

April 2009

TASSIE NEWS



Tasmania Retail Council Report

By Thomas Beuke

The Tasmanian Retail Council continues to address your issues in its regular meetings.

MLA has released the Domestic Marketing Plan for the year 2009 at the Domestic Task Force meeting attended by AMIC 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.

At the National Retail Council there was much discussion about the requirements for listeria testing for ready to eat meats (smallgoods) in most states. The Tasmanian 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.

It is important that you commence the implementation of the AMIC Food Safety Plan in your business. The Regulator is monitoring progress with this implementation and the Retail Council sees this as a demonstration that we, the owners and operators, have taken control of the food safety requirements for our business. We are in the best position to know what the food safety risks are and we are in the best position to control those risks. The Food Safety Plan gives us the tools to demonstrate that we have implemented and are monitoring the food safety controls we have put in place.

If you require assistance in implementing your Food Safety Plan ring Kevin Cottrill on our local number 03 6231 3333.

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 May. Please contact the AMIC office for details.

National Sausage King Rewards

By Paul Sandercock

The National Sausage King Competition, like any type of contest, brings its own rewards. Not just from participating in the event but from the many things that are learnt from competing at a national level. Many members who are successful at a national level say similar things about the benefits to them, to their products and to their businesses and the 2009 National Sausage King Competition was no different, it brought many rewards.

Firstly there is the pride of bringing their business name and their products (the best sausages from their State) to the national spotlight; at a close second is the camaraderie that comes from meeting other butchers from other States and sharing the many issues that need to be discussed and the problems that need to be solved. From there it is the importance of the competition itself along with the excitement and waiting for the announcements to be made and the celebrations that follow.

Whilst there will always be the ultimate winners in the competition, The finals at the National Sausage King Competition always produces more winners than just those who take home the gold, silver or bronze trophy. Kerry Melrose, Chairman of the National Retail Council in his opening address at the 2009 presentation dinner said, “As competitors in the National Sausage King Competition you are already winners having won in your own State, in many ways this competition is a bonus to what you have already achieved, congratulations to all of you, you are all winners”.

There were many good stories, and plenty of humorous ones, that emerged over the

weekend of the competition in early February 2009. From the friendly Western Australian contingent, to the competitively keen butchers along the eastern seaboard from Queensland, New South Wales and Victoria; to the South Aussies as the host State and of the course those who represented our State – Tasmania.

Every State had success with the range of trophies on offer and as you would have read in our previous newsletter, Peter Johnston from Johnston’s Gourmet Meats in Smithton took home second place in the Gourmet Open Class.

The competition at both State and National level continues to grow in popularity year by year and without doubt the enduring reward for all of the industry, and this is true whether you are a competitor or not, is the way the competition has vastly improved product variety, quality, flavour, popularity and price. Sausages in Australia have really come of age when you consider how consumers seek out the best that there is on offer.

Keep in mind that we now have a new category this year in which to compete; Australian Lamb /Open Class. Reports from the Queensland State Sausage King that got underway in March have shown it to be a popular and welcome addition. These sausages must be made of 100% lamb, but meal can be included. They can also be highly flavoured with ingredients such as sun dried tomatoes and other additives.

If the Sausage Competition was an Olympic event we would be going for Gold Gold Gold every time and we would definitely be bringing home the medals.

A SPECIAL THANK YOU TO ALL OF OUR 2009 NATIONAL SAUSAGE KING SPONSORS

		
		
		