

# SLMG NEWSLETTER

SHETLAND LIVESTOCK MARKET GROUP

## Abattoir opening

### A lang lippeded day

The opening of Shetland's new €500,000 abattoir will be held soon. This new facility will be a true asset to the livestock industry here in the isles. Pigs, sheep, cattle and goats can all be processed from start to finish here at the new abattoir. Not only will farmers benefit but this facility will assist local restaurants, butchers and hotels source local Shetland meats.

This is a tremendous step forward – not only for the industry – but for Shetland as a whole.

The opening ceremony will be a good opportunity to have a look around the premises and check out all the new facilities. We look forward to seeing you then.



## Price comparison

- SLMG's prime lamb prices are maintained at rates directly comparable with leading Scottish meat suppliers and are determined on a weekly basis affording local producers access to the best of the trade without the costs of shipping and weight loss. Please contact Lauraine for further information **01595 840530**.

## 2010 sale season overview

- Last year's sales season finished with sales well up on 2009, a massive increase of £319,493.30 was achieved
- Sheep throughput increased by an impressive 3184
- Cattle's throughput was down slightly by 49 in comparison to 2009

All in all 2010 has been a very successful year, with good prices achieved throughout. We look forward to a similar – or better result for 2011.

## Member, Richard Briggs, has successfully built up his business using the services provided by SLMG

### It's not just lamb it's "Shetland Lamb PDO"



Over the last couple of years the European Geographical Indicator Symbol for "Protected Designation of Origin" (PDO) has appeared on the labels of an elite group of European food products, which includes Shetland Lamb. At present Shetland Lamb is one of only 17 UK food products that are distinctive enough to have successfully completed the stringent selection processes at both UK and European level.

In March this year, SLMG joined with producer groups representing other UK protected food name products to form an association to promote the protected food name symbols alongside the UK and Scottish governments.

Lambs produced from Shetland or Shetland Cheviot ewes that are born, raised and slaughtered in Shetland within 12 months of their birth qualify to use the PDO symbol. This assures purchasers of the genuine provenance of the product that they are buying. In effect the symbol is exclusive to products processed at an abattoir in Shetland. The distinctive logo can be included on labelling by any producer or retailer provided the product qualifies (at no cost).

There is an opportunity for this distinctive symbol to be widely used and prominently displayed, to help customers to select Shetland Lamb as a preference.

Richard Briggs (Producer of Briggs' Shetland Lamb PDO)  
[www.briggs-shetlandlamb.co.uk](http://www.briggs-shetlandlamb.co.uk)

## SLMG membership

We'd like to take the opportunity to thank our members for their contribution over the past year, we have made good progress in 2010 and we couldn't have achieved what we have without your support.

We are currently investigating other benefits of membership. One such benefit is that, as part of Shaw Marketing and Design's marketing activity, we can offer SLMG members PR support free of charge. If you have a story you would like to share or a press issue that you need help to address, Shaw are here to offer their assistance. You can contact them on **01595 694265** or you can email [shetland@shaw-online.com](mailto:shetland@shaw-online.com)

We have now entered the new 2011/2012 membership year and would be delighted to receive your support. To find out more about the membership benefits SLMG offer please email [kirsty.halcrow@shaw-online.com](mailto:kirsty.halcrow@shaw-online.com)

## Our websites

SLMG is now online! You can check out the website at [www.slmg.co.uk](http://www.slmg.co.uk). The site, developed by NB Communication, is aimed primarily at members and the wider industry. The aim is to keep you up to date with industry developments and issues, news on sales, etc.

We are also in the process of refreshing the Taste Shetland website, which we plan to re-launch in May. As part of that we are creating a new members page, which we plan to keep up-to-date with member profiles, products and photos. If you'd like to feature on this page you can email [kirsty.halcrow@shaw-online.com](mailto:kirsty.halcrow@shaw-online.com) for more information.



## Focus on Lauraine

**Q. How long have you been working at the slaughterhouse?**

A. I've been here for seven years now!

**Q. What do you enjoy most about your job?**

A. I get great job satisfaction producing quality Shetland lamb for both the local and UK markets. However working together is the only way we can achieve this.

**Q. How are you feeling about the opening of the new abattoir?**

A. 'Exciting' and 'daunting' are the words I'd use to sum it up! Processing cattle is something completely new for me but I'm really looking forward to the challenge.

**Q. What are your hopes for the future, with regard to the new abattoir facilities?**

A. Above anything else, we are here to provide a good service to the crofting and farming community in Shetland and, of course, a good product. Now that we are expanding our service to cover pork and beef, our priority will be to maintain and build on the high quality service that we currently offer. I believe that this will take us forward in the right direction.

## Shaw Marketing and Design

Shaw Marketing and Design have recently been appointed to support SLMG's marketing activity. Shaw's Deputy Managing Director, Isabel Johnson said: "We are delighted to be working with SLMG and look forward to raising awareness of its activities locally and helping promote quality Shetland meat to the wider market."

## Wool Week

Jamieson and Smith along with other local businesses are hosting Shetland Wool Week on 11 - 16 October in celebration of Real Shetland Wool. This event is part of a five year wool industry initiative – The Campaign for Wool – which was launched in January 2010.

Sarah Laurenson of Jamieson and Smith, said: "This project is a great way for us to communicate the quality, benefits and diverse uses of Shetland wool internationally and maintain its good reputation in the world fibre market.

"This year, among an array of workshops and knitting demonstrations, Wool Week will coincide with Shetland's annual Flock Book show, where quality native Shetland wool will be judged by Oliver Henry of Jamieson and Smith in the Fine Fleece Competition at the marts. The annual fleece competition is sponsored by Vi-Spring, who use superfine Shetland fleece in their luxury beds.

"Our membership of the Campaign for Wool plays an important part in supporting the sheep farming industry in Shetland, and Shetland Sheep as a breed, by creating high-quality, sustainable levels of demand for the wool, which helps us achieve increased prices for our local suppliers."

For more information please contact Sarah Laurenson on **01595 693579** or email [sarah@shetlandwoolbrokers.co.uk](mailto:sarah@shetlandwoolbrokers.co.uk)

## Prices high at marts spring sale

Shetland's average price per kilo exceeded the Scottish average at SLMG's annual Spring Show and Sale. The event, held at the Lerwick Marts on Wednesday 6 April, attracted sellers and spectators from all over Shetland.

Shetland Marts performed well, achieving an average of 188 per kilo for Steers and 174 per kilo for Heifers. The current Scottish average for Steers is 181 per kilo and 178 per kilo for Heifers (according to QMS's market average on 6 April 2011).

Brian Anderson judged the show and declared a Charolais Cross from Messrs Sinclair, Sandlodge Farm, Sandwick as the overall champion which weighed in at 424 Kg and sold for £920.

Commenting on this year's winner, Brian Anderson said: "There was a tremendous show of cattle this year which made my decision

very difficult. I selected the Charolais Cross as our champion as it was an all-round first-class animal, with an outstanding shape and was at a perfect weight for its age."

Auctioneer, Rod Mackenzie said: "The quality of cattle was excellent. This was met by a very strong demand which was in line with the rising prime stock prices."

Shetland Livestock Marketing Group would like to thank Harbro who kindly sponsored the event.



Photo: Jim Nicolson

Overall champion, 11-month old Charolais cross with, from left, Harbro Lerwick manager Stephen Leask and Aaron Sinclair.

## 2011 sale dates

### September

Fri 2nd Prime and store lambs  
 Sat 10th Prime and store lambs and all types of cattle  
 Wed 14th Unst sheep sale  
 Fri 16th Prime and store lambs  
 Sat 17th Yell sheep sale  
 Fri 23rd Prime and store lambs  
 Sat 24th Prime and store lambs  
 Fri 30th Prime and store lambs

### October

Sat 1st Flock Book females followed by all breeds of ewes, gimmers and ewe lambs  
 Thur 6th Pony show at 4pm  
 Fri 7th Pony sale at 9.15am  
 Fri 7th Evening sale of rams  
 Sat 8th All classes of sheep

Wed 12th Show and sale of weaned and store calves and all classes of cattle  
 Fri 14th All classes of sheep  
 Sat 15th Flock Book males (or all classes of sheep) plus Wool Week  
 Fri 21st All classes of sheep  
 Sat 22nd All classes of sheep  
 Fri 28th All classes of sheep  
 Sat 29th All classes of sheep (or Flock Book males)

### November

Sat 5th Final sale of all classes of cattle and sheep

All the 2011 sales season dates can be viewed online at [www.slmg.co.uk](http://www.slmg.co.uk)

If you are interested in selling livestock at any of these events please contact Hazel Mackenzie on **01595 696300** or email [hazel@tasteshetland.com](mailto:hazel@tasteshetland.com) for more information.

## Upcoming farmers' markets

Browse through the stalls of local produce and crafts, and enjoy tea and homebakes as a welcome break between shopping!

### Tingwall Hall

Sat 7th May 10am - 2pm  
 Sat 4th June 10am - 2pm

To book a table or for more information, please contact Ralph Mair on **01595 840343**

### Baltasound Hall, Unst

Sun 29th May 12noon - 2pm  
 Sun 26th June 12noon - 2pm