

Machinery solutions

MBL ORGANISES REPAIRS AND SERVICING

In a new service for Members, MBL has begun organising the repair and servicing of butchers' machinery and general commercial food equipment.

Just a phone call to MBL sets the wheels in motion, saving Members the time and hassle of finding a reliable technician with fair fees.

Your Co-operative has teamed with Equipserve Solutions to provide the new service, with invoices added to Members' monthly MBL accounts to further simplify the process.

Equipserve Solutions, with nine vans based at Kilkenny, covers regional areas as well as Adelaide, thanks to a network of technicians across the State.

The service is the latest in a string of MBL initiatives to deliver extra value to Members, over and above the annual rebate and our competitive prices.

"Machinery repair and servicing has become another offering in our range," says MBL General Manager Sales & Marketing Bexley Carman.

"Members only need to call MBL to explain their requirement and we'll engage Equipserve Solutions to send out an appropriate technician. The system is working well in the early stages and we've had good feedback from Members.

Continued page 2

BUTCHER'S BANQUET:

'Now that's service!'

Like many butchers, Naracoorte's Shaun Watson has dabbled in ready meals but needed professional packaging to properly compete in a growing sector.

"We've done bits and pieces along the way, like cooked pasta meals, but we only had little stickers and the packaging was not right. It just didn't look professional," Shaun says.

"We got quite excited when we read about Butcher's Banquet providing everything in one package - recipes, ingredients, packaging and a really smart-looking sleeve to go over the trays.

"Providing the whole package is very helpful, exactly what was needed. MBL is really doing it all for us. Now that's service!

"We already have the tray sealer and we've tried the Italian Meatballs recipe which was pretty good. We're keen to get fully into it."

Having a fresh tilt at ready meals continues Shaun's progression of value-adding initiatives. He's a national Sausage King winner and such was the popularity of his pies, he recently opened a bakery next to his butchery.

- [Butcher's Banquet a hit - page 3](#)
- [Shaun Watson's story - pages 6-7](#)



Naracoorte's Shaun Watson... keen to add Butcher's Banquet ready meals to his arsenal of award-winning sausages and prime local lamb from two family farms.

MBL's SOCIAL MEDIA NIGHT

Social media and how it can help your business grow will be explained by two experts at a workshop organised by MBL for late August.

"While some butchers are using social media well and are getting benefits, it's a grey area for some butchers who need some help," says MBL Sales and Marketing Administrator Mel Harley, who instigated the workshop.

"We'll be looking at the importance of social media for businesses today and how to best leverage it - what works, what doesn't work and your return on investment.

"It will be explained, for example, how much better use can be made of Facebook than just putting up a photo of chops on special. It's about engaging with people."

The workshop for Members will be held on Tuesday, August 31, from 7pm to 9.30pm at Jarmers Kitchen, Park View Hotel, Bowden.

MBL will send invitations via

MBL NEWS

Publisher

Master Butchers Co-operative Ltd
ABN: 588 742 45597

Editor

Peter Morgan
0410 633 414

Advertising

Bexley Carman
0499 110 005

Printer

Arte Grafica
(08) 8362 1445

Disclaimer

This publication is distributed on the understanding that the publisher and/or its officers and contributors are not responsible for the results of any actions taken on the basis of information in this publication. The publisher expressly disclaims all and any liability to any person in respect of anything and of the consequences of anything done or omitted to be done by any such person in reliance, whether whole or partial, upon the whole or any part of this publication.

email with a link to register on Eventbrite. Ticket cost of \$10 will cover drinks and finger food.

Website builder Scott White, of Creative Serum, and Tamara Caire, of Social Media AOK, will conduct the workshop.

Part of Scott's presentation will cover choosing a strategy that's right for your business and your customers, understanding marketing budgets and return

on investing in digital marketing.

"We help you truly understand the measurable outcomes of a strategy before beginning," Scott says.

"This results in less risk and better returns, but more importantly saves time and money."

Tamara will cover:

- Growing your following on

social media

- Increasing your reach and engagement

- Engaging in conversations with your customers to drive loyalty and advocacy

- Increasing the average "basket size" of your existing customers, and

- Getting new customers through social media.

Machinery solutions



From page 1

"It's all about service and looking after our Members as much as possible."

South Australian-owned Equipserve Solutions was formed in 2007 by refrigeration mechanic Steven Chapman and electrician David Hoppo, each with over 20 years' experience in their field.

They began by providing electrical, refrigeration and gas services to the commercial kitchen equipment sector, covering breakdown repairs, service, maintenance and installation.

The business has expanded to other customers, including butchers through MBL, covering equipment such as fridges, freezers, cool rooms, ovens, mixers, bandsaws and slicers, as well as wider electricity and gas issues.

"Our partnership with MBL is working out well,



Technician Steve of Equipserve Solutions has already done repairs at several butcher shops.



and we look forward to a prosperous relationship with MBL and its Members," Steven says.

"Our staff of 11 technicians have years of experience working on all sorts of equipment. We are authorised service agents for most of the equipment manufacturers and distributors."

Equipserve Solutions's customer base includes some of the largest fast food chains, many cafes, restaurants, retirement homes, and hotels.

"We provide good response times for breakdowns and guarantee any programmed tasks are attended to on time," Steve says.

"Preventative maintenance services are also offered to our customers at intervals to suit their needs.

"We make people's lives easier and keep equipment in service longer, saving time and money."

Butcher's Banquet has struck a strong chord with butchers eager to tap into the expanding ready meals market, prompting a marketing boost by MBL.

The late-June rollout of Butcher's Banquet, with an initial range of 10 ready meal options, has engaged butchers across widespread postcodes and delighted MBL.

"We spent a lot of time developing and refining the concept, and we're a little surprised at how much traction has been achieved so quickly," says MBL General Manager Sales & Marketing Bexley Carman.

"It has gone better than we expected and we're fully committed to expanding the brand."

Bexley says MBL will increase social media marketing of Butcher's Banquet and create point-of-sale advertising for butcher shop counter tops.

Advertising will also be created for MBL's vehicle fleet to grow awareness of the Butcher's Banquet brand.

Many butchers, including Naracoorte's Shaun Watson who is featured on page 1, have praised Butcher's Banquet for providing a professional edge through appealing recipes and packaging.

Big thumbs-up to Butcher's Banquet

Bexley says, "This is the type of good, consistent feedback we are getting from butchers across the board. They are saying they couldn't properly do ready meals without help."

Available exclusively to butchers and created to complement MBL's popular benchtop tray sealer machine, the Butcher's Banquet package includes:

- Recyclable CPET trays and film for lids,
- Tray sleeves with the Butcher's Banquet logo and cooking instructions to slip over trays of ready meals, and
- A rotating range of recipes and marinades with stick-on labels for sleeves.

The 10 initial marinades are Italian Meatballs, Satay Chicken, Greek Kofta, Chicken Tandoori, Korean BBQ Beef, Marinated Spring Lamb, Asian Sticky Lime Chicken, Rogan Josh Beef, Teriyaki Chicken, and

Honey Chilli Garlic Meatballs.

Consumers simply need to pierce the lid of each packaged meal and cook for 30 minutes in a pre-heated oven at 180C.

"We'll keep introducing and rotating recipes to keep it fresh. Butchers who are already doing their own ready meals say it's important to keep the menu evolving to maintain the interest of customers," Bexley says.

"Our marinades will provide new options to these butchers, as well as showing the way for butchers who are new to ready meals.

"We have made the package affordable so that all butchers can enter the ready meals market which will only get bigger as consumers' lives get busier."

Australia's ready meals market was valued at \$853.61 million in 2013. In 2019, it had grown to \$1.14 billion and is projected to be \$1.58 billion by 2024.



The butcher's own ready meals solution

Value adding has never been so easy!

Developed by your Co-op and exclusively available from butchers, Butcher's Banquet is a local brand that people can trust, with quality and freshness at its core.

Cook in the tray convenience, with recipes and method tested by independent chefs.

With Butcher's Banquet, you can enter the ready meals market at a fraction of the normal cost.



30 YEARS OF GROWTH



Franz and Barbara Knoll at the Adelaide Central Market stall where their ever-evolving business began in 1991.

How Franz and Barbara Knoll forged Barossa Fine Foods into a model family business

Franz and Barbara Knoll could easily have panicked soon after buying a small stall named Barossa Fine Foods at Adelaide Central Market 30 years ago.

They were stunned to discover that established turnover was less than they were led to believe when putting their savings into purchasing the business.

Franz recalls, “We took over just after Easter in 1991. It was doing worse than the documented figures and the first thing you tend to do is start to panic.”

But the Knolls are made of stern stuff and, with a family of four young boys, they knuckled down and worked even harder to overcome the initial setback.

Franz, a third generation smallgoods maker with German heritage, developed products of the highest quality for Barbara to promote with pride and passion at their market stall.

It was an irresistible combination and soon their little business was about growth rather than survival. The business is still growing three decades later, reaching heights beyond their dreams.

Today, the Barossa Fine Foods (BFF) group has annual revenue of over \$60 million and staff of over 300 after acquiring Standom Smallgoods (2013) and seafood specialists Angelakis Bros (2018).

Franz and Barbara have largely wound back

their involvement, leaving the everyday running of the businesses to enterprising sons Andreas, Alex and Dieter. The Chairman is another son, Stephan, currently a State politician.

In an interview to mark BFF’s 30th anniversary, Franz and Barbara joined MBL News at the original Central Market stall where it all began.

Their memories are fresh but they’ve never been ones to dwell on the past, preferring to focus on continual learning and improvement with an eye to the future.

Franz says: “Thirty years is a long time looking forward but not looking back.”



➤ For Barbara, the achievement of building BFF from scratch fully dawned on her when asked by a Central Market tour guide to deliver regular short talks.

“A tour group stops here at our shop and the guide asked me if I could talk about what we had achieved from this original stall,” she says.

“I later sat down to prepare what I might say. When I took the time to think about it, it suddenly dawned on me that, wow, we’ve achieved a lot! It has been quite a journey.”

Franz says, “We didn’t have any money and this shop was for sale. At 25 square metres, it was just enough for us to get by. It had been in Central Market for 10-15 years.

“For a short while, we were trying to sell other people’s products but found they weren’t as good as we wanted. We saw inconsistencies in what we were buying. To sell meat products, you have to start with good meat...”

He began to make his own smallgoods in the family tradition, calling on skills passed down from his father Hans at Bavaria Smallgoods, where young Franz had been schooled from age 15.

“We started by making a few of the fundamental products in Mum and Dad’s small kitchen on the farm near Barossa Reservoir,” Franz says.

“We tried to add that extra ingredient, that bit of home, that bit of ‘special’ that people really appreciate.”

The rest, of course, is history. People loved Franz’s products and BFF hasn’t stopped growing.

Along the way, Franz became Australia’s most awarded smallgoods maker, winning over 1,000 medals and trophies in State and national competitions. He is in the national Sausage King Hall of Fame and is an AMIC Master Butcher.



Barossa Fine Foods was inducted Food SA’S Hall of Fame in 2019. Barbara Knoll was pictured with the trophy, flanked by (from left) Andreas, Franz, Alex and Dieter.

However, there was no “grand plan” when starting 30 years ago to build BFF into the enterprise it has become.

After running smallgoods factories in Darwin and Sydney, Franz and Barbara returned to Adelaide in 1991 with their thoughts firmly on supporting their young family.

Barbara says, “With four boys aged five to nine, we thought running this shop for four days, as it was then, would be a nice work-life balance but we didn’t really have a plan as such.

“It was a rollercoaster in the beginning – it just kept going and we ran with it. There was no business plan in the early days, but the opportunities just kept coming.”

Franz says, “We knew what we were doing. We had faith in our products.”

By October 1991, just six months after buying the Central Market stall, Franz took shop space for smallgoods making in the small Fairview Park shopping centre in Adelaide’s north east.

“Dad lent me some money and helped me set up, otherwise we couldn’t have

progressed,” Franz says.

The Garibaldi food poisoning outbreak in 1995 led to far tighter regulations for smallgoods makers. Franz says, “Some others gave up and shut down but we took on the risk.

“We just took on the risks, and other people thought we were crazy. Our business grew as other people were giving up.”

After making smallgoods at Fairview Park for four years, Franz moved to the old Snagland premises at Salisbury for 10 years before opening at Edinburgh North which remains BFF’s base. The factory has been expanded several times.

One by one, the four Knoll brothers joined the business but there was no grand succession plan.

“Not at all. They all had different ideas for outside careers – one wanted to become an accountant, another a chef and so on,” Franz says.

“But they joined our business and it was no big deal, it just happened. We were big

Continued page 11



As part of new packaging from 2018, the Knoll family’s history was told in snippets with light-hearted illustrations. The ones here refer to Barbara’s early work as a hairdresser and how her romance with Franz began at the German Club’s Bavarian Dance Group.

Naracoorte butcher opens bakery

SHAUN'S THE KING OF VALUE ADDING

A successful farm kitchen experiment using leftover roast lamb for pies has led to enterprising Shaun Watson opening a bakery to complement his Naracoorte butcher shop.

Initially, Shaun's young family loved his lamb and rosemary pies, made from premium lamb produced on his farm. Friends then loved them as well, so he started making them at his Tender Cuts butchery.

They sold like hot cakes, prompting him to make other pie varieties, but as demand kept rising, a problem arose.

"Selling them through the shop, as well as bread products, was becoming too much, taking too much time away from running the core butchery side," Shaun says.

The answer was the March opening of a bakery two doors away for an initial two-month trial. The trial was successful and the bakery is here to stay.

"It's amazing how it has gone, starting with one small pie maker at home and then having two pie makers going in the butcher shop before having proper bakery equipment with two fulltime bakers," Shaun says.

"The pies are now made in a big oven rather than being made just four at a time at home."

Shaun's wife Sophie runs the bakery, called The Bakehouse by Tender Cuts. The original lamb and rosemary pie has been joined by varieties including slow cooked lamb shank, yiros, butter chicken and pulled pork, plus sausage rolls and pasties.

Also sold are assorted styles of bread, cakes, donuts and soups. Wraps and rolls are naturally made with Shaun's lamb, ham, chicken and mettwurst.

The payroll has grown to 16 permanent and casual staff across the two sections of the business. Five are butchers.

And the expansion will continue, with Shaun planning how to best utilise a vacant shop between the butchery and bakery.

"We own the building with three



Shaun Watson... premium lamb from his family's farms is at the core of his value adding.

Tender Cuts

Your Local Family Butcher

shopfronts. The middle one used to be a health foods business which has moved on, and we'll utilise the space," Shaun says.

"We're looking at opening up the back half to the butcher shop to expand the production area and using the front half to set up a coffee area for the bakery.

"Coffee is Sophie's passion. She has the coffee bug after helping run her family's cafe across the road from here not long after we first met."

Sophie, 38, says, "The bakery is going well. We have a lot of regulars including tradies and offering coffee will be a big bonus."

The homemade touch goes a long way, as evidenced by the lamb salad rolls which have chutney made by Sophie in her farm kitchen.

Shaun, 43, says. "The rolls are ours, the lamb is ours and the chutney is ours. It's pretty cool, value adding at its best."

Value adding has been high on Shaun's agenda for years and he is keen to add ready meals under MBL's new Butcher's Banquet banner (as reported on page 1).

His skill with sausages and burgers has won him a host of State and national trophies, including the national >



Sophie Watson's running of the bakery extended to designing a logo featuring rosemary used in the original lamb and rosemary pies.

➤ Sausage King crown in 2015.

The national honour was for a lamb and beef sausage in the Traditional Australian category. At the same event, he took second place in the Australian Lamb section with a lamb, feta and spinach sausage.

Among his other successes was winning SA's Best Gourmet Burger title in 2017 and 2019 for his Thai chicken in shredded coconut burger.

Shaun says competition triumphs have been huge for his business – and he proudly shouts it from the rooftops.

Sausage King signage is dominant outside. Six of his largest trophies and their certificates are lined up in the front window. Inside, more trophies and medals are displayed.

"A few people have walked in and joked that

they thought this was a trophy shop," Shaun says.

When MBL News visited, the appetising window display included pan and oven ready products such as marinated lamb enchiladas with cheese and salsa; sirloin scrolls with sundried tomatoes, spinach, smoky bacon and garlic butter, pulled pork tacos, and parmesan and parsley lamb cutlets.

Shaun's smallgoods, such as ham, mettwurst and kabana, have always been popular. His bacon is smoked with red gum chips collected while splitting firewood at home.

A prominent ingredient across Shaun's value adding – from pies and salad rolls to sausages, burgers and ready products – is prime lamb sourced from his family farms.

Five generations of his family have raised

sheep at Eastlea, a property at Hynam, 15km east of Naracoorte. The tradition spans over a century, from 1918.

Eastlea is still run by Shaun's parents, Frank and Merrilyn. The adjoining 100-acre property was purchased by Shaun and Sophie. They have three children – Lilly, 14, Bernie, 12, and George, 10.

"We run around 300 hundred ewes. I'm not a fulltime farmer but I enjoy farm life, away from the phones. Sheep work can be therapeutic after a big week at the shop" he says.

"It's taken a lot of hard work to renovate the big old farmhouse but it's beautiful here – a great place for the kids to grow up."

Shaun left school at 15. Three years into his butcher's apprenticeship in Naracoorte, the shop came up for sale and Shaun's parents bought it, handing him the reins.

"I was a bit green when I took over in 1996. I couldn't have done it without my parents' backing and support," Shaun says.

"This shop has always kept a high standard of quality and service, so I had a good base to work with and grow."

He launched his own Watson's Lamb label, with the slogan Paddock To Plate Perfection, in 2014.

"About 80% of our lamb comes off our farm or my parent's farm, and the rest comes locally as well," he says.



Shaun's national Sausage King trophy from 2015 holds pride of place in his shop.

Continued page 11



Steve Rosser... going great guns at Victor Harbor after resurrecting his butchery career to realise an ambition to operate his own shop.

After a 15-year hiatus, Steve's back with gusto

DREAM REALISED AT REVITALISED SHOP

Roofing contractor Steve Rosser darted into a shopping mall to buy some lunch - and ended up buying a butcher shop.

Steve, an experienced butcher, had been out of the meat game for 15 years but wanted to eventually return, still harbouring a deep-down desire to run his own shop.

By chance one lunchtime, he sighted a vacant butcher shop in Victor Harbor's main mall, recognising it as a perfect place to resume his stalled career and realise his dream of shop ownership.

Two years later and with some help from MBL, Coastal Meats is performing above Steve's initial expectations, enjoying a reputation for quality products and great customer service.

"I knew this was my time to have my own shop," says Steve, now 41, who runs the business with his wife Danica, 36, and a

willing crew headed by veteran butcher Peter Burford.

"It has been hard work but the business has developed further than I expected at the start and it keeps growing.

"We adopted Nothing But Quality as a motto because everything we do is about quality, from products and display to

customer service and advice.

"We have a good shop run by an harmonious team in a good location, so we're very happy and we're here to stay."

Coastal Meats is located inside Victor Central Shopping Centre, near a busy mall entrance. Baker's Delight is a complementary neighbour. 



Happy crew... (from left) Steve and Danica Rosser with server Harley Scabissi, apprentice Zac Cole and butcher Peter Burford. Absent: casuals Jake Minervini and Luke Hodge.

➤ The prime space was previously occupied by a Feast Fine Foods store, part of a group which was placed in administration in late 2018.

In March 2019, Steve was visiting Victor Harbor for a roofing job and happened to walk past the vacant shop. He instantly recognised the potential and began negotiations, but he wasn't able to open for business until the following December.

"It took a lot of planning and hard work to get set up the way I wanted. We virtually had to start from scratch," Steve says.

"We were able to keep the fridge and the display cabinet but everything else had to be replaced, even the sink. It was virtually a complete fit-out and included an engineered beef rail system through the work area and fridge.

"One positive was that I was able to get the best possible, most reliable equipment. I went straight to MBL.

"I got everything from MBL, through Chris Mountford when he was Machinery Manager. I was flying blind, with a lot of stress on my shoulders, and Chris led the way, bringing me up to speed.

"He was a considerable help in setting up the shop and the excellent service has continued with (MBL rep) Chris Rowe."

The old shop had conventional ovens only, for cooking gourmet pies for the Feast group. Instead, Steve installed a new Smo-King smokeoven for bacon, ham, fritz, kranskys, chicken and fish.

He takes pride in an appealing display to catch the eye of passersby in a high foot-traffic area. He specialises in grass-fed beef, and chicken makes up 30% of sales.

"If your products aren't quality, you might as well not do them," he says.

While Steve is fully in tune with modern fare, older-style products such as corned beef are also popular in Victor Harbor which has the oldest population of any council area in Australia – the average age is 57, and 39% of people are over 65.

"It's a tourist town with a lot of retired people. Almost 15,000 people live here but there are about 40,000 people here in summer – that's a lot of mouths to feed," he says.

"At the peak of summer, many older people seem to go into hibernation so we are working to a different demographic and it's extra busy."

Steve learnt the trade with Michael Brook at Goolwa Village Meats, completing his



Steve Rosser... "If your products aren't quality, you might as well not do them."

four-year apprenticeship there and continuing to work there for a further five years.

"Michael was a very good butcher and I was trained in the old ways, enabling me to now offer traditional items of appeal to Victor Harbor's older demographic group," he says.

In 2004, Steve was in the mood for a career change. He chatted with his brother Greg,

who was working at Derby in the remote Kimberley region of WA.

"Greg asked if I wanted a job and he got back 20 minutes later with one for me as a painter," Steve says.

"It was a great experience, including working for 12 months as a government Housing Officer at an Aboriginal community.

"At one point, we were thinking of opening a butcher shop up there but didn't proceed. We ended up staying for five years before coming home."

After returning, Steve became a roofing contractor but resuming as a butcher at his own shop was at the back of his mind.

"I made the big decision (to return to butchery) when I slipped on a roof. I was almost 40 then and I realised I couldn't physically continue working on roofs until retirement age," he says.

"When I happened to walk past this shop when it was vacant, I knew this was for me."

Steve and Danica complement each other as the main upfront "faces" of the business, big on customer service. They have two daughters – Ella, 14, and, Chloe, 12.

They say they're fortunate to have Peter Burford on board, working with apprentice Zac Cole. "Peter's one of the best qualified, best organised butchers I've come across and we're incredibly lucky to have him here," Steve says.

"We have a harmonious team here. What we have in the window reflects our positive working environment.

"We are in a great position in Victor Harbor and we continue to grow daily."



Danica Rosser created this educational poster of the health benefits of grass-fed beef, which a speciality of the store.

Casual conversion

Amendments to the Fair Work Act, enacted after recent court decisions, have created a regime whereby your casual employees can change into your permanent employees - even if you don't wish it. Here's how.

What is a "casual"?

A casual employee is an employee who is generally engaged by the hour (in a revolving series of agreements with no obligation of continuity) and who may terminate employment or be discharged at any moment without notice.

Alternatively, the Act describes a casual as one who is employed with no firm advance commitment to continuing and indefinite work according to an agreed pattern of work for the person.

The Courts have determined that the "indicia of casual employment referred to in the authorities - irregular work patterns, uncertainty, discontinuity, intermittency of work and unpredictability - are the usual manifestations of an absence of a firm advance commitment."

The attraction of employing a casual is flexibility. There is no ongoing obligation to provide employment. Sick leave is not payable, for example.

The "true casual" fiasco

Without anyone knowing it, a casual might turn out not to be casual.

As an example, a domestic cleaner comes in weekly to clean premises on a casual basis.

LEGAL MATTERS
with
PETER JAKOBSEN
B BEGER & CO
LAWYERS

She might come in anytime on the weekend, day or night, as long as she completes her stipulated routine.

She is a true casual - she can decide to no longer do that work, or the employer can let her go, without notice.

But say the cleaner is so good that the employer hires her to clean numerous sites, requiring definite start and end times, in a regular consistent pattern, over a year.

By law, she may have become a permanent part-time employee - no longer "truly" casual.

How can a casual become "permanent?"

The Act tries to clarify this by setting out two procedures, one for a small business employer (fewer than 15 employees) and one for larger employers.

In both cases, the right to request conversion can be made after 12 months of work, with a regular pattern of work for six of

those months, which is likely to continue.

Small Business Employer

The employee can request in writing to be made permanent, and the employer must respond within 21 days.

If the request is refused, the employee has to be consulted and there must be reasonable grounds to refuse (for example, the position won't continue in future, or the hours will dramatically change).

Larger employers

Both employer and casual can make a formal request for permanency.

After 12 months of casual work has been done, the employer is required to offer permanency unless there are reasonable grounds not to.

Those grounds can also obviously apply to a request by the casual. If there is a dispute, the matter may be resolved via award mechanisms or the Fair Work Commission.

Conclusion

The purposes of the Act are to clarify the line between a "true" casual and a permanent employee and provide a pathway to permanency.

As with much legislation, there will be unforeseen effects. We recommend that employers, in particular, consult legal advice before reviewing the situation with their casual staff.

GOT A BEEF?

We can help!

We already act for lots of people in the meat industry.

We can help you too.

Call Peter Jakobsen or Danny Beger on 8362 6400 for a free, no obligation consultation.

B BEGER & CO
LAWYERS

213 Payneham Road
St Peters SA 5069
Phone: (08) 8362 6400
www.beger.com.au

30 YEARS OF GROWTH

From page 5

enough for everyone to grow and find their own niche.

"They have clear jobs and there's no competition between them."

Eldest son Dieter is in charge of smallgoods making, accountant Andreas is CEO and "ideas man" Alex heads marketing. Stephan, formerly the CEO, will become more involved after leaving State politics before the March election.

Barbara says, "We didn't think they would join the business but they did and they've embraced it.

"They're doing their thing – it might not be the way we'd do it, but you have to let them do it their way.

"They are all very different as individuals. I've always said to them to work together as a team, to work together.

"There is amazing strength within the family and I have always said that together they can achieve anything with strengths and differences.

"It's important to listen to each other's ideas and opinions and then come to a common goal."

Franz is no longer involved in the daily running of BFF. "I walked away last August, leaving it to my sons to do their own thing. I don't interfere but if they ask me, I'll help," he says.

He says he remains "super busy" in other

roles, including as a Councillor on Adelaide City Council and as Chairman of AMIC's national Smallgoods Council.

Barbara has never really left the original Central Market stall. She opens it every day and works there on three full days weekly.

"I've been very fortunate to meet so many wonderful, interesting people from a beautiful mix of cultures," she says.

"Once you start serving people and get talking to them, they kind of open up to you and I find a lot of interesting stories.

"I've made friendships over the years and met some amazing people. You become a huge part of people's lives.

"I've laughed and I've cried at times.

"You can make a difference at times like Christmas, helping people prepare for the family celebration. It's nice when happy people return, saying things like, 'Thank you so much, you made our Christmas!'

"I love it here. In a way, I need to let go. It will be very hard. I expect I'll come in a few days a week to talk with people..."

Franz and Barbara are aiming to spend more time with their nine young grandchildren – five boys and four girls – aged between nine and two.

Chances are, the future custodians are BFF are among them.



Franz Knoll's talent for smallgoods led to continued growth for Barossa Fine Foods.

Shaun's the king of value adding

From page 7

"We put our name on it because we can guarantee the quality. More than ever, customers want to know where their food comes from; they want to know the story and we enjoy telling them.

"Our lamb is raised in a caring, stress-free environment on local farms and it's slaughtered locally.

"The distance the lambs travel from farm to slaughterhouse to shop is within 50km of

Naracoorte. There's minimum stress on the lambs, resulting in a consistent, high quality product.

"You can't get more local than that. There is big demand for local food.

"We process 10-12 lambs a week. I pick them on the farms on Sunday, they go to Edenhope Abattoir on Monday and the carcasses arrive at the shop on Wednesday.

"We take pride in our lamb. The carcasses that arrive here look amazing. I'm proud that I can judge on the hoof, see them on

the hook and then turn them into products for the shop."

Wholesale, mainly to hotels, accounts for 30-40% of the business.

In September, Shaun marks 25 years of operating Tender Cuts.

"The time's gone fast but things are good. Looking back, the industry has been good to us," he says.

"It's like shearing... if you bend your back and you're good at it, you will do well."

Sam collects rendering award

Sam Van Kleef, one of the shining lights of MBL Proteins, has won a prestigious training award from the Australian Renderers Association.

He won the Reg Evans Best Student Award at the 43rd ARA Accreditation Course at the University of Queensland, at Gratten near Toowoomba, in July.

"It's a fitting reward for a dedicated young man who is very good at his job," says MBL CEO Jamie Higgins.

The five-day course provided training for rendering staff to meet the Australian Standard for the hygienic rendering of animal products.

An emphasis was on applying quality assurance practices to prevent contamination of rendered products.

Lobbying by customers has led to two "sister" supermarkets begin shifting to earth-friendly Ikon Pack packaging from MBL for their meat departments.

Frewville Foodland and Pasadena Foodland, owned by the Chapley family, have begun replacing foam trays with Ikon Pack Green Eco-Cane trays made from sugarcane pulp.

The Eco-Cane trays are 100% biodegradable and home compostable, placed in in standard green organics bins.

"Customers were asking us to get rid of foam trays so we began using Eco-Cane trays two months ago," says Store Services Manager Cam Wilson.

"We've been pretty excited about way the new trays go straight into green bins so we don't fill up landfill.

"There's been a fair bit of feedback from customers – people are looking to do the right thing for the environment."

Cam says the Eco-Cane trays are functional, performing well as meat trays. "Our butchers have taken to them like ducks to water," he says.

"At present, we're using them for beef and saltbush lamb



Sam received a Certificate of Competency from AUS-MEAT and the ARA, representing another box ticked as his career with MBL blossoms.

His only downside to a valuable week of training was having to spend 14 days in Covid home quarantine on his return from Queensland.

Sam is the son of former MBL Director Marc Van Kleef, who served on the Board for 15 years until 2015 while running a butcher shop at Balaklava.

MBL General Manager Proteins Division Gary Deutrom says Sam has a bright future, always willing to go the extra yard.

Sam began his MBL career at Athol Park before moving to the Wingfield plant in late 2018, seconded as a Logistics Supervisor to liaise with raw material suppliers.

His role included the curbing of foreign material, such as plastic, into the rendering process as part of a strict Quality Assurance regime, vital for the export of products to the US, Canada and Europe.

Although based at Wingfield, Sam's role also covers QA for the Keith plant. He travels to Keith regularly but much of his work involves "paperwork" on his laptop.

A feature story on Sam and careers in rendering will be in the next MBL News.

Customers lobby for eco-friendly packaging



Cam Wilson and butcher Brett Harrison with saltbush lamb in Ikon Pack Green Eco-Cane trays.

products in our organics range.

"Some people have asked why we don't use them for everything but it comes down to dollars and cents. They cost more but the cost should eventually come down.

"Ideally, it would be great not

have any plastic (packaging) at all."

Cam says the two supermarkets will soon be using eco-friendly Ikon Pack Liquid Lock trays from MBL.

They are made from rPET (recycled Polyethylene Terephthal

ate) and are 100% recyclable as part of the growing "circular economy."

MBL is working for our entire range of plastic products to be eco-friendly by June 2023, two years before many plastic products are banned by the SA Government.