

SUBSIDY SAVED

The SA Government has abandoned moves to abolish the subsidy for the training of retail apprentice butchers after coordinated protests by butchers.

Had the subsidy been removed as threatened, apprentices would have faced paying training organisations the full \$6,370 for their three-year courses.

This is a sixfold increase on the amount of \$1,029 apprentices pay now, as the bulk of the course fee is subsidised by the government.

AMIC feared the extra cost burden could have seen fewer young people enter the industry, with serious long term ramifications headed by skills shortages.

It says the industry is already in desperate need of qualified tradesmen.

"Independent retail butchers responded to a call for action and persuaded the government to retain the subsidy," says AMIC's SA Executive Director, Paul Sandercock.

"Putting the full costs of training back onto a retail butcher apprentice, smallgoods trainee or their employer was unacceptable."

Alarm bells rang in December with the release of an interim report on Industry Priority Qualifications from the government's Training and Skills Commission.

The report looked at skills shortages across all industries to prioritise how the government allocates funding for training.

Certificate III in Meat Processing (Retail Butcher) and Certificate III in Meat Processing (Smallgoods Manufacture) were inexplicably omitted from all subsidies lists.

This omission of the meat industry effectively meant the withdrawal of government funding for apprentices.

AMIC made a call to action in an e-newsletter, detailing what had happened and outlining how online protests could be made before the deadline of February 15.

Paul stated in the e-newsletter, "It is imperative that you provide your feedback so that the Commission listens to the industry - please have your say."

Within the first 24 hours of the e-newsletter being circulated on

Continued page 2



How Adrian Le Fournour is ticking all the boxes - pages 4-5

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

Christmas cheer

Independent butchers again enjoyed strong trade over Christmas, with revenue up by an average 5% over the previous festive season.

Many butchers reported strong sales similar to or a little higher than Christmas 2014. Most sold out of hams, and turkey sales were up again.

Revenue across the board appeared to be up by about 5%, judging from a straw poll by MBL News, although one shop – Bruce's Meat at Mitcham – reported 25% growth.

MBL Food Service reported strong demand for merchandise not only for the festive season but over the last six months of 2015.

"Our figures for the last half of the year were excellent - there's no other way to describe it. This had a lot to do with new products," says MBL's Operations Manager Bexley Carman.

"Our machinery sales were also significantly up in the last half of 2015 compared with the same period of 2014, reflecting confidence among butchers."

At Mt Gambier, Mick Lamond says he had



Mt Gambier's Mick Lamond enjoyed a record Christmas.

his best Christmas trading since opening Collins Court Butcher nine years ago, giving him extra confidence to plan expanding into the shop next door.

"It was excellent, our best Christmas we've ever had – we're not complaining at all," Mick says.

"We sold out of hams and turkeys but sales across the whole range were very good."

Trevor Hill says Mitcham was the best performer of his four Bruce's Meat stores with a 25% leap in revenue over the previous Christmas.

"But overall it was mixed. Pasadena and Fairview Park stores were line-ball (with Christmas 2014) and this was our first Christmas at The Avenues," Trevor says.

"In Christmas week, Mitcham trade was 2.8 times higher than the average week while Pasadena was 2.2, Fairview Park was 2.0, and The Avenues was 1.8."

Trevor's four stores sold 800 hams between them, prompting him to order a third smoke oven for \$27,000 from MBL.

At Strathalbyn, trade over the Christmas period equalled last festive season's strong trade, says Craig Maidment of Maidments Meat Service.

Craig says, "In the weeks leading up to Christmas, people continued resisting buying the top cuts because of high prices. It was sausages and burgers rather than steak, as they watched their finances.

"But Christmas week just boomed – people didn't care how much they spent.

"We sold out of our hams. We sold 250 hams, reached our comfortable production capacity of 2.5 tonnes."

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 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.

SUBSIDY SAVED

From page 1

December 21, 13 responses of protest were lodged with the Training and Skills Commission.

A series of other protests followed, prompting the Commission to reconsider its stance.

"During a meeting I was having at the Commission, three emails of protest arrived and they were duly noted, eventually having the desired affect," Paul says.

The Commission and AMIC issued a joint statement on January 19, announcing the meat industry had been returned to Tier 1 of the subsidy priority list.

"Through the strong representations made by members and supporters of AMIC, the Commission has determined to adjust the Priority Tier of the Manufacturing sector," the statement read.

Paul says, "This effectively returns the status quo, getting us back to where we should have been.

"It was important for the meat industry to give our views to the government so that the trade qualifications for our industry were protected.

"The input by our industry was a positive factor in a satisfying outcome."

How it works

SA has four training organisations for the meat industry – Regency TAFE, South West TAFE, William Angliss Institute, and Stefan Knoll's Independent Institute of Food Processing.

Their course fees are based on 980 hours of training spread over the three years of an apprenticeship.

The training organisations demand \$6.50 an hour, which equates to a course cost of \$6,370.

The government gives a subsidy of \$5.45 an hour, contributing a total of \$5,341.

This leaves a shortfall of \$1.05 an hour for apprentices or their employers to pay, totalling \$1,029.

All retail butchers will be invited to decorate their shops in pink for the month of October to raise the money for women and families affected by breast cancer.

The Pink Butcher Charity Program will soon be launched, with an AMIC sub-committee now working on ideas for promotional activities in the lead up to the October promotion.

These activities will include fund raising dinners, auctions and donations from the sale of products at butchers shops.

Sam Diccio at Seaford Gourmet Meats has already set the example by turning her shop pink in October for several years now, raising substantial amounts each time.

AMIC has been inspired to

In the pink

spread Sam's practice to butcher's shops across South Australia after urging from veteran butcher Rodney Simms, who manages Waikerie Meat & Poultry in the Riverland.

"About 80% of customers in butcher's shops are women, so breast cancer is an obvious charity area for us to get involved with," says Rodney, whose wife had breast cancer.

"It gives us an opportunity to work and unite together to not only raise funds but to fight the big boys (supermarkets) for profile.

"It can be as simple as turning your shop pink in October, and

individual butchers can use their imaginations to raise money in their shops.

"This could become a national event, rivalling the McGrath Foundation's Pink Test and lifting the profile of butchers."

AMIC's Paul Sandercock says it will be a promotion for all independent retail butchers, not restricted to AMIC members.

"Planning is coming along, with a sub-committee working on promotional ideas and an industry launch planned for late March or early April," Paul says.

"While the focus is Pink Butcher

Month in October, there will be other activities outside that time to raise awareness and funds.

"We will be sending out registration forms for butchers to complete so that they are registered for the program."

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

"BCNA directs funds to people – women and families affected by breast cancer – while the other three charities put raised funds into research," he says.

"All donations collected for the program will be forwarded direct to BCNA, which has all the promotional paraphernalia for us to use."



The "baby in the corner" is now running one of regional SA's most respected butchers shops.

Amy Waters was only a baby when parents Des and Anne moved from Adelaide to Kadina to start Desmond's Meat Service in 1985.

Des and Anne, with help from one casual, worked long and hard in those early years, building a loyal customer base and award winning business.

"I was only 14 weeks old when Mum and

Dad started here – I spent my days in a pram in the corner," says Amy, 31, pictured.

"Even today, our older customers remember me from the pram..."

Amy now runs the shop while Des works out the back. A qualified chef, she has added her own creative touches to the popular shop.

She recently qualified as butcher after shining in several apprentice contests last year, including taking third place in AMIC's SA Apprentice of the Year competition.

She feels at home running the shop after growing up in the adjoining residence.

In an interesting coincidence, Amy and her father both wanted to be chefs before becoming butchers.

Des, who was born and raised at nearby Moonta, originally wanted to be a chef in the Navy but to do so, he needed butchery skills.

So he took up an apprenticeship in Kadina,

Continued page 4

Customer poll a fillip for Adrian and crew

Although business has been booming for northern Adelaide butcher Adrian Le Fournour, he has been pleasantly taken aback by robust customer endorsement in a regional newspaper poll.

His Para Hills Fresh Cut Butchers shop was voted Best Butcher in the Northern Messenger's inaugural Northern Awards, designed to celebrate the best the region has to offer.

Readers voted online for nominated businesses, with Adrian seeing his strong polling as an unsolicited endorsement of the high quality and service which underpins his shop.

"We began from scratch here in October 2012 with a worst case scenario of breaking even at the start but we knew from the good response in the first week that we'd do well," says Adrian, 48.

"This place just blows us away every week – it just keeps getting better. We didn't expect to grow as much as we have.

"But that said, we're a little under the radar. We just do what we do without making a fuss, and we're doing things right judging by voting in the Northern Awards."

It may not be an industry award and organisers didn't reveal voting numbers but Adrian and his team couldn't be happier.



"We didn't even know we were one of three shops nominated by readers for the Best Butcher award," says Adrian.

"Most of our customers are computer

savvy for voting online but some of our older ones who aren't into computers told us they were disappointed they couldn't vote."

The shop prides itself as "Adelaide Hills grass fed beef specialists," supplied by former retail butcher and now Hills farmer Alan Bennett, who trained Adrian as an apprentice.

As a traditional butcher who breaks bodies, Adrian goes out of his way to satisfy "unusual" requests from customers.

"People are often surprised we sell brisket, and we recently supplied a customer with beef hearts which she stuffed with grains, herbs and spice for Christmas," he says.

"We also supply different cuts to a lot of South Americans in this area and they have told other South Americans who come to us from all over Adelaide. >

Here's looking at you, kid

From page 3

enjoyed the work and decided to stay in the meat game.

Amy also wanted to be a chef. She completed a TAFE course and worked as a chef at a local cafe, hotel and restaurant.

"Dad wasn't in the best of health so I came back to run the shop in 2012 and it has worked out well," she says.

Amy was trained by former Kadina butcher Trevor Eden (of William Angliss Institute), recently completing Certificate III in Meat Processing (Retail Butcher).

She will soon start training for Certificate III in Meat Processing (Smallgoods Manufacture).

She was the only female competitor at AMIC's apprenticeship competition last year.

Participants had to produce value added products from a mystery box while sticking

to a rigid timeframe.

Competition judge Bruce Berry says, "Amy was very methodical in her early preparation, showing she understood the importance of doing the early planning."

She was then recognised locally, being runner up - to a builder - in the Copper Coast Council apprentice of the year competition.

In Perth, Amy took the gold medal at the Young Butchers Cutting and Cooking competition, winning an impressive set of knives.

"Winning the gold medal was a real shock. While in Perth, I took the opportunity to see some butcher shops," she says.

Amy says a firm succession plan is not in place for her to eventually take over the business once Des retires.

"Nothing's in place. I'm enjoying it now and I'm taking it day by day," she says.



All concentration... Amy Waters at the AMIC SA apprenticeship competition.

➤ “It started with a South American asking if we had asado ribs. My response was to tell me what they are and I’ll do them. Now, they are one of our biggest sellers.”

(Asado is a traditional South American technique of cooking on charcoal. Two-inch (5cm) rib strips are laid bare side down over the coals and cooked very slowly to ensure tenderness. Spicy chimichurri sauce is usually drizzled after cooking).

Adrian says, “When we started the shop, we didn’t know there were so many South Americans around and supplying them has been a real bonus.

“South American food is becoming more widely popular, using cheap cuts like skirt, ribs and brisket.”

Adrian is pleased he is maintaining a long working relationship with his uncle Alan Bennett who once ran several shops including at Fullarton and Mt Barker.

Alan, who now has land near Mt Barker, sources beef from a dozen Hills farmers to supply a number of butchers including Adrian and another of his former apprentices Chris Pfitzner who runs Stirling Variety Meats.

Adrian says, “Uncle Alan and Aunt Margaret had a shop opposite at the Arkaba, Fullarton. The clean-up boy didn’t show up one day so they called me in and I stayed.

“I did my apprenticeship there, starting at age 14. I lived at home at Ingle Farm and had to catch buses all the way to Fullarton until I was old enough to drive.

“After finishing my apprenticeship, I stuck with Alan for another five years or so until he sold the shop and bought another at Aldgate.”

Adrian ran the Aldgate shop for five years, with Margaret doing the bookwork, while Alan ran The Chop Shop at Mt Barker.

“After Aldgate, I wanted a break and worked on the engine line at Holden’s in the 1990s during an export boom. The money was good and I did a job without the responsibility of running a shop,” he says.

But after eight years, he returned to butchering. He worked for Darren Mellor at Modbury Heights and Chris Pfitzner at Stirling, before spending four years at St Agnes Quality Meats.

Wanting his own business, he opened at Para Hills in 2012. “There were knockers when I said I was coming here but I grew up in this area and I believe in it,” he says.

“The fact that Woolworths next door had



Spick-and-span Adrian Le Fournour insists on high uniform standards.

no butchers was a factor because I thought I could offer personal service and advice as well as high quality meat. It has worked out that way.”

In the early days, Adrian and partner Kara Wiskar ran the shop themselves, working long hours. Adrian then recruited Josh Colville, with whom he had worked at St Agnes.

Staff increased as the business grew, with Adrian, Kara and Josh now joined by two other fulltimers and three casuals, making a crew of eight.

“We regard ourselves as good, honest butchers who care about what we sell and know how to deliver on the important promise of quality meat and good service,” Adrian says.

VAN ZOOMS AHEAD

As a fresh-faced teenage refugee from Vietnam, Van Nguyen was intrigued by the coiled appearance of Polish sausage – and it was quickly “love at first bite.”

“Polish sausage was my first taste of small-goods in Australia. I just kept wanting to eat it. It started my love of smallgoods, putting the seed in my head,” he says.

Some 35 years later, Polish sausage and an array of other eastern European small-goods are prominent in Van’s successful Salisbury butchery, Pacific Big Butchers & Smallgoods.

Van, 49, who was taught to make small-goods by now-retired MBL stalwart Bernie Steinhoff, says Polish migrants travel from all over Adelaide and beyond for his small-goods and imported Polish groceries.

“Polish people make up 50% of business, travelling to Salisbury from southern suburbs like O’Halloran Hill and as far as Whyalla,” he says.

A Vietnam refugee making quality east European smallgoods for Polish migrants in Adelaide is novel enough, but there’s more to the core story.

Van, a hard worker and a fast learner, is a baker who built a hugely popular bakery in Salisbury based on customer service, opening in 1992.

He noted the lack of customer service in the impersonal meat sections of supermarkets, seeing a golden opportunity to open a friendly, customer focused butcher shop – so he trained as a butcher.

He opened his butcher shop next to his bakery in 2007. As the bakery and butchery thrived, so did Van’s standing in the local community.

Vietnamese refugee baker now a star of Polish smallgoods



Among Van’s Polish fare are pickled dills and hot peppers.

With his family, he now owns the whole Salisbury Central Shopping Centre which includes 17 tenancies and his new 200-seat Japanese restaurant – prime real estate in the very heart of Salisbury.

It’s a remarkable achievement by a man who began with nothing, fleeing Vietnam in 1981 as a lad of 14 with two brothers. Their parents remained in Vietnam.

Van runs his businesses with help from his pharmacist wife Thanh, who sold her two pharmacies but keeps her hand in as a locum.

Thanh says of Van, “He always works hard to be the best.”

After leaving Parafield High School, Van studied electrical engineering at what is now Uni SA before dropping out and becoming a truck driver.

Through a friend, he took a job at a bakery in Melbourne and became a baker, returning to Adelaide to set up shop at Salisbury. Through hard work, he prospered.

“I saw some butchers shops close. Their customers had to go to supermarkets but they weren’t getting the personal service they were used to,” Van says.

“I prided myself on customer service at my bakery and I thought I could provide the same type of service in a butcher shop so I opened one next door.

“Apart from good customer service and a good display, I knew from the start that you have to have the best quality meat that’s freshly cut so customers can get exactly what they want.

“I only worked with the main cuts and made sausages at the start but then I expanded into smallgoods.”

A good listener, Van says he remains grateful to Bernie Steinhoff for teaching him the art of making smallgoods including ham, mettwurst, liverwurst, presswurst, knackwurst and debreziner.

Polish smallgoods such as kransky, kabana, torunska, starowiejska and Van’s beloved Polish sausage became increasingly popular.

“European customers are very



Van’s wife Thanh... “This is one of SA’s biggest Polish grocery stores.”



➤ fussy and very particular about quality. We got a lot of customers from Poland mainly, as well as from Croatia, Serbia and Germany, as word spread about our smallgoods,” Van says.

“Customers loved our smallgoods but we wanted know if ours was the same as you get in Europe – if it was authentic - so one year we went to Frankfurt for IFFA.

“We tried everything and ours tasted the same! It gave us reassurance that we were getting it right, making it authentically.”

Van says his Polish customers began urging him to sell Polish groceries as well.

“We started doing this. As a butcher alone, it was hard to survive and the groceries added to the business,” he says.

“The shop kept getting busier. It became too small – customers would line up and you couldn’t move – so five years ago we moved to a bigger shop around the corner.”

Judging from the busy scenes when MBL News visited on a typical Wednesday morning, even more space may be needed. Six to 10 customers, many with thick European accents, were constantly present.

A long meat display service area is along one wall, with storage and preparation areas out back, including three smokers which operate daily.

The rest of the shop is crammed with groceries, most of which are from Poland. The variety is astounding, with four or five pallets arriving from Poland monthly.

“There aren’t many Polish grocery shops in SA and this would be one of the biggest,” says Thanh, who looks after all the ordering.

Among the biggest sellers are two lines most people wouldn’t particularly associate with Poland – egg noodles and tea.

“The Polish love their egg noodles and their tea – we have about 30 types of tea from Poland in a big display. We have teas to lower cholesterol, for slimming and for diabetics,” Thanh says.

Types of tea include sour cherry, hibiscus, camomile, sage, lemon balm, peppermint, rosehip, blueberry, blackberry, raspberry, chokeberry, cranberry, fennel and stinging nettle.

Cherry and plum flavours were common across a range of products, including jam,

jelly, chocolate and syrup for coffee.

Jars of pickled cucumbers and dills sit with sauerkraut, peppers, beetroot, mixed vegetables, cabbage and mushrooms, and a vast tinned range varies from pate to lard.

The range of chocolate is huge, from liqueurs led by vodka to plum and cherry.

“Plum and cherry are favourite flavours for Poles across many products,” Thanh says.

Fresh bread stands out among the imported products – sourdough loaves and rolls made around the corner at Van’s bakery.

Popular at the bakery are healthy Vietnamese salad rolls with cold meat made at Van’s butchery.

Van says, “I really enjoy making food for people and providing the best service for my customers, which makes them happy.

“Salisbury is a great place to run a business. I have been living here for more than 30 years, and I love the area and the people.”

* Van’s latest award came late last year when his bakery was named Best Bakery in the Northern Messenger’s inaugural Northern Awards, in which readers voted online.



Polish groceries range from tea to sauerkraut and plum spread.

Jimmy and Franz star again in ham awards

Young smallgoods maker Jimmy Chirgwin and veteran Franz Knoll have again shared the spoils at the 2015 SA Ham Awards, announced in December.

For the second year running, Jimmy won the boneless ham section and Franz, of Barossa Fine Foods, took top honours in traditional bone-in ham.

Jimmy, 27, is making a name for himself as a smallgoods maker for Newbury and Watson, a brand of Richard Gunners' Fine Meats of Mt Barker.

"You have to learn what you can and take it as far as you can," says Jimmy, the maker of 30 core smallgoods products at Newbury and Watson, which now sources Kangaroo Island free range pork.

Second placing in the SA Ham Awards went to Schulz Butchers of Angaston (boneless) and Mathie's Meat Shoppe at Clare (bone-in).

Third in both categories went to Michael Lawrence and Luke Moody of Leabrook Quality Meats.

Max cooks a steak in his car

Spurred on by mates in the pub, a man made the news by cooking a steak on his car's dashboard on a 43 degree day in Adelaide.

Max Wooldridge, 26, harnessed the oven-like properties of his 2005 Holden Monaro to cook his lunch in the car park at his Unley work.

He put a steak in an oven tray on the dashboard at 10am and it was cooked when he returned at 12.20pm – just in time for lunch.



Two marinades for six new products

Butchers can use two gluten free liquid marinades to make six new value added products, with recipes created by chef Hayden Williams.

The Durant marinades – Hickory BBQ and Honey Soy – are being promoted by MBL and our interstate partners in the Ikon group, in conjunction with Newly Weds.

Hayden, Newly Weds' Executive Chef, has created pork, beef and chicken recipes for both new marinades.

His recipes for Durant Gluten Free Honey Soy Marinade are for Asian-style Pork Belly, Korean Kalbi Beef Ribs, and Honey Soy & Lime Chicken Stir Fry (see advertisement on opposite page).

The three recipes for Durant Gluten Free Hickory BBQ Marinade are Blackberry BBQ Glazed Pork Chops, Bourbon BBQ Brisket, and Chilli Chocolate BBQ Chicken Wings.

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

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

The new recipes reflect the latest trending flavours, inspired by Hayden's visit to the US last year.

"I saw huge demand in the US for bourbon sauce for beef, chilli chocolate for chicken and Korean kalbi for beef ribs, so

these flavours are among my new recipes for butchers," Hayden says.

MBL Operations Manager Bexley Carman says MBL has forged a strong partnership with Newly Weds.

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

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

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



Durant Gluten Free Honey Soy Marinade

Popular Asian style, dark coloured marinade where the rich, salty, fermented notes of soy are balanced with the sweetness of honey.

MBL Re-order Code Number 542613

★★★
Asian Style
PORK BELLY



1kg pork belly, rindless

MARINADE

100ml DURANT GF HONEY SOY MARINADE

100g minced garlic

60g minced ginger

80ml rice wine vinegar

40ml vegetable oil

METHOD

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

★★★
Korean
KALBI BEEF RIBS



1 kg short beef ribs

MARINADE

250ml GF HONEY SOY MARINADE

40g minced garlic

1 tablespoon sesame oil

½ onion, finely sliced

1 small Nashi pear, finely grated

1 shallot, finely sliced

METHOD

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

★★★
Honey Soy & LIME CHICKEN
STIR FRY



1kg chicken thigh, diced

MARINADE

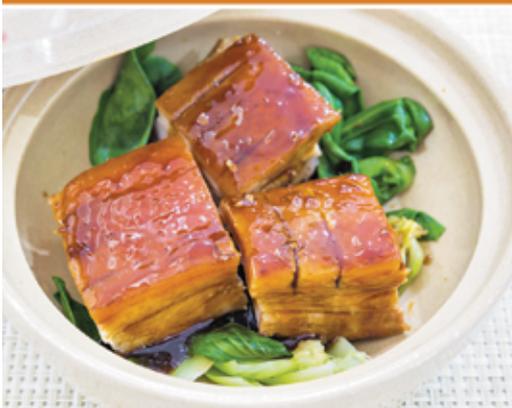
160ml DURANT GF HONEY SOY MARINADE

4 large limes, juiced

20g minced garlic

METHOD

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



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

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

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

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

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

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

Dunningham's
655 South Road
Penrose, Auckland, NZ
Phone: +64 (9) 525 8188

Meat and seafood lead way

Premium food, led by meat and seafood, could underpin South Australia's economic future, according a new report by BankSA and Deloitte.

The *Premium Food For Thought* report says meat producers and the aquaculture industry are particularly well placed to tap into the rising demand for protein as incomes rise in Asia.

It says the meat and seafood industries can capitalise on SA's reputation for quality, clean produce as demand soars for premium food over the coming decade.

The global middle class is tipped to expand from 1.8 billion to 3.2 billion, with 85% of this increase to come from Asia.

"About 47,000 people are now employed in SA's food manufacturing

"Radical and disruptive" market forces are challenging fresh food retailers to grasp new opportunities to "reposition themselves and thrive."

So says a new report into Australia's fresh fruit and vegetable retailing by agribusiness bank Rabobank.

Issues identified and addressed in the greengrocery report mirror the issues which are challenging independent retail butchers.

The report says consumers have become "increasingly promiscuous and piecemeal in their shopping behaviour."

This has been caused by "radical and disruptive forces", including "hard discounting" by supermarkets, the "premiumisation" of fresh produce consumption, and the growth of online shopping.

But the report says the challenging combination of these evolving trends presents opportunities for retailers to reposition themselves and thrive.

A key to growth remains providing a variety of premium products and new lines, supported by strong customer service, says the *Fresh Pathways To Market* report by senior Rabobank analyst Marc Soccio.

The report says Australia's fruit and vegetable suppliers face greater complexity as retailers

and agricultural industry - four times the combined workforce of our car and defence manufacturing sectors," says BankSA Chief Executive Nick Reade.

"Our premium food industry is already a success story.

"It has enormous potential to expand even further and underpin the state's economic future.

"SA's enviable reputation for producing clean, green food for the premium food sector is a strength that can't be readily replicated in many other parts of the world.

"The opportunities in selling to Asia's rising middle class are enormous, and they have been further enhanced by new Free Trade Agreements with Japan, Korea and China."

Butchers, greengrocers share fresh challenges



look for more customised and differentiated supply solutions.

"With radical changes in grocery retailing, fresh produce has become a key strategic battleground in both the physical and digital marketplace," it says.

"It is well proven that the fresh produce section in supermarkets is a key driver of store traffic, average spend, and store loyalty.

"With consumers becoming increasingly promiscuous and piecemeal in their shopping behaviour, retailers need to attract them with a compelling fresh fruit and vegetable proposition.

"This is having far-reaching

consequences for fresh produce suppliers, as they need to continually deliver product and marketing solutions that can resonate with changing needs and behaviours of shoppers."

The report says growth in per capita fresh fruit and vegetable consumption remains "fairly stagnant."

"There is growing opportunity for suppliers to tap into the premiumisation trend, with more shoppers increasingly willing to pay more for convenient, interesting and healthy products," it says.

"Consumers are willing to spend-up for a more interesting, wholesome and flavour-some eating experience."

The report says while Australian consumers have been somewhat hesitant to adopt the online grocery shopping phenomena, its appeal will grow strongly.

"Presently, only around 3% of Australians buy their groceries online but the uptake is growing strongly as consumers look to make more convenient, informed and real-time purchasing decisions," it 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

Key Account Manager
Dale Rowe



Kangaroo meat pioneer Ray Borda's vision is for South Australian food to be regarded nationally and around the world as "high value, top end."

"I want the name South Australia to be like a designer label," says the new Chairman of peak industry group Food SA.

"South Australia has a lot of benefits and some limitations, such as being small (in production terms).

"But our strength is our food and its quality and provenance. I'm trying to sell us as a region, with top end produce our speciality.

"I am passionate about promoting SA food and ensuring the rest of the world recognises our advantages and opportunities."

The founder of Macro meats has been an active board member of Food SA for the past few years, and was made an SA Food Ambassador late last year.

Few weeks later, he was elected Chairman of Food SA after Anthony Paech, of Beerenberg, stood down.

Anthony says, "Ray has an established and regarded voice on the national and international stage, and he will continue to build on his strong relationships to help grow the SA food industry.

"The food industry can be a key focus and strength of SA, and Ray is committed to helping create opportunities for our food businesses."

Ray formed Macro Meats in 1987. It has grown into a national success, employing more than 1700 people, including 300 at its Athol Park base.

Macro is the world's largest wild game processor, producing kangaroo, rabbit, hare, venison, goat and wild pig meat for human consumption.

"The demand we are seeing globally for premium quality kangaroo meat, especially in emerging markets like China, is overwhelming," Ray says.

"People recognise that this is one of the most sustainable, lean and delicious meats Australia produces, and they just can't get enough of it."

Exports go to more than 50 countries, with China becoming a focus in the wake of the Free Trade Agreement which recently came into effect.

To promote the wider SA food industry with Food SA, Ray will fall back on Macro's marketing philosophy.

He says the key to Macro's success has been marketing kangaroo meat as a

Ray champions SA's 'designer label' food



'I've spent a lifetime telling people you can buy beef and lamb from many countries but you can only get kangaroo from one country' – Ray Borda



high-end meat rather than a low-end product.

"We've been able to prove our standards and our products are worthy of being at the top end," he says.

"We've changed generic kangaroo to a branded product that people are more

interested in eating because there is a story behind it now.

"We only want the top-end restaurants in overseas markets..."

Ray says exclusivity is a big selling point.

"I've spent a lifetime telling people that you can buy beef and lamb from many countries but you can only get kangaroo from one country," he says.

Ray advises smaller businesses on exporting and has showcased his management practices to international visitors.

"I have been helping a lot of people with exporting, I guess because we've seen the tough times and good times," he says.

Butcher-farmer impasse

Plans have been put on ice for retail butchers and farmers to form a visionary alliance aimed at countering record-high beef prices.

Start-up funding issues and contrasting goals have led to an impasse but the proposal may be revived down the track.

"It's not dead, it has a pulse but it may need a defibrillator," says one of the plan's architects, AMIC's SA Retail Council Chairman Trevor Hill.

"It has basically stalled because nobody wants to pay set up and operational costs.

"Also, butchers want to access better beef for less and farmers want better beef for more.

"There's still dialogue going on but there is no set direction at the moment. This may change; the concept is still there.

"It may never eventuate but at the end of the day, it's good to have conversation

about supply and demand issues to make the industry better."

The concept aims to wrest back some control of the supply chain to the benefit of participating butchers and farmers. It would involve:

'It's not dead, it has a pulse but it may need a defibrillator' - Trevor Hill

- Butchers forming a buying group, liaising with selected farmers

- Farmers supplying carcasses to an abattoir for MSA grading

- Carcass details including weight, rib fat and colour being posted online

- Butchers bidding for individual carcasses in 12-hour overnight auctions

- Beef being delivered from the abattoir to successful butchers next day

Participating butchers would access quality beef at fair prices, working with farmers to get the grade they want and being able to tell the full "story" of the meat to increasingly inquisitive customers.

Farmers, now being price squeezed by supermarkets, would get fair prices for superior quality as specified by butchers, and have no stock agent fees.

"The response was very positive. Lots of people said it was a great idea but it stalled when it came to the next steps," says Trevor, who devised the scheme with Richard Gunner.

A detail discussed paper was planned but input, particularly from butchers, was tardy.

"Butchers already working long weeks find it difficult to find time to devote to something extra like this," Trevor says.

Newly-qualified butcher Luke Moody says he's over the moon at representing SA in the national final of the WorldSkills competition in Melbourne in October.

"I've learnt a lot from competing in other competitions so I'm looking forward to testing myself again against skilled opposition," he says.

Luke, 22, of Leabrook Quality Meats, won the SA final of WorldSkills from William Brooks, of Coopers Butchers at Burra, and Dillon Pitman, of Bruce's Meat at Mitcham, in November.

At around the same time, Luke completed his four-year apprenticeship and won the Young Industry Achiever Award at the Regency TAFE awards.

In 2014, Luke won the AMIC SA Apprentice of the Year competition which revolved around value adding.

Last November, he joined Bruce's Meat apprentice Ryan Doherty and Regency TAFE lecturers Graeme Elliott and Shayne O'Dea in a national Mintrac competition in

Luke's drive to excel



Luke Moody... one SA's best up-and-coming butchers.

Melbourne. The SA team came a close second.

"The experience at the Mintrac competition has prepared me for what to expect in the WorldSkills final," Luke says.

"Mintrac was my first national competition and the high skill level of rivals from the east coast was a real eye opener.

"They seem to do things so differently in the east - their

great attention to detail was more than I was prepared for.

"Value adding seems to be bigger in places like Sydney and Brisbane than in Adelaide.

"So with other States being more experienced in value adding and going ahead in leaps and bounds, the skills of their butchers seemed higher in value added competitions.

"The Mintrac competition opened my eyes to the value adding side.

"WorldSkills is more about cutting specifications, product knowledge and work flow, amongst other criteria."

Luke has been credited for significantly boosting sales at Michael Lawrence's Leabrook shop through digital marketing.

Takings rose by 25% in a year after Luke developed a Facebook page presence and began emailing regular newsletters to customers.