

April 2009

Volume 14 Number 2

KNIFE & STEEL



Queensland Retail Council Report

By Kerry Melrose

The Queensland Retail Council continues to address your issues in its monthly meetings.

The Domestic Marketing Plan for the year 2009 – 2010 has been released by Meat and Livestock Australia and I attended the Domestic Task Force in Sydney. With an increase in the available funding from \$23m in 2008 – 2009 to \$25.5m in 2009 – 2010 MLA has increased the Beef Marketing expenditure to allow for three promotions in place of two in the current year. Council supported the increased expenditure and the contracting of Laurie Lawrence as the “face of beef” for the MLA promotional activity. Council did not consider that the MLA goal of no increase in beef sales in this budget period was realistic. It firmly believes that, with the right MLA promotional program, the sales of beef will increase and resolved that

this be further addressed with MLA.

Council discussed a report from the Chief Executive Officer on the developments in the science behind listeria and the possible effects on mandatory testing. An industry meeting in February addressed formulation changes to products with the possible outcome that listeria growth rates can be reduced or stopped in a wider range of products. This has an important long term outcome for listeria testing and product recalls. While much work is required, Council supported the developments and will continue to work with the wider industry on this matter.

The Sausage King for 2009 has commenced and Council has introduced a variation on a test basis in the regional heats. Only the winner is

declared in each category and this is the Regional Sausage King. All entries are then reassessed and awarded a Gold, Silver or Bronze rating by the judges. This allows those entries which are highly rated but not the winner to receive recognition. Council will continue to monitor this change and seek member feedback during the year.

The AMIC Retail Strategic Plan was approved by Council and this will be a part of the Meat Industry Strategic Plan for the 2010 – 2015 years. This is the first major revision of the Meat Industry Strategic Plan and your Council is well represented in this process.

If you would like to have input into these or other issues addressed by your Council we would welcome you at the next meeting in April. Please contact the AMIC office for details.

The 2009 Queensland Regional Sausage King Competition

This year's competition got off to an exciting start with Brisbane entries up by 50%! Please see page 2 for more pictures and winners of the Brisbane and Gold Coast heats, who will now compete at the State Final to be held at the RNA in August.



Craig Reid (L), Bermuda Butchery accepting first place for the new category of Australian Lamb for Gold Coast from Gary McPherson MLA. Craig also won for Poultry and Pork.



Barnie Nolan (L), Circle T Meats, Continental winner, Brisbane South, presented by Allan Rowan, Bunzl



Terry Orreal (L) from Terry Orreal's Quality Meats, winner of the new Australian Lamb category for Brisbane North, presented by Greg Sentinella, AMIC

The 2009 Butchers Choice Competition

Proudly sponsored by Denco Trading

The South East Queensland region (comprising Brisbane, Gold Coast & Hinterland) got off to a flying start. See page 3 for all the winners.



Blake Moore from Jack Purcell Meats, Brisbane North winner of the Butchers Choice Meat Pie & Pastry Dish

IMPORTANT ANNOUNCEMENT

Please note the **highlighted changes** to the upcoming Sausage King heats in the following regions:

REGION	VENUE	DATE
Capricorn	The Spinnaker @ Keppel Bay Sailing Club, Yeppoon	Saturday 18 April
Tropical	Rydgges Plaza Resort, Cairns	Saturday 25 April
Outback	Charleville Racecourse	Saturday 16 May

A SPECIAL THANK YOU TO OUR 2009 SAUSAGE KING SPONSORS

