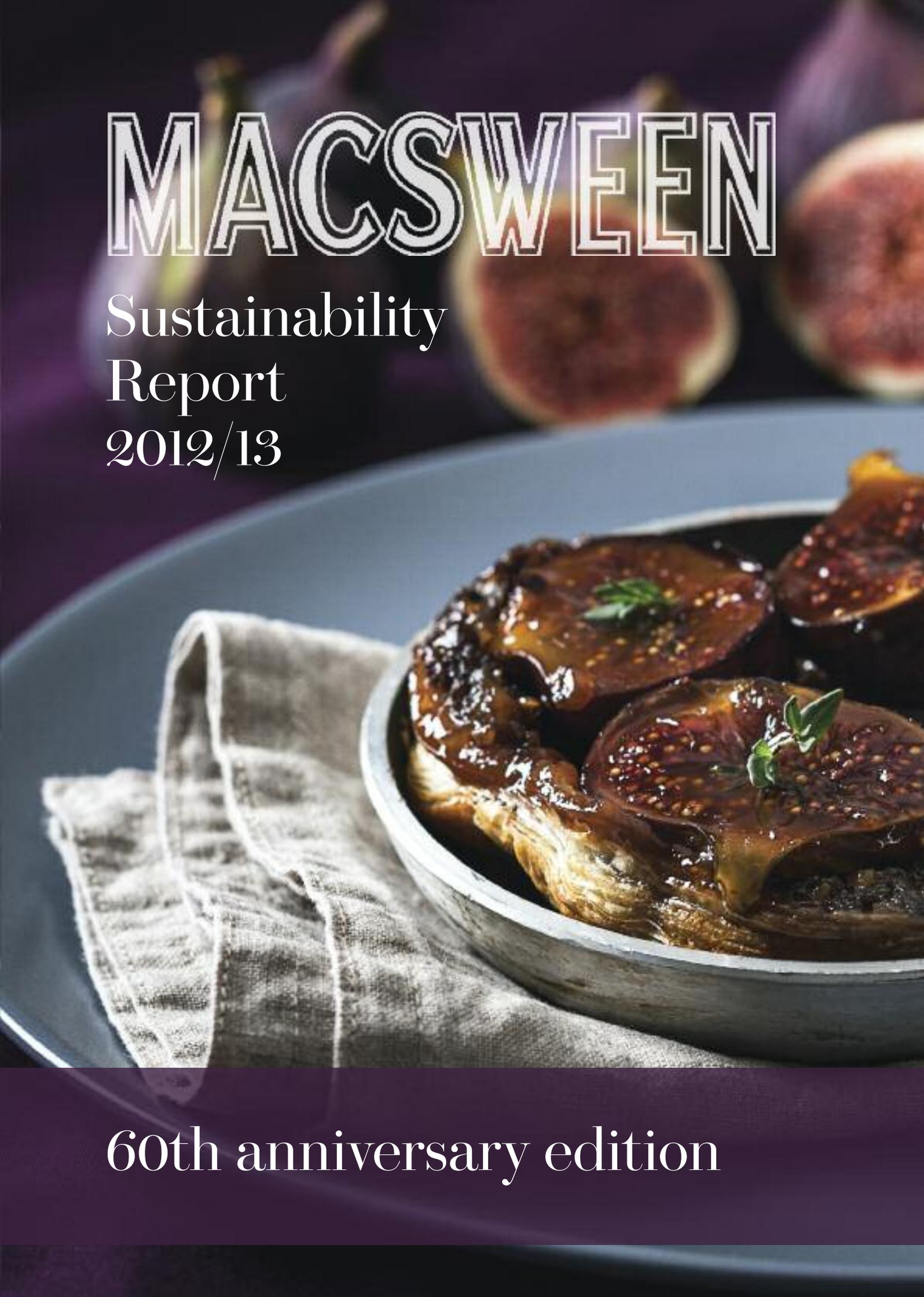


# MACSWEEN



Sustainability  
Report  
2012/13

60th anniversary edition



Celebrating 60 years of  
award winning haggis



# James Macsween on SUSTAINABILITY

**W**hat does sustainability mean to Macsween? Since 1953, when Charles Macsween opened his butchers shop in Edinburgh, two succeeding generations have moved the business from retailing high quality meat products into an internationally recognised manufacturer of haggis and black pudding. As the third generation of the Macsween family to run the firm, my sister Jo and I, are proud of the tradition, commitment to excellence and innovation demonstrated by our grandparents and our parents, John and Kate.

Upholding this tradition, building the business and responding to present day food buying and eating habits drives us and is reflected in what we do and how we do it. We have taken a lead in making haggis much more of a flexible, all year round dish, while remaining at the heart of Burns Night celebrations. The firm has always been resource efficient, but over the past ten years we have taken a much more proactive stance on environmental management, employee welfare, product development and community engagement. This reflects our fundamental 'family' values and an understanding that sustainability is a core part of our commitment to quality, innovation and long term growth.

**What have been the main sustainability challenges over the past two years?** The main challenge over the last two years has been growing a business during an economic downturn. I am pleased to say that we have done so and indeed, our ability to develop our employees and use resources efficiently have directly benefitted us through motivation and cost control. In parallel, we have also launched new products that take haggis to a wider audience looking for convenience, quality and a responsible approach to business.

In many cases we are working to achieve self imposed targets for improvement. For example, over the past two years we have

been looking into how we can increase the quality of our waste water, thereby reducing our effluent treatment costs. We have had some success removing fat from effluent, but at the end of 2012 we made a significant investment in an on-site treatment system which began operating in June 2013.

Product quality and innovation is vital. In 2012 we launched a black pudding that can be steamed in the microwave for 90 seconds, following on from the success of our '1-minute' haggis. While the product is proudly traditional with its compliment of barley, onion and seasoning, it is also light in texture and low in calories and fat.

**What will your sustainability strategy focus on in two years time?** Our sustainability strategy will continue to focus on finance, the environment, employees and the relationship with our suppliers, customers and communities.

We will press ahead with environmental management innovations, in particular, reducing energy, waste and emissions. Our employment systems will also evolve, with more of our team undertaking relevant qualifications and developing their roles within the business. Our product range will also grow and we will continue to be a positive force in the industry and community.

Specifically, we will work with our suppliers of raw materials and services to understand their own attitudes to sustainability. Related to this, we are always improving the way we measure, monitor and report on our sustainability performance.

James Macsween  
Joint Managing Director and lead on Sustainability,  
Macsween of Edinburgh

*Sustainability is a core part of our  
commitment to quality, innovation  
and long term growth*

1953



**CHARLIE MACSWEEN'S BUTCHER'S SHOP**  
Charlie and Jean Macsween established a retail butcher's shop in Bruntsfield, Edinburgh, where they created the first Macsween haggis and Macsween black pudding.

# TELL ME MORE ABOUT MACSWEEN

**M**acsween is leading food brand based in Edinburgh, Scotland. We manufacture haggis and black pudding that is supplied to many UK supermarket chains and independent retailers. We also sell direct to customers via mail order, as well as through food service companies and wholesalers.

Macswen is a third generation family firm that celebrated its 60th anniversary in 2013. Over this period, we have moved from meat retailing to haggis manufacture. Along the way, we introduced the world's first commercial vegetarian haggis and more recently launched our hugely popular microwaveable haggis and black pudding.

Our joint-Managing Directors, brother and sister, James and Jo Macswen, have greatly expanded the number and range of haggis consumers through a combination of product and marketing innovations.

**Where do you make your haggis?** Like all good Scottish butchers, we originally made haggis by hand in our Edinburgh shop. In 1996, having moved out of retailing, we opened the world's first kitchen dedicated to the manufacture of haggis and black pudding. This is on the outskirts of Edinburgh and while it has been extended to cope with rising demand, it remains the place where we make our award winning products.

**What is haggis and how do you make it?** The origins of haggis are somewhat mysterious, but the dish can be traced back thousands of years to hunters returning with their kill. Some of this meat could be salted or preserved, but some would need to be eaten straight away. The fresh, edible offal would be chopped and mixed with cereal and herbs and cooked over the fire in the ready-made container, the stomach. Similar dishes have developed in different countries, but the name 'haggis' is

probably Scandinavian in origin – the Swedish 'hugga' and the Icelandic 'hoggva' meaning to cut or chop. Haggis probably became a staple in Scotland between the 9th and 15th Centuries thanks to strong trade links with Scandinavia.

Our traditional haggis contains lamb and beef that is cooked before being combined with the unique Macswen mix of oatmeal, onions, pepper and spices. The whole thing is cooked once again, before being vacuum packed and dispatched to retailers throughout the UK.

Our vegetarian haggis is made in the same way, without the meat, but with lots of kidney beans, lentils, root vegetables and cereals. Our black pudding recipe was created by Charlie Macswen some fifty years ago. It has changed a bit since then but remains the real deal, full of barley, oatmeal, onion and seasoning.

**Macswen is a third generation family firm that celebrated its 60th anniversary in 2013**

For more information on our business history, our products, cooking guidance and recipes visit [www.macswen.co.uk](http://www.macswen.co.uk).



1957



#### CHARLIE MACSWEEN AND SON

John, Charlie's eldest son, had always been passionate about the family business and left school to join his parents: "The staff knew I was coming and they'd saved a special job for me. They had three geese waiting for me – it was the most hellish job on the earth; feathers everywhere. They really had a good laugh, (at) the boss's son plucking the geese."



Since 2008 we have produced an annual sustainability report



## The sustainable haggis

Our fundamental view of sustainability is one of responsibility and business success in the long term. Over the past five years, our current management team has developed an approach to sustainability that marries family values with innovation around environmental management and employment, in particular.

Our approach to sustainability is very much set by James and Jo with input from employees, customers, the food industry, regulators, individuals and communities. Since 2008 we have produced an annual sustainability report which has helped us to focus on process and performance. We are also open to comment and feedback, therefore the report is freely distributed and available for anyone to view on our website.

## Deciding what is important

Three generations have lived and breathed product quality and customer service, which has made Macsween the UK's leading high street haggis brand. This passion for perfection means long hours engaging with employees, customers and consumers, quality control, tasting, refining production processes, consulting with our suppliers and devising innovative and successful marketing campaigns. We also contribute to debates and the promotion of best practice within and around the food and retail sector. All of this, plus our own family values, means that we have a very clear view on what is important, not only to our company, but to the wider community.

## Talking and listening to stakeholders

Macsween interacts with its wider community of customers and consumers via events and trade shows, regular e-newsletters, the website and social media channels. Our employees organise regular team talks which gives everyone the opportunity to discuss issues/subjects and ask questions of the management team.

1963



CHARLIE MACSWEEN EXPANDS  
Adjoining spaces were purchased to accommodate the thriving business

# OUR PRIORITIES

Over the past sixty years we have seen many changes to the regulatory landscape and to consumer expectations and interests, as exemplified by the recent concerns over contamination of meat products. Our sustainability priorities therefore reflect a long term view of what is important and accommodate issues of concern for consumers, retailers and regulators. Our current priorities are:

- Improving our environmental performance, in particular around waste, water, raw materials, energy and our products
- Gaining a much better picture of our suppliers' sustainability priorities and performance
- Improving our employment and personal development structure and processes
- Defining and developing long term community partnerships

Our sustainability priorities reflect a long term view of what is important

All Macsween employees are guided on becoming 'Green Champions'



## An environmental INNOVATOR

Our environmental management programme is spearheaded by James and our priorities are defined in our environmental policy. Management responsibilities are divided amongst the production, administration, finance and purchasing teams.

All Macsween employees are guided on becoming 'Green Champions'. They receive regular briefings on environmental initiatives and are updated on performance. They learn about waste separation, resource efficiency and recycling and as part of their responsibilities will brief their own teams as well as monitoring performance.

The formal environmental programme has been running for ten years, during which time we have reduced waste going to landfill, improved energy and water efficiency and improved waste water quality. This has been achieved through a combination of simple measures, partnership working and innovation.

90% of solid waste is recycled

1975



### SECOND GENERATION: JOHN AND KATE MACSWEEN

When Charlie passed away in 1975, the company was taken on by his son and daughter-in-law, John and Kate. Together they grew the business, exploring the manufacturing potential of haggis and other specialist products, with their dedication to customer satisfaction and innovation, they would go far.

We are piloting the Codbod environmental management and reporting system

# WASTE MANAGEMENT AND RECYCLING

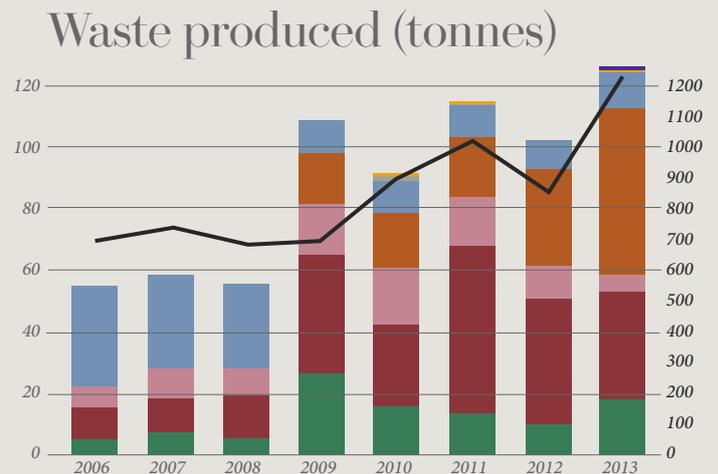
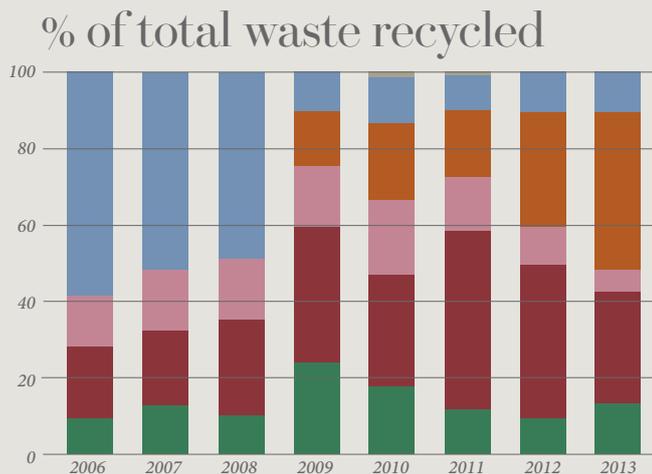
As documented in our previous sustainability reports, by 2010 we had increased solid waste recycling from 10% to 90% of total volumes (compared to 2005). The remaining 10% of solid waste currently sent to landfill consists, in the main, of plastic waste used to transport raw meat ingredients. A number of possible avenues for recycling have been identified over the past two years, but none have been viable. Consequently, for the past 12 months we have been working with Zero Waste Scotland, an arm of the Scottish Government, to identify a means of re-using this material. A packaging waste review in 2011, also identified the potential to use a lighter grade of cardboard for packaging sleeves, which we have adopted.

In 2012 we piloted the Codbod environmental management and reporting system ([www.codbodtech.com](http://www.codbodtech.com)). This allows us, amongst other things, to map the location of impacts, processes and suppliers. We are therefore currently working with relevant contractors to identify the routes taken and processing/disposal

destinations for our waste. By working with these suppliers we see opportunities to reduce the management time devoted to these transactions and identify new processing opportunities. We will be making an interactive Codbod report available on our website in 2014.



■ PLASTIC 
 ■ CARDBOARD/PAPER 
 ■ SOLVENT EXTRACTABLE MATERIAL 
 ■ ANAEROBIC DIGESTION 
 ■ LANDFILL 
 ■ WAXED PAPER 
 ■ ALUMINIUM CANS 
 ■ POLYSTYRENE 
 — PRODUCTION (Tonnes. Based on calendar year)



1983



**HAGGIS SPECIALISTS**  
 Being the natural entrepreneurs that they were, John and Kate saw opportunity aplenty in the specialised manufacture of haggis.

## Energy consumption and carbon emissions

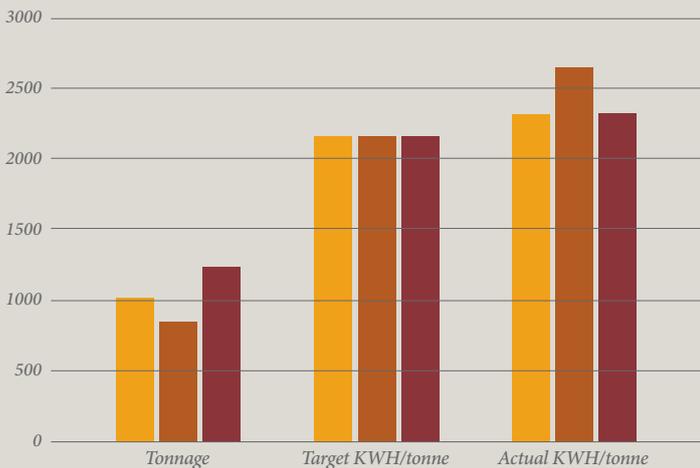
**W**e use mains electricity for lighting and powering equipment. Our factory heating system and product ovens are fed by mains gas. We also log the fuel used by our van to make deliveries in Edinburgh and the surrounding area.

An Energy Savings Trust audit prompted us to review systems and processes. Consequently, over the past two years we have invested in energy efficiency, including a new boiler and timers on lighting systems.

We voluntarily measure our energy performance against consumption targets set under the Climate Change Levy (CCL) discount scheme. Over the past three years, our energy output of KWH per tonne of production has fluctuated, although in all cases it has just exceeded our CCL target, necessitating the purchase of carbon offsets. We therefore continue to look at ways of optimising the use of gas and electricity, particularly against a backdrop of business growth.

■ 2011 ■ 2012 ■ 2013

### Climate Change Levy, target and performance



## We voluntarily measure our energy performance under the Climate Change Levy discount scheme

## Water use and waste water emissions

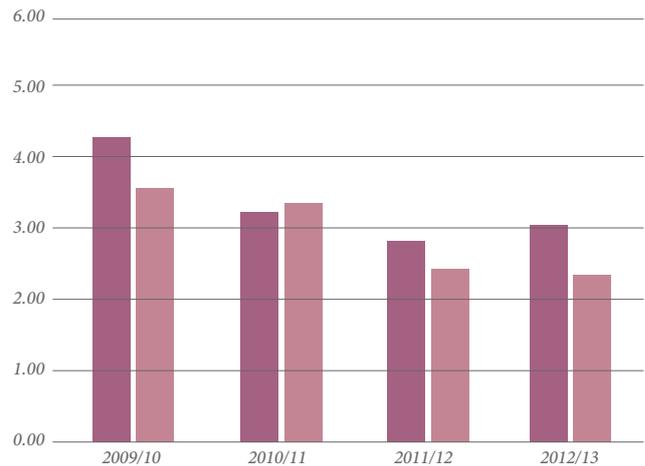
Since 2008 we have been trialling a system that mechanically skimmed fat from the water used in production. This material is collected and sent for processing into biodiesel.

While this has significantly improved the quality of our waste water, we wanted to go further. Consequently, over a two year period we assessed the feasibility of installing a small on-site waste-water treatment plant. This was commissioned in June 2013 and we are seeing improvements in the quality of our effluent, compared to 2012, which is reflected in a lowering of our discharge consent levels.

In 2012, the volume of water that we use per tonne of product increased slightly from 2.98 m<sup>3</sup> per tonne to 3.06 m<sup>3</sup> per tonne. We continue to monitor water use and identify conservation measures in order to increase efficiency and reduce the associated cost.

■ WATER (m<sup>3</sup>)/TONNE ■ EFFLUENT (m<sup>3</sup>)/TONNE

### Water use & effluent (m<sup>3</sup>)



1984



VEGGIE HAGGIS WAS BORN

John Macsween created the first vegetarian haggis to honour the opening of the Scottish Poetry Library.

As of April 2014 Macsween is 100% landfill free\*

## Biodiversity

In 2012, we commissioned a tree management report for land we own to the West and South-West of our factory. The aim was to assess the condition of the trees and establish if any needed remedial work.

We mapped 53 trees, with the dominant species being Scots Pine (*Pinus sylvestris*), along with Corsican pine (*Pinus nigra ssp. Laricio*), Hybrid Black Poplar (*Pouulus x Canadensis*) Western Red Cedar (*Thuja plicata*) and an array of shrub species.

In 2013 we implemented the survey recommendations, including the removal of ten trees, remedial work on a further seven and other improvement works, including clearance of dense undergrowth and landscaping.

We have achieved considerable reductions in the intensity of our energy use

## Targets and Performance

Target set for 2011/12	Achievement	Comment
Divert remaining 10% of solid waste from landfill	○	Investigated options that proved unviable – currently working with ZWS to find solution
Implement findings of ZWS waste review	○	Focusing on the 10% landfill component
Commission EST audit	×	Not a priority in 2011/12
Install effluent treatment plant	✓	Operational in June 2013
Adopt online data management and reporting	○	Data input and being checked – launch in 2014
Revise supplier environmental questionnaire	✓	Questions revised

Target set for 2013/14	Deadline
Divert remaining 10% of solid waste from landfill	Ongoing*
Commission EST audit	2014
Launch online data management and reporting	Mid-2014
Compile responses from suppliers on environmental performance	Mid-2014

✓ = Full   ○ = Part   × = No

\* As this report goes to print, we have negotiated a contract with a Scottish recycling company that will convert this component to refuse derived fuel. More information will be provided in the 2013/14 report.



1985



**MODERN TECHNOLOGIES**  
Macsween was one of the first companies in the UK to invest in vacuum packing technologies, printed labels and bar coding the haggis, which allowed the product to be easily distributed across the UK.



# A PROGRESSIVE AND SUPPORTIVE EMPLOYER

Our employment practices and policies are defined by Jo and James with support from a Human Resources specialist.

A career path has been created for every employee, which enables them to develop new skills and confidence through access to SVQ Levels 2 and 3 training and Modern Apprenticeships. This also provides them with opportunities to undertake learning journeys with other businesses.

Our training structure encourages employees to develop new skills and knowledge and gain a greater understanding of the area in which they work. Within six months of joining the company, all permanent employees will have completed HACCP (Hazard Analysis Critical Control Points) and food hygiene training.

Jo and James have also benefitted from leadership development training through the local economic development agency, Scottish Enterprise. Jo is also an active member of 'Vistage', a global network of leading professionals in the private and public sectors.

## Team Talks every 4-6 weeks

Fiona Robb, our Training Supervisor, was appointed in 2013 to develop the skills of all employees and enhance the culture of 'partnerships' prevalent in the business.

Fiona said: "My remit includes organising practical on the job training using real equipment, documents and material. Group training also encourages team work and is effective in identifying future leaders. The ultimate aim is to develop our people, identify potential, strengthen skills and improve performance."

Every 4 – 6 weeks, Team Talks give employees the chance to share thoughts and ideas with their colleagues. Everyone participates, wearing 'production whites' in order to break down any perceived barriers between functional areas within the company.

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1988



### SELFRIDGES FOOD FAIR

The chance to present Macsween haggis at a Scottish food fair in Selfridges paved the way for UK-wide sales.



## Product development

**M**acsween is a pioneer and innovator, upholding the finest traditions of haggis with an authentic recipe and production methods, while meeting the changing needs of consumers. The team has learned best-in-class innovation methods from industry leaders through the unique 'Eureka JumpStart' programme, enabling us to develop ideas much faster and more cost effectively. A list of product ideas has been established, with the aim of achieving two successful new launches every year. For example, in 2013 we launched two limited edition flavours which were designed by James to celebrate the company's 60th anniversary. Originally available from independent retailers, due to growing demand, they were selected by Waitrose supermarkets. These products attracted unprecedented media attention, new 'foodie' consumers and generated excitement among our loyal customers.

Two product launches per year

## Case Study:

# WRITER IN RESIDENCE

As part of its 60th anniversary celebrations, Macsween hosted Stuart Delves, a writer in residence, who gathered stories from the whole team, identifying things that connect individual employees and that make the business special. Stuart asked everyone to bring and talk about two objects, one that said something about their relationship with the company and one that said something about them. The resulting stories will be published through our social media channels and were related back to the company through an open letter at our 60th anniversary celebrations. The raw truth, humour, nostalgia and boldness moved the whole audience.



1991



### THE MACSWEEN FAMILY GROWS

John and Kate's children, brother and sister James and Jo join the family business in 1991 and 1992 respectively.

## Case Study:

## MACSWEEN MARVELS

**M**acsween's Arts and Business Creativity at Work residency saw writer Stuart Delves embark on a mission to find out a bit more about the members of Team Macsween and what they think of being haggis makers. Stuart asked each member of the team to bring two objects to his story gathering sessions, one that says something about their relationship with the company and one that says something about themselves. Here are just a few examples...



**Ian.** 104,000 miles of haggis deliveries: that's Ian's tally. 65, from Bonnyrigg, he's been driving the company van for seven years. Maybe not surprisingly his work object was his van key. "Tourists love the haggis van. They get me to take photos of them with the van in the background – or they take photos of me. I'm the face of Macsween and my picture must be all round the world." His personal object was a golf ball. He's been a member of Newbattle Golf Club for 47 years. He takes his clubs on holiday and has played two hundred and forty five courses in Scotland. Carnoustie is his favourite. "Company policy says you don't have to retire at 65. James Macsween doesn't want me to retire. As I'm part-time, the job doesn't affect the golf."



**Keith.** Hibs fan Keith has worked for Macsween for 22 years. He remembers the shop with the bell under the counter. He was a real butcher's apprentice and his item was his butcher's set of boning knife, steak knife, cleaver, big and small saws. He'd learnt his knife skills on the heads of pig and sheep and ox. A butcher, he said, is a man of scars. His tale was quite visceral – here was a man who had scrubbed tripe. His personal object was Portobello Pottery. Something he collects, going round antique and bric-a-brac shops and the Glasgow Barras. His father had been a potter. The Portobello kilns are still there he said wistfully. He likes walking in the Pentlands with his wife – he's a birder he said – not a twitcher.



**Beth.** Beth works in Unit 4 where orders are made up and shipped out. She likes to have a good laugh with the van drivers. "Where others do the football chat, I can do Grand Prix. I love racing." She lives in Loanhead and cycles to work five days a week. She leaves pallets out for the Tree People. "They've got dreadlocks and live in the woods by Unit 4 in makeshift shelters. We leave out broken pallets for their 'extensions' [to their shelters] or for their fires. They're still protesting about some bypass, but they're nice people to have a cup of tea with. Besides, it's a good way to get rid of pallets – I asked the factory manager – it's either that or they go in the skip for recycling." And – she likes the company's environmental ethics. "Why do you care about things like 'save the whale' when you're young and at college – and then not when you get a job." Well, at Macsween's Beth can continue to care about the environment. It may not be saving the whale but Macsween's is doing more than its bit to combine profitability with sustainability. "We see the need to do it where other don't," says James Macsween.

1996



## THE WORLD'S FIRST HAGGIS KITCHEN

Together the family designed the world's first dedicated haggis kitchen in Loanhead, Edinburgh. Macsween HQ moved to Loanhead in 1998 when the shop in Bruntfield closed.

Over two tonnes of haggis donated to charitable causes every year.

# A FORCE FOR GOOD IN THE COMMUNITY

Over 60 years, the Macsween family has become synonymous with Edinburgh. Each generation has developed and nurtured their own links with communities across Scotland, the UK and the world. Jo and James have long standing relationships with organisations such as The Royal Highland Agricultural Society of Scotland and St Columba's Hospice and support causes close to their hearts such as choir groups and children's nurseries.

Macsween often supports local organisations through in-kind donations of haggis or use of our mascots, Hamish, Morag and Fast Angus. We have, for example, supplied haggis to Scottish soldiers serving overseas, childrens' after-school clubs, local Gala Days, scout groups and even a London Marathon runner for whom a special haggis costume was constructed! Some of the organisations supported in 2012/13 include Cyrenians, Maggie's Bike & Hike and Childrens' Hospice Association Scotland.



Each generation has developed and nurtured their own links with communities

## Case Study:

# MAGGIES HAGGIES

In May 2013, over 800 people took part in the 10th anniversary Maggie's Monster Bike & Hike. The event involves a 72 mile walk and cycle ride along the Great Glen Way in the Scottish Highlands and raised £500,000 for Maggie's Cancer Caring Centres. For the third consecutive year, Macsween provided tasty and nutritious haggis burgers served at feeding stops along the route.

Here's what the bikers & hikers had to say:

*"Macsween haggis burger was the culinary highlight for me!"*

*"Loved the veggie haggis - thank you!"*

*"It was worth it for the haggis rolls alone."*

*"I do have to say, the haggis burgers were ace!"*



## 2003



### A ROYAL OPENING

Macsween HQ was expanded to cope with rising demands and was officially opened by HRH Prince Andrew, Duke of York.

## Case study:

## GETTING A FARE SHARE OF HAGGIS

**E**dinburgh Cyrenians charity runs the Fareshare scheme, which collects surplus food from manufacturers and retailers and distributes it to organisations working with homeless and vulnerable people.

Edinburgh Cyrenians said: “Burns night 2013 brought us a very kind donation of haggis, black pudding and veggie haggis from the lovely people at Macsween! The projects that we deliver are helping vulnerable and homeless people to improve not only their physical well being but also to raise their self esteem. Being able to participate in something special like a Burn’s supper at a soup kitchen or helping to prepare a celebratory meal in a supported accommodation unit helps people to feel more connected to society and more valued. All of the projects that we deliver provide support and advice and ensure the food is used as a “hand up” rather than a “hand out.” Meat products are always in high demand from our projects and a product as well known as Macsween is most welcome. Whatever way they use the Macsween product, you can guarantee that the recipients will be incredibly grateful for it.”



## Sharing

## GOOD PRACTICE

Macsween is passionate about sharing good practice with Scotland’s food community. Jo and James are both active members of Scotland Food and Drink and James sits on the advisory board of the Scottish Food and Drink Federation. Both regularly present and participate in industry, consumer or policy related events. These include addressing the next generation of emerging leaders at the RBS Business School, sharing environmental best practice at The Scottish Parliament, talking about product innovation at a Scottish Government Food Policy conference and playing an active part in the Centre for Family Business annual conference.

## Contributors to food industry debates



2006



## THIRD GENERATION: JO AND JAMES MACSWEEN

Jo and James Macsween took over the running of the business. Honouring family traditions and continuing in their father’s footsteps as committed flag-bearers for corporate social responsibility, championing best practice, ethical policies and sustainability with a firm focus on staff development. Later that year, John sadly passed away after a life’s dedication to a business he loved so passionately.

# ENGAGING WITH CONSUMERS

**M**acsween understands the importance of communicating with our loyal, passionate and informed consumers. We use digital and social media to gain feedback on new products as well as keeping everyone up to date with what we are doing. Jo and James regularly contribute recipe ideas, photographs and haggis-shaped gossip to our Facebook page, while Jo's blogs provide insights into the business. In her recently published recipe book 'The Macsween Haggis Bible', Jo also shares stories from the Macsween family and its indelible relationship with haggis. Our YouTube channel is also helping to demystify our products, including Jo's step-by-step guide to cooking and James's master-class in how to 'address the haggis'.



## 2008



### SUSTAINABLE MACSWEEN

Particularly in the past 10 years Macsween has made significant strides in improving environmental management. In 2008 we published our first Sustainability Report and won a VIBES award for environmental achievements. We continue to share best practice and publish an annual sustainability report.



Case study:

# HAGGIS OUTREACH

**M**acsween regularly participates in tasting tours and sampling events to encourage people to try our products and see them as versatile, year round food. We participate in many different event types and meet many different consumers, from festivals to store tastings and sporting events to university Freshers' Fairs. We place great value on what we hear from haggis lovers and haggis virgins alike, sharing recipe inspiration and cooking tips. During the 2013 Edinburgh Festival Fringe (the world's biggest cultural festival) we took to the streets of the city, along with our mascots, Morag, Hamish and Fast Angus, to distribute over 2,000 samples to delighted tourists and locals.



2009



## MICROWAVE IN SECONDS

Jo and James created the world's first '60-second' microwaveable traditional and vegetarian haggis, followed by the '90-second' microwaveable black pudding. The innovative product range proved extremely popular and attracted over a quarter of a million new consumers in the first few years. The Macsween vegetarian haggis celebrates its 25th birthday as a mainstay of our product range.

# Making HIGH QUALITY products

**A**s a brand leader, our reputation stands and falls on the quality of our products. This starts with the choice of the best ingredients from known and trusted suppliers, a point of principal for all three generations that have made and sold Macsween products.

Our customers can readily access information on our products, their ingredients and how they are made. Our informative labelling is the first port of call for our consumers, but they can also access information on our website, through our social media channels or leaflets in retail outlets. Our retail customers also audit our production facilities and test our products to ensure that they meet their own quality requirements.

## Supply Chain Management

Many of our suppliers have worked with us for more than thirty years. All of them comply with our systems and policies, which we can readily monitor because of our proximity to the ultimate source of ingredients and raw materials. Consequently, we can trace the origin of every ingredient that enters our production process.

## Responding to concerns about DNA

In 2013, the Food Standards Agency issued an industry-wide directive on mandatory DNA testing of all meat products. Prior to this, when the concerns were first raised about potential contamination, we sent samples of animal protein from our suppliers for testing. We instructed the lab to check for equine DNA, and we also asked them to examine beef, pork and lamb samples for evidence of cross-contamination.

Thankfully no trace of equine DNA was found in any of our samples. The protein tests on our finished products have also shown no contamination, however, we continue to monitor our raw materials and products on a regular basis.



## Food Safety & Hygiene Procedures

**W**e co-operate fully with regulatory bodies looking after food hygiene and we comply with all relevant UK food manufacturing legislation.

- Our site is BRC (British Retail Consortium) approved. This is the industry standard that food manufacturers must meet, demonstrating quality food safety systems. Macsween is audited annually.
- We are HACCP (Hazard Analysis and Critical Control Point) certified – a legal requirement for all food producers in the European Union.
- We receive quarterly site inspections from our local Environmental Health Officer, on behalf of the Food Standards Agency.
- Our production schedule is planned to minimise the number of changeovers between product lines.
- During changeovers, we have introduced a routine protein swab to check for contamination from other product lines.
- Our day and night hygiene process comprises five steps that virtually eliminates the risk of cross-contamination.

While our focus on technical quality and safety is paramount, we also review the sustainability performance of our suppliers. In March 2013 we revised our approach, which will give us a much better picture of suppliers' sustainability priorities and how they interact with the environment, employees and communities.

# 2013



**MACSWEEN WINS 3 GOLD STAR GREAT TASTE AWARD**  
Macsween haggis was awarded 3 gold stars in the Great Taste Awards. This is the highest score given and we are the only haggis to have ever won the 3 star award!

Still

# WINNING AWARDS

after all this time

In 2013 Macsween became the only haggis to receive the top accolade of three gold stars at the Great Taste Awards, a prestigious food industry scheme. We also won the Morrisons prize for Outstanding Business at the IGD Food Industry Awards – the judges commending Macsween for being 'a company with innovation as its lifeblood'. Also in 2013, Macsween has been named Scotland's Family Business of the Year and Midlothian Best Food Producer (for the second year running).

Three gold stars at Great Taste Awards



Devised and written by Michael Groves. www.codbodtech.com Design by www.triggerpress.co.uk

## 2013



### THE MACSWEEN HAGGIS BIBLE

The Macsween Haggis Bible, written by Jo Macsween, is published in early 2013. The recipe book features 50 haggis recipes for all seasons and occasions, accompanied by lovely illustrations by Bob Dewar. The recipes showcase the versatility of haggis, demonstrating how far it has come as a dish in 60 years.



If you would like to find out more about our approach to sustainability or, indeed, anything about Macsween – do get in touch. Call 0131 440 2555 and press option 1. Email [contactus@macsween.co.uk](mailto:contactus@macsween.co.uk)



Macsween Haggis



@MacsweenHaggis



2013



60 YEARS OF MACSWEEN

To celebrate our 60th anniversary we launched two limited edition flavours, a venison haggis and a threebird haggis, handcrafted by James Macsween, with only a few thousand of each made.



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