

April 2011

# MEAT INDUSTRY NEWS



## The AMIC/MLA Beef Burger and Beef Pie Competitions



*A beautifully presented beef burger by Dave Lucente of Crimea Meats*

We all know that our butchers make the best beef burgers but who makes the best beef pies? Our butchers of course! This year the WA Retail Council together with our major sponsor MLA organized a Beef Pie Competition in conjunction with the Beef Burger Competition.



*The winning beef pie from Primavera Meats in Mount Hawthorn*

The semi-final was held in March at MPS in Malaga where 20 of our ILBs competed for one of six places in the final.

The judges had a tough job and each of the entrants is to be congratulated as any one of them could be the best of the best. The semi-finalists then competed in the final at the Butchers Picnic on March 27th at Northbridge.



*L to r: Josh Yeates and Guy Farrington, taking part in the apprentice competition*

Another event was the **The Ned Borrello Young Butchers Cutting & Cooking Competition** where we honoured the memory of one of the meat industry's true champions.

Apprentice butchers were tasked with boning out a whole beef blade

and then making valued added trays with the cuts of beef. They also had to barbeque and present an oyster blade steak to the judges for tasting. Each of the entrants prepared superb meals.

**What better way to cool down on a hot day than by dunking your favourite butcher while raising funds for charity?**

We all had a great laugh when Vince Garreffa was nominated for a dunking. As the crowd swelled so did the line of people all wanting to donate \$10 to Lifeline for the opportunity of dunking Vince. Vince was very gracious in accepting the nomination and with four throws for \$10; he was dunked several times to the merriment of the crowd.



*Vince Garreffa of Mondo di Carne is about to take a dunking for charity*

**Industry functions such as this would not happen without the exceptional involvement from our sponsors.** Not only did they contribute money and/or products, they also gave up their valuable time to help out. Thank you to our sponsors: MLA - Raff Ramirez and Rochelle Wirth, MBL Food Services - David Adams and his team, MPS - Graham Reid and Tony Florido.

**Finally, thank you to all our contestants who made some truly outstanding creations. We hope to see you compete again next year.**

*Please turn to page 2 for photos and winners of the competitions.*

### THANK YOU TO OUR SPONSORS





# The AMIC/MLA Beef Burger and Beef Pie Competitions



## Beef Burger Competition Winners

- 1st **Star of the North, Currumbine**
- 2nd Pronto Gourmet Meats, Mosman Park
- 3rd Crimea Meats, Morley

The Finalists in the Beef Burger Competition had to serve their cooked burger on a plate complete with garnish and trimmings to the panel of judges.

The judges gave points based on presentation and of course, the majority of points went towards taste. These burgers looked absolutely mouthwatering.



The team from Star of the North, Currumbine with their trophy for best Beef Burger. L to R: Dan Carrucan, Brett Toole, Dan White, Harry Robertson, Jason Moremon

## Beef Pie Competition Winners

- 1st **Primavera Meats, Mount Hawthorn**
- 2nd Princi Butchers, Beaconsfield
- 3rd Barbaro Bros, Greenwood

Each of the judges had to give points on the *Does this Beef Pie look appetizing?* factor with the majority of points for flavour. All the beef pies looked and tasted superb.



Basil Pintabona and Jack Redmond at Primavera Meats, displaying their winning trophy for the best Beef Pie

## The Ned Borrello Young Butchers Cutting & Cooking Competition Winners

- 1st **Guy Farrington, Frank's Gourmet Meats**
- 2nd Stiven Hlevnjak, Eurostyle Meats
- 3rd Josh Yeates, Toms Meat Market



L to r: Josh Yeates, Guy Farrington and Stiven Hlevnjak preparing their cuts of beef with Chief Judge Dave Gannon at the microphone looking on



L to r: Raff Barbaro & David Lucente preparing their beef burgers



MLA's Roger Bond, one of the judges



Jason Tucker of Princi Butchers in Beaconsfield

# Fine Food Western Australia

Western Australia's most prestigious biennial event for the foodservice industry, *Fine Food Western Australia*, returned to the Perth Exhibition and Convention Centre for the fourth time in March 2011. Over three days, thousands of trade visitors attended WA's largest food, drink and equipment trade event for the retail, foodservice and hospitality industries. Over 200 exhibitors showcased their latest food, beverage and hospitality products.

During this event, Independent Local Butchers entered their

apprentices and qualified butchers to compete for the prestigious Butchers Cup sponsored by MLA and MBL.

Apprentice butchers were eligible to enter the three classes. In front of a large crowd of onlookers, our apprentices and butchers had to cut and display different cuts of beef including value adding and garnishing their creations for judging.

Our congratulations to these fine young people who showed the crowd how creative their skills are.



L to r: Talented apprentices Adam Burrage of Clayton's Quality Meats, Lincoln Warburton of Meat@the Metz & Harry Roberston of Star of the North



A Chief judge with one of Perth's best female butchers, Daniella Hanson of Belvedere Meats in Belmont



Creative Meats' Samuel Moseley with his creations on display



A beautiful creation by Sam Silvestro of Gregory's Meat and Poultry



A superb presentation of lamb by Creative Meats' Samuel Moseley



Star of the North's top apprentice, Harry Roberston being presented with his award by MLA's Raf Ramirez and Rochelle Wirth at the Fine Foods. Harry received silver & bronze in Oceanfest 2011, a prestigious international culinary competition held during Fine Food



## Cash Thefts



Over the past few months there has been a spate of burglaries in butcher shops in several communities in Perth. AMIC has been contacted by the Inspector in charge of Joondalup Police Station as well as the Southeast Metropolitan Crime Prevention unit of the WA Police Department to send out this security alert.

The staff of almost all butcher shops burgled had hidden the day's cash takings in the freezer cool room. It would seem this fact is well known by the thieves as in each case they had made straight for the freezer room looking for money.

The police are urging you to ensure that all your building

doors and windows are locked and to remove all cash prior to leaving your business premises for the day. They also encourage you to review the security systems and security practises within your own business and to be vigilant of any suspicious activity occurring.

In response to this increase in burglaries, the Police have increased their patrols and are conducting further investigations in relation to these incidents.

If you notice any suspicious behaviour, please report it immediately to the Police on 131444.

# Member Profile

## Greg Maconochie – Gregory's Meat & Poultry

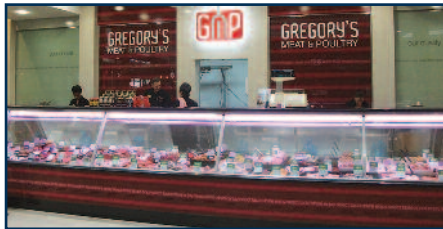


L to r: Sam, Greg, Tracey, Michael, Maggie, Maryse, Mike and Yvonne

**Greg Maconochie has operated his very successful shop for approximately 14 years at its Karrinyup location.** "I was previously in partnership with a large organisation where we operated several stores in the Perth CBD," Greg explained. "My

experience was primarily gained with this company where I taught people and management skills. I served my apprenticeship under Eric Armstrong in Mount Hawthorn."

**Gregory's Meat & Poultry was refurbished in February 2010 to give it a modern look with lots of colour on the walls and improved lighting and display cabinets.** "At the same time we also employed a chef who has taken the shop in a new direction with ready-to-eat cooked meats, pies and other meals and to offer an expanded catering service to customers," said Greg. "Over 50% of our products are value added and ready-to-eat."



Recently fitted out shop front

**"We offer a cabinet full of value added products.** These include Florentine chicken rolls, Mediterranean turkey steaks, beef wellington, and Tuscan lamb rumps. We also offer lasagne, pasta bakes, beef and chicken pies, cooked spare ribs and lamb shanks."

"We have a broad range of clientele," continued Greg. "From young

working couples and families to senior citizens. Some of our customers come from as far as Mandurah in the south to Lancelin in the north to buy their meat products from us."

**Greg's wife Pam Maconochie is the bookkeeper and Greg describes her as priceless.** "My four sons all contributed over the years as clean up workers during the school holidays. They also helped out serving at the counter during weekends."

**Greg entered last year's Sausage King Competition and came 3rd in the Traditional Australian category.** "As a consequence and with in store promotions, our sausage sales have increased by 40%, which is just fantastic and shows the value of Sausage King," said Greg enthusiastically.

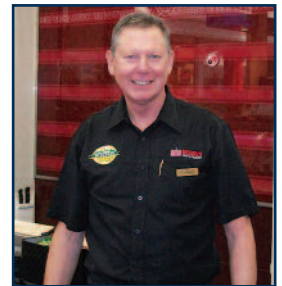
In addition to this award, apprentice Sam Silvestro won the Harvey Beef Butcher Challenge at the 2010 Perth Royal Show.

"Rotary is the major charity that we support," said Greg. "We also sponsor local schools and the Sorrento/Duncraig Football Club with sausage sizzles and uniforms."

**"Ever since my apprentice days, I have taken the words of my boss Eric Armstrong with me Civility and Service and to this day I follow this motto."** Greg's advice for anyone wanting to work in the meat industry is to "Work hard and with passion to be the best at whatever you do."

On the future Greg says, "I see our business remaining profitable and successful and we continue to exceed our customers expectations." He also hopes to be enjoying life and travelling the world."

In the meantime, Greg enjoys lunches with Pam on days off as well as watching his boys play football. "I follow the West Coast Eagles and the mighty West Perth Football Club," he added.



Greg Maconochie ready to greet customers

## Members in the News

### Sausage King snags top award with secret recipe

**Rob Broadfield**

"Pleased to meet you with the meat to please you."

The corny old butcher's greeting couldn't be closer to the truth for Greenwood butcher Raff Barbaro, the newly crowned national sausage king.

Mr Barbaro was this week awarded the Australian Meat Industry Council gong for his poultry sausage. But just how fowl is it?

"If I told you, I'd have to kill you," Mr Barbaro said.

"What I can say is that it's simple: good fresh chicken, salt, no additives that will burn on the BBQ, like sugar, and one special ingredient that my father grows."

The cheery 43-year-old is not new to the national sausage podium. He was crowned national sausage king in 2003 for his traditional Australian barbeque sausage and was runner-up

in 2005 and 2006 for his Italian sausage.

"The real secret is fresh produce and love," Mr Barbaro said.

"We try hard to come up with the new ideas and better ways to make our sausages. We're pretty proud of the award."

Mr Barbaro, who says he is one of the last of the old time suburban butchers, says people still seek out a local butcher despite the supermarkets' increased market share in recent years.

"We still slice our meat to order in front of the customer," he said. "We don't have our meat pre-sliced on trays."

And what about the jokes?

"Yes, we're most definitely jolly butchers," Mr Barbaro said. "I think our customers come here as much for the fun as for the meat."



String of success: Raff Barbaro with his winning sausages at his store in Greenwood. Picture Sandra Jackson