

## It's all go for Brad

Brad Turner opened his second Balhannah Butchery shop at Mt Barker within weeks of lifting the AMIC trophy for Australia's best ham. The shops sell meat from the farm and others he manages in the Adelaide Hills. **See story pages 6-7.**



An updated app makes it easy to create compliant food labels – and now MBL is assisting with a subsidy to add extra value to membership.

The Easy Food Labels app, developed in Adelaide initially for butchers, streamlines compliance and saves users time by creating labels with accurate ingredient lists, nutrition panels, declarable allergens and per centage of Australian content.

There is no fee for MBL members to use the app, with the monthly fee paid by MBL. It can be used for an unlimited number of products for free.

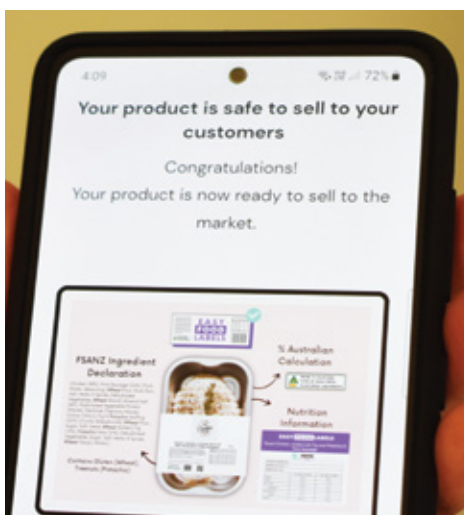
Members can sign-up via the QR code in the advertisement on page 4 of this edition of MBL News by using the code MBLSA.

"This is another member benefit, making label creation easier, simpler and less time-consuming while reducing worry over potential pitfalls," says MBL Chairman George Ujvary.

"Food labelling in Australia is potentially a tricky environment due to the required level of compliance, with hefty penalties if the wrong information is used.

"This app makes it easy to achieve accuracy by accessing and applying information on many hundreds of single-ingredient raw materials and products, including MBL products."

## Membership bonus: MBL subsidises app for easy food labels



Picking up the bill for the app's use is the latest MBL initiative to improve the efficiency of members' businesses, adding extra value to membership over and above the annual rebate and our competitive merchandise prices.

Easy Food Labels was previously known as Food Safe Australia. When the labelling app was launched early last year, the monthly fee was normally \$49 but was subsidised at \$30 for MBL members.

As part of rebranding, co-founders Simon Horwood and Belinda Hanson-Kenny are focusing on the core purpose of creating compliant food labels.

"The app's original purpose was food labelling but we were losing focus by adding other features, mainly the function for butchers to create their own click and collect service," says Simon.

"Over the past year, customers have made it clear that they just want easy food labels – so now that's what we're focusing on.

"We've rebranded to Easy Food Labels, a

Continued page 4

# Footy fans' fritz frenzy

The old TV jingle still rings true – they don't have fritz in Sydney. Or in Melbourne. Or in Perth. Or anywhere else over our borders.

Footy fans in Adelaide for AFL's Gather Round in April spent up big on fritz, buying all in stock in quick order at Barossa Fine Foods' original Central Market shop to take back home.

"We sold out of fritz and we sold a lot of mettwurst, too. We'll make sure we have more available every time there's a Gather Round," says BFF patriarch Franz Knoll.

Franz has long believed that fritz should be added to the State Heritage Icon list which includes Balfours Frog Cakes, Menz Fruchocs, Farmers Union Iced Coffee and Coopers' Pale Ale.

"It's about celebrating what is South Australian. Fritz is part of who we are. We need to protect our heritage and preserve the integrity of fritz," he says.

## MBL NEWS

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# VOTE FOR YOUR CO-OP

Love doing business with your co-operative? Then please nominate MBL for this year's inaugural AMIC Supplier of the Year award.

If you think we reliably deliver quality products at competitive prices and offer good customer service on top of our unique annual rebate, then vote for us on the dedicated AMIC form before the June 30 deadline.

The form is available through AMIC or it can be found on the MBL website's home page under the News & Media section at the bottom left corner.

The new Supplier of the Year award applies only to businesses, like MBL, that have wholesale as their main activity.

Judging criteria includes customer service, communication, supply reliability, ease of doing business, invoicing and product development.

The winning supplier will be announced at the AMIC State awards presentation night, sponsored by MBL, on July 29.

**\*See pages 8 and 9 for information on this year's AMIC awards.**



Ready to go... part of the machinery range at MBL's showroom at Athol Park.

# Golden tax break ends

With a June 30 deadline looming, butchers and other MBL members wanting to buy new machinery need to act quickly to take advantage of the most generous tax break ever.

"We have stock ready to go; now is the time to talk to us about what is available for immediate delivery," says MBL Sales Manager Ryan Mercier.

Machinery must be in use, or installed ready for use, by June 30 which marks the end of an unprecedented tax break introduced in the Morrison Government's "covid recovery" budget of October 2020.

Under the stimulus initiative, businesses have been able to claim immediate tax deductions for any number of items purchased at any cost.

The offer dwarfed previous instant tax write off schemes that have come and gone over the past decade.

After being extended several times since its introduction, the offer's June 30 end was announced as expected in the recent federal Budget.

From July 1, the Instant Asset Write Off Scheme allows small businesses with turnover up to \$10 million to write off the full cost of assets worth up to \$20,000.

The new scheme will apply on a per asset basis, meaning multiple assets can be written off, but the \$20,000 cap excludes larger, more expensive machinery.

However, butchers and other

MBL members wanting to upgrade machinery still have until the June 30 deadline to potentially benefit from the "old" scheme.

They should contact MBL now to see if the desired machinery is in stock and if it can be installed before June 30 by technicians seconded by MBL.

MBL began stocking up on machinery a year ago ahead of an expected rush. We have never previously held such large volumes of stock in our warehouses and showroom.

The strong sales of recent months are expected to continue in the coming weeks.

Members should consult their accountants for specific tax advice.

**'We have stock ready to go; now is the time to talk to us' – Ryan Mercier**





Ray Borda with a certificate marking one million MBL shares at a celebratory dinner for Macro and MBL leaders and guests.

# MBL and Macro share partnership milestone

Celebrating his company's accumulation of one million MBL shares, kangaroo meat pioneer Ray Borda says the co-operative's support and encouragement has been pivotal to the success of Macro Group Australia.

"We have a long-term partnership with MBL," says Ray, who has elevated kangaroo meat from a pet food to a gourmet product for global markets.

"MBL has been very good for us for over 30 years, giving support and advice as well as providing blending services and supplying merchandise from ingredients to all our PPE.

"In any business, you have your ups and downs. In our case, we're most affected by Outback floods and drought when kangaroos spread out across the country, making them more difficult and costly to source.

"During rough periods due to floods and droughts in the past, MBL has been very supportive in helping us get through.

"MBL helped us develop products in our early years, with people like Bernie Steinhoff spending a lot of time here. The support has continued over the years through people including Dale Rowe today.

"Jamie Higgins is also very supportive now. He's a good operator who has made a huge impact at MBL."

Macro joins Barossa Fine Foods and Drakes in reaching the one million MBL shares milestone in recent years.

Leaders of Macro and MBL gathered for a



Ray Borda... "MBL has been very supportive on multiple levels for over 30 years."

celebratory dinner where Ray was presented with a certificate to mark the achievement.

MBL Chairman George Ujvary says, "It was an important dinner, highlighting the length and strength of the relationship between our two organisations.

"The accumulation of one million MBL shares is a testament to Macro's strong patronage of the co-operative, driven by Ray and his senior management.

"Ray is highly-accomplished, pioneering commercial production of kangaroo meat for human consumption here and around the world, and being a passionate spokesman for the food industry as chairman of Food SA."

Macro was established in 1987 and now controls the world's largest retail distribu-

tion of kangaroo and wild game meat.

Having handled kangaroo meat in his pet food business in the early 1980s, Ray saw the quality of the lean meat and its potential in a health-conscious market.

He created both the market and the infrastructure needed to support supply from scratch, working with government to develop regulations for a kangaroo industry. Then he had to "sell" kangaroo to consumers.

Today, Macro is the exclusive supplier of premium kangaroo to Australia's major supermarket chains and is a major exporter to over 50 countries, with focus on the European Union, Japan and the US.

Macro has 260 employees in expanded premises just up the road from MBL in Athol Park.

# MBL subsidises labelling app

From page 1

name that immediately describes what we do and allows us to concentrate on being the best in the business.

"There are other apps available for click and collect; we're now solely about food labelling."

While the app is free to MBL members, Simon says there is a \$49 fee per product if label content verification by a qualified food technician is required. This verification is not compulsory under food regulations.

While the app has applications across the food industry, it is popular with butchers doing meal kits and is a boon for ready meal manufacturers.

In an important development, the system now incorporates an "export to scales" function for the transfer of label information to points of sale.

Easy Food Labels offers free training on how to use the app. "It's easy to get

started; we'll work with you to get going," says Simon.

Belinda says, "Everyone hates making food labels. It can be overly complicated. Now you can simply load your ingredients and recipes for the app to do the legwork for you.

"Creating a full label from scratch takes well under an hour with our app compared to three to five hours per label manually, allowing operators to get back to running their businesses."



Simon Horwood (right) worked with Nick Finn to finetune the labelling app.

Early last year, Simon and Belinda sought MBL, with over 500 members, as their first customer. MBL, as a co-operative for the benefit of members, saw involvement as a natural fit.

"This very much became a joint venture between MBL and us. The advice of MBL has greatly helped," says Simon.

"In particular, we have appreciated the advice and encouragement of Kane Paues at MBL and Nick Finn at Barossa Fine Foods, giving us industry direction."

Nick, BFF's Product Development Manager, says, "This is an exciting product, the perfect tool for owner operators taking the next step in value-added products.

"It gives operators of small-to-large businesses the confidence to know the labels produced will meet the rigours of ever-changing compliance.

"Belinda and Simon have taken industry feedback to make this app user-friendly, and the option to have labels verified offers incredible value for money."

## EASY FOOD LABELS

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Chicken (48%), Pork Sausage (26%) (Pork, Water, Seasoning (Wheat Flour, Rice Flour, Salt, Herbs & Spices, Dehydrated Vegetables, Wheat Starch, Mineral Salt (45)), Hydrolysed Vegetable Protein (Maize), Dextrose (Tapioca, Maize), Colour (160c)), Fig & Pistachio Stuffing (26%) (Crumb (Breadcrumbs (Wheat Flour, Sugar, Salt, Yeast, Wheat Gluten), Fig (15%), Pistachio Nuts (10%), Dehydrated Vegetables, Sugar, Salt, Herbs & Spices, Wheat Fibre)), Water).

Contains Gluten, Wheat, Treenuts (Pistachio)



EASY FOOD LABELS

Roast Chicken, stuffed with Fig and Pistachio & Pork Sausage



NUTRITION INFORMATION		
SERVING SIZE - 110 g		
SERVING SIZE - 200 g		
	Ave. Qty. Per Serve	Ave. Qty. Per 100 g
Energy	1750 kJ	880 kJ
Protein	27.2 g	13.6 g
Fat - Total	24.8 g	12.3 g
- Saturated	7.3 g	3.8 g
Carbohydrate	2.0 g	1.0 g
- Sugars	5.7 g	2.9 g
Sodium	620 mg	310 mg



- ✓ Build FSANZ compliant Food Labels including Nutrition Information
- ✓ Build Product Labels, Recipes and Ingredient Declarations
- ✓ Get compliant with local councils and inspections!
- ✓ Your Recipes, Ingredients, Product Specifications & Allergens all on the Portal
- ✓ Promote your business as being food safe
- ✓ Pay only if you want your product verified by us  
\*this is not compulsory to use the app\*

Perfect for MEAT PACKS, READY MADE MEALS, BAKED GOODS, SAUCES ETC





Mark Rosewarne's only regret about spending all his working life at MBL is that he is retiring "just a few years short" of chalking up 50 unbroken years.

"I've been here for 48 years and it would have been good to reach the half-century but it wasn't to be," says Mark, 66, pictured, who retires at the end of June.

"I didn't have any sick leave for 30 years but I started to slow down and had to have a knee replacement last August. Now is the time to retire."

Asked to describe his time at MBL, he had no hesitation in declaring, "It's all been good."

And he's equally adamant in strongly recommending MBL to young people seeking a varied and rewarding career. "MBL is a place where you can advance and work your way up, as many people have done over the years," he says.

MBL's General Manager of Sales and Marketing, Kane Paues, praised Mark's longevity, saying generations of members had benefited from his service.

"My appreciation of Mark goes back to the 1990s when he was my rep in the Barossa and later when I had a butcher shop at Clovercrest. He was always supportive," Kane says.

Mark joined MBL from school in March, 1975. He has witnessed huge changes in retail butchery and the strong development of MBL into a much more diverse and robust business to the benefit of members.

"The sheer scale has changed. MBL has well over 6,000 products in today's range which is at least double to when I started here," he says.

"Our blending capacity has dramatically

## Mark Rosewarne retires after 48 years at MBL: 'It's all been good'

increased. Things like marinades and sprinkles now make up a good size of the range but the type and quality of many products have also improved.

"We used to have big stocks of white and brown paper which moved aside for plastic bags in the late 70s. Plastic packaging kept improving and now it's all about compostable and recyclable products."

Mark began his MBL career on the front counter of our old Kilburn base when we sold cow hides and sheep skins, before hitting the road as a rep in an old Kombi van which was effectively a shop on wheels.

But growing up, he had always expected to continue the family tradition of butchering. His father, Hurtle, had a shop on Glen Osmond Rd at Frewville and uncles Bert and Charlie owned several shops.

A young Mark first appeared in his father's shop at age 10 and was there every Saturday morning and every school holidays, expecting to be there fulltime once finishing school.

"Don't be so bloody stupid," growled his father, believing Mark could find something better than the hard work and long hours of butchering.

Hurtle thought a career in sales made more sense. As it happened, a week later MBL advertised for a trainee salesman. Mark, of course, got the job.

"They were long days. I'd leave home at Park Holme at 6.30 each morning, catch a train to Adelaide and another train to Kilburn for an 8 o'clock start," he says.

"I was on the front counter for two years, with the exception of swapping jobs with a storeman for a few months for experience, and I became a rep in 1977.

"My first round, in a Kombi van, was the western suburbs including Port Adelaide and Glenelg. Our vans were light blue with white writing – 'Master Butchers' was plastered all over.

"The vans were old but reliable and we packed a lot of products into them. I'd pull up outside or out the back of shops and butchers would come out and pick what they wanted."

Mark made many friendships over the years and saw many family businesses evolve.

"A great thing about being an MBL rep has been the many friendships," he says.

### Meet new MBL rep Ben Oerlemans – page 11



# IT'S ALL GO FOR BRAD

## Second shop follows national triumph

Backed by over 20 years' experience in the meat industry, Brad Turner's foray into retail butchery has been a fast-paced ride with satisfying outcomes.

The owner of Balhannah Butchery is enjoying an eventful year, highlighted by his shop winning the trophy for Australia's best Ham On the Bone at AMIC's national awards in Adelaide in early February.

Barely six weeks later, after hectic preparations, Brad (*pictured*) opened his second Adelaide Hills shop, also named Balhannah Butchery, at a new shopping centre at Ashton Hills, Mt Barker.

"It's certainly been busy," says Brad, 39, who, with a background in processing, relies on his trusty shop manager Kris Ruwette and other butchers for the daily running of the two shops.

The shops are supplied with premium local beef and lamb by Hills Homestead Meats, Brad's family company which manages a number of stocked Adelaide Hills properties.

On a separate level, Brad is Operations Manager at Big River Pork, near Murray Bridge, one of Australia's biggest pork processors and a major supplier of raw material to MBL Proteins for conversion into tallow and meal for export.

He began in the meat industry as a labourer and knife hand at Lobethal Abattoir before joining Big River Pork as a knife hand and working his way up.

Brad and his wife Melonie lease a farm at Echunga where they raise lambs and Speckle Park cattle, a Canadian breed with great eating qualities.

Brad manages a number of other farms with his brother Shane, who also has a Hills farm, and his uncle Chris.

They advise and buy stock for hobby farmers, some on historic Hills properties from the 1880s.

Meat from these farms was taken for cutting to Balhannah Butchery when it was run by award-winning butcher Aaron Reddy.

"Then a few years ago, Aaron told us he wanted to sell the shop. I ended up buying the business in September 2021 to sell our meat under the Hills Homestead Meats brand," Brad says.

"Buying the shop was a risk but I wanted to give it a go and it's been great that someone of Kris's calibre came on >



Brad Turner refreshed the original Balhannah Butchery (left) before opening a new second shop (right) at Mt Barker in March.



board to manage a good team of butchers."

After refreshing the shop, the team entered the 2022 AMIC competitions, winning five awards for sausages, burgers, ham and bacon in the Metro zone.

They won two categories – for best Leg Ham On The Bone for their red gum double smoked ham, and for Best Butchers Gourmet Burger for their lamb, cheese and broccoli burger.

To their delight as first-time competition entrants, their ham went on to win the State title before being judged the best in Australia.

The winning ham was based on a recipe left by Aaron Reddy, who quit butchery to work in landscaping. Kris tweaked the cooking regime to "get a little more moisture."

Brad says, "On the awards night, my first text message was to Aaron, saying: 'Mate, your ham's won!' Aaron's been great – he still comes into the shop and chats with the boys.

"The trophy is prominent in the shop; there's been great reaction from customers. A few said they already thought we made the best ham.

"The number of people coming into the shop has increased, as has our bottom line. A woman from Melbourne and someone from Sydney put in phone orders for ham and later pick-up when visiting Adelaide."

Brad sources premium pork from two piggeries near Murray Bridge. "We break pigs in the Balhannah shop, along with our beef and lamb," he says.

He says customers appreciate quality local meat and like to hear the story behind it.



Brad and Kris Ruwette with the AMIC trophy for Australia's best Ham On The Bone.



Kris displays Hills Homestead steak.

"We get good comments at tastings in our shops of our Hills Homestead beef and lamb. When you have animals that are well looked after, you definitely get better products," he says.

Brad says his addition of a second shop, on Mt Barker's outskirts, happened earlier

than planned but he had to grasp the opportunity.

"The centre approached us (Balhannah Butchery) to open there. They wanted a butcher shop and it was clear if we didn't take the opportunity, they'd have found someone else," he says.

"I always wanted to get into Mt Barker but I was thinking it would be a year or two down the track when we'd be better entrenched at Balhannah.

"When we opened in March, there was only Drake's and ourselves here but more shops have since opened. This centre is a work in progress."

Kris, 33, who did his apprenticeship at Mt Barker's Chop Shop, divides his time between Brad's two shops, overseeing a team of three butchers and three apprentices plus several servers.

"We have a good team," he says.

## Rice gift to Thai workers

MBL and five other businesses behind the Ikon Pack brand have jointly donated 5kg bags of rice and other foodstuffs to the Thai factory workers who produce a large amount of our packaging.

The goodwill gesture was much appreciated as 5kg of rice goes a long way in Thailand, lasting an average family for three to four weeks.

As well as rice, each worker was given a tin of canned fish, a bottle of cooking oil and six bags of instant noodles.

"We are the main export customer for PP

Packaging Co Ltd, a family-owned business that employs 500 local people," says Ikon Pack's Business Development Director Bexley Carman.

"We view this business as an extension of our own because we work with them on a daily basis as the main Thai factory that manufactures our products.

"We wanted to give a little back by showing we are invested in this business and we care about them – we're not just another distant customer."

The rice and other items were given to



Thai packaging workers with their gifts.

each worker as they broke up for their New Year celebration, which is in early April in Thailand.

"The factory's owners hold a big breakup party when the factory closes for the New Year holidays, making it an appropriate time to give the gifts," Bexley says.

After a soft launch last year, the Australian Charcuterie Excellence Awards have now replaced AMIC's regional, State and national smallgoods awards which were held in conjunction with Sausage King.

The new awards promise to give entrants relevant feedback from the judges, shedding light on how their smallgoods can be improved. Here, we examine the new awards with chief judge Franz Knoll.

# RAISING THE BAR

## Franz champions charcuterie awards

Franz Knoll "retired" from Barossa Fine Foods three years ago but he's working as hard as ever to raise the standard of Australian smallgoods.

The prolific awards winner is forever passionate about striving for smallgoods excellence, stepping up as a key driver of AMIC's new Australian Charcuterie Excellence Awards.

"We produce great food which makes people's lives better," says Franz, the long-time Chairman of AMIC's National Smallgoods Council and AMIC's National Meat Industry Training Advisory Council.

"But we need to lift the level of pride in our industry, and the Charcuterie Awards, based around national standards, can help by recognising the excellence of our elite producers.

"By lifting the overall standard of the industry and the individuals in it, we'll all be doing a better job providing superior charcuterie products to the consumer.

"The awards can also fast-track the development of the next generation of smallgoods makers."

As well as recognising outstanding individual manufacturers and their products, Franz says a key part of the awards is providing greater feedback to encourage product improvement.



*Franz Knoll... "We produce great food which makes people's lives better."*

"Entrants can take on board the scoring feedback from the judges, maybe make some adjustments and enter again next year with the aim of a higher medal," he says.

Franz says only one-third of AMIC members entered the old awards and changes were needed.

Based in Melbourne, the Charcuterie

Awards cost far less to stage, allowing AMIC to contain ballooning costs and free-up time for its State managers to conduct other business on behalf of members.

Gold, silver and bronze medals are awarded in line with set points-based judging criteria and there may be multiple winners per medal level. The highest point scorer in each category will be awarded Australian Category Champion.

Franz says of roughly 340 entries in last year's inaugural awards, 169 gold medals and 80 silver medals were awarded.

"The awards are judged against perfect rather than the standard of other entries. It's about striving for excellence rather than simply getting to be first against peers," Franz says.

"The objective is to standardise judging and trying to take out personal preferences. Previously, there was no consistency in how products were judged.

"We'll look at products in the



*Judges at work at the inaugural Charcuterie Awards in Melbourne last year.*





➤ context of what is trying to be achieved and understanding of the concept.

“For example, is a product made for slicing in the shop or for long-life packaging? If it’s for slicing, what’s it like shaved?”

“It’s about ‘hands-on’ judging for every product and a big thing is that strong efforts will be made to inform people where judges think they can improve.”

Market research company IbisWorld puts the total revenue of the Australian smallgoods industry at \$4 billion.

This estimate is supported by AMIC which represents the major producers who dominate the market as well as a growing number of small producers, led by retail butchers.

Several years in the making, the Charcuterie Awards had a “soft launch” last year with only a handful of South Australian entries but they are being energised this year after AMIC’s shake-up of its competitions.

AMIC has scrapped its traditional regional and State smallgoods competitions, which led to national finals, in favour of the Charcuterie Awards.

Australian Pork followed suit, cancelling its PorkMark ham and bacon awards to throw its weight behind the Charcuterie Awards, becoming a major sponsor.

Although smallgoods competitions contin-



ue at the Royal shows of Sydney, Melbourne and Hobart, the Charcuterie Awards are now positioned as Australia’s premier awards and will grow in stature over coming years.

This year’s awards are open to all manufacturers across 10 classes: Bacon; Ham; Traditional Salami; Poultry; Air Dried / Cured Smallgoods; Jerky & Biltong; Cooked / Pre-Cooked & Baked Smallgoods; Liverwurst, Pate & Terrines; Continental Smallgoods Products; and Other Smallgoods Products.

Entries opened on April 21 and will close on June 2, with judging between July 10 and July 21 at Melbourne’s William Angliss Institute before the presentation night on August 25.

Gold medal winners over the next three years will be eligible to enter the IFFA world regional smallgoods competition in Germany.

“This is a fantastic opportunity to showcase Australian grown and manufactured charcuterie products to the world,” Franz says.



# SAUSAGE KING: Hurry up and wait

AMIC has surprised by sticking with tradition to hold the national finals of its 2023 Sausage King competitions in 2024.

As part of a national shake-up, AMIC’s regional and State Sausage King and burger competitions have been brought forward from their traditional dates, leading to expectations of the 2023 national finals being held in 2023.

SA’s next regional and State competitions will be in July but the State winners will have to cool their heels for over six months for the national finals in Queensland after AMIC stuck with the traditional February timeslot.

The February timing of the culmination of the previous year’s competitions has long seemed an anomaly begging to be rectified but it will continue at least in the short term.

AMIC has reverted to its regional Sausage King awards being centralised in Adelaide as part of the national shake-up.

Regional and State smallgoods awards have been scrapped in favour of AMIC’s new Australian Charcuterie Excellence Awards but competitions will continue for the six Sausage King categories and two burger categories.

A Ready To Eat Products competition for meat-based pastry products like pies, sausages rolls and pasties, will be also be run, along with the State Apprentice of the Year competition at TAFE SA Regency Park on June 6.

SA’s regional and State competitions, usually spread over several months, will be held over three days as part of Adelaide’s Beer & Barbecue Festival at Wayville Showground on July 14, 15 and 16.

This will be a great opportunity to showcase the skills and products of local butchers at an event that will attract thousands of people.

A skills challenge involving butchers and apprentices will be held on Sunday, July 16, along and with a “people’s choice” King of Sausages event, details of which are being formulated.



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Looking for a change from retail butchery but wanting to remain in the food industry, Ben Oerlemans turned to MBL – and he hasn't looked back.

Ben, 27, has made every post a winner in a short time, impressing with his customer service skills and work ethic in an initial sales role at MBL's Athol Park showroom.

He was rewarded by being trained as an on-the-road sales representative, learning the ropes by accompanying reps on their city and country rounds and also filling in for ill or holidaying reps.

He has progressed to serving a growing list of his own clients in Adelaide and Broken Hill, with his goal being to be eventually appointed to his own full round.

"I'm grateful for the opportunity given to me. All has gone better than I could have expected and I see a real future for me here," says Ben, *pictured*, who began at MBL last August.

Adelaide born and raised, Ben's first taste of the food industry was as a clean-up boy at Clovercrest shop Meats 'n Eats when it was operated by Kane Paues, now MBL's General Manager of Sales and Marketing.

"Kane was my boss back then and he's one of my bosses years later. It's funny how things work out," Ben says.

Kane says, "We see a big future for Ben at MBL. He has provided really good support to reps on the road and he does well in the showroom."

"If our members haven't come across Ben yet, they will in the next six months as he continues to get out and about."

Ben began work as a butcher at Springfield shops when they were part of MBL stalwart Mike Rankin's Holco business.

"A close friend was an apprentice at Springfield West Lakes where a job was going. I thought I'd give it a go," he says.

He completed his three-year apprenticeship at West Lakes and worked there for another two years before being promoted to 2IC at Springfield Hollywood Plaza, Salisbury Downs.

"After two years there, I still liked the meat industry but I wanted a change from working in the confines of a shop's four walls," Ben says.

"I was chatting with MBL rep Chris Rowe who suggested the idea of working at MBL. He told me MBL was a good place to work, a place where you can get opportunities if you work hard and where trust is put in you to do your job."

# "Meat the Team"

## Profiles on MBL staff members



"After Chris put in a good word for me, I had an interview at MBL. Seeing Kane again after all those years was a surprise."

Like most recruits, Ben was impressed by the scale and diversity of MBL when he began working in the showroom.

He was quickly identified as a willing and intelligent worker who could progress to higher roles within the co-operative.

His immediate focus is on becoming a good sales rep, continuing to fill-in for other reps and serving his own clients.

His own "mini round" involves visiting a set list of clients every second Thursday in Stepney, Tranmere, Magill, Hectorville, Rostrevor, Kilkenny and Torrensview to ease the workload of reps Chris Rowe and Shane Reynolds.

He has also taken over the Broken Hill round of the retiring Mark Rosewarne, flying in and out of the Silver City in a day every three months.

"I went on the rounds with Chris, Shane and Mark before taking over. They were all very helpful and it was good to see how they did things," Ben says.

"My experience as a butcher is important. It would be a lot harder to come into a job like this without any meat industry experience."

"Butchers are always asking to be shown different ways to do things. My knowledge of ingredients and how they work is important."

"I appreciate the opportunity of having the freedom to plan my day for the best outcomes, and I'm enjoying finding out about new businesses – no two shops are the same."

Ben is relishing learning about how businesses other than butcher shops operate and the merchandise, including packaging, they require from MBL.

As early examples, his round includes servicing Foodland supermarkets at Rostrevor and Kilkenny, and Magill Fresh Seafood.

"There's always something else to learn and to do," he says.

### Q & A

**Do you have a special interest or hobby?** Anything involving sport, mainly footy and soccer.

**What would you do with a spare \$50,000?** I'd travel all across America.

**If you were a car, what would you be?** My first car - a Holden VN Calais.

**What food can't you live without?** A nice Banh Mi (Vietnamese sandwich).

**If you could meet anyone, living or dead, who would it be?** Former AFL footballer Dane Swan would be a good laugh.

**What's the best thing about working at MBL?** Getting the opportunity to travel to many different places while on the road.

**Kellogg's**

# CORN FLAKES *Crumbs*

*Deliciously crisp & golden*

— THE ORIGINAL & BEST —



**No artificial  
colours, flavours  
or preservatives**



**Made from  
Australian corn**



**Made in Australia  
from at least  
99% Australian  
ingredients**

Kellogg's Corn Flakes Crumbs are crushed, crispy golden flakes of corn, perfect for cooking. Here are some golden ways to use them in your cooking:



**MINCE FILLER**



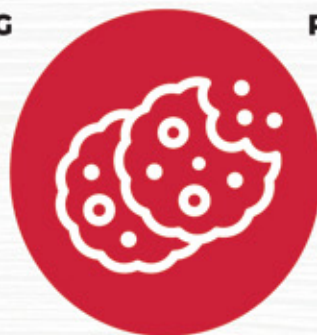
**CRUMB COATING**



**PIE CRUSTS**



**CASSEROLE TOPPING**



**BISCUIT MIXTURE**

## **PACK DESCRIPTION:**

- Bulk box of 4 x 3kg clear bags of Kellogg's® Corn Flakes Crumbs
- Ideal for butchers and food processors
- Convenient packaging for ease of storage and durability

**FOR FURTHER INFORMATION, CALL THE  
FRIENDLY MBL SALES TEAM ON (08) 8417 6000**

