

THE CLOCK'S TICKING

\$20,000 TAX BREAK FOR MACHINERY TO END

Time is running out for butchers and other MBL customers to claim immediate tax deductions for every machinery item purchase of up to \$20,000.

The Federal Government's unprecedented tax break for small businesses ends in less than five months, on June 30.

Until then, any number of purchases for under \$20,000 each can be made, and each can be instantly written off.

"There's absolutely never been a better time to buy new machinery and other equipment from MBL," says MBL Machinery Manager Chris Mountford.

"But the \$20,000 tax break ends in under

five months and we don't know if the government will ever do anything like this again for small business.

"It may well be a one-off offer, so if butchers and others do need machinery upgrades, now is obviously the time to seriously consider buying.

"The machinery is here and we're here to help."

MBL always delivers competitive prices thanks to our buying power, and Members also receive the Co-op's annual rebate.

The Federal Government announced the \$20,000 tax break, up from \$1,000, in May 2015, stating it would apply for two years

before returning to \$1,000 on July 1, 2017.

It applies to businesses with an aggregated turnover of less than \$2 million a year.

Assets costing over \$20,000 can be depreciated in a single pool - 15% in the year of purchase and 30% in subsequent years.

MBL Members and customers should consult their accountants for specific advice.

Chris and his machinery department offsider, former butcher Shane Reynolds, say many butchers and other customers began upgrading machinery and other equipment months ago.

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At your service... MBL's machinery department duo of Shane Reynolds (left) and Chris Mountford.



Red-hot machinery bargains – pages 6-7

Butchers' happy Christmas

Independent butchers enjoyed strong trading over Christmas, with revenue up by an average of at least 5% over the previous festive season.

Most butchers say they were happy with trade; many report takings rising moderately while others say they fared better than they expected.

Some were over the moon – Dennis Wilks, at Glenelg South, enjoyed a 35% leap in Christmas trade, while Ian Shaw (McLaren Vale) and Chris Pfitzner (Stirling) both reported rises of about 20%.

Butchers again reported strong demand for their quality ham, and most noted the continuing rise of free range turkey, with a trend to breast rolls.

MBL Food Service reported strong demand by butchers for merchandise in December after relatively sluggish sales in October and November.

"The warm weather arrived late so people were late to start up their barbecues," says MBL's Operations Manager, Bexley Carman.



Dennis Wilks... Christmas trade jumped by 35%, led by free range turkey sales rising by 15-20%.

"Our sales picked up again in December. Overall, butchers seem to be going well, judging by our orders."

While butchers' festive trading was strong, it wasn't as frenzied as in 2015 when there were fewer trading days due to Christmas Day falling on a Friday.

With Christmas Day 2016 on a Sunday, shops traded over a full week.

"Butchers I've spoken with were happy with Christmas but not overwhelmingly so," says AMIC SA's Retail Council Chairman, Trevor Hill.

"Everyone's takings were up; most said their pre-Christmas orders were up."

Patterns at Trevor's four Bruce's Meat stores seemed to reflect a broader pattern.

He says Christmas sales rose by about 15% at Fairview Park and Stepney, while Mitcham and Pasadena stores were up by 4-5%.

Dennis Wilks, of Broadway Meat Store, says, "We were extremely busy; we were up by 35% over the previous Christmas so we're naturally very pleased.

"We had enough of everything. Our free range turkey was

popular, up by 15-20%.

"Importantly, we've had good feedback with 20 to 30 people coming back and saying it was the best ham they'd ever tasted."

Sausage King Ian Shaw, of Ellis Butchers at McLaren Vale, says he was delighted at Christmas sales rising by "15 to 20%."

"We had a 20% increase in hams; we sold over 200 whole hams," he says.

"It was a very good year in 2016; we are very pleased."

Chris Pfitzner says trade was up 20% at Stirling Variety Meats. "It was hard to cater for but we got there," he says.

"Ham and pork were up. Turkey was up, too, mainly with breast rolls rather than whole birds."

Christmas trade was up by 5% at Balhannah Butchery, pleasing owner Aaron Reddy.

"People want quality at Christmas," Aaron says, neatly summing up.

At Para Hills Fresh Cut Butchers, owner Adrian Le Fournour says, "We're happy – we definitely did as well as last Christmas.

"We sold all of our legs of hams - we made about 120 of them.

We had lots of people coming back to say how much they enjoyed them," Adrian says.

At Strathalbyn, Craig Maidment says festive trade was up by over 5% at Maidments Meat Service.

"It was very hectic. We held our own (compared to the previous Christmas) and then did a bit better on top," Craig says.

"We sold 8% more ham, and there was much more demand for turkey rolls rather than whole birds – people want to eat 100% of what they buy."

MBL NEWS

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Balhannah's Aaron Reddy says of the prolonged blackout, "It happens. All you can do is power through it."

POWERLESS

HILLS SHOPS BLACKED OUT FOR 44 HOURS

Butchers everywhere are being urged to check if they are adequately insured against stock loss after another major failure of SA's power supply.

The advice comes after butchers across the Adelaide Hills lost power for up to 44 hours, forcing the dumping of meat worth tens of thousands of dollars.

Loss of trade, assorted unexpected expenses and uncertainty of when power would return combined to stress Hills butchers, taking the shine off healthy Christmas profits.

Fed up with the uncertainty of power supply, several are investigating buying \$10,000 generators to safeguard against future blackouts.

Among the worst-hit butchers were Chris Pfitzner at Stirling and Aaron Reddy at Balhannah, who were forced to dump \$17,500 and \$10,000 worth of stock respectively.

They say stock loss was covered by insurance but they took financial hits from loss of trade and assorted expenses.

The latest blackout hit the Hills and parts of Adelaide from December 28, following SA's notorious statewide blackout in late September.

A shorter blackout hit Adelaide on January

19. St Peters Bakehouse lost \$10,000 in sales, forced to close for the third time in two months because of a blackout.

In the last MBL News, major Port Lincoln seafood wholesaler and retailer Craig McCallie, one of MBL's largest seafood Members, told how he lost \$100,000 of stock in the September blackout.

Craig, of The Fresh Fish Place, finally recovered the stock loss through insurance but advised butchers to thoroughly check all aspects of their insurance policies.

He also advised MBL Members to calculate how long they can go without power, and

develop a plan to cope during blackouts.

Adelaide Hills butchers had barely caught their breath after Christmas when the region lost power after a storm brought down powerlines, cutting power to 155 homes and businesses.

Aaron Reddy lost power at Balhannah at 1am on Wednesday, December 28. He was without power for all of Wednesday and Thursday, getting it back for just four hours on Friday night before it cut out again.

Power returned on the Saturday, allowing

him limited trading in the afternoon.

"It was Armageddon here. There was debris on roads – no traders were open; it was like a ghost town," Aaron says.

"I ended up dumping about \$10,000 of stock. Some of it might have been OK to sell but I rigidly followed the health guidelines and took no chances."

Aaron says it took him 10 days to sort out insurance issues. One task was finding invoices and marrying them to lost stock.

"The insurance covers the wholesale price, not the retail price. Wages to produce the

products is not covered," he says.

Like other butchers, Aaron is looking at ways to generate power in times of blackouts.

"I'll be spending over \$2,000 to basically install a point outside to plug in a mobile generator," he says.

"I'm told I could buy a small generator for \$3,000 or a bigger one for \$10,000 but how far do you go? You don't know how many

MBL Members should check their insurance details and develop a plan to cope during extended blackouts.

Continued page 9

Carly McLean, 27, recently purchased half shares of two Adelaide butcher shops, at Fairview Park and St Agnes, following the footsteps of her grandfather Harold Hill and her father Trevor Hill.

Harold, 84, began in 1946 in Victoria before moving to Adelaide to operate firstly at Grange and then at Glengowrie for 20 years.

Trevor, 53, a former MBL rep, has also had a strong career, culmi-

nating his expansion of Bruce's Meat from a single shop into a five-shop chain.

With collective experience in retail butchery going back 70 years, the trio has witnessed incredible change.

At the request of MBL News, the three generations assembled for a relaxed chat over coffee to reflect on the evolution.

70 YEARS OF CHANGE

The Hill family reflects on huge advancements in retail butchery



Three generations proud ... Carly McLean with her grandfather Harold Hill and her father Trevor Hill.

Harold Hill's first job as an apprentice butcher in the 1940s was boiling fat and offal to make dripping.

He graduated to hauling beef and lamb carcasses from delivery trucks onto hooks on rails lining the shop, and cutting on old wooden blocks.

In those days before refrigerated cabinets and stainless steel benches, food safety standards were relaxed and WHS was pie in the sky.

With no displays, meat was cut on demand – getting two pounds (about 1kg) of chops often required lifting a whole carcass down

from the rails and carrying it to the block to break it up.

"Butchery was hard work and it was hectic," says Harold, 84, noting how today's butchers raise their eyebrows at some of yesteryear's practices.

He says cutting on demand was messy and soaked up time, often giving butchers little chance to tidy up before serving the next customer.

"It was nothing for customers to wait 30 minutes to be served. They had no alternative but to wait – there were no supermarkets," he says.

"It took time to get what they wanted. I'm told that today, the average time for a butcher to serve a customer is just seven minutes."

While few butcher shops sell dripping today, Harold recalls, "My first shop job was making dripping, boiling up out the back.

"People cooked with it, of course, and we'd sell it to fish and chip shops for 10 shillings (about \$2) a ton."

Harold's career began at age 14 in 1946 with an apprenticeship in Bendigo. Conditions were relatively primitive, and he rode a bicycle for home deliveries >



Teenager Harold Hill (right) with colleagues in the late 1940s at the Bendigo shop where he did his apprenticeship. Conditions were relatively primitive, with carcasses hung on rails around the walls and sawdust covering the floor.

➤ on two days a week.

It was hard, physical work in a shop which typically had sawdust covering the floor, but young Harold applied himself and he was managing shops at 21.

He later managed a shop at St Leonards, on Port Phillip Bay, where his young son Trevor took a real interest in his dad's work.

Harold cherishes the memory of Trevor's quick response when asked by his primary school teacher what he wanted to be when he grew up.

"Trevor stood up and proudly told the class, 'I'm going to have a butcher shop, just like my Dad.' He always knew what he wanted to do," Harold recalls.

"I wanted to buy my own shop so we moved to Adelaide in the early 70s when Trevor was nine. There were 20 shops on the market at the time."

Harold chose a rundown shop with potential at Grange and built it up over eight years before buying Glengowrie's Elder Meat Store in 1980, becoming a local institution over two decades.

"Elders was a five-day shop but I opened on Saturday mornings which became 25% of the business," he says.

He saw huge changes in retail butchery from 1946 to his retirement in 2000, and he's amazed by the further changes since then, including the surge of chicken, the spread of ready meals and the use of social media for marketing.

Butchers once just used to cut meat. Now they also need to be cooks and to know where the meat comes from and how the animals were raised.

Harold admires today's skilled and innovative butchers – and he's especially proud of the achievements of Trevor and Carly.

Trevor started as an apprentice under his father in 1977. He later worked at Conroys, before a stint as an MBL rep and his purchase of Bruce's Meat.

Carly was a qualified hairdresser but wanted a change. Enjoying serving at Bruce's Meat, she decided to become a butcher, finishing her apprenticeship in 2015.



Trevor Hill in action for Australia in one of his many Tri Nations competitions.

Harold was in his element when the three generations gathered to "talk shop." Here's how the conversation went:

Harold: "The coming of refrigeration was one of the biggest changes. We went from cutting off the bone to displays on cold plates."

Trevor: "But initially it was only part cut, not trimmed. With refrigeration, butchers could prepare ahead. Vacuum packagers also had a big impact."

Harold: "Your displays today are just beautiful..."

Carly: "That's what people expect, to see the quality and to help them choose."

Trevor: "It was once accepted that butchers made quality products. Now, you've got to prove it."

Harold: "I used to say there was no such thing as tough meat, only bad cooks."

Carly: "We now need to give cooking advice, as well as ideas for meals. Many people want to prepare meals quickly, so there's a lot of value adding."

Trevor: "We also give other customers the opportunity to still participate in the preparation process, so they have ownership of the dish."

Harold: "We used to sell lots of sides of lamb. You'd have to cut it and other people would be waiting (to be served)."

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THE MACHINERY CLOCK'S TICKING

MACHINERY BARGAINS

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"Time flies, and some people are aware that the current tax break will end on June 30," Chris says.

"A lot have begun assessing their machinery needs and have spoken to us at MBL about upgrades, while others have begun buying.

"We were flat out here from the October long weekend to early December, and we're expecting inquiries to ramp up again."

MBL has a full range of Australian and imported machines, including Hall, Barnes, Thompson and Henkelman machines, plus smaller equipment.

The range satisfies the requirements of every Member, from the smallest butcher to the largest processor.

Some machines are displayed at the MBL shop at Athol Park.

Chris says MBL's generous 12-month interest free payment terms have enabled Members to upgrade their equipment to improve or increase production.

A common comment from butchers who, for instance, have gone from a basic mincer to a mixer/mincer is, "Why didn't I do this years ago."

Shane, who worked in butcher shops for 36 years, has seen it all and now utilises his experience to assist MBL Members and customers.

"I've bought various machines and merchandise from MBL over the years; now I can use my experience to help others," says Shane, who ran The Valley Chopping Block at Happy Valley with his brother, Daryl, for a decade.

"I've made smallgoods and sausages from my apprenticeship all the way through. It's experience you can only get in small shops."

Shane knows only too well that new equipment makes life easier for butchers by saving time and improving or increasing production.

As an example, he recalls graduating from a pedestal mixer to a new mixer mincer to make sausage making faster and easier, freeing time for other tasks.

"With a mixer mincer, used with a hydraulic filler, we went from two days of making sausages to half a day," he says.

New machines can also be easier to clean.



1 ONLY

Henkleman Falcon 80
Product code 692970
\$12,885 plus GST

This price represents a saving of \$1,060. The large chamber Henkelman Falcon 80, with two 560mm seal bars, could be the machine for you if you require a larger vacuum machine. Using MBL's interest free terms to approved members, this machine would cost you \$1,181.13 a month or \$295.28 a week.



1 ONLY

Henkelman Falcon 52 with Gas
Product code 693259
\$9,607 plus GST

This is a saving of \$1,495. The Henkelman Falcon 52 has it all – two 520mm seal bars, large chamber and the ability to gas flush your product. Using MBL's interest free terms to approved members, this machine would cost you \$880.65 a month or \$220 a week.

MBL offers interest-free terms to approved Members

SAVE NOW



2 ONLY

Mainca BC-2000 240V Benchtop Stainless Steel Bandsaw
Product code 676726
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This is a saving of \$704. Be quick as there are only two left.



2 ONLY

Mainca Table Top Breeding Machine
Product code 841028
\$9,250 plus GST

This is a saving of \$466.80. Plus, please phone Chris or Shane on 8417 6000 to find out about the bread crumb and batter special with the purchase of this Mainca breeding machine.



Rheinhaus Mondial SBR (Safe Blade Removal)
Product code 712761
\$2,310 plus GST

This represents a saving of \$210 for MBL Members. The slicer belt is driven with anodised aluminium casting with a high quality hardened chromium steel alloy 350ml blade. There is a built-in blade sharpener.

Prices quoted include delivery within in the metro area

For details

Call Chris Mountford or Shane Reynolds at MBL on (08) 8417 6000 ONLY WHILE STOCK LASTS!

70 YEARS OF CHANGE

Trevor: "I haven't sold a side of lamb for years..."

Harold: "Sides of lamb used to be \$10 – not now, of course, with exports. I can't believe the cost of meat today. I remember when lamb chops were four for 40c..."

Trevor: "That reflects how Australians ate meat back then. Average meat consumption has declined over the years."

Carly: "Everyone is health conscious now. At least a few times a day, I'm asked where the meat comes from and whether it's organic, grassfed or free range. Some people don't want to eat sausages – they think they're too fatty."

Harold: "Sausage making has changed.

Before 1980, I only sold two types – pork, which I got from Conroys, and beef."

Carly: "There's now at least 20 varieties in our range – we're always introducing new ones. Making is mostly automated, doing the linking and all."

Trevor: "Another significant shift has been chicken becoming so popular."

Carly: "At my shop (Bruce's Meat at Fairview Park), chicken has 25% of the display but represents 35% of turnover."

Harold: "A big change has been credit cards. People used to expect to 'book it up' – pay later. Trying to get the money was one

of the worst things about running a shop." Trevor: "People have always lived on credit. Now the banks own it."

Carly: "Cards are used by 65-70% of my customers, but people usually use cash for anything under \$10."

Harold: "Your shops are all in shopping centres but there's still demand for corner shops. Elders was built in 1938 and it's still going strong."

Trevor: "The big thing for shoppers now is convenience. That's why supermarkets have 80% of meat sales."

Harold: "That's the biggest change..."

Carly takes control of two shops

Harold Hill says he couldn't be prouder of granddaughter Carly McLean's progression into butcher shop ownership, although part of him finds the notion a little odd.

Female butchers were few and far between in Harold's day, being more confined to background support.

"I'm really proud of Carly, that's for sure. She's terrific – and she's a qualified hairdresser, too!" he says.

Carly, who draws inspiration from her granddad's stories of the old days, says some customers remain surprised to meet a female butcher.

She says, "One woman said to me, 'But you're not a *real* butcher?'"

"I told her I certainly was a *real* butcher and offered to show her my certificate. She backed off, saying there was no need..."

Carly and husband Keith McLean, a baker with business acumen including bookkeeping skills, bought into Bruce's Meat in January.

They were planning to buy 100% of the Fairview Park shop until her dad Trevor Hill



purchased nearby St Agnes Market Place Butchers from Damian Holmes.

"We then decided to buy 50% of both shops, with Dad retaining 50%," says Carly, who has been manager at Fairview Park for two years.

"We're pretty excited. We have

the enthusiasm, passion and drive to succeed.

"We'll be running the shops but Dad will be in the background with his experience, which is a big plus."

Carly can see potential to improve the St Agnes shop in a popular, refurbished centre

anchored by Coles and Aldi.

"The counter is presently set back and we'll bring it 1.5 metres forward to better engage customers and draw them to us," she says.

"It's a long counter compared with Fairview Park and I'm looking forward to being able to display all that I want.

"We'll be giving the best advice. If you have connection, people keep coming back."

A keen cook, Carly is skilled at value adding. She has won an AMIC pie competition.

Trevor says he's proud of his daughter's skill and drive, but there's also solid business nous behind her elevation.

"She has done very well since taking over as manager at Fairview Park a few years ago, significantly improving the business," Trevor says.

"Apart from pride, I know my efforts to build the business will not just continue on in the family but Carly will benefit the business.

"I don't have to find a buyer and Carly won't have to shell out big bucks for a business."



Blacked out... Stirling's Chris Pfitzner was forced to dump \$17,500 of stock after 44 hours without power.

POWERLESS

From page 3

times you'd need it.

"Hiring a generator is not a guaranteed option because when the power's out, everyone needs one and they're rushed. You may be lucky to get one..."

"Solar is not an option for me. I'd need permission from the landlord and in any case, my roof is small and a tree shades it.

"Like other butchers, I'm busy cutting meat but it seems we all now have to find the time to become experts in power supply.

"My power bills have gone up by at least 20% in the last two years, so I'm paying a lot and the supply is unreliable."

At Stirling Variety Meats, Chris Pfitzner was without power for a total of about 44 hours.

He was able to trade during the Friday and Saturday (December 30 and 31), selling out of limited stock on both days.

But ironically, Chris would have been better off insurance-wise had he been powerless for 48 hours.

"The insurance covers power outages of 48 hours so while we were covered for all of the \$17,500 worth of stock which we dumped, we weren't covered for other costs," he says.

Chris estimates these costs would have

been about \$20,000 in total, involving \$12,000 in wages, \$6,000 in budgeted expenses and \$2,000 in rent.

"It breaks your heart to throw out stock, especially if you think some of it is OK. It's not worth the risk," he says.

Chris says his biggest complaint was SA Power Networks' failure to accurately advise on when power would be restored, making it impossible for him to make plans.

"When they saw the storm damage, surely they must have known power would be out for days but they kept sending out times (for resumption) which were continually put back," he says.

"If it's going to be out for a few days, please give us a head-up rather than keep giving glimmers of hope.

"Power is so expensive. When you pay a premium, you expect better. It leaves a sour taste in your mouth."

Dave Benham, with shops at Bridgewater and Coromandel Valley, agrees. "SA Power



Dave Benham... looking to spend \$10,000 on a petrol generator.

Networks kept moving the goalposts," he says.

Bridgewater Quality Meats was without power for 44.5 hours while Coro Meats was out for 36 hours.

"I haven't completed all the paperwork but I expect to make insurance claims for lost stock of between \$12,000 and \$15,000 for each shop," Dave says.

"I was lucky that my old mate Nick Markou was able to keep most of my stock at Subway Meats, where I did my apprenticeship.

"Nick lent me a four-tonne truck and we emptied most of the stock at both shops into it. It was a huge day but we saved it."

With coldroom space now freed at Coro, Dave stored Chris Pfitzner's poultry.

Dave says, "If Subway hadn't helped me, I would have lost \$20,000 worth of stock.

"I had four bodies at beef at each stop and lifting them in and out of the truck was hard work. I was so sore, I walked around like a cripple for days.

"I hung torches on the rails at both shops, scrubbing them out in the dark so there'd be no smell.

"It was not fun, but I could have lost all the stock. As it was, I probably lost a combined \$8,000 in lost trade and there were assorted other expenses.

"I'm thinking of spending \$10,000 here on a petrol generator to keep things going when it happens again."

Lamb roasts now 'too big'

Lamb roasts are getting too big - and costly - for the growing number of one and two person households, say researchers working with MLA.

Farmers, to increase returns, have over time bred more productive, larger lambs with more meat. The average lamb carcass has now hit 23kg.

Many lambs are above the average 23kg, resulting in

standard cuts growing larger at a time when consumers are demanding smaller portions.

"If the price is high, they are not going to buy it - they just don't want the volume," says researcher David Hopkins from the NSW Department of Primary Industries.

"This applies mainly to city consumers who are in two and one person households -

they're also the ones with higher disposable income.

"The sheep meat industry has got to go to some value added products, breaking down large cuts into smaller portions, giving people more options.

"We're not telling the retail industry what to do - we've been quite careful about that - we're just giving them flexibility."

Researchers were commissioned by MLA and the Sheep Co-operative Research Centre to explore options for preparing heavy carcasses into convenient ready cuts.

In a large lamb leg, the individual muscles, such as the rump, are large enough to separate out as individual cuts to serve as a roast, but small enough to cook quickly (about 30 minutes) and to produce suitable portion sizes.

The new cuts include a large shoulder roast cut down to a compact size to feed three to four people.

With a price of about \$15kg, the 1kg to 1.2kg compact roast would cost about \$20 or less at retail.

This T-bone's a real work of art



Setting up a trendy new butcher shop in Yankalilla, Nathen and Sophie Wakefield wanted to go "the extra yard" to impress.

They chose to cover a wall with a huge photo of cattle in local rolling hills, and they hired local red gum slab artist Jess Prior to make rustic counters.

Jess, of It Ain't Firewood, enjoys a reputation for making striking squid, fish and whale tail wooden sculptures for Fleurieu

restaurants and shops.

Out of the blue, Jess said, "I've a red gum root that looks like a T-bone. Can I use it for the front of a counter?"

Knowing his reputation, the Wakefields quickly replied, "Yes, go for it - you've got free rein."

Jess "tidied up" the root to make it more easily recognisable as a T-bone and the

result is a real work of art.

The T-bone, gracing the point of sale counter, attracts constant attention at the award winning Wakefield Grange Butchery and Grocer shop.

"A lot people often comment about it; we get great feedback," Sophie says.

"People take photos of it for social media and tag us, helping build our reputation."

High fliers of ham

Hams “flew out the door” at Leabrook Quality Meats and Ellis Butchers of McLaren Vale after the flourishing butcheries shared top honours in the SA Ham Awards for 2016-17.

Leabrook won the award for best boneless ham while Ellis took the traditional bone-in award.

The awards, run by Australian Pork, were announced in Ham Week in early December to launch the Christmas ham season.

At Leabrook, Michael Lawrence and Luke Moody, who won SA’s two Bacon Awards in 2016-17, say their ham was in high demand, selling out as usual.

And at McLaren Vale, Ian Shaw sold out of his winning ham more than a week before Christmas, on December 15.

“I sold over 200 hams which is 20% more than last Christmas, and I could have sold a lot more,” Ian says.

He says a long, slow cooking time was a “secret” of his success.

“A few years ago, I started experimenting with cutting down the cooking temperature and I found it made a huge difference,” he says.

“It now takes us between 18 and 20 hours to cook the hams.”

Ham Awards judges described Ian’s bone-in ham as “having a very good appearance with a slightly smoky taste.”

Churchill Butchery came second, with Leabrook third.



Delighted ham award winners Michael Lawrence (left) and Luke Moody.

Leabrook’s boneless ham had “very good appearance and good taste,” the judges said.

Second place went to Richard Gunner’s Newbury & Watson, with Ellis third.

At Leabrook, Luke Moody has won industry praise for using his social media skills to successfully promote the shop to a growing database of followers.

Understanding that customers increasingly want more detail about meat, Luke posted the following information on Leabrook’s Facebook page to promote Christmas ham.

He wrote, “We make all our hams in store. From the very beginning we buy female South Australian pork.

“We bone the legs or keep them whole, brine them in our special house brine, let them sit in our holding brine for a week, then net and smoke them in our smoke-house.

“The entire process takes around two weeks. The cooking itself takes over 20 hours, with a long 40 minute smoke cycle.

“All our hams are made in exactly the same way, to exactly the same recipe.

“Our staff can help you choose a ham that is appropriate for your gathering, whether it be a small 1.5kg boneless piece of leg ham, or a 9kg whole leg.

“Feel free to come in and sample our ham - we have it available to slice every day!”

Pink Butcher exceeds \$36,000

South Australian butchers raised a total of \$36,858 in the inaugural Pink Butcher charity promotion.

The money will help Breast Cancer Network Australia (BCNA) assist women and families affected by breast cancer.

Some 80 butcher shops across SA took part in the October promotion, with turning their shops – and themselves - pink.

A full report on the promotion appeared in the last MBL News but the total amount raised had not been tallied when we went to press.

“We had no real idea how much would be collected, and both BCNA and AMIC is happy with the outcome,” says AMIC SA’s Paul Sandercock.

“It was a tremendous effort by butchers to raise in excess of \$36,000 in the first year, and

we’ll improve on that this year.”

When accepting the \$36,858 cheque, BCNA representative Marita O’Keefe said, “It’s a fabulous result. We’re thrilled.

“We are truly grateful for the support of the SA butcher network in working so hard to raise much needed funds,” she said.

The biggest single sum raised was \$21,000 by Tony Marshcall

and his team at TJ’s Pirie Gourmet Meats, Port Pirie.

MBL contributed by subsidising specially-made pink caps and aprons for participating shops.

AMIC is confident Pink Butcher will grow to become a valued national promotion.

Victoria followed SA’s Pink Butcher lead this year on a small scale, and Tasmania will follow suit in 2017.

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Your magazine can be read online anywhere at any time, as expected by those who embrace the digital world.

Online availability comes into its own in those workplaces where

staff numbers are higher than the number of hardcopy magazines available.

Everyone can now access MBL News, which is designed to carry useful information from

the latest industry news, trends and tips to profiles on achievers and businesses big and small.

We'd like to hear your news or ideas for good, positive stories for possible inclusion in your

magazine. If you have a good story to tell, please let us know - we're all ears.

Editor Peter Morgan is reached direct on 0410 633 414 or at peter.morgan@internode.on.net

Tasting pork in schools

Australian Pork's new national push to educate youngsters about pork is being piloted in Adelaide schools in February.

Selected schools will receive two free serves of pork for each student, ahead of a national rollout of the program later in the year.

The tasting exercise is part of the launch of APL's latest teaching resource and recipe book, *Pork Is On The Menu*.

APL's *Pigs In Schools* education program manager Ashley Norval says the program can be



applied by schools as part of the food technology curriculum.

"We hope the offer of serves of pork will help teachers deliver both the theoretical and practical knowledge of cooking with pork to their students," Ashley says.

"Until now, our *Pigs In Schools* program has focused on all aspects of pig production, for

kindergarten to year 10 classes.

"The aim is to share information about how pork was produced, processed and prepared for eating.

"We knew the best way to do this was to start educating at school level. It's about bridging that city-country divide.

"With animal rights activists

targeting agricultural industries, it's important people are given both perspectives.

"Students of today will be the decision makers of the future and it is vitally important that we empower them to learn about their food futures.

"They need to know the environment in which food is grown and produced."

Primo expands to 400 jobs

Boning capacity has increased by 30% at Primo Smallgoods, Port Wakefield, in the first stage of a major expansion project to double production.

The expansion of the boning room, the addition of an extra boning line and the opening of an extra packaging line has led to sales growth of boned pork products.

The \$4.9 million expansion resulted in 60 new jobs being created, bringing the site's workforce to over 400.

The plant's main activities are slaughtering, boning and packaging pork products for



domestic and export customers.

It uses latest technology and industry best practice to ensure traceability of all products for quality assurance.

Plant Manager Mark Viney says the recent expansion was supported by a \$1.2 million

Regional Development Fund grant from the SA Government.

"We were previously operating at capacity, and thanks to the RDF grant we have been able to fast track our expansion and increase production sooner," he says.

"This expansion has laid the foundation for the larger expansion of the site, a multi stage development which will in turn lead to more jobs at the abattoir and in the livestock industry.

"SA is strategically and economically the ideal place to expand the pork industry.

"SA has a large supply of premium grain for feed and outstanding conditions for high quality animal husbandry."