



National Retail Council Report

By Chairman Kerry Melrose

The National Retail Council continues to address a range of important issues for members.

Beef Labelling Legislation. The New South Wales Parliament has passed legislation which sets up the framework for the introduction of beef grading at point of sale. Budget beef will have the additional words "low grade or "low quality" all in NSW so far. AMIC has the total support of the Red Meat Advisory Council (RMAC) in this matter and Terry Nolan is the Chairman of the delegation addressing this issue.

A separate article on this matter appears on page 2 in this Newsletter.

MLA Domestic Task Force. A review of the year to date performance of the Domestic Marketing Plan was undertaken at the November National Retail Council meeting. While supply of lamb and cattle is an issue, the domestic sales goals are being achieved albeit at a slight fall in market share by the independent local butchers. Council has resolved to ensure that MLA provide for three beef promotions and three lamb promotions in the 2010 – 2011 year. Available funding will be an issue with the slaughter levy expected to be lower in that year.

MSA Review. AMIC is well represented on a review of the MSA system currently being undertaken by MLA. The National Retail Council has discussed the general decline on MSA product in recent years. This has been attributed to changes in the application of the standards rather than any inherent fault in the science underpinning MSA. In particular, the widening of the Boning Groups and the requirement to hold product for up to 35 days before it meets MSA requirements is not accepted by the Council. It has recommended that Boning Groups should be limited to 1 to 8 with the appropriate holding periods.

Labelling Review. The Federal Government has announced that a total review of labelling of retail products will be undertaken in 2010. The burden of labelling requirements in independent butchers continues to increase with "new ideas" being recommended because the current labelling is not achieving the required outcome. AMIC has sought a complete review of labelling requirements

for some years and Council welcomes this review as a constructive way forward.

Meat Standard. Food Science Australia and New Zealand (FSANZ) is undertaking a complete review of meat food safety in Australia. Based on a risk analysis the proposed new standard will set the requirements which will eventually determine what is in the Food Safety Plans at processor and retail level. Council is aware that it is this process which frequently gives rise to additional testing and auditing requirements (such as the listeria testing requirements) and is therefore taking a serious interest in this review.

The first paper for comment was recently released by FSANZ and AMIC has provided a submission supporting the option for Status Quo – no change. FSANZ has determined that the control systems currently in place in the processing and retailing of meat are delivering a safe product to consumers. Council would have been disappointed had the paper delivered any other result given the work the meat industry has put into food safety. Council will monitor this matter closely and watch for any potential issues which could affect AMIC members.

Listeria Program. The state of knowledge about listeria and its control is increasing from year to year. Council has approved an MLA sponsored project which is addressing potential formulation changes which would prevent the growth of listeria in ready-to-eat meat products. Using the resources of the University of Tasmania, a model has been designed which allows for variations in the ingredients used in pickle and variations in operating methods to prevent the growth of listeria in these products.

Should this prove feasible in practice many products could be moved to the category of "no growth" which would not only improve the food safety but also the testing regime and recall procedures currently in place. The National Retail Council is confident that this project will deliver a positive outcome.

At this time I would like to thank all State Retail Councilors and those members of the National Retail Council for devoting their valuable time and working diligently to address Council matters all year. And to all members, I wish you a Merry Christmas and a safe and prosperous New Year.



The National Sausage King Competition

All States have now completed their competitions and the State Sausage Kings have been selected. They will now compete at the Final at Broadbeach on the Gold Coast in February 2010.

The Sausage Kings will arrive on Friday, 5th February and once checked into the Sofitel Gold Coast Hotel will adjoin to the Courtyard for the *Meet & Greet Cocktail Party* that evening.

The following morning *Breakfast with the Butchers* will take place at the nearby Kurrawa Surf Club. The National Sausage King Competition judging will then take place.

The evening festivities begin with pre dinner cocktails, served in the Grand Ballroom of the Sofitel. Dinner will then be served and the National Sausage Kings will be announced and presented with their trophies.

Congratulations to all finalists and all the best for the National Competition!

Traditional Australian

- Bede Jarrett, Jarrett's Waratah Butchery, Waratah, NSW
- Daryl & Lyn Biel, Miles Wholesale Meats, Miles, QLD
- Ashley Pfeiler, Hygienic Meats, Loxton, SA
- Philip Groves, The Sausage Shop, Perth, TAS
- Cliff Dalgiesch, Heritage Meats, Geelong West, VIC
- Joe Di Fulvio, Crimea Quality Meats, Morley, WA

Traditional Australian Pork

- Tim Brown, Brown's Qulaity Meats, Raymond Terrace, NSW
- Joey Mills, Redland Bay Quality Meats, Redland Bay, QLD
- Anthony Skara, Skara Smallgoods, Nairne, SA
- Philip Groves, The Sausage Shop, Perth, TAS
- Robert Frost, Donohue's Meats, Benalla, VIC
- Rafael Barbaro, Barbaro Bros Quality Butchers, Greenwood, WA

Poultry

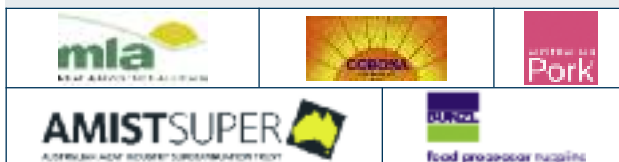
- Jamie Parkes, JD's Meats Pambula, Pambula, NSW
- Norm Milner, Norm Milner Butchers, Rockhampton, QLD
- Jo Butterworth, Feast Fine Foods, Norwood, SA
- Philip Groves, The Sausage Shop, Perth, TAS
- Bo McCormack-Hall, Locky Meats, Lockington, VIC
- Paul Marinovich Jnr, Adrian's Continental Smallgoods, Mirrabooka, WA

Australian Lamb/Open Class

- Steve & Jason Smith, Rathmines Butchery, Rathmines, NSW
- Mark Nolan, Gray's Modern Meat Mart, Toowoomba, QLD
- Daryl Muller, Muller's Meat Store, Monash, SA
- Philip Groves, The Sausage Shop, Perth, TAS
- Graeme Finlay, Wonthaggi Meat Supply, Wonthaggi, VIC
- Neville Williams, Williams Meats, Forrestfield, WA

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Beef Labelling Scheme - NSW Legislation

The 2009 Beef Labelling Bill was passed by the Legislative Council of the NSW Parliament on 26 November 2009. It may become a model for matching legislation in other states.

It has four sections:

1. That the Minister can prescribe a scheme in relation to beef labelling such as Truth in Labelling, Beef Grading, any matter relating to labelling.
2. That all Budget Beef (cow beef) must be labelled "low grade" or "low quality."
3. That restaurants, food service and fast food outlets are exempt from this legislation.
4. That the system must be audited by New South Wales Food Authority.

The Bill has no Regulations (how it will operate) at this time.

The Bill covers all retail sales – chain stores and independent meat retailers (butchers).



A Bill was originally introduced to the New South Wales Parliament at the end of 2008 by the Independent Member for the Northern Tablelands. That Bill was essentially Truth in Labelling but would require all beef products to be sold with the AUS-MEAT descriptors appearing in advertisements and on point of sale tickets.

AMIC objected to the proposed legislation on the basis of:

- AUS-MEAT is an international language for meat traders to buy and sell to specific cuts using terminology which is not user friendly for consumers.
- AUS-MEAT does not have certain common retail terminology such as "Scotch Fillet", "New York Cut" or "Osso Bucco."
- AUS-MEAT is silent on the use of terms such as "Export Quality Beef" which could be misleading
- The possibility that all meat retailers would have to become AUS-MEAT accredited.
- The cost of AUS-MEAT accreditation and auditing of meat retail outlets.



AMIC became aware that the Bill was being changed with plans to have it reintroduced to Parliament before the end of 2009. With the assistance of the Red Meat Advisory Council (RMAC), an all of industry position

was developed which was presented to the Member for the Northern Tablelands in three different meetings where this matter was negotiated.

The AMIC proposal was:

1. Any claims made by a meat retailer must be capable of verification (e.g. quality claim, area claim, age claim "yearling" etc.)
2. That this be underpinned by Truth in Labelling Legislation

3. That Budget Beef should be described as "Budget Grade Beef" and that this be mandatory not optional
4. That AMIC does not support a Legislated "eating quality grading system" because there is currently an industry system called Meat Standards Australia – MSA.



In conjunction with AUS-MEAT, AMIC proposes that there be a "Domestic Retail Beef Register" which links the AUS-MEAT language to the Consumer Language and that the original objections

to the 2008 legislation would be addressed by this document.

AUS-MEAT has produced the "Domestic Retail Beef Register" and members may view this at <http://www.ausmeat.com.au/industry-standards/domestic-retail-beef-register.aspx>

During the negotiations on the legislation, the emphasis was placed on Beef Grading and the consumer's "right to know what they are buying." The proposed Beef Grading Scheme at the point of retail sale would require the retailer to show the grade (Platinum, Gold, Silver etc) on the tray display or in advertising in flyers or newspapers. The proposals put to AMIC were unworkable and have been strongly opposed.

AMIC was successful in having the Bill passed by Parliament without Regulations (how it will be applied) included. AMIC is seeking an appointment with Minister Kelly in the immediate future to apprise him of the serious flaws associated with this new legislation and the matters he will have to address before he finalises the Regulations.

AMIC has opposed using the additional descriptors "low quality" or "low grade" in relation to Budget Beef. The product must be displayed as "Budget Low Quality Rump Steak" or "Budget Low Grade Rump Steak."

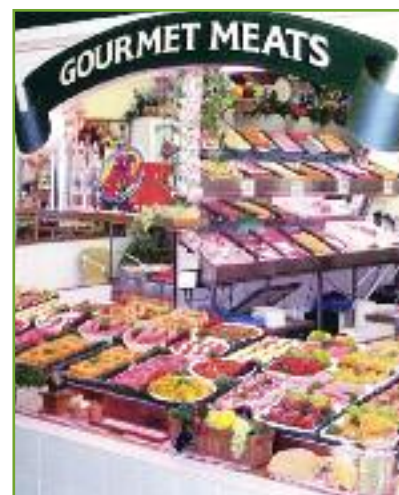
AMIC has proposed that any audit would be on a challenge basis, that is, that the auditor would request the retailer to verify by reference to purchase documents, the description used at the point of sale.

Minister Kelly gave an assurance to the Parliament that:

- a) the Bill will not be promulgated before mid 2010 and
- b) Industry would be given the opportunity to negotiate on the Regulations.

AMIC will take this matter forward with the Minister in the immediate future.

Currently this legislation only relates to New South Wales and will not come into effect before mid 2010. The matter will be considered on a National basis at the Primary Industries Ministerial Council in April 2010.



The National Sausage King Competition

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Continental

- Tim Rose, Premier Meats, Tenterfield, NSW
- Graham Nelson, Nelson Family Meats, Jandowae, QLD
- Jo Butterworth, Feast Fine Foods, Norwood, SA
- Philip Groves, The Sausage Shop, Perth, TAS
- Andrew Vourvahakis, Andrew's Choice Smokehouse, Yarraville, VIC
- Tony & Joe Scarfo, Scarfo's Meating Place, Myaree, WA

Gourmet/Open Class

- Robert Constable, Robert's Meats, Singleton, NSW
- Rob & Rhonda Ashton, Ashton's Butchery, Pittsworth, QLD
- Dieter Knoll, Barossa Fine Foods, Adelaide, SA
- Peter Johnston, Johnston's Gourmet Meats, Smithton, TAS
- Alf Di Censo, Di Censo Meats, Doncaster, VIC
- Peter Malone, Malone's Quality Meats, Success, WA



Butcher Outlet For Sale

Tired of spending half your day in traffic? Looking for a retail butcher business where you can combine lifestyle with work?

One of the only combined Butcher and Lenards retail outlets in Australia is now for sale. The business is located in the country, west of Noosa and 2½ hours from Brisbane.

If you're interested, call Chris Arnold for a free info kit.

Ph: 07 4162 1033
Mob: 0418 625 429 or Email: carnold@freemanestates.com.au

The Fair Work Act and Modern Meat Award

The Fair Work Act

The Senate has passed the Referral Industrial Relations legislation which means that all employers, (except sole traders and partnerships in WA) will be covered from 1 January 2010 by the Fair Work Act.

The exception for sole traders and partnerships in Western Australia is because that State government has not handed over its powers to the Commonwealth.

The Modern Meat Award

The Modern Meat Award will apply 1 January 2010 subject to some caveats:

1. Concerning wages and most penalties and loadings, everyone keeps what they have now until the phase-in commencing 1 July 2010. By penalties we mean weekend penalties, shift penalties but NOT OVERTIME PENALTIES OR ALLOWANCES. In other words the rest of the Modern Meat award does apply.
2. For sole traders and partnerships in Tasmania – no Modern Meat Award until 1 January 2011 (but the Fair Work Act does apply from 1 January 2010).

A full explanation has been mailed to members, which includes Wage Sheets and an explanation of the wage rates which will apply from 1 January 2010.

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AMIST Superannuation Update



AMIST Super - Forging ahead with the recovery.

By now, your staff would have received their superannuation statements and, those who actually took notice, may well be deeply concerned over the state of their account balances. Thanks to the Global Financial Crisis, the first half of the 2009 financial year contained some of the worst performing months ever seen since the introduction of superannuation in the early 1990s. The second half of the year picked up significantly, but overall the year's return hit a lot of members hard. As an example, AMIST Super's Balanced Investment option—into which all members are placed unless they actively choose an alternative investment mix—returned -13.2% for the year. This strategy has approximately 70% of its investments in shares and property, both of which were hit hard by the downturn, with the balance in cash and fixed interest.

But the good news is that super is recovering strongly with the rest of the economy, and AMIST Super is now reporting positive financial year to date returns to October of 8% in its Balanced option and 11% in its Growth option. This is evidence once again that AMIST Super is a long term investment and short-term volatility should be expected from time-to-time.

ATO crackdown on late payments

The Global Financial Crisis has had far reaching effects on all levels of business leading to a number of employers falling behind in their superannuation obligations. The tax office can and will issue fines to employers who fail to meet their 9% Superannuation Guarantee payments. The fine is 10% interest on the amount owed and a \$20 administration fee per member. It's important to remember that staff can see their superannuation accounts online or can simply call the Hotline to ask how their employer contributions are tracking – so employers are advised to tell their staff when making catch up payments to help minimise frustration and alarm.

Newsflash: Medicare to help small businesses

The Federal Government has announced that from July 2010 Medicare will help small businesses distribute superannuation payments to multiple super funds – at no charge.

It is proposed that employers with up to 20 employees can send all contributions electronically and that Medicare will then allocate the money on their behalf. It sounds like a great step to helping businesses with administration and paperwork but there are a few technical details that will have to be worked out.

For help, talk to AMIST Super

AMIST Super has a constantly improving website you can tap into for general information. Employers can use it to pay online and help speed up the process and accuracy of superannuation payments. Members can use it to view their accounts. Help is also available from the AMIST Super Hotline 1800 808 614. Plus Royston Bennett (0437 697 737) and Melinda Gibson (0407 919 796) are on the road to help employers and members alike.

Article provided by Australian Meat Industry Pty Ltd (ABN 25 002 891 919, AFSL 238829, RSE Licence L0000895) as Trustee of the Australian Meat Industry Superannuation Trust (AMIST Super) (ABN 28 342 064 803, RSE Registration R1001778). The material provided is for information purposes only and is not intended to be considered as advice. The Trustee has not taken into account your personal financial circumstances when developing this communication. Before making any decision regarding your superannuation it is recommended that you seek advice from an independent qualified financial adviser.

Modern Food Processing Facility on the Gold Coast

- 502m² freezer
- 917m² chiller
- 235m² ante room
- 441m² well appointed office
- Total area 2,730m²
- Blast freezer
- Metal cladding over EPS panels
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Contact:

- Voyt Reich – 0403 662 212
- Mark Osmond - 0401 398 127

