

# MEAT INDUSTRY NEWS

December 2008

## WA RETAIL COUNCIL REPORT

By Chairman Vince Gareffa



The Western Australian Retail Council met on 11 November in its final meeting for 2008. The major issues were the review of the Sausage King and the inaugural Awards Dinner.

The Sausage King entries were up on previous years and the quality of the entries gave the judges great difficulty in separating some excellent products. The quality and variety of sausages entered increases every year. All sausages are independently judged and we are therefore sure that our winning sausages will stand up well at the Nationals.

The Awards Lunch was very successful and well attended by our members. This was an opportunity to bring the industry together in a relaxed atmosphere and honour those who have made a special contribution during 2008. Council intends to build on this in 2009 and we look forward to your input to make this an annual industry event.

Council considered a number of national issues including the Meat Industry Strategic Plan which

determines the quantum of the grower and slaughter levies and the areas in which they can be spent. It is this process which provides the funding to MLA for promotion of the domestic meat industry. AMIC will be a major participant in the development of this MISP which is due for publication in June 2009.

Another national issue is the Award Modernisation for all retail operations. Western Australia has operated under a State system but this is progressively changing to a national system for many members. Council received a report on progress in the Industrial Commission of the new Award which is due for release in December applicable from January 2010.

Your Retail Council continues to work for your benefit. You are welcome to attend any of its meetings and present your views.

Finally, as we are all gearing up for our busier time of year I extend the best wishes of the Retail Council to all members and your families and trust that you have a memorable Christmas and a successful New Year.

## INVITATION TO THE COUNCIL MEETINGS



Joe Scarfo and Vince Gareffa at the Council meeting of November 11th 2008

We invite members to attend our Council meetings held on the second Tuesday of each alternate month. We discuss the many issues facing our members and strive to assist your business to be more successful. Some of the important issues are reported in our newsletters. We'd like to give members the opportunity to be part of this vibrant Council that works tirelessly to ensure the success of our many members.

Meetings start at noon, include a brief lunch and usually conclude at about 2.30pm. Our next meeting is scheduled for Tuesday 10th February 2009.

## THE 2008 WA STATE SAUSAGE KING COMPETITION



Thank you and well done members!

We received an extraordinary 143 entries from 36 butchers for the five categories this year! This by far surpassed last year's total of 97. Entries came from all over the metropolitan area and included several from country towns. We are grateful to see the continued support from our country butchers, given the difficulty and effort required to get their sausages to Perth for the competition.

Once again the Sausage King Competition was held at the Perth Royal Show from 24th September culminating with the finals on Friday 3rd October. The judges worked hard to distinguish the subtle flavours and textures of the dozens of sausages in order to separate each finalist and select the winners. Certainly not an easy feat!

Our butchers can be very proud of their accomplishments and our State champs will be hard to beat when they compete for the National crown in Adelaide next February. We wish them the best

when they go up against the finest butchers in the country.

### A SALUTE TO OUR SPONSORS

A sincere thank you to all our sponsors who gave their time and financial support to help out and make Sausage King 2008 a huge success. I ask all our members to in turn support our sponsors, as without their efforts we would not be able to hold such an event such as the Sausage King.

A special note of thanks goes out to Phil Moore of Devro from Mike Thomas who was unable to attend the finals judging or the Awards Lunch. In his absence Phil gave up his time helping out and did a fantastic job with organising these important functions. Thank you Phil!

To our Chairman, Vince Garreffa, thank you for your support in making Sausage King 2008 a wonderful event.

Finally, to all our members who were involved in this year's Sausage King - a special thank you. Next year will be even bigger and better so keep on making the best sausages in Australia!!

### THANK YOU TO OUR STATE SAUSAGE KING SPONSORS



## Seasons Greetings

To all West Australian AMIC Members, their families and staff, we wish you a blessed and prosperous Christmas and a safe and Happy New Year!



# THE 2008 WA STATE SAUSAGE KING COMPETITION

The recipes were inspirational and showed the class of our WA butchers. One of our long standing judges commented that this year was the most challenging in all of his 15+ years of judging because of the quality and variety of the sausages. They were all worthy of winning!

Competition brings out the best in people and the publicity we received during and after the competition all helps to increase demand and sales of sausages in your shop.

## THE WINNERS ARE:

### TRADITIONAL AUSSIE BBQ

- 1st Crimea Quality Meats, Morley
- 2nd Sebastian Haynes Street Butchers, Kalamunda
- 3rd Belvidere Quality Meats, Belmont

### PORK

- 1st Princi Butchers, Beaconsfield
- 2nd Belvidere Quality Meats, Belmont
- 3rd Sebastian Haynes Street Butchers, Kalamunda

### POULTRY

- 1st Crimea Quality Meats, Morley
- 2nd DBC Bunbury, Forum
- 3rd Barbaro Bros Quality Butchers, Greenwood

### CONTINENTAL

- 1st Scarfo's Meating Place, Myaree – Italian
- 2nd Meat the Butcher, Dog Swamp – Italian
- 3rd Princi Butchers, Beaconsfield – Italian

### GOURMET/OPEN CLASS

- 1st Princi Butchers, Beaconsfield - Chorizo
- 2nd Barbaro Bros Quality Butchers, Greenwood – Sweet Chilli Beef
- 3rd DBC Bunbury, Centrepoint – Beef Spring Onion and Spices

## KUDOS TO THE JUDGES

An event like Sausage King needs a great many people to make it successful. Our judges were a mix of industry leaders, cooking celebrities, chefs plus members of the public who gave their much valued opinion on the range of delicious sausages presented.

Our esteemed industry judges were:

- Chief Judge: Phil Moore of Devro
- Martin Carlin and Rafael Ramirez from MLA
- Daphne Kavanagh and Graeme Martin from Australia Pork Ltd.
- Kim Bennett of MBL
- Bill Turnbull, Graham Reid and Tony Florido from Lesnies
- Bert Rose – Narrabeen Butchery, NSW
- Graham Maybury and Chris Isley – 6PR
- Margaret Johnson of the Western Australian Newspaper

A big thank you for your outstanding efforts!

## MEMBER SERVICES MANAGER REPORT

By Mike Thomas

**2008 is quickly drawing to an end. Many members have told me that business has slowed down as the general public come to terms with the uncertainty of a possible economic recession.** Consumer confidence and spending has weakened partly because of all the media hype. Quite a turn around from say, 12 months ago.

Our state Sausage King Competition was held at this year's Perth Royal Show and was a huge success with 143 entries from members wanting to be Sausage Kings.

Our Sausage Kings will now represent the State at the National Sausage King in Adelaide in February. We have a strong record at the Nationals and I am confident that we will again perform well in February. The best of luck to our representatives.

**I have continued to visit our members and assist them with their business operations.** AMIC is here to get you through those difficult matters with payroll and industrial relations or labeling and food safety matters. We help members with leases and insurance matters. In fact, AMIC is here to assist you in all facets of

your business. Ring me with your issues and, if I cannot assist you immediately, I will refer to the great staff we have at AMIC and get back to you with an answer.

In 2009 there will be many changes introduced to the **Award and Industrial Relations**. AMIC will be there to assist you with these changes. This newsletter will continue to carry important information and we ask that you read it and note the implementation dates. While many changes become effective in January 2010 there are others effective from July 2009. And then there are those "transition arrangements" which we must be careful with.

**I'd like to wish all members a safe and prosperous holiday season with best wishes for a wonderful New Year.** If you can take a well deserved break do it and start 2009 off on a positive note that you will make it a successful business year. If you cannot take a break I trust that the cash register will reflect the effort you are making. Please don't hesitate to call me for any wage related queries or just general advice on any issues. My mobile number is 0438701577.



## IT'S B.B.Q. TIME DECEMBER 2008 SPECIAL

3701 BIG RED BUTCHERS S/M 20KG **\$34.00**

4248 B/C HONEY SOY 4LT **\$13.50**

4521 B/C BBQ PLUM M/F 4LT **\$13.50**

7631 SUPREME BURGER MIX 10KG **\$49.00**

4532 SUNDRIED TOMATO & BASIL G/M 1KG **\$6.50**

3114 HERB & GARLIC G/M 1KG **\$6.50**



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# THE 2008 AWARDS LUNCH

The Sausage King Winners were presented with their trophies at a presentation Awards Lunch held at Chanterelle at Jessica's at the Hyatt Centre where about 85 people enjoyed a 5-star meal and the fellowship of other members.



*Cathy Nicholls and Joe Difulvio from Crimea Meats*



*L to R - Jason Moremon, Heather Campbell and Debbie & James Kay from Star of the North*



*Chairman Vince presiding over the Sausage King Awards Presentation*



*DBC's Colin Cornford (r) accepting his trophy for Second Place Poultry from Phil Moore of Devro*



*Phil Moore from Devro (l) presenting Joe Difulvio First Place for Poultry*



*Warren Hook from Belvidere Meats (l) accepting his trophy for Second Place Pork from APL's Graham Martin*



*Joe Princi being presented with his trophy for Third Place Continental by Amanda Wheeler of Lifeline*



*Tony Scarfo being presented with his First Place trophy for Continental by Amanda Wheeler of Lifeline*



*Colin Cornford of DBC (r) being presented with his trophy by Graham Maybery of Lifeline*



*Robyn and Elle from British Sausage Company having a great time*



*Warren Hook (l) and MLA's Martin Carlin giving MC Verity James the squeeze*



*MC Verity James with Joe Difulvio (l) and MLA's Martin Carlin. Joe won First Place for the Traditional Australian category*

## MIKE'S TIPS TO SURVIVE THE DOWNTURN

The Australian economy is headed for a serious slowdown in 2009. Even the Prime Minister admitted that there will be a "temporary deficit" in the federal coffers to limit the effects of the recession.

While there is a general agreement that WA should remain relatively sheltered from the worst of the global financial turmoil, the state will not completely avoid the fallout.

### So what does this mean for our members?

The first thing to accept is that business is not down; it is different from what we have been used to! People still have to eat and will adjust their spending accordingly where necessary.

Further, with Christmas just around the corner, we can expect sales to climb.

But January will probably see some reduction in activity so what other things can a busy butcher shop owner do with all this uncertainty hanging above us?

- Adjust to whatever decisions are made without reducing your level of service to your customers.
- Believe in your service, your product, yourself, and believe that your customer is better off having purchased from you.
- Help your customers whenever possible and understand that they are hurting so try to meet their needs as best as you can.
- Remain loyal. The best way I know to get loyalty is to give loyalty. From bosses to employees, from employees to customers, and finally from customers back to you, loyalty is all important. In these difficulty times giving won't always breed receiving – but the seed is planted for next time.
- Don't forget to acknowledge your suppliers as you need them as much as they need you.

**Confidence in your ability and the loyalty of your customers will be a key to success in 2009.**

## WELCOME TO OUR NEW MEMBERS

- Chidlow Quality Affordable Meats – Chris Dymek & the Ortin Family, Chidlow
- The Naked Butcher – Gary Hine, Mundaring
- Australian Premium Food Pty Ltd – Shenny Lukiwidjaja, Bentley
- M & S DeMarte Butchers – Doreen Treagus, Panorama
- The Butchery – Allan Stokes, Southern River

## BUTCHERS PICNIC DAY - LAMB SAUSAGE & LAMB BURGER CROWN CHAMPIONSHIPS 2009



Picnic Day on Sunday 29th March 2009.

This is an opportunity for butchers and their families to come together and share the day with other members in a light hearted day of fun and competition. We will be holding the day in conjunction with the *City of Perth Food and Wine Month* in

Following on from last year's hugely successful Lamb Sausage/Burger Crown competition, we are pleased to announce we will be holding a **Butchers**

March at Russell Square, Northbridge.

Last year we saw Joe Difulvio from Crimea Meats and the Malone Family from Beeliar take out the trophies for best Lamb Sausage and Lamb Burger respectively. Joe and the Malones advise sales have increased as a direct result of the publicity received from their victories.

We expect wide media exposure, so get out your best lamb sausage and lamb burger recipes in time. I will be in contact with members early in the New Year with more details.

So come along with your families to enjoy the day and celebrate the excellence of our WA butchers!

## DAPH KAVANAGH'S RETIREMENT



Happy Retirement to Daph Kavanagh

A retirement party was held recently for Daph Kavanagh, State Manager, Marketing Division of Australian Pork Limited. Industry colleagues and friends gathered at a cocktail function at Incontro in South Perth to wine and dine with one of the most respected and well-liked people in the entire WA meat industry.

### Daph shares her thoughts on her career and her relationship with AMIC:

"I started working with the Australian Pork Corporation in 1985 as a Merchandiser, calling on butcher shops. Over the years I have had



AMIC Chairman Vince Garreffa and Western Australian Newspaper columnist Margaret Johnson

many and varied roles as required, and for the last 10 or more years have been the State Manager. I have been involved with the Sausage King Competition in a judging capacity since its inception. Over the years I have enjoyed a wonderful relationship with AMIC. Butchers have always been a very important part of my job and I have made

some wonderful friends. It is fantastic to see the fabulous and innovative ways that butchers showcase their products today. The consumer has a "real" experience when visiting their shops. I would personally like to thank AMIC and all of the butchers in WA for the support that they have given me. But now it's time after nearly 24 years to "hang up the Trotters" and join the "latte" set in Mandurah!



Ted Weir of Weir's Butchers

I will be leaving my job in the more than capable hands of Graham Martin, who is already very well known and respected in the Industry. Graham has worked in the meat industry for many years, mainly in the retail sector and more recently for Meat & Livestock Australia and V & V Walsh."



Graham Martin

We wish Daph all the best for her plans to



Bill Turnbull from Lesnie's

spend more time with her grandchildren and embark on some overseas trips during her retirement.