



*Spick and span... (from left) Paul Suleyman, Luke Leyson, Caleb Sunqvist, Ray Pilkington, Lewis Deller-Evans and Dave Armstrong.*

***Is this the finest-looking bunch of butchers in SA?***

***The men at Goodwood Quality Meats are turning heads in their smart new uniforms featuring kangaroo skin aprons.***

***They say the uniform reflects their pride in who they are and what they do, as well as showing that they're a team.***

***The story of their drive to run SA's best shop is on page 5.***

## Skills shortage fully revealed

Less than half of advertised job vacancies for retail butchers are filled due to a growing skills shortage, according to a new Federal Government report.

The national report says the proportion of vacancies filled has dropped steadily in recent years to a low of 44% in 2018 after most applicants were dismissed as unsuitable.

It also found the number of people beginning butchery apprenticeships in the past five years has fallen by two thirds, and the number completing their apprenticeships has fallen by one third.

The report is the first to statistically detail the jobs problem in butchery (see graphs on page 4) at a time when dire skills shortages are also being experienced across a wide range of industries, including meat processing.

In response, SA meat industry leaders say retail butchery faces a core challenge of improving its image to entice young people to become butchers.

They say butchery has evolved into a modern food sector involving gourmet products and creative cookery, yet it's still often seen as a "gory job, just cutting meat."

Butchery remains a largely "invisible" career option even to men and women with strong interest in food, including those considering becoming chefs.

The first key step in improving the image involves engagement with schools to encourage higher uptake of apprenticeships.

The report by the Department of Employment, Skills, Family and Small Business is based on a national survey, conducted last year, of employers who had advertised for butchers.

It found that shortages of butchers and smallgoods makers have

*Continued page 4*

**It's rebate time again – page 2**

## NOTICE TO MEMBERS

### ANNUAL GENERAL MEETING

Members are advised that the date for holding the 2019 Annual General Meeting has been fixed at **6.00pm on Monday, November 4, 2019**

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

**203 - 215 Hanson Rd, Athol Park.**

**Master Butchers Co-operative Ltd: "Your other business"**

*Proud to be Member-owned*

## MBL NEWS

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## 'MBL is facing challenges and it is vital that you continue to support your Co-op'

# Rebate time!

After a particularly challenging year, MBL's books have been finalised and the annual rebate was paid September 30.

"As all of our Members are well aware, trading conditions were again tough over the year, with the added burden of very slow growth in the economy," says CEO Warren McLean.

"Our Merchandise and Machinery divisions found growth of 5.3% over the year, with new products for packaging coming on line in the second half of the year.

"We have maintained prices where possible and increased sales came from new product lines and new customers, to give our Members the best possible purchasing power."

Warren says on the protein recycling side of the business, volumes of raw material from traditional butchering continued to shrink on prior years.

"To replace this volume and efficiency, MBL Proteins invested heavily in modern processing

equipment over the last few years," Warren says.

"We continue to partner closely with the poultry, pork, duck and ovine industries, producing quality assured, single species 'pet food ingredient' protein meals.

"This shift of focus produces returns for our Members from non-rebateable business.

"We are continually seeking new markets for our niche products."

MBL has paid the rebate at 30% in cash and 70% B Class share issue and 2% interest on B Class shares.

Most Members will receive a similar payment to last year.

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

MBL is facing challenges and it is vital that you continue to support your Co-op.

## Michaela wins major award

MBL executive Michaela Rock's leading role in establishing quality assurance programs for rendering has been recognised with an important Australian Renderers Association award.

She has been presented with the Ron Lyon Award for service to the rendering industry.

"I'm very surprised and honoured. It's very much recognition for the efforts of MBL as a whole – the Board, management and staff," she says.

Michaela joined MBL six years ago as Quality Assurance and WHS Manager, achieving outstanding outcomes after redeveloping our QA standards from scratch.

Under Michaela's guidance and with the support of management and staff, MBL has embraced the challenge of continually raising our standards to build the Co-op's reputation as a trusted manufacturer of quality products.

Here's what the ARA said of Michaela at the presentation of the Ron Lyon Award at the association's symposium in Hobart recently:

*"Michaela first made an impression on the ARA when she attended our workshop on hygienic rendering in February 2014. She was an outstand-*

*ing student, topping the list of exam results.*

*She has been a leader in establishing quality management programs in the rendering industry and put her knowledge of quality assurance to use when she was part of the team that reviewed the Code of Practice in 2017.*

*Michaela took the lead role in preparing a trader accreditation program, and she has been involved with other technical issues for the ARA.*

*At the Thai fact-finding audit in 2018, Michaela impressed auditors with the quality systems she set up at MBL, helping to demonstrate that the Australian rendering industry has reliable and robust quality management.*

Michaela says her work with the ARA, approved by the CEO, returns direct benefit to MBL and to the membership.

"The projects and working groups I have participated in, on behalf of the ARA and MBL, have been important issues for industry and MBL's continuous improvement," she says.

"I thank MBL's Board, management team and staff for their ongoing support and commitment to producing quality, safe products."



# Kellie's coffee bacon

Freshly qualified as a smallgoods maker, butcher Kellie Walduck has captured the palates of judges in Australian Pork's SA bacon competition with her coffee bacon.

The intriguing coffee bacon is now flying out the door at her St James Quality Cuts butchery at Clapham, attracting buyers from far and wide.

"I have a sign on the main road which simply states Coffee Bacon and people from all over are stopping to ask about it and buy some," she says.

Kellie, 31, pictured, who is carving a reputation as one of Adelaide's best and brightest young butchers, only attained her smallgoods qualification last November.

She entered the bacon competition for the first time and came a creditable second in the full rasher section, ahead of seasoned awards performers.

"It's been a long, hard road running my own shop, with many ups and downs, oven breakdowns and some 'interesting' recipes," says Kellie, who bought the shop in 2017, just two months after finishing her apprenticeship at Windsor Meats.

"But this bacon award makes it all worthwhile, giving me great satisfaction, joy and excitement to share with my customers.

"I'd heard that coffee and bacon go together so I experimented. I like to think outside the

box and come up with new things."

Kellie initially tried rubbing ground coffee into the pork but the resulting dry-box bacon was bitter. She liaised with Eire Cafe, just across from her butchery, and obtained a national award-winning coffee.

"I tried again and pretty much nailed it with the first batch, but I've since increased the coffee amount to boost the savoury element and reduce the sweetness of the bacon," she says.

"The bacon is sweet and nutty and it was popular with my customers right from the start, but initially I didn't really know precisely why it worked.

"I went online to see that the coffee I use, Fair Trade Organic Blend by Patio Coffee Roasters at Glandore, has tasting notes of sweet lime, fig, nougat and caramel.

"This explained things – the coffee compliments my bacon really well because the bacon has a sweet and nutty base, smoked over peach and pecan wood."

Originally from Cloncurry in Outback Queensland where her father had his own butcher shop, Kellie is developing a reputation for assorted innovative products.

This led to recognition in last year's AMIC SA

awards when she won all three placings for her pies in the Ready to Eat Products competition.

In the recent bacon awards, she was runner up in the full rasher section to Kanmantoo Bacon and Quality Meats in the Adelaide Hills. Third was Schulz Butchers of Nuriootpa in the Barossa Valley.

Kanmantoo, run by husband and wife Rob and Elaine McInnes, is a prolific winner of bacon awards, including winning the national short cut title in 2014.

News of this year's triumph was a fillip for Rob, who had to close the small business for the month of July because of hand surgery.

In the SA short cut section, Dieter Knoll of Barossa Fine Foods (BFF) stole the show.

His bacon for Schulz Butchers, owned by BFF, took first place, edging out his bacon for BFF. Kanmantoo took third place.

Dieter, whose Schulz bacon also won last year's SA short cut title, says he keeps the process as simple as possible, using an old Barossa-style brine for the winning bacon.

"This brine has been in use for about 90 years - we don't change things much as we want to keep it as old school as possible," he says.

**Next edition: AMIC SA awards winners**

# Skills shortage fully revealed

From page 1

been persistent since 2005 and that new labour supply is limited by falling apprenticeship numbers.

Yet despite staff shortages, the report says the number of advertised vacancies for butchers has fallen over the past five years, indicating that many employers have given up trying to find suitable butchers.

The report found that:

- Employers had difficulty filling their vacancies in 2018, with 44% remaining unfilled.
- The proportion of vacancies filled has fallen steadily in recent years, with most applicants regarded as unsuitable.
- Employers sought qualified butchers but more than two thirds of applicants lacked the required qualification.
- More than half of the qualified applicants were considered to be unsuitable, most commonly lacking communication or trade skills.
- While few of the surveyed vacancies were for smallgoods makers, around a quarter of employers sought butchers who had smallgoods making skills.

• The number of people starting butcher apprenticeships had dropped by almost two thirds over the past five years.

• Apprenticeship completion rates have also declined over this period, down by almost one third.

While many surveyed employers currently employ apprentices, some noted that they have recently been unsuccessful in attracting or retaining apprentices.

In response to MBL News inquiries, a spokesman for the Minister for Employment, Skills, Small and Family Business, Senator



**44%**  
of vacancies filled



**5.8**  
Applicants per vacancy



**1.7**  
Qualified applicants



**0.8**  
Suitable applicants per vacancy

*Core results of advertised job vacancies for retail butchers highlights the national shortage of skilled butchers.*

**Graphics supplied by the Department of Employment, Skills, Family and Small Business.**

Michaelia Cash, said help was on the way.

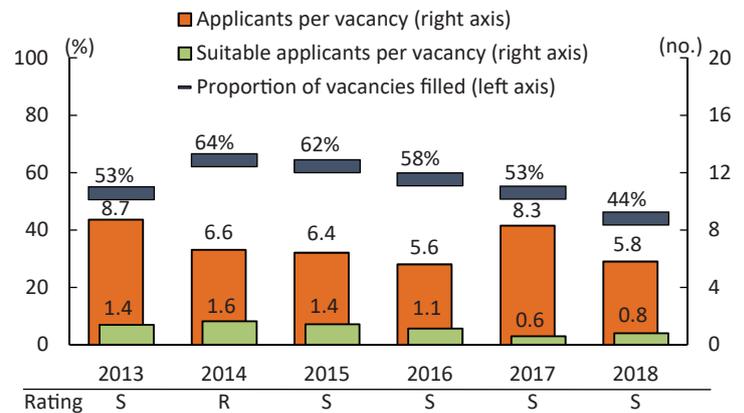
“Our \$525 million Delivering Skills for Today and Tomorrow package demonstrates our unwavering commitment to the VET sector that will see more apprentices for jobs in demand,” the spokesman said.

“This investment will help provide businesses in the meat industry with the pipeline of qualified workers they need to grow and prosper.”

While governments can offer increased training opportunities to tackle shortages, people first need to find the desire to become butchers.

“We need to take the industry to people and show them there is a future in it for them,” says AMIC’s SA rep Chris Kelly.

“We need butchers but many



Key to ratings: S = shortage; R = regional shortage

*The survey revealed the number of advertised butcher jobs which were filled had fallen to just 44% in 2018.*

people don’t give it a thought.

“It’s not about blood and guts like when I started. It’s not just cutting meat. Today’s butchers are doing incredible things, including cooking, and we need to get the message out.”

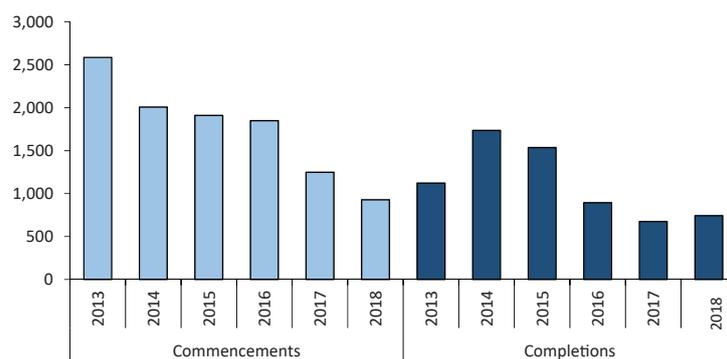
Chairman of AMIC’s SA Retail

Council Trevor Hill called for a government campaign to lift the image of the wider retail industry.

“Young people are encouraged to go to university, overlooking retail and other service industries for ones that are seen to be sexy, often hi-tech,” Trevor says.

“Across the board, various big awards are dominated by hi-tech, sexy industries. You don’t see hard-slog people like butchers and bakers getting big awards.

“There needs to be a government effort to raise the recognition of service industries like retail and the possibilities of careers like butchery and bakery.”



*Butcher apprenticeship commencements and completions.*

# QUEST TO BE THE BEST

A smart new uniform for the butchers and a general freshening-up for the shop are owner Dave Armstrong's latest measures to lift Goodwood Quality Meats to "another level."

As featured on our front page, the uniform comprises a kangaroo skin apron, with the Goodwood shop logo, crisp white shirt, black tie and grey cloth cap.

Dave sourced the aprons from another MBL Member, Macro Meats, which has a range of kangaroo skin products under the Karmine Leather label.

"We sell some of the State's best quality meat and we want our appearance to reflect the high standards of what we sell," says Dave, pictured, inducted as an AMIC Master Butcher in 2017.

"Our new uniform looks smart and professional, reflecting our pride in who we are and what we do, as well as showing that we're a team.

"We're continually improving as we strive to be widely known as the best butcher shop in South Australia and one of the best in Australia."

Dave and his skilled team took a giant stride towards reaching



their goal by winning AMIC SA's inaugural best-shop award last year.

He proudly says that no other shop in Australia has two AMIC Master Butchers (Dave and Paul Suleyman) and two butchers

(Luke Leyson and Caleb Sunqvist) who represented Australia in competitions at last year's World Butchers Challenge in Belfast.

Dave purchased the shop in 2013 from Mick Hammond, who

ran it for 49 years, and he initially met customer resistance as "the stranger in Mick's shop."

"Customers didn't want to know me. Mick was a local institution but they didn't know me and they didn't trust me," he says.

He has gradually made improvements while retaining traditional values and proven products, striving for a modern shop with old-style service.

"It has taken time for customers to get to know me and I made slow changes which have been accepted. Customers are now buying into what we're doing," he says.

Dave recently painted the shop and lined it with black tiles, giving a modern look. A new ceiling will soon be installed.

"We often have people lined up to be served and some customers feel rushed to make a selection and move on, despite us always saying to take their time," he says.

"So we have started playing light instrumental jazz music with a slightly slow beat to slow people down so they take time to see what we're selling. We've had some success with it.

"It makes people feel comfortable, as if they are at home, and we've had good comment."

Most comment has been for the new kangaroo aprons which are light and durable, easily cleaned with soap and water. They cost about \$200 each.

Luke Leyson says, "There're so light, you don't know you're wearing an apron and you can work away all day in comfort.

"They have made a good impression but people can make funny comments...

"We've always had these grey caps yet one bloke overlooked the new parts of the uniform to compliment us on our 'new' caps."



Dave and the team take great care to ensure the window display looks fresh and enticing.

# A slice of Italy



Pat Franze with a pork salami from central Umbria called *palle del nonno*, which literally translates to “grandpa’s balls.”

## Pat’s sales spike as he brings old traditions to new clientele

Stepping into the small Adelaide shop of artisan smallgoods maker Pat Franze is like stepping into a traditional butchery in a far-flung Italian village.

For almost 30 years, Parma Quality Meats & Smallgoods, at Rostrevor in the north-east, has been popular with Italian migrants and their descendants, and now the business is spreading its wings.

Growth has been accelerated by strong sales into hotels and restaurants, including Michelin star restaurants interstate.

“We have grown by 60% in the last two years by adding new products and gaining new customers,” says Pat, 66, who

migrated from Italy 52 years ago.

“We sell a lot in Sydney and Melbourne. Several Michelin star chefs are promoting our products after our involvement in three Tasting Australia events.



Pat’s culatello ham, first created in Parma in the 14th century.

“Our business keeps going very well, picking up week by week and getting busier and busier. We’re flat out.”

It’s a family affair in the Italian tradition. Pat and his wife Connie are joined by their eldest

son Gino, 45, a qualified smallgoods maker, while another son, Anthony, 38, handles administration.

An eye-catching array of quality Italian smallgoods hang around the walls of the shop, but equally enticing is the welcoming atmosphere created by the Franze family.

The whole ambience made an immediate impression on Italian chef Max Corradini who later joined the business to bolster sales to restaurants, cafes and hotels.

“Before I started here, I missed the culture, food and wine of my homeland. My first taste of Pat’s salami reminded me of home, my family and

friends,” says Max, echoing the thoughts of other Italian migrants.

“What Pat has established here is what you’d find in an Italian village and I’ve really enjoyed becoming the face of the business.”

Pat’s smallgoods range has grown to about 50 products, most of which are pork based.

He sources pork from farms near Port Lincoln and Mt Gambier.

He believes he is Australia’s sole commercial maker of several products including polenta-covered Petuccia Friulano Salame and ball-shaped Salame di Trento.

He says he is the only South Australian maker of Nduja, a spreadable spicy salami for pizza, bread, sauces, bruschettas, focaccias and canapes.

New customers are also often surprised by a flat salami called Spianata Piccante which, like Nduja, is from Pat’s native Calabria.

The Trento salami is among Pat’s most popular products, along with traditional prosciutto aged for two years or longer.

Other big sellers include the veal salami Slinzega and a goat prosciutto known in Italy as violino di capra, or “goat violin.”

This prosciutto has the shape of a violin. For cutting, it can be gripped like a violin and a knife used as a bow.

“We have a lot of fun, and get good response from people, when we do this at functions,” Pat says.

Another promotion involved making an 8kg luganega, a coiled pork sausage which is traditionally sold by the metre.

For Tasting Australia a few years ago, Pat made a spicy gelato with meat.

“We came up with the idea to get attention and the response was very good; it was unusual and people kept coming back for more,” he says.



The Franze family... (from left) are brothers Anthony and Gino with parents Connie and Pat.

## ‘Our business keeps going very well, picking up week by week and getting busier and busier. We’re flat out’ – Pat Franze

“The Chinese, in particular, loved it. Someone wanted us to make it for export to China, but it was just a promotion and making gelato is not really our business.

“The gelato raised our profile and we got good business as a result. We still make it occasionally.”

Pat was 15 when he and his father migrated from Calabria

in southern Italy to Adelaide in April, 1967.

“The plan was for my mother, two brothers and a sister to stay back home in Calabria until we saved enough money to bring them to Australia,” Pat says.

Pat attended Campbelltown High School in 1967 before beginning as an apprentice butcher in January, 1968.

“Dad got me a job as an apprentice at Loro Smallgoods, which had a shop next to Central Market and a factory on Findon Rd,” he says.

“I didn’t really see any money for five years – that’s how long it took Dad and I to save enough to bring the rest of the family to Adelaide.”

Pat worked at Loro with another migrant from Calabria, Nino Deciccia, who went on to found Nino’s Meat and Smallgoods which last year celebrated 50 years at Paradise.

“I joined Nino at Paradise in late 1972 and worked for him for about 18 years. When I started, there was just three of us and an apprentice,” Pat says.

“I later convinced my brother Vince to join Nino’s as an apprentice and he’s still there 40 years later.”

Pat decided to go out on his own in 1990, establishing Parma Quality Meats & Smallgoods a few suburbs away in Rostrevor.

The business soon found its feet and in 1992 Pat’s son Gino joined as an apprentice, quickly showing a flair for smallgoods making.



Italian chef Max Corradini with a selection of Parma products.

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# TALKING TURKEY

## Christmas season well advanced at Pooginagoric

Raising 2,000 turkeys at seven different weights for slaughter over 10 hectic days immediately before Christmas poses an annual challenge for John Watson.

“It’s a challenging industry, requiring a lot of skill and planning,” says John, who is already deep into Christmas mode at Pooginagoric Free Range Turkeys near Bordertown.

He is presently taking delivery of 1,000 hatchlings weekly. The 60g poults will end up as fresh whole birds of up to 9kg for the Christmas table or will be used for assorted fresh and frozen products including turkey breast rolls.

“While this is the busiest time of the year, experience plays a big part. This my 28th Christmas (of turkey production) so things tend to go to plan,” John says.

“We must produce whole fresh turkeys at seven weights, starting at 3kg and increasing by 1kg units to 9kg, for slaughter from December 15 to Christmas.

“Turkeys grow by about 1kg a week so we get in poults (hatchlings) every week to end



John Watson

up with fresh turkeys of different weights for Christmas.

“The key is knowing your growth rates and planning accordingly. For the last few years, we’ve met our orders and had only a few turkeys left over.”

The most popular turkey weights at Christmas are 4kg, 5kg and 6kg.

While Christmas demand for fresh whole turkeys is always strong, about 80% of Pooginagoric’s annual sales are for frozen whole turkeys and assorted frozen turkey products including breast rolls, buffets and schnitzels.

“We stockpile some of our best frozen products in the months before Christmas to make sure we can meet demand,” John says.

“Christmas is big for us but our sales have become so good throughout the year that we’d now survive without Christmas.”

Pooginagoric, which John runs with wife Robyn, son Scott and eight staff, processes between 27,000 and 30,000 turkeys annually at the on-farm processing plant.

There can be 7,000 turkeys roaming freely on the farm at any one time. “It definitely peaks leading up to Christmas, going up to about 8,000 birds,” John says.



➤ Normally throughout the year, John takes delivery every three weeks of newly-born poults which are flown to Adelaide from the Ingham's hatchery in Sydney.

John personally drives to the airport to collect each delivery. He will make the eight-hour round trip 23 times in 2019.

Delivery becomes weekly in the leadup to Christmas. This year, the first "Christmas batch" arrived on August 29 and delivery is continuing every Thursday for seven weeks until mid October.

"We get 1,000 poults each week, with 80 to a box," says John, the President of the Australasian Turkey Federation which represents independent producers.

"There are very clever people at the hatchery, being able to determine whether the day-old poults are male or female and putting them in separate marked boxes.

"All whole turkeys we sell are female because they have broader, meatier breasts and chunkier legs. The females also have thicker skin and a bit more fat, so they look bigger and better in a bag.

"Male turkeys are cut up for portions. Turkeys are weird in that the breast meat is white yet the thigh and leg meat is brown."

At John's farm, the poults spend the first six weeks in sheds for warmth and to avoid predators before having two weeks in eco-shelters, dome shaped structures like those used for pigs.

They then roam freely in grassy paddocks with trees until they are processed at the on-farm slaughterhouse.

"Turkeys can stress easily but the furthest our birds travel is 500 metres in our open trailers, rather than being loaded on trucks for a long trip," John says.

He says there is a trend for people to opt for turkey breast rolls at Christmas rather than the traditional whole bird.

"Many people want the convenience of a 2kg or 3kg turkey breast roll which is quicker to cook and easy to carve. It's about convenience," John says.

"This doesn't particularly please us but we have to produce what people want. We are left with legs and trimmings to deal with."

The Watsons and their eight staff work big hours in the leadup to Christmas, with four youngsters aged 14 to 16 joining them once the school year ends.

"The kids put the turkeys into bags and put the bags into boxes. They seem to enjoy it," John says.



John says his "admin whiz" wife Robyn is the driving force behind the business.

Pooginargoric, built by John from scratch, is easily SA's biggest independent turkey producer, supplying products to butcher shops, hotels, pubs and catering businesses across Australia.

Slaughtering is conducted every weekday throughout the year except during the week between Christmas and New Year.

John, a former shearer, is quick to praise the work of his wife (Robyn) and his son (Scott) for the growth of the business.

"Robyn does a great job handling the administrative side including looking after orders. She keeps the books immaculately and all our customers trust her," he says.

"Scott is 40 and has worked here for 20 years. He now runs production, allowing me

to concentrate more on raising the turkeys."

MBL has played a big role in Pooginargoric's development as the supplier of all equipment including tenderisers and mincers through to ingredients and things like aprons, knives and tubs.

"I was given good advice by MBL when I was starting out 29 years ago and I've never considered dealing with anyone else," John says.

"All those years ago, MBL developed a crumb mix for my schnitzels and we're still using it. We now make over 10 tonnes of schnitzel a year. It's tremendous."

At 67, John says he's healthy and has no concrete retirement plans. "Robyn and I just keep going," he says.

## Turkey gravy for Christmas

The Secret Ingredient turkey gravy is proving a big seller at butcher shops, with demand to further rise in the leadup to Christmas.

"This gravy was our most successful product launch of the 2019 financial year," says MBL Merchandise Division General Manager Bexley Carman.

MBL introduced the gravy a year ago at the urging of rep Shane Reynolds, who previously enjoyed strong sales with it at his Happy Valley butcher shop.

Shane says, "It's fabulous. We used to have people asking for it year after year and now it's proving just as popular through MBL."

The heat-and-pour gravy comes in 250g packs. Its base is formed by roasting turkey bones and simmering them down for at least eight hours.

MBL product code 485918.





Pat's cacciatora

# A slice of Italy

From page 7

"We continue to work really well together. We're like two brothers, rather than like father and son," says Pat with pride.

"Gino and another butcher ran this place while I spent two years working in Sydney in the 90s. I wanted to learn more about smallgoods – I learnt the German side as well as improving my Italian smallgoods.

"I started making German products, like bierwurst, when I got back to Adelaide but this didn't last long.

"This is an Italian area and they want salami, not fritz. My Italian clientele just couldn't understand German smallgoods."

Pat sources much of his pork from Port Lincoln's Boston Bay Smallgoods where Jason Stephenson runs Berkshire Heritage pigs and has won multiple awards.

"They are free range pigs. We

call them black pigs so that people instantly know what they are," Pat says.

Among the Italian-style products made by Pat from black pigs are Lonza Lardata and Noce Bianca.

Lonza Lardata is cured pork loin flavoured with spices. Pat leaves the original fat to give more sweetness and flavour.

Noce Bianca is a type of prosciutto which is salted and cured in the same way as Italians make the celebrated Culatello Prosciutto.



Quality smallgoods start with quality pork. Pat sources his from free-range farms near Port Lincoln and Mt Gambier.

"All of Boston Bay Smallgoods's Italian smallgoods are made by us. This has become a significant part of our business," Pat says.

Chef Max Corradini joined the business three years ago to successfully promote Pat's smallgoods to the food service sector.

"I'm out and about explaining it all to chefs – what we do and how we do it," Max says.

"I talk the same 'language' as chefs and work closely with them to provide exactly what they want.

"For example, some chefs like certain spices and I pass on

requests to Pat to see if we can accommodate making what they have in mind.

"We've worked with several chefs to make single-cure meats for their restaurants only."

Max says smallgoods are supplied in the desired quantity. "We cut to order, and we're always on standby as orders often change and we have to quickly respond," he says.

Pat says MBL has supplied "just about everything" to his business since the start almost 30 years ago.

"It's a good partnership. MBL's service is number one," he says.

"Apart from all the merchandise, we also get equipment, including spare parts, from MBL.

"My time here has just flown. I came here as a young man and now I'm an old man - I feel it every morning when I get up.

"It's heavy work. Maybe I need to slow down, and it's nice to think that (son) Gino will continue the business."

# Retail lamb price unconcerns MLA

High retail prices for lamb "shouldn't be a concern" as there's a "bigger picture" to consider, says MLA's Managing Director Jason Strong.

"There would no doubt be pushback on volume because of price, but it's how we respond that's important," he told a meeting of lamb producers.

"We're producing a high quality, consistent product, so high retail prices shouldn't be a concern.

"Measuring success solely on domestic

consumption is crazy – a far broader perspective is required."

Jason quoted beef's experience. Beef consumption has decreased but gone from \$10/kg to just under \$20/kg.

"Yes, domestic customers eat 10kg a year less beef, but they pay twice as much for it," he said.

"We'd love to see more Australians eat beef and lamb but if we have to trade off half the price to get that, we can get used to the lower consumption rates."

Jason said the domestic market remains the single largest for both beef and lamb.

MLA consumer data shows the percentage of households eating lamb remains very high at more than 76%.

"MLA is working to ensure lamb continues to hold its place on the right consumers' plates," Jason said.

"While price is a large driver for consumers, the bigger picture is making sure the right consumers know about lamb's attributes and consistently get what they expect."

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Your magazine can be read online anywhere at any time, as expected by those who embrace the digital world.

Online availability comes into its own in those workplaces where staff numbers are higher than the number of hardcopy magazines available.

As well as having the latest MBL News, our website also features editions of the magazine going back several years.

MBL News carries useful information from the latest industry news, trends and tips to profiles on achievers and businesses big and small.

Over the years, many butchers have made

# MBL NEWS

## We're spreading the News online

assorted improvements to their businesses after getting ideas from stories in MBL News.

We'd like to hear your news or ideas for good, positive stories for possible inclusion in your magazine.

If you have a good story to tell about your business or people in it, please let us know - we're all ears.

Editor Peter Morgan is reached direct on 0410 633 414 or at [peter.morgan@inter-node.on.net](mailto:peter.morgan@inter-node.on.net)



Pails of Maggi Rich Brown Gravy are proving a popular and easy money-spinner for butchers, thanks to MBL.

The yellow 2kg pails – which yield 400 serves, each of 50ml – give bulk value to shoppers, instead of them buying smaller gravy packs at supermarkets.

Known as “the original pub schnitzels gravy,” Maggi Rich Brown has a traditional beef-style flavour that adds depth to meals.

The pails were once purchased mainly by the food service sector. MBL began promoting them to butchers two years ago in joint promotion with Maggi.

“Maggi Rich Brown is a good quality gravy and it's proving a real winner for both city and country butchers,” says MBL Sales Manager Dale Rowe.

“It's a really good add-on for butchers who only have to put it on the counter and people pick it up.

“Some butchers are buying three or four slabs of it every fortnight.”



*Used by  
Australian chefs*

*Restaurant quality beef gravy  
in less than 5 minutes.*



*See your MBL rep for details*

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## William Angliss marks 10 years in SA

Over 1,000 South Australians have undertaken workplace meat industry training by William Angliss Institute (WAI) since it began in SA a decade ago.

The vast majority of these have been trained in regional areas by former Kadina butcher Trevor Eden who originally encouraged Victorian-based WAI to cross the border.

"We celebrated 10 years in SA at the end of September, proud of our record in taking workplace training to the regions," says Trevor, who now heads WAI meat training in SA, NT and Queensland.

"We originally saw a gap in the market when country people were put off butchery because they had to travel to Adelaide to complete their training.

"I'm proud that many of the people I have trained over the years become butchers because we travelled to them."

Trevor and fellow trainer Mark Wadsworth are currently training over 100 people. Some 60% of these are apprentices.

Others are being trained in smallgoods making and some are undergoing counter

training, including value adding. Several at Bordertown are honing abattoir skills.

"I've calculated that I've driven over half a million kilometres in the past 10 years. I've worn out five cars, I'm onto my sixth now," Trevor says.

"Between us, Mark and I go to Mt Gambier, Renmark, Coober Pedy, Port Lincoln and just about everywhere in between.

"We would have the biggest regional footprint (of SA's five meat training organisations) and we're looking to do more work in Adelaide."

## Yahoo! Bexley turns 'hillbilly'



Bexley Carman (left) with fellow Variety Bash "hillbillies" David Irvine and Adam Marinakis.

Leaving his business suit far behind, MBL's Bexley Carman transformed into a "hillbilly" for the 2019 Variety Bash which raised \$1.94 million for needy SA children.

Our Merchandise Division General Manager flew the MBL flag in the charity convoy which covered almost 3,000km and featured 284 costumed participants in 94 colourful cars which had to be at least 25 years old.

Bexley, in his first Bash, joined experienced participants Adam Marinakis and David Irvine in the Northland Packaging car.

"Northland Packaging is an important MBL customer, buying our Ikon-brand products. We supply different markets and we're a good fit," Bexley says.

Another MBL Member, Speciality Foods at Thebarton, also entered the Bash.

Bexley, Adam and David donned hillbilly outfits for the madcap Bash which took them from Mawson Lakes, to Montecollina Bore on the Strzelecki Track, tiny Tibooburra in north-west of NSW and back through the Riverland.

They travelled in Adam's 1978 Ford P6 LTD which "ran to perfection" in its 6th Bash. Bexley slept in a swag on the eight nights in August.

"It was pretty cold out there at night, but overall I had a great time. What really hit home for me was just how dry it is out there," he says.

Along the route, Variety distributed grants. As well, thousands of dollars were injected into local communities through the purchase of fuel, accommodation, meals and supplies.

Over the past 31 years, the Bash has raised over \$43 million for SA children who are sick, disadvantaged or live with special needs.

## AMIC forum returns

AMIC's Active Forum is set to return after an absence of over a year.

The forum will be on Tuesday, October 15, at the Kent Town Hotel, at 6pm for 6.30pm.

Topics to be covered will include Managing Your Injured Workforce and Dealing With Personal Issues.

Cost is \$20 for AMIC Members and \$30 for non-members. AMIC's Chris Kelly asks for bookings and payments by October 9.

The forums were introduced several years ago, usually held every four or five months.

They feature speakers on select topics and offer a chance for butchers to network.

AMIC's annual awards night will be held on Saturday, October 26, at the Hotel Grand Chancellor, Hindley St, Adelaide.