

SMITHFIELD MARKET





Tom Hixson & Co

*Specialist Importers & Wholesalers
of Top Quality Meat & Provisions
From Around The World*

Telephone 020 7248 3569
Website www.tomhixson.co.uk

For the best quality Beef, Veal, Lamb, Poultry, Gammon, Bacon, Sausages, Cheese, Eggs, Game and Exotic Meats at the most competitive price, look no further than Tom Hixson & Co Ltd.

Purchasing from us at Smithfield Meat Market means you are buying direct from source. Smithfield sets the price for meat in the UK so where better to buy your goods and now available for the first time on the internet!

Tom Hixson & Co Ltd has developed a very successful business supplying quality meat & provisions to traders and caterers out of Smithfield Meat Market. Tom Hixson has operated from Smithfield for the past 28 years and has grown their business through honest pricing and procuring only the very best products from around the world.

Smithfield Meat Market is one of the oldest of the network of markets that are the lifeblood of the City of London. Approximately 85,000 tons of produce pass through the market each year. Bargaining between buyers and sellers sets the guidelines for meat and poultry prices throughout the UK. The added advantage of buying from Tom Hixson is the fact that we are able to buy at the most competitive prices and pass that on to our customers.

To help our new and existing customers with their business we have developed this website which allows you to place your order on-line. This will reduce the time you spend telephoning or faxing orders over, plus it is a more secure and guaranteed way of ensuring your order is processed on time. You can view our entire range of products but also if there are products you currently purchase elsewhere and you cannot find it on our website, just email us the details and we will do the rest. Our traders will be tasked to find those products at the most competitive prices.

We can also arrange delivery to your door using one of our fleet of refrigerated vehicles or alternatively you may wish to pick up your order yourself? Whatever way you wish to purchase through our website, Tom Hixson can meet all your needs.

Monitoring Quality

We have a structured HACCP system in place to ensure the quality of your goods at all stages of the purchasing to delivery process and can trace all our meat back to the farm. The onsite vets make regular visits during the day to ensure that we are always compliant with current food safety standards. All this ensures not only that we provide the best of products but that controls and monitoring is in place to ensure it arrives to you in the best possible condition.

Tom Hixson & Co Ltd specialises in prime cuts of meat and the best selection of cheeses and provisions purchased from all over the world. Our primary aim is to provide the best quality produce at a competitive price.

Customer Services

Our customer services department is available to answer any queries you may have. They can also take an order from you over the telephone if you prefer to order that way

Customer services are open: Monday – Friday 4am – 3pm. After this time a message may be left which we will deal with the next working day.

Telephone Number: **020 7248 3569** Tom Hixson & Co Ltd



Delivery across London for orders over £100.00

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City of London Corporation

London Central Markets
Superintendent's Office
East Market Building
London. EC1A 9PQ

Tel: 0207 332 3092

Fax: 0207 236 8735

www.cityoflondon.gov.uk/smithfield



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the rest



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delivery



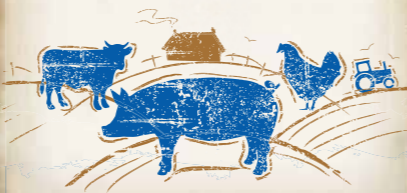
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order necessary

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hams & sausages

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direct
from the farm



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www.jbuckland.co.uk



Robert Wilson

Superintendent of Smithfield Market

It has been my privilege to serve as the Superintendent of Smithfield Market for 9 years, my tenure began during a period of transition, as the recently refurbished East and West Market buildings became fully operational. Subsequently, it was necessary to meet the challenges presented by the introduction of new EU hygiene regulations, as well as managing the many different complexities of Market life on a daily basis.

Smithfield is the only wholesale Market that remains located on its original site, within the square mile of the City of London. It has 42 meat trading tenants and has been owned and operated by the City of London Corporation for over 800 years. The annual throughput still averages over 100,000 tonnes of meat product.

The City of London Corporation and each of the 42 meat traders have obtained full approval from the Food Standards Agency to operate under EU Hygiene regulations 853/2004. Thus, Smithfield trades as a fully European Union approved wholesale market.

Our Mission statement is to support our tenants in creating a flourishing market providing an exemplary trading environment that is compliant with all EU Food Hygiene regulations, energy efficient, well maintained, safe, innovative and profitable.

Robert Wilson



Introduction



Seasoned to perfection

To a small but passionate country, add sweeping mountain ranges and a favourable climate. Allow to marinate for an age while preparing the greens – a delicate blend of natural herbs and unspoilt heathers. Combine all ingredients carefully using farming expertise gathered over generations and season liberally with a splash of rain and a dash of sunshine. Then serve, to your customers.

Their's more to Lincolnshire than just Vegetables...

Our meat is reared and finished in Lincolnshire by our selected Farmers, using traditional farming methods handed down through the generations, they work to the highest animal welfare standards.

As our animals are sourced and processed in Lincolnshire the animals avoid a long and stressful journey around the country. Through our traceability scheme consumers can trace the origin of the meat back to the farm where it was produced.

www.qualitylincolnshiremeat.co.uk



a.wright & son

Nursery Road, Riverside Industrial Estate, Boston, Lincolnshire PE21 7TN T: 01205 368032 F: 01205 359835

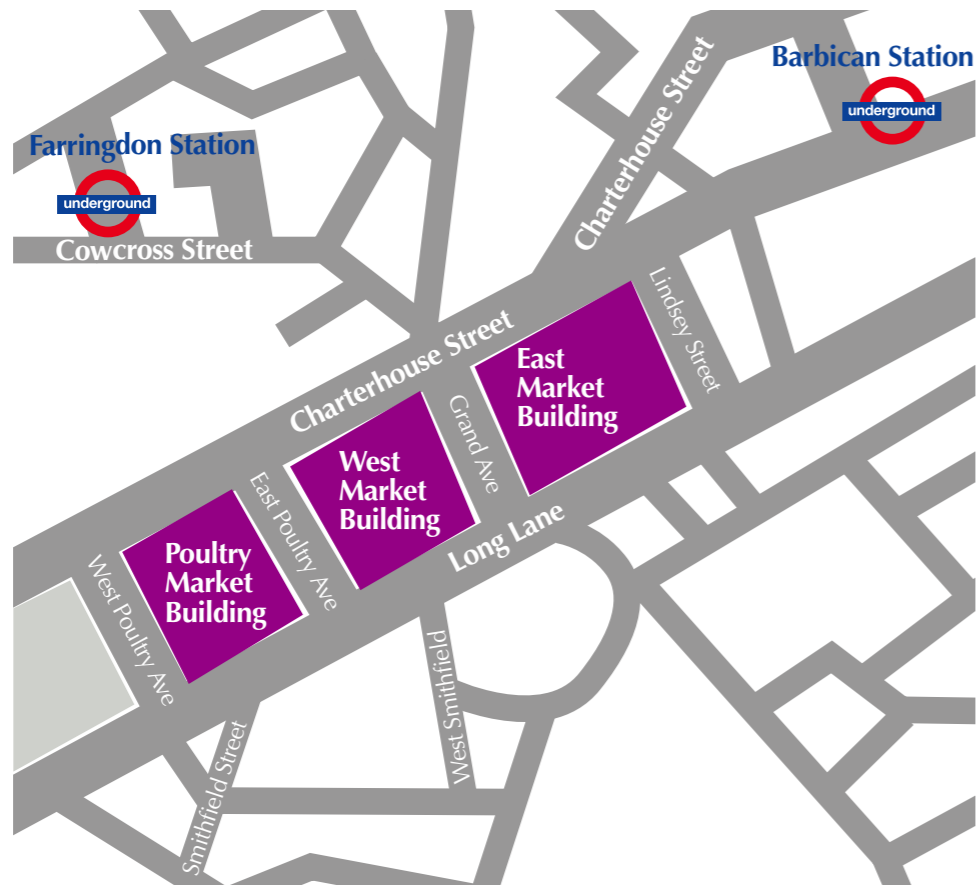


hccmpw.org.uk





How to Find Us



City of London Corporation

Superintendent's Office East Market Building, London. EC1A 9PQ

Tel: 0207 332 3092 Fax: 0207 236 8735

www.cityoflondon.gov.uk/smithfield

How to get to Smithfield

Smithfield Market is situated within the boundaries of the City of London. It is in the vicinity of other London Landmarks such as the Barbican, St. Paul's Cathedral and St. Bartholomew's Hospital, which are all within walking distance.

If you arriving by Car and you wish to use GPS, the postcode is EC1A 9PS.

The Market is served by two underground stations; these being, Farringdon Station and Barbican Station (please see Map - page 8).

The nearest overground stations are Farringdon, City Thameslink and Liverpool Street.

There are also numerous bus routes that stop near to Smithfield Market.

You can find a Map with all bus, train and underground services at the web address below.

www.tfl.gov.uk/tfl/gettingaround/maps/buses/pdf/st.bartholomewshospital-12500.pdf

Trading Hours

Monday to Friday: 3:00am - 12:00 noon Saturday/Sunday/Bank Holidays: Closed

Although the Market officially closes at Midday, the majority of stalls operate between 3am and 7am. Thus, we advise you to attend the Market within this time frame in order that you have the widest choice and see the Market at its most lively.

You can contact our tenants to arrange pre-orders by using the tenants and traders list provided on pages 24, 25 and 27. This is primarily for business customers.

Market Tours

Walking tours of Smithfield take place once a month. You must book your tour in advance. They start at 7am and the duration is around an hour and a half.

The tour is operated by the City Guides, further information and booking are available at: web: www.cityoflondontouristguides.com e-mail: info@cityoflondontouristguides.com

Additional Information

The Rotunda car park provides approximately 500 parking spaces for Market customers.

If you are parking your car before 2:30am and leaving before 9am, a discounted fee of £1.50 applies.

There is a goods lift to ease the transfer of your stock to the car park, if required.

If you are arriving in a larger vehicle, there are conveniently located loading bays for vans and lorries around the edges of the Market buildings.

Please note: Smithfield Market is located within the Congestion Charge Zone, which begins at 7am.



Total product integrity from the COUNTRYSIDE

EBLEX exists to enhance the profitability and sustainability of the English beef and lamb sector. Its main aims are to help the beef and sheep meat supply chain to become more efficient and to add value to the beef and sheep meat industry.

It does this in a number of ways, one of which is to operate a Quality Standard scheme which enables members to differentiate their product from competitors. Like the Red Tractor scheme from Assured Food Standards, the EBLEX Quality Standard scheme for beef and lamb provides a guarantee of assurance, encompassing food safety, animal welfare and care for the environment. However, the EBLEX Quality Standard scheme further builds on this by embracing additional eating quality requirements.

Much of EBLEX's recent work has focused on demonstrating the role that seam butchery methods have to play in not only increasing margins for butchers, but producing improved, more relevant and more convenient cuts for consumers.

Retail project manager for EBLEX, Mike Whittemore, has conducted extensive research into beef and lamb primals and the value to be gained from alternative methods of preparation. He said: "We know that seam butchery methods improve eating quality and consistency and have undertaken extensive research with the Leatherhead Food Institute to prove it to be the case. But added to this comes evidence that seam cutting can also add value to the bottom line."

Starting with beef, EBLEX looked at the Thick Flank, Topside, Rump, Feather and Chuck Roll and compared basic butchery primal costings for traditional versus alternative cuts. The results showed enhanced (gross profit) margins in all cases, from 4% for the Chuck Roll to 8% for the Rump and Thick Flank.

EBLEX looked at lamb next, taking a number of cuts taken from the key sections of the carcass: Short Fore, Loin, Leg and Chump and the Breast. By employing alternative cutting techniques that make more effective use of the whole lamb carcass, EBLEX was able to produce a wider range of cuts that offer greater appeal to customers as well as improved retail margins, by as much as 20%.

Mike adds: "Although seam butchery methods do involve slightly more preparation time, these are significant margin improvements and businesses really stand to benefit commercially. We estimate that by replacing some of the traditional roasting and braising cuts with those suitable for frying and grilling, industry could stand to gain up to £16million every year."

Not only that, you will also be offering customers products with a more consistent eating experience which are more suited to their requirements. It's a win-win situation all round. The work done by EBLEX to add value to the beef and lamb carcass is outlined in two brochures: *Insight into New Cuts for Beef* and *Insight into New Cuts for Lamb* available to members of its Quality Standard scheme.

To receive an application form for membership of the Quality Standard scheme, simply call the hotline on **0845 491 8787**.

Check Your Margins With EBLEX's Beef And Lamb Costing Calculators

EBLEX has also developed a free beef and lamb costing calculator to help abattoir owners, butchers and meat buyers to use to check their current margins. Available on the retail section of the EBLEX Trade website www.eblextrade.co.uk, the costing calculators are free to use and will help businesses selling beef and lamb to work out their gross margin and establish if they are pricing correctly, as well as seeing just how much profit they are making.

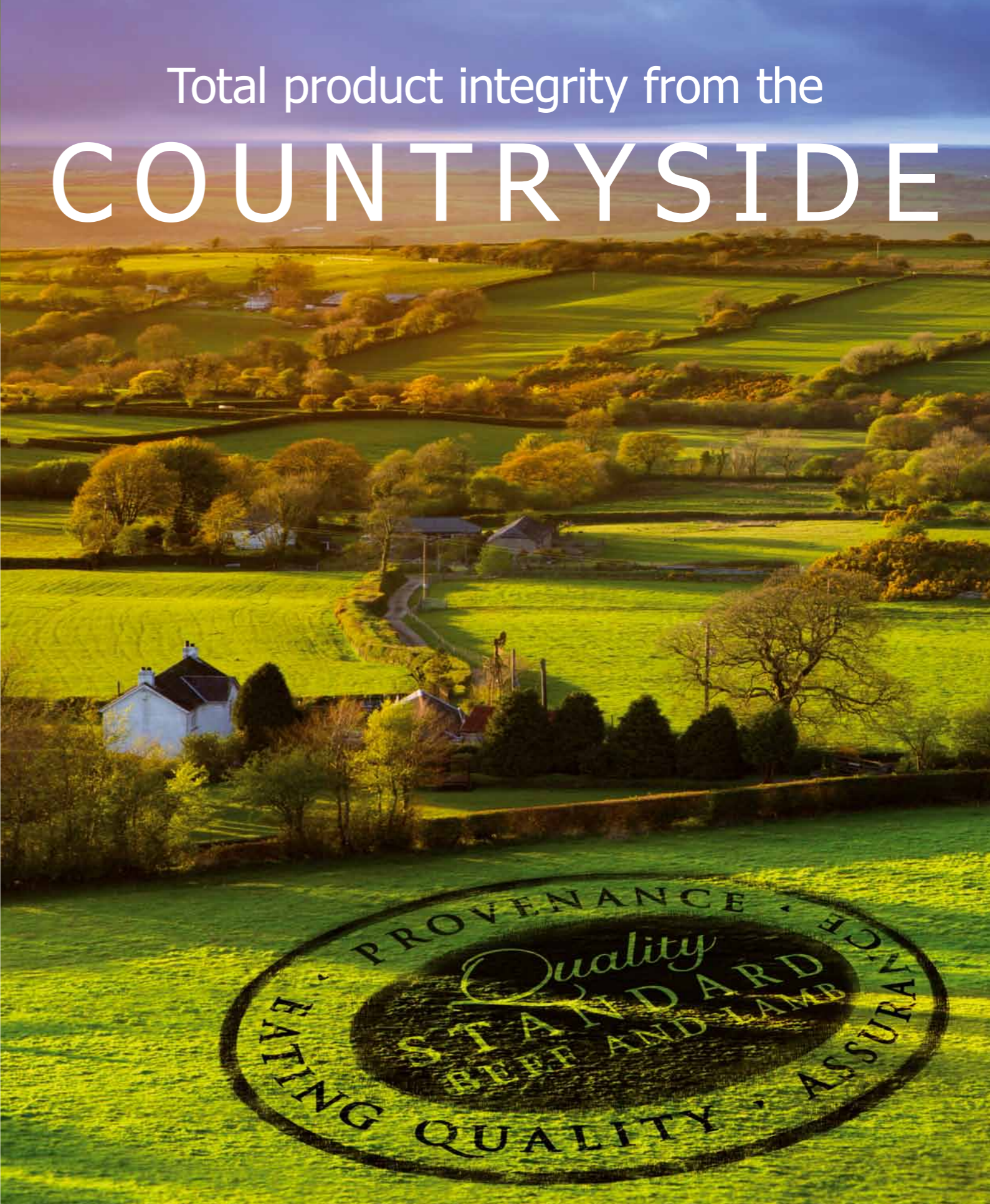
Mike Whittemore says: "It's vital for independent business to check their pricing structures, particularly in the current market, to ensure they are returning a profit wherever possible. Businesses need to understand the difference between margin and mark-up as it could be the difference between profit and loss." For example, a mark-up of 25% produces a profit margin of only 20%. That's because the mark-up is the difference between the cost price to your business and your selling price. The gross margin is calculated on the difference between the gross profit and the selling price.

The calculators come in two formats; example calculators and blank templates. The example templates are included to demonstrate how gross margins are calculated for a side of beef and lamb carcass, and primal cuts of beef of lamb including a beef rump and a leg of lamb. The blank templates are available for businesses to complete with their own information enabling them to calculate their own gross margins for a side of beef and a whole lamb carcass, as well as beef and lamb primal cuts.

Mike adds: "By using the beef and lamb costing calculators, businesses can easily check or work out their margins. In fact, the calculators are proving to be a very useful tool as we've seen a steady increase in the number of visitors who are using the facility on our website."

To access the Beef and Lamb Costing Calculators, simply log on to www.eblextrade.co.uk and click on the Beef and Lamb Costing Calculator button on the right hand side of the homepage, which will take you directly to the calculators.

The website is also packed with other useful information including the latest news from the EBLEX Trade marketing team, plus cutting specifications for over 320 beef and lamb cuts, recipe ideas and promotional materials.



Farm Assured • Quality Assured • Enhanced eating quality • Provenance • Trade marketing support • Consumer marketing

For information relating to membership of the scheme, advice and marketing support available please call the hotline **0845 491 8787** or visit our website at www.eblextrade.co.uk



P R O U D T O S U P P O R T F A R M E R S

Tough standards. Tender results.

Smithfield Market Today

Over 100,000 tonnes of meat product passes through the market each year. As well as meat and poultry, products such as cheese, pies, and other delicatessen goods are available. Buyers, including butchers, restaurateurs and caterers are able to see the goods for themselves and drive away with what they have bought. Bargaining between buyers and sellers at Smithfield sets the guidelines for meat and poultry prices throughout the UK.

The procedure for meat arriving at the market has changed beyond recognition, gone are the days when the lorries pulled up at any available gate and the meat was man-handled, exposed to the elements by any number of workers. Now the lorries back on to special sealed loading bays which protect the meat from contamination from outside. The meat is loaded onto an automated meat rail system, with the aid of a robotic arm in the case of large carcasses, and is delivered via the rail system directly into the traders shop.

Boxed goods on the other hand are delivered through gates into temperature controlled service corridors, which run either side of both the East and West Market buildings and are placed into the tenants freezer or chiller depending on the product.



Setting Standards

Through continuous improvement, Smithfield now leads the world in what a modern market should be, complying with Government and European legislation while remaining user-friendly for customers.

The refurbishment of Smithfield allows for goods to pass through the Market from delivery to sale in a protected temperature-controlled environment that is free from contamination. This is achieved by the constant cleaning of all surfaces and vigilant maintenance of the buildings, making Smithfield a leading light for others to follow.

Smithfield's character is not just about the buildings, but also those who work in it. Customers can still stroll down the buyers walk, view the goods themselves and check the time by glancing up at the famous clock, which has hung between the East and West market buildings for nearly 140 years.

Smithfield is dedicated to providing a professional service with flair and passion putting the clients needs first, enabling the Market to deliver the very best product to the dining tables of the nation.

To visit Smithfield is unique, a special place unlike any other, with elements that go back to the very foundations of London itself. Once visited, one returns just for the experience and not just for the quality and variety of the products on offer.



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Suppliers of quality herbs & spices,
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with our range of quality seasonings, coaters and marinades

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Benefit from our experience...



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Butchers
Classic

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or call our free Customer Helpline **0800 138 5837**.



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Nottingham - 0115 950 4084
Ashford - 01233 822 184

Peterborough - 01733 394 949
Introducing
Midland Casings - 01926 494 554



Smithfield Market Clock

The four-faced clock, which hangs in Grand Avenue and forms the archetypal image of the Market, was not included in the original design by Sir Horace Jones. The original design made provisions for two clocks to be fabricated, and then hung at either end of Grand Avenue in copper cases.

Thwaites & Reed of Clerkenwell were appointed to manufacture the clock at a cost of £150. A separate annual charge of £20 for fixing and £5 for winding was set by the clockmakers. These charges were accepted by the Grand Committee and the clock was commissioned on the 8th November 1869. A year later, in November 1870, the clock was delivered and installed on Grand Avenue. In 1878, improvements were made to the clock so that it was possible to illuminate the glass dials. Thwaites & Reed were required to send two men every four weeks to keep the newly illuminated dials clean, costing the Market an extra £10 pound per annum. Shortly before the Market's centenary celebrations, in 1968, the necessity to wind the clock by hand ceased, as the clock was converted and was then able to operate using electricity.

In 1993, as part of the major programme of modernisation work at Smithfield, the clock drum was removed by the clockmakers John Smith & Sons. It was transported to their workshop in Derby to be completely rewired, cleaned and repainted. In keeping with the colour scheme adopted for the rest of the Market, the clock was painted in viridian, magenta and violet with gold embellishments.

On 11 January 1995, at 10am, the clock was restarted by Jack Neary, Chairman of the Central Markets Committee, together with The Right Honourable Lord Mayor, Alderman Christopher Walford.

Clock

We've perfected the formula for delivering quality food.



Sustainable Resources

Our green island on the edge of Western Europe is protected by farmers who work the land today as generations did before them, providing natural resources for our modern and vibrant food industry.



Applied Innovation

Our proven track record of commercialising ideas is rooted in our ability to identify new trends and partner with customers to provide innovative and cutting edge product solutions.



World Class Service

We provide food solutions to over 160 countries and we pride ourselves on being reliable, efficient and offering an excellent, quality service.



Revenue growth

We can provide real value for your customers, help differentiate you in the market and ultimately, grow your sales.

Growing the success of Irish food & drink



www.irishfoodboard.eu



Dunbia is one of Europe's leading meat processors with a consistent focus on quality, value and success for our customers. We are a highly integrated business adopting the principles of quality, integrity and customer satisfaction.

For over 30 years Dunbia has been supplying Smithfield Market with a focused brand range that is competitively priced and meets all customer requirements. Whether it is premium, value or origin specific, our leading brand range offers complete traceability and can be tailored to suit individual needs.



For more information please contact:
 BEEF Marc Driver +44 (0) 1200 415000 mdriver@dunbia.com
 LAMB Barrie Jones +44 (0) 1570 480284 bjones@dunbia.com
 PORK Chris Gamble +44 (0) 2825 881180 cgamble@dunbia.com



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We are proud to supply our customers on Smithfield Market with the Finest Locally Sourced Beef, Pork & Lamb and wish them continued success for 2012.

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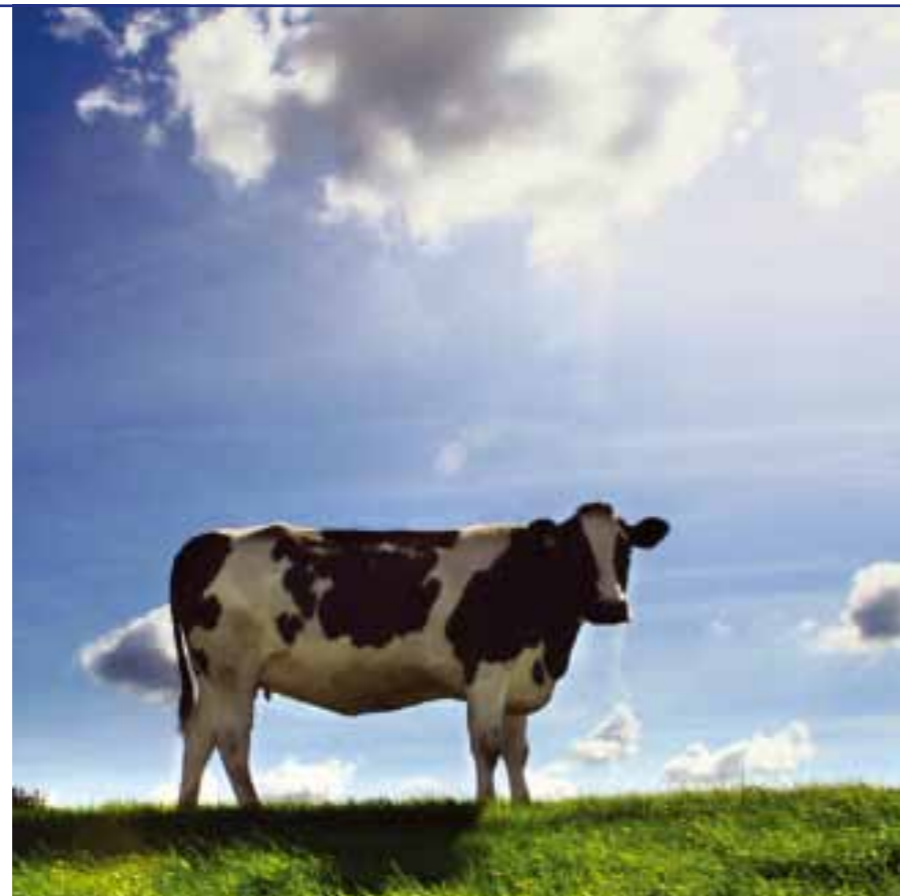


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www.bluefieldsgroup.com



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D.P. Meats - Alford & Ford Ltd

Meat Trading Tenants

East Market

Company	Unit	Market Building	Postcode	Tel	Office Tel	Fax
Edwards And Walkden	1	East	EC1A 9PQ	020 72480266	020 72369071	020 72363414
Peter Thompson	3,5,7	East	EC1A 9PQ	020 72369484	020 72460000	020 72482593
Reeves And Co Ltd	9,11	East	EC1A 9PQ		020 72364030	020 2364032
Rhonda Meats Ltd	13,15	East	EC1A 9PQ	020 72360870	020 72482202	020 7282300
H & C Meats Ltd	17	East	EC1A 9PQ	020 72360153	020 72360155	020 74898380
Absalom And Tribe	21	East	EC1A 9PQ	020 72360101		020 72369026
G.Lawrence W'sale Meat Co Ltd	23	East	EC1A 9PQ	020 72484488		020 72484466
P.J Martinelli	2,4	East	EC1A 9PS	020 74898820		020 74899387
Warman And Guttridge Ltd	6	East	EC1A 9PS	020 73297388		
Darmenn And Curl Ltd	8,10	East	EC1A 9PQ	020 72489083		020 73293315
Warman And Guttridge Ltd	12	East	EC1A 9PQ	020 72367395	020 72369761	020 72480441
Davser Ltd Trading As Vixelli	14	East	EC1A 9PQ	020 72367086		020 72485873
D.P Meats	16	East	EC1A 9PQ	020 72480285		020 72364173
James Burden	18	East	EC1A 9PQ	020 72360333	020 72484266	020 74898403
Market Provisions Ltd	20	East	EC1A 9PQ	020 72481165		020 72482383
George Abrahams Ltd	22	East	EC1A 9PQ	020 72487735	020 74896510	020 72360256

Meat Trading Tenants

West Market

Company	Unit	Market Building	Postcode	Tel	Office Tel	Fax
P.J Martinelli	25	West	EC1A 9PS	020 74898820		020 74899387
Edward Price	27	West	EC1A 9PS	020 72368395		020 72368395
James Burden	29	West	EC1A 9PS	020 72480121		020 73290584
Channel Meats Ltd	31,33	West	EC1A 9PS	020 72360082		020 73290584
Finclass	35	West	EC1A 9PS	020 73294779	020 72366286	020 73290271
Central Meats Ltd	37	West	EC1A 9PS	020 72360906		020 73293993
John Keen	39	West	EC1A 9PS	020 72363408		020 72363455
Kentas Ltd	41	West	EC1A 9PS	020 72368830		020 73294764
Village Pork Ltd	43	West	EC1A 9PS	020 72366229		020 72485915
B & J Meats Ltd	45	West	EC1A 9PS	020 74890133		020 72367834
Abbijoe Ltd	47	West	EC1A 9PS	020 73292400		020 73292401
James Burden	24	West	EC1A 9PS	020 72480121		020 73290584
D. Andrade & Sons Ltd	26	West	EC1A 9PS	020 72361173		020 72483313
Peter Tocher Ltd	28	West	EC1A 9PS	020 72369561		020 72484359
Longcroft & Old Ltd	30	West	EC1A 9PS	020 72368631		020 72366310
Pw & Jk Killby Ltd	32	West	EC1A 9PS	020 72361347 020 72361348 020 72361349		020 73290729

Meat Trading Tenants

West Market Continued

Company	Unit	Market Building	Postcode	Tel	Office Tel	Fax
J.F Edwards & Sons Ltd	34, 38, 42	West	EC1A 9PS	020 72369721		020 72484359
G & E Meats Ltd	36	West	EC1A 9PS	020 72366678 72366681		020 3293993
James Burden	40	West	EC1A 9PS	020 72480121		020 73290584

Poultry Market

Company	Unit	Market Building	Postcode	Tel	Office Tel	Fax
H Smith Ltd	205	Poultry	EC1A 9LH	020 72369062 72365404 72363829		020 74890941
Allen And Co Ltd	207	Poultry	EC1A 9LH	020 72369721		020 72484359
Keevil And Keevil Ltd	217, 218	Poultry	EC1A 9LH	020 74899246		020 73290402
James Burden	219	Poultry	EC1A 9LH	020 72480121		020 73290584
Denton Bros	220	Poultry	EC1A 9LH	020 72480281		
Tom Hixson	221	Poultry	EC1A 9LH	020 72483569		020 72139460
Icefront Ltd - Gordon Meats	222	Poultry	EC1A 9LH	020 72367125	020 72366286	020 74899382

WHAT'S IN THE BOX?

The *ibp Trusted Excellence*® brand is more than just a name on a box.

It encompasses a tradition of quality that has been cultivated over our 50-year history.

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For more information call:

Philippe at **PROCANAR** on 07900 400370

Arnaud at **SNV** on 00 33 671173030



Poultry Market Fire

At eighteen minutes past two, on the morning of Thursday 23rd January 1958, firefighters arrived at the Smithfield Meat Market. By the time the blaze was contained, days later, two members of the London Fire Brigade were dead and a further thirty were hospitalised.

On arrival, the fire was discovered to be deep within the basement. A crew from the local station at Clerkenwell were one of the first on site. Firemen Jack Fort-Wells and Richard Daniel Stocking headed down into the dense smoke that filled the basement. Tragically, they never returned to the surface. Due to excessive heat, dense smoke and worsening conditions, crews could only work for 15 minute periods. Eventually all crews had to be withdrawn.

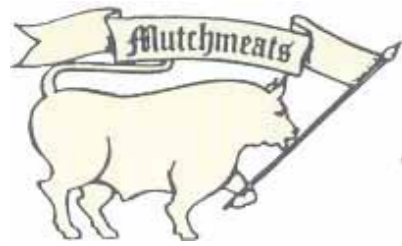
After 24 Hours, at 3am on the Friday morning, flames broke through the ground floor of the Market. The intense heat and flammable gasses from the basement escaped and fire quickly engulfed the entire Poultry Market.

As the flames reached over 100 feet, it was decided that the fire was too fierce to extinguish and the fire brigade began focusing their efforts on protecting the surrounding buildings. The stop message was received at 16:45 on Friday 24th January. Over 800 oxygen cylinders had been used in the first 24 hours alone.

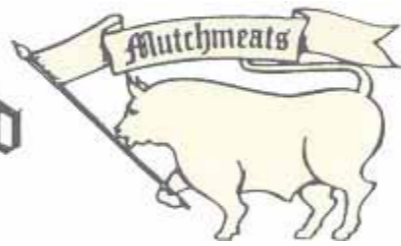
By Friday 7 February, there had been a total attendance of more than 2000 firemen, using 450 pumps, from 58 fire stations.



1958 Fire



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F: (01993) 776239



Poultry Market Construction

Following the fire in 1958, which completely destroyed the Poultry Market, the City of London set out to rebuild a modern wholesale market. T.P. Bennett and Son were appointed to design the new building and work commenced in 1961. By 1963, the new Poultry Market was operational and replaced the section of the original market that was ravaged by the fire.

Originally, T.P. Bennett and Son proposed a new market building on two levels, with the ground level entirely for vehicles and the market floor on the upper level. This first design was rejected on the basis of functionality, as it would require the market traders and porters to move meat between the two levels. The final design put the market on the ground level, with offices around the edge of the building on the upper level.

The building is renowned for its huge, unsupported dome roof. However, although the dome was probably the largest concrete shell structure in Europe at the time it was completed, the real feat of engineering is its shallowness – with a rise of only 30 feet, covering an area of some 28,000 square feet.

The complexity and cost of the shell dome caused T.P. Bennett and Son to suggest that the City of London might want to consider a less complex and less costly roof structure. Undeterred, the City did not hesitate to proceed stating that they wanted 'a market of fine appearance suitable for the standing of the City of London in the world' and that they were 'not prepared to make the saving for an ordinary type of roof'. The principles held by the City of London's governing body led to the construction of one of the great monuments to the 'heroic' period of Post-war structural engineering, when each new project was treated as an experimental venture.

During the building works, a sealed lead container was placed beneath the foundation stone, located at the entrance to the Poultry Market Building. Enclosed in the 'time capsule' was a contemporary coin, a copy of the programme from the ceremony commemorating the laying of the foundation stone, copies of plans, photographs of the old and new buildings and copies of "The Times" and "City Press" issues, printed on Friday the 19th of January 1962.

Construction

Butchers Hall

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The Worshipful Company of Butchers is one of the oldest Livery Companies of the City of London. The earliest history records that in 975AD, in the Ward of Farringdon Without, there are "divers slaughterhouses and a Butchers' Hall where the craftsmen meet". The Arms of The Company were granted in 1540, the motto being - 'Omnia Subjecisti Sub Pedibus, Oves et Boves'- Thou hast put all things under his feet, all Sheep and Oxen. James I granted the Company's Charter of Incorporation in 1605.

The Butchers' Hall has had many locations, and in 1668 following the Great Fire of London, the Company moved from the Smithfield area to Pudding Lane, where it remained until an Act of Parliament acquired the site in 1884. A new Hall was built on the present site in Bartholomew Close thus renewing the links with its original surroundings and the convenient proximity to Smithfield Market. Severe damage was sustained to the Hall in both World Wars and the current Hall was rebuilt in 1960 with considerable refurbishment and further improvement taking place in 1996.

The Company provides a first-class venue from which its continuing responsibility towards Meat Training and Education as well as its support of many charitable organisations is furthered. The Company also proudly meets the many requirements of City Institutions as well as enabling numerous activities of the Company and its thriving membership.



Butchers Hall



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Recipes from the World Famous Michel Roux

Le Gavroche

Haunch of Venison with Lemon & Honey

Rub the venison leg with a little olive oil, salt, pepper, lemon juice and 1 tablespoon of honey. Cover with cling film and leave to marinate overnight.

Preheat the oven to 220°C / Gas Mark 7. Heat up a roasting tray on top of the stove and sear the venison with a good bit of olive oil. Once the meat is coloured on all sides, put in the hot oven for over 10 minutes.

Then add the coarsely sliced onions, the lemons cut into wedges, 3 tablespoons of honey, thyme and a good glass of white wine. Put the meat back in the oven at 180°C / Gas Mark 4 for 30 minutes. Then turn off the heat and leave the venison in the oven for a further 30 minutes. Remove and take to the table to carve.

Serves 8

leg of venison, about 3kg
olive oil
juice of 1 lemon
4 tablespoons clear honey
4 onions
1 large or 2 small lemons
sprig of thyme
white wine
salt
pepper



Rabbit Pie with Quince

Mince through a 5mm size disc all the meats and fat. Sweat the shallots in the duck fat without any colour until cooked, when cook add to the mince, season well. Add the brandy and thyme. Line buttered flan rings (6x3cm) with thinly rolled out of puff pastry. Fill with the rabbit mince, then seal with another piece of puff pastry. Egg wash and score with a knife to decorate. Bake in oven at 180°C for 25 minutes.



Serves 8

320 g wild rabbit meat	2 tb spoon brandy
60g pork meat	Salt, pepper, nutmeg
120g veal meat	2 t spoons thyme leaves
280g pork fat	600g puff pastry
1 tb spoon duck fat	Beaten egg for egg wash
2 shallots chopped	

Quince Compote

Cut the quince into large dice, put in a pan with 100ml water and all the ingredients except the chilli. Simmer for 40 minutes until tender, you may have to top up with a little water. Add the chilli then simmer for a further 5 minutes to cook.

2 quince peeled and cored	1 red chilli chopped
4 tb spoons Demerara sugar	2t spoons sea salt
2 tb spoons cider vinegar	
2 t spoons Chinese 5 spices	

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Roast Woodcock with Grapes & Marc

I find that woodcock need no more than 1 week of hanging; after that the exquisite aroma is lost in the gaminess.

The old-fashioned way to roast a woodcock is with the guts left in. I prefer to remove them and use them for a liver paste. The only part that is not edible is the gizzard, which is often full of sand; find it by pressing with your fingers. Discard the gizzard, eyes and tongue, which is believed to be bitter.

To the innards add the chicken liver, foie gras, two of the shallots and the thyme. Heat a frying pan with a drop of oil until smoking. Add the liver mixture and cook for 15 seconds, turning frequently. Season and then flambé with the brandy. Press through a coarse sieve while still hot. Mix well with a whisk to emulsify. Keep in the refrigerator.

Blanc the grapes in boiling water for 10 seconds; refresh in cold water, then peel with a small knife. Marinate in the marc and sugar for at least 1 hours.

Heat the oven to 220c / 425 F/ gas 7. Put the birds in a roasting pan with a little oil and place over high heat until evenly coloured. Add most of the butter and place in the oven; cook for 3 minutes on each side and 4 minutes on their backs. Leave to rest on a rack in a warm place for 15 minutes.

Toast the brioche on both sides, then spread the liver paste over them. Reheat in the oven for 5 minutes before serving.

Remove the fat from the roasting pan and add ½ tablespoon of butter with the remaining shallots. Cook for 2 minutes and then pour in the grapes' marinade and reduce by half. Add the stock and reduce to a light sauce consistency. Whisk in 1 tablespoon of butter, and reheat the grapes in the sauce at the last moment. A few drops of sherry vinegar will bring out the sweet and sour freshness of this sauce.

Serves 6

- 6 woodcock
- 2 chicken livers
- 60g duck foie gras
- 4 shallots, finely chopped
- 1 sprig of thyme
- salt and pepper
- 1 tablespoon brandy
- 30 white seedless grapes
- 1 tablespoon marc (or grappa)
- 1 tablespoon caster sugar
- 4 tablespoons olive oil
- 100g butter
- 6 pieces of brioche bread, 5cm square
- 500ml game stock
- sherry vinegar



Stuffed Saddle of Lamb with Spinach & Garlic, Saffron Jus

Remove the skin and excess fat from the lamb. Bone the saddle of lamb from the belly, removing the fillets but without making any holes on the upper side; this is a slightly tricky task. Cut the flaps to 12cm on each side, lay the saddle on the stretched caul fat and season lightly. Chop all the bones.

Heat the oven to 200C/400F/gas 6. Blanch the garlic in boiling salted water for 1 minute, then drain. Put the garlic on a sheet of foil with a tablespoon of butter and a little oil, season, then fold over and seal the foil and place in a hot oven for 20 minutes. Leave to cool. Boil the cream until reduced by half and leave to cool. Blanch the spinach in boiling salted water. Refresh under cold running water, squeeze completely dry and chop roughly. Cut the lamb kidneys into small dice, toss in a hot non-stick pan for 15 seconds, then drain and add to the spinach, together with the cream, egg yolks and roasted garlic. Turn up the oven to 220C/425F/gas 7.

Spoon some of the spinach mixture down the centre of the boned lamb saddle, place the fillets on top and cover with the remaining spinach. Roll the belly flaps over the centre, wrap in the caul fat and tie with string. Roast in the oven for 30 minutes, then remove from the oven and leave the meat to rest in a warm place for at least 30 minutes.

Meanwhile, drain the fat from the roasting pan and add the bones and onion with a little fresh olive oil. Cook over medium heat, stirring frequently. When browned, deglaze with the wine and allow to reduce by half. Add the saffron and stock and reduce by two-thirds, skimming off the fat. Strain into a clean saucepan and whisk in a little butter to thicken and shine the sauce. Serve immediately, with the lamb.

Serves 6-8

- 1 saddle of lamb (with kidneys)
- 200g caul fat
- salt and pepper
- 20 cloves of garlic, peeled
- 100g butter
- olive oil for roasting
- 100ml double cream
- 900g spinach
- 2 egg yolks
- 1 large onion, chopped
- 125ml sweet white wine
- 2 pinches of saffron strands
- 500ml chicken stock



When it comes to training and development, we aim to be a cut above the rest.



MEAT TRAINING COUNCIL

...striving for excellence

The Meat Training Council is committed to supporting the training and development of all those who work in the food sector. Together with our awarding organisation FDQ and the Institute of Meat we aim to create a sustainable food industry for the future.

For more information, please call **01908 231062** or email info@meattraining.org.uk



meat training council

Meat Training Council, Winterhill House, Snowdon Drive, Milton Keynes MK6 1AP ■ 01908 231062 ■ info@meattraining.org.uk ■ www.meattraining.org.uk

Meat Training Council backs new apprenticeship schemes

The UK food industry is an important contributor to the overall economy but it also has a huge skills gap right across the supply chain. The Government has recognised this lack of skill and therefore the need to attract motivated people into the industry and so has launched an ambitious higher apprenticeship programme, which it hopes will help address the problem.

Bill Jerney, chairman of the Meat Training Council (MTC), endorses the scheme:

“Many highly successful business people in the meat industry have started their careers at grass roots level, for example on the cutting floor in the abattoir or the butcher’s counter in a retail outlet, rather than going to university.

“Training has always been essential part of running a business in the meat industry due to food safety, health and safety and, where appropriate, animal welfare issues. However, the majority of training offered over the last 20 years has been on the back of grants and carried out to satisfy customers rather than improve the profitability and sustainability of the industry. The government has recognised that previous funding has been misdirected, which is why it is now concentrating on supporting apprenticeships. The new schemes offer a fresh approach to training and the chance to improve the long-term profitability and sustainability of the industry.

“Apprenticeships provide the opportunity to earn while you learn, receive top quality training, develop skills and gain professional qualifications. Now that university is becoming so expensive the value of a modern apprenticeship programme is all the more attractive. And with advanced level apprenticeships part of the package trainees can achieve degree level status. Evidence also suggests that successful apprentices are more likely to stay in a business that trained them.”

MTC is currently embarking on a new programme to combine its work with Trade Associations, FDQ, The Institute of Meat (IoM) and others to create a revitalised hub for training, qualifications and continuous professional development for all aspects of the meat industry, which will also support new apprentices.

MTC is a charity working for the meat industry. Income is generated through the courses it provides and from its awarding organisation FDQ. All surpluses are ploughed back into the industry.

Its current activities include:

- Leading the development of the new Animal Welfare regulations for Defra;
- Providing funding assistance for meat training establishments;
- Running various courses for the FSA, including HACCP and knife skills;
- Sponsoring young butcher and young meat manager awards;
- Managing the IoM and expanding its activities;
- Running the only accreditation scheme for Master Butchers.

MTC works with all the Trade Associations and can help find the right training programme for you, whether through nationally recognised qualifications or bespoke courses for your business.



meat training council

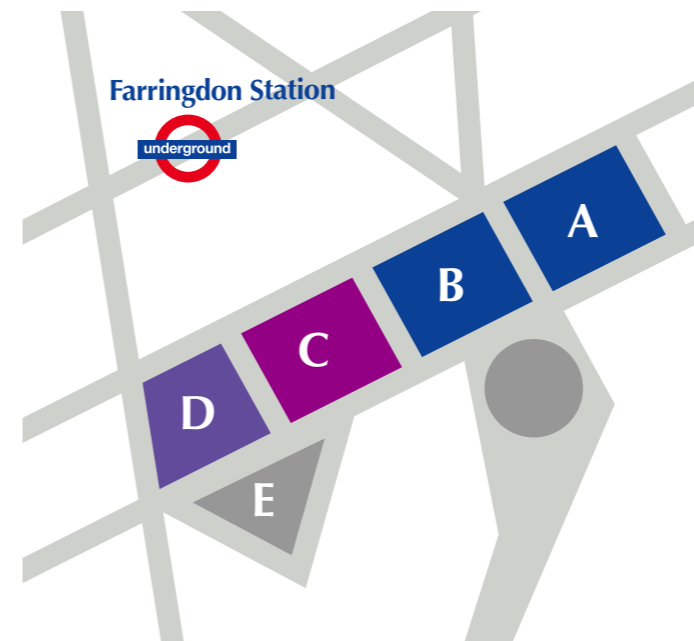
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The Area and its History

Smithfield was originally “A Smooth Field” just outside the city walls and was used over the centuries as London’s main livestock market. Smithfield was also the site of two monasteries - St. Bartholomew the Great and Charterhouse - both of which were dissolved in the reformation but both of which have survived in part into the 21st century. St. Bartholomew’s Hospital was established by the monastery in an area adjacent to Smithfield in 1123.

As a large open space close to the City it was a favourite place for gatherings such as jousting. In 1374 Edward III held a seven-day tournament in Smithfield, for the amusement of his beloved Alice Perrers. Possibly the most famous tournament in medieval Smithfield was the one ordered in 1390 by Richard II. Jean Froissart, in the 4th book of his Chronicles, reports that sixty knights would come to London to tilt for two days, “accompanied by sixty noble ladies, richly ornamented and dressed”. The tournament was proclaimed by heralds in England, Scotland, Hainault, Germany, Flanders, and France, to rival the jousts given by Charles of France into Paris a few years earlier, on the entry of his consort Isabeau de Bavière. Geoffrey Chaucer supervised the preparation of the tournament’s works as clerk of the king.

In 1666 the Smithfield area was left mostly untouched by the Great Fire of London, that stopped near the Fortune of War tavern, at the junction of Giltspur Street and Cock Lane, where the statue of the Golden Boy of Pye Corner is located. In the 17th century, several residents of Smithfield emigrated to the United States where they founded the town of Smithfield, Rhode Island and named it after their hometown in England.



Key

- A 1866-1868** Central Market East
- B 1866-1868** Central Market West
- C 1962-1963** Poultry Market
- D 1879-1883** General Market
- E 1886-1899** Fish Market, Red House

Work on the Central Market began in 1866 and was completed in November 1868 at a cost of £993,816. The two wings (known as East and West Market) were separated by the Grand Avenue, a wide roadway roofed by an elliptical arch with decorations in cast iron. At the two ends of the arcade, four huge statues represent London, Edinburgh, Liverpool and Dublin and bronze dragons hold the City’s coat of arms. At the corners of the market four octagonal pavilion towers were built, each with a dome and carved stone griffins.

The first extension of the meat market took place between 1873 and 1876 with the construction of the Poultry Market located immediately west of the Central Market. A rotunda was built at the centre of the old market field, with gardens, a fountain and a ramped carriageway to the station beneath the market building.

The General Market, built between 1879 and 1883, was intended to replace the old Farringdon Market located nearby and established for the sale of fruit and vegetables when the earlier Fleet Market was cleared to enable the laying out of Farringdon Street in 1826–30.

A further block (also known as Annexe Market or Triangular Block) consisting of two separate structures (the Fish Market and the Red House) was built between 1886 and 1899. The Fish Market was completed in 1888, one year after Horace Jones’ death. The Red House, with its imposing red brick and Portland stone façade, was built between 1898 and 1899 for the London Central Markets Cold Storage Co. Ltd.. It was one of London’s first cold stores to be built outside the London docks and continued to serve Smithfield until the mid 1970’s.

Horace Jones’ original Poultry Market was destroyed by fire in 1958. The replacement building was designed by Sir Thomas Bennett in 1962–1963, incorporating a dome roof of 225 feet (69 m).



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Smithfield During Wartime

With the outbreak of war in 1939, the government took control of all livestock and meat supplies. Soon after, a de-centralisation scheme was set up to remove all meat suppliers from London. The Wholesale Meat Association, merging all Market tenants, was set up to control the distribution of meat throughout London.

As part of the de-centralisation scheme, the Wholesale Meat Association evacuated tenants in the East and West Market Buildings on the 4th September 1939. In order to furnish the new depots outside of London, some equipment from Smithfield (including scales and cutting boards) was taken to the new sites. As a result, only traders selling poultry, bacon, eggs and game remained at the Market; this trade continued throughout the wartime period, in spite of reduced supplies.

In the week before Christmas 1940, the Ministry of Food took control of turkey prices. As a consequence, the trade in this particular bird slowed vastly and further supplies virtually stopped. Following this, in 1941, the decision was taken that the prices of all poultry items should be regulated by the Ministry of Food. This meant that the supply of poultry to the Market fell, dramatically effecting those who were still trading at Smithfield.

In total, 37 members of City of London staff working at Smithfield Market were called up for service in the Armed Forces, whether as members of the Territorial Army or the Reserves. Two were killed in action.

At the beginning of the war, a disused train tunnel beneath the Poultry Market was converted into an air raid shelter. During the first few years, it was used by City of London staff, traders and customers during air raids. Later, improvements were made to the tunnel-cum-air raid shelter. Heating, a canteen and bunk beds were installed and, following these works, it could accommodate between 600 and 700 people per night from the local area.

The Market sustained extensive damage from enemy bombing. The first high explosive bomb to hit the City destroyed the south-east tower of the Poultry Market on the 11th September 1940. This attack resulted in a number of tenants having to relocate to depots outside London.

Wartime Smithfield



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- Pork & Chive
- Pork, Basil & Sundried Tomato
- Pork, Roast Ginger & Spring Onion
- Lamb, Mint & Cracked Black Pepper
- Pork with Orange & Lemon
- Beef, Horseradish & Chive
- Gluten Free Pork
- Gluten Free Lincolnshire
- Pork, Hickory & Chipotle (BBQ)

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- Chilli & Coriander
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During the night of the 10th May 1941, three high explosive bombs and numerous incendiary bombs were dropped on the Market buildings, starting 25 fires across the three respective roofs. All of the fires were extinguished by the fire watch crew, which consisted of Market Police, tenants' staff and volunteers. The most damaging explosion occurred towards the end of the War on the 8th of March 1945. A V2 Rocket completely destroyed the Fish and Vegetable Market and caused extensive damage to the General Market. The explosion occurred at 11am, whilst the Market was crowded with staff and customers, resulting in a large number of deaths and serious casualties.

Between 1939 and 1945, all licensed porters were working in the de-centralised depots and, therefore, the issue and renewal of their licences was discontinued. When meat trade returned to Smithfield, the licensing of porters was recommenced with 329 licences being renewed and 106 new licenses issued. At the end of the war, the market buildings were de-requisitioned by the Government. The West Market Building was de-requisitioned on the 25th of December 1945, the East Market Building on the 14th of January 1946 and the General Section on the 21st of January 1946.



Wartime Smithfield



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A word from Michel

I hope you enjoy my App and have fun recreating the recipes at home. We will be updating the App on a monthly basis with new recipes, videos and cooking tips and we welcome your feedback on how to improve or add further information. You can contact us by clicking on the feedback button on the App or by emailing us here. Bon appétit



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THE FINE DINING APP FROM THE HOUSE OF ROUX - SETTING THE STANDARD FOR CULINARY EXCELLENCE

Purchasing Guide

Visiting Times

Visitors are advised to arrive by 7am as the majority of stalls are open at this time.

Take everything in

Feel free to explore the different stalls and familiarise yourself with the market.

Meet the traders

You can make one off purchases or trade regularly, in which case you should get acquainted with the trader.

Make enquiries

The traders will be happy to help you.

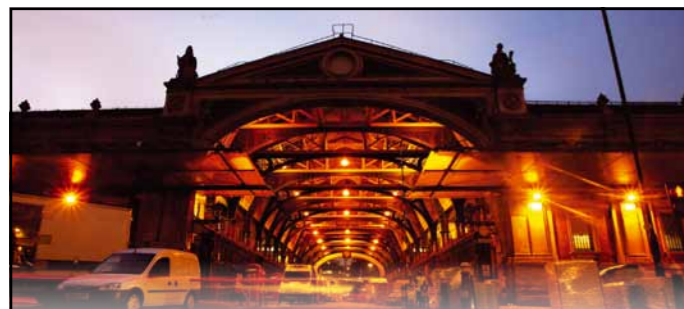
Product pricing

Prices vary and are not displayed. For this reason it is recommended to search around for the best deal to suit you.

Methods of payment

You can pay with cash and in some instances with credit or debit cards. Credit accounts may also be available for trade customers.

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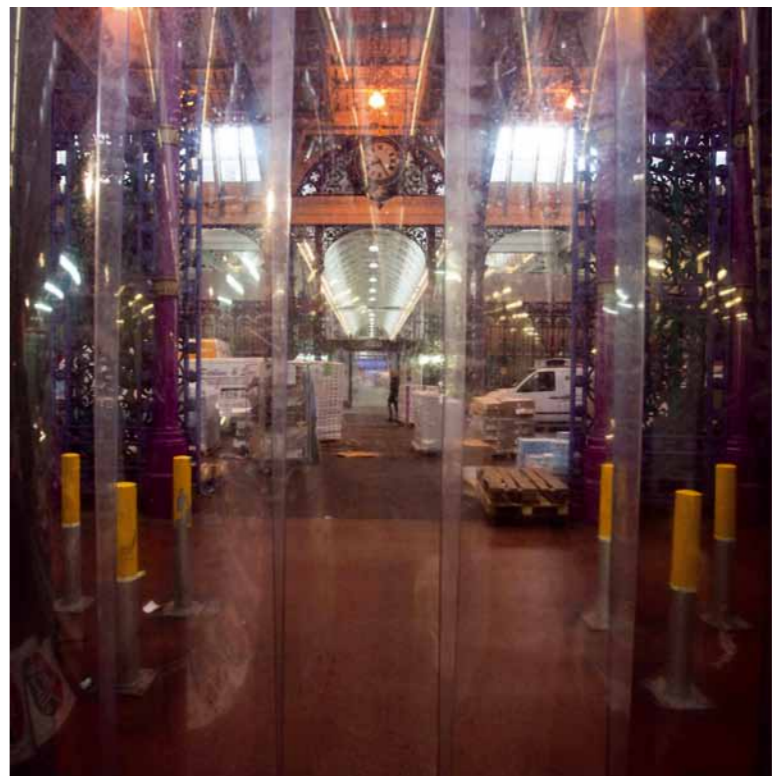


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Pictures of Smithfield Market



TIME FOR A NEW (OR NEW TO YOU) VAN OR TRUCK FROM S & B COMMERCIALS?

The new limits for exhaust particulates to meet the next level of the Low Emission Zone; or LEZ, is fast approaching.

As of 3rd January 2012 all commercial vehicles above 3.5 tonnes must be compliant with Euro 4 legislation before entering the area designated as the London LEZ.



This stretches from Uxbridge in the West to Rainham in the East, and Enfield in the North to beyond Croydon in the South.

It has been suggested that the proposed 2010 deadline for large vans and minibuses to meet Euro 3 (Truck) legislation will be suspended due to the economic climate but there is no suggestion that there will be any deferment of the Euro 4 (Van) requirement.

'Stop-start' technology cuts fuel consumption

Following the announcement by Transport Secretary Philip Hammond of the creation of a 'Clean Air Fund' to improve air quality in London, including such measures as a 'no-idling zone', components producer Bosch believes that the use of Start/Stop technology for vehicles in London could reduce CO2 emissions by over 500,000 tonnes a year.

"Start/Stop is an exemplary fuel saving technology that further reduces CO2 emissions," Peter Fouquet, the president of Bosch UK said. "It can reduce a vehicle's CO2 emissions by 8% in average city driving, and up to 15% in dense city traffic. In addition, the technology also reduces noise pollution."

The system works by automatically switching off a vehicle's engine when it comes to a stop, for example at traffic lights. When the clutch is depressed, or the foot is taken off the brake

pedal for an automatic transmission, the engine restarts seamlessly in a fraction of a second.

The impact of a high proliferation of Start/Stop vehicles in London would be dramatic. The latest figures from Transport for London



indicate that cars and vans in London emit around 5 million tonnes of CO2 per year. Bosch has predicted that half of all new vehicles sold in Europe will have Start/Stop by 2013.

S & B Commercials Plc and Mercedes-Benz are committed to the pursuit of low emission vehicles with an on-going objective of improving the environmental performance. The new intelligent systems will help reduce both fuel consumption and emissions, making it good news for you and the environment.

The Mercedes-Benz Van range (Euro 5 Sprinter & Vito) offers a BlueEFFICIENCY package of fuel saving technologies including ECO Gear manual transmission, ECO engine stop/start function and ECO tyres with low rolling resistance.

Within the Mercedes-Benz Truck range; Atego & Axor-R offer a Motor Stop Start (MSS) system as standard which will switch the engine off if the vehicle is stationary for three seconds.

In preparation for the introduction of these new limits you have 2 choices:

- modify your existing vehicles so they comply with Euro 3 (Van) or Euro 4 (Truck) standards for particulate emissions, by fitting an approved filter.
- replace your vehicles with compliant new or used versions.

If you don't comply with the LEZ standards then you will be liable to pay a charge of £100/£200 per day, dependent on your vehicle type. This, in a worst case scenario, could cost up to £48,000, as shown in our example below:

£200 x 5 days a week = £ 1,000
 x 4 weeks = £ 4,000
 x 12 months = £48,000

S & B Sales Director, Nick Lambert says, "Many operators have put off replacing their Vans & Trucks for the last year or so due to the recession. Many of these will be wrong-footed because the new legislation is approaching rapidly. Conversion of their older vehicles is not a viable solution and the time is now right to consider replacing them with new equipment, be it a *new* Euro 5 model or indeed a '*new to you*' used Euro 4 compliant vehicle".

If you are unsure as to whether your vehicle is LEZ compliant or can be converted with an approved particulate filter, please speak to the S & B Market Team when they visit, look out for our leaflets around the marketplace or visit our website at www.sbcommercials.co.uk/offers and click on the LEZ link to complete the online questionnaire.

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Spiralling operating costs and environmental concerns have been the motivation for their recent designs, which include the all-new Rapier and Super Rapier units. The benefits include rapid pull down to temperature; rapid recovery after door opening and rapid

recovery after defrost. In addition, they are lighter, quieter, consume less power and run environmentally friendly scroll standby compressors.

The success of GAH is largely down to a real understanding of the industry and how businesses work within it. GAH offers a range of maintenance and support options including a 24/7 UK-based call centre and a nationwide network of mobile engineers that visit their customers at a time and place convenient to them.


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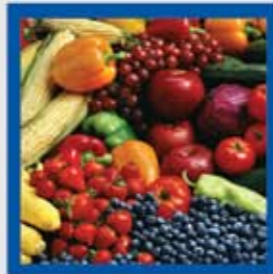
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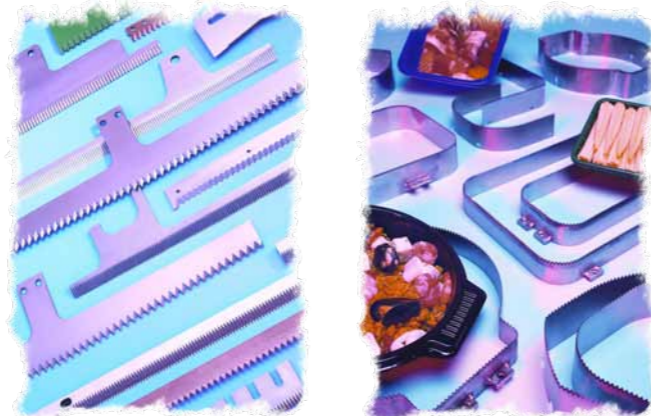
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