

SOUTH AUSTRALIA'S OLDEST CO-OPERATIVE ESTABLISHED 1905

INSIDE



Casey Cooper features local saltbush merino at Burra – page 3



Meet Sausage King Daryl Muller of the Riverland – pages 4-5



New products launched by MBL page 8

## It's a family affair at Mawson Lakes New shop a winner for Anthony

The ever-smiling Anthony Tanner pounced at the “perfect opportunity” to ply his butchery skills at the blossoming Mawson Lakes development in northern Adelaide.

Just five months after opening Mawson's Gourmet Meats, he says his investment has been justified as his list of regulars grows week by week.

“We're rapt with the response so far,” says Anthony, 37, who runs the shop with his wife Jo and their two teenagers.

“I wanted my own shop and I heard Mawson Lakes' developers wanted a butcher to come in.

“The developers had been speaking with some other butchers but we then approached them anyway as we saw this as a perfect



The Tanner family... (from left) Nikki, Jo, Andrew and Anthony.

opportunity. We were happy to get the nod.”

Spread over 600 hectares, Mawson Lakes already has over 11,000 residents –

mainly families and working couples living in houses or apartments.

There are presently 4,000 abodes.

Anthony is the sole independent butcher. His shop, on the ground floor of a new apartment block, is close to a shopping centre that includes Woolworths.

However, he is essentially a “destination” butcher.

He prides himself on quality, presentation and customer service – and the locals love it as his reputation spreads by word-of-mouth.

“Business is brisk, especially on Thursdays and Saturdays. Last week in three days, we counted 30 new customers,” he tells MBL News.

“In our first week, it was quiet for the first three days but it picked up on the Thursday and we ended up having a good

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It's rebate time again, plus notice of AGM – page 2

## NOTICE TO MEMBERS

### ANNUAL GENERAL MEETING

Members are advised that the date for holding the 2011 Annual General Meeting has been fixed at **6.00pm on Monday, November 7, 2011**

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

**432 Churchill Rd, Kilburn.**

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# It's rebate time again!

**Spring is here, the sun is shining and it's that time of year again!**

The auditors have given the "all clear" and all is in order for MBL to pay the rebate to our Members.

This year's rebate will again be issued partly in cash and the remainder in B Class shares.

We are also paying a healthy 4.5 per cent interest on your existing shares and loans.

And while we are on the subject of B Class shares, please keep in mind that your shares are worth \$1 each.

They can be redeemed on retirement or resignation of membership, so think of them as part of your retirement benefit.

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

And remember, in addition to our huge range of merchandise, MBL also has the full range of Australian-made and imported machines to suit your needs. These include Hall, Barnes, Thompson, Henkelmann and Orved, plus a wide range of smaller items to make your job easier during the BBQ season.

Generous terms are available.

## New shop a winner for Anthony

**Continued from page 1**

week. I knew then we'd do well."

With the majority of local couples working and time-poor, Anthony correctly identified the suburb's demographics as ideal for his quick-and-easy range of pan-ready and oven-ready products.

These products are similar to those that have been made by Lou and Lynne Zammit at Windsor Meat Store, Malvern, for more than 20 years.

This is hardly surprising as Anthony was the Zammits' first apprentice, starting as a shy lad of 15 and staying for 18 years to perfect his skills. And wife Jo worked there, too.

Lou says, "Anthony and Jo are like members of the family. We are proud of them."

While Anthony, who describes himself as a "clone" of Lou, can turn his hand to anything and often works 16-hour days, Jo and their children Andrew, 16, and Nikki, 14, also serve and produce.

Andrew, who spent some time working with Lou, makes all sausages and hamburgers.

And Nikki helps with marinades and casseroles, and seems a natural at presentation.

To round off the family connections, Anthony's sister Vicki works part-time in the shop and his nephew Jordan is clean-up boy.

Anthony says with so many apartment buildings in the surrounding area, customers tend to walk to the shops on a good day.

"We've only been here for

winter and little of spring, and I'm told to expect a lot more customers in the warmer weather as people get out walking," he says.

"So it seems we have good cause for optimism.

"We'll keep working hard to nail quality and presentation as well as giving the best customer service."

## MBL NEWS

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# Local Burra lad makes good

**Growing up in the heritage-listed copper town of Burra, Casey Cooper built a good reputation which is helping him years down the track.**

Casey, 27, is Burra's sole butcher, taking over the old McPhee's shop almost three years ago. He upgraded it a few months ago and renamed it Coopers Butchers.

He has built a loyal customer base in Burra, draws people from nearby communities who appreciate his quality product and service, and supplies three IGA supermarkets.

"Having grown up here has helped. I did most of my schooling here, played footy, cricket and basketball, and I've been involved on many social committees," says Casey.

"Most people know me around the area. They like the idea of a local lad having a crack and they support me.

"If you look after customers, they look after you."

But while Casey is doing nicely, it seemed for a time that he would be lost to butchery.

"I did most of my apprenticeship here with Gary McPhee and finished it at his shop in Clare (40km away). In all, I spent five years with Gary," he says.

"But I felt like a change. I wanted to work outdoors. So I got my crane operator's licence and worked for Clare Crane Hire."

Casey again got itchy feet, travelling to Canada with wife Melissa.

He spent three months as a welder's helper making gas pipeline in Alberta. He later worked for six months on a ranch, responsible for 400 head at a feed lot, with Melissa doing animal husbandry.

Returning home, he spent another year operating cranes.

Then his old Clare workmate Jason Mathie, the undisputed Sausage King

of 2010, bought McPhee's shop in Clare.

"Jason and I worked together, working side by side on a block. I got thinking when he bought the shop," Casey says.

"I thought Gary might want to sell his Burra shop, too, so I called him and it all flowed from there.

"I never thought I'd be a butcher again but Burra seemed a good opportunity. I grew up here, I'd



*A new "stamp" logo is designed to have an "old" feeling in line with Burra's rich history.*

worked in the shop and locals know me.

"I had decided years before that I didn't want to be a butcher unless I

had my own shop."

As well as Burra, Casey has customers in the northerly communities of Booborowie, Hallett and Mt Bryan, and he supplies three regional IGA supermarkets.

"They all come here from surrounding communities. They are loyal and supportive," he says.

"This is a tourist town and we get trade from people passing through -- travellers on their annual trips and vacations."

The biggest drawcard for most is saltbush hogget, sourced from nearby.

Casey and Melissa are the proud parents of two pre-schoolers – Cash and Emmylou, but Mum still finds time to do the books and work part-time in the shop.

Casey employs two full-time butchers, Eddie Tilly and Cameron Daniel, while Darryl Maidment is a part-timer and William Brooks is an apprentice.

# Daryl's dazzling double

**A small shop tucked away in the Riverland was the surprise packet of the SA Sausage King Awards, winning two of the six categories.**

"I'm pretty pleased," says butcher Daryl Muller, 56, in a typical understatement.

Muller's Meat Store, at sleepy Monash, beat off challenges from the city "big boys" to win the Australian Lamb/ Open Class with a Lamb Curry and Fruit Chutney sausage.

Daryl bagged a double by winning the Gourmet/ Open Class category with his Cheese & Bacon offering, which was runner-up last year.

Awards organiser Paul Sandercock, of AMIC, says: "Daryl has a small shop off the main road yet he has succeeded at regional and State levels.

"It proves that you don't have to be a big operator to succeed in Sausage King."

Another small country butcher, Jason Mathie, of Clare, won Traditional Australian for the second year running with his Saltbush Hogget.

Jason says, "It's good that small country blokes can do well. It's good for the industry."

Larger Adelaide entrants won the other three categories, led by Feast Fine Foods in Poultry (Chicken Thigh with Lime and Chilli) and in Continental (Chorizo).

Seasoned performer Barossa Fine Foods won Traditional Australian Pork with its Cambridge sausage.

There were 175 entries in Sausage King, up by 29 percent on last year, and 217 in the smallgoods awards, up by 23 percent.

AMIC says the overall standard of entries was the highest for several years.

But back to the Sausage King of Monash...

Monash is off the Sturt Highway and has a population of less than 150. The closest town is Barmera.

There are only a few scattered commercial operations in Monash – a club, general store, locksmith, chocolate factory and the butcher's.

Not only is Daryl's shop off the beaten track but it's a stand-alone business, with the general store some 200 metres away.

But with quality product and personal service, he has built loyal custom. People travel to his shop from all over the region.

He tasted Sausage King success previously with his Lamb and Fruit Chutney sausages in 2009, winning an SA title before coming third in the nationals.

But surprisingly, his biggest selling line is Beef Barbecue.

**Continued page 5**



*Sausage King Daryl Muller in his Monash store. Photo courtesy of Jane Wilson/Riverland Weekly.*

Continued from page 4

"I got the recipe for Beef Barbecue from my Uncle Des. I did an apprenticeship with him here in Monash, starting in 1970," Daryl says.

"Uncle Les in turn got the recipe from his uncle who had a shop in Adelaide, so there's a bit of family history.

"I grew up in Mildura and my father was a drover. As a family, we'd sometimes go with him on his trips."

After completing his apprenticeship, Daryl worked as a slaughterman for 10 years at Mildura's abattoir.

He worked for another 12 years as an abattoir inspector and then for five years as a quality assurance officer until the Mildura abattoir closed.

After trying other jobs, he grabbed the chance to buy the Monash shop which came with a small slaughterhouse 4km away.

He says he sources 95 percent of beef and lamb from local farmers.

"We don't sell much of anything but we sell a little of everything," he says.

Darryl employs a fulltime butcher (Wayne Butterworth), an apprentice (Steve Rettalick) and a slaughterhouse "minder" (John Webber).

Daryl's partner Tracy Duncan looks after the books and his mother, Margaret, cleans and does the banking.

In the **Smallgoods Awards**, Barossa Fine Foods again dominated by winning eight gold medals, 15 silver and three bronze.

BFF won gold in Boneless Leg Ham with its German Butcher's Ham, Mettwurst (Garlic) and Salami (French, Air Dried).

It won two golds with duck products in Ready To Eat -- Duck Pate with Cherries & Walnuts and Duck Terrine, French Rustic Style).

It also won two golds in Deli Meat for Smoked Wagyu Beef Baked in Smoke, and Gypsy Tryoler, Rustic with Green Pepper.

BFF was one of four gold medallists in Cooked Sausage in a Casing along with Bruce's Meat Service of Mitcham, Mt Pleasant Butcher and Standom.

Standom won a second gold in Deli Meat with Strassburg and took 32 silver or bronze medals.



Jason Mathie and some of his award-winning sausages.

## Jason's gongs

**Awards keep flowing for Clare's Jason Mathie who enjoyed unprecedented success in SA Sausage King last year by winning four of the six categories.**

This year, he again won Traditional Australian with his Saltbush Hogget, which also won him the national title in 2010.

He came second in three other categories this year, proving that last year's success was no fluke.

In the smallgoods awards, he won five medals including gold for bacon.

And to put the icing on the cake, his Mathie's Meat Shoppe won the People's Choice Award in the hotly-contested Tels-tra South Australian Business of the Year awards.

People voted for this

award by going online. Overall some 50,000 people voted but the small Clare butchery won.

"We handed out cards to customers asking them to vote for us and how to do it, and they supported us," Jason says.

Regarding Sausage King, he says: "We wanted to make sure that last year's success was not just a oncer.

"It was great to win one category and we were told that there was only a few points difference in the three categories in which we came second.

"So the whole exercise has again been very good.

"We were also very pleased to win gold in Bacon for our Smoked Middle Rasher."

# MBL offers another TAFE scholarship

**MBL is offering a scholarship for TAFE SA's Diploma in Meat Processing (Meat Retailing) course.**

Applications are invited from people in the retail sector who want to take the next step in their careers.

MBL is offering one scholarship valued at \$2,400. The scholarship is for two years, enabling the recipient to successfully complete the program.

A few months ago, MBL awarded a similar scholarship to Lobethal meatworks manager Lincoln Yardley for TAFE's Meat Processing (Slaughtering and Boning) course.

The Co-op is doing this as we believe the courses have obvious merit and can lead to overall improvement in our industry.

The courses are work-based, with TAFE lecturers visiting workplaces and designing enterprise-related projects as well as one-on-one mentoring to meet "gaps" in skill levels.

Lecturers challenge participants with industry-relevant scenarios and problems requiring solutions.

The courses are aimed at middle to high level management, processing managers, retail managers and owners.

Participants get the opportunity to upgrade their skills in specific areas or have their existing skills and knowledge recognised.

Work-based projects will be flexible, designed to fit employers' business requirements. Current skills and knowledge are taken into account.

While the courses are based on one-on-one tutoring, participants will be provided with access to internet resources.

Applicants for MBL's retail Diploma scholarship must address the following:

- Clear reasons for undertaking the program
- A good understanding of your current business, from operations to strategy, technology and people
- Leadership ability, exceptional teamwork and interpersonal skills

- Possess solid verbal and written communications skills
- Demonstrate solid personal integrity and business ethics

Two word-processed applications (not hand written) must address all the above criteria on a maximum of three A4 pages with a minimum 12-point font.

Two business resumes must be attached. In addition, the successful applicant must:

- Agree to publicity, in MBL News, for winning the scholarship
- Be available to enrol in the program next February.

Closing date for applications is Friday, November 11.

MBL and TAFE will decide the scholarship winners. There will be no interviews.

Applications should be sent to:

**Tony Adey,  
Applied Food Studies Program,  
TAFE SA Regency Campus,  
137 Days Rd,  
Regency Park SA 5010**

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## Australia's best pie

A chunky beef pie baked in Adelaide has been judged the nation's best pie.

St Georges Bakehouse beat 1,000 other bakeries in the 2011 Great Aussie Meat Pie Competition.

It is the first time an SA pie has won the award in the competition's 22-year history.

**Variety is the spice of butchery, says the winner of the SA Meat Retailing section of Worldskills, James Chirgwin.**

James, 23, spent his apprenticeship with Richard Gunner Fine Meats, firstly in the boning room at Nairne in the Adelaide Hills and later in the Feast Fine Foods shop at Norwood.

Upon completing his apprenticeship, he set his mind to learning about smallgoods and took a job with award-winning Skara Artisan Smallgoods, also at Nairne.

James believes that gaining experience in processing, retail and smallgoods will put him in good stead to progress in the meat game.

"It's a big industry. You can do anything, but I haven't yet decided on a long-term goal," he says.

"I like the industry because there's always something new to learn or do."

James won the SA final of

# James wins SA Worldskills title



*James Chirgwin in action in the SA final of Worldskills.*

Worldskills, at Regency TAFE, with a score of 79.58 per cent from Ryan Mercer, of Foodland Mt Barker, on 71.59.

In 2009, James came third and the experience did him the world of good.

Interestingly, his success this year in areas including break-up, bone-out and

primal preparation came after a year in smallgoods, proving he hasn't lost his touch.

There were seven Worldskills finalists. Each demonstrated ability in knife control, initiative in value adding and skills for effective presentation.

Other areas judges ruled

on included rolling, slicing, time management, OH&S, hygiene, and cooking and product knowledge.

James says he "fell into" butchery after not knowing what to do when he finished school.

"I wanted some sort of trade, saw an ad for an apprenticeship with Richard Gunner, applied and got it," he says.

"After working in a boning room and retail, I wanted something different after finishing my apprenticeship and I took a job in smallgoods with Skara.

"It's quite different and I had to learn a whole new set of skills.

"It's all part of the learning experience."

*\* MBL has long supported Worldskills as a showcase of our best young butchers.*

*We will present James, as the SA winner, with a full kit for the national final which will be held in NSW next year.*

**An inaugural national butchery competition for meat retail trainers will be held in Adelaide in November.**

It will be part of an annual conference, organised by MINT-RAC (the National Meat Industry Training Advisory Council), for trainers of meat retailing apprentices at Regency TAFE on November 23-24.

The three-hour competition will be an opportunity for meat retail trainers to maintain currency of skills in value adding.

The trainers will show off their butchery skills to each other and perhaps learn a few new ideas and tricks.

There will be four four-man teams – one from both

## Trainers take centre stage

NSW and Queensland and combined teams from SA, NT and WA, and Victoria and Tasmania.

Three team members will do meat preparation with the fourth leading the team and calculating yield, costs and prices, and writing up tickets for the display.

MBL will provide marinades, batter, crumbs, twine, netting and any other ingredients needed. MLA will provide meat and trophies.

Tech Talk with Bernie Steinhoff

# MBL offers nine new marinades

In time for the barbecue season, MBL has secured the SA agency for Denco Trading Pty Ltd.

Denco manufacture an exciting range of marinades, glazes, sprinkles, coatings and sausage meals.

Over the past three months, MBL has tested many products and we have decided to launch nine new marinades and glazes.

Wait until you get your hands on these new products – they will turn your meat into *eye catching taste sensations*.

Some of the range will replace



Some of the new Denco products and the results in MBL's test kitchen.

existing products and others will be brand new, with names such as **Macadamia Satay, Peking, Portuguese, Chilli Lemongrass and Ginger & French Green Pepper.**

Here, I'll run through some of the dry marinades:

**Macadamia Satay** is orange coloured and sweet smelling, with lots of large pieces of macadamia nuts great on chicken, pork and beef.

**Italiano** glaze is a dark red wine colour with that unmistakable Mediterranean flavour of herbs, tomato and black olives. It is so versatile it can be used as a glaze or mixed with crumbs makes a beautiful parmigiana schnitzel. Use it on any meat.

**French Peppercorn** glaze is particularly designed for beef steaks or roast, but would compliment lamb as well. When cooked it creates a delicious gravy, with flavours of onion and mild green pepper and displayed for sale, looks inviting with particulates of cracked green peppercorns.

As well as the above dry marinades, there are new liquids such as **Portugese, Chinese Honey, Peking, and Honey Mustard.**

**Honey Mustard** is a rich bright yellow paste, thick and full of mustard seeds with a distinctive honey and mustard flavour that will compliment any meat.

**Portugese** has a strong Mediterranean flavour of tomato, garlic, basil and coriander. It is a deep red paste showing distinct particulates of herbs. It presents beautifully in the display case and will compliment any meat.

**Peking** is based on the original Chinese flavours of hoi sin and fivespice with a touch of chilli. It is a deep brown colour and will go well with poultry, pork and beef.

They come in 4 litre containers but MBL has also been able to source some popular flavours in 10 litre containers at economical prices.

Over summer, we will add some more products with a new range ready for winter.

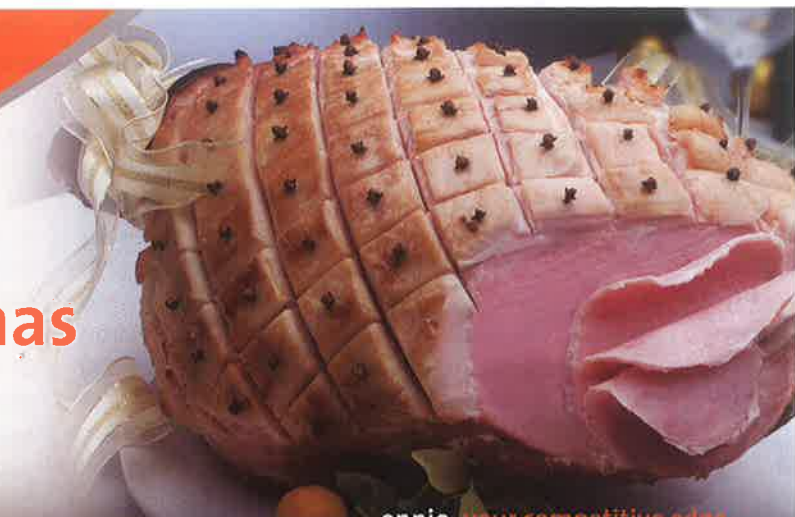
Cheers, Bernie.



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