

April 2010

MEAT INDUSTRY NEWS



The 2010 Sausage King and Smallgoods Competitions are Starting Soon!



This year we will be kicking off the competitions on July 8th starting with the South East Gippsland area. All seven state regions will be covered by the end of September in time for the Sate final in mid October.

Each year the entries just keep getting better and even past winners have topped their own award-winning creations. It's time to start working on your best sausage recipes and tweaking them to perfection. The benefits of winning or even placing 2nd or 3rd are enormous as it always results in free publicity and a

tremendous boost to sales. We urge you to enter and look forward to seeing you at your regional heat.



The program for the Victorian Sausage King and Smallgoods Competitions for 2010 is:

| REGION | DATE | LOCATION |
|---|---------------------------|--|
| South East Gippsland | Thursday 8 July | Bairnsdale East Gippsland TAFE |
| Melbourne B Mornington Peninsula, South and Eastern Suburbs | Thursday 29 July | William Angliss TAFE |
| Central | Thursday 5 August | Bendigo Regional Institute of TAFE, Bendigo |
| North West | Thursday 19 August | Bendigo Regional Institute of TAFE, Echuca |
| Melbourne A North, West and CBD | Wednesday 2 September | William Angliss TAFE |
| South West | Thursday 16 September | South West TAFE Warrnambool |
| North East | Wednesday 30 September | Wodonga TAFE |
| State Final | Thursday 14 October | William Angliss TAFE Melbourne |

THANK YOU TO OUR STATE SPONSORS

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Thank you to Our State TAFEs

Once again The Australian Meat Industry Council must extend its sincere thanks to our TAFE Colleges in Victoria. We are particularly grateful to William Angliss and South West TAFE who are not only members of AMIC but also state sponsors of our Sausage King Competition.

This year we welcome two new TAFE campuses as supporters of the competition — Bairnsdale and Wodonga. The Bairnsdale campus is affiliated with Sale and since the competition has grown larger, it is at their request that we move our regional heat to their larger and busier facility. We are looking forward to generating a lot of local interest in the competition.

The Wodonga facility is replacing our heat in Wangaratta and as we have a high membership in the North East they are looking forward to holding the event at the bequest of some local butchers.

The Bendigo Regional Institute of TAFE's campuses at Bendigo and Echuca are always loyal, welcoming and well supported by their local media who make a fuss of the Sausage King Competition when it comes to town. We have experienced local TV news coverage, ABC breakfast radio & numerous print features.

It is important to note that these institutions offer their facilities, their time and supply judging panels for NO COST and see it as supporting their local regions and their immediate community. We urge you to remember this when contemplating further training and to return the support that is extended to AMIC members.



A Word from the Auditor

By John Buchanan

SGS, the appointed auditor for all Victorian AMIC ILB members, has provided a checklist of what to expect at an audit to help you prepare for a smooth and successful audit.

Below is a basic guideline of the minimum to expect during an audit. However, an auditor may wish to review other items outside of this list:

- A copy of your last audit report to follow up on any minor CARs raised and see if corrective actions implemented are still effective.
- PrimeSafe licence to check currency and operator listed (it should be on display in your shop).
- All records since the last audit including day dairy, pest control, calibration, maintenance, cooking/cooling records, customer complaints, training.
- Internal Audit & Management Review - these are due annually but check prior to the auditor arriving to confirm the due date and also check your last audit report if any further information was requested.
- Current Specifications Sheets for all ingredients used.
- Material Safety Data Sheets (MSDS) for all the chemicals you use (including pest control i.e. baits). Keep in mind these have a 5 year life span from date of issue.
- Micro testing results, especially if you run a Listeria Management Plan. Check that you have all the recent results available and your testing regime is current; products - 3 monthly and environmental - monthly.
- Annual validation of cooking/cooling temperatures.
- A premise tour will be conducted to check the hygiene (including equipment, staff and product), maintenance of equipment, structure of the premise, surrounds of premise, temperature control of product, staff hygiene and handling practices (including interviews with staff on how they do things), control of cross contamination issues, pest control (i.e. spider webs, droppings etc.), labelling (including Country of Origin for seafood and pork products), packaging of product.

Once your audit is scheduled, take some time beforehand to review all your documents and have them ready on the day of the audit. This will make the process a lot easier and quicker. By reviewing them ahead of time you may find something that may have been missed that you might be able to correct and possibly avoid a CAR!

If you have any further questions on this subject please contact your auditor or an AMIC representative.

Member Services Manager Report

By Mark Seymour

Over the past two months, Peter Spence, our Member services Officer and I have visited metropolitan and regional members including those in Swan Hill, Mildura, Bendigo, Rochester, Echuca and the surrounding areas. Business was reported to reflect a quiet February in most areas but a better start to March than in previous years.

A number of common issues have come up, particularly the performance of calibrations and the matter of pest control that must be completed within the regulatory time frame. In some stores we have noted the upcoming completion date on wall calendars in red marker as a reminder to finalize these tasks so that it doesn't result in an intensified audit schedule with extra costs.

A positive trend over the past two months is the number of members who have asked AMIC for assistance in setting up a new apprentice. Nine members have used this service so far, with another five requests pending. This is an area in which your membership can be of great assistance as the relevant paperwork, pay schedules and schooling requirements can be facilitated with one call to AMIC. On behalf of AMIC I would like to welcome these new apprentices to the industry.

Some members have contacted us looking for fresh ideas, product suggestions and business strategies. Through our membership we have been able to recommend stores for them to visit and discuss ideas with other operators. AMIC Councilors in particular are more than happy to assist you with business concepts, advice and product information.

AMIC Melbourne office: (03) 9867 7294 Mark Seymour: 0430 048 680 Peter Spence: 0433 914 838

Member Profile

Main Street Quality Butchers & Smokehouse - Stephen Hollis



Steve is well known as the Kabana King and the Bacon King

The large window sign on the front of Stephen Hollis' shop certainly brings attention to his ongoing success in the Smallgoods Competition.

The shop is located on the Main Street of Healesville and the first thing that you notice when entering is the large product range, especially in the smallgoods section.

The shop itself is roomy & bright and a well ticketed, well stocked cabinet greets you on your arrival. Stephen is a jovial character and that creates a comfortable environment amongst his staff and with his customers.



Corey, Kelly, Steve and Shane proudly show off their trophies

The businesses of Healesville haven't had the greatest run of late with various conditions affecting passing trade such as the low level of Eildon Weir and most recently bushfires in the immediate vicinity.

Stephen has been in this shop for 10 years and prior to that was in The Olive Tree in Lilydale, another 10 years at Lilydale Market and also a 10 year stint with William Angliss shops. We now know them trainers in the industry but William Angliss used to run a group of successful retail stores in Croydon, Mitcham, Forest Hill, Glen Waverley, Mount Waverley and other suburbs of Melbourne.

The product range Stephen has is very broad as they manufacture their own smallgoods, which very much creates a demand from their clientele. Aside from the smallgoods, Stephen also offers a large range of other products including marinated & crumbed products, stir fries for easy and quick meal ideas and even a small range of seafood.

Over his time in the shop Stephen has carried out major remodeling by replacing all his cabinets and completely replacing the floor surface. All walls have been painted and repainted. Stephen has

invested in this to take his business forward for both customer comfort and maintaining regulatory guidelines.

The shop is staffed by manager Shane Frazzetto, who has been with Stephen for eight years, 3rd year apprentice Corey Burns, who commenced his apprenticeship with Steve and cashier Kelly Gentle, on board for approximately 12 months.

Stephen Hollis just married his wife Kerrie on the 20th of March 2010. Congratulations to you both!

Stephen's claim to fame is a recent appearance on Channel 9's *Getaway* program with Ben Dark. While in the region the *Getaway* team heard of the accomplishments of the local butcher in the Sausage King and Smallgoods Competitions. Stephen's list of wins includes Best Kabana 2009, Bacon 2005 & 2008, Strasbourg in 2005 and 2nd place for Poultry Sausage in 2008.

The value of these competitions transfers to sales. In Stephen's opinion, they create a demand and people view the results in the local papers with interest and will drive a distance to buy premium products.



Steve with his prized kabana and bacon

The sales increases are easily monitored. The results often reflect a doubling - and in some cases tripling - of production and sales for a prolonged period of time. It's a great \$33 investment to enter and promotes professionalism and quality within the independent butcher network according to Steve.

Within the local community the shop assists the local bowls club, offers school discounts and supports the local scout group.

Stephen's hopes and philosophy for the future are simple and he is not one to get carried away with over complicating issues. Stephen wishes to continue growing his business foundations by offering good product, specializing particularly in his cooked range. He believes you should be happy in what you do and how you do it otherwise the effort is lost. Steve is also a staunch believer that it's up to the individual to make the most of what he does and to do it to the best of his ability.

When not at the shop Stephen likes to spend time with the recently wed Kerrie and work on his property in the local area. And with 30 acres - there is a fair bit to keep him busy.

I have come to know Stephen quite well over the past two and a half



years and I can honestly say he is passionate and focused on not only his own business but the future of the industry for independent retailers. With Stephen it's *what you see is what you get* and all in all he is a good bloke.

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For further information phone Mark Garrard, Greg Greenshields or Scott Robinson on **5833 2519** or visit www.innoven.com.au

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