

December 2008

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KNIFE & STEEL

RETAIL REPORT

BY KERRY MELROSE



The Queensland Retail Council met on 25 November to complete a very busy year of activity on behalf of our members.

The promotional activity has been a great success with the regional coverage of the Sausage King being more effective than previous years and the State Final at the Ettamogah Pub attracting large crowds and media coverage. Our Sausage Kings are now off to Adelaide in February and we are confident that Queensland will again be successful.

The Awards Night was very well attended and the Retail Council again honoured those who have made a particular contribution to our industry during 2008. The auction of a set of golf clubs raised a tidy sum for our favorite charity and provided great entertainment for those attending.

The Council has put a lot of attention on labour issues. Although the Federal Government has promised much assistance with training places the "red tape" has taken over and we are still waiting for the money and people to materialize. AMIC has put in place all the right pieces of paper but we are waiting now for the money and places to be allocated.

Council considered a number of national issues including the Meat Industry Strategic Plan which determines the quantum of the grower and slaughter levies and the areas in which they can be spent. It is this process which provides the funding to MLA for promotion of the domestic meat industry. AMIC will be a major participant in the development of this MISP which is due for publication in June 2009.

Another national issue is the Award Modernisation for all retail operations. Council received a report on progress in the Industrial Commission of the new Award which is due for release in December applicable from January 2010.

Your Retail Council continues to work for your benefit. You are welcome to attend any of its meetings and present your views.

Finally, as we are all gearing up for our busier time of year I extend the best wishes of the Retail Council to all members and your families and trust that you have a Merry Christmas and a prosperous New Year.



AMIC MEAT INDUSTRY AWARDS DINNER 2008



The AMIC Meat Industry Awards night was held at the Brisbane Convention & Exhibition Centre on the 4th of October. Meat industry members, partners, sponsors and invited guests were treated to a fun night featuring the Acubra Whip Crackers, (Greg Davis & Greg Sentinella) a great band (The Elements), a very exciting magician (Nigel), fine cuisine and a range of excellent wine, beer and champagne. 268 attendees were there to celebrate and congratulate the awardees on a job well done!

Ian Maurice, our MC for the evening, commenced the Awards evening by introducing Kerry Melrose, Chairman, National Retail Council and Chairman QLD Retail Council to commence the awards presentation. Kerry Melrose was also awarded and recognized for his outstanding contribution to the Meat Industry. See page 2 for more on the Awards Dinner.



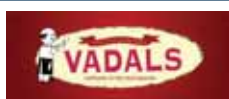
Kerry Melrose (l) receiving his award from Dominic Melrose for Services to the Meat Industry



Brad Cammack (r) who won the Retail Excellence Award, with mentor and longtime friend John Rakowski

Our congratulations are extended to all winners.

THANK YOU TO OUR STATE SAUSAGE KING SPONSORS



Seasons Greetings

To all Queensland AMIC Members, their families and staff, we wish you a blessed and prosperous Christmas and a safe and Happy New Year!



AMIC MEAT INDUSTRY AWARDS DINNER 2008

2008 PROCESSOR AWARDS



Phil Pond (r), presents the Safefood Queensland Processor Best Practice Award to Terry Nolan (l) Nolan Meats Pty Ltd - Gympie



MLA Processor Excellence Less 100 Award Winner Paul Schulte from Schulte's Meat Tavern of Plainlands, presented by Glen Burke



Joe Gilligan from AMCOR (l), presenting the Processor Excellence Plus 100 Award, which was won by Carey Bros - Yangan

2008 RETAIL AWARDS

Innovation in Value Added Red Meat 2008 was won by Nambour Plaza Meats - Nambour



Customer Service Award Winner Charles Van Beelan (r), Bli Bli Butchery of Bli Bli, presented by Bill Brown from Devro



Kery Melrose (r), presenting the Smallgoods Excellence Award to Anthony Van Der Drift of Gotzinger Smallgoods



The Shop of the Year Award winner Des Barritt (r), Barritts Butchery, Bundaberg, presented by Allan Rowan from Lesnies (l)



Terry Siddons of Australian Wholesale Meats (r) presenting the Retail Excellence (Master Butchers) Award to Brad Cammack of Rode Meats



Apprentice of the Year winner, Mick Saul (r) of Walkerston Country Meats - Walkerston, presented by Scott Thornton from Total Knife Care



Peter Maguire (l) of Bli Bli Butchery receiving the Outstanding Achiever of the Year 2008 award from Glen Bourke, MLA

30-YEAR MEMBERS AWARDS

Congratulations to the following Members who are acknowledged for 30 years of Service to the Industry:

- Luigi Borgo - Borgo Smallgoods Company
- Barry Hart - John Dee (Exports) Pty Ltd
- Roger Cook - Tip Top Butchery
- Peter Dawe - Master Meats Pty Ltd

The evening concluded with a Charity Auction on behalf of The Make a Wish Foundation. The total money raised from the four auctions was \$11,517.00. We would like to express our gratitude and thanks to the very generous attendees, our amazing sponsors and our guests who made the Awards Evening an outstanding success.



Robert Retallick (l) and Kerry Melrose presenting a cheque to Gemma Riding from the Make a Wish Foundation

MEMBER SERVICES MANAGER REPORT

BY GAIL BUTLER

The year is quickly drawing to an end and a busy year it has been. AMIC is here to serve its members and that service has been in full demand all year.

We have reviewed the **Food Safety Plan** to ensure that it has all the current requirements and, during our visits, we are checking to ensure that you have the latest version.

The promotional activity in 2008 has been a great success with the regional coverage of the **Sausage King** being more effective than previous years. Entries were up 12% on 2007 and this was reflected in entries in the Butcher's Choice and Smallgoods categories. Our Sausage Kings are now off to Adelaide in February and we are confident that Queensland will again be successful.

The AMIC stand at the EKKKA attracted large crowds and provided the opportunity to promote our members and products. Overall the attendance was up 15% and we estimated that they all visited our stand!

I have commenced visits to our members to assist them with their business operations. AMIC is here to get you through those difficult matters with payroll and industrial relations or labeling and food safety matters. We help members with leases and insurance matters. In fact, AMIC is here to assist you in all facets of your business. Ring me with your issues and, if I cannot assist you immediately, I will refer to the great staff we have at AMIC and get back to you with an answer.

In 2009 there will be many changes introduced to the Award and Industrial Relations. AMIC will be there to assist you with these changes. This newsletter will continue to carry important information and we ask that you read it and note the implementation dates. While many changes become effective in January 2010 there are others effective from July 2009. And then there are those "transition arrangements" which we must be careful with.

I'd like to wish all members a safe and prosperous holiday season with best wishes for a successful New Year.

QCMPA MEETS IN TOOWOOMBA

The Queensland Country Meat Processors Association (QCMPA) held its second meeting of the year at Toowoomba on 24 and 25 October.

Twenty-eight members and industry representatives attended this very successful meeting.



Danny Gleeson, Geoff Lawson and Scott Glasser at Nu Wave Leather

On Friday morning the group visited Nu Wave Leather to examine the processing of hides. An inspection of the process, equipment and the final product took place under the expert eye of the management. A number of hides were examined and it was explained how the value is affected by the way in which the hide is removed from the carcass and stored prior to processing. Members agreed that the visit was very informative and Nu Wave will be a feature of the Young Guns in February.

The group then moved to Schulte's Meat Tavern in Plainlands to review retail and smallgoods operation. Peter Schulte told the history of the business and then accompanied the group on a visit to the slaughtering operations.



Schulte's Meat Tavern, Plainlands

The Annual General Meeting was held in the afternoon with Dudley Schilf re-elected President, Andrew Kemp the Vice President and Tim Duggan the Treasurer.

The Workshop followed the Annual General Meeting with SafeFood Queensland explaining the product testing requirements and updating the meeting on food safety issues. AMPC new Chief Executive Officer, Kevin Collison, addressed the meeting and the afternoon concluded with Sheldon Becker of the South Queensland Institute of TAFE

presenting *Training into the Future*.

A special Workshop Dinner to honour Greg Carey and Wally Gleeson was held on Friday evening. Greg and Wally were awarded with Life Membership awards for their outstanding contribution over many years to the QCMPA Network. Dudley Schilf (President of the QCMPA) presented the awards.



Wally Gleeson, Dudley Schilf and Greg Carey

The speech delivered by Scott Glasser spoke of the diligence and determination of both men to achieve results that would assist the QCMPA, its members and the community. Wally responded with a "short" speech which was well received by the members.

Congratulations to both Greg Carey & Wally Gleeson for their efforts and tireless work for the QCMPA. Well done and Thank You!

The workshop on Saturday commenced with a Members Open Forum. Many issues were discussed and a number of ideas have emerged for projects to assist QCMPA members. A series of short presentations were received from industry representatives including Michelle Edge on animal welfare, Stan Allen food safety, Kevin Cottrill OH&S and Sean Starling on the MLA Graduate Program. Don Lincoln, reported on his UK visit.



Wally Gleeson and Scott Glasser

The next QCMPA Meeting will be held in Chinchilla on May 15th & 16th 2009. We urge all members to add this to their diary and we look forward to seeing you there.

MEMBER PROFILE – PINELANDS QUALITY MEATS LES CROUCHER AND CHARD SMITH



Chard, Les and Jake

Pinelands Quality Meats Butchery in Sunnybank Hills is a busy and popular shop serving local customers and playing a positive role in the community.

Les Croucher and Chard Smith purchased the shop six months ago after working together at Major Cuts Meats. Chard

began as an apprentice butcher with Coles 18 years ago whilst Les has worked in the industry for 10 years, taking a break to work in freight before returning to his true passion.

The team includes Jake Rose, a first year apprentice. Jake was a cleaner in another butchery until Les and Chard offered him a job at Pinelands. Jake has proven to be an asset to the business. "He is a hard worker and has shown an interest that most young men don't show," says Les.



Les, Jake and Chard stand proudly at the shop front

Pinelands also support the local community, sponsoring Runcorn Swimming Club and providing meat trays to the Lions Club. It enjoys a strong and loyal customer base. Customers include long time residents, the elderly and the Chinese community. Advertising is through the local Chinese newspaper and letter box drops but Les and Chard also rely on word-of-mouth promotion.

The shop has a large range of meat and specialises in free range, grass fed beef, lamb and chicken, all steroid and hormone free. "Our sausages, rissoles, ham and bacon are all gluten free. Sausages can be made to order and some speciality lines include Chorizo, Maltese and special pork sausages" says Chard.



Chard creates *Turducken* especially for Christmas. This is a turkey with the wings and legs still intact, stuffed with boned out duck and chicken along with 2-3 other stuffings. Another Christmas speciality is a gourmet shoulder roast with baby spinach, sun dried tomato and Danish feta. Other traditional Christmas favourites include hams with homemade stuffing and seasonings, pork, turkey and chicken.

Les and Chard are experiencing a busy lead up to Christmas, with many customers having already placed their orders in October. They are hoping to purchase a second shop in the New Year, which no doubt will enjoy similar success to Pinelands.

GAIL'S TIPS FOR BETTER BUSINESS

The Australian economy is headed for a serious slowdown in 2009. Even the Prime Minister admitted that there will be a "temporary deficit" in the federal coffers to limit the effects of the recession.

So what does this mean for our members?

The first thing to accept is that business is not down; it is different from what we have been used to! People still have to eat and will adjust their spending accordingly where necessary.

Further, with Christmas just around the corner, we can expect sales to climb.

But January will probably see some reduction in activity so what other things can a busy butcher shop owner do with all this uncertainty hanging above us?

- The reverse of cutting prices – monitor stock a lot more closely.
- Look for unique products that provide a point of difference.
- Take time to be proactive in your customer relations.
- Build trust and confidence with the consumer by analyzing the customer's needs and building on it. That experience includes what the customer **Sees, Hears, Tastes and Feels**. You will be adding value for return business – but not by **cutting prices**.

A New Year is a good time to review your budgets and cash flow. Print out a report each month showing Actual vs. Budget. This will assist you in seeing very quickly if something is going astray. You can then take action to remedy a loss situation - or enjoy a nice profit!

WELCOME TO OUR NEW MEMBERS

- Scotty's Mad About Meats – Scott Reid, Pialba
- Rae's on Racecourse – Frank Correnti, Morningside
- Coolreagh Meats – Darryl Kruske, Maryborough
- My Choice Butcher – Ian Mueller, Innisfail
- Your Local Quality Butcher – Mal Garner, Springfield
- The Butcher Boy – Michelle Slesor, Runaway Bay
- Peregian Springs Meats Pty Ltd - Tomas Zanetti, Nambour
- Evans Family Butcheria – Peter Evans, Kilcoy
- Excelsior Meats – David Brash, Gympie
- Wooroolin Village Meats – Lindsay Firth & Jacinta Maree, Wooroolin
- Mirani Country Meats – Barbara Baguley, Mirani
- Top Supermarket – Kai Cheng, Sunnybank Hills
- Noosa Plaza Meats – Robert Goulevitch-Brants, Noosa Heads
- David K and Donna N Hoffman, Atherton
- Gateway Wholesale Distributors – Rick Barton, Tingalpa