

December 2008

TASSIE NEWS



TASMANIAN RETAIL REPORT

By Thomas Beuke

The meeting of the Tasmanian Retail Council on 11th November completed the four scheduled meetings for 2008. As always, the Council considered a range of issues that affect our members and non-members across many sectors. At this and every meeting the Council discussed and resolved issues that will benefit the industry over time.

The Council has now finalised the introduction of the Tasmanian Food Safety Plans for all retail members, which was reported in our last newsletter. Each member will receive the food safety plan in the coming weeks. This is an important document because it allows the industry to take control by a self regulating process.

It is true that our regulators will maintain their role of ensuring that the industry is implementing and maintaining the appropriate food safety standards. However, this gives us the opportunity to introduce a food safety plan that is specific for our industry and one that is used successfully in other states.

The Tasmanian Department of Health and Human Services has already given us the nod of approval on the plan and congratulated us on the initiative; this is another important step in the process.

The Council is considering the most appropriate assistance for implementation of this Food Safety Plan and will advise you in the New Year.

Details for the 2009 *Best Tassie Butchers Burger Competition* were agreed at the meeting and the final details will be completed in the coming month. The competition will be

held on 8th March 2009 in conjunction with the *Taste the Harvest Festival* in Devonport. See report on page 2.

The Retail Council has acknowledged the support from Lea Coates who recently retired from the Council. Lea and Ray operated the Forth Butchery for many years and they will now pursue other interests. Our thanks to Lea for her support as a Retail Council member.

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. Tasmania has operated under a State system but this is progressively changing to a national system for many members. 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 Tasmanian 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 memorable Christmas and a successful New Year.



THE NATIONAL SAUSAGE KING COMPETITION



Peter Johnston, Thomas Beuke and Shane Mundy ready to battle it out at the BBQ in Adelaide

The 2008 Tasmanian Sausage Kings are preparing for the next big step in the competition calendar – the National Sausage King finals being held in Adelaide on 6th & 7th February 2009.

Marcus Vermeij (Traditional Australia), Thomas Beuke (Pork), Peter Johnston (Poultry & Gourmet/Open Class) and Shane Mundy (Continental) will travel to Adelaide ready to tackle all of the other state Sausage Kings.

It has been some time since Tasmania won at the national level. Thomas Beuke won in the Continental category in 2003 and Phil Groves from the Sausage Shop won in the Pork category in 2001 & 2002. The quality of our Tassie entries this year gives us a very good chance of taking out a national trophy.

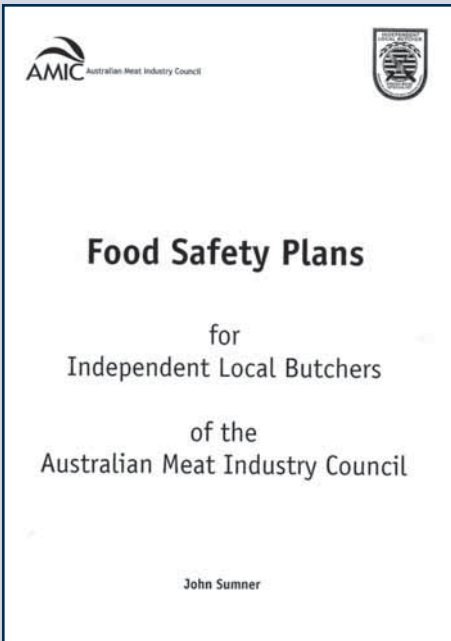
Competing at a national level in any competition can be a nerve wracking experience even if you are a regular contender. The National Sausage King competition is no different, all of the elements must come together to ensure a fair contest.

We wish our state Sausage Kings all the best for the national finals and let's hope we can bring back one or two major trophies.

THANK YOU TO OUR NATIONAL SAUSAGE KING SPONSORS



TASMANIAN FOOD SAFETY PLAN LAUNCHED



The Tasmanian Retail Council has approved the release of the Tasmanian Retail Food Safety Plan for all members. The document was provided to all members at the end of November and arrangements for assistance with implementation will be provided in the New Year.

The Food Safety Plan is designed to assist you to improve the food safety of your business. There are other sections which provide controls over purchase of product and materials and the maintenance of your property and equipment. The Plan is designed to be implemented with a minimum of additional recording and paperwork.

The Tasmanian Food Safety Plan comes in three parts:

1. FOOD SAFETY PLAN AND QUALITY MANUAL

Section 1 is the Plan, which should be carefully read and the sections noted where you provide information specific to your business. The Plan requires consideration of the products you sell through your shop particularly if you cook product or make salami type products.

All Food Safety Plans are built around the principles of HACCP. In the documents provided are sample HACCP plans with Critical Control Points and Corrective Actions highlighted.

There is nothing new in this Food Safety Plan and it is expected that you are probably taking all the actions required and this Plan is simply providing an organization structure.

2. FORMS

Section 2 provides all of the Forms you require to operate the Food Safety Plan. Not all of them are applicable to your business but you should carefully consider which could be

used to provide better control and demonstrate that you have considered the issues which affect your business.

3. GOOD MANUFACTURING PRACTICE

Section 3 is a document prepared by Dr John Sumner on Good Manufacturing Practice. The information in this book will give you a background to food safety issues and how to improve generally the operation of your shop. Again there is nothing new in this document but it presents the information to you in an orderly way and provides background which will assist you to implement your Food Safety Plan.

AMIC will provide assistance to you with the implementation of this Food Safety Plan. You are asked to read the documents and think about how it applies to your business.

If you have any preliminary questions or require further information please ring Kevin Cottrill on 02 9086 2211 or through 03 6231 3333.

MEMBER PROFILE

TED WHELAN – MCLENNAN'S BUTCHERY

McLennan's Butchery is popular in not only in Scottsdale and nearby Launceston, St Helens, Bridport and remote areas of the north east – its exalted reputation in the state extends as far south as Hobart. In fact, loyal customers who are no longer living locally, still order from as far away as Queensland and the Northern Territory! McLennan's *Frosty Hollow Burgers* are even renowned nation-wide.



McLennan's large product range includes local beef and lamb, free range goods, pastry products such as Beef Wellington and Chicken Parcels, beef and chicken kebabs, crumbed and marinated pork ribs, chicken wings and lamb chops, the famous *Frosty Hollow Burgers* and award winning sausages. "Customers are constantly asking for the prize-winning sausages," Ted tells us.



Ted Whelan and his staff live up to the store's motto; *We don't keep the best meat...we sell it!*

The shop caters to regulars and long-distance patrons as well as wholesaling to numerous sporting clubs, hotels and cafes. It is also on a tourist trail, resulting in seasonal sales. Local sporting clubs, the Lions Club and Rotary Club are all supported by McLennan's Butchery.

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What makes the shop so appealing is a combination of plus points. "We are the sole butcher in town and have an extensive product range. We also have our own smokehouse and smallgoods room, off-street parking and friendly staff with country-style service," says Ted. The fact that McLennan's is an established business of 40 years would also have something to do with it. It's been in its present location on Ellenor Street for 30 years, just a block away from its former spot of 10 years.

Ted first gained his experience at McLennan's under the previous owner. He also worked under Graeme Pilgrim at Longford Meatworks learning about value added products. Tips from butchery tours rounded out his training. Ted makes all the cured products in the shop such as hams, bacon and corned meats.



Josh enjoying his work

The other butcher at McLennan's is Daniel Morice who is the smallgoods maker and he is assisted by Josh Webb, a first year apprentice butcher and smallgoods maker. The remaining staff consists of shop assistants Jacki Irwin who also makes

deliveries and Karen Pearton, who makes most of the value added products and handles supermarket prepackaging. McLennan's also employs butcher Lionel Millwood and shop assistant Mardi Kettle who fill in when needed. Ted adds that they are all very friendly and courteous.

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Daniel (l) & Ted (r) proudly showing some prize winning sausages

In the 2008 Tasmania Sausage King Competition, McLennan's placed third in the Traditional Australian category while getting three Highly Commended certificates in the Pork, Poultry and Gourmet/Open Class categories.



Over the years Ted has refurbished the shop front and fridge counters and upgraded machinery such as the sausage mincer and hamburger press. Future plans include remodeling shop fittings, improving display areas and generally upgrading facilities. Ted also hopes to build on improved marketing trends to keep up the high profile of the business. "I am also considering retirement in the distant future," he notes.

"Be prepared to work hard and put in long hours," is Ted's advice for anyone considering working in the meat industry. When not hard at work Ted somehow finds the time to play Division 1 bowls with Scottsdale.

2009 BEST TASSIE BUTCHERS BURGER COMPETITION



Our third annual *Best Tassie Butchers Burger Competition* will be held on Sunday 8th March 2009 at the *Taste the Harvest Festival* in Devonport. This festival is the ideal event for our competition to be associated with because of the focus on quality food products from across the region. With over 6,000 people expected to attend the one day event, its popularity is almost guaranteed.

Our involvement with the festival last year demonstrated what we always knew, and that is, consumers love good quality food. Our hamburgers were up there with the best of the food products, so much so that in 2009 we have decided to sell hamburgers to the ever discerning consumers.

An important change to the competition next year will be the cost and the numbers of entries from members. There will be single entry fee of \$20.00 plus GST and this will be for up to and including three separate entries. The Retail Council considers this to be a fairer option and it hopes it will encourage a greater uptake of entries.

Details including the competition entry form will be sent to all members early in the New Year and you are encouraged to get your entry form in early. Why don't you set aside the weekend and travel to the Devonport *Taste the Harvest Festival*? You won't be disappointed.

There is more information about the festival on their website at www.tastetheharvest.org.au

RAY & LEA COATES RETIRE

Ray & Lea Coates recently announced that they were retiring from the industry after many successful years operating Coates Quality Smallgoods in Forth. Both Lea & Ray have been long standing members of AMIC and Lea has been an active member of the Tasmanian Retail Council over recent years.

Lea was the instigator of our association with the hamburger competition in conjunction with the *Taste the Harvest Festival* earlier this year.

AMIC thanks Ray and Lea for their continued support of AMIC and with the work that each of them has provided to the Retail Council. We wish you both well for the future.



GREAT INSURANCE RATES FOR INDEPENDANT LOCAL BUTCHERS

JMD Ross Retail Butcher Insurance Scheme Package offers **fantastic cover** to AMIC members with **substantial savings** on premiums and great flexibility.

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SUPPORT YOUR INDUSTRY, USE YOUR MEMBERSHIP

NB: If an AMIC member decides to take up the discounted offer, JMD Ross will share their commission with AMIC (if you require further information please contact Graeme Fitton at JMD Ross Insurance Brokers). AMIC uses this money to assist in funding the provision of services to members. AMIC is acting as a referrer for JMD Ross and no recommendation or opinion is provided by AMIC in relation to this product. All advise in this document is provided by JMD Ross.



Seasons Greetings

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

