



Butcher-less supermarkets hand independents big edge

Independent butchers will need to specialise even more to take full advantage of Woolworths removing butchers from SA supermarkets in mid-2016 – and they need to start planning now.

They must be ready to fully grasp opportunities once Woolworths' range shrinks, says butcher Barry Fitzgerald (*pictured*) who for 18 years has successfully operated next to Woolworths at Westfield Tea Tree Plaza.

He says independents should "go shopping" at their local Woolworths to create an "inventory" of products now being sold, so they can later identify which products Woolworths axe.

"Woolworths' quality and packaging will be very good but judging

from what I've seen happen in Sydney, the overall range will be cut," Barry says.

"Independents can step in and offer proven products when they are no longer available at the local Woolworths, but they must be ready to go right from the start to take full advantage.

"Supermarkets wouldn't stock these products now if they didn't sell. Independents can offer them knowing there is proven demand."

Woolworths has confirmed 200 butchers will be removed from its SA supermarkets next year, with meat to come fully packaged from a new factory in Melbourne.

Continued pages 4-5

MBL Christmas Trading Hours

Please note showroom counter sales and customer / members pick up will be closed early on the days detailed below.

These hours WILL NOT affect customer / members deliveries, however phone orders will be closed in line with these trading hours.

Country deliveries will be limited by regional transport timetables.

DATE	TRADING STATUS	TIME
Thursday Dec 24	Early close	8.30am to 12noon
Friday Dec 25	CLOSED	CLOSED
Monday Dec 28	CLOSED	CLOSED
Thursday Dec 31	Early close	8.30am to 1.30pm
Friday Jan 1	CLOSED	CLOSED

All other weekdays are normal trading hours

Showroom, warehouse, offices:
203-215 Hanson Rd, Athol Park SA 5012
PO Box 46 Mansfield Park SA 5012

Orders ph: (08) 8417 6000
Orders fax: (08) 8417 6001
orders@mblsa.com.au

Admin ph: (08) 8417 6002
Admin fax: (08) 8417 6003
www.mblsa.com.au

More Product Development Workshops will be staged by AMIC and MBL next year following the success of the inaugural workshop at Regency TAFE in October.

"I'm happy with the first event, which set a good standard to do more," says AMIC SA Executive Director Paul Sandercock.

"A lot of good information for butchers was provided by the presenters and the feedback was good, so there will be more (workshops) next year.

"We will naturally do some fine tuning to

More workshops for 2016

improve some aspects, and I'm certainly open to ideas on subjects we can cover and presenters we can invite."

MBL Operations, Business Development Manager Bexley Carman says, "Perhaps a few more people could have attended, but we're encouraged to be involved.

"The concept of providing expert information to butchers is very good and we have

an excellent venue at Regency TAFE, so let's continue."

The first workshop involved six 20-minute sessions, some with demonstrations, offering practical advice on topics as diverse as value adding, food and wine matching, and flavour profiles.

About 30 people attended the first workshop.

The discredited World Health Organisation report linking red and processed meat with cancer has been universally dismissed by food and medical experts.

Even hardline vegetarians winced at outrageous claims that meat is "as carcinogenic as asbestos and second-hand tobacco smoke."

Around the world, butchers reported that their customers were

dismissive of the wide publicity and that meat sales had been unaffected.

As the world's love of meat continues unabated, the English have put things into perspective with a fun survey of men who love meat.

The survey shows that UK men would give up just about anything before giving up meat. We reckon Aussie blokes would agree.

A resounding 88% of men believe it would be a real challenge to become a vegetarian, according to a UK study of 1,000 men.

The majority of men said they would rather stop drinking alcohol, cancel their pay-TV sports subscription and even give up sex.

Feed the man meat

Researchers found 62% of men would never even consider giving up meat.

Many said they would prefer to give up chocolate, the internet or coffee before saying goodbye to their meat-filled diet.

Rather than embrace vegetarianism, men would also prefer to stop going to the pub, have their mother-in-law move in with them and close down all their social media accounts.

It also emerged from the study that 7 in 10 men have some form of meat with almost every single meal they eat.

As such, 81% believe they would be "lost" without meat.

"Meat is clearly an important part of most men's diet," says a spokesman for UK meat brand Peperami, which commissioned the research.

"These results show that men would prefer to kiss goodbye to their mobile phones, sex and their partners before becoming a vegetarian.

"It's evident that red-blooded males who love meat are everywhere, and they won't be giving up meat anytime soon."

The study found nearly 7 in 10 men feel that meat is a must at every meal time.

More than a third would be happier to delete their

Facebook profile than give up their meaty foods and snacks.

Never watching TV again, swimming with sharks and giving up their mobile phone are also more preferable for men.

Other things to feature on the list also include doing a naked streak through town, selling their car and giving up the internet.

It's also bad news for loved ones as some men claimed they would stop seeing their best friend or family before even considering to ditch meat.

Some even claimed they would rather break-up with their wife or girlfriend.

MBL NEWS

Publisher

Combined Industries Pty Ltd
ABN: 45 007 562 932

Editor

Peter Morgan
(08) 8251 2838

Advertising

David Curtis
(08) 8417 6013

Printer

Watermark Printers and Stationers
(08) 8333 3100

Disclaimer

This publication is distributed on the understanding that the publisher and/or its officers and contributors are not responsible for the results of any actions taken on the basis of information in this publication. The publisher expressly disclaims all and any liability to any person in respect of anything done or omitted to be done by any such person in reliance, whether whole or partial, upon the whole or any part of this publication.

Things men would rather do than give up meat

- Delete their Facebook profile
- Give up chocolate
- Shave their head
- Give up social media
- Give up cigarettes
- Give up alcohol
- Have a chest wax
- Go skinny-dipping
- Give up tea or coffee
- Stop going to the pub
- Cancel pay-TV sports
- Leave the country
- Audition for The X-Factor
- Give up their mobile phone
- Give up television
- Swim with sharks
- Give up sex
- Streak through town
- Have the mum-in-law move in
- Quit their job
- Sell the car
- Give up the internet
- Break up with their partner
- Stop seeing their best friend

BUTCHERS SET THE PACE

Two new marinades for six new products

Independent butchers are ideally placed to trump supermarkets by being the first to offer the latest overseas flavour trends in value added products, says a leading chef.

Newly Weds Executive Chef Hayden Williams has developed two gluten free marinades for six new value added products.

His new recipes reflect the latest trending flavours. Among them are three inspired by Hayden's visit to the US - Bourbon BBQ Brisket, Chilli Chocolate BBQ Chicken Wings, and Korean Kalbi Beef Ribs.

"Supermarket chains need to plan ahead; they try to jump so far ahead with specific meals that are trending overseas," says Hayden (pictured), who has been in the food industry for 25 years.

"At present it's pulled pork which will be big until the end of next year. Then it will be something else..."

"Because butchers are smaller, they can be much faster than supermarkets to react (to overseas trends) and they can get trending new products out there much earlier."

Hayden's two Durant marinades – Hickory BBQ and Honey Soy – are being launched this month by MBL and our interstate partners in the nationwide Ikon group, in conjunction with Newly Weds.

MBL is distributing an A4-size information sheet on each marinade, with Hayden's recipes for butchers to follow.



These are accompanied by smaller recipe cards for customers to follow at home.

Hayden has created pork, beef and chicken recipes for both new marinades.

His recipes for Durant GF Hickory BBQ Marinade are for Blackberry BBQ Glazed Pork Chops, Bourbon BBQ Brisket, and Chilli Chocolate BBQ Chicken Wings.

Durant GF Honey Soy Marinade makes Asian Pork Belly, Korean Kalbi Beef Ribs, and Honey Soy & Lime Chicken Stir Fry.

"I saw huge demand in the US this year for bourbon sauce for beef, chilli chocolate for chicken and Korean kalbi for beef ribs, so these flavours are among my new recipes for butchers," Hayden says.

MBL Operations, Business Development Manager Bexley Carman says MBL has forged a strong partnership with Newly Weds for the benefit of butchers and other Members and customers.

"As a global company working with diverse food companies including KFC and McDonald's, Newly Weds quickly identifies trends coming out of the US and Europe," Bexley says.

"The two Durant marinades are examples of butchers benefiting from Newly Weds' research and knowledge, helping give them an edge in the battle with supermarkets.

"Newly Weds is a valuable partner for MBL – in fact, they are one of our biggest suppliers."

MBL News interviewed Hayden and Newly Weds' Technical Sales Manager Stan Stern, from a long line of German butchers, about trends during a recent visit to Adelaide.

Stan says today's consumers want to prepare different meals, having broken away from the English style of meat and three vege.

Continued page 6





Riverton school students with turkey chicks being raised for Christmas.

Now this is provenance!

Increasingly, promoting provenance can underscore fundamental differences between local butchers and national supermarkets.

A great example is the November newsheet emailed to customers by Mathie's Meat Shoppe, which has become a Clare institution.

The e-news begins with Christmas order forms which can be emailed back to the shop for collection on a nominated date, and it then has items about local festive fare.

It states how all Mathie's pork comes from Wandel's Farm near Blyth, and how the local Christmas ham can be complemented by local Louise Haines' glaze of mustard, honey, rosemary and brandy.

There's also mention of superb Spencer Gulf king prawns which are always a Christmas hit at Mathie's. But ramming home the provenance theme is a story, with photos, about turkeys. Here it is:

We pride ourselves on partnering with local suppliers. One that's close to our heart is Riverton & District High School, which has supplied turkeys to us for almost 10 years.

Every year about 60 agriculture students from Year 9 to 12 are involved in all aspects of the school's turkey enterprise, from feeding and maintenance to weighing and processing.

Agriculture teacher Helen Godfrey said the favourite part for many of the students is when they receive the turkey chicks.

"The floor is swarming with 400 day-old baby birds," said Helen.

"Every year, at least a few students try to name one or two birds and then quickly realise that they have no idea which of the 400 birds is theirs. It makes me smile every time."

The school supplies about 120 turkeys to Mathie's in the lead up to Christmas, and works closely with Jason Mathie to improve the quality of the meat.

"There are many skills that the students learn over their time with the turkeys," Helen said.

"The most important one is the food production cycle involving feed conversions to muscle mass, meat eating quality and slaughter."

FREE KICK!

Butcher-less supermarkets hand independents an edge

From page 1

There will no butchers in 70 of Woolworths' 88 stores in SA by the middle of 2016, and Coles is tipped to follow the Woolworths lead in 2017.

This change to the retail landscape can benefit independent butchers offering personal service and expert advice.

"Local butchers can tell the story of their meat and will continue to support SA famers," says Chairman of AMIC SA's Retail Council Trevor Hill.

"What will the Woolworths provenance be? 'This comes from our big new factory in Victoria.'

"It won't just be Woolworths without butchers. Coles butchers have been told it will also happen there in 12-18 months.

"There will be more opportunities for butchers to highlight what supermarkets can't offer.

"Butchers can be more flexible in what they can offer and be quicker to respond to demand.

"But I see the removal of supermarket butchers as offering a limited window of opportunity – if local butchers don't match expectations, people will go back to supermarkets."

At Tea Tree Plaza, Barry Fitzgerald agrees. He says, "Independents will lose out if the quality is not what new customers expect."

Barry has always had to be on top of his game to compete with Woolworths next door and agrees that superior customer service is important.

"But I don't think customer service is the be-all and end-all – it's more about having a good range of consistently good products at a consistently fair price," he says.

Barry has visited several Woolworths supermarkets in Sydney where butchers have already been removed, preparing him for what to expect here.

"Woolworths interstate has good quality meat and great packaging, right down to packaging for one person – but the range is smaller," he says.

"At present, the Woolworths next door to me has a surprisingly big range, with a few butchers there doing a lot of different things like lamb rosettes (neck chops) and stocking things like ox tail, tripe and pork shanks - and even off cuts for pet food.

"But when butchers go from Woolworths, the range will be smaller – it will be like chalk and cheese.

"The meat section will cover the same area but there just won't be the variety. Some items that obviously sell now won't be there, giving opportunities for independent butchers to supply them.

"Woolworths don't have items on shelves to just fill space – they sell. Customers do want them but soon they won't be able to buy them and hopefully they will try a local butcher.

"If Woolworths no longer sells roo mince, the dog owner will go out of her way to find it so that little Fluffy doesn't miss out. She might travel a fair way to a butcher.

"But butchers need to have products available from the get-go. They can't wait until people ask for them because if you don't have them, they probably won't bother asking again.

"The little old lady who wants lambs fry will try the little bloke (butcher) but if he doesn't have it, she'll go somewhere else."

Barry says it's vital that



> butchers familiarise themselves with what

Woolworths presently produces in-store.

“We need to know what Woolworths sells today because it will be too late to work out once the Woolworths butchers go,” he says.

“We need to start working on a clear understanding of what Woolworths has so that we are ready for day one, so that we aren’t asked for lots of things we don’t have.

“It might be a pain at the start but it won’t be hard in the long run to maybe provide things like 250g lots of various types of mince.

“In some cases, it’s just a case of wrapping things into small amounts and freezing it. Things like tripe and beef cheeks come already frozen.

“I get rabbits that come frozen. Every three weeks, I’ll put out six (on display) so people know I stock them.

“Everyone goes mad with TV shows like MasterChef, wanting things they see like pork belly, beef cheeks, lamb shanks and brisket. People won’t be able to get these at Woolworths.

“If you have the word Butcher over your door, you must have access to everything.”

Trevor says butchers may incur extra staff expenses if customer volume increases.

“We may have to better staff shops to meet needs. If you’ve

Thanks Carly, cheers Ryan



With personalised customer service the name of the game, helping put names to faces has taken a bolder approach at Bruce’s Meat stores.

Butchers at the four Adelaide stores are sporting refreshed uniforms with their Christian names displayed in large letters front and back.

“With 30 staff, the new uniforms have cost \$10,000 but it’s a good investment,” says Trevor Hill.

“It’s a simple idea, but having names shown so prominently helps customers communicate on a more personal level if they wish to.

“Servers must look clean and professional, with crisp uniforms and matching caps. It’s important to look the part...”

“It comes under the overall customer service umbrella - we need to do all we can to stand apart from supermarkets.”

got 10 customers instead of seven at the counter and not enough staff, two potential customers may walk off,” he says.

“However, supermarkets will have less staff and so they can further cut prices while still maintaining their margins.

“So while there is opportunity for butchers, we’ll have to work hard, highlight the things supermarkets don’t have, and make sure we meet customers’ expectations.”

Some supermarket butchers may be hired by independents, AMIC says.

“It would depend on them having the necessary skills as most supermarket work is slicing and value adding,” says AMIC’s Executive Director Paul Sandercock.

“Whether there are jobs available with independents is another matter.”

Woolworths’ statement

Woolworths issued a statement to Channel 7 confirming the removal of butchers from 70 of its 88 supermarkets in SA.

The statement read, “Woolworths is making changes to our meat departments in SA to deliver more consistent, better quality meat to our customers with better service in our stores.

“We will be rolling out state of the art packaging for our pre-packaged meat in all stores, and 18 stores will have butcheries with qualified butchers on hand to offer great advice and service.

“Woolworths will be making no changes to where we source our meat with a large portion of SA beef and lamb continuing to come from SA farms.”

Woolworths’ new factory began operating in September at Laverton in Melbourne and is now providing packaged mince, burgers, rissoles and sausages plus packaged muscle meat to all its Victorian stores.

The \$150 million factory will eventually supply all 325 Woolworths supermarkets across Victoria, SA and the ACT.

The factory is a joint venture with UK-based Hilton Food Group, a specialist in portioned, packed and value added meat products for large supermarkets across Europe.

It will operate with two shifts a day, six days a week, with a daily production capacity of 250,000 pre-packed meat items.

There are 12 production lines now, with capacity to expand, and 280 freezer spaces. Store order picking and packing is fully automated.

Two new marinades for six new products

From page 3

“MasterChef has made a big difference and also people travel more and want to eat at home what they tried overseas,” he says.

“People want to cook at home – or pretend they do. Their real contribution might just be adding a tin of tomatoes. Many want help with meals that are ready to cook or just about ready to cook.”

Stan says as a global company, Newly Weds draws from diverse sources to give butchers “up to date information on new trends and new products from around the world.”

“We have 13 food technologists and R&D people working in Sydney to develop an extensive range of products to suit specific needs,” he says.

“We work with Woolworths and Coles so we know what they’ll be doing over the next five years. We also work with manufacturers, doing samples for them to put to the supermarkets.

“We can apply this knowledge to help butchers.

“And if there’s a specific product wanted by a butcher, he should ask his MBL rep because the chances are we have already developed it.”

Hayden says, “It’s a dynamic business – we can turn around product in three days. It’s got to be collaborative if we are to make money.”

He says interesting trends have emerged in the US where people under 25 have rejected standard fast food fare enjoyed by previous generations.

“The under 25s aren’t interested in the standard things at places like McDonald’s, KFC and Subway – they want healthier food like sushi and flavours from around the world,” he says.

BBQ sauces, like Kansas City or Memphis



Newly Wed's Stan Stern (left) and Hayden Williams at the Product Development Workshop which was organised by AMIC and MBL at Regency TAFE in October.

BBQ, are big in the US, although light and fresh flavours are also trending.

“Modern Mexican is about garlic, lime, coriander and chilli – heavy cumin is now out, so it’s a livelier, fruiter flavour,” Hayden says.

“From South America, Peruvian food is trending and Brazilian food will rise with the Olympics in Rio 2016. Allspice is adding a Jamaican flavour, and then there’s citrus, coriander and garlic...

“Nikkei (a fusion of Peruvian ingredients with Japanese recipes) is in fine dining so it will be out in the broader market in 12 to 18 months – soy, ginger, citrus, cumin and garlic.

“From Asia, Korean food is attracting a lot of attention, led by kalbi and bulgogi (both are marinated beef dishes from the grill or bbq).”

Hayden says trends used to be country

specific, now they’re “county specific.”

“The different styles of provincial Chinese are good examples,” he says.

Why gluten free?

By developing the Durant range of gluten free marinades, Newly Weds assists retail butchers to manage gluten as an allergen through their displays.

There are perceived health benefits and marketing opportunities around having gluten free marinated products.

A gluten free diet helps manage coeliac disease, for which there is no cure.

While only 1% of the population may be affected by the disease, entire families can find it easier to switch to gluten free diets instead of preparing separate meals for individual family members.



RECIPE CARD

Durant Gluten Free Hickory BBQ Marinade

A rich, American BBQ style marinade based on sweet tomato sauce with the smokiness of hickory and a dash of spice.

Re-order Code Number: 542647

★★★
Blackberry
**BBQ GLAZED
PORK CHOPS**



1kg pork chops

GLAZE

675ml DURANT GF HICKORY
BBQ MARINADE

100g blackberry jam

20g paprika

20g minced garlic

½ onion, finely chopped

METHOD

1. Combine glaze ingredients together
2. Place meat in display tray and brush with prepared glaze
3. Chill

★★★
Bourbon
**BBQ
BRISKET**



1kg beef brisket

SAUCE

250ml DURANT GF
HICKORY BBQ MARINADE

75ml bourbon

60ml molasses

20g smoked paprika

METHOD

1. Combine sauce ingredients together
2. Place meat in display tray and brush with prepared glaze
3. Chill

★★★
Chilli Chocolate
**BBQ CHICKEN
WINGS**



1 kg chicken wings

MARINADE

500ml DURANT GF HICKORY
BBQ MARINADE

20g chilli powder

40g cocoa powder

METHOD

1. Combine marinade ingredients together
2. Place wings in display tray and cover with prepared marinades
3. Chill



Contact your local IKON distributor for a full range of Durant Liquid Marinades

Neild & Co
12 Boswell Close
Tuggerah, NSW 2259
Phone: 1800 643 589

MBL SA
203-215 Hanson Road
Athol Park, SA 5012
Phone: (08) 8417 6000

Complete Butchers Supplies
19 Capital Place
Carrum Downs, VIC 3201
Phone: (03) 9775 0036

Vadals
12 Container Street
Tingalpa, QLD 4173
Phone: (07) 3907 7878

MBL Food Services
17 Bannister Road
Canning Vale, WA 6155
Phone: (08) 9334 9600

NURTURING NEW BLOOD

Anthony introduces butchery skills to the next generation

Smallgoods champion Anthony Skara understands only too well that young people are the future of the butchery trade – so he swung into action to attract recruits.

He ran a 20-hour smallgoods course over 10 weeks for eight high school students, teaching them about cuts of meat, knife skills, boning, and sausage and smallgoods making.

The MBL-sponsored course, at Skara Artisan Smallgoods near Mt Barker, directly resulted in a butchery apprenticeship at Stirling Variety Meats for one student and work elsewhere for others.

Such was the success of the inspiring course that Anthony will hold another free course next year, with encouragement from the Education Department and Adelaide Hills and Fleurieu high schools.

“This is a great example of business walking the talk when it comes to sourcing the next generation,” says Sam Pearse, a regional manager of the Education Department’s student pathways program.

“Butchers are always in need of the right staff and need to ensure that the next generation is aware of opportunities in the industry.

“Anthony approached me about holding the course, offering to take time from his very demanding business to nurture successors.

“He didn’t want to just stand up and talk about it – he wanted to get them doing it, starting with where the meat comes from, boning it out and the processes to reach the end product.

“Anthony is clearly a caring man who is very



Anthony Skara with smallgoods students Adam (back left), Erin and Blake.

passionate about what he does.”

MBL sponsored the course by providing knives, sharpeners, caps and gloves which were presented to students at a graduation ceremony where guests sampled student-made products, from salamis to sausages.

The students came from Eastern Fleurieu School, Oakbank Area School, Adelaide Hills

Vocational College and Heathfield High School.

Anthony says, “We will always need food, so our industry provides a great opportunity for young people to gain secure employment - there are more jobs than there are young people.

“There is great opportunity for young people going into the industry to be creative, develop new flavours and combinations and be entrepreneurs with their own businesses.

“Young people don’t want to just hear or read about opportunities - they want to get in there and experience them. That’s what I’ve tried to do, to give them that experience in my business.

“I gave up my time but the business coped. If you’re passionate about something, you find the time – you sacrifice a few things to make the time.

“The students enjoyed it all - there was 100% attendance. A few missed sessions because they had to go on school camps, but they asked if they could make up the time.”



MBL caps, knives, sharpeners and gloves were presented to the graduates.

➤ Sam Pearce says, “Achieving 100% attendance is unheard of - students who struggle don’t always attend school but they wanted to attend this course, making it a huge success.”

Anthony took a whole “paddock to product” approach, beginning with detailing the origin of the free-range meat he uses for his smallgoods.

“We touched on virtually all aspects of the business,” he says.

“We looked at understanding spices and blends. We started making patties and moved onto sausages, then four kinds of hot dogs and a lamb, pork and oregano salami.”

The four types of Vienna hot dogs were gluten free, Asian style, baked beans, and chilli, cheese & bacon which students say was “spiced up and rated PG.”

The hot dogs were produced in commercial quantities and packaged for sale in Anthony’s factory shop.

Students also developed their own range of sausages under Anthony’s guidance.

A star graduate of the course, which was held from 3-5pm on Wednesdays during Term 3, was Tyson Fullgrabe, 16, who accepted an apprenticeship with Chris Pfitzner at Stirling Variety Meats.

Chris says, “He’s going well and has fitted in really well.”

Tyson says, “I did the course because I wanted to do something hands-on. It has been great to get the apprenticeship. I’m enjoying it.”

Blake Godden, 18, is interested in being a butcher after enjoying the course.



Try these! Erin Hadden, 16, with sample hot dogs made by students. From sausages to salami, the quality of the students’ offerings was impressive.



Paddock to Product
Interested in a career in
Smallgoods & Butchery?
At school?

Come and hear from industry leaders about the P2P FREE course in Term 3 + further training and employment opportunities

Information session June 17 4.30pm
Skara Smallgoods 40 MtBarker Rd Totness
rsvp/info Abbie 0488 942 192

“I have an interest in food – I thought the course would be something good to do and it’s been fun,” he says.

“I’ve liked working with different ingredients and learning how they work together.”

Blake took pride in making beef and pork sausages with garlic, ginger and paprika.

“I took them home and my family enjoyed them. I can imagine myself being a butcher,” he says.

While the students have a strong interest in food, not all want to be butchers. Several want to be chefs and another wants to be a farmer, working with livestock.

Erin Hadden, 16, says, “I have a big interest in hospitality and I’m particularly interested in becoming a chef.

“I did this course because the more you know, the better. I learnt a lot – it has given me an understanding of meat.

“I’ve done some work experience at Maidments Meat Service at Strathalbyn and now they’ve offered me a Sunday job.”

Anthony believes there is more than enough interest to hold more courses.

“Since the first course, a number of young people who have asked me about work experience didn’t know about the course, so the next one will need wider promotion in schools,” he says.

“With increasing demand for local free range products, the Adelaide Hills food industry will grow. Retailers and producers will need to take some responsibility for encouraging the next generation.”

Paul Sandercock this year chalked up 20 years as the Executive Director of AMIC SA.

Regularly visiting butchers around the State, he has not only witnessed but been closely involved with a sweeping range of changes over two decades.

By PAUL SANDERCOCK

In 1995, I spent the first two days of my employment with AMIC sitting in the South Australian Coroner's Court.

I was coming to terms, pretty quickly, with the smallgoods food safety issue that was sending shock waves through the industry, culminating in stringent new food safety and compliance standards.

The move to food safety management enabled business operators to look more closely at other aspects of their business management.

This was a positive outcome, but perhaps not fully appreciated at the time.

Over the past 20 years, the industry has become more professional as business compliance demands increase and consumer expectations keep changing.

Butchers once had only to prepare and sell meat – now they also need to cook it for ready meals and give expert advice on how to cook it.

One advantage as the industry keeps evolving is that our industry is close knit and has effective communications across the sectors.

Operators have continued to face challenge after challenge, leading to changes in many areas.

The industry has not only survived but we're on the edge of some exciting new horizons - and more challenging times.

Business compliance and regulation will continue to evolve, almost to the point of distraction and annoyance.

Competition will increase, but opportunities will exist to reposition or rebadge a retail business to make it modern and relevant to existing and new customers.

It's not just about the selling of meat – increasingly, it's about looking after customers. Butchers need to work to improve customer service.

Customers will be more demanding and they will want more information about the products they are buying - where it comes from, how to cook it...

From major shifts in regulations and compliance to the varied responses by independent butchers to the challenge of supermarkets, he has been in the thick of it.

MBL News asked Paul, with the benefit of his 20 years' experience, to outline how he sees the future.

We're on the edge of exciting new horizons



Vague advice – like the old 180 degrees for 45 minutes – is out. People want the best information so they can get the best out of products, including different information for grilling, baking, or frying.

Customer service must be planned, so you must know who your customers are.

Butchers should develop a profile of customers so that products appeal to the local demographic – for example, there may be a large population of pensioners or retirees so the product range and pricing policies need to fit with that customer group.

There are lots of elements to customer service, right down to ways of acknowledging your next customer while you are serving someone else.

It's all about giving customers a reason to visit your business instead of going elsewhere.

Attracting young people into an apprenticeship in butchery will continue to be challenging.

An attraction strategy is important, highlighting to young people that butchery

offers a good career path as there are many ways you can go.

Backing this should be an encouraging work environment that is conducive to the nurturing and development of young people.

Everyone in the industry has a responsibility for the future – and young people are the future, not a form of cheap labour.

In my 20 years with AMIC, I have been fortunate to have had the support of AMIC's governing Councils and Committees in SA.

Those who have positively influenced my thinking and given valuable support include John Wintulich, Trevor Hill, Lynne Zammit, Pat Conroy, Franz Knoll and the late Eddy Lamp.

The broader value of membership to an employer organisation like AMIC is often not fully appreciated.

Membership can be fragile - people can exit their membership for personal business reasons and not appreciate the benefit of the strength that membership can bring to the whole of the industry.

'Vague advice – like the old 180 degrees for 45 minutes – is out'

Parafield site picked for Food Park

The Parafield Airport precinct, in Adelaide's north, has been chosen as the site for a 40-hectare Food Park for food manufacturers, food packaging specialists, cold-chain suppliers and transport companies.

The SA Government says the Food Park will provide expansion opportunities for new and existing businesses.

One business immediately linked with the hub is Thomas Foods International which has an agreement with Thailand's huge CP Group to build an advanced food processing centre.

As outlined in the last MBL News, the TFI-CP Group project revolves around a large-scale plant to produce ready-made meals, mainly for export to Asia.

TFI Chief Executive Darren Thomas says it would be one of TFI's biggest undertakings, with investment of tens of millions of dollars.

The SA Government says the Food Park would help to expedite distribution of food to local, national and international markets.

It has provided \$2 million to plan the hub, and there is "a sense of urgency" about encouraging businesses to move there.

"Currently, many food manufacturers face challenges in expanding or increasing production due to limited space and increasing costs of operation," says Premier Jay Weatherill.

"Co-locating and even sharing certain utilities

could help cost competitiveness and drive efficiencies."

The government is encouraging job-creation projects like the Food Park to fill the void in the northern suburbs where almost 1,000 jobs will go when Holden closes by 2017.

Meanwhile, TFI has met with the State Government to discuss a pilot program to re-skill automotive manufacturing workers.

TFI, which uses automation including robots at its operations, is looking for programmable logic controllers (PLCs), biologists and engineers.

"We have some challenges attracting skilled labour into our business," Darren Thomas said.

"In the northern suburbs, we have an industry leaving, and we can't find people for our PLC operations.

"At this stage, we are working with the government on ways we can transition workers from the automotive industry in particular, making them aware of the opportunities in meat processing.

"There are some skills within the auto sector (that we could apply), especially in the automation areas.

"The talks are very much in the early stages."

We've been framed!

Salisbury butcher Rik Carr liked his story in MBL News so much, he cut out the page and had it framed.

His story, in our August issue, told of Rik's marketing success in renaming his store Adelaide Hills Beef to reflect his range of quality products.

He saw the marketing value of getting the MBL News story "out there" – just for the cost of a frame.

It can now be read by Rik's customers at the counter, giving them a better appreciation of their local independent butcher.



Pipped at the post

SA's four-man team finished a close second in a butchery competition at the Mintrac National Meat Retail Trainees' Conference in Melbourne in November.

Apprentices Luke Moody (Leabrook Quality Meats) and Ryan Doherty (Bruce's Meat) formed the SA team with Regency TAFE lecturers Graeme Elliott and Shayne O'Dea.

"We all had a great time at a very tight competition," Graeme says.

The competition, revolving around value adding, was similar to AMIC's SA Apprentice of the Year competition which was won by Luke in 2014 and by Ryan in 2015.

Teams were given 30 minutes to plan after being given a mystery box and then two hours to make value added products and clean up.

The mystery box consisted of three primals (beef rump, lamb forequarter and beef knuckle), fresh ingredients and dry stock.

Luke set up live streaming on his iPad and posted on Instagram.



Orders: (08) 8417 6000
Fax: (08) 8417 6001
orders@mblsa.com.au

Sales and Warehouse
203-215 Hanson Rd,
Athol Park SA 5012
Ph: (08) 8417 6000
Web: www.mblsa.com.au

Equipment Sales Manager
Chris Mountford

Operations, Business
Development Manager
Merchandise Division
Bexley Carman

Key Account Manager
Dale Rowe



When Kurt Richmond began working in MBL's cramped meal room at the old Kilburn base, he thought, "I can't possibly do this!"

Low in confidence and having so much to learn, he thought gaining an understanding of blending was beyond him – an "art" he could never master.

Those days are now just a distant memory for Kurt, 30, who has become a key figure in MBL's state of the art blending facility at Athol Park.

"Right at the start, I thought I couldn't do this work but now I'm right into it and I like pushing myself to produce the best products," he says.

"I've come up with a few suggestions to improve the way we do things and MBL has adopted them, giving me a lot of satisfaction.

"I had a few personal problems a few years ago but getting involved in work, with really good support from MBL, allowed me to turn my life around."

MBL Operations, Business Development Manager Bexley Carman says, "Kurt went through a rough trot but he deserves credit for his progress at MBL.

"He has been proactive in devising ways to save the Co-op money yet at the same time producing better products.

"Since our time at Athol Park, new processes have needed to be implemented in a safe, methodical fashion. This involved a lot of changes.

"Most workers had been in the blending facility for a long time so some habits were hard to change, and Kurt was instrumental driving the changes."

Formerly a labourer at a concrete factory, Kurt joined MBL seven years ago in the warehouse.

"It was only supposed to be a part-time job for a few weeks around Christmas," he says.

"I'd had some previous packing experience so I knew what I was doing but this certainly wasn't the case when I first moved into blending."

Among Kurt's ideas to improve efficiency has been the dropping of bulker bags into blenders, replacing manual filling.

"We used to load 25kg bags into machines, and one day I thought there had to be a better, faster way. I thought of bulk bags with mechanical lifting," he says.

"The idea was taken up but it took a while

"Meet the Team"

Profiles on MBL staff members



to get it working properly."

Kurt also instigated replacing stitched paper bags with sealed plastic ones.

"It hit me that chopping down trees to make paper bags was not feasible any more. Paper bags would rip and you couldn't get them wet. So why not change to plastic?" he says.

"Plastic improves hygiene, allows customers to easily see the product."

Soon after MBL moved to Athol Park, Kurt came across a Spitwater steam cleaner which had been discarded by the site's previous occupants.

"We were using something smaller to clean out the blending room so I thought I'd have a go at getting this better steam cleaner working," he says.

"I got it going with adaptations and it does a much better job. It's powerful, with 3,000 pounds of pressure, so you need both hands to control it."

Kurt hopes to have a long career at MBL.

"I have a lot of time for MBL. Always, MBL

has been there for me and I'd like to stay long term," he says.

Q & A

Do you have a special interest or hobby?
I'm into motorbikes. I ride to work daily, and on weekends I go trail riding at Port Gawler or near Murray Bridge.

What would you do with a spare \$50,000?
I'd park it in a high interest account, as a nestegg.

If you were a car, what would you be? I'd be a sporty Bugatti Veyron - but because I'm more into motorbikes, I'd rather be a cool-looking 2016 Suzuki RMZ 450.

What food can't you live without? Meat, of course, led by chicken – I particularly like my roast chicken...

If you could meet anyone, living or dead, who would it be? Valentino Rossi, the multiple MotoGP champion. He's proved time and again what a champ he is.

What's the best thing about working at MBL? The continuous challenge of pumping out quality products and doing things better – like Rossi, I strive to be in front.