



# THE SCOTCH BEEF CLUB

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## SHOWING YOUR CUSTOMER YOU CARE ABOUT QUALITY

Like you, we are passionate about quality, integrity and caring for our customers. These are the core values of The Scotch Beef Club. We demand the highest standards of production, rearing, animal welfare and traceability from our farmers, and as a member of our Club, you will be supporting them and demonstrating the same commitment.

## WHY SHOULD YOU BECOME A MEMBER?

You have created a unique atmosphere and ambience in your restaurant that reflects not only your personality but also a desire to use the best possible fresh ingredients. You like to communicate with your customers by your style of cooking and how you present the dishes. Membership of the Scotch Beef Club is yet another way to show your customers that you care.

Membership of the Scotch Beef Club will benefit both you and your customers. Firstly, it will give you the confidence that the beef you serve in your restaurant is exactly what it claims to be. Secondly, it will give your diners the reassurance that you can vouch for the welfare, production and source of the meat you serve. It makes you an advocate for all aspects of best practice, and an ambassador for fresh well-produced food. What's more, you will find that many diners specifically seek out restaurants that are members of the Scotch Beef Club.

The Scotch Beef Academy will run in conjunction with the Scotch Beef Club and members will have the opportunity to participate in practical courses aimed to increase the working knowledge of Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork and how to make the most of them in your particular restaurant.

## GUARANTEEING TRACEABILITY

Now that all British cattle have passports, traceability from the farm can be assured. Processing is strictly controlled and monitored at every stage, so that suppliers are able to pass on the details of the products purchased to chefs. That is information that can help you describe the dish on a menu, influence and inform diners when making their choice and ultimately add to the overall dining experience.

## WHAT WILL MEMBERS HAVE TO DO?

Five key pieces of information must be identified to verify the source of the beef.

These are: Country of origin; Plant number; Kill date; pack date; Ear Tag number. If the ear tag number is not available – insist on having a batch code.

Most of this information will be shown on the label, but if this is not clear, your supplier will be able to provide it. You must ask for it.

## CRITERIA FOR MEMBERSHIP

By understanding and checking these five key points, members will be able to clearly identify the beef they purchase.

Approved members will be supplied with a record book in which details of deliveries of Scotch Beef will be noted.

Members must be prepared to have this information available on request and random audits will be carried out by meat experts who will visit member establishments on behalf of Quality Meat Scotland.

The Scotch Beef Club must not be compromised. Other non-Scotch beef products cannot come under the Scottish label and the use of logos must not be misinterpreted or used in such a way as to mislead the consumer.

Member establishments must openly embrace best practice and demonstrate care and attention in all aspects of food preparation.

Culinary awards and membership of other recognised / professional bodies will be taken into account when membership is considered.

## CONDITIONS OF MEMBERSHIP

1. Applications for membership of the Scotch Beef Club will be considered by the Scotch Beef Club committee, and their decision is final.
  2. Membership will be considered on an individual basis. Group membership is not applicable.
  3. Membership will be awarded on an annual basis, and a dated certificate will be issued.
  4. Applicants must record and supply information regarding Scotch Beef purchase; failure to do so will put membership of the Club in jeopardy.
  5. Members will be subject to spot checks to authenticate claims being made. In-depth traceability audits will be carried out at random on member establishments and their stated suppliers.
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## APPLICATION FORM

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- I would like to apply for membership of the Scotch Beef Club
- I confirm that I can demonstrate real commitment to Scotch Beef and that the restaurant operates a clear policy on the labelling and descriptions of the meat / beef dishes being served.
- I agree to supply the required information to Quality Meat Scotland and have informed my supplier (s) of my commitment to do so.
- I also enclose current menus and confirm that, where possible, there is always a Scotch Beef dish identified on the menu.

Date of application: .....

Signature of applicant: .....

Please also print name: ..... Status: (e.g. owner / chef / other) .....

Additional named contact: ..... Status: .....

Name of restaurant\*: .....

Address: .....

..... Post code: .....

Contact: (if different from above applicant – Please print name clearly) .....

Telephone number: ..... E mail: .....

Website address: .....

Current awards held and / or applied for: .....

Membership of professional or trade associations – please list: .....

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*\* In the case of a hotel with more than one restaurant, the application should refer to the named restaurant(s). The hotel name should also be given, along with that of a group, if applicable.*

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  3. Membership will be awarded on an annual basis and a dated certificate will be issued.
  4. Applicants must record and supply information regarding Scotch Beef purchases. Failure to do so will put membership of the Club in jeopardy
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## SUPPLIER INFORMATION

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### 1. MAIN SUPPLIER

*I confirm that my regular supplier(s) of Scotch Beef is / are*

Name of company:.....

Address: .....

..... Postcode:.....

Telephone: .....

Contact name: .....

### 2. SECONDARY SUPPLIER (IF APPLICABLE)

*I confirm that my secondary supplier(s) of Scotch Beef is / are*

Name of company:.....

Address: .....

..... Postcode:.....

Telephone: .....

Contact name: .....

*I confirm that I have informed this / these suppliers of the conditions of membership of the Scotch beef Club and that they are willing to co-operate and to supply the necessary information to verify that the products I purchase meet the criteria of the Scotch Beef Club.*

*I have also informed the above named supplier (s) that he/they may be subject to spot checks to authenticate claims being made and that an in-depth traceability audit may be carried out at random. The above named supplier(s) has agreed to these conditions and is willing to be visited, if required, as part of the audit procedure carried out on behalf of the Scotch Beef Club.*

Name of restaurant: .....

Name of applicant (please print clearly): .....

Signature of applicant:..... Date of application: .....

#### **Data Protection**

Quality Meat Scotland shall only use the data you have provided for the purpose of communicating information about Quality Meat Scotland and The Scotch Beef Club to you. Your information will not be passed to any third party organisations.

Please complete this form and return it to:

**The Scotch Beef Club**  
Quality Meat Scotland  
Rural Centre – West Mains, Ingliston, Newbridge  
Midlothain EH28 8NZ

Fax: 013 472 4038  
E mail: [info@qmScotland.co.uk](mailto:info@qmScotland.co.uk)  
[www.qmScotland.co.uk](http://www.qmScotland.co.uk)  
[www.scotchbeefclub.org](http://www.scotchbeefclub.org)

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