

Independent Local Butcher Program

Fresh MEAT SPECIALISTS



The Australian Meat Industry Council is committed to a program to differentiate the most important retailers in our industry – you, the **Independent Local Butcher – *Fresh Meat Specialist***.

You are **INDEPENDENT** – it is your business, and you manage it in your own way, selling the products your customers require. You are not controlled by a franchise or a remote head office dictating your buying patterns. However, you are accredited by AMIC – the peak industry council of the meat industry.

You are **LOCAL** – a part of the community in which you operate. You contribute to and support local organisations and you understand and cater for local issues.

You are a **BUTCHER** – a professional in the meat industry, you retail meat and “value added” products; you are not a general retailer. You know your products and ensure that your customers benefit from your professional skills, service and knowledge.

MESSAGES

The **Independent Local Butcher - *Fresh Meat Specialist*** branding conveys many strong messages to consumers, strengthens your professional reputation and increases your awareness of your customers' requirements.

The program will assure customers that your shop will provide:

- Friendly and efficient personalised service with complete customer satisfaction
- Fresh, quality product selection customers can trust for their important meat purchases
- Customised advice and assistance with their meal solutions
- Expert knowledge that only a professional specialist retailer can provide

CODE OF CONDUCT

Your customers are assured of your commitment to the Independent Local Butcher program through the following statements on your AMIC Code of Conduct plaque:

1. Service

The Independent Local Butcher is committed to providing superior, friendly service to their customers.

2. Professional Reputation

The Independent Local Butcher will maintain industry standards, including food safety, and meet community expectations thereby enhancing their professional reputation.

3. Product Consistency

The Independent Local Butcher will ensure that the product offered is consistent with the expectations of their customers.

4. Industry Recognition

The Independent Local Butcher logo is recognition by fellow professionals that their business is linked into one association for the betterment of the Australian Meat Industry.

The Independent Local Butcher Program is only available to AMIC members. It is a commitment to your customers that you will comply with the Messaging and the Code of Conduct of the ILB Program and that you are fully supported by AMIC's specialised resources.

For more information, call your Member Services Officer:

NSW (02) 9086 2230
VIC (03) 9699 2760

QLD (07) 3352 4600
TAS (03) 6231 3333

SA (08) 8272 2400
WA (08) 9302 2866