

Product development night

You're invited!

October 19, Regency TAFE

Understanding flavour profiles to create and improve value added products is a theme of an inaugural Product Development Workshop organised by AMIC and MBL.

The two-hour interactive workshop for retail butchers, apprentices and smallgoods makers will be on Monday, October 19, from 6.30pm at Regency TAFE.

Six 20-minute sessions, some with demonstrations, will offer practical tips and advice which can be applied generally for value adding, with specific information for sausage and smallgoods making.

Two Newly Weds experts - Executive Chef Hayden Williams and Technical Sales Manager Stan Stern - will attend from Sydney to cover product development, smallgoods and new trends.

Food judge and Le Cordon Bleu lecturer George Ujvary, of Olga's, will address flavour profiles, and wine merchant David Ridge will cover food and wine matching.

There will also be practical sausage and smallgoods demonstrations, a tasting session and a 30-minute networking session.

"This event is a great initiative by AMIC, and MBL is keenly lending support as the experts of value adding," says MBL's Operations, Business Development Manager, Bexley Carman.

"Newly Weds is one of MBL's biggest suppliers and it's great that two of their senior people will fly in for the event - they work with diverse food compa-

nies, including McDonald's, and they see trends early.

"I'm excited that so many people are coming together to pass on their knowledge to help butchers. It will be a good night, with everyone benefiting.

"MBL's sales reps will attend,

giving them the opportunity to mix with butchers away from the hubbub of shops."

Final details of the workshop were being nipped out when MBL News went to Press.

Admission will be by gold coin for AMIC's new Pink Butcher

charity, which will be launched on the night.

AMIC SA's Executive Director Paul Sandercock was inspired to instigate the workshop after a Sausage King judge questioned if some sausage makers understood basic food profiles.

The judge asked of one product, "Why have both aniseed and fennel in this? Is the maker ignorant that they are the same flavour profile, or is he trying for an extra flavour boost?"

Paul, a former chef, says, "This got me thinking that there could be a lot of benefit from organising a workshop with experts giving good information about food profiles and how to best work with them.

"A chef can't achieve the creamy outcome of a sauce if he hasn't the right flavours and ingredients.

"In sausage making, Shaun Watson at Naracoorte makes a great lamb, fetta and spinach sausage but first he had to try different types of fetta to find the one with the best texture and flavour.

"It's all about having food knowledge to make the best products - it's important for value adding.

"This inaugural workshop will seek to give insights into these areas to help butchers make better products.

"Butchers need to be seen as food experts by customers who want advice on everything - not just how to cook it, but even the wine to go with it."



George Ujvary can't help being creative, whether it's on the production line at Olga's or lecturing on product development Le Cordon Bleu, Adelaide.

He will be a keynote speaker at the upcoming Product Development Workshop at Regency TAFE, addressing flavour profiles and terminology in his relaxed and informative manner.

George, who is on the Board of Food SA, also brings a wealth of knowledge to MBL as a new Director. A feature story on George and his varied interests is across pages 6 and 7.

IT'S REBATE
TIME AGAIN P2

SOCIAL MEDIA
MARKETING P3

APPRENTICE
AWARDS P9

AMAZING 1880s
PHOTOS P10-11

NOTICE TO MEMBERS

ANNUAL GENERAL MEETING

Members are advised that the date for holding the 2015 Annual General Meeting has been fixed at **6.00pm on Monday, November 2, 2015**

Please note that the venue of this year's Annual General Meeting will be at the Master Butchers Co-operative Ltd's office at

203 - 215 Hanson Rd, Athol Park.

**Master Butchers Co-operative Ltd:
"Your other business"**

**Proud to be
Member-owned**

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.

MBL is well placed to face the future with confidence

It's rebate time again!

After another successful year, MBL's books have been finalised and the annual rebate was paid on September 30.

"As all of our Members are well aware, trading conditions were tough over the year, particularly in rendering," says CEO Warren McLean.

"Our Merchandise division ended the year on par with the previous year, with the machinery division showing improvement.

"We have maintained prices where possible against the lower \$USD, to give our Members the best possible purchasing power.

"The rendering division is significantly down on the previous year as a result of lower commodities prices for our products, in particular tallow.

"We are continually seeking new markets for our niche products."

MBL has added this B-double loader to its truck fleet which collects protein waste within a 100km radius of Adelaide for rendering at the Wingfield plant.

The new Volvo truck is presently being used to collect offal from the Big River Pork abattoir near Murray Bridge, making two return trips daily.

Another MBL truck makes a run on three days, delivering boning room material from Big River Pork.

"The new truck clocked up 8,000km in its first month,

usually returning with 22 tonnes of offal with each trip to Big River Pork," says the Operations Manager of MBL Proteins, Gary Deutrom.

"It can operate as a single or double configuration, and gives us flexibility into the future."

**A feature report begins on page 4 on how Gary Deutrom*

Warren says MBL is now an efficient operator in warehousing and distribution, and as a recycler of renderable products.

"We have recently purchased three prime movers



for transporting our renderable raw materials," he says.

"MBL is well placed to face the future years with confidence."

The Board and staff of MBL would like to thank Members for again supporting your Co-operative.

New B-loader the pride of the fleet

and his crews at the Wingfield and Keith plants turn waste into dollars for MBL Members.

The plants process 100,000 tonnes of raw material a year.



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

Sales Manager
Dale Rowe

**HACCP
CERTIFIED**



Digital marketing gains momentum

More butchers are investigating the world of social media marketing, encouraged by the sales surge created by a “switched on” apprentice at a small Adelaide shop.

Digital marketing has driven sales growth by a conservative 25% at Leabrook Quality Meats, resulting in the shop taking top honours in AMIC’s inaugural Awards for Excellence.

Apprentice Luke Moody’s success with Facebook, Instagram and emailed newsletter marketing was first told in MBL News in April last year. Since then, the shop’s sales have continued to rise.

Judges in the new AMIC awards were highly impressed by the shop’s digital marketing, backed by quality meat and strong customer service, and awarded a Gold Standard.

“There’s growing interest out there among butchers about the possibilities of using social media for marketing,” says AMIC SA’s Executive Director, Paul Sandercock.

“A few butchers are getting fully involved with social media and use it regularly, others have Facebook which they update spasmodically, and others are looking into it all.

“We’re in the digital age and there’s no doubt it will be used more by butchers.”

Leabrook Quality Meats is seen as the glowing social media success story. Butcher Michael Lawrence, 46, knew little about it until Luke Moody, now 21, began as an apprentice and presented options.

The shop is not visible from the street and gets little foot traffic, so social media loomed as a way to attract attention.

Luke says, “Because Mick and I have such a good relationship, he was happy to relinquish control of marketing to me. Some bosses wouldn’t do it.

“Facebook has been a big success. We post anything and everything – we see it as opening a ‘window’ to what we’re doing, what we’re making.

“Customers love it. They show their friends – ‘Look what my butcher does.’

“It’s not only young people who are into it. Our main group of viewers is aged 45-65.”

Michael says, “When we posted

“Our success in competitions and social media has been great free advertising.”

While strong social media drove success in the AMIC Awards of Excellence, judges said they were also impressed by the shop’s customer service

costing and pricing policies.

Windsor Meats at Malvern for community focus, and shop and product display.

All three shops were also commended for customer service and, along with Leabrook Quality Meats, were given a large, framed certificate to display.

The awards were held for the first time this year in SA to lift the profile of the industry and they may be expanded nationally by AMIC.

“It’s about butchers being recognised for the good things they do and to help identify any ‘gaps’ in the way a business operates,” says Paul Sandercock.

Participating butchers provide written responses to four questions covering management practices, employment procedures, marketing and promotions, and customer relations.

The questions are designed to take about one hour to complete. Four judges, appointed by AMIC, later visit stores to verify answers, interview butchers and give feedback.

“Industry excellence awards are not new – other industries like tourism do it – but this was the first time for the retail meat industry,” Paul says.

“The questions are designed to cover all areas of the operation to help butchers look at their businesses and identify aspects that need addressing or improvement.

“It can be a very valuable exercise and we’ll be encouraging more butchers to take part.”



Luke Moody (left) and Michael Lawrence with their Gold Standard certificate. Below: Leabrook Quality Meats.



news that the shop had won the AMIC award, we had 2,800 views!

“Social media doesn’t mean anything unless it equates to dollars for the shop and it does for us.

“We are continuing to grow and have put on two extra girls.

standards and business vision.

Silver Standard awards were awarded to three shops:

Mathie’s Meat Shoppe at Clare for community focus, and shop and product display.

Seaford Gourmet Meats for employee engagement, and

Full wrap of AMIC awards starts page 8



MBL: THE GREAT RECYCLER

How Gary Deutrom and his crews turn waste into dollars for MBL's Members

Gary Deutrom takes the bull by the horns when people, during routine chit-chat in social settings, glibly ask what he does for a crust.

It would be easier to sidestep the potentially curly question as the vast majority of people have never heard of rendering plants, let alone how they operate.

But Gary's happy to speak up as he takes pride in his role as Operations Manager of MBL Proteins, overseeing the rendering plants at Wingfield and Keith.

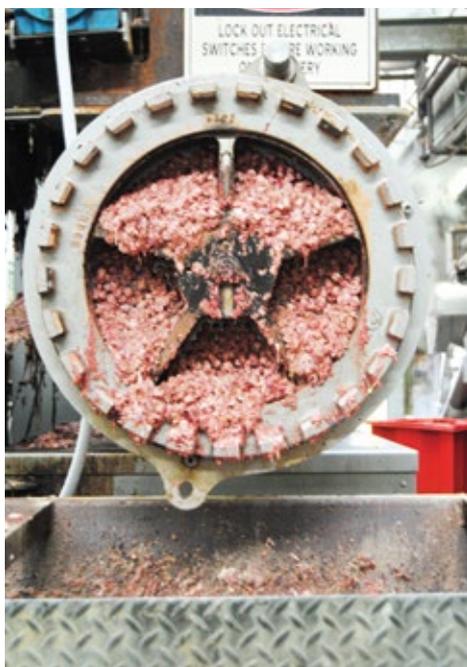
He spells out what he does in simple terms and he finds many people, particularly those intrigued by the recycling aspect, end up wanting to know more.

"I start by explaining how that we get meat, poultry and seafood waste and cook it up. By now, people are starting to get queasy," he says.

"I tell them how, with a lot of hard work, we take the waste nobody wants and turn it into tallow and meal - you know, food for

your dog, or chicken pellets...

"Some people find it amazing how waste from their local butcher's shop ends up as food for tuna or for prawn farms in Asia,



and how our tallow is sent overseas for making soap and biodiesel.

"Working in a rendering plant is a dirty job, but there's a lot of satisfaction in turning otherwise unwanted material into something profitable, with much of it exported to the northern hemisphere.

"We're basically recyclers, and at the same time we're preventing an environmental problem because protein waste cannot be used for land fill."

MBL's Wingfield and Keith plants now process a combined 100,000 tonnes of raw material annually, making the Rendering Division increasingly important to the Co-op and its Members.

Gary, 46, who joined MBL in 1989 at age 19, has played a pivotal role in the combined \$7.2 million redevelopment of the plants over the last eight years, incorporating the development of specific meal varieties as demanded by customers.

"If we didn't do what we did,



➤ we'd be struggling to compete in the industry," he says.

"Customers have dictated what we've had to supply, and in Wingfield's case we had to modernise because of environmental problems – we had odour problems as neighbours encroached.

"The last eight years have been very busy and very interesting – there's never been a dull moment."

Addressing Wingfield's odour problem with an innovative odour-containing bio-filter preceded the building of a Low Temperature plant in response to demand for a chicken-only meal.

"Low temperature rendering was new to us – it was so different from the old plant – and we had to get it working at the same time as the Keith plant came onboard in 2011," Gary says.

"We actually have three plants at two locations – there's separation for accreditation."

Until 2010, the Wingfield plant produced only two products – tallow and a generic meat meal.

It was preceded by two previous plants on the same site and the original - often referred to as "the plant from hell" - was closer to the site's Grand Junction Rd frontage.

"I'm told the very first plant, before my time, was a bit of a nightmare. They'd tip in 44-gallon drums of offal and hessian bags of fat and bone directly into the top of the cookers – you couldn't get away with it now," Gary says.

"So I guess I was one of the lucky ones, starting at MBL in the batch plant which



'WE'RE BASICALLY RECYCLERS, AND AT THE SAME TIME WE'RE PREVENTING AN ENVIRONMENTAL PROBLEM' – GARY DEUTROM

was an upgrade from the plant from hell.

"In saying that though, people in cars travelling along Grand Junction Rd still knew to put up their windows because of the smell - it was the accepted thing to do, people did it almost automatically.



"My first jobs included digging out saval pits – taking off fat which had set on top of pits.

"Then there was the shovelling... if the cookers got too full, excess material - semi-cooked offal, heads, guts, the lot - would blow out the back. I had to shovel it back in...

"Five or six tonnes could blow out and I had to shovel it back in. Guts tended to fly

around, so I quickly learned to keep my mouth closed."

Gary was raised in Papua New Guinea. His family moved there in 1972 when his father took a job as law-keeping Patrol Officer before becoming a Magistrate.

For the final three years of his schooling, Gary was sent to a regimented boarding school at Charters Towers, near Townsville in Queensland.

"I did a year of Mechanical Engineering at Adelaide University in 1988. I wanted a 'gap year' break from uni in 1989 so I could work with cars and I needed a job of some sort," he says.

Gary went to the CES - the old Commonwealth Employment Service before Centrelink - where jobs cards were displayed on boards.

"I picked a card for a 'production plant with shift work available' and took it to the counter, only to be told there was no point applying; I wouldn't get the job because I'd never worked in a factory," he says.

"I caught a glimpse of the computer screen with the job details and I saw the letters 'MBL.' So I went away, looked up MBL in the phone book and called.

"I got an interview and, wanting to make an impression, I wore slacks with a white shirt and tie, and I borrowed a car. I was shocked when I saw the place, and I went home smelling like a polecat!

"But I got the job at the rate of \$7.48 an hour. I started on May 1, 1989, and I thought I'd stay for six months until I found something better, but I've never left.



Continued page 8

FRESH PERSPECTIVES

George Ujvary's knowledge of the food industry is unquestionable, yet he says his first year as an MBL Director is proving "a fairly big learning curve."

Getting to fully understand the diverse workings of MBL has been a priority, enabling him to then apply his knowledge to the benefit of the Co-op.

The Managing Director of expanding Olga's Fine Foods has enough food degrees, certificates and awards to wallpaper a hall, and brings extra perspectives to MBL's experienced Board.

He has sat on the Board of Food SA and its predecessor Flavour SA for a combined 10 years, and his Foodologist blog has long had a strong following.

George completed the Le Cordon Bleu Master of Arts in Gastronomy at Adelaide University, and for two years he has lectured on product development at Le Cordon Bleu, Adelaide.

Armed with a Master of Business Administration degree, he has led Olga's, with a staff of 35, to strong growth, particularly over the past three years.

This family man is also a great cook and talented photographer – all at the age 40.

Now the self-confessed "obsessed foodie" is enjoying other challenges as an MBL Director.

George was appointed to the MBL Board after the resignation of long-serving Trade

George Ujvary offers wealth of knowledge as new MBL Director

Director Marc Van Kleef who sold his butcher's shop at Balaklava.

MBL CEO Warren McLean says George's diverse knowledge and experience is of great value to the Co-op.

"His strong reputation precedes him – he is relatively young but he has achieved and experienced a great deal," Warren says.

George says, "I've always had an interest in MBL, attending every AGM for the last 10 years, and it was a great honour and privilege when I was asked to join the Board.

"I've looked up to (other Directors) Bruce Carter, Mike Rankin and Paul Slape as business operators and now I'm enjoying working with them, along with Warren and the management team.

"I'm now getting a fuller perspective of MBL as a Co-op – it's been a fairly big learning curve.

"I've found MBL is run like a regular

business but decisions are made with Members' best interests in mind."

George says he didn't fully realise the vital importance to MBL of the Wingfield and Keith rendering plants.

"In a sense, the way MBL is approaching the rendering side is like what happens in my business," he says.

"MBL has always produced tallow and a generic meat meal as commodities, but has moved in recent years to expand the range.

"The different types of meal now being made from different species (such as ovine meal, duck meal, chicken meal and feather meal) get a higher return.

"This is similar to Olga's... we don't sell generic beef, lamb and chicken – we make branded, value added products for higher return.

"In this regard, the philosophy of MBL and Olga's is pretty similar."

George began his career crumbing schnitzels at the charcoal grill restaurant run by his Hungarian parents, George and Olga, in Hindley St in the 1970s.

The Ujvarys served their traditional homemade chevapchichis, answering persistent knocks at the back door as word spread and people lined up to take "chevaps" home.

Recognising demand, the Ujvarys began producing chevaps, meats and smallgoods for sale direct to the public in 1978 – Olga's Fine Foods was born.

Olga's was the first company in Australia to make and sell beef chevaps, which are still made to the family's "secret" recipe.

The product range has expanded over the years to include schnitzels, koftas, burgers and chicken patties.

George studied physiology and gained a PhD at Oxford University



Taste testing... George Ujvary and his dad George sample some products. George senior began Olga's in 1978 with his traditional beef chevapchichis.

'I've found MBL is run like a regular business but decisions are made with Members' best interests in mind' - George Ujvary



➤ before coming home to work for the family business.

He says business is good these days, but there are challenges.

"We operate around the sphere of a (super-market) duopoly – it's a tough and robust atmosphere, and rising meat prices are another factor," he says.

"Olga's has enjoyed strong growth in the last three years and dealing with growth always has its difficulties.

"We have increased profitability through increased sales and by decreasing costs through efficiencies in processing, partly by applying the 'lean thinking' principles of Shinka Management, based on the Toyota production system.

"Our production costs have been significantly reduced but not at the expense of people.

"If you get rid of people, you get rid of knowledge – you're best to redeploy people into other areas."

Olga's has had strong success this year with its chicken patties at Aldi supermarkets in NSW and Victoria.

"We have had slots in Aldi's seven-day specials program. We supply only for the seven days," George says.

"For these times, we greatly boost chicken patties production – we almost double production – and while it's good business to have, it's not consistent.

"Aldi opens up in SA early next year and we hope to be involved.

"In the meantime, we've had good interstate feedback on Facebook so we're gearing to supply chicken patties to other NSW and Victorian outlets."

George says Olga's is doing "quite a bit" of product development which is essential for value adding.



On the production line at Olga's.

"We are looking at ready meals but not so much meals that are just put into the microwave but involve some home cooking," he says.

"Food businesses can be too specialised, too isolated... there is opportunity to go beyond networking into non-competitive collaboration.

"Robern Menz is one example of this, marrying FruChocs with Golden North ice cream and also Nippy's milk to create new products.

"We must look at this area to evolve. For example, maybe Olga's could work with a sauce manufacturer and a salad maker to produce a product range..."

George travels overseas every year to observe trends - he has been to Japan, Hong Kong, China, the UK and the US in recent years.

"I take a lot of notice of what goes on in supermarkets, butcher's shops and wider food businesses," he says.

"The value-added side in the UK is exceptional. A lot of people discount British food but there is much to learn.

"In London, factories make soups, stews, curries and pies in huge quantities. They do everything themselves like you'd do it at home, but on a huge scale."

Two new winning products

The challenge of creating something different has always been embraced by Clare's Jason Mathie, who has shone with two new products at AMIC's annual SA awards.

He won the Gourmet/Open class section of Sausage King for his Blazin' Texas Chilli sausage and won the Butcher's Best Burger competition for his saltbush hoggett Bush Burger.

"Doing well in awards is always very good for us, very exciting. It's particularly satisfying this year to win with the two new products," he says.

Jason was placed in four other sausage categories and, for good measure, his Mathie's Meat Shoppe (pictured) won a Silver Standard in the inaugural Awards for Excellence.

Saltbush hoggett from near Burra was a key to Jason dominating Sausage King, so it's no

surprise he turned to this for his new burger, which also has carrot and seasoning.

Naracoorte's innovative Shaun Watson, of Tender Cuts, was runner-up with his Coopers Ale gourmet steak burger, with a steak burger by Gawler River third.



In Sausage King, six different winners won the six categories for the first time in several years to advance to the national final in Brisbane in February.

Standom won Traditional Australian with its beef sausage from Wudinna Meat Store (traditional country style) and

Mathie's (thick BBQ).

Bruce's Meat won Australian Lamb/Open Class with Lamb & King Kong Stout from Mathie's (saltbush lamb) and Our Butcher @ Cowell (lamb & mint).

Hahndorf Gourmet won Traditional Australian Pork with Old English from Jamestown Meat Service (English Pork) and Tender Cuts (Pork Casalunga).

Barossa Fine Foods won Poultry with Thai chicken from Mathie's (Thai green curry) and Tender Cuts (Chicken Kiev).

Muller's Meat Store at Loxton won Continental with Italian-style pork, chilli and fennel from Standom (Italian) and Mathie's (chirizo).

Mathie's won Gourmet/Open with Blazin' Texan Chilli from Barossa Fine Foods (Mississippi with cheese) and Muller's (cheese & bacon).

Turning waste into dollars

From page 5

"It was a dirty job, it really was. I was used to regimentation after three years at boarding school, so I kept at it.

"I'd get covered in blood and guts. People say you must get used to the stink, but stink is stink and you always know about it."

Gary joined MBL at about the same time as another young man, Russell Higgins. As the last to join, they got the worst jobs and they made a pact to rise up the ladder.

Through hard work and determination, they succeeded. Some 25 years later, Gary runs the Rendering Division and Russell is his trusty 2IC.

Problem solving and the ability to improvise, including making machinery parts on-site, are paramount.

"The rendering process is not forgiving on machinery. Heat and friction don't work well together," Gary says.

"We have a tight team here and at Keith where Norm Rodgers is manager. If every-

one doesn't pull together, the operations don't work.

"If a plant's not operating, the problem simply has to be fixed because the trucks keep coming in with raw material..."

MBL CEO Warren McLean says of Gary, "He can take apart and reassemble every machine like no one else."

Operations vary, but essentially the plants operate for 24-hours a day most of the time.

Wingfield has about 30 employees, including 10 drivers who collect raw material within a 100km radius of Adelaide, while there are 35 employees at Keith.

Keith sources most of its raw material from Victoria, except for about 300 tonnes of chicken feathers which arrive weekly from processors in northern Adelaide.

"We don't have an abattoir next door and we have to compete for raw material. The Co-op model, with the rebate, certainly helps," Gary says.

"Rendering is all about volume and we have

rivals everywhere – Victoria has seven rendering plants like ours, as does NSW."

Gary, who regularly travels to Keith, paid tribute to his wife, Helen, for her solid support.

"There are huge hours involved in this job, particularly over the past five years, and I have lost a lot of family time, but Helen has been strong and a great support," he says.

"Helen says I'm a control freak. I see myself more as wanting to know what's going on and to see things happen. I don't like doing things in half measures - I like to get things right.

"I find it satisfying to work within a group to solve problems. I also love the chase of meeting targets, working hard to get a higher price than the average.

"And I never accept the first quote for a job – one example was a first quote of \$100,000 for a gearbox; we ended up getting it for \$58,500.

"I also really enjoy the sales and trading component of the finished products as well, and always like to try and push for the extra \$5 per ton of product as it all adds up.

"There's a lot of hard work in rendering but there's a lot of satisfaction, too."

Ryan graduates with a flourish

The ability to break a body of beef gives the ideal foundation to develop skills for value adding, says young butcher Ryan Doherty.

Ryan, 19, of Bruce's Meat, is AMIC's SA Apprentice of the Year, impressing judges with his value adding ability. He has since qualified, completing his apprenticeship in mid September.

"I enjoy value adding and placing importance on display and presentation," he says.

"But I also like to break beef – a lot of shops no longer do it and I see it as a bonus of working here. Having an understanding of the meat and what's available from the carcass must help in value adding."

After winning the SA final at Regency TAFE with 224 points from a possible 300, Ryan progresses to the national apprentice competition final in Brisbane in early February.

It was a photo finish for the minor placings, with second-year apprentice Reece Jeffree, also of Bruce's Meat, scoring 208 points to edge out Amy Waters, of Kadina, on 207 points.

Amy, a third year apprentice, is the daughter of veteran butcher Des Waters who has run Desmond's Meat Service at Kadina for 30 years.

Prolific winner Franz Knoll and his team again dominated the AMIC Smallgoods awards by winning 43 medals – 27 with Barossa Fine Foods and 16 with Standom.

Franz was awarded four gold medals, 27 silver and 12 bronze across his two brands.

Two of his four gold medals came in the Smoked Boneless Leg Ham section for his Double Smoked (Barossa) and Schwarzwelder (Standom).

In the same category, gold medals were also awarded to Colonel Light Meat & Smallgoods and Gawler River, which was also awarded gold in the Bacon section.

As well, Franz was awarded gold medals for



Ryan Doherty displays his trophy.

Other competitors were Bruce's Meat pair Michael O'Halloran and Dillon Pitman, Jason Scott, of Brighton City Meats; Joshua Ravis, of Skara Smallgoods; and Justin Schunke, of Balaklava Quality Meats.

The eight competitors had 90 minutes in which to turn set amounts of meat into value added products.

Ryan impressed by boning and rolling a forequarter of lamb,



Apprentice of the Year contestants.

making beef sushi, and creating a skin-on, double breasted chicken roast.

"It was a good competition, a good experience," he says.

Ryan completed the first 18 months of his apprenticeship at Blackwood Country Meat before getting itchy feet and changing direction.

"I spent eight months concreting and landscaping but it didn't really interest me. Then I saw that Trevor Hill was holding a walk-through at his Mitcham store and I went along," he says.

Trevor says the "walk-through" was attended by 12 people, from teenagers to those in their 40s, who were interested in finding out more about butchery as a career.

"Ryan stood out and he continued his apprenticeship here. He's been pretty good, and he's over the moon at winning the apprentice award," he says.

Franz triumphs again

his bung fritz (Barossa) and lachschinken (Standom).

For the second year on a row, a total of only seven gold medals were awarded for smallgoods attracting 90 or more points out of 100.

Gold medals were not awarded in six of the 10 categories for the second year running.

At a time when ready meals are seen as increasingly important to independent butchers, gold medals were not awarded in

the Innovative or Ready to Eat categories, again for the second year running.

SA may be "home" of mettwurst, but gold medals were not awarded in either of the Mettwurst/Salami categories - Fermented, or Heat Treated.

AMIC's Paul Sandercock says he is a loss to fully explain the trend.

"It may be the workmanship, with some aspects not coming up to the higher level, rather than the judges or quality," he says.

Old photos and a restored butcher's block preserve the Schulz family's colourful past

REMEMERING GORY DAYS

Believed to date to the 1880s, the great old photos across these pages give a fascinating insight into butchery as practiced by the pioneering Schulz family.

Long before refrigeration, strict food safety standards and WHS regulations, it was an era of gory - rather than glory - days.

A good gulp of rum served to fortify butchers when it came time to slit a sheep's throat, as the amazing photo on the opposite page testifies.

These photos are from the archives of the Schulz family, a name synonymous with the colourful history of butchery in the Barossa, along with names like Linke, Lindner, Wintulich and Kalleske.

In the 1880s, some 30 Schulz meat cutting carts – effectively mobile butcher's shops - travelled around the Barossa from a base at Bethany, the Barossa's first settlement.

The Schulz name lives on today at Schulz Butchers in Angaston, now owned by Barossa Fine Foods, and at Turkey Flat Vineyards in Bethany where the cellar door is the original bluestone Schulz butcher's shop, dating to 1865.

A feature of the cellar door is the original butcher's block – simply, the stump of a large red gum. In a nod to this history, one of Turkey Flat's red blends is called Butcher's Block.

"Australia has lost a lot of its history, so it's



Christie Schulz with the 1865 butcher's block.

nice to save this local history," says Christie Schulz, Turkey Flat's owner and the driving force behind the restoration of the property.

"We have some of the world's oldest shiraz vines, dating to 1847, and the restored cottage with the butcher's block adds to the sense of history."

The Schulz family purchased the property in 1865. As well as tending to the vines, a thriving butcher's shop was built in an original bluestone cottage.

In the financially turbulent 1930s, the

butcher's shop was leased to the Lindner family while the vineyard remained in Schulz family ownership.

In the 1950s, the old shop became a tractor shed and in the 1970s it was an apricot drying shed.

Christie bought the rundown property in 1987 from third generation owner John Schulz and proceeded to restore the cottage as a cellar door.

These days, the property is on the outskirts of town but it was part of the main street in 1865.

"With animals and slaughtering, it was pushed away from the main part of town and was down the far end of what was then the main street," Christie says.

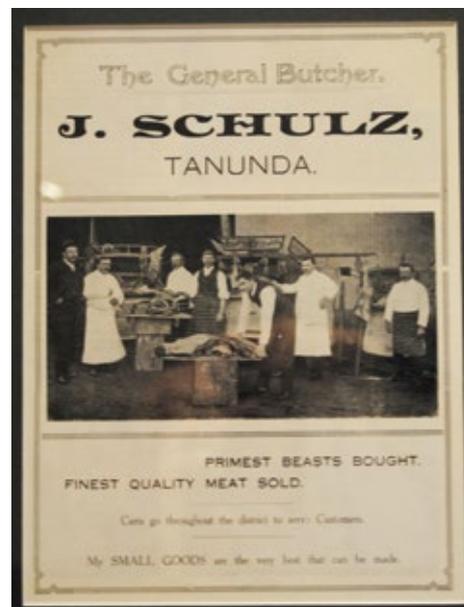
She believes the butcher's block was created by simply cutting down a large red gum. The stump that remained became the butcher's block, with roots intact, and the cottage was built around it.

The cottage's original tin ceiling has survived, along with some stringybark flooring. A chute near the butcher's block took meat down into the cellar for cooler keeping.

"There was a natural ventilation system using low windows and high windows – hot air would rise and



This photo, now thought to be from the late 1880s, shows Schulz's butchers in front of cutting carts. The photo was used for a poster (right).





Glances of butchering 1880s-style

➤ go out the top windows, with fresh air coming in below," Christie says.

The old shop is now a wine sales and private tasting room called The Butcher's Block Room.

The Butcher's Block wine was first made in 1997 and is a big, bold blend of shiraz, grenache and mataro, made using traditional open fermenters and matured in French oak.

Cash Sales	
Lyndoch Jan 20	12.9
Concordia Jan 20	18.1
W. Thack 18/1/88	2.4
W. Thack 15/1/88	4.4
W. Thack 12/1/88	6.4
W. Thack 9/1/88	3.10
W. Thack 6/1/88	2.1
W. Thack 3/1/88	4.3
W. Thack 1/1/88	2.2
W. Thack 1/1/88	2.3
W. Thack 1/1/88	1.2
Total	
	1.932
Cash Sales	
	1.12.8

Top: After slaughtering two sheep and with rum at the ready, a Schulz crew strikes a glum pose for a photo of surprising quality.

Left: The Schulz ledger from January 20, 1888, for sales in Concordia and Lyndoch. All sales, written up by hand, were cash.

Below: Although now worse for wear, this photo shows the austere mood of butchers at the Schulz shop which supplied 30 carts.



Holco's talking turkey

Holco has become the South Australian distributor of frozen products from Pooginagoric Free Range Turkeys, near Bordertown.

"We're now promoting frozen Pooginagoric whole turkeys, breast rolls and buffets to butcher's shops and supermarkets," says Holco's Wholesale Sales Manager, Rob Warman.

"Some butchers, particularly those in the country, may have heard about the quality of Pooginagoric turkey but they may not have had access to it until now.

"It's a free range, natural product – a very good product.

"In the past, we've supplied turkey on a limited basis, only to our Springfield stores."

Pooginagoric, celebrating its 25th year, was featured in the last MBL News. Founded and run by John Watson, the business is enjoying double-digit growth.

"This is a good development – Holco has the capacity to take our frozen products to new customers," John says.

Massive food centre planned to feed Asia

A large-scale advanced food processing centre to produce ready meals, mainly for Asia, is earmarked for Adelaide's north by Thomas Foods International and one of Thailand's biggest private businesses.

TFI Chief Executive Darren Thomas says a memorandum of understanding (MoU) with the Charoen Pokphand (CP) Group could lead to tens of millions of dollars of investment.

"It would be one of our company's biggest investments – it would be in the millions of dollars," Darren says.

"To emphasise the scale of this agreement, CP Group has a reported turnover of \$US43 billion and employs more than 300,000 people across 17 countries.

"Through this new facility, South Australian food would be valued-added locally in many different formats such as further processed, cooked or meal ready solutions - then exported to Asia and around the world."

The MoU followed a South Australian trade mission to South East Asia during which the two companies were introduced to each other.

SA Premier Jay Weatherill says while the location for the facility has not been decided, he wants it in the northern suburbs where almost 1,000 jobs will go once Holden shuts its car manufacturing plant by 2017.

"While manufacturing generally in South Australia



lia has been in decline, food manufacturing as a category has actually been going up – food is a bright spot," he says.

"CP Group has recognised South Australia's natural competitive advantage for the production of clean, green safe food for the world and is backing one of our great local companies.

"This agreement will allow the two companies to develop plans for a large-scale food processing facility like no other currently in Australia – using high tech equipment to prepare and package foods for distribution across Asia and the world.

"The food industry will be an important driver of jobs following the closure of Holden and we want to work together with the industry to ensure the northern suburbs become an industry hub for food processing and distribution."

Darren says, "There's been a lot of talk about the northern suburbs and land availability... it would be a logical choice to be looking there.

"Some of the automotive workers losing their current jobs might be well-suited to the potential work in food processing because of the high technology and automation.

"There are some skill sets there that would be useful and we've had discussions along those lines."

Next issue: Skara's super school program



ennio Diamond Net™

Dress up for Christmas

Diamond-Net™ applied under Smoke-Net™ creates the best dressed ham around.

Order your Christmas ham package from your ennio distributor today.

ennio, innovative meat packaging.



Download an app and scan the QR code for more information about this exclusive ennio product.

www.ennio.com.au



Ennio Australia
Tel +61 8 8261 9444
www.ennio.com.au

Ennio USA
Tel 630 851 5808
www.ennioUSA.com

Ennio Canada
Nettings & Casing Ltd
Tel 519 533 0365