.


The Secretary of the Lodge, Ted Hoeftling, can be contacted on 07921 777559 or via email to edward.hoeftling@btinternet.com.

Passionate about Bacon



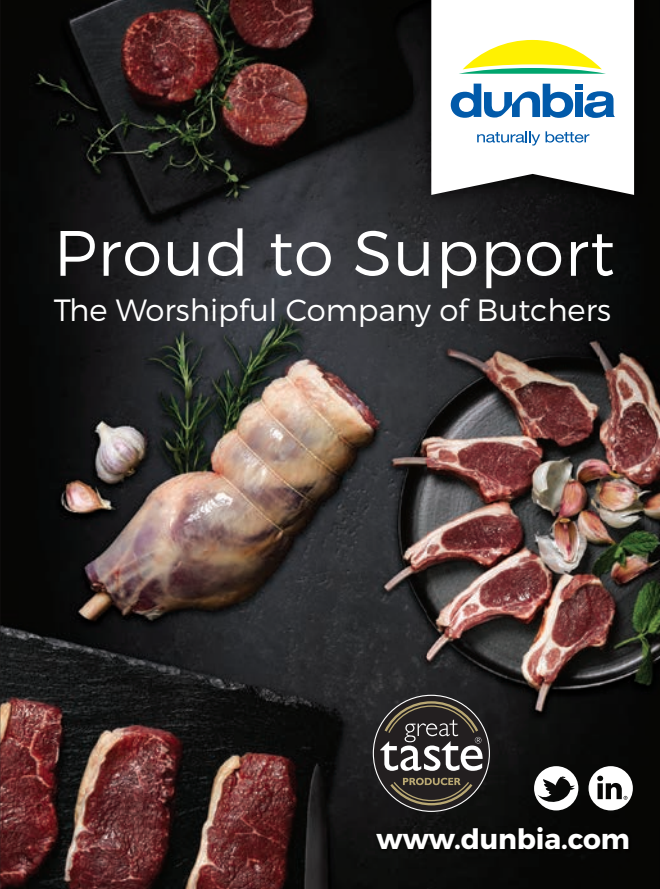
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