

August 2009

# MEAT INDUSTRY NEWS



## Victoria Retail Council Report

By Brendon Watts

**The Victorian Sausage King for 2009 has commenced and the number of entries has increased over the previous years.** The Sausage King is a great way to promote your business, particularly in the current economic climate which makes sausages a value for money purchase for your customers.

The Victorian Retail Council will promote the contest through the media, particularly in regional Victoria, with a strong campaign through newspapers and electronic media. While Council cannot guarantee that the media will publish what we provide, working with you has proven successful in previous years.

**The Modern Meat Industry Award is to be implemented from 1 January 2010.** Council has supported the AMIC Industrial Relations Group in the preparation of material for submission to the

Australian Industrial Relations Commission which has resulted in keeping Independent Butchers out of the General Retail Award. This award will apply to supermarket butchers with an estimated cost increase of 20% on the wage bill. Council has approved a series of seminars to explain changes to the Award and the National Employment Standards as they apply to members.

**The proposal to have meat "graded" under the AUS-MEAT language and have this audited at the point of sale is strongly opposed by the New South Wales Retail Council.** To do this would add additional cost to the Independent Butchers, would confuse the customers who do not understand the commercial language of AUS-MEAT and would not change in any way the product offered by Independent Butchers.

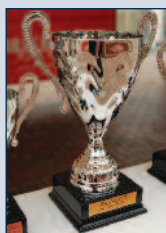
Essentially the argument is that Independent

Butchers are selling low grade cow beef as premium beef which causes customers to have a bad eating experience and stop buying beef. There is no recognition that the Independent Local Butchers are supporters of the Budget Beef Agreement and MSA as the guaranteed eating quality standard.

Council objects to the inference that Independent Butchers are misleading customers and has called for evidence of this practice. Council also is of the view that it is too simplistic to argue that beef sales are declining per head because of "poor beef eating experience".

**The Victorian Retail Council is an open forum to discuss matters of interest to members. If you would like to attend a meeting and contribute to the discussions please contact your local AMIC office.**

## 2009 Sausage King Competition



The Victorian Sausage King competition has commenced with the North East region held in Wangaratta on July 23rd at the Goulbourn Ovens TAFE. A strong entry list provided a challenge for the judges who had a difficult time separating the close scores from a high quality field.

This year brings a new and welcome addition for butchers to show off their skills with the introduction of a sixth category to the competition Australian Lamb/Open Class. Sausages in this group must be made of 100% lamb but meal can be included and sausages can be highly flavoured. Previously these sausages were included in the Gourmet/Open Class but the National Retail Council decided that a separate category should be created. Victoria, the home of quality Australian lamb, will be a strong contender for the National Sausage King title in this category when it is judged on the Gold Coast in February 2010.

The Regional Sausage King is very popular with our members and it is reported by our Sausage Kings that local advertising of a win makes a significant improvement in sales. This year, with many consumers concerned about their spending dollar, sausages are a popular alternative for some of the more expensive meat cuts.



The Melbourne A region of the Competition has been rescheduled to **THURSDAY 27th AUGUST**. The remaining heats will be held on:

Region	Date	Judging Venue
South West	Thursday 6 August	South West TAFE – Warrnambool
Melbourne B	Thursday 20 August	William Angliss – Melbourne
Melbourne A	Thursday 27 August	William Angliss – Melbourne
Central	Thursday 3 September	Bendigo Regional TAFE – Bendigo
North West	Thursday 17 September	Bendigo Regional TAFE – Echuca
South East	Thursday 1 October	East Gippsland TAFE - Fulham (Sale)
Finals	Thursday 22 October	William Angliss - Melbourne
<b>Winners announced</b>	<b>21 November 2009</b>	<b>AMIC Annual Awards Dinner Crown Entertainment Complex</b>

AMIC sincerely thanks the following educational campuses for their assistance with the 2009 Sausage King:

- William Angliss Institute, Melbourne
- South West TAFE, Warrnambool
- Goulbourn Ovens TAFE, Wangaratta Campus
- Bendigo Regional Institute of TAFE, Echuca Campus and Bendigo Campus
- East Gippsland TAFE, Fulham Campus

# Member Services Manager Report

By Mark Seymour

**Apprentice of the Year Award with William Angliss TAFE.** AMIC is committed to recognition of apprentices in our industry. Each Year AMIC continues to support not just general training but the specific need for apprentices. The Apprentice of the Year Award is held in high esteem by apprentices as they compete for the ultimate accolade. Through our ongoing relationship with William Angliss it is a way to not only reward those training at the present but to grow the profile of the industry for the future. Attraction to the meat industry is a strategic goal for AMIC in 2009 – 2012. My thanks go to Ivon Shell of William Angliss for his commitment in this area. The award will be presented by our Retail Chairman, Brendon Watts at our Annual Awards Dinner on 21 November.

**I recently represented the retail sector at a meeting of the Victorian Domestic Processor arm of AMIC.** Retail Council members were unfortunately unable to attend due to business commitments but our CEO Kevin Cottrill attended and assisted me in presenting the retail issues in a discussion group. There are many industry issues that significantly affect both processors and retailers, such as lamb definition. Whilst we may not always see eye to eye, the inclusion of the retail sector in such meetings allows us to address issues from a retailer's perspective.

**The processors at the gathering (too numerous to mention), are asking for feedback from retailers on such issues as delivery temperatures, cold chain compliance and quality.** During our calls to you, Peter Spence and I will be asking you for your input. As a result of the meeting, members of the Victorian Processors Council attended the July Retail Council meeting. We look forward to forging stronger communication between local processors and retailers.

**Peter Spence and I attended food safety training sessions with members which were conducted by our Registered Training Organisations.** The common theme is that owners are placing the burden of duty wholly and solely upon themselves for ALL aspects of their food safety program. Whilst you cannot delegate responsibility, it is vitally important to make sure that your staff are aware of all food safety and food handling procedures, as well as of the documentation and recording thereof.

If the case arises (and it will) that the operator falls ill or cannot be there due to unexpected circumstances, it is paramount that you have a contingency plan in place to maintain your food safety program responsibilities. This includes having alternative staff trained in all aspects of your Food Safety Program and capable of delivering the required outcomes. This area has become increasingly more of an issue with our members and we can assist you in educating your staff.

**Sausage King 2009.** The 2009 Sausage King commenced on 23 July with the North East Region and the South West is taking place this week. Entries have increased on the 2008 level and the new Australian Lamb category is attracting plenty of attention. AMIC promotes the Sausage King as a featured event for our Independent Local Butchers. The Victorian Sausage Kings for 2009 will be announced at the Awards Dinner to be held at the Crown Entertainment complex on Saturday 21 November.

**Our next Retail Council meeting will take place on Monday 21 September at 6.30 pm and as always we welcome and encourage interested members to attend.**

# Safety Audit to Target Retail and/or Wholesale Meat Establishments

WorkSafe Victoria has advised AMIC that between July 2009 and May 2010 inspectors will be visiting workplaces, including meat retail and wholesale establishments under their 'Safe Work Zones' program for the purpose of conducting occupational health and safety audits.

WorkSafe has stated that the program concentrates on a particular suburb or town, and on small businesses which traditionally have limited contact with WorkSafe inspectors. Employers are given prior notice, which gives the business time to carry out their own safety checks.

One of the prominent items that WorkSafe is expected to focus on relates to guards and brakes on band saws, particularly on newer models where some employers may have removed the parts manually.

## LIST OF SAFE TOWNS SAFER WORK ZONES CAMPAIGNS FOR 2009/10 AS AT 15/06/2009

### SAFER WORK ZONES CAMPAIGNS (METROPOLITAN AREAS)

Flemington	3 – 7 August 2009
Oakleigh	7 – 11 September 2009
Campbellfield	5 – 9 October 2009
Central Business District (CBD) Melbourne	18 – 22 January 2010
Seaford	8 – 12 February 2010
Preston	1 – 5 March 2010
Williamstown	19 – 23 April 2010
Bayswater	3 – 7 May 2010

### SAFER TOWNS CAMPAIGNS (REGIONAL AREAS)

Wangaratta	17 – 21 August 2009
Rochester, Kyabram and Tatura	21 – 25 September 2009
Surf Coast	16 – 20 November 2009
Bacchus Marsh	5 – 9 October 2009
Portland	22 – 26 March 2010
Sale	17 – 21 May 2010

# New Industrial Relations Seminars

During September - November 2009 AMIC will be conducting a number of information seminars across Australia.

The briefing seminars will explain the changes that have commenced on 1st July 2009 as well as further changes that will operate from 1st January 2010. A copy of the new Meat Industry Award will be handed out at the seminars.

It is essential that you attend one of these seminars in order to gain a complete explanation of the changes and how they will affect you and your employees.

A registration form will be sent by mail in early August. Please complete it and return it to AMIC as soon as possible.

# Member Profile - John Harbour Quality Butcher

## John & Jenny Harbour



John receiving his Smallgoods award

**John Harbour Quality Butcher is a stand-alone retail shop that can be dated back to 1885.** John Harbour has been at this site for the past 15 years and in the Ballarat area for 38 years. He purchased the business, which he describes as a "tired shop" and invested heavily in refurbishing and extending the retail and production areas.

**The greeting when you walk in the shop reflects superb customer service.** White coats and ties are the order of the day. John sees the business as continually growing through cleanliness, service and supplying special orders. If a customer requests a special order, ingredient or type of cut, he will exhaust all avenues to provide the service.

**"My focus is on top quality,"** says John

who insists on using local products including Hereford and Angus beef, Western Plains promotant-free pork, downs bred lamb and free range chicken. Game and specialty meats such as rabbit, capretto, kangaroo and squab are also sold along with many others. John produces great quality hams and smallgoods with a large variety of products such as African Boerewors, Light Tuscan duck, Kaiser Fleisch, Cotechino, Black and White puddings and Jagerbraten to name a few. Prosciutto, local cheese, free range eggs and many other food condiments are also stocked.



John sees his business as a regional, local and household retail butchery that has the added benefit of supplying to a share of local and regional hotels and cafés.



John provides both traditional and innovative products, but always respects the customer's request for products cut or prepared to meet their requirements. **His motto is 'First for Quality, First for Service.'** "You might be able to buy as good somewhere else but you won't get better," explains John.

John grew up on a family owned and operated farm and did his apprenticeship with Rimmington Brothers, a highly respected business at that time. Jenny does all the bookwork and deliveries for the shop. The staff includes two apprentices and four butchers who have all served their apprenticeships at John Harbour Quality Butcher. John

takes pride in that they have all undertaken training through his business and now maintain his high standards of customer service.

"We do enter our products in AMIC's Sausage King & Smallgoods Competitions," says John, who has been a finalist on numerous occasions over the past six years. He won the coveted Ham on the Bone Award in 2008. John's philosophy is that every butcher entering the competition is a winner because they look at their product more closely and by doing so provide a better product for their customers.

John is past president of the Ballarat Agricultural Pastoral Society and is still actively involved in it. He is also the Chairperson of the Sheep Show Committee, a major show in July and November where sheep are judged live and as carcasses. John and Jenny support the Special Olympics, the Fishes and Loaves Network charitable organisation, which meets a lot of needs in Ballarat as well as numerous other charities, sports teams and associations. John is the recipient of the "Harvest Picnic" best product award. This is a Peoples' Choice award held twice a year and sponsored by the Age newspaper.

On rare days off, John spends time with family and friends, on his farm and enjoying food, which is also an exercise in research and development. John's advice to anyone wanting to work in the meat industry is to "Be fair and honest with everybody - it's simple."

**John Harbour**  
Quality Butcher

John has been your family butcher for over 30 years. He has a policy to provide the region's best quality in all meats, smallgoods and customer service.

We have established strong alliances with our producers and suppliers in developing our own "Paddock to Plate" Quality Assurance H.A.C.C.P. food control programme.

We continue to specialise in providing families, hospitality, private functions and organisations with the best quality product and service available.

675 Lyford St Nth Ballarat  
Ph: (03) 5332 4402

**John Harbour**  
Quality Butcher

For Prime Quality Meats and Homemade Smallgoods

Your "Family" Butcher

## Welcome to Sharon Springveldt

The Victorian office of AMIC welcomes Sharon Springveldt to the role of Member Services Officer - Administration.

Sharon comes to us with an extensive customer service and administrative history and has recently returned to her home town of Melbourne following a stint in Sydney - and of course is glad to be back.

We look forward to Sharon becoming an integral part of the Victorian team and assisting you with your enquiries.

## Are You Looking for an Apprentice?

## Are You Thinking of Placing an Apprentice in Your Business?

## Are You Unsure of the Procedure and Want to Know More?

If you answered yes to the above – we want to hear from you!

Through discussions with various apprenticeship training businesses it has come to light that through confusion or incorrect advice, many potential employees are contacting these agencies directly and asking for apprenticeships. As these agencies only represent those who are in the system or apprentices being placed, they cannot also act as an employment agency neither do they wish to do so.

We are more than happy to direct your enquiry to a relevant apprenticeship centre as there are some who may have candidates waiting. Recent discussions at William Angliss have addressed this issue in particular, with support also coming from the Sarina Russo organisation.



**We're Local Butchers able to train your staff at your Butchery**

**Innoven Guarantee:**

- We will provide training to your Apprentices and Trainees on the job
- To visit your Apprentice/Trainee at least every 6 weeks
- Our Industry Trainers will provide flexible delivery to fit in with your business requirements
- On the job customised training will be professional and suit individual needs and purpose
- Consistently provide updates on student progress to the employer to maintain maximum productivity output.

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

**innoven.com.au**  **03 5833 2519**

## Welcome to Our New Members

**Dad's Choice Poultry**  
Binh Trinh & Kieu Ho  
Pascoe Vale

**Wyndham Halal Meats**  
Gregorio Ravaneschi  
Hoppers Crossing

**P & N Superior Meats**  
Peter Carey  
Wendouree

**Market Fresh Meats**  
Angelo Garretto & Ross Garretto  
Wantirna

**Echuca East Butchery**  
Terence Gillivan & Paula Judd  
Echuca

**Hegarty Fine Foods**  
Christopher Little  
Mitcham

**Heritage Spring Meats**  
Shaun Riley  
Pakenham

**Gateway Plaza Meats**  
Michelle McKenzie  
Leopold

**T & K Market Meats**  
HN Lam & K Tran  
Heidelberg West

Delivering quality meat retail training across Victoria and South Australia.

**Your Apprentice. Our Trainers. Your Workplace**  
*it's that simple*

**We understand how busy your business can be, we've been butchers ourselves.**  
**This is why we deliver our training in your store; your apprentice does not leave the workplace.**

Delivering across Victoria and South Australia, Meat Training Australia prides itself on working with retail butchers, tailoring training programs to suit the needs of their enterprise and their apprentices.

We know how important it is to have professional training available to your apprentices at a time that is convenient for you and your business.

Assistance with food safety plan procedural compliance is also available.

Call one of our qualified retail meat trainers today to find out more.

Wayne Perry - 0419 359 380 or Jock Starkie - 0438 075 776 (VIC)

Steve Friend - 0419 317 195, Rod Holmes - 0408 179 848 or Bob Brill - 0408 537 078 (SA)

