

October 2009

MEAT INDUSTRY NEWS

Western Australia Retail Council Report

The introduction of regions to the Western Australia Sausage King Competition has been very successful - with an increased entry list and wider local publicity for the Regional Sausage Kings. The benefits in regional sales from these events are significant and the overall promotion of Independent Butchers is an important outcome. The new Australian Lamb Open category has been well received and some brilliant sausages have been judged.

The Western Australia Sausage King Final will be held at the Royal Perth Show and the State Sausage Kings will represent Western Australia at the National Sausage King in February on the Gold Coast. The State winners will be announced at the AMIC Retail Awards Lunch.

Council has resolved that the second Western Australia Awards Lunch will be held on Sunday 4 October at Chanterelle at Jessica's in the Hyatt Centre in East Perth. This is an excellent location with beautiful views to complement the fine fare which will be served.

The National Newsletter has important information about the industrial relations changes brought about by the Modern Meat Industry Award and the National Employment Standards (NES), both of which commence on 1 January 2010. AMIC drafted the Modern Meat Industry Award to ensure that the benefits in the current three Meat Industry Awards were maintained in the Modern Award. There are changes including the fact that there is now a single award and the requirements of NES have been incorporated. AMIC is providing member training for these changes in seminars held throughout Australia. The IR Seminars will be held October 13th and 14th with

Gary Johnston, AMIC's Director of Human Resources explaining the new Modern Meat Industry Award that will apply across Australia to all sectors of the meat industry. This is a seminar not to miss, so please try to attend.

The beef grading debate in New South Wales threatens to spill over to Western Australia and will be strongly opposed by the Retail Council. The current proposal is to introduce a grading of beef whereby ILBs would be required to state that it is Platinum Quality or Silver Quality or similar. If you accept to go down this beef grading path (it is claimed that it is "voluntary") ALL product offered for sale must be of that quality. The proposal is simplistic and cannot be made to work let alone be effectively audited.

There is a perception that some ILBs buy a cheap low grade product and then upgrade it and the price that it is sold at. Those of us in the business know meat retailing and know that customer satisfaction is paramount because if the customer is not satisfied with what we offer they will shop elsewhere. Meat retailing is extremely competitive and customers will vote with their feet if they think they are not getting what they pay for.

The Western Australian Retail Council totally supports any legislation which will underpin Truth in Labeling and has written to the proponent of the system with this offer and a request to assist in development of a system which will not add costs to our members.

The Retail Council meetings are open for all members to attend. If you would like to participate and make a contribution to the issues which affect your business please call the AMIC office for details of the next Council meeting.

The 2009 WA Regional Sausage King Competition The North Heat, 25th August

Our first Sausage King heat was held for the North Region at the excellent facilities of West Coast Academy of Hospitality, Tourism & Trades, Joondalup TAFE. A big thank you goes to Patrick O'Brien, Director of the West Coast Academy for all his help and assistance on the evening and for being one of our judges.



Paul Marinovich from Adrian Smallgoods, Mirrabooka won 3 categories in the North Regional heats - Traditional Australian Pork, Poultry & Continental

The cook-off for the North region consisted of 32 entries including those from two brand new members. The high quality of the sausages presented was evident in the scoring, where in some categories only one point separated 1st and 2nd places. (Please see page 3 for all Regional winners.)

Our judges were:

- Phil Moore, Devro (Chief Judge)
- Raf Ramirez, MLA
- Graham Smith, Australia Pork Ltd
- Patrick O'Brien, West Coast Academy
- David Smith, Chef West Coast Academy
- Nathan McMurdo, Chef West Coast Academy



Judges Rafael Ramirez, David Smith, Nathan McMurdo, Patrick O'Brien, Graham Smith and Phil Moore

Many members who enter Sausage King report their sales increase as consumer interest and awareness heightens due to the media exposure surrounding the Competition.

Thank you to our sponsors, judges and to the members who came along on the evening to enjoy the fellowship and witness the spectacle of our best butchers pitting their craftsmanship against others for a place in the finals.



The 2009 Western Australia Regional Sausage King Competition - The South Heat, 8th September

MBL Food Services hosted our second Regional heat at their building in Canning Vale. With Chef extraordinaire Don Hancey ably assisted by Steve Watts of MBL on the BBQ controls; they cooked up 84 sausages — a record number of sausage entries in one region!

The team of judges were selected from within our industry:

- Dave Adams, MBL
- Kim Bennett, MBL
- Ron Kerr, MBL
- Tony Downs, MBL
- Rafaele Ramirez, MLA
- Rochelle Wirth, MLA
- Graham Martin, APL
- Grace Maiolo, Foodworks

- Neil Lionnet, HD Trading
- Phil Moore, Devro (Chief Judge)

Some of the innovative recipes included Madras curry, Greek style lamb, Lamb Merguez, and Kangaroo to name a few. There were also the superb tried and tested entries such as Chicken, honey and macadamia nut, Pork and fennel and the perennial favourite - Traditional Australian.

AMIC sincerely thanks all entrants who accepted the challenge to put their tasty creations on show and the judges who were under pressure to select one great sausage over another.



Thank you to MBL Food Services who gave of their time and premises to host the South Regional heat



Grace Maiolo, Neil Lionnet and Graham Martin



Raf Ramirez, Rochelle Wirth and Ron Kerr



Grace Maiolo, WA's first fully qualified female butcher

The 2009 Western Australia Regional Sausage King Competition - The Central Heat, 13th September

Our third and final Regional heat was hosted by Meat Processing Suppliers (MPS) in Malaga. AMIC would like to thank Tony and Graham of MPS and their families for their outstanding support in hosting this heat and for providing the refreshments.

68 entries were submitted and our judges had to work very hard to taste and score so many entries of outstanding sausages. They did a marvellous job and we thank them for their efforts.

Our judges were:

- Chief Judge: Phil Moore, Devro
- Sam and Mary Chisari, Belmar Foods, Balcatta
- Rafael Ramirez, MLA

- Graham Martin, APL
- Craig Wilson and Neil Lionnet, Corona (HD Trading Co)
- Kim Oswin, A.J Baker & Sons
- Mark and Laura Warren
- Ted Weir, Weir Butchers

AMIC sincerely thanks all the contestants who entered their respective heats and categories of our Sausage King competition. The true winners of this competition will be the public who can see and taste the products produced by our exceptionally skilled Independent Local Butchers.



MPS Thank you to Meat Processing Suppliers for hosting the Central heat



With official hat, there is no mistaking Laura Warren as a judge



Judges L to R: Neil Lionnet, Craig Wilson, Kim Oswin & Ted Weir



Mark Warren Mary and Sam Chisari taking careful notes

Regional Winners Sausage King 2009

CATEGORY	NORTH REGION 25th August	SOUTH REGION 8th September	CENTRAL REGION 13th September
1ST TRADITIONAL AUSTRALIAN	Chidlow Quality Meats	Princi Butchers Sebastian Butchers Williams Meats Scarfo's Meating Place	The Corner Butcher Crimea Meats
1ST LAMB/ OPEN CLASS	Northside Quality Meats	Williams Meats Malones Quality Meats Marco's Fussy Meats	WA Exclusive Meats Dubrovnik Butchers
1ST TRADITIONAL AUSTRALIAN PORK	Adrian's Continental Smallgoods	Belvidere Quality Meats Stamfords on Brentwood	Crimea Meats Barbaro Bros
1ST POULTRY	Adrian's Continental Smallgoods	Princi Butchers DBC Bunbury Malones Quality Meats	Crimea Meats Barbaro Bros Dubrovnik Butchers
1ST CONTINENTAL	Adrian's Continental Smallgoods	Princi Butchers Scarfo's Meating Place	The Corner Butcher Primavera Meats Barbaro Bros
1ST GOURMET/ OPEN CLASS	Northside Quality Meats	Princi Butchers DBC Picton Malones Quality Meats	Primavera Meats Jeremy's Exclusive Meats

Member Services Manager Report

Mike Thomas

The Western Australian Sausage King has been run as a Regional Event for the first time in 2009. Members have seen this as an additional opportunity for promotion of their business and, as a result the entry list is significantly increased. The North Regional Sausage King Competition took place in August with the South and Central Regions in September.

The decision to include the new Australian Lamb Open category has been well received and has given this sausage greater opportunity outside of the Gourmet category. Given that this is its first year, the number of entries has been pleasing.

The State Final of the Sausage King will be held at the Royal Perth Show where the Western Australian Sausage Kings will earn the right to represent the state at the National Sausage King Final in February on the Gold Coast. Our members are renowned for their prowess in making excellent sausages and have a history of success at the Nationals. I am confident this year will be no different.

An innovation at the Show has been to invite those members who were successful in gaining a placing at each Regional Sausage King to take centre stage to cook

and distribute their sausages which earned their placings. A day is allocated for each sausage category and each finalist is offered 45 minutes to cook, distribute and promote their product and business to those in attendance. This has been very successful and a just reward for their accomplishment in the Sausage King.

The second Western Australia AMIC Retail Awards Lunch will take place at Chanterelle at Jessica's in the Hyatt Centre in East Perth. At this Lunch the winners of the State Sausage King will be announced and presented their trophies. Members who attended last year had a great time and we encourage you to attend this year. Details have already been sent out to all members.

IR Seminars will be held October 13th and 14th with Garry Johnston, AMIC's Director of Human Resources explaining the new Modern Meat Industry Award that will apply across Australia to all sectors of the meat industry. This is a seminar not to miss, so if you did not return your Registration Form in August, please call me to ensure your place.

You can reach me at 9209 3141 or 0438 701 577.

Guest Chef Don Hancey

For our second Sausage King heat, AMIC managed to secure the services of local celebrity chef Don Hancey, who cooked our prized sausages to perfection.

Don is renowned as one of Western Australia's most innovative chefs as well as a local wine connoisseur, popular media personality and esteemed authority to numerous restaurants, wineries and other gastronomic establishments.

We were lucky to book Don for our event as he is a much sought after talent both locally and on the international scene in roles as chef, coordinator of food & wine festivals, lecturer, culinary writer and consultant to many organizations including West Australian Fishing Industry Council, Australian Wine Tourism, New Zealand Food & Wine Tourism Conference, Earls Court Exhibition Centre (London) and many more.

AMIC would like to thank Don Hancey for taking the time to support our Sausage King Competition and doing a wonderful job at the South heat.



Member Profile – Colin Olsen

Angelo Street Meats Gourmet Butchers



Colin Olsen

This particular shop set amongst a small group of other stores, has been a butcher shop for approximately 70 years in South Perth. Although it has of course been revamped and modernised over time.

Colin Olsen has been here for 4½ years and is known for being a friendly butcher with a shop that excels in old fashioned

service. Over the last 3 months Colin has undertaken some more remodelling. "We have put in a new Pre Pack cabinet, a stand up freezer and a new display cabinet."

Colin originally came from the UK as a 2 year old. However, WA is home and he lives in the rolling hills of Roleystone. He has extensive experience in retail butchering. "I have worked in some supermarkets and spent 2 years at the Queen Victoria Markets in Melbourne. This is my fourth butcher shop. **If you have the passion for being a butcher, it can be a very rewarding industry.**"

Colin employs 4 butchers - Roy Brice (the manager), Terry Atkinson, Dave O'Connor and Suza Keys as well as chef Ros Mansfield and Mark Miller, an apprentice. **"Customer satisfaction is number one," says Colin.** "Our business is all 'over the counter' trade to our loyal, local customers. We also have some customers who live in another area and travel to buy their meat from our shop."

Being close to Wesley College and a vibrant shopping and residential area, Angelo Street Meats Gourmet Butchers also enjoys a strong trade from shoppers buying their meat products after school and work.



The display cabinet showing a range of valued added products

The shop carries an extensive range of quality products including MSA Beef and Mt Barker Free Range Chickens. Other products consist of pan ready beef, pork, lamb and chicken products -

all made on the premises. "We also make Portuguese Chicken, Beef Stroganoff, proper Meat Loaf, Beef Wellington, Beef and Guinness Pies as well as our own marinades such as Tagine Lamb," said Colin. "In addition to these we are looking at offering and supplying German smallgoods in the near future and we have a large assortment of our own sausages."

We were a finalist in last year's Sausage King and Lamb Burger Competition. It is a very good talking and selling point with customers."

Angelo Street Meats is involved with and supports several local charities. It sponsors the Wesley Curtin Amateur Football Club and Hockey Club by supplying sausages and hamburgers and a voucher \$50 for the best player. The business also supports local schools with raffles and meat vouchers. St Hilda's recently held a school reunion and Angelo Street Meats supplied sausages for the sausage sizzle.

Days off will find Colin watching football (Aussie Rules), kid's sport, gardening – especially his Bonsai plants and socialising with friends and family. His wife Karen is a therapist and they have 3 boys aged 10, 15 & 17 who enjoy surfing and motocross.

Colin said he would like to **"Continue to provide an alternative outlet to supermarkets where customers can enjoy quality service and product. I also constantly look for new and innovative ways to promote our products."**



Colin shows off some of his prepacked products

Welcome to New Members

Meat Lovers Paradise
Angelo D'Orazio
Tuart Hill

T-Bone & Son
Brian and Peter Tyrer
Kalbarri



Joe Scarfo on the Mend

Joseph Scarfo, well known amongst his peers in the meat industry as well as fruit and vegetable industry, has made a successful recovery from surgery on 19th August to repair damage to his left shoulder.

Joe has been a WA State Council Member for six years and is well respected for his 29 years as a business owner. Joe is now looking forward to getting back on the job and back to attending every game of his beloved Falcons - who appeared to have performed poorly without Joe's support!