



MIRACLE AT KEITH

MBL's rendering plant near Keith survived a fierce bushfire raging in catastrophic conditions, after heroic efforts by MBL staff and the CFS.

Good luck also played a crucial part, along with good management practices to reduce the property's vulnerability to fire.

All agree the plant's survival in the Sherwood bushfire on Saturday, January 6, was miraculous.

"At one stage, I thought it was going to go," says veteran plant staffer Norm Rodgers, who led the MBL effort.

MBL CEO Warren McLean says, "We dodged a massive bullet. It's fair to say it was something of a miracle."

MBL's losses are around \$350,000, all of which is covered by insurance.

Our seven-page report continues page 4



OH, BROTHER! The genial Cimarosti brothers (from left, Phillip, Gary and Steve) have chalked up a combined 108 years at their Daw Park shop. Their amazing story of longevity is on pages 10 and 11.

Mixed Christmas cheer

It was generally a happy Christmas for independent butchers, with trading at least on par with the previous festive season or a little better.

Some butchers reported “excellent” and “really good” festive trading, while others said a good Christmas made up for average sales throughout 2017.

MBL’s merchandise turnover leading up to Christmas was “very similar” to the previous year, says Operations Manager Bexley Carman.

“However, there has so far been a solid start to our sales in 2018,” Bexley says.

“Orders were quite late coming in for Christmas, so it meant a crazy rush to the finish line.

“This is consistent with traders being very conservative and not wanting to spend money until absolutely needing to.”

AMIC SA’s Executive Director Paul Sandercock says Christmas feedback from butchers was good but “nobody’s racing out to buy a Rolls Royce.”



Chris May enjoyed good trade at Kadina, led by prawns off local Wallaroo boats.

With Christmas falling on a Monday, a full week of pre-Christmas trading took some of the usual pressure off butchers.

“There wasn’t the rush on shops as in previous years; trading seemed easier, more relaxed,” says Chairman of AMIC’s Retail Council Trevor Hill, of Bruce’s Meat.

“The general feeling is that trade was OK, at least line ball to the year before, but nothing outstanding.

“My stores went OK. There was good demand for hams so we didn’t get stuck with any, and turkey demand was solid, similar to the previous Christmas.”

Trevor says a star performer was the new Bruce’s Meat store run by Master Butcher Wilson Lowe at Mt Barker.

“Wilson took 60 Christmas

orders in his first seven days after opening; he had a very good Christmas, getting a phenomenal response without advertising.”

Ian Shaw, of Ellis Butchers at McLaren Vale, described Christmas trading as “excellent.”

“We were up by 10 to 15% over Christmas 2016 which in turn was 15 to 20% more than Christmas 2015, so it was really good,” Ian says.

“One surprise this year was stronger sales of our Poogina-goric whole turkeys – they just took off and we ran out of them.”

However, a general trend over recent years has been for turkey rolls over whole turkeys, as was again the case at May’s Meats, Kadina.

“We used to sell 40 to 50 whole turkeys but last Christmas was down to 12 to 15, mainly bought

by older customers,” says shop owner Chris May.

“Generation Y customers prefer turkey rolls for convenience – easier to cook, with no wastage.

“A good little money spinner for us at Christmas is local prawns off the boats at Wallaroo.

“Overall, Christmas trade was good – it was no better or no worse than in recent years. It was about where it should be, so I have no complaints.”

Dennis Wilks says trade was “certainly up” at his Broadway Meat Store, Glenelg South.

“I’m happy with the way it flowed smoothly due to a full week of trading, and importantly our customers were happy,” he says.

At Mt Gambier, Mick Lamond of Collins Court Butcher says, “Christmas trading was about 12% up, so we’re very happy.

“We were busy leading to Christmas, selling more turkey products after the closing of a local Lenard’s shop.

“And trade really hasn’t slowed down in January. We’re getting new faces coming in the door, and we’re looking to expand into the shop next door.”

Pink Butcher delay

The amount raised in the Pink Butcher breast cancer promotion last October was still unknown when MBL News went to press.

AMIC says a number of busy butchers had been slow in

banking funds raised, slowing the tallying process.

Based on an idea by Adelaide butcher Rodney Sims, Pink Butcher went national for the first time in 2017 with 212 butchers taking part.

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

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After taking much patience and skill to perfect, whiskey dry aged steak is proving a hit on several levels at Goodwood Quality Meats.

The stunning steak is offered via email to members of the shop's Dry Aged Steak Club and it always sells out within an hour or two.

It is released spasmodically in limited batches to build anticipation among customers who don't blink at the \$100kg price tag.

Not only is it a money spinner for shop owner Dave Armstrong but, as a signature product, it reflects the quality craftsmanship found in small, independent butcheries.

And creative butcher Luke Leyson has added another string to his bow, gaining great satisfaction from developing whiskey steak after extensive experimentation.

The eight-week dry ageing process includes four weeks of "whiskey treatment."

Dave says, "Our whiskey dry aged steak demonstrates how small shops can offer fantastic products which can't be found in supermarkets.

"It's a wonderful product for us to market as it's something that's special to us; it's certainly not a commodity.

"It has been exclusive to our Dry Aged Steak Club members but we are now looking to occasionally have some available in the shop.

"We don't have it available all the time. People have to be patient for it and wait for the dry aging process to work its magic.

"I explain in our emails that sales have been overwhelming, selling out in a matter of hours; please be patient while it ages, some things are just worth waiting for."

Whiskey steak has French origins. Several butchers in Sydney produce it, and it is new to Adelaide, with other butchers believed to be looking at it.

A WHISKEY HIT

Luke's steaks fly out the door

The French have been secretive of the technique, which cannot be found on the internet, so "nailing it" involves trial and error.

Dave Armstrong, a newly inducted Master Butcher, helped develop the Goodwood

version of whiskey steak but he hands credit to Luke, who is the shop's Dry Ageing Specialist.

Luke, 26, who is in Australia's team for the World Butchers Challenge in Belfast next month, spent more than a year experimenting before settling

on a process early last year, using Jameson Irish Whiskey.

"Jameson has a smoky flavour and there is a nice aroma as you cut the meat," he says.

"Chefs say don't cook with wine which you wouldn't drink; it's the same here – you need quality whiskey for quality beef.

"We prefer Jack's Creek rib eye on the bone; we use a full bottle of Jameson over a full primal.

"There is no step by step guide online and at the start, I picked up bits and pieces of the technique online and set out to put the puzzle together.

"I contacted some French butchers who I had earlier email contact with, but they were not forthcoming with details.

"My knowledge of dry ageing and food safety was essential as I experimented.

"I made two or three small batches, then some larger batches. There was nothing diabolically wrong with the first batch so it was then a matter of fine tuning."

Once satisfied with the quality, Luke held some informal taste tests.

"It has a strong flavour and people think it's amazing, particularly after you tell them the process," he says.

At the special request of two customers, Luke has also successfully dry aged steak with two American bourbons – Gentleman Jack Tennessee Whiskey by Jack Daniel's, and Maker's Mark from Kentucky.

"With big steaks generally, I sometimes cut them up as part of a share platter with other meats and sauces," Luke says.

"I serve slices of avocado which goes really well with aged beef."



'It has a strong flavour and people think it's amazing' – Luke Leyson



MIRACLE AT KEITH

MBL plant survives raging bushfire



A TV news image taken from a drone shows how fire burnt around MBL's facility.



The fire burnt vegetative ground litter around trees 25m from our buildings.

From page 1

Keith CFS's two truck, eight-man volunteer brigade led the firefighting, being ordered by the CFS to "stay and defend" the MBL plant in frightening conditions.

As a mark of our gratitude, MBL will donate \$10,000 to Keith CFS and will give all CFS brigades fighting fires 24-hour access to our plant's fast-fill bore water facility (see full story page 9.)

Warren says, "The fire burnt all around our plant and, to some extent, over it.

"The plant was saved but we lost a lot of fencing, 30 years of tree plantings as well as natural bushland, irrigation infrastructure, effluent piping, a truck and almost the offices when fire broke out in the roof.

"It could easily have been a lot worse. If we had had a few sparks in the fuel area, it would have been a different story.

"It appears that had the first front approached from the West and not the North West, we would have been in far greater trouble.

"Multiple areas would have caught fire at the same time, making it near impossible to fight all at once.

"At the height of the threat, wind gusts measured at the Keith weather station were 69km/h as the fire front headed straight toward the offices, but the



Devastation... Norm Rodgers among the ashes of what was about 300 tonnes of sold hay which was ready for pickup.

➤ speed at the fireground was more like 100km/h, according to the firefighters.

“The dew point was at zero and relative humidity was at 7%, which make for the most dangerous conditions.”

After the fire had passed, the outside temperature was 67C according to a vehicle’s temperature gauge.

The fire was sparked by a faulty electrical fence about 3km from the MBL plant, police said. It burnt 11,675ha of land.

A preliminary report by damage assessors estimated damage across the fire zone of about \$2 million but this figure will rise as replacement costs are determined.

Six houses, six farming sheds, three

haysheds, six vehicles and other farming equipment was destroyed. More than 250 cattle and several thousand sheep died, and 4,000 olive trees were lost.

A CFS crew escaped serious injury when trapped inside their truck as the inferno “burnt over,” as over 150 of their colleagues heroically saved multiple properties.

MBL Chairman Bruce Carter says, “While the fire was devastating to our overall property, the heart and soul of our operation - the plant – was untouched.

“We are very lucky. We are grateful to the CFS and our employees who did a tremendous job; thanks to them, we dodged a bullet.

“The Keith plant is very important to MBL, processing a number of single species for



A phone photo of the hay going up.

pet food, mainly for Canada and the US.”

MBL security cameras recorded graphic footage of staff and CFS volunteers fighting to save our buildings.

The images include staffers Norm Rodgers, Mark Gladigau and Nick Perry battling smoke, fierce winds and extreme temperatures to extinguish spot fires.

Security cameras at the office, weighbridge gate, fuel area and container area captured the most graphic footage.



Smoke fills what was a blue-sky day in this phone photo taken from inside the plant.

Continued page 6



The fire quickly left the road to partially burn MBL's front gate, along with an area at the left of the offices.



Fire came close at the front before the office roof caught fire, put out by MBL men.



Flames take hold in used IBC's after destroying a truck behind.

Norm says, "It was so hot, someone had to keep hosing down the camera here outside the office; that's why we've still got one."

Warren says, "The footage shows very clearly how it all unfolded. We will have a 'lowlights' package recorded for posterity."

"Footage of our staff shows a very calm and orderly handling of the situation and a magnificent effort by the CFS, in particular the Keith brigade."

Warren has reviewed the fire ground map and weather observations to develop a good understanding of how the drama unfolded.

- The first pass of the fire from West North Westerly went past the container yard at 1.30pm, missing the gas bullet and weigh-bridge narrowly.

- The wind shifted from West North Westerly to the West at 2.06pm and turned the fire towards the container yard, but luckily the fire ground in front was mostly burnt out.

- The wind then turned West South Westerly at 2.14pm, causing the fire to head toward the offices and push around the back of the plant in the most menacing scenario possible. This is where the oil tanks are located.

"The timing was terrible and it could have been very much worse," Warren says.

"If not for the CFS, we would have certainly lost the offices in the 

Rick escaped house as fire tore through

MBL oil truck driver Rick Moss lost everything when the fire destroyed his rented house, not far from the rendering plant.

Rick, 47, and his partner Linda (pictured) fled for their lives as flames bore down on their home and destroyed it.

They lost their possessions, including Rick's prized Triton dual cab ute.

"I actually thought it was going to go past us but the wind changed and it came straight for us," Rick says.

"It took hold of the hay shed and I knew

there would be no stopping it.

"I saw the flames out the back here, just past those trees, coming towards us and that's when I darted back inside and said, 'Linda, we're going now.'

"We didn't have time to find the cat or anything. We just had to get out, it just came that quick. We jumped straight in Linda's car and took off.

"You see these things on TV and think it would never happen to you."

Rick's Triton ute was uninsured as he was



going through the process of changing insurance companies.

Neighbours have rallied in assorted ways to help the Moss family rebuild, and a Go Fund Me page has been established.

MBL came to Rick's aid, helping him out to buy essentials and selling him a spare vehicle at a "good price."

> second wind change at around 2.14pm."

Four MBL men played key roles in battling the fire – Keith Division Manager Jordan Pickering, former Manager and now Project Manager in semi-retirement Norm Rodgers, Maintenance Supervisor Mark Gladigau, and maintenance worker Nick Perry.

Mark, who was on duty, was the first to alert the CFS to a possible fire at 1.13pm, seeing smoke in the distance.

Norm and Nick were both off duty but quickly drove to the plant. They were soon

battling the fire, and remained at the site until 9pm, mopping up and checking buildings.

A Controller of Keith SES for 16 years, Norm says, "I've worked here for 23 years. We've had fires come to within 3-4km but we've never had anything like this..."

"At one stage, we had to drive through a wall of flame. The smoke was so thick, you couldn't see in front of you. All you could see were balls of fire.

"A Mac truck used for maintenance was driven away just in time. A fire bomber was

coming to protect the diesel tanks but just before it came, two water tanks melted and the bomber wasn't needed.

"The Keith CFS brigade was here the whole time, protecting the plant. Those men did a fantastic job."

A front loader was used to dump soil on flames near oil storage tanks and to smother spot fires in barkchip in landscaping near the office.

Norm says, "We would have lost everything

Continued page 8



Mark Gladigau with what's left of water tanks which melted during the fire.



CFS MEDIA RELEASE

“ At 1.13pm on Saturday, January 6, the CFS received a phone call reporting what was believed to be smoke sighted near Dark Island Well and Emu Flat Roads.

Three minutes later, the caller rang back to confirm there was a fire.

Within 10 minutes, 10 CFS appliances were called to the scene.

The Keith brigade of CFS volunteers crewed their first tanker and departed just four minutes and 20 seconds after the first alert was sent out.

Over the next 14 hours, 36 CFS fire appliances, DEWNR appliances, seven aircraft, multiple farm firefighting units and more than 150 CFS volunteers worked to contain the raging fire.

In total, more than 11,675ha were burned in the Sherwood fire, with the fire ground's total boundary running 77.1km.

"For a fire that ignited under catastrophic conditions, the courage displayed by CFS, DEWNR and farm firefighting units was exceptional," CFS State Duty Commander Nik Stanley said.

"Any kind of property loss to a community is heartbreaking.

"To have zero human fatalities in such conditions was a testament to the firefighting skills, training and practical application from our crews and the actions from within the community."

Region 5 Regional Commander John Probert said, considering the fire tore through more than 20 properties, things could have been much worse.

"Our crews arrived at one house where the flames had burned so close that the curtains in the windows had started to brown," Mr Probert said.

Crews were also able to save the Master Butchers Co-Operative factory, which employs 32 local staff.

Mr Probert said the limiting of damages was a credit to the seamless work of crews from different areas and departments all working together under extreme pressure.”

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if it hadn't been for rubble pads (roadways around the perimeter of the site).

“A week before the fire, we had grass cleared to reduce fire risk in an open area between the lucerne paddock and the plant”.

At 8.15pm, long after the main fire, smoke was seen coming from the roof of the office by MBL Rendering Division's Operations Manager Gary Deutrom.

“The ridge capping and sheets were removed, and we used our fire truck to put out the fire,” Gary says.

“If we hadn't noticed it, it would have smouldered and caught fire later – we would have lost the office.

“We lost a vintage Dodge truck, which we used to carry hay around the farm.

“All the hay stacks are gone. It's hard to estimate the amount but about 300 tonnes which was under contract to sell for \$150 a tonne.

“It had been readied to move to a buyer within days and had not been paid for.”

Nick Perry, 37, with 16 years' experience in the CFS, says, “I came out to save my livelihood.

“It was pretty intense when the front came through; I lost a few kilograms from sweating... it was windy, a terrible day. It was crazy, like a hurricane.

“The speed of it was unreal; it was just unreal. It was a pretty scary situation to be in; it was unbelievable.

“The site is pretty well set up (to guard against fires), with cleared areas and rubble pads.

“I thought the plant itself would probably survive; I was more concerned about the

other buildings and infrastructure.”

Mark Gladigau, who was on duty as a boiler attendant, says, “It was shocking, just shocking.

“I've worked here for 27 years, seeing it grow from a small plant, and I've never seen it as hot and windy as this.

“When I first saw smoke in the distance, I thought it was dust. We reported it to the CFS – we were the first to report it.

“I jumped in a ute and went to try to work out how far away it was. It was probably about 3km away so I came back and alerted others.

“The smoke was coming towards us, then it was going away but it then it changed direction again, coming back towards us.

“From the time I first raised the alarm, the fire took only about half an hour to get here. It was just across the road as the CFS arrived.

“The main fire went through in only a few seconds, then it was containment and mopping up.”

Production Supervisor Ray Hempel, who was off duty, says, “I was in Keith when my son rang and alerted me to the smoke out towards MBL way.

“I stepped outside and noticed the big dark plume of smoke. My first thought was the tyres we used for silage were on fire.

“So I jumped in the car and I tried to come out (to the MBL plant) but I couldn't get through; police had blocked the road.”

The plant was up and running on Sunday morning processing sheep that had had to be humanely shot after being burnt in the bushfire .

Norm, Jordan, and fellow MBL staffers Matt Hume and Bill Yates were on site early on Sunday to make the plant >



The fire roared past trees and over cleared ground to threaten the weighbridge.

MBL will donate \$10,000 to the Keith CFS as a mark of our gratitude for its sterling work to save our Keith facility.

“The CFS did a magnificent job so we’ll donate \$5,000 this year and another \$5,000 next year,” says CEO Warren McLean.

“For more than eight hours, CFS units were in the area, with the Keith brigade staying to defend our plant.”

Insurance Advisernet and our Adviser Tony Atkinson will

Grateful MBL backs the CFS

together with Allianz Australia Insurance Limited make donations in addition to MBL to Keith and surrounding CFS as a gesture of the property value that they saved.

“If not for the CFS, Allianz could have had a \$35 million loss,” Warren says.

CFS fire trucks from far and wide visited MBL’s site

throughout Saturday afternoon and all day on Sunday to fill with water from our bore.

“We have quick-fill capacity than can fill a 3,000 litre tank in five minutes – a six-inch line goes straight into the truck tank,” Norm Rodgers says.

“We have this capacity for our fire truck, and the CFS was able to use it for fires in the area.

“We have a back-up generator for when the power goes out.”

Warren says from now on, the CFS will have direct access to MBL’s quick-fill facility in case of bushfire.

“Valuable time can be lost waiting for someone from MBL to unlock the facility so we’ve given a set of keys to the CFS,” he says.

operational, along with contracted plumbers and electricians.

“A substantial amount of repair work had to be done, mainly to effluent lines and water lines after poly pipes melted and were ruined in the fire,” Norm says.

“The plant cannot operate without effluent lines which remove waste during processing.

“Pumps weren’t working so we needed to call in electricians.

“The plant was operational again by lunch-time on Sunday, just as the sheep started arriving.”

Some 1,600 sheep - most of which were shot after being burnt - were delivered in five semi-trailers. They were a distressing

sight for our men.

Processing the sheep was a much better method of disposal than burying.

Normal operations were resumed at the plant on the Monday.

In the wake of the fire, MBL was quick to begin a thorough review.

“We reviewed how we handled the situation, including staff safety and command of the situation, state of the site and available equipment,” Warren says.

“Losses were assessed and replacement work authorised on pipework and effluent pipes.

“Repairs to sprinklers and fences will be undertaken once we have assessed the best

options and obtained quotes.

“Repair works on buildings will be assessed and repairs scheduled in due course.

“Landscaping will be reviewed including suitability of vegetation and buffer zones before replacing landscaping as soon as possible.

“It wasn’t the trees that were the main source of fuel, but the fallen litter on the ground.

“We’ll be looking at having more lawn space among the bigger trees and removing smaller vegetation to reduce the leaf litter which caught fire.”

The smell of the fire remains strong and is expected to stay until good winter rains arrive.



Nick Perry with the wreck of a vintage Dodge truck which burnt in the fire.



OH, BROTHER!

Gary posts 50 big years at Daw Park, with Phillip and Steve not far behind

Longevity abounds at Cimarosti Brothers' Colonel Light Meat and Smallgoods, where the three brothers have so far accumulated more than 100 years of one-shop service between them.

Elder brother Gary (pictured above) has proudly run the shop for 50 years, while Phillip has been there for 40 years and Steve, who took "time out" to run a pub, has chalked up 18 years.

And their combined 108 years at what has become a Daw Park institution, valued by successive generations of customers, continues to grow, although Gary, now 63, is eyeing retirement.

Their time at the one shop is probably some sort of record but the brothers take it in their stride, partly because long service runs in the family.

They became butchers in the footsteps of their father, Louie, who ran his own shop in Gilbert St, Adelaide, for 48 years until his death, aged 63.

This adds up to a family history of 156 continuing years as butchers, with all four men being strong supporters of MBL every step of the way.

"As boys, we'd ride our bikes to the Master Butchers (MBL) in Waymouth St to pick up things like seasoning, paper and skins for Dad. He used to take us to the Master Butchers' picnics," Gary says.

The brothers, who each work

70-hour weeks over six days, say they have enjoyed their time as butchers, with Steve returning to the fold after running a pub because he "missed being a butcher."

Gary says, "Dad bought the Gilbert St shop in 1951, and we lived on top of the shop until Dad built a new home in Camden Park in 1958.

"We used to do things in the shop like tying sausages and

doing deliveries on bikes with cane baskets."

Gary left school in 1968 at age 14, taking an apprenticeship at the Daw Park shop which he later bought from Bob Barstow.

"Dad had heard that Bob Barstow needed an apprentice. I clearly remember him telling me, 'Get over to Goodwood Rd – Mr B needs an apprentice.' I started work here the next day," Gary says.

"I rode a pushbike here and never left – I rode all the way from Camden Park, in wind, rain and everything, for 6am starts.

"Dad had a small shop so it was a big change for me to see a big shop with 12 butchers. It was unbelievable. Bob did well, selling budget meat. I found the work exciting but hard."

Gary stuck at it, and years later he bought the business from Bob.

"I sold my car to buy it – I had to go back to riding a bike to work to while the



others drove cars," he says.

catering side of the business.

"I've enjoyed it – I just like cutting up meat. I enjoy what you can do with meat – that's why I became a smallgoods maker."

The shop supplies 18 businesses, mainly pubs and cafes. Vili's takes over 100kg of bacon a week.

Phillip also enjoys serving. "I mainly dress the trays and do the slicing for the display," he says.

Gary says he learnt much about making smallgoods from Tommy Cobb who had retired from Conroy's.

"The display is very important – if the meat doesn't look good, people don't buy it. We have a parsley patch out the back for decoration.

"His wife came into the shop one day and said Tommy was bored and asked if he could help make sausages here," he says.

"The key to a good display is starting with fresh products and arranging them to appeal to the eye – you need even cuts, not some thick and others thin."

"I also went to MBL events with German smallgoods makers, and MBL's Bernie Steinhoff was a big help over the years."

Gary says of Steve, 57: "He's our front man, out in the shop. He's very good at it."

Gary has long handled all the shop's sausage and smallgoods making, winning a host of trophies and medals, led by an Italian sausage which he makes to his father's original recipe.

Steve worked with his father for 20 years at the Gilbert St shop which closed when Louie died.

"When I started, it was pure butchery, which was good. We didn't do schnitzels or shaslicks. Sausages were only lamb and beef, thick or thin. Today I make 20 varieties," he says.

For five years, Steve ran the nearby Duke of Brunswick Hotel but, missing butchery, he joined his brothers at Daw Park 18 years ago.

Phillip, 54, says it was natural for him to "follow in the footsteps of Dad" and become a butcher.

"I didn't think a lot about becoming a butcher. I just took it on and I haven't looked back. It's hard yakka but I enjoy it," he says.

"Gary was here for 10 years after buying this shop before I came here 40 years ago," says Phillip, who looks after the

He says much has changed over the years, including the rise of chicken and the development of



Phillip Cimarosti... "It was natural to follow Dad as a butcher."

oven and pan ready products.

"We still have people who like neck chops for casseroles; slow cooking has come back.

"With Dad, we'd only sell whole chicken and we didn't sell that many. Chicken came in whole and went out whole. We didn't sell breasts, wings or drumsticks," Steve says.

"Our local area now has younger people and this has led to extra lines – you cater for all.

"We sold lots of legs of lamb in the old days, and you weren't a real butcher unless you sold forequarter chops.

"We now do a lot of products like chicken cordon bleus and different schnitzels. And people love our Italian meatballs to have with pasta."



Steve Cimarosti... "It's been hard yakka being a butcher but I've enjoyed it."



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

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

Franz takes ham award

Accolades keep coming for Barossa Fine Foods, winning the award for Australia's best bone-in ham in APL's Ham Awards.

Judges noted Franz Knoll's winning ham for its "well balanced and very mild flavours, mild smoke and excellent texture."

Franz, Australia's most awarded smallgoods maker, has been helping to make hams since he was eight years old.

"We make our own essences. Apart from that, it's a matter of attention to detail, cooking it right and selecting the right pork," he says.

BFF uses pork sourced from Big River Pork or Primo.

BFF also won the SA bone-in award from Meeks Butchers at Penola with Newbury & Watson third.

The SA boneless competition was won by Shannon Anderson of Saint Meat, North Haven.

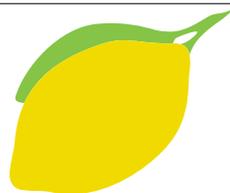
Second was Leabrook Quality Meats, ahead of Churchill's Butchery.

Double delight

Skara Artisan Smallgoods, in the Adelaide Hills, and Yankalilla's Wakefield Grange Butchery each won two awards for businesses with 15 staff or less in the SA Food Industry Awards.

Skara, run by Anthony Skara, won awards for business excellence and sustainability.

Wakefield Grange, operated by Nathen and Sophie Wakefield, won awards for innovation and service.



Flavour Makers

Food Development & Manufacture

Impressive new flavours

MBL has greatly expanded our offering of marinades, glazes and sprinkles by adding Flavour Makers as a key supplier.

"This is the biggest and most important new product range we have launched in the value adding area in MBL's recent history," says Operations Manager Bexley Carman.

"Flavour Makers enjoys a reputation for high quality products, most of which are all natural and gluten free.

"We are initially launching 32 products by Flavour Makers to offer butchers new ideas for value added products."

MBL's sales reps began promoting Flavour Makers products in January.

Some of the new flavours include all natural and

gluten free: Thai Lemongrass & Coconut sprinkle, Honey Pepper Sticky Spice glaze, Peri Peri Spice glaze, Satay Spice Glaze (Peanut Free), and Black Bean Spice glaze.

MBL completed agreement in December to distribute Flavour Makers' products in SA.

"Newly Weds remains a valued, important supplier to MBL and we have added Flavour Makers products because as a Co-operative, we are obligated to offer the best range we can to our Members," Bexley says.

Flavour Makers is a 100% Australian owned company engaged in the design, formulation, processing and marketing of flavour ingredients, recipe bases, sauces and condiments.

A feature on Flavour Makers products will be in the next MBL News.

Macro rebrands retail roo

Macro Meats has changed the retail name of its kangaroo meat from Gourmet Game to K-Roo.

The wholesale division continues as Macro Meats and the food service arm stays as Paroo Premium Kangaroo.

The retail rebrand to K-Roo was initially introduced without fanfare and resulted in a 20% increase in sales, Macro says.

The launch campaign, Eat Roo Too, then began in January with a TV ad.

Macro Meats' founder Ray Borda says, "Our ultimate aim is to encourage people to incorporate kangaroo into their diets alongside chicken, beef, pork and lamb.

"To do this, we knew that we needed to challenge the assumptions that surround kangaroo meat, such as the ease of cooking and the versatility."

Emma Scott, of Sydney ad agency Tiny Hunter, says, "The first stage of the rebrand was market research to discover the barriers stopping consumers from buying kangaroo.



"We then used these findings to craft a brand which is fun, family friendly and indicative of the delicious and versatile nature of kangaroo.

"The launch campaign fuses all of this with a good dose of Aussie humour.

"The ad is about capturing and bringing to life our target audience – busy families who already have too much on their plate and simply want a delicious, healthy and easy meal."