

May 2007

# MEAT INDUSTRY NEWS

## VICTORIA RETAIL CHAIRMAN REPORT

by **Brendon Watts - Retail Chair**



Firstly, I would like to congratulate Dave Dargaville of Flora Hill Quality Meats in Bendigo for winning the Gourmet/Open Class category at the National Sausage King held in Perth in March. Paddy Maginn of Paddy's Meats in Kew got a second place, and Peter Bouchier of Peter G Bouchier Butchers of Distinction in Toorak was placed third in his 100% Poultry category. Well done!

Greg Goss of Greg's Family Gourmet Butchers in Rosebud and Alex Mastromanno of King Island Meatworks and Cellars in Brighton were not placed in their categories but did a great job in making the National Finals with their superb sausages.

The Victorian Retail Council met on 26 March and was addressed by Brian Casey the CEO of PrimeSafe. Council discussed with Mr Casey the revision of the Food Safety Plans and training conducted with members on the revised Plan during 2006. AMIC understands that for those who have completed the training and the qualifying assessment audit PrimeSafe will consider a reduction in audits. Members who require more information on this matter should contact the AMIC office.

The Victorian Sausage King and Smallgoods competition are just around the corner and Council approved the programme and details for 2007. (Please see article in this edition.) I would encourage all of you to take part in these competitions, as they show the great work that Independent Local Butchers do. AMIC's Victorian team will again be running a pick up service to make entering even easier for you. Some of the dates have changed, so please get your entry in quickly to ensure you are part of the competitions.

The Retail Council discussed several training initiatives. The Food Safety Plan training will again be made available in regional Victoria if there are sufficient numbers to support it. This course can also be made available for individual members on a fee for service basis. Training in safe production of cooked and further processed products is being arranged and the details will be available shortly.

Council is planning the Annual Awards dinner to be held in November 2007. This is a great night for the industry to gather and share in the success of our fellow members.

Council meetings are always open to any member who wishes to attend them. It is an important aspect of the running of your industry association. If you are interested in becoming a Councillor or attending a meeting, please contact the Victorian Office.

**The AMIC Retail Conference and Trade Show is being held on the Gold Coast in less than a fortnight! Make sure you've registered to attend - 02 9281 2555.**



## VICTORIAN SAUSAGE KING AND SMALLGOODS COMPETITIONS



Enclosed are your entry forms for the 2007 Australian Meat Industry Council Victorian Sausage King and Smallgoods competitions.

There has been a number of changes in dates for the 2007 competition, and it is important that you recognise these and make sure you know when your competition is going to be held.

As has happened over the past two years with the regional heat competitions, a pick up service will again be provided. AMIC Victoria will attempt to pick up as many products as we can. However, there are some members that we cannot get to, and they will have to organise the product to be delivered to a designation drop off point. The members in this situation will be informed of this before the pick up date.

Please be aware, in most cases the pick up of product occurs the day before the heat itself.

The same five Sausage King categories will be held again this year, with the conditions of entry for 100% Pork and 100% Chicken tightened. It is in your best interest to read and understand the regulations for all the categories that you are entering. Doing this will ensure that your product is in the best category for it, and will also increase your chances of winning that category.

In the Smallgoods competition the same five categories stand. However, be advised that after discussion in Council, the Ham off the Bone category has changed. This change being that the minimum amount of product required is now two (2) kilograms. All the other Smallgoods category rules have remained the same.

The dates for the 2007 Victorian Sausage King and Smallgoods competitions are as follows:

Region	Date	Judging venue
Melbourne A	Thursday 5 July	William Angliss - Melbourne
North East	Thursday 19 July	Goulburn Ovens - Wangaratta
South West	Thursday 2 August	South West TAFE - Warrnambool
Melbourne B	Thursday 16 August	William Angliss - Melbourne
Central	Thursday 30 August	Bendigo Regional TAFE - Bendigo
North West	Thursday 13 September	Bendigo Regional TAFE - Echuca
South East	Thursday 27 September	East Gippsland TAFE - Fulham (Sale)
STATE Finals	Thursday 11 October	Bendigo Regional TAFE - Bendigo
<b>Winners announced</b>	<b>November 2007</b>	<b>AMIC Annual Awards Dinner</b>

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VIC Smallgoods judging



VIC Sausage King judging

## VICTORIAN SAUSAGE KING AND SMALLGOODS COMPETITIONS

(CONTINUED FROM PAGE 1)

As you will see from the dates, the finals this year will be held in Bendigo. Council decided that in order to thank all the TAFEs for allowing AMIC to host the competitions, that the finals should be shared around amongst the TAFEs. This year, it is Bendigo's turn.

The change to the finals will most likely mean that there will be a change in the timing for product arriving into Melbourne for the finals. Those lucky enough to get into the finals will be notified of this.

The Victorian Sausage King and Smallgoods competitions have proven to be very beneficial to those members who have managed to secure a win, or even a place at the Victorian finals. Reports from members who have managed to secure a win or place at the regional heats, have also proven to be a positive for their business.

If you are unsure about your region in the 2007 AMIC Victorian Sausage King and Smallgoods competitions, or have any questions, please contact the office on 03 9867 7294.



## GET TO KNOW YOUR AMIC COUNCILLORS



**Name:** Michael Frederick

**Company:** Morrison Street Continental Butchers

**Suburb:** Wodonga

**Why do you sit on the Victoria General & Retail Industry Council?**

I feel, due to my 27 years experience in both Retail and Smallgoods handling, I am able to assist others with my knowledge.

**How long have you been a Retail Councillor?**

Around 2- 3 years.

**As a Councillor, what will you contribute to benefit members and the Industry?**

I am trying to work with the Industry and Government to soften the impact of constantly changing rules and regulations.

**What direction do you see AMIC heading?**

As the industry body, they are heading into more niche and specialty areas. Supporting innovation and change to the industry.

**What has been the most important lesson you have learned since you have been in the industry?**

Not to be complacent.

**What has been the most valuable advice given to you?**

Always keep abreast of new changes and regulations to the industry.

**What is your favourite food?**

Being that I specialize in a range of about 150 different sausages, I would definitely have to say the good old Sausage!

**What is your favourite drink?**

One of my pastimes is Winemaking, so I certainly don't mind the odd drop of red!

**What is the name of the last book you read?**

Wilbur Smith – Raw of the Lion

**Favorite pastime when not working?** Messing around in my workshop, Wine Making, Cooking, Eating and drinking...

## FOR SALE - MEAT PROCESSING FACILITY

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Near New Facility

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Strategically placed within

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**Asking Price \$ 85,000 ono  
Contact Gus on 0417 550 517**

## TRAINING UPDATE

**The Victorian Retail Council has been discussing training for members on a range of food safety issues.**

Currently AMIC has a training course, which was delivered throughout Victoria in August and October 2006 to correspond with the issuing of the updated AMIC Food Safety Plan. This course was for three hours and covered the important aspects of application of the Food Safety Plan to individual businesses.

This training course can be provided to members anywhere in Victoria. However, there are a minimum number of members needed to make this course viable, and it has to be done during the day, in a nominated venue, by qualified trainers.

Due to these restrictions, a number of members were unable to attend last year's training. As a result Council has considered other training options. While the options are still being developed, it may be possible for you to have training delivered in your store during business hours. AMIC will structure the training and allow you to organise directly with the training provider when this will take place. The training will be provided to you on a fee for service basis. That is, you will have to pay for this training directly to the provider. But, you get the trainer in your store, training you and your staff during work hours reducing the travel time and associated costs of attending centralised training.

AMIC is working with a training provider to make the in store training costs as reasonable as possible. You will be notified when the in store training is being offered.

AMIC is also in the early stages of designing a training course for those members who cook product or further manufacture such as smallgoods. These products bring you to a different level of food safety exposure and will soon require an increased level of microbiological testing. Further information on this course will be available to members closer to the launch.

Training is very important for AMIC members, and we are committed to providing members with training they need. If you have any suggestions for further training, please contact AMIC office on 03 9867 7294.

### BUTCHER SHOP FOR SALE

Award winning butcher shop  
for sale in central Victoria.

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good money.

**Call Luke on 0408 214 449.**

### CABINET FOR SALE

L shaped, 16 ft long and 8ft  
back to the left.

Fully enclosed.

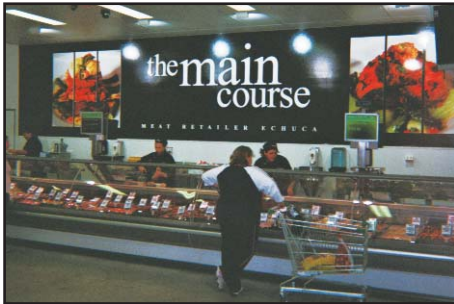
Approx 8 years old.

In good order.

**Contact Mike on  
03 5339 3122**

## MEMBER PROFILE

# THE MAIN COURSE – ECHUCA



**Luke Dixon has run a very successful shop in Shepparton for over six years. This shop has won back to back AMIC Top Shop Awards, and is one of the most innovative butcher shops not**

**only in Victoria, but the whole of Australia.**

Luke has spent over twenty years in the trade, starting his apprenticeship with AMIC member Peter Hommelhoff at his (then) Wycheproof shop. Luke then finished his trade off in a shop at Chadstone shopping centre.

Luke opened his first shop in Shepparton at just 21. He later moved to his current site on Corio Street to establish the business of Luke's Magic Meats. After running this award winning business, Luke decided that he needed a new challenge. He decided to open a new store in Echuca in mid March this year.

Luke thought very hard about this new store "I decided that machinery was the answer to running a shop at it's most efficient."

Luke then proceeded to install the kind of machinery most butchers only dream of having all at once, an automatic vacuum sausage filler, a refrigerated vacuum tumbler, crumbing machine, shashlik machine, automatic burger machine, auto injector, dip tank, and a cryovac machine. Phew! AND Luke also uses the MLA point of sale portal to track sales and what items are not selling or doing what they are meant to do.

His new shop is the model for retailing in the twenty first century. It shows what you can do, if you want to spend the money and invest in technology to makes jobs easier. Everything that Luke has done is designed to produce a quality product, at a competitive price. The machinery and systems also ensure that product reproduced time and again, to ensure that his customers get a consistent quality.

The Main Course is open seven days a week. However on Sunday, no butcher is on site, as all the preparation is for the Sunday shift is done on Saturday. This enables butchering staff to get a break from work, and ensures the business runs at its most efficient.

The new shop has a cabinet over 50 foot long and all the trays in this cabinet are always kept full. One of the many

interesting things at the Main Course is the use of small, tray sized doors on the customer side of the chiller. These allow the sales staff to easily access product and move it into the cabinet without have to enter the cool room itself. Luke has used this system to much success previously at his Shepparton shop, and finds it saves time and effort, plus it keeps things looking good cabinet wise.

Ease of use and ease of business is what Luke is aiming for at the Main Course. He sees the biggest challenge is getting customers away from supermarkets to buy from him at his store. Sharing a building with a fruit and vegetable store, having plenty of parking, and convenient opening hours are helping tackle this issue.

Like most employers Luke has had his fair share of trouble with staff. This is where Luke sees his AMIC membership a major benefit. Luke knows that help or an answer to a question he might have is only a phone call away.

Luke says that AMIC has helped him out not just with a Food Safety Plan, but also decisive answers to any question he may have – whether it is about staff, or something else. He also says that members should take advantage of the knowledge that AMIC has, and use it to their benefit.

Setting up this new store was a big step for Luke. He researched his customers, demographics and has set up products ideally suited to them. If you are ever in Echuca, drop in and see for yourself!



Delivering quality meat retail training across Victoria and South Australia.

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We understand how busy your business can be, we've been butchers ourselves.

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Delivering across Victoria and South Australia, Meat Training Australia prides itself on working with retail butchers, tailoring training programs to suit the needs of their enterprise and their apprentices.

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Wayne Perry - 0419 359 380 or Jock Starkie - 0438 075 776 (VIC)

Steve Friend - 0419 317 195, Rod Holmes - 0408 179 848 or Bob Brill - 0408 537 078 (SA)

