

April 2010

MEAT INDUSTRY NEWS

Veni, Vidi, Vici! The Beef Burger Crown Competition

By Mike Thomas



CITY of PERTH



It was *Viva Italiano* at Northbridge Piazza on March 28th, when three of Perth's elite Italian butchers *came, saw, and conquered* at the Beef Burger Crown Competition.

Princi Butchers of Beaconsfield, represented by Jason Tucker, was judged as having the best beef burger. Second was Joe Di Fulvio from Crimea Meats with his representative David Lucente accepting the prize. Third place went to Basil Pintabona from Primavera Quality Meats. We were honoured to have winners and finalists presented with their trophies by the Lord Mayor of the City of Perth, Lisa Scaffidi.



A happy Jason Tucker from Princi Butchers Beaconsfield after winning best Beef Burger Crown with Lord Mayor Lisa Scaffidi



Basil Pintabona of Primavera Meats showing off the burger that earned him 3rd place

The other finalists were Nathan Holmes from Creative Meats in Herdsman, Daniel, Elaine and Tyrone from Online Meats, Girrawheen and Matthew Borrett from Matty's Gourmet Meats, Kardinya.

All finalists were the highest scoring entrants judged at the preliminary heat on March 17th that was held at MPS in Malaga. Thirty butchers took part in the first heat, which was an outstanding participation that had the judges on their toes.

The Final, which was a part of the *Butchers Picnic* in the *Eat Drink Perth* festival, was a fabulous day with superb weather and a great turnout of over a thousand people. They witnessed a slice of history as the *Butchers Picnic* hit Northbridge Piazza for the first time. The public was entertained with numerous activities amidst a carnival atmosphere. This included the *Beef Burger Crown Competition*, sausage making demonstrations and tastings, the battle of apprentice butchers to bone and cook a leg of hogget, Hogget Home-Cook of the Year, and a world record attempt for a photograph of butchers in striped aprons. Some of our butchers travelled from regions as far away as Narrogin, Kulin and York especially to be in the photo.

Much of the credit for the marvellous success of this day goes to Vince Garreffa who organized the entertainment and the many events that took place. Timing for the events was all important and it went off like clockwork.



The Butcher Brigade!

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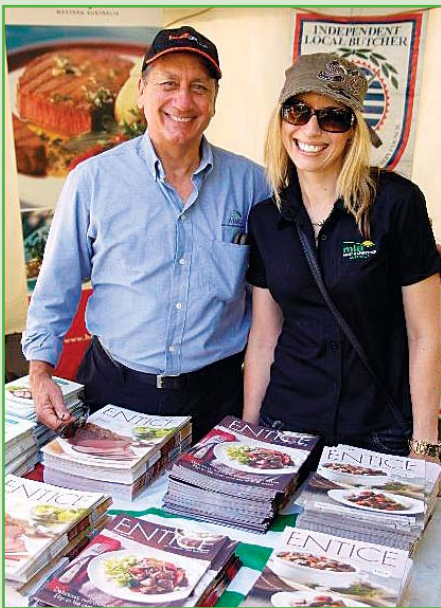
Daniel Yik of Online Meats with a first-class presentation

Without the vision of industry people like Vince, events like the *Butchers Picnic* would struggle and not emphasize the wonderful role our many talented butchers play in the community. Our AMIC Councillors, Chairman Greg Maconochie, Ted Weir, Joe Scarfo, Murray Malone and Larry Brewer all attended and I sincerely thank them for their ongoing help and support. We are also very grateful to the City of Perth for supporting the *Butchers Picnic*.

Thank you also to our great industry supporters in MBL, Raf Ramirez and Rochelle Wirth from MLA and to Tony and Graham of MPS for giving of their time and premises to hold the preliminary heat. Without the support of our sponsors and industry partners we would find it very hard to hold such wonderful events.

Finally, thank you to all our wonderful members who came along to enjoy the day. I look forward to your continued support in the Sausage King Competition later in the year.

Photography by Jeff Atkinson/Spice Magazine



AMIC's Michael Thomas with MLA's Rochelle Wirth



A very happy Neville Williams proving that butchers have "sex appeal!"



Crimea Meat's Dave Lucente, runner up, receiving his trophy from Lord Mayor Lisa Scaffidi



Lord Mayor Lisa Scaffidi with Neville Williams of Williams Meats



Matthew Borrett of Matty's Meats in Kardinya serves up a delicious looking burger

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Member Profile

Steve and Christine McKenny – Everett Butchers



Alice, Wendy, Chris, Steve, Gavin, Christopher and Glenn

owner (with his son Gavin) of Everett Butchers. "It is also on Boulder Road, one of the busiest roads in the city of Kalgoorlie, which makes it popular as well." Steve has had this shop since May 2009. "Previously we were in the eastern wheat belt of WA in the town of Mukinbudin for eight years," adds Steve.

"We gave our shop a complete makeover - completely stripping it; even the floor coverings," Steve continues. "Practical Products supplied a new meat display cabinet and workbenches to replace the back wall server and wooden butcher blocks."

Everett Butchers is a family run business with Steve, his wife Christine and Gavin all working fulltime while daughter Karla "is learning the value of hard earned money doing after school cleanup!" says Steve. Even the youngest son, Caleb, who is 11, has manned the BBQ during fundraisers.

Gavin actually worked for three years as a butcher in the same shop under the previous owners before buying it. Gavin apprenticed with Steve, then gained further experience with Mondo's Butchers working under manager Raf Ramirez who is now the WA representative for MLA.

Steve did his apprenticeship with Tip Top Meats, and then gained his "most valuable experience" while working for Greg Maconachie with Larry Brewer as his manager.

Christine learned everything in the industry from her husband. "Steve taught me all my skills while in our shop in Mukinbudin. As another butcher's wife once said to me, I'm his longest serving apprentice! I also learned bookkeeping skills alongside working in the shop."



The other staff comprise of butchers Bruce Lester and Dwayno and two counter-hands, Wendy and Alice. Alice did a traineeship at the Mukinbudin shop and will be signing up as an apprenticeship soon. "Our staff often looks out for each other - a lot like a family would," Says Steve.

"Our shop is unique as it is the oldest stand-alone butcher shop in Kalgoorlie – it was established 1932," explains Steve McKenny, part-

Business is divided between retail - mostly local regulars with the East-West Tourists, making up about 75% of sales with hotels, cafes, restaurants and other institutions making up the rest.

Everett Butchers aims to provide an extensive product choice with great personal service. "City Choice – Country service," is our logo says Steve. "We offer free delivery to our wholesale customers and friendly advice on the cooking and preparing of meals to our walk-in customers. We carry a great range of gourmet and traditional products with 40% of our sales made up of our extensive variety of value added products." They include pork, honey & soy rissoles, tamarind, lime & chilli loin steaks, BBQ spare ribs (belly and American), King Henry cutlets, Irish pork roast, pepper crusted fillet, Chicken Wellingtons, Tuscan, feta, spinach, camembert & bacon rolls ,honey soy kebabs, Kiev, marinated breast steaks, stir fries, schnitzels, beef, honey soy & garlic steaks, sun dried tomato steaks, kebabs, fillet mignons, New York sirloin, New Orleans peppered steak, crumbed patties, lamb, honey rosemary and mint cutlets, lamb delights, crumbed French cutlets, easy carve legs, minted shanks and spare ribs.



Everett's is planning on entering this year's Sausage King Competition. They are no stranger to awards though. Gavin won Apprentice Butcher of the Year and also best Stage Five Apprentice a few years ago.

Everett's is a staunch supporter of "Movember," (a charity in support of men's health issues), which all the butchers participated in. Caleb was also out the shop front at the BBQ fundraiser for the campaign. They have also sponsored Vision Radio for about five years and offer special rates to sports and other clubs who often hold sausage sizzles as fundraisers.

Steve's advice to those considering working in the industry is to "Be prepared to offer top quality products and to go out of your way to provide what your customers need. Work hard, be honest and have fun."

The future looks bright for Steve and his family. "We're expanding and opening a new shop in Kalgoorlie this May." Hopefully this will still allow Steve and Christine to take some days off when they like to "Go out for coffee, attend church with our two youngest children and our granddaughter, watch a movie and take our children out bush with the motor bike."

Member Services Manager Report

By Michael Thomas

Thank you to everyone who helped make the *Beef Burger Crown Competition* a great success. To help members make an even better beef burger, we will have an evening session where you can learn useful tips from top chefs on creating the *Best Burger in the West*. This will be scheduled for later in the year, so watch this space for more details!

On a sad note, the father Joe Di Fulvio of Crimea Meats, our runner up in the competition, passed away recently. Councillors and AMIC staff extend their deepest sympathy and condolences to Joe and Anna Di Fulvio.

This year will be a bigger and better year for the Sausage King Competition, which is scheduled for August. Contest information and entry forms will follow in the next newsletter. In the meantime, I suggest you dust off your best sausage recipes and tweak them where necessary to improve your chances of winning. The benefits of winning or even

placing in the competition include increased \$\$\$ profits, which is a significant incentive to enter.

After winning the Continental category at the recent National Sausage King Championships, Tony and Joe Scarfo of Scarfo's Meating Place, Myaree saw sausage sales increase a massive 500% with no signs of diminishing! Neville Williams of Williams Meats, Forrestfield - the National Lamb Sausage winner - also experienced a dramatic boost in sales of his prized sausages.

AMIC is **YOUR** meat industry council and my role is to provide members with the very best in advice and support. Further, you have an outstanding Council headed by Chairman Greg Maconochie and your Council works hard to ensure all members are informed of industry issues that affect their business and receive their full membership benefits.

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Western Australian Public Holidays

Full time employees and part-time employees working 15 or more hours per week who agree to work on a public holiday, where the day is one of their ordinary working days, shall be paid at the rates in the tables below, with a minimum payment for three hours' work.

PUBLIC HOLIDAY	DATE	ORDINARY RATE	PENALTY RATE	TOTAL RATE FOR HOLIDAY
Anzac Day	Monday 26th April 2010	Ordinary time	T ½	DT & 1/2
Foundation Day	Monday 7th June 2010	Ordinary time	T ½	DT & 1/2

KEY: DT = Double time; T ½ = time and one half; DT & ½ = double time and one half

EXPLANATORY NOTES

A full time/part time employee, under the National Employment Standards (NES), is entitled to have the day off, on a public holiday with payment on the basis of the ordinary daily rate the person would have received had they worked their ordinary rostered hours but for the public holiday.

NOTE: Under the National Employment Standards, gazetted Regional Public Holidays are also to be observed. These are available at <http://australia.gov.au/topics/australian-facts-and-figures/public-holidays>

A casual employee working on the public holiday would be paid at the rate of double time and one half, but would not be paid their casual loading for such day.

EXAMPLE

A full-time retail butcher is usually employed to work their 38 ordinary hours Tuesday to Saturday. If a public holiday then falls on a Monday the butcher is not entitled to any pay on the public holiday as he does not normally work that day (but would be paid public holiday penalty rates if they choose to work on the public holiday). For the same butcher, if the public holiday falls on the Saturday and the butcher does not work on that Saturday because it is a public holiday, then they would still be paid for their usual ordinary hours (but would not be paid for any overtime they would normally work on that day).

NOTE: THE NES ONLY APPLIES TO CONSTITUTIONAL CORPORATIONS (I.E. PTY LTD) AS AT 1 JANUARY 2010.