

# Changes Work Well For The Future



**General Manager  
John Elliott**

**It has been a very busy time here at Yorkshire Premier Meat with a lot of management**

**changes with Dave Fleetwood and his team coming in and running the business a lot different from before.**

Our staff are reacting well and they have always been very flexible. One of the changes is that we are now getting resources we never had before such as a new health and safety co-ordinator, Rachel Blee, and it is all making a difference.

Principally our business is built around supplying manufacturers so what we do is dice, slice, mince, do marinades, joints and we prepare them all to portion control for major manufacturers who then prepare ready meals which are sold in all the major retail outlets.

The type of meals we supply for are the traditional staples such as lasagne, cottage pie and pies then there are the luxury ranges such as beef stroganoff.

## Established

This business has been established for 20-years and has always set its stall out to supply manufacturers. While retail meat sales have always been seen as more important than prepared foods, more meat is actually sold in ready meals than over the counter.

We have been working with our colleagues at Scotch Premier and Charcuterie on a new product and it should be launching, hopefully, in January. It is a great example of the meat division integration programme bringing benefits to the whole group.

We didn't really talk to each other or work together much before but, following all the recent changes, we have been over the last six months and we have all benefited from that.

We have bought a lot more meat from Scotch Premier than we ever have before because of that. The communication now is a lot more open between us.

## Efficiencies

The new mince line installed during the summer at South Kirkby is going well and has been approved by all our customers. We will now start to benefit from the efficiencies.

We produce up to around 100-tons of mince a week, mostly beef with some lamb and pork. We have the capacity for more as well.

For YPM this year has been a lot better than it was last year and I think that will continue into the coming year but I think the challenge will be lamb with New Zealand lamb supplies becoming really tight because of their domestic situation.

That shortage will see prices increase and the concern is that if a ready meal gets to a certain price then people will not buy it.



**Rachel Blee, new health & safety  
co-ordinator at Yorkshire Premier Meat**

Obviously the run up to Christmas has seen us do a seasonal turkey line over November and December.

The staff have been meeting all the challenges very well and the arrival of Rachel Blee has seen her working with the group health and safety manager Jennifer Graham on new systems which she is taking into the factory and helping bring the staff on board with them.

Our offices at South Kirkby are currently being refurbished along with the boardroom and we are well on the way with that. Staff are using temporary offices meantime and we hope to have it all completed by the end of March.

## FACT FILE

- YPM has two sites at Sheffield and South Kirkby.
- South Kirkby has 100 staff and is a multi-species site handling, beef, lamb, pork, chicken, mince and marinades.
- Sheffield has 101 staff and handles beef.
- Customers include Northern Foods, Greencore and Samworth.
- YPM products are sold in ready meals in M&S, Tesco, Sainsburys and Morrisons.



Photo by Shutterstock Inc.

**Sliced and diced turkey - a profitable seasonal line at Yorkshire Premier Meat**