

The CUTTING EDGE

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New South Wales Retail Council Report

By Ron Stapleton

The New South Wales Retail Council has entered into an agreement to support the Sydney Children's Hospital Foundation as its charity of choice in 2009. The New South Wales Sausage King will be the promotional vehicle and all members are encouraged to support the cause.

Our Member Services Team has been visiting the Independent Local Butchers with collection tins and posters to promote the fund raiser in store. Members have been provided with suggestions on fund raising including suggestions to hold a sausage sizzle for a gold coin donation, to donate a contribution for sausages sold or to join with others in the community to hold an event with the Foundation as the beneficiary.

AMIC has opened a special bank account and all funds banked will go directly to the Sydney Children's Hospital for much needed equipment. Council urges you to support this worthy cause.

Entries in the New South Wales Sausage King have increased on last year, partly as a result of the fund raiser but particularly in recognition of the increased sales of sausages in the current economic climate. Sausages are great value for money and the Sausage King is a positive step in drawing attention to your products in your region.

The proposal to have meat "graded" under the AUS-MEAT language and have this audited at the point of sale is strongly opposed by the New South Wales Retail Council. To do this would add additional cost to the Independent Butchers, would confuse the customers who do not

understand the commercial language of AUS-MEAT and would not change in any way the product offered by Independent Butchers.

Essentially the argument is that Independent Butchers are selling low grade cow beef as premium beef which causes customers to have a bad eating experience and stop buying beef. There is no recognition that the Independent Local Butchers are supporters of the Budget Beef Agreement and MSA as the guaranteed eating quality standard.

Council objects to the inference that Independent Butchers are misleading customers and has called for evidence of this practice. Council also is of the view that it is too simplistic to argue that beef sales are declining per head because of "poor beef eating experience".

The Modern Meat Industry Award is to be implemented from 1 January 2010. Council has supported the AMIC Industrial Relations Group in the preparation of material for submission to the Australian Industrial Relations Commission which has resulted in keeping Independent Butchers out of the General Retail Award. This award will apply to supermarket butchers with an estimated cost increase of 20% on the wage bill. Council has approved a series of seminars to explain changes to the Award and the National Employment Standards as they apply to members.

The New South Wales Retail Council is an open forum to discuss matters of interest to members. If you would like to attend a meeting and contribute to the discussions please contact your local AMIC office.



2009 Sausage King Competition

Raising Money for the Children



The 2009 Sausage King links for the first time the Independent Local Butchers and the Sydney Children's Hospital Foundation with the theme "Raising Money for the Children."

Council has asked Independent Local Butchers to sponsor the Sydney Children's Hospital Foundation with promotions such as a sausage sizzle or to involve the local community in fund raising events and at the same time bring publicity to the Sausage King.

The Sydney Children's Hospital Foundation raises funds for medical equipment, services and research; helping thousands of seriously ill and injured children. AMIC has selected this worthy cause as its New South Wales Sausage King charity for 2009.

This year's competition kicked off with the Canberra heat, one of seven comprising 20 regions in the state. The entry list, particularly from the South Coast, was strong and the standard of the sausages was high according to the judges.

This year brings a new and welcome addition for butchers to show off their skills with the introduction of a sixth category to the competition - Australian Lamb/Open Class. Sausages in this group must be made of 100% lamb but meal can be included and sausages can be highly flavoured. Previously these sausages were included in the Gourmet/Open Class but the National Retail Council decided that a separate category should be created. This has already proven to be popular in the Queensland and South Australian competitions that are underway.

Each year brings new creative recipes from the sausage masters who enter this esteemed event. Presentation and professionalism are always first rate from our ILBs who seize this opportunity to publicise sausages as a tasty and healthy main meal. The resulting publicity is invaluable with sausage sales soaring when word gets out about an award-winning sausage as everyone wants a piece of it!



THANK YOU TO OUR SPONSORS



Councillor Profile - Kevin Green



Kevin Green has 41 years experience in the meat industry and has been self employed for 26 years. He is currently working at Albion Park Village Meats.

WHY DO YOU SIT ON THE RETAIL & GENERAL COUNCIL?

To benefit the meat industry as a whole and to increase my knowledge and hopefully pass on some of my experience and expertise.

AS A COUNCILLOR, WHAT WILL YOU CONTRIBUTE TO BENEFIT MEMBERS AND THE INDUSTRY?

From working in the industry for 41 years, one certainly learns to solve problems and pass on advice! The meat industry has changed so much in the last 40 years but I believe it has all been positive.

HOW LONG HAVE YOU BEEN ON THE COUNCIL?

4 years.

TELL US ABOUT ONE OF THE ISSUES YOU FACED DURING YOUR FIRST YEAR AS A COUNCILLOR AND WHAT THE OUTCOME WAS.

The issue of unlicensed butchers or meat production facilities. There was a crackdown on unsafe food practices to make sure NSW consumers were protected. Council worked together with the NSW Food Authority to rid the industry of these people and to lift the image and standards of our industry.

WHAT ARE YOUR GOALS FOR YOUR NEXT YEAR AS A COUNCILLOR?

To continue to boost our image and to give positive feed from our industry. The consumer is always mindful of negative media coverage, so we have to watch everything we do.

WHAT DIRECTION DO YOU SEE AMIC HEADING?

Working together with all sectors of our industry and also improving relationships with them. Drawing more apprentices to our trade and keeping them permanently in it.

WHAT IS THE MOST IMPORTANT LESSON YOU HAVE LEARNED SINCE YOU HAVE BEEN A COUNCILLOR?

Never to give up. Changes take a long time but change does happen. Sometimes things do not always have a positive outcome but there are always winners and losers.

WHAT HAS BEEN THE MOST VALUABLE ADVICE GIVEN TO YOU AND WHO GAVE IT TO YOU?

All the councillors have a wealth of knowledge and experience, so to name one person would be difficult. I certainly have great people to call upon for advice and leadership. People like Terry Wright, Kevin Cottrill and Ron Stapleton to name a few.

WHAT IS YOUR FAVOURITE PASTIME WHEN NOT WORKING?

When am I not working – when is that? My free time is spent with my wife Kathy, 3 children and 2 grandchildren. I love socialising and have a touring motorbike. Life is busy but rewarding.



Member Services Officer Report

By Craig Wright

Member Visits are an important part of the AMIC contact with the membership. Our visit program in 2009 has been on schedule and most members have now had two visits for the year. Your feedback on industry issues is important and in turn I ensure that this information is made available to our Council and other staff. All issues are taken on board as your issues frequently are matters being experienced by other members.

It is Sausage King time again. The first of our heats commenced in Canberra on July 22nd and I must thank the staff at Canberra Institute of Technology for their excellent work in making it a successful start to the 2009 Competition. While we continue to see some innovative entries, we are always keen for new participants and I will be contacting you to encourage your participation and finalize your entry when your heat is coming up.

As you will know by now, AMIC

has teamed up with the Sydney Children's Hospital Foundation in conjunction with this year's Sausage King Competition. Our focus has been on ensuring that there is good support for the fundraising activities coinciding with the competition. We have been travelling far and wide visiting every NSW member to distribute collection tins and posters prior to Sausage King kicking off.

As well as supporting a very worthy cause, this state wide fundraiser gives our members a great opportunity to promote their stores in the local community through sausage sizzles, raffles and donating a percentage of sausage sales, whether you are a Sausage King participant or not.

Running until the end of September, our objective is to raise over \$100,000 from this fundraiser. Should you require additional information or extra collection tins, please contact me on 0438 166 643.



Member Services Officer Report

By Richard Taylor

Members will receive an additional visit from AMIC as we introduce a fundraiser in support of the Sausage King. Since the start of June, the kilometres have been ticking over as our focus has been on the delivery of collection tins and posters for the **Sydney Children's Hospital Foundation.** We have been working with this esteemed organization to help promote the 2009 Sausage King Competition by raising funds through our independent butchers. We hope your local community gets behind this cause as we hope to raise \$100,000 or more for such a worthy charity. This event will run for the duration of the Sausage King heats in all areas and we ask that all monies be banked by the 1st of October.

Sausage King is now in full swing with heats already completed for ACT and Nepean. With Grafton (New England, Mid & Far North Coast)

fast approaching we anticipate receiving more entries than we did last year. Remember to get your entries in early and to let us know if you require us to pick up and deliver your sausages to the event – a service AMIC provides.

Wage Books are an important record for your business. The new financial year is a good time to ensure that all of your employees have a separate book which meets all the requirements should you receive a wage audit. Order forms are available for wage books from the AMIC office or simply ask as we visit your shop.

AMIC can assist with insurance on your business. A special discounted insurance rate is available through J M D Ross Insurance Brokers where Graeme Fitton can assist you on 1800 240 123.

If you require assistance between member calls please call me on 0439 444 596.

The NSW Apprentice Meat Retailing Championships

Proudly sponsored by Neild & Co



The NSW Apprentice Meat Retailing Championships is the most prestigious of its type available to apprentice meat retailers in NSW. It is open to apprentices from both retail shops & supermarkets.



Thomas Johnson with his winning entries including his creative value-added products (note the meat gondolas!)

This year's competition was held over two days at Nepean TAFE College in Penrith at the end of June. It covered 5 areas of the trade: theory exam; trade calculations exam; industry related essay; a panel interview and a 4 hour practical exam.



Ryan Watson displaying his 2nd place trophy along with some award-winning sausages at Fairlight Gourmet Meats

Eight competitors from the state TAFE's in Newcastle, Wollongong, Granville and Nepean were scheduled to take part in the Competition but only six actually competed.

It was a very close competition and the judges were impressed with the superb effort that each competitor put in to all parts of the program. The First Place winner was Thomas Johnson, 18, of Centrepoint Gourmet Meats in Taree. Second Place went to Ryan Watson, 24, of Fairlight

Gourmet Meats and Third Place went to Matthew Winter, 19, of Parkside Superior Meats in Hurlstone Park.

Tom is in his third year of his apprenticeship to Scott Pyne, at Centrepoint Gourmet Meats in Taree. Ironically, Scott also won this competition during his apprenticeship in 2003. Scott also travelled down to Penrith from Taree, and attended both days of the competition to support Thomas.



Matthew Winter on the job at Parkside Superior Meats

Tom has recently completed his technical training at Wollongong West TAFE, which is on the 'other side of Sydney' and over 400kms, or 5½ hours drive from home. Both Scott & Tom elected to attend Wollongong West TAFE to do training in a 'block release' form.

Tom's win has carried on Wollongong West TAFE's trained students' good record in this competition - winning 6 of the 9 competitions since it's inception in 2000.

Terry Bush, Head Teacher of Wollongong West TAFE's Meat & Allied Trades Section said, "Tom's dedication, commitment and professionalism to his trade, workplace and TAFE training is reflected in this competition result. We are very proud of the way Tom represented Wollongong West TAFE. He is developing into a fine, young tradesman."

Neild & Co also sponsored the Awards Dinner held at the charming Log Cabin Restaurant for the competitors, judges, interview panel and industry representatives. Terry Wright, a long-standing AMIC member and untiring supporter of the meat industry was guest speaker at the dinner. Terry spoke of his time as an apprentice and how he built his business into the high profile unique boutique gourmet butcher shop he now owns. He offered encouragement, praise and motivation to the apprentices who clearly valued his advice.

Neild & Co then awarded trophies and cash prizes of \$1,000 for first place, \$650 for second and \$350 for third place. Congratulations to Thomas Johnson on your well deserved win and also to placegetters Ryan Watson and Matthew Winter. A big thank you goes out to Neild & Co for their support and sponsorship of this prestigious event.



Scott Pyne stands proud with his protégé Thomas Johnson at Centrepoint Gourmet Meats

The Australian Meat Industry Council is continuing its strong association with leading industry supplier Neild & Co, as a major sponsor for promotional and special events.

Whilst Neild & Co is involved with various types of retail and wholesale businesses - including Government, chemists, bakeries, takeaway outlets, delis, seafood shops, clubs and processors etc - It is the Meat Industry which is its main focus.

Neild & Co, with its own expertise and technical experience, works in conjunction with Australia's leading ingredient manufacturers in product development, representation, warehousing and low cost distribution. Neild & Co also uses its resources to directly serve a full range of products, general supplies, cleaning and sanitation products, packaging, casings and butcher equipment throughout NSW and distributors in the other states and the Pacific Islands.

New Industrial Relations Seminars

During September - November 2009 AMIC will be conducting a number of information seminars across Australia.

The briefing seminars will explain the changes that have commenced on 1st July 2009 as well as further changes that will operate from 1st January 2010. A copy of the new Meat Industry Award will be handed out at the seminars.

It is essential that you attend one of these seminars in order to gain a complete explanation of the changes and how they will affect you and your employees.

A registration form is attached as an insert in this Newsletter. Please complete it and return it to AMIC as soon as possible.

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03 9819 3833

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- Will suit sausage maker/smallgoods manufacturer
- Risco Brevetti T 400 MODEL
- Excellent condition
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- **Replacement over \$30,000**

VACUUM PACKING MACHINE

- Double Chamber, 4 sealing bars 500mm each
- Reconditioned by agent
- Over \$3,500 spent (receipts)
- Excellent condition
- **Asking \$9,500 ONO**
- **Replacement over \$29,000**

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Mobile: 0425 383 676

Member in the News

THE BUTCHER

Name :: Richard Odell

Position :: Proprietor, Griffith Butcher, Canberra.

Why a butcher? :: "To provide for my family, and after 20 years, I'm accustomed to the lifestyle. And I do it for the farmers and their families.

I've been buying beef and lamb from the same farmer for 18 years and all his livestock is free range and grass-fed without herbicides, pesticides or hormones. Locally and ethically produced food is the future of the industry. >

I grew up in Canberra, but was born in Bega, New South Wales, so farming is in my blood. I got into butchery because I wanted to get out of school - I was bored stupid. I'd been cleaning up two afternoons a week at a local butchery. When I was 15, an apprenticeship came up, so I took it.

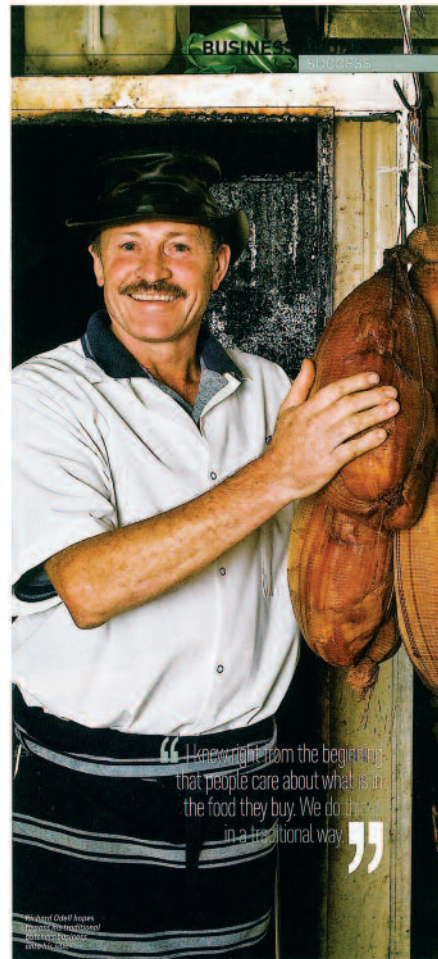
I finished my apprenticeship in the early 1980s and it wasn't until my wife and I travelled around Australia with the first two of our now five children that I began to think about having my own place.

I opened Griffith Butchery in Canberra in 1989 and I knew right from the beginning that people care about what is in the food they buy. We do things in a traditional way. Our smallgoods are smoked on site, and we make our own pies and sausages using natural ingredients. We also utilise the entire carcass of the beast to respect the animal's sacrifice, so there's less waste.

Each day is different, but every morning we set up the cabinet, break the beef and prepare the lambs. You can imagine the work it takes to get the bone and fat out of a 230-kilogram carcass, then cut the meat into steak-size servings.

Apprentices are a big part of the business and my son, Tim, is now a second-year apprentice with us. One of my greatest challenges has been to learn how to think not only as a butcher, but also as a manager and entrepreneur. I'm very proud of the apprentices that finish under me. Technical skills aside, I hope they go away knowing how to run an honest and true business.

Four of my kids have worked in the shop and my dad stops in every Monday for a chat. Having the family involved is magnificent. I reckon I've still got another 15 years in me, but my plan is for Tim to eventually buy the business from me - and then I'll try to keep out of his way."



"I knew right from the beginning that people care about what is in the food they buy. We do things in a traditional way."

Richard Odell, proprietor of Griffith Butcher, Canberra, featured in the April issue of Voyeur Magazine

Sausage King Calendar

REGION	DATE	ENTRY FORMS DUE BY	LOCATION
New England, Mid North Coast, Far North Coast	Fri 7 August	31 July	Grafton College of TAFE
Central West (Central West/Far West), North West	Wed 12 August	5 Aug	Dubbo College of TAFE
Northern Suburbs, Central Coast, Hunter, Newcastle	Wed 19 August	12 Aug	Hamilton College of TAFE
Southern NSW (Riverina/Southern NSW)	Wed 2 Sept	26 Aug	Wagga Wagga College of TAFE
Southern Sydney, South West Sydney, Illawarra (Illawarra/Wollongong)	Wed 9 Sept	2 Sept	Wollongong College of TAFE
STATE FINAL	Sat 10 October		DARLING HARBOUR

Welcome to Our New Members

- Superior Meats on Addison Eric & Jacqueline Henderson, Shellharbour
- Callala Bay Butchery RP & KB Jennings, Callala Bay
- McFarland's Gourmet Meats Grant Druce, Wahrenonga
- Moama Quality Meats MJ & BJ Hand, Moama
- Jindabyne Butchery MJ Flanagan & GL Boucher, Jindabyne
- Boysies Butchery Ross Barkley, Coonabarabran
- Select Wholesale Meats Narellan GP Francisco & J Francisco, Narellan
- Breakout River P/L Chris Cummins, Cowra