

August 2009

MEAT INDUSTRY NEWS



Western Australia Retail Council Report

By Vince Garreffa

The recent Western Australia Retail Council meeting dealt with a range of issues of interest to members.

The Modern Meat Industry Award will commence on 1 January 2010. For the first time employers in the meat industry will come under the Federal Award system. AMIC has led the representations to the Australian Industrial Relations Commission to ensure the major benefits of the current Federal Award continue to be available. There will be significant changes from the current Western Australia Meat Industry Award and AMIC will conduct seminars to ensure that you are aware of these changes.

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.

Beef Grading. 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."

Sausage King. The Western Australia Sausage King will be regionalised for the first time in 2009. Sausage Kings will be crowned in each of the regions thereby providing additional promotional activity. Three regions, North, South and Central, have been nominated and the winners will proceed to the Western Australian Sausage King at the Perth Royal Show.

The National Sausage King will be held at the Gold Coast in Queensland in February 2010.

You are welcome to attend a meeting of the Western Australia Retail Council. Please ring the AMIC office for details of the next meeting.

The 2009 Sausage King Competition

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The Western Australian regions are:

North Region	Tuesday 25th August 2009	Joondalup TAFE College	6pm – 9pm
South Region	Tuesday 8th September 2009	Master Butchers Ltd, Canning Vale	6pm – 9pm
Central Region	Sunday 13th September 2009	Meat Processing Suppliers, 25a Harland Ave, Malaga	10am – 1pm

Nominations, together with payment in full must be received by Tuesday 11th August 2009.

Members are welcome at all venues to enjoy the fellowship of other members even if you are competing in a different region. Light refreshments will be supplied at each of the venues for members.

The Western Australian Sausage Kings will be announced at the Awards Lunch to be held on Sunday 4th October at Chanterelle at Jessica's, Hyatt Hotel.

Entries will only be accepted on the official Sausage King Entry Form and all entries must comply with the Conditions of Entry on that form.

If you require more information please contact Mike on 0438 701 577.



Member Services Manager Report

Mike Thomas

This year I am excited to announce that for the first time, we are going to regionalise our Sausage King event into three regions – North, South and Central. Your Retail Council has taken advice from members and has approved the introduction of regions into the Western Australian Sausage King. This has been a feature in other states where it is reported that the Regional Sausage King crown gets extensive coverage from the local media and has a significant effect on sales. I will assist members to enter the competition by offering a collection service for each of the regional contests. This should make it easier for more ILBs to take part in this prestigious competition that will afford you publicity you can't buy. The first region will be held on 25th August with the Regional Sausage Kings then competing in the Western Australia Sausage King titles at the Perth Royal Show, 26th September - 3rd October.

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I am always amazed at the talent of our butchers when I visit members. Apart from your skills on show as butchers, members have to be entrepreneurs, managers, culinary chefs, have a knack of buying and presenting superior products, and most importantly know your

customers. These are complex skills and WA members can be proud of your achievements as you rate with the best butchers in Australia. AMIC is committed in our role to support you in your business.

I attended the MLA advertising launch of the nutritional program promotion for red meat featuring Sam Neil. Sixty butchers were also present to view this latest advertisement in the popular campaign that promotes red meat. The advertisement builds on the theme that red meat is essential for a healthy diet and addresses some of the anti red meat sentiments which are offered by the detractors.

I welcome your calls on any issue concerning your business and encourage you to attend our Council meetings to give your input. Please call me on 0438 701 577 for the dates of our next meeting.

Pre-Packed Meat Sales

In a recent meeting with the Department of Consumer and Employment Protection AMIC members were reminded that consumers expect the goods they buy to be accurately weighed and measured. They also expect that pre-packed goods have correct measurement markings on them.

The *Trade Measurement Act 2006* and associated regulations, administered by the Department of Consumer and Employment Protection's Trading Standards Branch, include legal requirements for the labelling of pre-packed goods.

If you are a butcher who sells pre-packaged goods you must comply with this Act.

What is a pre-packed article?

Pre-packed articles are those items that are packed in advance ready for sale. The items could be packed in bags, trays, etc or any other kind of packaging.

What does this mean for Independent Local Butchers?

As a seller of pre-packed goods you must ensure that all pre-packed meat products carry basic markings that state:

- The name and address of the packer or the person on whose behalf the articles were packed; and

- The measurement of goods in the package.
- You must also ensure that the measurement of the articles in the package is accurate and calculated using an instrument approved for use in trade by the National Measurement Institute.
- The weight marked on the pre-packed article must be the net weight of the product. In other words, the stated weight must be the weight of the product alone, and not include the weight of any packaging material.

Food items such as meat and smallgoods packed for retail sale must be marked with the price per kilogram, total price and net weight.

The **net weight** of the article must be stated at the point of sale. The net weight is the weight of the article alone, without any packaging.

If the article is likely to lose weight over time, through evaporation, dehydration or other means, the packer must make allowances for any expected losses in the measurement.

If you need any further assistance please call the Trading Standards Branch on (08) 9282 4300 or view their web site on www.docep.wa.gov.au

Member Profile – The Corner Butcher Milan and Cyra Matutinovich and Grant Fraser



Milan Matutinovich

before joining Milan as a partner. Grant gained his experience working for one of Perth's best known butchers, Greg Maconochie. "Greg taught me the art of product presentation in the cabinet plus many other useful skills."

Milan served his Apprenticeship with Tony Palmeri in Midland. He then worked with Woolworths for 2 years before coming to the Corner Butcher. "I owe heaps to Elmar from Elmar's in Beaufort St Highgate and Heinze of Black Forrest Gourmet Smallgoods for much of my training that put emphasis on attention to detail." "Be dedicated. Work hard and listen to the master craftsman. Soak it up!" is Milan's advice to anyone venturing into the meat industry.



Grant Fraser

Milan. "We focus heavily on quality with an emphasis on freshness and value for money reflected in attractive prices."

Grant adds that "Our customers come from several different cultures and we always look for special recipes that appeal to our customers and their background." The shop offers a variety of prepared meals such as stir fries and will slice bulk meats on request.



Maria Stankovich – one of the friendly counter hands

the meat industry, particularly butchers," said Milan. "It is a great industry to be involved in and offers financial and steady employment for the right people."

The current staff consists of 4 full timers, 2 part timers and one apprentice. Milan's wife Cyra plays an important part from home where she handles the bookwork.

Milan Matutinovich and Grant Fraser teamed up several months ago to run the Corner Butcher in Morley. Milan worked at the 'old' Corner Butcher for 23 years and took it over when the previous owner retired 3 years ago.

Grant spent 10 years with Gregory's Meat and Poultry

The Corner Butcher's clientele is mostly local but their reputation for quality service and product is spreading. "We have some customers travelling from the other side of Perth to buy our meat. We are fortunate to be in a complex that offers superb service in a very friendly way," said

Milan and Grant are looking at expanding their operation in the next few years. They have just finished refurbishing that included purchasing 2 large Plasma TVs and extra new display cabinets. "We believe it is important to invest in our industry and will always look for ways of increasing the profile of the

The Corner Butcher sponsors the Swan Valley Sporting Club and the Eden Hill Soccer Club by supplying meat packs and holding sausages sizzles to help them raise money. They also provide trophies and jumpers for the teams. In addition they were one of the sponsors for the Breast Cancer awareness program earlier this year.

As for their pursuits when not working, "We both work long hours as our commitment is to our business," explains Milan. "However, we both like to spend time with our families and friends." Grant is a West Coast AFL supporter and attends most home games.

He is getting married next year to his fiancée Karen so he may not be attending as many home games as he'd like! Milan spends what free time he has with his young family with occasional visits to his farm near Gin Gin where he has a few head of cattle.

When asked if they had ever entered an AMIC competition, Milan – who likes to make sausages at home, replied, "Not yet. But we will be entering this year's Sausage King Competition. We make a large range of sausages which includes the usual assortment of beef and pork BBQ as well as some traditional European sausages that are superb. I use the skills learnt from working with master craftsmen Elamar and Heinze to make outstanding sausages and they will be hard to beat! So Mike, tell your other butchers to watch out!"



The wall display, which is soon to have Plasma TVs



Member in the News



Vince Gareffa was recently featured in the Beef Bulletin

New Industrial Relations Seminars

During September 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 and you will receive it in early August. Please complete it and return it to AMIC as soon as possible.

Welcome to New Members

Floreat Gourmet Meats
David Goff, Floreat

The Corner Butcher
Milan Matutinovich & Grant Fraser, Morley

A & S Meats
Mohamed Horzook, Victoria Park

Equipment for Sale

FROZEN MEAT CHOPPER

- Will suit sausage maker/smallgoods manufacturer
- Risco Brevetti T 400 MODEL
- Excellent condition
- STAINLESS STEEL
- **Asking \$9,500 ONO**
- **Replacement over \$30,000**

VACUUM PACKING MACHINE

- Double Chamber, 4 sealing bars 500mm each
- Reconditioned by agent
- Over \$3,500 spent - receipts available
- Excellent condition
- **Asking \$9,500 ONO**
- **Replacement over \$29,000**

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Mobile: 0425 383 676

Western Australian Public Holidays

All employees covered under the Western Australian Meat Industry (State) Award 2003, who **AGREE** to work on the public holiday listed below shall be paid at the rate of double time and one half with a minimum payment for three hours.

PUBLIC HOLIDAY	DATE	RATE
Queen's Birthday	Monday 28th September 2009	Double Time and one half

Latest News on Any 2009 Wage Increase for WA Members

PTY LTD ENTITIES

In the National newsletter we reported that there would be no changes to the wage levels for 2009 'Pty Ltd' entities in WA. This was because the Australian Fair Pay Commission (AFPC) handed down its decision on 7 July and said 'no increases.'

SOLE TRADERS/PARTNERSHIPS

So far as sole traders/partnerships are concerned, any changes to the minimum wage levels are still dealt with by the WA Industrial Commission. The Commission handed down a decision on 12 June 2009 and decided to grant a \$12.30 increase. The increase will not apply until 1 October and we will mail to members the new rates soon.

For Sale

SMOKE KING TURBO 1122 OVEN

- Regularly maintained
- Exceptional condition
- Ready to go
- \$13,000.00

RUHLE HI TECH COOLING TUMBLER

- 35 Litres
- A 1 Condition
- \$15,000

Contact David Russell 03 9819 3833