



MBL's Bexley Carman and packaging expert Mal MacDowell inspect CPET trays in an MBL warehouse at Athol Park.

READY TO GO

MBL secures premium CPET trays for meals

Premium trays made with cutting-edge technology have been secured by MBL to enable independent butchers and other customers to better compete in the rising ready meals market.

The new CPET trays offer supreme convenience, allowing meals to be cooked, refrigerated or frozen before being heated in microwave or conventional ovens – all in the same container.

This is possible because CPET trays can be used within a temperature range of minus 40C to plus 220C, giving amazing versatility for a broad range of food.

The trays are also fully recyclable, going directly into kerbside recycling ahead of legislation which will compel all packaging to be recyclable by 2022.

MBL Operations Manager Bexley Carman says only five manufacturers in the world possess the advanced technology to make the CPET (Crystalline Polyethylene Terephthalate) trays.

“We have secured the trays, through the Ikon Pack buying group,

from a manufacturer in Israel, giving us the complete packaging solution for ready meals,” Bexley says.

“There has been an explosion in ready meals and independent butchers have largely been missing out to the big boys.

“Now, small butcher shops can use benchtop sealing machines with CPET trays to package ready meals in their own shops to compete with supermarkets and food manufacturers.

“MBL now has the complete solution - the right trays, the right film and the right sealing machines - to cater from small butcher shops to big operations.

“We have assembled expertise to give our customers the best advice on all aspects of the new trays, including selection of the right sealing machine.”

While the new trays are ideal for cooked meals, they equally accom-

Continued page 3

NOTICE TO MEMBERS

ANNUAL GENERAL MEETING

Members are advised that the date for holding the 2018 Annual General Meeting has been fixed at **6.00pm on Monday, November 5, 2018**

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

Master Butchers Co-operative Ltd
ABN: 588 742 45597

Editor

Peter Morgan
(08) 8251 2838

Advertising

David Curtis
(08) 8417 6013

Printer

Arte Grafica
(08) 8362 1445

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 and of the consequences 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.

REBATE TIME!

Whopping 10% payback on merchandise and machinery

The accountants and auditors have finalised MBL's books for the 2017-18 financial year, and we are again ready to distribute the annual rebate.

This year, we are paying a whopping 10% on Merchandise and Machinery purchases back to Members.

In addition, raw material suppliers to the Proteins division will also notice an increase in their rebate compared to last year.

CEO Warren McLean says the result is an improvement on the previous year due a number of factors, headed by:

- Launches of new products and increased efficiency in the Merchandise and Machinery division, and

- The introduction of new pet food products for export by the Proteins Division, coupled with higher volumes being processed and increases in efficiency.



"The rebate will be paid 30% in cash and 70% B Class shares plus 2% interest on existing B Class share entitlements," Warren says.

"The Board and management would like to thank our Members and suppliers for their continuing support of your Co-operative."

You're a Legend, Paul

The awarding of the first AMIC South Australian Legends Award has formally recognised Paul Sandercock's two decades of sterling service to butchers and the wider meat industry.

Paul retired in April after 23 years as AMIC SA's Executive Director with a deep legacy of improving the status, credibility and competitiveness of butchers, right through from apprentices to Master Butchers.

He did this through improving and instigating AMIC competitions such as Sausage King, coupled with training initiatives to raise knowledge levels to properly reflect butchers as skilled and respected tradesmen.

To encourage butchers to celebrate being butchers, Paul created a gala annual night for socialising and networking through the Big Night Out which evolved into the Awards for Excellence dinner.

It was entirely appropriate for him to receive his Legends award as a highlight of the awards night which he originally created.

The award was presented by the Chairman of AMIC SA's Retail Council, Trevor Hill, who energetically supported Paul's work for years.

"I was delighted and privileged to make the presentation to a gentleman who has given so

much to our industry," Trevor says.

"AMIC in Queensland has a Legends Award and we decided to introduce it in SA to recognise people, not necessarily butchers, who make significant contributions to the industry."



AMIC awards: pages 10, 11, 12



READY TO GO

From page 1

moderate uncooked products, giving improved presentation and convenience.

Ikon Pack's packaging expert Mal MacDowell, who is based in Melbourne, has been in Adelaide advising MBL staff, led by rep and former butcher Shane Reynolds.

Mal says, "Shane is SA's Product Champion (of CPET trays). He has good knowledge, and I'm available with more technical knowledge if needed."

Shane says, "The trays have been well received in the first few months, with several butchers in the city and country already making ready meals, but our promotion is only now beginning to ramp up."

While the CPET trays are ideal for butchers, MBL has also begun supplying wider customers in food service, including two Adelaide pasta companies and two suppliers of dietary meals.

The trays are available in over 300 sizes and shapes, and are usually black, although

white is available. They offer easy control over portion weight and size, making them ideal for single portion meals.

They are suitable for red meat, poultry, fish and bakery products to be top-sealed for freshness and extended shelf life.

Bexley says one word best describes the value of the trays - convenience.

"Increasingly, time-poor consumers want the convenience of having a good quality meal to grab and stick in the oven," he says.

"With CPET trays, meals can be grabbed straight from the fridge or the freezer and be cooked or heated. You can eat from the tray to save washing up.

"We are most conscious at MBL that all packaging must be recyclable or biodegradable by 2022 which is not far away. We need to prepare.

"In Melbourne, some waste collectors have already banned foam trays, so we're getting on the front foot now with recyclable trays."

Mal says butchers' reputations for quality products puts them in good stead to do well with ready meals.



'We have assembled expertise to give the best advice on all aspects of the new trays' – Bexley Garman

"I trust my butcher, so it follows that I would trust his ready meals. The credibility is already there, giving butchers a head start," Mal says.

Bexley says, "There is a trend for people to shop almost daily, so picking up a ready meal on the way home can be a no-fuss meal solution.

"It's all about the convenience of being able to simply heat a quality meal.

"The CPET trays also allow people to buy a number of meals and freeze some to be easily heated in the same container."

Mal says among the big advantages of CPET trays is that they retain the freshness and integrity of meals.

"Everyone knows the poor result of microwaving a pie. Crispness is lost. It's the same for good meals carefully made well with fresh ingredients – they tend to come out of the microwave as slop," he says.

"Now with CPET trays, butchers and other meal makers can be confident that consumers can enjoy good meals the way they were made to be enjoyed.

"Another advantage is the security that comes from the meals being sealed. If it's fully sealed, the consumer can be confident there has been no tampering."

Gift vouchers for Christmas

In the 1970s, young Wilson Lowe witnessed the popularity of gift vouchers at the old Mase's Meat Company store at Mitcham.

Some 40 years later, he has successfully introduced them at Mt Barker and says other butchers could well consider them for Christmas.

Wilson (pictured) had \$30 and \$50 vouchers printed for last Father's Day and, encouraged by the response, he'll have them for Christmas at his Bruce's Meat store.

"Vouchers for quality meat can be ideal gifts for blokes in their 50s or 60s who have everything, and for younger blokes who are into barbecuing," he says.



STEPPING UP

Ben's 'gamble' revamps family business

A successful Port Pirie butchery business, in family hands for over 30 years, needed refreshing - so Ben Dunbar permanently closed the shop doors to customers.

He converted the shop, run by his father Alex since 1985, into a processing centre for two new Alex's Meat shops in better locations a few kilometres away.

Creating a dedicated processing centre was also the key to capitalising on increasing wholesale opportunities in Port Pirie and throughout the region, including mining operations to the north.

"It was a big gamble to close an established shop with loyal customers and change location," says Ben, 43, who did his apprenticeship with his dad.

"But I could see long term benefits, and thankfully we knew in the first fortnight (after opening the first new shop) that we'd made the right decision.

"Most of our old customers from the original shop followed



us and we attracted new ones, too. We're ecstatic at how things have gone.

"Dad had retired after working hard for many years to build Alex's Meat Service into a strong brand. He had had enough, and it was time for me to step up and move the business forward, injecting new enthusiasm."

Ben saw growth potential by creating a processing base to not only supply his shops but to cater for increasing wholesale volumes.

Five years ago, the business was a 50-50 mix of retail and wholesale. Although retail remains strong, wholesale has grown to be 75% of turnover.

Alex's old shop, tucked away in a quiet street on Senate Rd, had the size for dedicated processing, and assorted machinery purchased from MBL was there.

"It was a big commitment to properly set up a processing base but it was needed to make the business go ahead," Ben says.

He moved retail operations to two new shops in small local shopping centres with ample parking. The first, on Kingston Rd, opened two years ago while the second, on The Terrace, opened last October.

He says, "Trade has been excellent - it has jumped out of the ground. We attracted new customers and the old man's reputation saw a lot follow us.

"It has always been about providing consistent quality - it's pretty simple and it's what people want."

Ben and wife Alivia - who have children aged 13, 11, 10 and four - have full ownership of the business after gradually buying into it over five years.

'Thank You to the gentleman who reopened as he was leaving last night to let me purchase a dog bone for my dog's birthday today! Alex's has been our family butcher all my life and this kind of service is why' - Facebook post

Originally called Alex's Meat Service, the business is now Alex's Meat. "It was such a strong name in Port Pirie, we kept it but shortened it," Ben says.

The family business dates to 1971 when Alex arrived in Port Pirie as a young man aged 20.

Alex says, "It's hard to image now, but there were 28 meat outlets back then. Many were one-man shops, with a lot on corners among the houses and in side streets.

"Then the supermarkets came, and the small shops disappeared as the butchers retired."

For years, Alex and wife Anthea ran the shop between them.

They gradually expanded the original small shop four times, at the sides as well as out back.

Today, only three traditional butcher shops operate in Port Pirie - Ben's two, and TJ's Butcher Shop, run by Tony Marschall, in the main shopping precinct. 



Like father, like son... Ben Dunbar with his father Alex in their original Port Pirie shop in 2013.



“There has been huge change but there’s still demand for independent butchers and there always will be, mainly due to personal service,” says Alex.

In retirement, Alex enjoys fishing - often with his grandkids - from Port Broughton where he has an onsite van for overnight stays.

Alex taught Ben well in his apprenticeship before a succession plan was hatched, involving Ben gradually buying into the business before eventual buyout.

Ben went about making “generational changes” with Alex’s support, and Alivia focused on marketing, including having great success in promoting the shop on Facebook.

Importantly, Ben beefed up the wholesale side through supplying hotels, clubs, a nursing home

‘It was a big gamble to close an established shop with loyal customers and change location, but I could see long term benefits’ – Ben Dunbar



Above: The Kingston Rd shop. Top: Ben at The Terrace shop.

and a hospital in Port Pirie, as well as a number of pubs at places including Gladstone, Peterborough, Crystal Brook, Georgetown, Wirrabara and Port Germein.

Six butchers and two assistants are employed across the business. Ipads are used at the three sites for communicating orders and for automated invoicing.

Butchers in the shops punch in what they want; their orders are pulled up and prepared at the processing base and then delivered.

Crumbed products are traditionally hugely popular in the Port Pirie region, more so than in Adelaide. Marinated lines are also big.

Ben’s crumbed range, for both retail and wholesale, includes pork, beef and chicken schnitzel, chicken kiev and chicken cordon bleu.

“We do an enormous amount of crumbed products, led by schnitzel, for pubs and clubs – all are handmade, using our own crumbs,” he says.

Ben has long seen great potential to tap into the mining industry, saying: “Port Pirie is blessed to be the gateway of mining in SA, offering long term opportunities.

“The first mining camp we picked up was a 400-man camp – we had to move rapidly and drastically to meet the contract.

“We had this contract for a few years. We knew it wouldn’t last but it went 12 months longer than expected and it was very good for us.

“More recently, we supplied workers doing the \$600 million expansion of the Port Pirie smelter which opened earlier this year.

“There are always opportunities out there if you look for them. We’re looking at a few mines, and there’s always Roxby Downs.”

Like his dad, Ben proudly supports MBL. He is about to install his latest purchase, a \$60,000 machine for sausages.



A mobile advertisement, Ben’s new van makes free deliveries daily in Port Pirie and twice-weekly deliveries to Crystal Brook.

In the last MBL News, we profiled one of our largest seafood Members, The Fresh Fish Place, which is spreading its wings as Eyre Peninsula's major seafood wholesaler to supply leading Sydney and Melbourne restaurants. In the process, Craig McCathie's seafood factory and fish cafe have become major tourist attractions in Port Lincoln. Here, we join a behind-the-scenes guided tour which proved both entertaining and educational.



A SEAFOOD SHOWCASE

While some butchers hold events including sausage-making classes and steak appreciation nights to further engage customers, regular guided factory tours make Port Lincoln's The Fresh Fish Place unique among MBL's membership.

About 40,000 people visit Craig McCathie's

seafood factory and fish cafe every year, with factory tour bookings handled by the town's official tourism office.

The tours, conducted by senior staff and sometimes Craig and wife Sandy, are breezy and the scheduled hour flies, but they are structured to deliver important key messages



Kelly begins the tour at the factory door with a lively spiel on Port Lincoln seafood.

es about the seafood industry.

Environmental and sustainability issues are put to bed. "Fishermen have gone from the cowboys of the sea in the days of open-season fishing to heroes as custodians of our fisheries," Craig says.

The biggest issue most people have about seafood is perceived high prices, says Kelly Pearson, The Fresh Fish Place's Wholesale Sales Manager, who led the factory tour when MBL News visited.

"By explaining what's involved to catch and process seafood, we give



As the fish are filleted, Kelly tells visitors how garfish are caught in moonlight. She says processors have their own sets of knives, using different knives for different species.

It's a seafood life for Kelly

Kelly Pearson makes no bones about saying: "If you live in Port Lincoln, you've got to love fish – and fishing."

From a professional fishing family, she's in her element as Wholesale Sales Manager at The Fresh Fish Place where a secondary role, with other staff, includes guiding tour groups through the factory.

The business incorporates the Port Lincoln Seafood Cooking School, where Kelly, a qualified chef, joins local and visiting chefs to host assorted cooking classes.

Owner Craig McCathie says, "With her background, Kelly is really passionate about seafood. She's a natural at working with people on different levels, from the public to chefs and buyers."

Kelly says she has been around fishermen since she was a child, joking, "I reckon I'm related to half the fishermen in this town."

Her father Glen was a professional marine scale fisherman, and her husband David currently works as a feed boat skipper for the local kingfish pens.

She says, "I love my work, including the factory tours, and I'm a keen recreational fisher. If I'm not working and the weather is good, I'm out fishing."

"I sometimes go out tuna poling, like they did in the old days, on the Tacoma, which is preserved as Australia's first tuna clipper."



➤ insights into retail pricing. You can't convey this in a few minutes over the shop counter," Kelly says.

"One simple fact is that when you take a King George whiting, only half the fish becomes fillets and the rest is offal. This surprises people.



This visitor from WA couldn't hide his delight at the premium Spencer Gulf prawns.

"People can be a little detached at the start of tours but by the end they are often fascinated and enthused, usually staying for a seafood lunch in our cafe.

"It's quite possible that fish they saw being delivered by fishermen at the start of the tour is what they eat later for lunch."

The 14 people booked for this day's tour gather at the factory's delivery door where Kelly begins by explaining the importance of the seafood industry to Port Lincoln, home to the southern hemisphere's largest fishing fleet.

As well as the mainstay tuna boats, there are also prawn, crayfish, abalone and kingfish boats, plus others for assorted scalefish.

But while the world's best seafood is on their doorstep, there's no shortcuts for Port Lincoln locals to obtain produce such as prawns and crayfish.

"I know a lot of fishermen and they will sell to me but only at the premium export price. It's just about all for export," Kelly says.

Visitors are often disappointed that they can't sample tuna in Tuna Town in spring and summer.

Continued page 8

A SEAFOOD SHOWCASE

From page 7

"Tuna is harvested at the end of summer, so we have it in autumn and winter but then there's none again until late the next summer," she says.

"The darker the tuna flesh, the better it is. Most people think it should be opposite way; some refuse to believe me.

"When the tuna season is over, it's hard telling people why there are no tuna in Tuna Town. But now we have kingfish farming, we have a sashimi alternative.

"My husband works with kingfish; he's a skipper of a feed boat. There is amazing technology, involving underwater cameras and feeding machines."

The tuna farming process is intriguing, with spotter planes guiding the tuna boats to schools of tuna which are towed back to pens off Port Lincoln.

Kelly says, "They are fed on local pilchards for three months to double their weight. Japanese harvest boats pull up to the pens, load the tuna and off they go to Japan."

This day, Kelly retreats to a cool room and separately carries out, with great effort, a tuna and a kingfish. The big fish impress the visitors.

As the tour proceeds, she answers assorted questions with authority. She explains how the licence system works and speaks of Coffin Bay's oyster industry.

Stepping into the oyster area, Kelly demonstrates oyster shucking. Some people can shuck 70 dozen an hour. She shows how left-handed people can't properly shuck due to the shape of oysters.



Kelly grapples with a farmed kingfish.

In another area, three women are furiously peeling Spencer Gulf prawns. They each peel up to 10kg an hour.

Speed also impresses in the garfish filleting area. "We fillet differently from you would at home; we want to get as much meat off as we can.

"So many fish species have so many different names. It can get confusing for our guests who come from all over."

The tour ends with tastings of pickled mussels, scallops and squid along with smoked products from the smoker supplied by MBL.

Afterwards, most visitors stayed for a seafood lunch. This day, the lightly battered garfish melted in the mouth and the chips were super.

Others opted for takeaway fish and chips, wrapped in MBL butcher's paper.

"MBL's fantastic for us," says Craig, who orders one pallet of packaging products monthly.



Plastic wrapping

IT'S so hard trying to do the right thing as far as the environment is concerned as everything appears to be wrapped in plastic, most of which is probably unnecessary.

I have stopped buying meat from the supermarkets because they will not put my meat in my own hygienic containers. Instead, I now patronise my local butcher who not only cuts my purchase in the way I want, but is more than happy to put it into my own containers.

I think the maxim of "if you are not part of the solution then you must be part of the problem" really is relevant today. I would urge all meat buyers to consider taking their own containers to their local butcher - let's face it, there will be no plastic to dispose of, your containers can go straight into the fridge or freezer as is, and more importantly, you haven't got contaminated plastic to get rid of. Think about it and just do it.

JEAN HARNEY, Highbury

Letter writer Jean Harney is clearly a fan of her butcher.

Her letter (above) in The Advertiser caught the eye of MBL Chairman Bruce Carter, who says it's an excellent endorsement of a butcher's customer service focus.

"With all the gloom and doom we read about, it's nice to see someone go out of their way to compliment a caring butcher," Bruce says.



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

The opening of a “tri brand” store in Nuriootpa begins a process by Barossa Fine Foods to consider expanding its offerings at its individual stores.

The Nuriootpa store, next to Aldi in the new Co-Op Shopping Centre, is essentially a traditional BFF outlet but with sections for Angelakis seafood and meat by the Barossa Valley’s celebrated Schulz Butchers.

BFF’s fourth “brand,” Standom Smallgoods, gives the family business another option as it considers “mixing and matching” products based on the nuances of individual sites.

There are a total of 15 individual SA stores in the group, opening many possibilities. Decisions will be moulded by assorted variations at individual sites, from customer demographics to lease conditions.

“It’s something for us to consider into the future,” says BFF’s Marketing Manager Stephen Edwards.

“One site that lends itself to this is Standom

at Seaton, which could possibly benefit by adding Angelakis seafood.”

Some sites are obviously unsuitable to multi brands.

One of these is Adelaide Central Market where separate BFF, Standom and Angelakis stores perform strongly.

Speculation about “mixing and matching” arises from the opening of what BFF describes as a “state of the art Gourmet Food Hub” in Nuriootpa.

Traditional BFF products have been joined

by Angelakis seafood. Iconic Schulz Butchers also operates there, closing its iconic store in Angaston.

Nuriootpa’s status as the Barossa’s main town made “multi branding” logical in a new regional shopping centre.

“We’re moving with the times by creating an even more convenient experience for customers,” says BFF Chief Executive Andreas Knoll.

“Customers are enjoying a new level of service, and additional employment opportunities are being created.”

‘Mix and match’ options abound

GOOD OIL ON GOOD MEAT

Butchers can now refer curious shoppers to a new MLA online platform which provides trustworthy information about the production and benefits of Australian meat.

While local butchers relay the origin of the meat which they sell, the new platform provides “big picture” information in response to consumers wanting to know more.

The Good Meat platform explains how Australian red meat is produced sustainably in high welfare systems and how meat is an important part of healthy balanced diets.

For children and teachers, the site has educational resources including study guides, classroom posters, lesson and activity sheets, virtual farm visits, digital lessons and online board games.

The platform was produced after MLA research showed only 20% of meat eaters have a “good understanding” of the red meat industry but more than 50% want to know more.

MLA says the research confirms consumers want to learn more about food production, with most being interesting in how farmers produce meat.

Yet the research pinpointed a 20% drop in the number of urban Australians visiting cattle or sheep farms annually compared to eight years ago.

MLA Managing Director Richard Norton says the vast majority of urban consumers have confi-

‘Only 20% of meat eaters have a good understanding of the red meat industry but more than 50% want to know more’ - MLA

dence in the practices of the red meat industry.

“Good Meat speaks directly to those who are curious and seeking more information about production systems,” he says.

“The consumer is king, and we understand that community trust is integral to a sustainable and prosperous industry.

“Good Meat provides an engaging platform for red meat producers to share their story and demonstrate their commit-

ment to best practice and continual improvement.

“Through a transparent approach, Good Meat informs consumers about the great work of producers and the quality product they produce.

“It emphasises the high standards already in practice while reinforcing the industry’s on-going commitment to animal welfare and responsible environment management.”

Visit www.goodmeat.com.au



MICK'S DOUBLE DELIGHT

One of the best things Mick Lamond has done to boost the fortunes of his Mt Gambier butcher shop has been to enter Sausage King.

Mick continues to reap abundant rewards as his sausages keep winning competitions and drawing customers into his small shop.

The pinnacle was last year when his Traditional Pork sausages, made using MBL Old English Pork meal, won him a national Sausage King crown.

This success has continued, with Mick's super pork sausages recently winning a third successive SA title in the Traditional Pork category.

Mick also won his first SA title in Australian Lamb for his Lamb, Feta and Sundried Tomato sausage.

And to cap a memorable night, he finished second in Traditional Beef for his popular Traditional Beef sausage.

Mick now gets the chance for further recognition, representing SA in the Pork and Lamb categories of national Sausage King in Fremantle in February.

He plans to make the trip with his wife, Amy.

"We were of course pleased to win the SA Pork trophy again but it was really pleasing to win Lamb as well, and it was a good result in Beef after we worked to improve our recipe," he says.

"Sausage King is definitely good to win, giving a good promotional boost to your shop.

"I started making 8kg of the pork sausages a week but now after they have won three State titles, we've gone past making 100kg of them weekly."

Mick says six pubs in the South East, including some in Mt Gambier and others at Beachport and Port MacDonnell, promote his pork sausages in their menus.

Sausage King wins a boon for small country butcher

"They promote them as a local product and the best pork sausages in the State," he says.

"We get a lot of people coming into the shop and saying, 'I hear you have the best pork snags,' or 'I want some of your pork snags that I had in the pub.'

"Butchers are known for making

quality sausages so if you win awards for sausages, people figure the other meat must be pretty good, too."

Other category winners in SA Sausage King were:

Traditional Beef: Dieter Knoll, of Barossa Fine Foods, for his Steak sausage.

Poultry: Nigel Rollbusch, of Rollbusch Quality Meats at Waikerie, for his Turkey, Cheese, Bacon & Spinach sausage.

Gourmet: Trevor Hill, of Bruce's Meat, for his Steak & Caramelised Onion sausage.

Continental: Richard Gunner, of Feast Fine Foods, for his Italian Pork & Fennel sausage.

In addition to winning the Poultry gold trophy, Nigel Rollbusch won silver for his Bratwurst in Continental.

Richard Gunner added to his Continental gold with two silver trophies, for his Chicken, Apple & Cinnamon sausage in the Poultry category, and for his English Pork sausage in Traditional Pork.

Two bronze trophies went to Zane Petty, from Wudinna Meat Store, for his Traditional Country Style sausage in Traditional Beef, and for his Free Range Pork sausage in Traditional Pork.



'I started making 8kg of the pork sausages a week but now we've gone past making 100kg' - Mick Lamond

BURGER AWARDS

Country butchers Zane Petty and Tim MacKinlay won the awards for SA's best burgers.

Zane, of Wudinna, added to his two bronze trophies in Sausage King by winning the Best Butchers Beef Burger award for his Beef & Onion burger.

Tim, of Stansbury Gourmet Meats, took out the Best Butchers Gourmet Burger award for his Lamb with Rogan Josh, Sweet Potato, Caramelised Onion, Parsley & Lentils burger.

Dave Armstrong's multi award-winning shop has been judged by AMIC as the best in SA; now he's itching for Goodwood Quality Meats to be named Australia's best.

"It's not about me. It's about the guys in the shop who continue to work so hard to be the best," he says.

"That's why they all joined me on stage at the AMIC awards. Winning the shop award was a win for our group."

Goodwood won the inaugural SA best-shop award from Bruce's Meat at Mitcham and Seaford Gourmet Meats.

They will represent SA in the national final in Fremantle in February, with Dave hoping for national recognition after taking offence at a story in a national trade magazine.

An AMIC Master Butcher, Dave's still bristling from what he interpreted as a condescending story in Australian Meat News magazine in July.

The story was essentially complimentary but Dave detected a tone of disbelief that a suburban shop in sleepy old Adelaide keeps bobbing up in national competitions such as Meatstock, where Paul Suleyman has excelled.

Butcher Kellie Walduck was left up the creek when the maker of in-house pies departed St James Quality Cuts at short notice, taking all recipes with her.

Kellie, 30, who "inherited" the pie maker from the previous shop owner, was initially downcast but she rallied to become pie maker as well as butcher.

Customers of her Clapham shop, which historically has been known for its bakery products, quickly warmed to Kellie's pies – as did AMIC award judges.

The judges must have thought they were in pie heaven, awarding Kellie's pies the top three placings in the Ready To Eat Products competition.

Kellie's Chicken Korma Pie won the gold trophy, with her Steak & Bacon pie winning silver and her Thai Chicken Pie taking bronze.

(Two other pies stood out at the awards. Dave Armstrong, of Goodwood Quality



Now for the nationals... the jubilant Goodwood team celebrate their SA shop win. From left are Dave Armstrong, Caleb Sunqvist, Paul Suleyman, Luke Leyson, Kiara Marrone and Sam Biggins.

Goodwood itches for national kudos

"We're hardly just a shop in suburban Adelaide; we're up there with the best, and national recognition would be very nice," Dave says.

He proudly stresses that no other shop in Australia has two AMIC Master Butchers (Dave and Paul) and two butchers (Luke Leyson and Caleb Sunqvist) who represented Australia in competitions at this year's World Butchers Challenge in Belfast.

Dave purchased the shop in 2013 from Mick Hammond, who ran it for 49 years, and he initially met customer resistance as "the stranger in Mick's shop."

"Customers just didn't want to know me," he says.

"Mick was a local institution but they didn't know me and they didn't trust me."

Dave gradually made improvements while retaining tradition-

al values and proven products, striving for a modern shop with old fashioned charm.

A key was encouraging staff who wanted to excel.

Dave motivated them to improve products and create new ones, and to improve their skills by entering competitions.

Now, he reckons "best shop in Australia" would have a nice ring to it.

Kellie rises to challenge



shop. "There has been a strong reaction – I'm struggling to keep up with demand," she says.

"I had fingers and toes crossed to maybe win a bronze award but to win gold, silver and bronze at my first AMIC awards is just amazing."

When the pie maker of eight years left the shop, Kellie had to use her initiative.

"We do Chicken Korma and Thai Chicken as ready meals, so I had the basis of two pies right there," she says.

"As it has turned out, I'm pleased that I'm making my own pies as they are my recipes which are used only in my shop."

Kellie purchased the shop 18 months ago from Bob Willoughby who was well known for his sausage rolls.

Meats, took gold in Innovative Products with his Goulash Pie, ahead of a Butter Chicken Pie by Dieter Knoll, of Barossa Fine Foods).

Kellie's awards are proudly displayed in her

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

Edward shows his class

Curiosity got the better of SA's new AMIC Apprentice of the Year Edward Selby-Fullgrabe when seeing an online photo of products made at the Meat-stock competition in Melbourne.

Edward, 19, set to work trying to recreate what appeared like a lattice pie for one person.

With no recipe and knowing only what he saw online, Edward chose chuck steak as the core ingredient. He added capsicum, carrot and Worcestershire sauce, and kept tweaking until he was satisfied with the flavour.

He then covered the 600g parcel with pastry and parmesan cheese in a lattice pattern to boost presentation.

Much to Edward's satisfaction, his one-person lattice pie became a solid seller at Bruce's Meat, Fairview Park, where he is a first year apprentice.

Edward's processing and value adding skills impressed judges during the Apprentice of the Year mystery box competition at Regency TAFE.

The other finalists were Bruce's Meat trio Brett Slotegraff, Bradley Howse and Nathan Beck along with Aaron Phillips of Athelstone Quality Meats and Chris Fraser of Adelaide Hills Beef, Salisbury.

The demanding mystery box competition, over three hours, involved breaking down sides of lamb and middles of pork

before using a selection of supplied ingredients to create value added products.

Products made by Edward included a lamb half saddle using corn flakes as stuffing with a lamb seasoning, a topside roast with cheese pocketed in and held together with bacon rind, and a pork medallion butterflied with apple, capsicum and parsley inside.

"It was my first mystery box competition. I prepared by evaluating products at work to

increase my knowledge of flavour profiles," he says.

"I just tried to keep focused all the way through. It was challenging and I enjoyed it.

"It was pretty cool to win. My parents are proud. Dad can relate – he used to work in my granddad's butcher shop."

Edward's grandfather Kane was an Adelaide Hills butcher.

Edward spent his teenage years in Moonta and worked as a

cleanup boy at Copper Coast Meats, Kadina.

"I liked the idea of being a butcher and when an apprenticeship came up with Bruce's Meat, I applied and got it," he says.

Edward works in what is essentially a two-man shop with butcher Ryan Watson, who is hardly surprised at his young charge being named SA's best apprentice.

"To create a product like his one-person lattice pie after just seeing a photo of it speaks volumes of his passion and ability," Ryan says.

"It's good that he's passionate about the industry, keen to move ahead. He wants to learn and improve, not just plod along.

"It's good for me to be working with someone with his passion for the industry – it gives me a boost."

Edward says, "I enjoy working with meat and making products but I also like the customer service side. You never know who will show up at the counter.

"It's satisfying to sell people something that makes them want to come back.

"One day, far down the track, I'd like to manage a shop and then maybe get my own shop."



Anthony stars with salami

Salami by Anthony Skara, of flourishing Skara Smallgoods, scooped the top three awards in the Fermented Mettwurst/Salami section of the AMIC awards.

Anthony won the gold trophy for his Cacciatori Salami, silver for his Pork & Fennel Salami and bronze for his Pork & Fennel Chilli Salami.

He also dominated the Dry Cured Products section, winning gold with his Lahshinken and silver for his Smoked Dry Cured Bacon.

Michael's bacon success

After a string of State awards, Leabrook Quality Meats' Michael Lawrence has tasted national success in Australian Pork's bacon awards.

Michael, who runs the small shop with just an apprentice and a few counter staff, was runner-up in the full rasher section.

"I'm pleased to get a good result against the big boys. It's recognition for our hard work and attention to detail," he says.