



**THE SCOTCH
BUTCHERS
CLUB**

**Terms & Conditions
2018/19**

Scotch Butchers Club Membership

A) Application Eligibility

- 1) You must be retailing Scotch Beef PGI, Scotch Lamb PGI and/or Specially Selected Pork products within your retail outlet at all times.
- 2) If you are stating Scotch or Specially Selected products online or to your catering customers you must be retailing these products at all times.
- 3) If you retail other products than Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork you must clearly label products that are eligible to be sold as Scotch or Specially Selected at all time within your retail outlet.
- 4) The business must be registered with their local authority as a food premises.
- 5) The business must have passed their most recent local authority environmental health inspection to the highest level (This would be a 'Pass' in Scotland and 4/5 Star Rating in England and Wales).
- 6) As required by law you must be able to demonstrate at all times full traceability of Scotch and Specially Selected products you retail back to a QMS assured processor. Written records must be kept of all Scotch Beef PGI, Scotch Lamb PGI and/or Specially Selected Pork purchased.
- 7) You agree to be audited by a representative from Quality Meat Scotland on a regular basis.
- 8) You must inform Quality Meat Scotland if you are unable or unwilling to fulfil any of the application criteria or Butchers Club Guidelines as they are laid out to you. This must be done in writing or by email: gsharp@qmscotland.co.uk.

B) Application to Membership of the Scotch Butchers Club

B1) New Applicants:

- A) Fill in the application form provided as fully as possible.
- B) Post back completed application form + application fee. (This is non – refundable).
- C) Once application has been received; the details of suppliers used will be checked against our database.
- D) QMS will be in contact with you within two weeks of application being received and a Scotch Butchers Club Auditor will be sent to audit your shop.
- E) Once your audit has been passed your membership will be confirmed and your annual certificate sent to you.
- F) If your audit is failed you will be refused admission into the Scotch Butchers Club and not refunded your application fee
- G) You may re-apply to the Scotch Butchers Club at any time.

B2) Membership Renewals:

- A) Fill in the application form provided as fully as possible.
- B) Post back completed application form + application fee (Which is non – refundable).
- C) Once application has been received and approved we will send out your annual certificate.
- D) A Scotch Butchers Club Auditor may be sent to audit your retail outlet at some point during the membership year.

C) The Audit

- 1) On acceptance into the Scotch Butchers Club you agree to being audited on a regular basis.
- 2) The audits will be carried out on an unannounced basis unless this is deemed unpractical by the auditor.
- 3) The audit will be carried out by an experienced auditor accredited by QMS.
- 4) During the audit you must be able to provide the auditor with a written record covering at the very least the last 3 months of retailing Scotch and/or Specially Selected Products.
- 5) If you pass the audit you will receive a letter stating so.
- 6) If you fail the audit or an issue is raised this may result in a further audit at your own expense.
- 7) If a serious failing or issue is raised during an audit this may result in your expulsion from the Scotch Butchers Club. Depending on the nature of the issue information from the audit may be passed on to the appropriate statutory body.

8) The audits also give you a chance to inform us of any issues you may be having within the industry or as a member of the Scotch Butchers Club.

D) What happens next?

On the acceptance of your application/renewal, you will be sent:

- An annual membership certificate to display in your shop. New applicants must wait until after their audit before receiving the certificate.
- Promotional materials throughout the period of your membership.
- Catering certificates are available on request to members who are supplying their catering customers with Scotch and/or Specially Selected Pork products.
 - I. Your catering customer must be able to clearly differentiate Scotch and or Specially Selected from other meat products they may retail.
 - II. If your catering customer is currently a member of the Scotch Beef Club a catering certificate will not be issued.

Members of the Scotch Butchers Club are licensed to use the Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork logos within their retail outlet.

- This registration covers usage of the logos on primal cuts and processed/manufactured products.
- If you wish to use the logo out with your retail outlet i.e. on vehicles and websites you must inform us of this before proceeding.
- By joining the club, members agree to the terms and conditions of usage. A brief outline of the terms and conditions are within this document and are also available within the Brand Guidelines. The Brand Guidelines are available on request to Quality Meat Scotland.

E) Benefits of Membership

STANDARD MEMBERSHIP - £75 (Inc. VAT) Application fee per shop:

- Seasonal promotional campaigns specifically produced for Scotch Butchers Club members.
- Additional topical point of sale campaigns throughout the year.
- Minimum of 50 recipe booklets/cards with each promotional campaign.
- Additional point of sale materials and free give-aways with promotional campaigns when applicable.
- Membership certificates to show your customers you are a member of the Scotch Butchers Club and that you are a certified stockist of Scotch Beef PGI, Scotch Lamb PGI and/or Specially Selected Pork.
- Presence on the Scotch Butchers Club website.
- Free branded promotional/point of sale materials available within the limits of stock as well as access to the Point of Sale Centre within the members' area of the Scotch Butchers Club website.
- A wide selection of quality promotional merchandise such as carrier bags, polo shirts, blackboards, t-shirts, aprons and poster frames, available at greatly subsidised prices within the limits of stock.
- Generic Advertising campaigns to promote Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork

The annual application fee as stated above for membership to the Scotch Butchers Club may be raised at any point if it is deemed necessary by Quality Meat Scotland.

F) 100% Membership

- 100% Membership is open to applications from all members who have made a commitment to retailing 100% of one or all of the following: Scotch Beef PGI or Scotch Lamb PGI or Specially Selected Pork.
- A written application to join the 100% Membership scheme must be made to Quality Meat Scotland.
- Full terms and conditions of the 100% Membership scheme are available online on the Scotch Butchers Club website: <http://www.scotchbutchersclub.org/>

G) Comments

If you have any comments, questions or wish to discuss anything regarding the Scotch Butchers Club please contact the Scotch Butchers Club Manager, all complaints and questions will be dealt with in the strictest confidence and a resolution will be communicated to you as soon as possible. Information on how to get in touch is listed below:

By email on gsharp@qmscotland.co.uk via phone on 0131 472 4040 or by post:

Quality Meat Scotland
The Rural Centre
Ingliston
Midlothian
EH28 8NZ

Scotch Butcher Club Guidelines

1. In order to become an approved member of the Scotch Butchers Club. You **MUST** fulfil all of the eligibility criteria as stated within Section A (Application Eligibility) of the Scotch Butchers Club Guidelines.

A) Applicants not currently stocking Scotch or Specially Selected eligible product must provide written evidence from a QMS assured processor that you intend to buy from.

B) Applicants joining for the first time will be audited before being fully accepted as a member of the club.

2. Upon becoming accepted into the Scotch Butchers Club **YOU AGREE** that you will continue to adhere to the eligibility criteria during the period of your membership.

3. Members (both existing and new applicants) are requested that they aim to stock at **LEAST 50%** eligible Scotch and/or Specially Selected products at all times. This includes one or more of the following:

A) Suitably labelled/stamped fresh and/or on the bone beef, Lamb or Pork.

B) Suitably labelled/stamped boxed beef, lamb or pork.

C) Suitably labelled/stamped vacuum packed beef, lamb or pork.

D) Suitably labelled/stamped frozen beef, lamb or pork.

E) Suitably labelled/stamped processed beef, lamb or pork.

In exceptional cases or in agreement with QMS some stockists may be allowed to stock less than 50%. In all circumstances QMS must be informed of the situation.

4. If 50% stock is hard to establish at the time of audit then you must be able to prove in other ways that you are supporting the Scotch and/or Specially Selected brands, via either:

A) Written records for the previous 3 months must be shown to the auditor or Quality Meat Scotland that proves you have been regularly buying eligible product.

B) You have a system in place to differentiate Scotch and/or Specially Selected product from non – assured products. This system **MUST** ensure full transparency of the product origin to your customer.

If similar foods of different origin are on sale, you should make this clear to avoid any risk of confusion and potentially misleading consumers the Food Safety Act of 1990 makes it an offence to knowingly mislead consumers.

- A distinction must be made when for example you are retailing Scotch Beef PGI steaks and those from other origins such as Argentina, Ireland and rest of UK.

5. As part of your membership you have agreed to be frequently **AUDITED** on an unannounced basis by a Scotch Butchers Club Auditor as and when it is deemed suitable.

A) New applicants wishing to join the club will be audited first before becoming a fully accepted member of the club.

B) New applicants and renewing members will receive an audit at no cost to them at some point during the period of their membership.

6. As part of the audit relevant invoices, paperwork and stocks held will be requested and checked by Scotch Butchers Club Auditors at the time of the visit.

7. When members are audited they **MUST** be able to provide the Auditors or Scotch Butchers Club Manager a record of all paperwork that prove you are buying Scotch or Specially Selected eligible product from the previous 3 months at a minimum.

A) Paperwork may be emailed or posted to the Scotch Butchers Club Manager or Auditor within 10 working days of the auditors visit.

8. Failure to provide paperwork or hold at least 50% eligible stock without a sufficient explanation will result in a further audit and a nominal charge will be placed against the offending member.

9. Any **CHANGES** in supplier or abattoir must be made clear with the Scotch Butchers Club Manager or Auditors at the earliest opportunity.

A) Exceptions may be made in circumstances that are viewed to be beyond the control of the member in question.

10. If there is found to be any **ISSUE** with the supply of eligible product the Scotch Butchers Club Manager or Auditors must be informed at the earliest opportunity.

A) Exceptions may be made in circumstances that are viewed to be beyond the control of the member in question.

11. As a member you agree that you will not **MISLEAD** the Scotch Butchers Club Manager, Auditors and your customers as to the supply and origin of your products.

12. Information and/or products that are found to be **MISLEADING** will be investigated by Quality Meat Scotland and may be passed onto the appropriate statutory body such as Environmental Health or Trading Standards.

13: Your membership of the Scotch Butchers Club will be deemed terminated under any one of the following circumstances:

A) You decide to leave the club of your own accord at any point during the membership year.

B) You grossly breach any of the guidelines as outlined to you.

C) If there is a change in ownership within the shop.

D) If the shop is closed or is forced to shut down for any reason.

E) If the shop is bought over by a competitor or other persons.

In any of the above cases you will not be reimbursed your membership fee. In the case of new ownership or take over, the new owners will need to re – apply and be audited before becoming a member resulting in another membership fee.

14. Information as to the correct use of any requested images, logos and/or recipes can be found in the Use of Quality Meat Scotland (QMS) Logos, Images and Recipes Guidelines as well as the QMS Brand Guidelines on request.

15. By signing and sending back your application or renewal form you **AGREE** to comply with all the guidelines that have been provided to you by the Scotch Butchers Club Manager.

16. Failure to comply with any of the above guidelines regarding application or membership of the club and the audits could ultimately lead to your membership of the Scotch Butchers Club being **TERMINATED**.

Use of Quality Meat Scotland (QMS) Logos, Images and Recipes Guidelines

1. Use of QMS brand logos, images and/or recipes are only available to **CURRENT** members of the Scotch Butchers Club and can only be used for specific projects such as websites and/or individual butcher's promotional material.
2. QMS logos, images and/or recipes supplied from Quality Meat Scotland (QMS) can only be used **ONCE** as per the initial query.
3. The specific use of QMS logos, images and/or recipes must be **AGREED** with the current Scotch Butchers Club Manager and/or the current Head of Marketing within QMS.
4. When the specific use of the QMS logos, images and/or recipes is agreed, the supplied materials **CAN'T** be used in any other circumstance or format.
5. The Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork Logos and/or images **MUST ONLY** be used to promote products which qualify under the QMS assurance scheme.
6. The QMS logos, images and/or recipes **MUST NOT** be used to deliberately mislead the consumer on the origin or the quality of products that fall out with the QMS assurance scheme.
7. The Scotch Butchers Club member using the QMS logos, images and/or recipes **HAS SOLE RESPONSIBILITY** for the correct use of the supplied materials.
8. It may be possible for members to use the Scotch Butchers Club logo instead of/or including the specific consumer brands. This is however at the discretion of the Scotch Butchers Club Manager and/or Head of Marketing within QMS.
9. Details or examples of the use of the QMS logos, images and/or recipes should be sent to the Scotch Butchers Club Manager within 30 days or within a pre – agreed timescale.
10. The logos remain the exclusive intellectual property of QMS.
11. The Scotch Butchers Club Manager and QMS reserve the right to refuse any member the use of logos, images and/or recipes if it is deemed necessary.
12. In the event of misuse of the QMS logos, images and/or recipes or a change of supply situation occurs; the Scotch Butchers Club Manager and/or QMS can terminate the authorisation to use the logos, images or recipes.
13. In the event that **YOU** decide to leave the Scotch Butchers Club or are asked to leave for whatever reason, you must **REMOVE** any logos, images and/or recipes from any materials or websites immediately.
14. QMS logos, images and or/recipes will be provided in electronic format and the production, printing, use and removal of the supplied materials will be at **YOUR** own expense.
15. **FAILURE** to comply with any of the rules outlined above may result in further action being taken by Trading Standards on behalf of QMS as well as expulsion from the Scotch Butchers Club.
16. Reference to Brand Guidelines on QMS Website.

