

What happened to the summer?

After working with Andy Tucker for twenty years (without receiving a medal) it seems strange when he is not around, although he is only a phone call away. To say 'business as usual' is an understatement, every day brings a different challenge. The transfer and consolidation of the beef production to Sheffield has been successful and is now complete.

Yorkshire Premier Meat remains focused on the two most important parts of the business its customers and staff. In the current climate the only way to sell anything seems to be to promote it, this brings added pressure and we can see uplifts of 300 to 400%, fortunately we have a stable, reliable and very flexible workforce who rise to every challenge.

Catherine Collis and Darren Slack are both settling into their new joint YPM roles covering Human Relations and Health and Safety. The re-furbishment work at both sites is on going and the new toilets and amenities at South Kirkby are just about complete. We have now moved into the offices which will be yet another challenge. Andrew Jowett our Technical Manager recently introduced 'lets get MAD! (Make A Difference)' at both sites, which involved all staff looking at their daily routine and working environment with a target to reduce customer complaints and foreign bodies.

In Andy Tuckers last article he mentioned 'hot summer' I'm not sure if that was the kiss of death but we are still waiting for it to happen. Everybody was prepared for a busy summer

with beef burgers made with flank and trims (cheaper cuts) but the demand was never there, this resulted in a lot of meat being frozen in the summer which is now being sold at 'cheap' prices as people reduce their stocks for the year end. With the exchange rate not making Imports attractive for Southern Ireland it is difficult to understand why demand for these cheaper cuts is so poor.

The outlook for Lamb for 2010 is mixed, we recently sat down with most of the 'Kiwis' at 'Anuga 09' in Germany and got mixed messages for next year. Numbers should be similar to this year. We are currently carrying on with sourcing the lamb for next year.

We are already seeing the benefits from the changes made to create the Meat Group - we are now supplying Charcuterie with beef and development on lamb is ongoing.

We have always been a good customer of Scotch Premier and worked well together and Raymond's experience, enthusiasm and advice has always been valuable.

Although 2009 has been a really challenging year for YPM mainly due to the huge problems with New Zealand lamb supply, we are all working hard to ensure 2010 will be a decidedly brighter picture.

I personally would like to thank all staff for their support and achievements over the years and wish them a Happy Christmas and all the best for a prosperous New Year.



John Elliot
General Manager
Yorkshire Premier
Meat Ltd



Staff training is casual at Yorkshire Premier Meat

Working together to restructure our industry



Part of our new state-of-the-art facilities at Whiterashes

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Aberdeen Grain are hosting four meetings aimed at discussing the development of our arable infrastructure to meet future demands.

**The dates are as follows:
14th, 19th, 28th January
and 4th February
(1.00pm) at Whiterashes.**

To find out more, call Aberdeen Grain on 01651 882244 or email: aginfo@aberdeengrain.co.uk

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