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## SALSA December newsletter

Welcome to the Christmas edition of the SALSA newsletter, we have jammed this issue with festive spirit, including a special look at Bailey's turkeys who have kindly donated a turkey for our SALSA Christmas competition.

We wish you all a very happy Christmas and New Year and look forward to hearing your news in 2012.

### Red Tractor



We are delighted to inform suppliers and buyers that the Red Tractor now accepts the SALSA Scheme as an alternative to the BRC Global Standard for small and micro food processing enterprises. David Clarke states "this is a positive step in assisting the catering contractors working on the Olympic sites to engage with small and local producers aspiring to supply 2012 London Olympics".

Acceptance of SALSA does not extend to fresh meat suppliers where more specific arrangements for smaller meat suppliers have already been in place for some years...[more](#)

### SALSA resources

**SALSA has developed a range of resources to aid producers in becoming SALSA certified.**



If you are beginning your SALSA journey you may find the frequently asked questions document of interest, [please click here for more information.](#)

Our range of 'tips and tricks' give working of examples of to how implement specific areas of food safety such as **Quantity Control, Breakages Procedure** and **Equipment Failure.**

These resources are available for all SALSA members and a full list can be found by [clicking here.](#)

### Update on SALSA

2011 has been a great year for the SALSA Scheme, we now have over 750 members of which 400 are SALSA approved. With continued support from existing buyers and new supporters during the year the Scheme certainly is becoming the Scheme of choice.

The SALSA Package Deal has continued to be an extremely popular option for gaining approval and allows you to save £50!

### SALSA HACCP courses

SALSA HACCP pilot courses were run at the end of the year with great success, we are rolling these out on a national basis in the New Year, delivering HACCP level 1 and level 2. Watch the website for updates on venues and dates along with an exciting new website!



*continued...*

## Member spotlight: Bailey's Turkeys

**Bailey's** is a family run business in Cheshire, owned and run by brothers Michael and David Bailey. Bailey's turkeys specialised to become the region's leading producer of turkeys, using breeds that are slow maturing they have been able to produce superior tasting meat with a fantastic flavour.



While the business has success in this area, some years ago the brothers began to contract kill and process chicken, to allow Bailey's to utilise their facilities and staff on a year round basis. Today Baileys now contract kill circa one million chickens a year and employ fifteen full-time staff.

Bailey's passed their first SALSA audit when the scheme began in 2007 and remain SALSA certified to this day. Bailey's aim was to gain their SALSA certification to allow them to contract kill and process chicken for a range of clients including Waitrose and Daylesford organics.

Michael Bailey said: "At the time the BRC standard required too much from the business, the SALSA food safety scheme was at the correct level for us and allowed Bailey's to demonstrate that they were operating at a level that was high enough to supply the supermarket sector. Our first audit was fairly straightforward and we did not have to implement too many changes to get the business up to scratch, we have found all our auditors to be helpful and approachable and they have helped us to put things right where needed." Look out for Bailey's at butchers in the Cheshire area. [Watch a video here.](#)

## Taking the next step

Many suppliers become SALSA assured because it is specifically designed small to medium size food business and a large amount of support can be given through the audit process.

However some businesses find they reach a time when they are required to aim for higher accreditations such as BRC. David Couldrey from **Wicks Manor** explains how they took the next step:

*"SALSA is a brilliant standard that gives small to medium size food business, a framework for developing their pre-requisite programmes, HACCP and Quality Management Systems to a level that provides the perfect platform to make the jump to the BRC standard. SALSA certification also teaches the senior management of a food business the importance of their involvement and commitment. This is one of the key clauses of the*

## Win a Christmas turkey

SALSA certified Baileys turkeys has donated a Christmas turkey for one lucky winner. Baileys rear all their own turkeys at Cheshire Farms and use turkey breeds that are slow maturing to produce superior tasting meat with a fantastic flavour. To enter the competition simply **email** your name, address and answer to this question: How many members does SALSA now have?




- A) 250
- B) 400
- C) Over 750

Competition closes on 20 Dec 2011.

A winner will be picked at random from correct entries received.



## Get more from SALSA...

-  To join SALSA [click here](#)
-  To get your audit booked [click here](#)
-  To register as a buyer [click here](#)

**SALSA partners:**



**SALSA**  
Safe and Local Supplier Approval

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