

April 2009

MEAT INDUSTRY NEWS



Western Australia Retail Council Report

By Vince Garreffa

Buon Giorno,

The Western Australia Retail Council continues to address your issues in its regular meetings.

It was resolved to move the AMIC WA office to a more central location in Malaga. Not only is this a more appropriate office but it is a good financial outcome for our branch. The Maddington office has been sublet.

In another progressive move Council has added an additional category to the Sausage King. Australian Lamb/Open Class, is the sixth category of the Sausage King Competition. As it is an Open category sausages entered must be 100% lamb and meal and can be highly flavoured, e.g. lamb with rosemary and sun-dried tomato.

Swan TAFE has introduced a new training

package for their apprentices recently utilizing greater industry involvement.

There will be greater on-the-job training with most assessments now conducted at the apprentice's work place in addition to TAFE.

Council agreed that it is important to continue to work closely with TAFE and it resolved to reintroduce the AMIC award for Best Apprentice.

Council wishes to thank the WA retail members who so generously gave of their time, money and products to help raise many thousands of dollars for the Victorian Bushfires Appeal.

At our last Council meeting we welcomed MLA to the meeting represented by Rafael Ramirez. The Council congratulated Rafael on his recent appointment as MLA's Business Development Manager for WA. Raf is well known in the local meat industry and works hard in

promoting red meat and our local butchers.

The lamb promotion for Australia Day featuring Sam Kekovich was a huge success with butchers reporting an increased demand and higher sales of lamb products. **Council suggested we invite Sam for the Lamb Sausage Comp and Butchers Picnic in 2010.**

David Gannon also attended the meeting and advised the Council he is returning to Swan TAFE in July this year in his capacity of Senior Lecturer and Course Consultant.

Members are always welcome to attend our Council/Members meetings held on the last Tuesday in each month with our next meeting set for 28th April. Please call Mike on 0438701577 if you would like to attend.

Ciao

Sales Soar for Sausage Kings

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Sizzling from Sausage King title winner Joe Di Fulvio and his wife, Anna, at their Morley shop. Picture: Kerry Edmunds

WA sausage kings snag top awards

MICHAEL BINNETT

WA barbecue tones are turning the best sausages in the land after a couple of local butchers took out two national sausage titles in Adelaide at the weekend.

Morley butcher Joe Di Fulvio, of Crimea Quality Meats, won the premier Sausage King title when his produce was judged the best traditional Australian sausage and Joe Princi, from Princi Butchers, took out the best pork sausage

award. It was Mr Di Fulvio's third national win since 2000. He and his wife, Anna, have run their butcher shop since 1977.

Not giving away his award-winning secrets, Mr Di Fulvio, 54, said the perfect sausage came together after some of experience.

"At the end of the day anybody can make sausage but it's knowing how to make a good one," he said.

"Temperature control is important from start to finish."

Australian Meat Industry Council chief executive Kevin Costello said butchers from around the nation took the competition seriously.

"They get very tense during the judging and some have been known to become quite aggressive," he said.

"It's unbelievable, given the increase in sales that result from a win."

Australia's top 26 sausage makers — all winners in their own States — descended on Adelaide for the national final.

Joe Di Fulvio and Joe Princi both won top honours for their entries in the recent National Sausage King Final held in Adelaide. AMIC catches up with them to see how it has helped business.

Joe and Anna Di Fulvio of Crimea Meats in Morley won the prestigious first prize for Australia's best Traditional Australian sausage. Sales of sausages increased by a whopping 60% in the first few weeks, largely due to a story in the West Australian newspaper. Sausage sales overall are up 25% with this increase remaining steady.

"The difference between making 500 kilos of sausages at once versus making a small batch of 20 kilos is that you need to know how to keep the meat and water at the right temperatures and you must have clean equipment," explained Joe.

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Butchers Picnic Day Results in Next Issue

Watch this spot in the next newsletter for the scoop on all of the exciting news of the Butchers Picnic Day, held on March 29th.



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