



## New CYBC president looks forward to 2017 Great Yorkshire highlight

West Yorkshire wholesale butcher and pie maker Tom Martin, who was recently elected president of the Confederation of Yorkshire Butchers Councils during its landmark 50<sup>th</sup> anniversary year, says he is looking forward with great anticipation to its annual highlight – The Great Yorkshire Pork Pie, Sausage & Products Competition.

For only the second time in its 29-year history, the competition forms part of The Craft Bakers and Butchers Extravaganza, to be staged on Sunday, October 8, in the Yorkshire Event Centre at the Great Yorkshire Showground in Harrogate. The Craft Bakers Association also runs its own bread-making competition.

When the inaugural event was first held there in 2015, Mr Martin and his wife Anne-Marie, who run Eric Richmond Butchers in Ossett, made an immediate impact on what was their debut in the high profile contest.

Their small - or traditional - pork pie, made to a long-standing traditional recipe using locally sourced pork, first won its show class, before progressing to land the reserve supreme pork pie championship, receiving the coveted Willis Hall Cup for Pork Pie Excellence, presented by Valerie Hall, widow of the late Yorkshire playwright and author who was a staunch supporter of the competition.

Mr and Mrs Martin took over the manufacturing arm of long-established Eric Richmond Butchers in Ossett in August, 2014. The business was founded by the late Mr Richmond when he was demobbed in 1945. He was the youngest-ever Lancaster Bomber pilot, flying many successful missions.

His two sons Robin and Michael were also involved with the business - the latter still is, running the two Eric Richmond retail butchers shops in Ossett town centre and Barnsley Road, Wakefield. "He remains one of our biggest customers," said Mr Martin.

The venture was a complete change of direction for Mr Martin, who previously held high profile IT roles for some of the biggest names in global finance. He built the first internet bank in the UK for First Direct in Leeds, developed international ATM machines for Fujitsu and cost handling systems for banks across the UK and Europe on behalf of both De La Rue and NCR.

"I was fed up working for other people and travelling all round the world. I was desperate to get back to my Yorkshire roots," said Leeds-born Mr Martin. "My happiest memories were of walking through Kirkgate Market in Leeds as a small boy, accompanying my father and sampling the delicious local Yorkshire produce. That gave me a life-long passion for food, which is why buying an established Yorkshire food business is a dream come true."

The business has since gone from strength to strength. "We have doubled turnover and more than doubled profits over the past three years, with everything reinvested in new equipment to further grow the business, though we still manufacture in the traditional way. We adore celebrating local flavours and working with Yorkshire's wonderful heritage," said Mr Martin, who is also a member of the National Federation of Meat and Food Traders (NFMFT).

The first Craft Bakers and Butchers Extravaganza two years ago saw the Great Yorkshire Competition thrown open nationwide for the first time to butchers, farm shops and bakers who make relevant meat-related products in their own premises. It attracted 280 entries from 60 individual contestants.

"We are hoping to do even better this year. The Great Yorkshire remains the biggest - some would say the best regional meat trades competition in the UK. It's the one they all want to win," said Mr Martin.

The 2017 contest again features three pork pie classes and three sausage classes, from which supreme champions and reserve supreme champions will emerge. There are also black pudding and beef burger competition classes.

Entry forms will again be distributed with the September issue of the NFMFT's Craft Butcher magazine and will also be available to download at both the Great Yorkshire website – [www.greatyorkscmp.co.uk](http://www.greatyorkscmp.co.uk) – and at [www.craftbakersandbutchersextravaganza.co.uk](http://www.craftbakersandbutchersextravaganza.co.uk) The closing date is Saturday, September 30.

The event is also supported by a trade show and will again have all-round family interest. Entry is free and there's an online registration facility on the event website.

Sponsors of the 2017 Great Yorkshire Competition are Lucas Ingredients, Dalziel, William Jones Packaging, WR Wright & Sons, NFMFT, The Dalesman Group, AHDB Pork, Interbake, Oris and Ripon Select Foods.

Tom Martin will also be hosting his milestone 50<sup>th</sup> anniversary President's Dinner Dance at the Cedar Court Hotel, Bradford, on Saturday, November 11.  
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New CYBC president Tom Martin, left, receives his badge of office from outgoing president, Sheffield pork butcher Konrad Kempka.

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