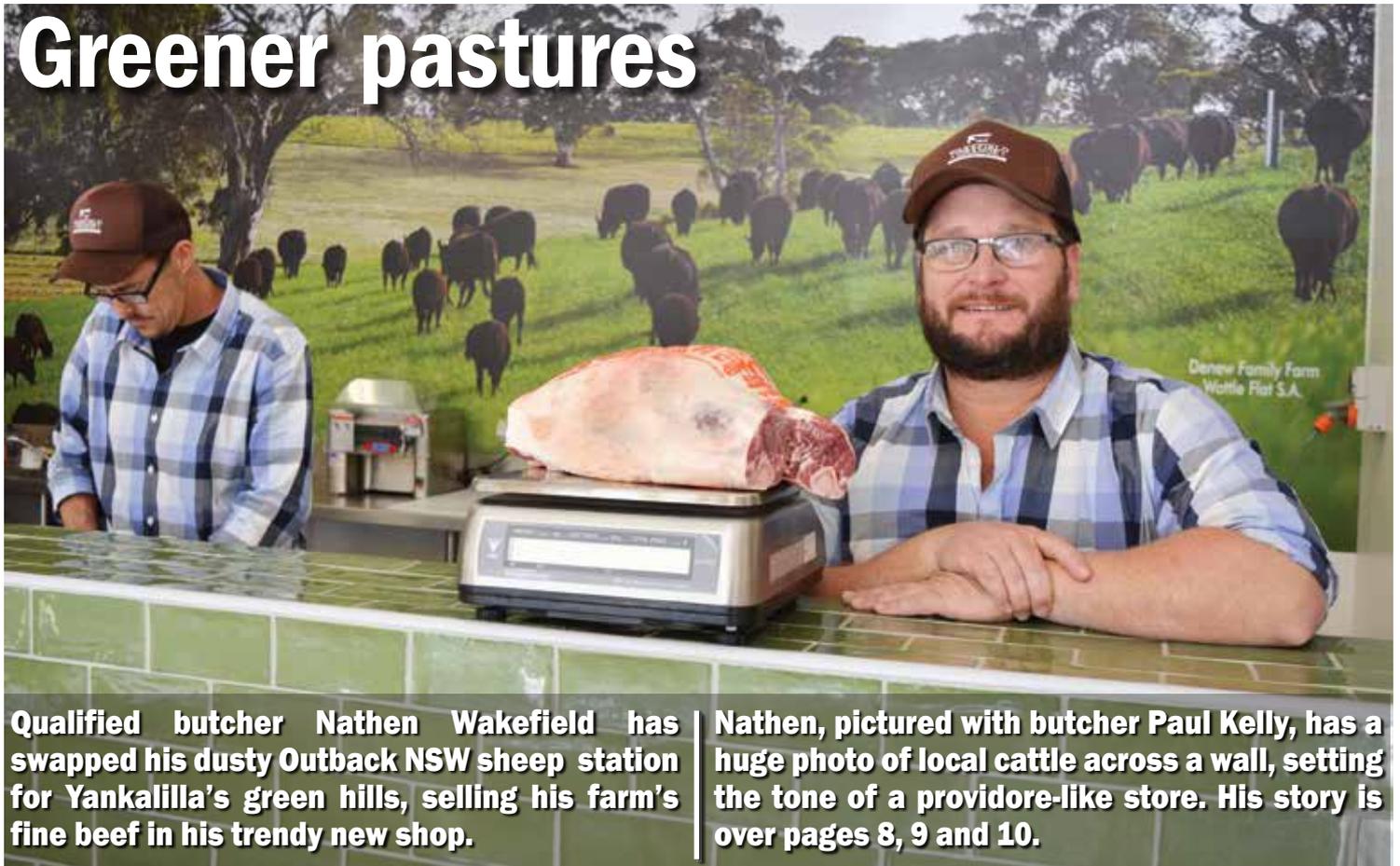


Greener pastures



Qualified butcher Nathan Wakefield has swapped his dusty Outback NSW sheep station for Yankalilla's green hills, selling his farm's fine beef in his trendy new shop.

Nathan, pictured with butcher Paul Kelly, has a huge photo of local cattle across a wall, setting the tone of a providore-like store. His story is over pages 8, 9 and 10.

Butchers in the pink

South Australian butchers have been joined by their Victorian counterparts in the mushrooming Pink Butcher charity promotion, which may eventually go national.

The brainchild of Adelaide butcher Rodney Sims, the promotion aims to further connect butchers with their local communities by raising funds for women and families affected by breast cancer.

AMIC hopes about 120 butcher shops across SA will turn their shops - and themselves - pink in the month of October and stage individual promotions to collectively raise hundreds of thousands of dollars.

MBL has lent support by subsidising specially-made pink caps and aprons for participating butcher shops.

Victorian butchers have joined in and will launch their campaign at the Royal Melbourne Show in September, and Tasmanian butchers will follow in 2017.

"I'm pretty confident other States will come in to make it a national promotion and it's open to all butchers, not just AMIC members," says AMIC's Paul Sandercock.

"It's a great cause that really strikes a chord with people.

"Promotional and other supporting material, including collection tins, are made available to butchers, so it's relatively easy to seize a great opportunity to connect with their local communities.

"We expect about 120 SA butcher shops will take part this October - that's about

one-third of all butcher shops in the State - and we expect the uptake to grow year by year."

Pink Butcher is linked to Breast Cancer Network Australia (BCNA) which is one of four breast cancer charities operating in Australia.

"It directs funds to people - women and families affected by breast cancer - while the other three charities channel raised funds into research," Paul says.

Nearly 16,000 Australians will be diagnosed with breast cancer this year, which means most people will know someone who will be affected.

It's not too late to join this October's promotion. Contact AMIC for details.

*Rodney Sims, whose wife is a breast cancer survivor, devised Pink Butcher as a statewide promotion and he's delighted by the response. His story is on page 2.

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Rodney driving Pink Butcher

Rodney Sims' distressing experience of seeing his wife and her best friend battle cancer led to him devising the Pink Butcher concept.

"My wife Pat went through hell and high water but she's survived," says the veteran butcher, 59.

"In six months during 2005, she had three major operations plus chemotherapy, but she's a fighter and she survived.

"As a survivor, she's one of the lucky ones and she's celebrating life 10 years on."

Rodney says Pat's mother died of breast cancer in 1988.

"Pat carried the gene so there was an extremely high risk that she'd get it," he says.

"She made sure she had regular checks (for breast cancer) and then one time, in 2005, she was diagnosed with it.

"It was funny in the weird sense that Pat's best friend Charmaine was diagnosed with breast cancer only the week before Pat was diagnosed.

"They supported each other and went through the treatments together."

Rodney devised the Pink Butcher concept last year when Pat was celebrating 10 years as breast cancer survivor.

He had long been impressed by the McGrath Foundation's annual Pink Test cricket fundraiser in Sydney, and saw an opportunity for retail butchers to promote themselves by "going pink" for the breast cancer cause.

"At the time, I had no idea that Sam (DiCicco, of Seaford Gourmet Meats) was successfully doing something similar. I didn't know her," Rodney says.

"I was managing a shop at Waikerie then and I ran the idea past the blokes there. They liked it - as soon as I said "pink" butcher, they made an association with breast cancer.

"Here was something that people could immediately grasp, a great opportunity for retail butchers to give back to their local communities.

"I knew Paul Sandercock after



Rodney Sims is set for Pink Butcher in October. MBL is subsidising specially-made pink caps and aprons for participating butchers.

being on AMIC's Retail Council in the early 2000s and he liked the idea.

"Paul set up an organising committee, and having Sam come on board to lend her experience from Seaford has been a huge blessing."

Rodney says from his experience, 80% of customers in butcher shops are women, making breast cancer an obvious charity area to support.

"Pink Butcher gives us an oppor-

tunity to work and unite together to not only raise funds but to fight the big boys (supermarkets) on profile," he says.

"I'm extremely pleased that so many butchers have jumped on board so far, and I think the number will increase - next year, we could have double.

"It's great that Victoria will do Pink Butcher this year and Tasmania will join next year.

"My great hope is that it goes truly national."

MBL NEWS

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Leabrook duo's bacon triumph

Leabrook Quality Meats continues to punch above its weight, winning both the full rasher and short cut titles at the recent South Australian Bacon Awards.

Michael Lawrence and young offside Luke Moody are over the moon, using the double triumph to further promote their flourishing small shop.

"We're delighted that our hard work and attention to detail is being recognised," Michael says.

In the full rasher section, the Leabrook pair

turned the tables on Clare's Jason Mathie, of Mathie's Meat Shoppe, who had won the title for the previous three years.

Gary Churchill, of Churchills Butchery at Marryatville, was third.

In short cut, prolific awards winner Franz Knoll claimed both minor placings.

His bacon for Schulz Butchery at Angaston took second place, while his bacon for Standom Smallgoods took third.



Wild fare... meaty delights (from left) are smoked kangaroo, smoked crocodile and kangaroo mettwurst.

SOMETHING DIFFERENT

Richard Gunner takes a walk on the wild side

Producer, wholesaler and retailer Richard Gunner has beefed up his Something Wild business - by taking a smaller stake.

AFL family the Motlops have become part owners of Something Wild, making it Australia's first Indigenous-owned native greens, game and traditional meat provider.

"The native foods market is one of Australia's fastest-growing industries and this partnership will firmly place Something Wild at the forefront," Richard says.

Richard and wife Liz will continue their three-year involvement, with former Port Adelaide star Daniel Motlop as general manager in charge of sales and business development.

Based at Adelaide Central Market, Something Wild has long specialised in kangaroo, wild boar, goat, crocodile, rabbit, wild and farmed venison, game birds, emu, camel and other exotic game meats.

More recently, it has become a leader in providing Indigenous food to high-end restaurants and home cooks.

"The new partnership will enable us to make further inroads in this area. The space we're in is a growing concept that we can continue to develop across Australia," Richard says.

"We're a natural fit for Central Market, as the only stall of this native foods ilk in Australia."

Such is the interest in native foods that Richard and Daniel



were joined at announcement of their partnership by SA Premier Jay Weatherill and the Northern Territory's Chief Minister, Adam Giles.

Over the past year, Something Wild has worked with Indigenous communities to sell native produce including paperbark, green ants, magpie geese and native greens such as boobialla, muntries and sheoak nuts.

Paperbark is used to wrap fish or meat in while cooking to keep it moist and add flavour.

Richard recently secured Australia's first commercial permit to harvest magpie geese, which he says taste like a cross between venison and goose but without the fattiness.

"Since we took over the Some-

thing Wild brand, we've wanted to get back to the source of the products with the traditional owners and set up a successful supply chain," he says.

"This new style of ownership (with the Motlops) works a lot better. Indigenous people have a collective approach to business; culturally, it's a more correct way to make it work.

"Having a family like the Motlops, which has a relatively high profile, will assist with marketing and open up opportunities with sources of native foods."

Richard says the focus will be using Indigenous harvesters and employees throughout the business.

"We have a strong commitment to fostering positive relationships with Indigenous communities to create economic opportunities for Aboriginal people," he says.

"Building these close relationships has given Something Wild the privilege to promote and supply unique produce from one of the world's oldest cultures."



Partnership... Daniel Motlop and Richard Gunner.

Butcher Mark Richardson is living his life's dream of having his own farm and running his cattle through his own shop - with help from two like-minded sons

Like father, like sons

Mark Richardson says he had a dream all his life of owning a farm and producing the finest beef to sell in his own shop.

His dream began coming true five years ago when he bought Brighton City Meats, building a reputation for quality and service to gradually triple turnover.

"The shop grew - and is still growing - bigger than I could ever have imagined, and I've blessed to have two sons, Jarrad and Kris, working with me," says Mark, 52.

With the business firing on all cylinders, Mark was able to fulfil the next part of his dream by buying a 140 acre (57 hectare) farm named Karmarson Park in picturesque rolling hills outside Mt Compass on Fleurieu Peninsula.

"We run around 30 milk and grass fed cows which produce beautiful 10-month-old beef to sell through the shop," he says.

"We mainly process in the last few months of the year when we do about four animals a week. We love our beef - we're passionate about it.

"We're big on getting the maximum out of the animal - to utilise as much as we can - out of respect for that animal."

Mark and his team are also passionate about telling increasingly inquisitive customers the story of their beef - where it comes from, how it is produced.

"We love telling our story and everyone



Proud father... Mark Richardson with sons Kris, 24, (left) and Jarrad, 26.

enjoys it. It's a genuine story, at a time when more people want to know as much as they can about the meat they eat," Mark says.

The shop screens a continuous video, showing the beauty of Karmarson Park and how the cows live, right through to butchers working in the shop.

"Our ability to tell our story and to give advice about the right cut of meat and how to cook it sets us apart from supermarkets," Mark says.

"It is the reason this business has grown.

"We are big on slicing and dicing. We ask customers what they are cooking and we'll cut the meat to suit - and in the amount they want - for no extra charge.

"Many people don't like cooking or are short on time, and the more you can do to help them, the better they like it.

"We can be running around like jack rabbits but we get a kick out of helping people - there's nothing better than a happy customer!"

While the shop caters for a broad demographic, beef-loving blokes make a beeline for 500g aged steaks for the barbecue, appreciating great value with ribeye at \$29.99/kg and T-bones at \$25.99/kg.

"If someone wants quality, they think of us," Mark says.

Mark began as an apprentice butcher at Blackwood Country Meat where he spent 20 years, including 15 years as a partner in the business with Trevor Slade.

"I had always wanted to be a farmer and I thought of going to Urrbrae but I didn't want to be just a farm hand so I became a butcher," he says.

"After some time working at Blackwood, I was able to buy a property in the Inman Valley. Bob Slade, who also had a property, taught me about buying and trading cattle.

"We had four kids and as a family man, it wasn't ideal to be working seven days at Blackwood so I sold my share and worked as a subcontractor in food transport."

Mark moved to Brisbane, setting up a depot for Slape & Sons, and after five



Personal service laced with banter prevails at Brighton City Meats.

➤ years he returned to Adelaide to work with Slape's for a few years before buying the Brighton shop.

"At the start, it was just me here with a casual, Trevor Hill, who worked 30 hours a week. Trevor had run the shop years before and he still does a few hours here," he says.

"He's well liked by customers. When he first came into the shop to talk to me about coming back, three women gave him hugs and kisses!

"The shop had been here for 50 years and it was tired, dark and rundown, so we shut it for a week to totally renovate it.

"Once we did it up and made it light and bright, more people started coming in and it has grown week by week.

"We now have seven staff and a customer base of more than 1,000 people. We were told when we took over that it was an old clientele but this has changed, with a lot of young people coming in."

Among the staff recruited by Mark are his sons Jarrad, now 26, and Kris, 24.

Jarrad started his career with Mark at Slape's. "He's good in the shop, having excellent rapport with customers." Mark says

Jarrad says, "Dad has taught me everything. I know by name more than half the people who come in - there's a good environment here."

Kris finished his apprenticeship with Dad at Brighton after starting in Brisbane. He says, "It's been good working with Dad and Jarrod. The customers are great - a lot are more like friends than customers.

"Dad has drummed it into us that anyone can sell meat. It's the service that makes the difference - and always with a smile on your face."

Mark divides his time between the shop and the farm, saying he enjoys the best of both worlds.



'We love telling our story and everyone enjoys it. It's a genuine story, at a time when more people want to know as much as they can about the meat they eat' - Mark Richardson

"While I always wanted to be a farmer, I didn't think I'd enjoy it so much," he says.

One fly in the ointment is that the shop and others around it will be demolished next year for the centre's substantial redevelopment and expansion.

"At this stage, we need to vacate in February and the new shop should hopefully be finished in December," Mark says.

"The owners have offered to relocate us but nothing is guaranteed, so everything is up in the air.

"But once built, the new centre should lead to further growth for us.

"It will be a case of going backwards to go forwards."



Big on supporting local causes, the shop donates \$2 from the sale of each of these \$25 knives to research into breast cancer.



Scenes from a continuous in-shop video traces beef from Mark's farm through to butchers at work.



TRUST AND RESPECT

Tradition thrives at Glengowrie, 70 years on

Tucked away among houses in the quiet back streets of Glengowrie, stand-alone Elder Meat Store is a charming reminder of the days of suburban butcher shops thriving in close-knit local communities.

Little has changed at the destination store for the 70-odd years of its existence on Elder Terrace, although there's now a range of pan, pot and oven ready products for today's busy lifestyles.

Traditional values continue to flourish in the neighbourhood, with second generation butcher Mark Willcox, 52, firmly believing in giving back to the community which supports him.

He enjoys the trust and respect of loyal customers who appreciate fine meat and quality ready meal options, prepared with skill and offered with expert advice.

Daily at 6am, Mark opens his



door to offer newspapers, milk and fruit juice to the neighbourhood in general but mainly to city commuters on their way to the nearby tram stop.

"It's like a deli here in the morning," he says, carrying on the early-bird service begun by the store's previous butcher, John Beaumont.

"We get the commuters again on their way home to buy something easy but nutritious for the evening meal, making 4pm to 6pm our busiest time by far."

Mark actively supports and supplies local schools and sporting clubs, and provides free home delivery, explaining: "I've got elderly people (who order by phone) as they can no longer come to the shop."

Along with fellow butchers Michael Kenchington and Brenton Simons, Mark knows the vast majority of customers and vice-versa. The mood is friendly and often jovial as the banter flows.

Mark says, "I love the one on

one contact with customers and their feedback. I always get a kick from comments like, 'That was the best steak I've ever had!'

"This store is pre-1949 and there have only been six owners. Harold Hill (the father of Bruce's Meat owner Trevor Hill) had it for 25 years and now he's a customer here."

Another valued customer is former Adelaide Crows official John Reid, who for years has donned a chef's hat to run regular barbecue tastings outside the shop.

Married with four children, Mark has butchering in his blood.

His butcher father Jeff Willcox, now retired, ran Lockleys Quality Meats for 25 years, in partnership for the most part with Leon Blight.

"I've been in shops since I was 10 so following 

Mark Willcox has joined the praise for MBL Special Gluten Free Meal, the base used by SA's national Sausage King champions.

Jason Mathie, Anthony Skara, Shaun Watson and Franz Knoll have between them won an unprecedented six national Traditional Australian titles in a row using MBL Special Gluten Free Meal.

But, arguably, Mark's sausages are "taste tested" weekly by even fussier types than the Sausage King judges – local school kids.

"Every Monday, we deliver 12kg of gluten free BBQ beef sausages to St Peter's Woodlands at Glenelg for eating after the weekly sports day," he says.

"It's a standing order, so we must be doing something right!"

MBL Special Gluten Free Meal has become increasingly popular, derived from MBL Master Meal, which contains wheat flour (gluten).

"MBL Master Meal has been a staple in



most SA butcher shops for decades, prior to MBL Special Gluten Free Meal becoming so popular," says MBL Sales Manager Dale Rowe.

"All great sausages must have a solid base to ensure the final flavours are carried consistently, as well as delivering a lovely texture and mouth feel, plus holding together well during cooking.

"The functionality of MBL Special Gluten Free Meal delivers all these elements."

Mark Willcox says, "Gluten free products have become huge sellers - marinade and breadcrumb products as well as sausages - and we're pleased to use MBL ingredients.

"In fact, gluten free products are becoming more popular than products with gluten."

> Dad into butchering was a natural progression," Mark says.

"I did my apprenticeship with Dad and then I managed a shop for Turners at Highgate. When Dad bought out Leon, he said it was time for me to return to Lockleys and I did.

"I worked with Dad for 12 years before I left with my partner Samantha to manage a shop up at Gove in the Top End. What an experience that was!"

Monsoonal and isolated, Gove is in the north-eastern corner

'We're a traditional shop but with a strong eye to ready meals and products suited to busy lifestyles' - Mark Willcox

of Arnhem land, on the coast of the Gulf of Carpentaria.

Purpose built to serve a bauxite mine and a now-closed alumina refinery, Gove has 15,000 people, more than half of whom are indigenous.

"It was a fantastic experience – you never stop learning," Mark says of his time in Gove. "I went up there with Sam and we came

back with two kids and another on the way.

"The shop was doing \$3,500 per week when I arrived and I built it up to \$55,000 per week. Everything had to be shipped to us and there was a two week turnaround."

Back in Adelaide, Mark worked at several shops including Baa Moo Oink at Kidman Park before joining veteran John Beaumont at Glenrowie.

Elder Meat Store had been closed for several weeks when John, then 60, bought it in 2007 and proceeded to build it up, calling on his experience of providing quality meat at fair prices and offering personal, expert advice.

When John retired almost five years ago, Mark had no hesitation in buying the business.

"I'd worked here for over a year so I knew the business and I knew the customers. John had a reputation for quality and we've kept it up," Mark says.

"In this area, everyone supports

everyone. We're surrounded by schools, so we support local schools and clubs when we can, and we are supported in return.

"We're a traditional shop but with a strong eye to ready meals and products suited to busy lifestyles. We still cut T-bones to the desired thickness and we make our own sausages, but we also make products to make meals easy."

These products range from meatloaf and chicken breast fillo for the oven to pan ready Moroccan chicken steaks and Thai burgers, and to pot ready curries and casseroles.

Need a quick family dinner? Why not yiros – lamb or chicken is offered and, yes, Mark stocks yiros bread and sauces for the whole meal.

Pasties and sausage rolls, also made in the shop, are winter winners, along with homemade soup including pea and ham, minestrone, and red lentil.

"As a small shop, we can be versatile in providing what people want," Mark says.



Mark's partner Sam collects bread daily from a bakery to sell in the butchery which "doubles" as a local deli.

GREENER PASTURES

Nathen quits dusty Outback station to set up a trendy shop in Yankalilla

Nathen Wakefield's dad demanded he learn a back-up trade before allowing him to work on the family's vast sheep station in Outback NSW.

After growing up seeing sheep processed for family consumption, Nathen settled on becoming a butcher, doing his apprenticeship in Mildura.

Two decades later, his dad's wise insistence on him learning a trade has culminated in the opening of Nathen's trendy new butcher shop, Wakefield Grange Butchery and Grocer, at Yankalilla.

His speciality is quality aged beef from the rolling green hills of his own farm and others on Fleurieu Peninsula, with more custom coming online from Adelaide than locals.

The new shop supersedes his farmgate butchery which he ran at Wattle Flat, on the main road between Myponga and Yankalilla, for two years.

Nathen, 39, who operates the expanding business with wife Sophie, 30, and a staff of 10, has an unusual story to tell, starting back with his dad.

"I grew up on a 145,000 acre (59,000 hectare) sheep station



in the Willandra Lakes region of NSW. We had a small meat house where we processed our sheep for our own consumption," he says.

"I wanted to leave school after Year 11 but Dad wanted me to get a trade to bring back. So at 17, I started as an apprentice butcher with Woolworths at Mildura.

"Woolworths was still getting whole lambs then, before going to boxed, so I was learning a bit, but I learnt much more on my days off with an independent butcher.

"He said, 'If you really want to learn to be a butcher, come to my shop.' So I went there on my days off, learning to bone and make sausages.

"Then I met another butcher and after work at Woolworths, I'd bone beef at his shop. I even looked after his shop when he went on holidays."

After completing his apprenticeship, Nathen returned to the family property which he helped run. As a sidelight, he butchered sheep and cattle for family and made sausages, and did butchery work at other properties.

Fast forward a dozen years, and Nathen is running the property

and has married Sophie. They have three young children.

But a series of years of drought, flooding rains and more drought led to them selling the property and seeking a sea change.

They struck it lucky, purchasing a 400 acre (162 hectare) farm at Wattle Flat, 6km north of Yankalilla. It was the home of Wychwood Meat, a farmgate butchery set up in 2009 by beef farmer Michael Pitman.

The property already had butchering and cold storage facilities. Wychwood had farmgate and some wholesale sales but most sales were online.

The Wakefields purchased the property with a view to putting Nathen's butchery trade to work and selling their own meat under the Wakefield Grange label.



Cookbooks feature in the new shop's providore-like space.

➤ Sophie says, “It worked out beautifully for us. My parents live in the region at Parawa and we had driven past Wychwood for years, thinking it had a great location and business.

“We had fleeting thoughts that it would be great to own without seriously thinking it could ever happen, but it came up for sale and we bought it.

“It ticked all the boxes for us; it was an ideal fit.

“After living on a remote station, it was fantastic to be near a small town, to have my Mum 20 minutes away, and to be able to send the children to a normal school rather than using School of the Air.”

Like Wychwood before it, Wakefield Grange targets consumers who want to know where their meat comes from and how it’s produced. They love the clean and green story of grass-fed cattle raised with care on rolling hills.

After two years, the Wakefields closed the farmgate shop and opened a stylish shop in an old bakery in Yankalilla in March.

The farm’s butchery and cold store facilities still operate under the management of butcher Shane Borlace, while fellow butcher Paul Kelly manages the shop in town.

Some 300 cows are raised at the farm, and eight breeding sows produce pork. Extra animals are sourced locally for beef and lamb, and free range poultry is local and from the Barossa.



Proud owners... Nathen and Sophie Wakefield at their trendy shop at Yankalilla.

“At the start, sceptics said there’d never be enough grass fed beef available but farmers come to me, asking me to take their cows. Slaughtering is done at Strathalbyn,” Nathen says.

Sophie says, “In planning the

shop, we picked up ideas from the MBL magazine which we found to be the only place for ideas and insights into what other new shops are doing – it was great.”

The shop’s back wall is covered

by a photo of cattle on a local farm, and butchers work in full view of customers.

Half the shop is a providore-like space for local fruit and vegetables, condiments, ingredients, kitchenware and cookbooks.

A cabinet for dry ageing beef attracts attention, with Nathen finding the optimum result is 80-day ageing.

“People can order a rack of ribeye, for example, have it tagged with their name, watch it dry age for 80 days and collect it the day before their party,” he says.

“It’s a seven-day shop and we’re still settling in but we’ve had a good response, with many new customers as well as our old ones.

“We still have to set up a small-goods section and a packing room, where we’ll make stock and broth.

“Our philosophy is to use all the animal; we supply meat to bakeries, and we do ready meals to use any surplus meat.”

The weekday meals are made by Sophie’s Mum, Jane Hook.

When MBL visited, the menu for the week included beef



Ingredients of all sorts, from near and far, for home cooks.



On the farm... Sophie and children overseeing pork production.

Continued page 10

TIED SAUSAGES!

In a Sausage King first, two entries have tied for top placing.

Judges could not separate the two entries despite several attempts, so they were declared joint winners of the Gourmet section of the Metropolitan Adelaide competition.

"It's the first time we've had a tie since the first Sausage King was held in Adelaide in 1999," says AMIC's Paul Sandercock.

"I've not heard of it happening in other States but it definitely hasn't happened in SA or at national level."

The tied sausages were made by Ian Shaw

at Ellis Butchers, McLaren Vale, and by multiple national Sausage King winner Franz Knoll, of Barossa Fine Foods.

Ian entered his popular Thai pork and ginger sausage, while Franz entered a sausage with which he has enjoyed previous competition success – Mississippi with capsicum, cheese and smoke flavour.

The two judges awarded both sausages 140 points out of a total 200, with Paul then stepping in try to separate the entries.

"Under the rules, the first thing is to look back at the points the judges had awarded for flavour. In this case, both entries scored 56 out of 60," Paul says.

"The next procedure was to check the points for texture. Both were tied again, with 28 out of 30.

"So then I examined the comments by the two judges but they essentially wrote the same things about the various characteristics – I found nothing to separate them.

"At this stage, as the entries still couldn't be separated, a tie was declared."

The two sausages jointly represented Metro division against regional winners in the SA grand final which was held at Adelaide Central Market on July 15 – the result has been kept under wraps for now.

All Sausage King, burger and smallgoods winners will be announced at AMIC's Awards for Excellence dinner (formerly Big Night Out) at Hilton Adelaide Hotel on September 17.

GREENER PASTURES

From page 9

meatballs and pasta, lamb rogan josh and rice, and apricot chicken and rice – each for \$7.

"We also produce options for kids, like pasties shaped as dinosaurs," Sophie says.

Nathen and Sophie undertook smallgoods and charcuterie courses at Sydney's Victor Churchill cooking school.

Nathen also did an advanced private butchery class there, and Sophie did a French cookery class.

Sophie says the Yankalilla area has a low income demographic, resulting in 20% of the shop's business coming from locals and the bulk from Adelaide, online.

"Most locals want the cheapest meat they can get and don't care where it comes from, while visiting Adelaide people, including owners of holiday homes at Carrickalinga, want extra thick T-bones, ribeye and scotch fillet," she says.

"We get people from the eastern suburbs making the one-hour drive down here to buy a supply of meat, and Kangaroo Island people often stock up on their way through.

"Our goal is to be a destination shop, so we've added the provi-



Nathen Wakefield finds 80 days the optimum for ageing beef.



The tagged beef is visible to customers in the ageing cabinet.

dore element and we're starting marketing local attractions for Adelaide people to enjoy down here.

"We get good results from social media – we have 3,000

Facebook followers and 2,000 Instagram followers.

"Four years ago, we were on the sheep station and we've done so much in that time, it's like a blur..."



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HISTORY

Is there a stranger or more ornate facade above a butcher shop anywhere in Australia?

Probably not say Port Pirie locals, who proudly point to the preserved facade of a long-gone “shipping and family” butcher shop in the town’s main street.

For more than 150 years, the lofty sight of a bull, a pig and a sheep poking their heads through the facade’s circular “windows” has fired the imaginations of generations of children.

The shop, which was run by the Sampson family for several generations, was built in 1864 and is now heritage listed, preserved by the National Trust which operates it as a B&B.

Butchers supplied meat to local households as well as ship crews across at the once-busy wharves by the grain silos when Pirie was a thriving town.

Locals tell hand-me-down tales of a tunnel running from under the shop to the wharves for the delivery of meat and other supplies, but the National Trust says it’s a myth.

Myth or not, the tale adds to the appeal of the old shop. The National Trust has gone to great lengths to retain this part of Pirie's commercial history.

The shop now doubles as self-contained B&B accommodation, with two bedrooms, a kitchen and a living room plus a rear garden.

Ornate facade still turns heads after 150 years



Oink, moo, baa... the heritage-listed facade is a salute to a long-gone butcher.

The original shop counter has been converted into the B&B's kitchen sink bench area but apart from that, it remains pretty much as many locals remember it.

Interior iron work was once used for hanging pieces of meat and was retained to add character, along with wall tiles which were part of the original shop.

On the living room walls of what was the Sampson family home, scribbled pencil

numbers reflect the days when Pirie had four digit telephone numbers.

The Sampson boys - Harry and his brother Richard - would jot down orders before heading off in the horse and buggy to deliver the meat.

Until 1967, passenger trains used to run past the old shop, along the town’s main street, to the 1902 heritage listed railway station which is now a museum.

Taking traceability to new levels

In a first for the meat industry, Lilydale's labelling now details the farmer who raised the chicken in the pack.

“We’re proud of the calibre of farmers who grow our chicken, so we’ve photos of them on our packs and give consumers the opportunity to find out more about them,” says Lilydale’s Anna Wesser.

“We’ve introduced labelling that allows people to trace the source of the chicken right down to the very farm it was grown on.”

Consumers can log on to the Lilydale website and enter the specific “farm code” on their chicken pack to peruse information about the farmer and see footage of the farm.



It's a trend that has infiltrated the fruit and vegetable aisle of Australian supermarkets but Lilydale is the first to introduce the labelling system in the meat and poultry industry.

Lilydale says it is responding to research showing Australians want to know more about the origin of the food they're consuming.

A study commissioned by Lilydale shows that animal welfare and food safety are the key drivers for consumers wanting to

understand exactly where their food comes from.

It found 93% of people surveyed believe all food should have clear labelling detailing where their food was sourced.

It also found with 71% are interested in knowing more specific details of the farms from which their meat was sourced.

Further, 96% want food sourced from within Australia, and 70% want to know where it originated.

Some 70% of surveyed people were concerned about the risk of disease being imported from overseas foods, while 81% were concerned about lower standards and regulations for imported foods.

As MBL's first administrator of "everything IT and phone related," Chad Williams knows only too well the absolute importance of professionally managing ever-advancing technology.

Today's businesses simply cease operating effectively if their computer systems crash – and Chad quotes examples of IT failure directly resulting in businesses going out of business.

"If not for IT, it would all fall away," says Chad, 39, MBL's Systems Administrator, who manages IT at MBL's Athol Park headquarters and at the rendering plants at Wingfield and Keith.

"The importance of IT security and saving files and databases certainly can't be overstated."

Before Chad joined two years ago, MBL sourced IT work to outside firms but an in-house specialist became necessary as the Co-op expanded and technology advanced.

CEO Warren McLean says, "When my secretary retired, I recruited an IT person because we need good data and information. I can type my own letters; I do my own bookings."

Chad's kept busy tending to everything from PCs and iPads to mobile and desk phones, as well as updating systems across the IT spectrum.

IT keeps changing and can be fickle. As an example, PCs can be upgraded to do more things faster but upgrading in itself can cause connection problems which need fixing.

While some issues can be fixed fairly quickly, others can be on-going headaches, such as keeping the relatively remote Keith site connected to the outside world.

The Keith rendering plant, which is 11km outside the town, was hamstrung by the internet continually dropping out before Chad worked with Telstra to improve reliability.

"Keith's connection has been a real problem. The area will soon be connected to the NBN, which may help. The NBN is planned for Athol Park and Wingfield areas in two years' time," he says.

"At present, Wingfield is connected at 6 megabits but with the NBN, I'll be able to connect it to 100 megabits, as well as Athol Park."

Chad says IT problems often arise "in waves" to create a hectic workload with no warning and his days can start earlier than expected.

"Meet the Team"

Profiles on MBL staff members



"People start working here at 6am so I can get early calls and I'm often able to fix things remotely from home to save time," he says.

"Apart from solving immediate problems, my role is to keep up with developments to keep MBL efficient and competitive."

Born in Sydney, Chad moved to Adelaide with his family when he 10.

He later went to Queensland to study IT before working as a systems administrator in Michigan and Wisconsin, in the US.

"I have a son from a previous marriage in the US," says Chad, who has a slight American accent.

Now with a new partner, Chad has a daughter aged one and two step daughters aged 17 and 10. His son, 13, visits from the US whenever he can, loving Aussie bodyboarding.

At work at MBL, he says the next "big thing" will be "cloud storage" of files and databases.

"The first step, later this year, will be to put emails to the cloud.

"This will be beneficial as users should notice a difference - you'll never be down, data will be available all the time – but the end user won't notice any difference," he says.

"After that, it will be files and databases to

the cloud but we'll need faster access which will come with the NBN."

Q & A

Do you have a special interest or hobby?

I enjoy time with my family, playing with my little girl and ensuring the kids enjoy great childhoods and have great futures.

What would you do with a spare \$50,000?

I'd travel the world. My partner Joanne and I have travelled but we haven't done enough yet.

If you were a car, what would you be?

A red Ferrari. I always liked the one Tom Selleck drove in the old TV series Magnum.

What food can't you live without?

Pizza – Hawaiian or supreme, gluten free.

If you could meet anyone, living or dead, who would it be?

My paternal grandfather who was a bomber pilot with the RAF in World War II. He survived the war – otherwise I wouldn't be here!

What's the best thing about working at MBL?

The people. They are very friendly and I get on well with them in a good working environment.