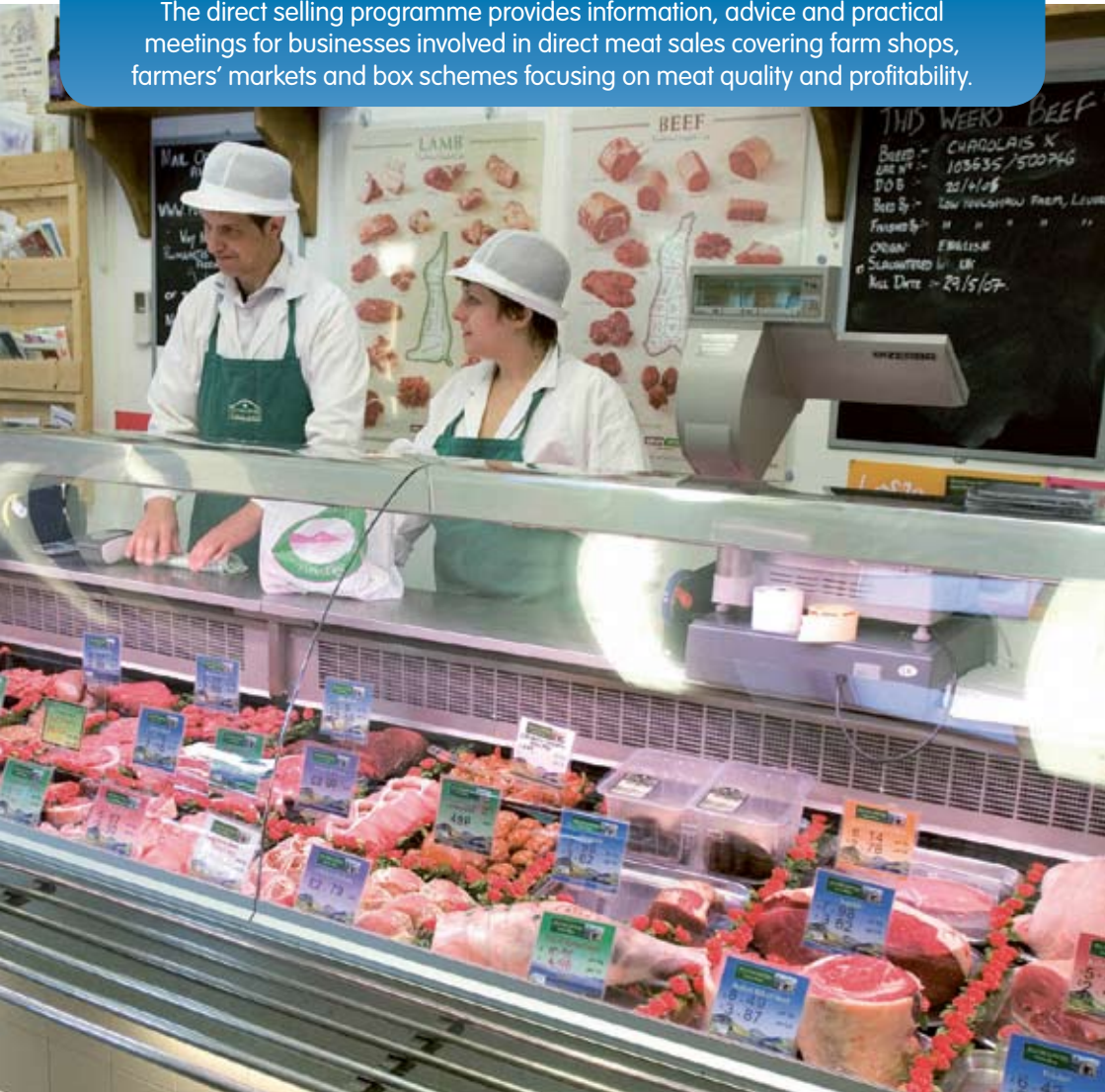


Your guide to Selling Direct to the public

The direct selling programme provides information, advice and practical meetings for businesses involved in direct meat sales covering farm shops, farmers' markets and box schemes focusing on meat quality and profitability.



www.eblex.org.uk

Getting started

There is a wide range of issues to consider when you start retailing your own beef and lamb, including meat quality, butchery, legislation and training. If you are planning to start retailing your own beef and lamb the following guides may be of benefit to you:



How to set up a butcher's shop

Guidelines on how to set up your own meat retail business including case studies, checklists and contact details for further information and support.

Beef and lamb box schemes

A good starting point for retailing your own meat that minimises capital investment, butchery training and time commitments and gives you the chance to evaluate further potential markets and opportunities.

Meat quality and shelf life

An overview of the key factors along the whole meat supply chain that should be considered in order to optimise meat quality, food safety and customer satisfaction.

Meat packaging options

A guide to the pros and cons of different meat packaging.

Marketing

A guide for meat retailers on how to maximise your sales opportunities with new and existing customers.

Meat Quality and Direct Selling 'Taster Day'

This practical session gives an introduction to meat marketing and direct selling for new meat retailing businesses or for those considering meat retailing and includes a practical butchery demonstration, food hygiene considerations and tips for meat marketing and packaging.



www.eblex.org.uk/directselling/index.aspx

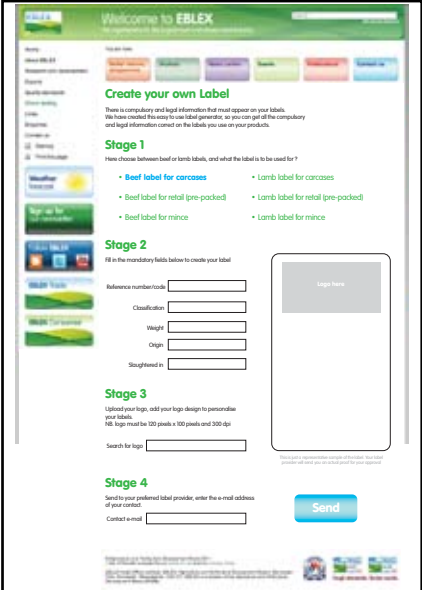
Support for the processor

A crucial link in the chain to optimise meat quality, EBLEX works closely with abattoirs and cutting plants. Here is some of the support available for you:

- Livestock selection demonstrations for your farmer suppliers. A hands-on session with an EBLEX expert to improve the understanding of selecting livestock for slaughter. Handling live animals and then following them through to the carcass to compare estimated and actual carcass classification.
- Meat Plant Quality Audits. A free confidential visit by EBLEX meat quality experts. A brief report will be produced for you to help identify key areas that might help to optimise meat quality.
- Design, Legislation and Financial Planning. EBLEX provide advice on abattoir, cutting plant and retail shop design, legislative requirements and business planning. Whether you are looking to develop existing premises or establish a new facility.
- Box Schemes and Meat Cutting Specifications. EBLEX has a template for a beef and lamb box scheme that helps to supply consistent quality beef and lamb boxes. The cutting specifications for the box schemes are part of a wide range of cutting specifications that might improve carcass utilisation and benefit your business.

Coming soon – Online Label Creator

EBLEX will soon be launching a tool to help create your own labels. You will be able to add your own logos and change the size of the label. Your label design can be saved and sent to your butcher for use on your meat packs. Alternatively the label can be printed for use in the fresh meat counter. RPA Guidelines on the legislation of meat labelling will be available to help you ensure that you meet all the legal requirements.



The screenshot shows the EBLEX Online Label Creator web interface. The page is titled "Welcome to EBLEX" and "Create your own label". It features a navigation menu on the left with options like "Home", "About", "Contact", "Help", "Log in", and "Sign up". The main content area is divided into four stages:

- Stage 1:** "Here choose between beef or lamb labels, and select the label to be used for?" It offers radio button options for "Beef label for carcasses", "Lamb label for carcasses", "Beef label for retail (pre-packed)", "Lamb label for retail (pre-packed)", and "Beef label for mince", "Lamb label for mince".
- Stage 2:** "Fill in the mandatory fields below to create your label". It includes input fields for "Reference number/lot", "Classification", "Weight", "Origin", and "Slaughtered in".
- Stage 3:** "Upload your logo, add your logo design to personalise your labels. NB: Logo must be 100 pixels x 100 pixels and 300 dpi". It has a "Search for logo" input field.
- Stage 4:** "Send to your preferred label provider, enter the e-mail address of your contact. Contact e-mail". It includes an input field for the email address and a "Send" button.

At the bottom of the page, there is a small disclaimer and a logo for the Department for Environment, Food and Rural Affairs.

www.eblex.org.uk/directselling/index.aspx

Benefits of Quality Standard Mark scheme **membership**

A fully assured product from farm to retailer

The EBLEX Quality Standard scheme gives retailers very high levels of assurance about the beef and lamb they buy. The whole supply chain (farm, abattoir, wholesaler, butcher, retailer) need to be signed up to the scheme in order to utilise the Quality Standard Mark. Not only is Quality Standard beef and lamb produced to higher standards than required by law, the EBLEX Quality Standard Mark scheme includes standards that positively influence the eating quality of beef and lamb. The additional requirements of the Quality Standard Mark scheme are designed to minimise the impact of animal age on eating quality – providing you with both improved and more consistent product.

That means you can be more confident in the tenderness and succulence of your meat when it's Quality Standard beef and lamb. These key factors of tenderness and succulence are vital to ensure customer satisfaction.

A genuine point of difference for retailers

The EBLEX Quality Standard Mark scheme for beef and lamb was developed to address key consumer concerns about the eating quality of red meat, such as succulence and tenderness and is the only scheme in the UK to cover eating quality. The scheme sets standards for quality beef and lamb production higher than the legal requirements currently in place.

To guarantee the consistently high quality dishes that customers expect, retailers must be able to work with high quality ingredients. This not only gives them confidence in the dishes they are producing, but also protects their reputation and that of their business.

As beef and lamb are central to so many dishes on most menus throughout the retail industry, it is essential that retailers ensure they are using a quality supplier. Suppliers of beef and lamb who are members of the EBLEX Quality Standard Mark scheme will be able to meet requirements over and above the current legal standards, guaranteeing their customers a product of integrity and consistently high eating standards.

For more information
contact the scheme Hotline
0845 491 8787



Tough standards. Tender results.

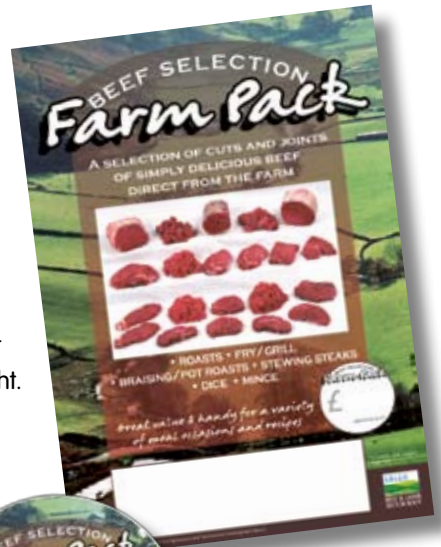
Box schemes

The box scheme kits for beef and lamb provide all the support that you need to operate your own box scheme.

Within the beef box scheme kit there are detailed step-by-step cutting specifications for butchering a beef carcass into approximately twenty boxes of 10-12 kg in weight depending on starting carcass weight. These cutting specifications can be used by your cutting plant or butcher to prepare boxes with a consistent range of cuts in each box – roasting joints, grilling and frying steaks, casserole joints, braising steaks and mince and diced beef.

The CD in the kit gives guidelines on costings and a template for printing your own posters and labels. Printed freezer-proof meat labels are also available, together with posters and recipe leaflets that complement the cuts in the meat box.

The lamb box scheme kit has similar information as for the beef scheme. The cutting specifications for lamb provide three options for a large, medium or small box. Meat labels, posters and recipe leaflets are also available.



For more information on the box schemes or to order your kit please contact our Hotline on 0845 491 8787

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