

December 2009

TASSIE NEWS



Retail Council Report

By Thomas Beuke

This is the time of year when it is appropriate to reflect on what has been achieved. Here is my summary of the AMIC Tasmanian Retail Council's activities for 2009:

Retail Council meetings – The four scheduled meetings for the year were completed. The main items on the agenda were the Food Safety Plans, Industrial Relations, Membership recruitment and reports from the National Retail Council.

Food Safety Plans - AMIC has provided each member with a copy of the Food Safety Plan. Some members have completed the questionnaire and returned them to AMIC and we encourage all members to complete them. There is still work to be done for each business to implement the plans and there remains some confusion on how to either get started or to fully implement the food safety systems.

Whilst it might appear to be a difficult task, it is essentially what you have always been doing in terms of producing and selling wholesome and safe food. The major difference is the paper work, documenting and keeping good records of your procedures.

To further assist members, the Retail Council will

conduct an information session in February on food safety (in conjunction with the Fair Work Act and the Modern Meat Industry Award).

Industrial Relations - There is a major change in the Industrial Relations system that will affect all businesses in one way or another. Please refer to the Industrial Relations newsletter that was mailed to you ahead of this one. As every member needs to be fully informed, a meeting is scheduled in Launceston on February 23rd 2010 at 7pm to address this. More information on the meeting will soon be sent to all members.

Sausage King and Hamburger Competitions – This is a key event on our retail calendar. Both competitions were combined and held on Saturday 24th October 2009 in conjunction with the Royal Hobart Show. The competitions improve each year and this year was no exception, entry numbers were up on last year and the variety in sausages and hamburgers really reflects what is being offered to our customers across the State. They of course are the ultimate winners. The new Lamb/Open Class was particularly well patronized.

Thanks have been conveyed to our judges but it is important to acknowledge the assistance of Steve

Davie at the Butchery School, the Royal Hobart Show Society, Phil Groves and AMIC's Paul Sandercock for their efforts on the day.

Our State winners will now compete in the National finals in Queensland in early February 2010. There's every reason to expect that we will be successful at the national event and bring home one or more national trophies.

Planning for 2010 – We have set dates for the four Council meetings for the year and for the members meeting in late February. As a reminder, all members are welcome to attend the Retail Council meetings to be held in February, May, August and November. Please contact any of the Councillors if you would like information on the meeting dates and locations.

I would also like to thank the Retail Council members; Phil Groves, Christine Bessell, Shane Mundy, Marcus Vermey and Katrina Mundy for their assistance and support during the year.

I also send the best wishes of the Council to all members, your families and your staff for a happy and safe festive season.



The 2009 Sausage King & Best Tassie Butchers Burger Competitions and Awards Night

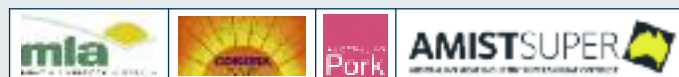
The Royal Hobart Show on October 24th was the ideal event for AMIC's dual competition that showcased the best sausages and burgers in the state. A big thank you goes out to the Tasmanian Skills Institute Butchery School (TAFE) where the judging took place. The quality and creativity of both the sausages and the burgers were superb and we congratulate all finalists for their efforts.



l to r – Thomas Beuke, Heath Lethborg, Peter Johnston, Phil Groves, James Groves (seated), Shane Mundy, Denise Johnston, Bob Mundy, Lynne Mundy, Keith Gridley celebrating at the Awards Dinner

The day was capped off with the Awards Dinner that evening at Marti Zucco's restaurant in North Hobart where winning members received their trophies and celebrated a successful day of friendly competition. Congratulations to the new Sausage Kings who will now compete against all other state winners at the National final on the Gold Coast in February. **CONTINUED ON PAGE 2**

THANK YOU TO OUR SPONSORS



Seasons Greetings

We wish all of our Tasmania Members and their families and staff a Merry Christmas and a safe and Happy New Year.



The 2009 Sausage King & Best Tassie Butchers Burger Competitions and Awards Night

2009 Tasmanian Sausage King Competition

STATE WINNERS

CATEGORY	WINNER	SECOND PLACE	THIRD PLACE
TRADITIONAL AUSTRALIAN	The Sausage Shop	Johnston's Gourmet Meats	Mundy's Meat Supply
TRADITIONAL AUST PORK	The Sausage Shop	Mundy's Meat Supply	Hill Street Gourmet Meats
AUST LAMB / OPEN CLASS	The Sausage Shop	Johnston's Gourmet Meats	Lethborg's Smallgoods
POULTRY	The Sausage Shop	Hill Street Gourmet Meats	Hill Street Gourmet Meats
CONTINENTAL	The Sausage Shop	Lethborg's Smallgoods	Johnston's Gourmet Meats
GOURMET / OPEN CLASS	Johnston's Gourmet Meats	Lethborg's Smallgoods	Vermey's Quality Meats

WINNERS – NORTH

CATEGORY	WINNER	SECOND PLACE	THIRD PLACE
TRADITIONAL AUSTRALIAN	The Sausage Shop	Johnston's Gourmet Meats	McLennan's Butchery
TRADITIONAL AUST PORK	The Sausage Shop	Johnston's Gourmet Meats	Lethborg's Smallgoods
AUST LAMB / OPEN CLASS	The Sausage Shop	Johnston's Gourmet Meats	Lethborg's Smallgoods
POULTRY	The Sausage Shop	Johnston's Gourmet Meats	McLennan's Butchery
CONTINENTAL	The Sausage Shop	Lethborg's Smallgoods	Johnston's Gourmet Meats
GOURMET / OPEN CLASS	Johnston's Gourmet Meats	Lethborg's Smallgoods	St Georges Sq Quality Meats



l to r – Thomas Beuke congratulates Phil Groves on his successive wins



l to r – Phil Groves, Thomas Beuke, Bob Mundy

WINNERS – SOUTH

CATEGORY	WINNER	SECOND PLACE	THIRD PLACE
TRADITIONAL AUSTRALIAN	Mundy's Meat Supply	Hill Street Gourmet Meats	Hill Street Gourmet Meats
TRADITIONAL AUST PORK	Mundy's Meat Supply	Hill Street Gourmet Meats	Vermey's Quality Meats
AUST LAMB / OPEN CLASS	Hill Street Gourmet Meats	Hill Street Gourmet Meats	Vermey's Quality Meats
POULTRY	Hill Street Gourmet Meats	Hill Street Gourmet Meats	Vermey's Quality Meats
CONTINENTAL	Hill Street Gourmet Meats	Vermey's Quality Meats	Mundy's Meat Supply
GOURMET / OPEN CLASS	Vermey's Quality Meats	Vermey's Quality Meats	Hill Street Gourmet Meats



Products ready for judging



l to r - Keith Gridley and Thomas Beuke focused on the judging task

2009 Best Tassie Butcher's Burger Competition Winners

STATE WINNERS

PLACING	NAME
1st Place	McLennan's Butchery
2nd Place	The Sausage Shop
= 3rd Place	Mundy's Meat Supply The Sausage Shop

NORTH

PLACING	NAME
1st Place	McLennan's Butchery
2nd Place	The Sausage Shop
3rd Place	The Sausage Shop

SOUTH

PLACING	NAME
1st Place	Mundy's Meat Supply
2nd Place	Hill Street Gourmet Meats
3rd Place	Mundy's Meat Supply

Member Profile

Peter Burk, Morse's Butchery

Morse's Butchery in the small town of Latrobe is very much a family affair with Peter Burk, wife Trudy and 19 year-old Caitlin (a part timer), one of two daughters all working in the business. "I started my apprenticeship here in 1976," recounted Peter. "Thirty-two years on and I'm still here!" Rounding out the team are Paul (full time), Katrina (casual) and Jack, whom Peter apprenticed under who is now 80 years-old. He has been a butcher for over 60 years and still makes the smallgoods for Morse's Butchery. All employees are dedicated and hard working and always looking for new ideas to improve product range, presentation and sales.

"I set a high commitment and standard with my work. I give the customers *what they want* not what I think they want or should have," says Peter, commenting on the success of the shop. "To be successful in the meat industry you need to be committed to your work, have trust in your staff, but be prepared to do the hard yards and long hours yourself." Besides "Friendly helpful service from all staff," Peter also attributes Morse's Butchery's "Central location in town and our large range of products" as factors contributing to the success of the business. "My wife and I have attended many workshops around the state and picked up many new ideas at them, particularly from talking to other butchers who are more than willing to share ideas," said Peter.



Peter outside his shop in May just before the start of his treatment

The majority of Morse's customer base is made up of local, loyal customers with some seasonal tourists during the summertime. They also supply products to several local food outlets and pre-packed meat to the local supermarket. Their value-added range of products is quite extensive and includes a pastry line with pinwheels, chicken parcels, turkey parcels, Beef Wellingtons, Lamb Wellingtons and Lamb Jumbucks. Other products include chicken cutlets, chicken swanettes (chicken wings cut into the shape of swans!), chicken mignons, chicken rolls, lamb mini rolls, lamb medallions, lamb schnitzels, chicken & turkey schnitzels, chicken sticks, kebabs, Kievs, garlic pillows, beef olives, Beef Cordon Bleu and many varieties of burgers and rissoles.

"We are very proud of our smallgoods range," continues Peter. "We make 6 - 8 varieties of sausages weekly, homemade saveloys, German sausage cocktails and Cabana. Our big seller is our Black Pudding made by Jack from his own recipe. Many tourists take it home with them!"

"Currently we are refurbishing the interior of the shop," said Peter. "This includes new floor coverings, cool room and display cabinet. Eight years ago we completely renovated the shop on the outside - new walls, windows, roof, veranda and façade. With the remodelling ongoing, I would



Back row from left: Paul, Katrina, Peter & front row from left Caitlin and Trudy

like to see the business steadily growing as it is at the moment. I will perhaps look at retiring in 10 years down the track," he added, chuckling.

In the meantime on days off Peter likes to spend time with his family. Trudy informs us that Lauren, their 17 year-old daughter is not likely to join the business as she is rapt in her horse and competes in barrel racing. Caitlin has just completed her first year of university and with four months off will be "A great help to the business," said Trudy. They like to relax at the family's shack in the Central Highlands where Peter goes fishing. "I also like to help with my Lions Club duties, raising funds for the community," said Peter. "Last year Trudy and I won the Latrobe Rotary Club Pride of Workmanship Award for Service to the Community. I am a local Lions Club member and also support football, bowls, a cricket club and I sponsor the Latrobe Speedway season."

"My passion is raising funds for the Cancer Council," said Peter. "Having been diagnosed with Non Hodgkin's Lymphoma in May 2009 and going through six months of chemotherapy treatment, things have been pretty tough but I have still managed to work. The support given to me by the Cancer Council, The Leukaemia Foundation and the staff at the Oncology Unit at the MCH Latrobe is something I will always be most grateful for. I would also like to thank customers and friends who have supported me. And in particular, the support and love from Trudy, Caitlin and Lauren will enable me to beat this cancer." AMIC wishes Peter all the best with his future treatment and good health for the New Year.



A selection of the many value-added products at Morse's Butchery

Tasmania's Marathon Man

The Boston Marathon is the world's oldest and most prestigious annual marathon that only elite runners can qualify for. The 26 miles, 385 yards (42.195 kilometers) course begins in the rural town of Hopkinton and passes through eight cities and towns before finishing in Boston's Back Bay. A total of \$806,000 in prize money is awarded but the real incentive for determined athletes is to strive for excellence. The 114th Boston Marathon takes place on April 19th 2010 and at least one Tasmanian will fulfil his dream by being amongst the 25,000 participants at the starting line.

Shane Mundy, Tasmanian AMIC Council Member and owner of Hill Street Gourmet Meats in West Hobart is well prepared to take on the challenge of the Boston Marathon. During the next few months leading up to the April race Shane will put himself through a grueling training regime that has him clocking up over 100 kilometers per week. We caught up with Shane to ask how his obsession with marathons came about.



"Two years ago I weighed 95 kilograms. I started running with a goal to one day run in the most prestigious foot race in the world — the Boston Marathon. Well I certainly did have some work ahead of me!"

Twenty-six years of working flat out (often seven days a week) had left no time for Shane to exercise and his weight gain was compounded by his diet. Shane also suffered from health problems that required constant medication producing unpleasant and sometimes painful side effects. He decided to finally do something to improve his health.

"I started bike riding and lost a few kilos then took small steps running. I soon discovered that my speed and endurance from my school



days were still there. I was running up to 50km a week and lost 26 kilos! I entered the City to Surf race in Sydney and finished in the top 3%. I then ran the Melbourne Half Marathon where I finished in the top 500! I was now ready for my qualifying marathon in Queensland; the Gold Coast Marathon is a certified qualifier for Boston. I had to do a time of 3:30:00 to get a start at Boston. I was on track for a 3:10:00 finish but that bloody wall ran into me at the 39km point — every muscle cramped and my pace slowed down. I thought it was all over... but I was not going to give up! I finished crying tears of pain and joy with a time of 3:22:42 with nearly 8 minutes to spare!

I have just embarked on my Boston preparation training that will punish me through the next 18 weeks. I will run 100km or more most weeks



with only one day a week off. That will be Monday after my Sunday long run of three hours."

In early April Shane will be heading to Boston with his wife Allison for what two years ago was just a far away dream. AMIC wishes Shane a safe and successful run and hopes he is inspiration for his fellow butchers to pursue their dreams. Good luck Shane!



Shane (centre) with his staff at Hill Street Gourmet Meats

Members in the News

NEWS Matters
LOCAL NEWS, VIEWS AND INFORMATION

Butcher shop lands a new business model

Last month's article about the butcher shop in the Victorian town of Rye that specialises in Tasmanian produce is a good example of lateral thinking in running a business.

Here's how the owners have stepped outside the square to establish a new business model for a highly trendy town butcher shop.

Given an air freight company created a unique butcher's gourmet food shop for the east coast of Tasmania, which has up to its neck in offering an extensive range of Tasmanian products - from beef and lamb to free-range King Island chicken and free range trout.

Before it began, previously known as Rye's only meat shop, Peter Carron, Daley, general manager of Taster's, Arleigh, and partner Carron, Daley (a butcher by trade), bought the business, re-branded the butcher shop in a new direction.

Before it began, it was one of a kind of Rye's finest meat business, Taster's, Arleigh, which offers door-to-door pickup and delivery between Melbourne and Tasmania.

So, it all started as a way to get the right cuts of meat to Rye.

But in Tasmania gets all its beef and lamb through Collin's previous business with Angus Linton, one of the Linton's of the Linton.

Butcher's group:
After now supplying a lot of the Linton shops and others with lamb and beef from Tasmania, it's a looking to grow for unexcuse side of things.

After a time, Ben Linton, one of Melbourne's most renowned butchers, was at one stage flying across the 10,000 flight plane to pick the best quality air of his own produce.

This was still business starting, giving Collin directly to establish relationships for supplying quality beef and lamb.

He was not going to be a step down on the ground, but offers all Tasmanian meat on their terms.

The company is also flying in seafood from Kyrenia seafoods in Launceston, credit from Fox Hatching in King Island and Plover's cutlets from Freilicht.

Future plans include a possibility to expand to Melbourne's butcher base and vice.

Carron, Daley, who has over 20 years' experience as a skilled butcher in and around Melbourne, was enjoying Taster's Fine Foods before he wanted to get back into making his own shop.

"Carron has an extremely high work ethic and is a very driven person so he was really confident of our business model and, fortunately for us, he also needed a butcher," Collin said.