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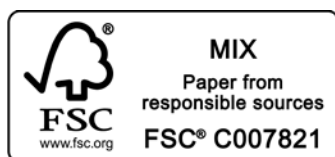
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Closure on lamb vs mutton definition

The sheepmeat industry finally has given clear definition on the age of sheep to define the difference between lamb and mutton.

Four years ago, our contributor, Eddie Andriessen, wrote an article on when a lamb ceases to be a lamb, pointing out that chronologically, a lamb ceases to be a lamb at 12 months of age. At around 12 months, the permanent teeth appear approximately two at a time, starting in the middle of the mouth.

Eddie wrote that in Australia, South Africa and Saudi Arabia, a lamb becomes an adult as soon as the two adult teeth appear. In New Zealand however, those permanent teeth needed to be level with the deciduous teeth, which could be as much as three months later, giving extra time for the animal to grow.

Earlier in 2018, the Sheep Producers Australia endorsed a change in the industry definition of lamb to be the same as the New Zealand definition, based on a formal, industry-wide call for feedback.

The new definition, as outlined in the New Zealand Lamb and Mutton Carcass Classification, is *'young sheep under 12 months of age or which do not have any permanent incisor teeth in wear'*.

The decision was based on the majority of feedback provided during a nine-week public consultation phase in which 83% of respondents to an industry survey supported the change.

All responses have been collated by an independent service provider into a summary document. In addition, SPA has addressed any concerns raised through the consultation in a separate policy paper.

SPA President Allan Piggott says, in addition to industry feedback, the Board also relied on science and data in endorsing the change to a uniform industry position on the lamb definition.

"The SPA Board has endorsed an evidence-based policy position that reflects what the majority of Australian sheep producers want as a result of an in-depth and transparent public consultation process," Mr Piggott said.

"The new definition will even the playing field with New Zealand in our export markets and provide producers with an indicator before they incur the 'price cliff face' of lamb being downgraded to hogget or mutton. The current definition means that as soon as eruption is evident, the animal becomes classed as mutton, and results in a lower price.

"Market access risk from adopting the New Zealand lamb definition was proven to be minimal. The interim report's findings have been further verified by MLA's International Business Managers, various Australian exporters and international importers.

"Upon advice from MLA's consumer markets insight unit, as there is no anticipated change to eating quality of the product, the likelihood of a detrimental effect on consumer preference is low.

"The public consultation and associated independent report ensured the policy decision made by the SPA Board was made on objective and transparent information. The independent summary of public consultation on the lamb definition review and accompanying final policy rationale is publicly available on the SPA website."

Mr Piggott said the next step was for SPA and industry stakeholders to work through the development of an implementation plan, given the lamb definition is currently defined in various federal, state and industry regulations and standards.

The lamb definition review is part of the broader 'Fit for Purpose Language Program' being undertaken by SPA. The program aims to enable the introduction of meat and livestock specification language that strengthens the connection between consumer price signals and on-farm decision-making. Enhanced alignment will assist in producers being paid for the product attributes that consumers value most at the dinner table. ■

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The Australian Steelers, brought home Bronze in the World Butcher's Challenge held in Ireland.

Bronzed Aussies at World Butcher's Challenge

The Australian Steelers team competing at the 2018 World Butcher's Challenge has brought home the bronze medal, competing against 11 teams from around the world.

The team also won the awards for the World's Best Pork Sausage, Best Gourmet Sausage and Best Hygiene/Health & Safety. Adam Stratton, team captain has also been selected to join the World Team of butchers from a field of 72 competitors.

Adam said that "this competition celebrates the hard work that butchers do in-store on a daily basis and that's just so incredibly important. Our presentation today was all about the glitz and glamour of the red carpet and celebrating our skill, the produce and our craft."

Twelve teams competed in the challenge in a three hour test of skill, preparation and presentation using a beef side, a side of pork, full lamb carcass and five chickens. Teams are allowed to provide their own seasonings, spices and garnishes. Judging is based on scores for butchery skill, workmanship, product innovation and overall presentation.

The competition this year has expanded to include 11 country representatives – Ireland, Australia, Brazil, Bulgaria, France, Great Britain, Germany, Greece, Italy, New Zealand, South Africa and USA.

Host country Ireland, took out the competition with runners' up, the Pure South Sharp Blacks from New Zealand.

Head Judge, Todd Heller from New Zealand, explains: "The results from the top five ranked teams were extremely close and the standard overall was exceptional. We are thrilled to have grown the World Butchers' Challenge to 12 teams this year from four in 2016 and are focused on building an even greater World Butchers' Challenge in 2020." ■



CoOL will be mandatory

The Country of Origin Labelling requirements, introduced in July 2016, are nearing the end of the transition period before becoming mandatory on 1 July 2018.

From this date all packaged foods must display the new style of labeling that indicates the level of local or imported content in the product and where the food was made, produced or grown.

For unpackaged food such as fresh or processed fruit, vegetables, nuts, spices, fish and meat, a country of origin label will be required either on or near the product.

Featuring the iconic kangaroo symbol for Australian produce, the new labels are designed to give consumers a visual ready reference of the amount of Australian content in food stuffs.

For further information visit <http://www.foodstandards.gov.au/consumer/labelling/coo/Pages/default.aspx> ■



Start Food-Tech rebrands to Pro-Pac

Effective April 30, 2018, Start Food-Tech Australia will become Pro-Pac Food Packaging and Supplies. The new name reflects the national presence of the Pro-Pac Group that purchased Start Food-Tech in 2012.

The company will continue to operate in its current structure and contacts will remain unchanged.

Along with the re-brand, also on April 30, the business will begin operating from its new premises at 2/10 Stubb Street, Somerton Vic 3062, in the northern suburbs of Melbourne. The new website will be www.propacfps.com.au and the phone number remains unchanged 1800 078 278. ■

JBS launches QAed pork

Targeting independent retailers and food service, JBS has launched its first pork range – Seven Point Australian Pork.

All Seven Point Australian Pork products will be processed at the JBS plant in Port Wakefield, South Australia, which has specialised in pork production for more than twenty years. The pigs will be supplied by producers from around the country.

Recognising the importance of provenance and consumers' concerns about animal welfare, ethical farm and processing practices and the environment, JBS has gone to some length to assure consumers.

Seven Point Australian Pork is the first pork brand in Australia to carry the Australian Pork Limited managed APIQ logo. This endorsement shows consumers that pigs are from accredited farms that follow good agricultural, animal welfare and environmental practices.

The product will also carry the Livestock Welfare Certified System logo. Managed by the Australian Meat Industry Council, this endorsement assures consumers the processor can demonstrate compliance with best practice processing standards. This includes animal welfare compliant facilities and appropriate staff training.

Seven Point Australian Pork is available from D. R. Johnston. ■



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Lifeline International Young Butchers builds ambassadors

Lifeline International Young Butchers is in its fifteenth year and continues to support young butchers learn the trade and develop a network in the industry.

Its founder, Vince Garreffa owner of Mondo di Carne in Perth, is well respected in the meat industry. Over the years, Vince has nurtured many young butchers through apprentices and into full time work. The Lifeline International Young Butchers Picnic is an event designed to engage young butchers and support Lifeline WA.

Lifeline International Young Butchers Picnic ambassador and organiser, Bob Retallick said that this year's event drew contestants from all over Australia and abroad.

"In the five years since we gained international status, we have had representatives from Canada, Ireland, New Zealand and England as well as all states of Australia," Bob said.

Participants in the "Picnic" are given three hours to create as many retail ready value-added dishes as they can. They are then required to cook one and present it complete with presentation, garnishes and ticketing. The butchery and value-add component is judged by three industry representatives and a further three chefs score the cooked product.

"The standard of the skills and creativity has reached such a high standard we wonder where we can go next," Bob said.

Direct from competing in the World Butchers Challenge, Keith Walsh from Ireland, demonstrated great workmanship and made some creative delights, Bob said. He went on to say Andrew Cumming – a real dark horse – who looked like he was well behind the others until the final bell, blew away spectators and participants with an outstanding display of creative edible art.

Daniel Ruddick (Victoria), Ashley Small (Tasmania), Adam Fisher (W.A.) and Bradley Bell all did themselves and their employer proud producing some very creative and tasty retail meats.

The man that stood out this year, according to Bob, was Jack Stuart from NSW. Jack produced a sea of creative meats. The meal he cooked for the chef judging panel had rave reviews. Jack had just returned from the World Butchers Challenge in Ireland where he represented Australia in the young butcher and apprentice division.



Competitors at the Lifeline International Young Butcher competition with founder Vince (far left, and organizer, Bob Retallick (far right).

Medalists in the competition were: Gold: Andrew Cumming (New Zealand), Keith Walsh (Ireland), Adam Fisher (Western Australia), Jack Stuart (New South Wales). Silver: Ashley Small (Tasmania), Brady Bell (Queensland), Daniel Ruddick (Victoria).

Next year contestants from Italy, Greece, South Africa, New Zealand and Ireland are already confirmed.

Trainer of apprentices or young butchers or young butchers themselves who think they have what it takes to compete in this event, can contact Bob E: robert.retallick@gourmetbob.com or M: 0418 576 850.

Lifeline WA

Vince and his volunteer helpers known as Mondo Community Warriors have worked with Lifeline WA for many years. Vince and his wife Anne also host a charity luncheon offering the best of Western Australia foods and wines. This year's luncheon raised more than \$450,000.

In a highly commendable effort, competitor Jack Stuart also raised donations and presented a cheque of \$1,000 to Lifeline during the event.

"This event raises vital funds to assist us train more volunteers to operate our 13 11 14 telephone crisis line. With more than 44,000 Western Australians calling our crisis support line



Vince Garreffa with Irish contestant, Keith Walsh.

every year, these funds are very much appreciated,” says Nicole Bird, community partnerships and events coordinator with Lifeline WA.

“Our vision is to create a Western Australia free of suicide and the support from generous, community-minded groups like the Mondo Community Warriors assists us greatly,” Nicole said.

Summing up Vince said, “This event is about helping young butchers have confidence in their trade and themselves and potentially go anywhere in the world with their skills.

“Young butchers go on to be ambassadors for the industry. Some come back to volunteer to help the event. By being part of an event like this, we build a community we can be proud of.” ■

Winners of the March 2018 Find a Word Competition

Congratulations to the winners and thank you to our sponsor BUNZL. Bunzl will contact all winners and make arrangements to deliver your prize.



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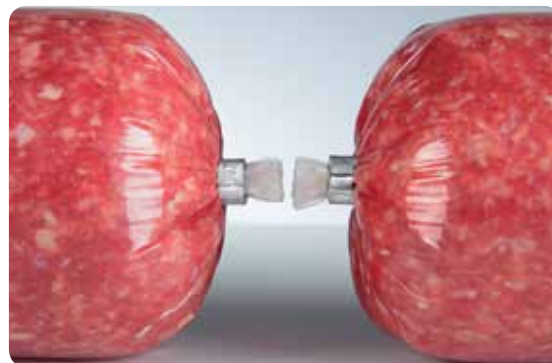
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BBQ burns brightly for niche butcher business

The concept of American BBQ has been slowly burning away as a niche industry in Australia. The growth in attendance of events such as Meatstock and the growing membership of the Australasian Barbecue Alliance suggests the American BBQ is no longer a culinary novelty but a significant commercial opportunity for retail butchers.

By Deborah Andrich

The Australian concept of barbeque is to cook a few sausages and a chop on a gas or electric grill. The whole cooking process is usually completed in half an hour. The idea of the American BBQ is to cook larger cuts of meat at a lower temperature with a wood-based heat source, for five to ten hours.

Growing interest in American-style barbecue is creating opportunities for retail butchers. American style BBQers (Q'rs or Smokers) need larger cuts, custom trimmed for barbecuing and are always on the lookout for rubs and marinades. Butchers could even consider supplying specialist barbecue wood, aprons and even hiring out smoking kettles.

Traditional cuts for slow barbecue have been brisket, ribs and shoulders. But more recently, Q'rs are experimenting with lamb, chicken wings, seafood, vegetables and sausages. The

emphasis is on the combined flavours of the meats, wood smoke, marinades and rubs.

American barbecue cuts are a little different to what Australian butchers are used to.

A Boston Butt is a pork shoulder with the rind removed and the chuck bone taken out, typically referred to in Australia as a square forequarter pork shoulder. St Louis Ribs is another. Usually, an Australian butcher would remove the pork belly layer from the ribs and sell it separately, but with St Louis Ribs, some of the belly is left on, to give the ribs flavour and extra meat.

Meatstock and the Barbecue Alliance

The increasing frequency and attendance to barbecue events such as Meatstock is evidence of the public's growing interest in American style barbecue.



The US Pitmaster legend himself, Big Moe Cason, showed the locals how it's done.

Run over two days, Meatstock aims to celebrate all things meat, music and barbecue. It includes a Pitmaster competition, a sausage throw-down (how many can you eat in three minutes), exhibitors for associated products and more recently, Butcher Wars.

A Meatstock event was held in Auckland, New Zealand in February, followed by one in Melbourne in mid March and May in Sydney. Each event has more than 50 teams competing for the title of Pitmaster – the crown of slow barbecuing.

Founded by Jay Beaumont, the Australasian Barbecue Alliance (ABA) aims to promote low temperature and slow cook (low and slow) barbecue in Australia and New Zealand and act as the industry body that oversees sanctioned barbecue events.

The ABA promotes the traditional rich heritage of American BBQ while embracing the cultures and traditions that Australia and New Zealand can bring to the concept of low and slow.

"I held the first barbecue event in Port Macquarie ten years ago, not knowing whether Australians knew what it meant - twenty teams turned up from all around Australia to compete," said Jay. "Since then, there are more than 40



Melbourne winner of the Meatstock Butcher Wars, Daniel McCarthy, created a US themed range of value add products in 30 minutes from a half saddle of pork and half a lamb.

competitions sanctioned by the ABA every year around the country."

To give an idea of the scale barbecue has achieved in the three years since Meatstock started in Sydney, the Facebook page now has more than 55,000 followers and around 2,000 people through the event gate per day. The biggest event in the US has 500 barbecue teams that attend, but on a per capita basis, the Australian market is becoming massive especially given the distances that teams travel to compete.

"The flow-on is that people are knocking on the butcher's door asking for cuts for low and slow.

"As people upgrade their gas bbq's, we will see more and more smokers in backyards. You will know low and slow barbecue has become mainstream when the bbq lunch at your mate's place is not a chop on the grill but a slow smoked brisket," Jay said.

The low and slow butcher

Char Char Char Butcher in Melbourne's bayside suburbs is the home to all things low and slow barbecue.

Owner Glenn Dumbrell, a qualified butcher, has had the current shop for around two and half years, with an emphasis on sourcing quality products that suit the slow barbecue movement including brisket, beef, lamb and pork ribs, pork and lamb shoulders.

"Many of the top competitors in slow barbecue started out in their backyards. Some are avid competitors going to each competition to win the ultimate title, while others have evolved into providing products to the industry such as the smoking kettles or the spice mixes.

"It has become a brotherhood – a group of people who share a love of barbecue," said Glenn.

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Glenn believes the industry is still in its infancy, with many still experimenting with the traditional American style of slow barbecue, but with a large pool of cultural influences, there is scope for the Australian and New Zealand scene to develop its own form of barbecue.

“Our multicultural society gives us an inquisitive nature to try new flavours. We have had so many waves of immigrants adding to our mix – adding layers and layers to fusion. For barbecue, Asian flavours are still yet to be tapped. Our use of lamb has also given us a point of difference to the US – it is not something that they traditionally use,” said Glenn.

Quality meat gives quality slow barbecue, said Glenn. As a consequence, he prefers to stock brands such as Cape Grim, Cape Byron, Blackmore’s Black Onyx and Robbins Island Wagyu, salt-bush Dorper lamb and St Bernard’s free range pork. Glenn and his team also make bacon, sausages and kabana.

Glenn also stocks an extensive range of rubs, marinades and sauces – most produced by small businesses that are not stocked on the supermarket shelf.

“I prefer to supply good quality meat – where the smoke and seasoning doesn’t drown out the flavour of the meat. It is important to find the balance between the three elements.

“For a butcher, slow barbecue has the potential to provide a point of difference between them and the supermarket.

“You won’t find good quality brands or specialist rubs and marinades in the supermarket, but you can stock it in the shop and start a conversation about the best way to slow barbecue. Ultimately, the butcher needs to be able to provide what the smoker wants and educate those new to the concept,” Glenn said.

What the cut?

A customer in the shop has asked for a specific American BBQ cut, but what is it Aussie terms?

American BBQ cut	Aussie equivalent
Boston Butt	Square cut Forequarter of pork with the rind and Chuck bone removed
Collar Butt	Pork Scotch and Chuck or a Pork Neck
St Louis Ribs	Pork Belly with the rind removed and top muscle removed
Flat Iron Steak	Oyster Blade cut lengthwise with sinew removed
Hanger skirt	Body Skirt



A competitor in the Meatstock Melbourne Butcher Wars.

The Butcher Wars

A relatively new element to Meatstock, the Butcher Wars, provides an opportunity for butchers – apprentices or fully qualified – to showcase their skills.

Overseen by Granville TAFE teacher, Shannon Walker, the competitors are given 30 minutes to produce a range of retail-ready products from a half saddle of pork and half a lamb. Judging is based on technique, speed, creativity and final presentation. The products don’t necessarily need to be specific to low and slow barbecue.

Each competitor is given a knife set courtesy of Victorinox to use in the competition and keep. First prize is \$1500, second receives \$500 and third, \$250. The New Zealand competition place getters were Paul Suleyman, Goodwood Quality Meats; James Smith, Pak’n Save Pukekohe, Shannon Walker, meat Merchant. (Yes, the same Shannon Walker – a late entrant when someone dropped out. Good to see the teachers are still up to the game!)

In Melbourne, the winners were: Daniel McCarthy, A Cut Above Family Butcher; Sam Biggins, Goodwood Quality Meats; Tim Woller, Siketa Meats; Joel Young, 3Js Butchers and Doug Cross, an on-farm butcher.

“The difference with the Butcher Wars is that it is conducted in front of the visitors to Meatstock – the general public, rather than industry,” said Shannon. “Many of the current butcher challenges are held at industry events – the public doesn’t get to see what butchers actually do in competition.”

Jay, Shannon and Glenn see the Butcher Wars as an opportunity for the public to really appreciate the skill and creativity that butchers have and to understand that quality meat comes from a butcher not the supermarket. ■

Food Zone Primary (FZP) classification means a product is food contact safe

While there can be vast differences between the regulations, expectations and auditing of food manufacturers and producers across the country, one thing remains constant – risk management is a key to success.

The requirements for certified food safety management systems are based on the principles of HACCP. HACCP International operates an assessment and certification scheme for equipment, materials and services used within the food industry that make a contribution to food safety – right down to wipers and cloths. Not all businesses are aware they can reduce their risk by using HACCP certified products.

But there is even more to the story, with HACCP International working to make certification more transparent and to help food businesses identify appropriate use of products with Food Zone classifications.

Karen Constable, technical manager of HACCP International explained, “Evaluation of products and services is strictly confined to characteristics, which could have an impact on food safety or on the proper operation of a HACCP-based food safety programme. In open-loop processing such as in the meat, seafood and poultry industry, this can be critical.”

Certified products are classified as suitable for use in various applications or areas of a food production facility. FZP (Food Zone Primary) items are suitable for use in the food zone and are suitable for contact with food, including wiping down meat and seafood. FZS (Food Zone Secondary) items are suitable for touching food contact surfaces but are not expected to touch food during normal conditions of use.

Wipers and cloths that are marketed with claims that they are suitable for direct contact with food must be verified to be eligible for certification. If they are found to be suitable for certification they will be classified FZP. Wipers that are marketed for use as aids to cleaning and for use on food contact surfaces are certified with the food zone classification FZS.

Global leading brand Tork Professional Hygiene recognise the importance of HACCP certification and have a large number of wipers, hand towels, soaps and dispensers that have passed the strict certification criteria. When a business buys a Tork product with HACCP certification they can be confident and assured that it has been assessed as safe for use in the food industry.

“Tork is the only brand with wipers and cloths that are HACCP



HACCP certified Food Zone Primary (FZP) Tork Wipers.

certified FZP. It's concerning that some open-loop food processing businesses are using uncertified products in direct contact with food. There is no knowing whether chemicals are leaching out or not,” explained Rochelle Lake, Tork Professional Hygiene. “HACCP FZP and ISEGA (a food equipment testing institute) certification on Tork wipers and cloths make them a safer choice for the meat industry.”

HACCP FZP certified products include Basic Papers, Wiping Papers and Heavy Duty Cleaning Cloths. Tork wiper dispensers are also HACCP certified – Splash or Spill Zone (SSZ).

“Verification of suitability for direct food contact can be done in a number of ways. Commonly, HACCP International will review and verify laboratory reports of testing for compliance to EU10/2011 and the requirements of EC1935/2004. The tests are used to check that the wiper (for example) does not let dangerous chemicals leach or migrate into food during contact,” said Constable.

If your business currently uses wipers, cloths or paper towel to wipe down meat and fish, you should be checking if it's HACCP FZP. If it's in the food zone, being food contact safe simply reduces the risk.

For a free sample pack visit www.tork.com.au/FZP ■

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Know your audience – speak their language

By Michelle Iezzi, creative director, Iezzi Creative

'Sell the sizzle not the sausage,' is an old advertising phrase and while in this context it is used tongue-in-cheek, the adage still rings true.

There are many reasons why advertisers choose to advertise but the most common reason is to expose your business and products to a wider audience and open up opportunities with more people.



Michelle Iezzi, creative director of advertising agency, Iezzi Creative suggests that knowing your target audience, how they interact with your company will determine the best way to advertise.

B2B (business to business) advertising is quite different to B2C (business to consumer). Much of the B2C dollars are spent on mass-media and brand awareness, think Coca-Cola, McDonalds, Woolworths and Coles. B2B is more niche – adopting the wrong approach can lead to a lot of wastage in time and effort. But recognising that business people are still people with hopes, dreams and feelings can help B2B advertising stand out from too much business-focused fodder.

Advertising mediums are now incredibly wide and to be noticed amongst all the other brands can be challenging.

Traditional media includes television and radio advertising, press, print and billboards and product placement in television shows and movies. More recently options such as Google Adwords, digital banner ads, YouTube advertising, social brand champions, social media advertising and sponsored content have been added to the mix. It is a veritable smorgasboard of choices and somewhat overwhelming for most. So where do you start?

Firstly, you need to decide what you are trying to achieve. What is the objective? Is advertising capable of achieving this objective or is it just the first part of the story? For instance, advertising can gain brand awareness; introduce a market to a new product; generate sales leads or promote a special offer.

Next, you need to determine who your target market is. Who do you want to talk to? Are they potential customers or decision makers in the businesses you are trying to attract?

In understanding your target market, job titles only go so far. By delving further into details about your target market you will gain more insight into what might interest them in your advertising. A target market profile usually includes age, gender, social and geographic demographics plus current attitudes and awareness of your brand. It's like having a conversation with someone – you can have a much better chat if you know something about them.

Now you can begin to piece together your media plan. Working out where your brand or product get 'in touch' with your customers is known as touchpoints. In B2B, trade publications, banner advertising, directories, social media advertising and Google Adwords and Remarketing (ads based on your internet searches) are worth investigating. Direct Mail and eDM (electronic Direct Mail) can also be successful. Mass media is usually too expensive for B2B and has too much waste – but that depends on the objective.

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Are your wipers classified Food Zone Primary (FZP)?



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For a **FREE** sample, visit tork.com.au/FZP

ISEGA



continued from page 16

branding publicity consumption television promotion campaign education **ADVERTISING** magazine preference research media communication marketing commercial online

Creating a media plan that features a number of touchpoints to reach your audience with frequency and repetition is the best start to getting noticed and remembered. Of course, this will also be governed by your budget. There are many theories and models that determine how much frequency you need to be effective. In the past, a minimum of three ads was a recognised measure for print. Now with various media types and video in the mix, a number of other factors need to be considered.

So now you know what you want to achieve, who your target is and where you are going to place your advertising. It's time to create your advertisements.

What you say in your advertising and how it looks needs to be compelling to the audience. It needs to stand out but still be relevant. What makes your target market tick? What do you have to offer that will interest them? Is there something unique about your product or is there a benefit it can own and stand behind? This is the sizzle and getting your audience excited in some way is the goal. It is important here to put yourself in your target market's shoes and look at your offering from the eyes of your potential customer.

Advertising agencies, art directors, copywriters and designers are well versed in techniques of creating stand-out communications while balancing the personality of your brand. The imagery you use, the colours, the typeface and the language can all alter the response and the perception of your brand.

Often advertisers cannot be critical of their own ads but are very vocal in their opinions of ads they see day-to-day. It's good to step back and take stock of what you notice. Some estimates suggest we are all exposed to more than 100 ads a day. How many do you remember, and why?

A 'call to action' in an ad is important if you have an offer or something you want the audience to do. If you are aiming for brand awareness, your brand is the most important thing – along with ensuring your website is easily found on Google or your web address is your brand name.

Other calls to action might be to make a phone call; click on an online button to go to a store to purchase a product; to follow on social media or to attend an event. Again, knowing your audience and how they communicate is important. If your audience is young, making a phone call is unlikely to be their choice of communication.

So how do you know if your advertising dollars are well spent? Measuring your ad against the original objective is the only way to determine this.

If brand awareness was your goal, look at the direct traffic on your website and see if it changes during your campaign period. But if your target market was people over 65 for instance, this might not be the right measure. Conducting research can also measure awareness – but you would also need to know what it was before the campaign to compare results.

Being able to look at statistics relating to your call to action is important. Measuring the number of calls, clicks or sales during and shortly after the campaign can provide insight into which media works best for your market and whether your ad resonates with your target market. Google Analytics can be a good tool for some of this information but can also throw up many questions. There are a number of industry averages of click through rates from banner advertising, Google Adwords and eDMs that you can compare to. Knowing these beforehand can ensure you have reasonable expectations of what your campaign can achieve.

As with everything in business, there are many variables in advertising. Some say it is a necessary evil, others are advocates. If you do your homework and have a clear goal, you're halfway there. Use an expert if you can afford to – you will find it's worth it. And remember, there is a reason why eye fillet is more expensive than sausages. ■

Data loggers for peace of mind

It has never before been so easy to save time and ensure regulatory compliance and to manage product quality risk. To safeguard the products in storage and displays, maximum temperature alarms are hugely important.

With wireless data loggers such as T-TEC and TempReport, the readings are sent directly to the computer, removing the need for regular inspections – pen and paper in hand – to record the temperatures in cool rooms, refrigerators and display cabinets. It gives peace of mind to know that there will be an alarm onscreen, via email to a mobile device or possibly to the alarm system if any appliance is out of spec.

Delivery vans are also easily monitored, by automatically downloading files upon return to the depot. Data loggers such can be placed in the cabin with sensors in the refrigerated compartment enabling the driver to monitor the temperature throughout the journey. Automatic downloads ensures that records are kept daily.

The all important cooling down time of cooked smallgoods can be easily monitored when the sensor is inserted into the product. The data logger can be programmed to activate if the temperature is still above 21°C after two hours and



above 5°C after six hours and alert the user quickly to rectify the situation.

With TempReport everything is 'in-house'. The signals are encrypted with several layers of security to protect information. The gateway of information can be direct to the PC or via local WiFi and has the ability to deliver SMS alerts giving the freedom to operate from a number of locations.

The proof is always in the logger and computer, where reports of recordings can be readily displayed and printed for record keeping. In the event of power failure, the system retains the information for retrieval anytime. ■



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Grading technology takes a step forward using augmented reality in a project between Wiley and MLA. Pictured: Ryan Harvey, technology and innovation coordinator and Brett Wiskar, R&D and technology director, both of Wiley.

Seeing a better grading consistency

Meat grading has been a triumph of the Australian meat industry to provide both producers and consumers with reassurance of quality, but twenty years after its development, it is time to improve the knowledge with current technology.

In a recent media release, Wiley and MLA announced that progress had been made in a research and development program focusing on augmented reality to enhance the way meat grading data is measured.

In essence, augmented reality (AR) provides meat graders with a more consistent result on subjective characteristics such as colour and the area of the latissimus dorsi muscle. Currently, meat and fat colour and marbling are compared to swatches to determine the rating that contributes to the overall grading assessment, while area is approximated to a measured grid. Other elements of meat grading – temperature, pH and fat depth, are measured objectively using calibrated devices.

The subjective elements of meat grading are therefore open to human error. Fatigue, poor training, a bad day, can lead to

errors in these grading elements. While meat graders are highly trained, they are not infallible.

The media release says that Wiley and MLA have developed a prototype system ‘using computer vision, with the goal of objective measurement and decision support for grading staff. The innovative technology will help cement Australia as the world’s leading red meat producers, delivering high quality future supplies to domestic and international markets.

‘The AR platform, named ARGAs (Augmented Reality Grading App) facilitates faster, more consistent and more precise meat grading while taking full advantage of the experience and capabilities of the industry’s meat graders. The solution is designed to distinguish the colour of a meat sample accurately and determine the area of the latissimus dorsi muscle and introduce hands-free scanning of meat sample tickets.

‘The subjective collection and assessment of meat grading attributes in the industry has contributed to trust issues between producers and processors. MLA has stated that producers and feedlot operators are concerned about the precision of meat grading in Australia. Meat graders are not to blame. Humans are simply not built to repeatedly make objective judgements day in day out. In an American study of meat grading, it was found that 50% of meat samples were mis-graded in some way.’

So what is augmented reality in a meat processing sense?

In its simplest form, augmented reality (AR) is a means of enhancing the visual perception of what the viewer can see. An example might be an architectural plan converted to a 3D model that allows you to ‘walk through’ your new home. Another application is to give greater representation of tumors to understand the extent and size of the growth that might not be able to be seen with conventional scanning methods.

In a meat grading sense, it gives the grader a more accurate display of the test muscle that can be digitally recorded automatically.

Most AR systems are via a headset or smart glasses, but the Wiley/MLA project has developed a mobile device app that can be potentially used on tablets or mobile phones.

According to Brett Wiskar, Wiley’s R&D innovation director, the initial results of the pilot project have been positive.

“Discussions with industry have shown that inconsistencies in meat grading are a problem for both the producer and the processor,” said Brett. “What we have seen so far is that the use of AR can give repeatable, reliable results for meat and fat colour, marbling and muscle area.

“The system is not about removing the meat grader from the processing line, but improving the consistency of grading results. The very nature of a carcass is such that a grader needs to attend each one for the objective grading, but for the AR to work effectively, it may be necessary to rotate the carcass on the hook, adapt to light levels or move the scanner to gain the best possible aspect.

“As the library of AR scans builds up, we can develop better grading assessments based on the knowledge we gain, which is difficult to do now. We have developed the hardware and beta level software that operates on an Android platform, but I don’t expect to see a commercially-viable system for at least 18 months.

“We are really excited to be working with MLA in research and innovation projects that will move the red meat industry forward into the digital era.” ■



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Family culture fuels stability and growth

By Stephanie Flynn

The story of the achievement of West Australian smallgoods manufacturer, D'Orsogna, is the epitome of the long road of hardship, hard work and success of many migrant families to our nation.

It is more than 80 years since the arrival from Italy, as children, of Tommaso and Giovanni D'Orsogna to Australia through the Port of Fremantle on the west coast. The business they co-founded in 1949 as a small butcher shop now spans both the west and east coast, has a turnover in excess of \$200 million and employs over more than 550 people.

Theirs is a story that mini-series are made of encompassing the poverty and hardship of the Great Depression, the incarceration of Italian migrants during the second World War and the raising of families in Western Australia at a time when multiculturalism was not as an accepted phenomenon as it is today.

But, it is a story that shows how the inner strength of two men and the collaboration of two families that spans two generations has triumphed and is a shining example of what can be achieved despite the hardships that confront us all in life.

In 2000, the next generation of the D'Orsogna families, Tommaso's descendants, Eugene and sister Tina and Giovanni's son, Marco, who now comprise the families' representation on the Board, took the decision to transition the company from a family business to a formal corporation appointing Brad Thomason as Managing Director to lead the change.

Mr Thomason has five decades of experience in all facets of the meat industry working in abattoirs and further processing on the east coast before moving to WA in the mid-1980's with George Western Foods where he spent 15 years before joining D'Orsogna.

Mr Thomason spoke with Australian Meat News about the challenges and pitfalls of transitioning the company and the recently announced plans for D'Orsogna's expansion on the east coast of Australia.

"The transition happens over many years, as you grow the first thing you find is that, sometimes, people have been promoted into positions because of their loyalty and while there is nothing wrong with that, as the job progresses and



The second generation of the D'Orsogna family, Marco, Tina and Eugene, who take an active role on the company's Board of Directors.

expands it outgrows the people in those roles in terms of their knowledge base and education," Mr Thomason said.

"So, there is a considerable investment required during the transition to find the right people for the job and part of that is to see whether they are going to be able to work in the environment that you now have, that they can work in the new culture and that they can complement that culture," he said.

Mr Thomason believes that an equally important aspect is to ensure that the company does not over extend itself in terms of costs to the business of the changes being made noting that goals in relation to growth must be planned and managed carefully to ensure success.

Communication, he says, is paramount and the importance of team work cannot be overlooked.

"One of the key aspects of transition is that your people must be encouraged to come to the table to talk openly and honestly about the issues they are confronting so that you can, in fact, deal with those issues," Mr Thomason said.

"Conversely, your people must also appreciate that they are given the opportunity to have their say in a confidential manner but that whatever decision is taken around the table must then be accepted and implemented accordingly," he said.

Mr Thomason sees the continued involvement of the D'Orsogna family at Board level as one of the major strengths of the company facilitating the continued 'family culture' orientation in the organisation as well as ensuring that any decisions that need to be taken can be made quickly.

The D'Orsogna family members make a point of continuing the 'family environment', despite the transition to a corporate entity, touring the factory and holding conversations with the staff members, an approach which both they and Mr Thomason believe is important in maintaining a positive camaraderie and outlook within the company.

D'Orsogna produces a full range of salamis and hams still made and cured to this very day according to the recipes of

their founders using Australian pork, for all their salamis and for a good proportion of their hams, with a considerable boning and processing operation located at their production facility in the southern suburbs of Perth.

The facility also comprises a butcher shop which offers the full range of fresh meats to a loyal customer base.

“While we are keen to use Australian produce as far as we possibly can, from a business point of view, we have to present high quality product at a sensible price, it is a very competitive market place in our industry,” Mr Thomason said.

“We make quality paramount but by necessity we need to utilise imported loin and middle cuts at times given that Australia lacks the critical mass that other countries have at their disposal.

“It is a fine line to achieve this balance between consistently high-quality product and competitive pricing on the shelves,” he said.

D’Orsogna products are found on the shelves of major supermarkets throughout Australia as well as in a host of specialty food outlets.

The company’s expansion across the desert to the east coast of Australia first occurred over a decade ago with the establishment of a manufacturing plant in the Melbourne suburb of Mt Waverley where it has also operated its east coast distribution facility.

Recently the company began construction of a \$66 million food manufacturing facility on a three- hectare site 30km north of Melbourne at Merrifield Business Park which is due for completion later this year.

“We looked at several States to locate our new facility and decided on Victoria as the State Government was very proactive and supportive in encouraging us to make the investment there,” Mr Thomason said.

“One of the major challenges we have faced is the distance between the west and east coasts and the difficulties posed

due to ‘use by dates’ and warehouse restrictions, the new facility will enable us to overcome these issues,” he said.

A major component of the investment in D’Orsogna’s new plant is in the machinery that will be required to ensure it is ‘state-of-the-art’ in terms of energy and water efficiency as well as providing the opportunity for the introduction of new equipment that offers the latest in ‘user-friendly’ packaging.

It has been a long three-year process of research and planning to ensure the new plant comprises the latest technology to meet these requirements.

Chief Engineer, Neil Harvey, has been responsible for the sourcing of the new equipment as well as ensuring that all the new technology will interface efficiently and work effectively in concert.

A UK trained electrical engineer who migrated to Australia 15 years ago, Mr Harvey has worked in the food industry in Europe and with the Costa Group, Australia’s largest horticultural supplier, before joining D’Orsogna two years ago.

“The investment we are making in the new technology is huge, amounting to tens of millions, and it is an indication of how much we believe in our team to grow the business,” Mr Harvey said.

“We have had to be mindful of a whole range of issues including the packaging, how much material we will utilise to minimise waste and the skill sets of the users.

“We are working with the Government in Victoria on energy efficiency and have focused on the selection of equipment that will be both energy and water efficient and that will allow us to reclaim the heat that is produced in the production process,” he said.

The investment in the new facility, which will be built to export standards, is a clear indication of Mr Thomason’s view that there is good opportunity on the east coast for D’Orsogna products as well as the development of export markets for further growth.

A keen supporter of free-trade, he has welcomed the Australian Government’s recent announcement of the signing of the TPP-11 Free-Trade Agreement which will see Japan abolish Tariffs on Australian smallgoods exported to that country.

“It is fair to say that anything that sees barriers to trade come down can only be a benefit to us as a country and to our food manufacturing industry,” Mr Thomason said.

“We would support and encourage the Federal Government to continue to negotiate Free-Trade Agreements, however, our biosecurity status must continue to be protected because other exporting countries do not face the same standards for manufacturing and food production, food safety must always remain the major concern,” he said. ■



D’Orsogna’s salamis and hams are still made and cured to authentic recipes formulated by its founders over 60 years ago.



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Product Code	Description	UOM	Carton Qty	Product Use	Non Edible
NAT1000111300	FIBROUS CASING CLEAR EP 43X500 CL	BU / 20	50 bundles	Cooked Salami	✓
NAT10001110329	FIBROUS CASING CLEAR EP 50X500 C	BU / 20	50 bundles	Cooked Salami	✓
NAT10001110330	FIBROUS CASING CLEAR EP 55X500 CL	BU / 20	50 bundles	Cooked Salami	✓
NAT10001110327	FIBROUS CASING CLEAR EP 75X500 CL	BU / 20	50 bundles	Cooked Salami	✓
NAT10001110332	FIBROUS CASING CLEAR EP 90X500 CL	BU / 20	50 bundles	Cooked Salami	✓
NAT1000111033	FIBROUS CASING CLEAR G 43X450 CL/RLP	BU / 20	50 bundles	Fermented Salami	✓
NAT1000111035	FIBROUS CASING CLEAR G 43X450 CL/ WLP	BU / 20	50 bundles	Fermented Salami	✓
NAT1000111793	FIBROUS CASING CLEAR G 55X500 CL	BU / 20	50 bundles	Fermented Salami	✓
NAT1000111383	FIBROUS CASING CLEAR G 65X500 CL	BU / 20	50 bundles	Fermented Salami	✓
NAT1000111368	FIBROUS CASING CLEAR G 75X500 CL	BU / 20	50 bundles	Fermented Salami	✓

Product Code	Description	UOM	Carton Qty	Product Use	Edible
MCSBNO1BOX	CAS SHEEP BUNGS NO.1 10X10 PCE BNDL	BX / 10	10 Bags	Fermented & Cooked Salami	✓
MCSBNO2BOX	CAS SHEEP BUNGS NO.2 10X10 PCE BNDL	BX / 10	10 Bags	Fermented & Cooked Salami	✓
MC4043RBOX	CAS BEEF 40/43 ROUNDS 8X30MT SETS	BX / 8	8 Bags	Cacciatore, Polish, Mettwurst	✓
MC4346RBOX	CAS BEEF 43/46 ROUNDS 8X30MT SETS	BX / 8	8 Bags	Cacciatore, Polish, Mettwurst	✓
MC5055MBOX	CAS BEEF 50/55 MIDDLES 8X9MT SETS	BX / 8	8 Bags	Fermented & Cooked Salami	✓
MC21285000	CASING HOG 28/32, 1 X BUNDLE BAG	BG / 1	20 Bags	Italian Sausage	✓
MC22321000	CASING HOG 32/35, 1 X BUNDLE BAG	BG / 1	20 Bags	Italian Sausage	✓
MC22351000	CASING HOG 35/38, 1 X BUNDLE BAG	BG / 1	20 Bags	Italian Sausage	✓
MC22420000	CASING HOG 42+, 1 X BUNDLE BAG	BG / 1	20 Bags	Italian Sausage	✓

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Anuga FoodTec testing ground

Anuga FoodTec is often referred to as a mini IFFA, but for many visitors and exhibitors it gives an opportunity to have a serious discussion about forthcoming products and innovations without the hustle and bustle of the bigger IFFA crowds.

A spin off from the original Anuga exhibitions, Anuga FoodTec focuses on equipment for all aspects of food production, while Anuga Food is aimed at the ingredient and finished product sector. Held in Cologne, Germany, this year's event attracted 50,000 visitors from around the world. Covering 11 halls, one is given over specifically to meat processing, another to packaging, while others are refrigeration, safety, automation and conveyance.

Andy Schurger, CBS Foodtech made the trip this year to not only speak with suppliers but to assess what is likely to be new products to the Australian market.

"Many of the well known players in the market attend Anuga and IFFA, but at Anuga, those companies use Anuga as a testing ground before release onto the market at IFFA," said Andy. "Customer reaction, product testing and assessing price points will be undertaken at Anuga, which gives the supply chain an opportunity to see what the next big thing will be when it is released at IFFA."

"For the Australian market, it slots in nicely with IFFA and FoodPro as they all are held every three years at yearly intervals, so it gives us a chance to assess new product,

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Andy Schurger, CBS Foodtech got the thumbs up from supplier Treif.

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attend the release and secure deals into the Australian market.”

Andy’s primary focus was to visit CBS Foodtech suppliers such as Treif who doing a soft launch of a portion cutter for fixed weights that are pressed online and pushed straight into the machine, suitable for major retailers.

“Because Anuga is smaller, the exhibitors have a smaller stand and their best selling equipment, but what that means is that the visitors are more interested in visiting the stand. As a result, the sales leads you get from Anuga are more qualified.

“One of the new styles of packaging clearly targets single portions such as hamburgers and steaks – perhaps an indication of what the European consumer is demanding, it will be interesting to see if that becomes more common in Australia.

“The other product I was interested to see was from Vakona – a mixer, tumbler and marination machine under vacuum with cooling in one unit, which can be used by butchers, major retailers, processors, smallgoods and more frequently the salad industry and biscuit production. It is a very versatile machine for the meat industry and beyond.”

From what Andy saw at Anuga, the next level of innovation will continue to focus on automation such as Robotic pick and place after portion cutting. In the Australian market, the major retailers are heading in that direction, but it still has a way to go given the volumes of throughput. ■



No, not a fancy drum kit, but a mixer, tumbler and marination unit in one, with vacuum and cooling.



Single portion packaging for steaks and hamburgers seems to be the consumer demand in Europe

The Science & Art of Salami

Salami: *Practical Science and Processing Technology* by Gerhard Feiner is a reference book that covers the processes, microbiology and food safety issues relating to the production of all types of salami.

The author Gerhard Feiner is based in Melbourne and is currently Head of Regional Application Development Asia-Pacific with Fibrisol. Gerhard has written this book for professionals working in the meat processing industry. His aim is to combine the underlying traditions, modern food science and available processing technology.

In his own words: “... this book is to give clear and helpful guidelines to professionals within the meat processing industry such as technical, production, operations, process improvement, quality control and research and development managers.

“This book ... combines a scientific yet hands-on approach allowing for the safe and efficient production of all salami type products.”

In a recent conversation, Gerhard said there is a shortage of food technologists trained and experienced in smallgoods processing in Australia.

The information is presented in three broad sections:

Meat & Fat, Additives and Production, and Technology. Gerhard acknowledges that historically the making of smallgoods was an ‘art’. Smallgood makers understood little of the underlying biochemistry. However, consistent and safe outcomes always depended on using carefully selected inputs and faithfully following proven processes.

The modern industrial manufacture of salami is equally, if not more, challenging. Poor

outcomes can have severe health and economic consequences.

Outcomes are clearly dependent on the selection and condition of the primary inputs of meats and additives and

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Operator skills and brand characteristic keep knives sharp

A trial run by B.E. Campbell and Knife Grinders has established that operator skill and the brand of knife are key factors in retaining a sharp knife edge in a boning room environment.

The primary purpose of the trial was to optimise knife sharpness with a view to improving worker satisfaction, health and safety – specifically repetitive strain injury. Sharp knives also increase throughput and improve product quality and presentation. The trial also identified the characteristics of the best value for money knives in terms of cost, service life and maintenance.

The trial was initiated by Alex Campbell, Chief Operating Officer of B.E Campbell, and run at their plant at Wetherill Park, in Sydney's west. Knife Grinders, who are licensed to supply

BESS sharpness testers in Australia and New Zealand, supplied the testers and co-designed the trial that ran for one week. It was the first of its type in Australia. The objective of the trial was to measure knife sharpness over time and then identify the factors that determined and influenced sharpness.

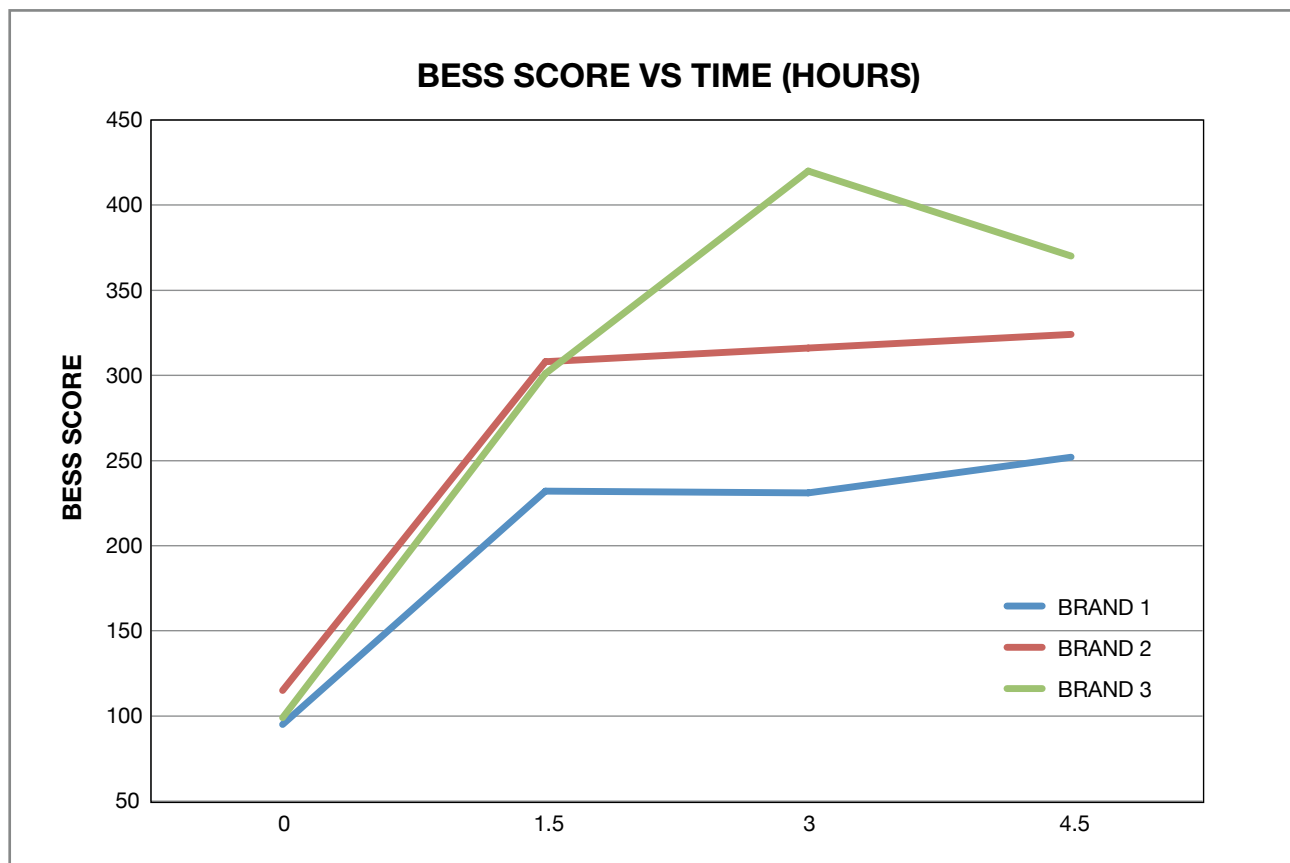
Sharpness was measured using a BESS edge sharpness tester. BESS is an acronym for Brubacher Edge Sharpness Scale, an international standard to numerically quantify sharpness.

BESS-calibrated edge sharpness testers measure edge apex radius in

nanometers (nm), (1nm = 1 billionth of a metre). Safety razors score 50 BESS and have a 50nm apex radius. Like golf, the lower the score the sharper the edge. A sharp knife has a BESS score from 100 to 300 and a dull knife scores over 500 BESS.

In the trial nine boning room operators used three brands of knives. Knife sharpness was measured every 1.5 hours. To allow for different operator skill, all operators used each brand of knife. Knife brands and operator were recorded throughout the trial.

Operators used a steel to touch-up their knives as was their normal



practice. Operators were instructed not to steel their knives immediately before sharpness testing. This allowed the trial to establish more precisely the “average” condition of the blade.

Comparing Knives

The chart (see opposite) shows the pattern of sharpness loss for the three brands evaluated. Brand 1 and 2 showed sharpness loss in the first hour then remained consistent for the following three hours. Brand 3 continued to lose sharpness.

The data shows improvement in the sharpness of Brand 3 after three hours use. This “improvement” was attributed to more frequent steeling by operators who were aware of the need to steel more frequently to maintain sharpness.

The trial showed that Brand 3 steel is softer, so that not only the apex fades, but the whole edge deteriorates more quickly with use.

Comparing Operators

Sharpness Score by Operator Skill level table (below) shows that Grade 5 operators manage to keep their knives much sharper than Grade 3 operators. The result was consistent for both the better Brand 2 knives and the poorer Brand 3 knives. Grade 5 operators were recognised by their peers as good operators.

The results show that more skilled operators were able to maintain

sharpness for longer with both the better and not so good knives. On the other hand, less skilled operators experienced a loss of sharpness more quickly with both brands of knives.

Reflecting on this observation, objectively measuring sharpness reflects or correlates with the skill of an operator and could be a useful training tool.

Plain or Fluted

Alex Campbell has been considering using fluted knives for boning. A short trial found that this was not a good idea.

Fluted (scalloped Blade) vs Plain Blade

Average Sharpness*

Fluted 363	Plain 276
---------------	--------------

* This is the sum of the sharpness scores divided by the number of measurements.

The data shows the brand and style of fluted/scalloped knives being considered for use had poorer edge retention than the knives currently being used for boning.

This trial only considered one aspect of one brand of knife. This brand had shallow scallops that did not extend to the cutting edge and were relatively stiff compared to the boning knives



currently in use. Though the specific brand of fluted knives tested did not show an advantage in boning, it may perform better in slicing. Further trials should clarify this point.

Now What?

In conclusion the trials showed that there are significant differences in the capacity of different knife brands to retain their sharpness. The trial also demonstrated that skilled operators can keep a knife sharp for longer, irrespective of the inherent quality of the knife itself.

B.E. Campbell plans to continue testing knife sharpness to ensure they buy and use the best fit-for-purpose and value-for-money knives. Knife Grinders will assist with planning and analysis. The next study will be run the B.E. Campbell facility in Young, NSW.

With a BESS tester, knives can be objectively evaluated using performance, safety and economic criteria as opposed to subjective criteria such as tradition, reputation and price.

Knife sharpness tests can also be used as a measure of operator skills. Clearly operators whose techniques maintain sharpness and productivity have skills that should be identified and shared across the workforce. ■

Sharpness Score*** by Operator Skill level

Knife ID	Grade 3* operator average sharpness	Grade 5** operator average sharpness
Brand 2a	343	187
Brand 3 b	555	361

* & ** Grade 5 operators were recognized as more skilled than Grade 3 operators.

*** The sharpness score for a given brand is: the sum of the sharpness scores divided by the number of measurements for lower and higher skilled operators.
a Brand 2 as above b Brand 3 as above

Blockchain has the potential to make a difference

In recent times, Blockchain has had a lot of publicity. Potential benefits include increased transparency to verify quality and provenance and the removal of payment risk. But turning its potential into practical benefits for participants in the meat chain – from producer to consumer – might take some time to realise.

What is Blockchain?

There is a lot of digital and accounting jargon surrounding Blockchain but in basic terms it is a shared record book.

In a meat industry context, the participants in a Blockchain system might be: cattle producers, livestock agents, abattoir operators, boning room operators, wholesalers and retail butchers.

Each participant in the system would have a copy of the record book on their computer. This capability is a product of evolving digital and communications technology. Each individual record book would be updated with every transaction carried out by any participant in the system.

But before every transaction, the system would be interrogated to ensure the buyer and seller can legitimately participate in the proposed transaction.

For Example:

A producer wants to sell his pasture-only fed cattle. A processor wants to buy verified pasture-only fed cattle. The system would show the producer is certified pasture-only fed. The processor agrees to proceed with the purchase. The system approves and records the transaction. This includes and adjustments to the producer's and processor's inventories, product specifications, prices and payments.

A butcher wants to purchase pasture-only fed carcasses from the processor. Again the system would verify that the processor has some pasture-only fed product in his inventory. The system approves the transaction, the butcher buys the carcasses, the processor's and butcher's inventories are adjusted, the price and payment are settled and the whole transaction is recorded across the system.

The butcher now has the pasture-only fed product in the shop. The butcher can now sell his beef with a verified



pasture-only fed claim and has relatively easy access to information such as the property of origin, which may assist in the provenance-based promotion of his product.

Similarly, Blockchain can be used to develop, monitor and verify Halal, Kosher and organic provenances chain for participants and consumers.

Certification and some tracking is currently possible using certification authorities and NLIS. While organic, Halal and Kosher organisations can certify individual companies, they do not track or verify individual transactions.

An essential and significant difference is that Blockchain technology tracks and records individual transactions by certified and uncertified participants in a system.

With Blockchain, every participant “owns”, on their computer, a constantly updated copy of the transaction history and inventories. While participants “own” a copy, they can only access information relevant to their commercial activities.

Security

Advocates of Blockchain say this type of system is more secure. Records cannot be deleted. It is difficult if not impossible to falsify transactions. Every proposed transaction is checked on each computer to verify the specification and very existence of the product before the transaction is approved to proceed. If this information is not verified, the transaction cannot proceed on the proposed terms.

Using the above example, if the butcher wanting pasture-only fed cattle approached the processor, and the processor only had random cattle purchased in a sale yard in his inventory, the transaction would be rejected because the hundreds, if not thousands of computers holding the records, could not verify that the processor had grass-only fed cattle in his inventory.

While acknowledging Blockchain has a way to go before full commercialisation, Agricultural Analyst with Rabobank, Wes Lefroy says Blockchain has great potential in the meat industry and agricultural marketing in general.

Transparency & Provenance

“The two major benefits Blockchain delivers are transparency and provenance, although the secure nature of Blockchain also has the benefit of removing counterparty risk - ‘Will I get paid?’”

“Blockchain has the ability to ensure buyers have the available funds prior to a transaction, removing the counterparty risk,” Mr Lefroy said. “With Blockchain facilitating traceability, it is set to drastically simplify the process of verifying product origin, quality attributes, and production practices.”

Mr Lefroy said a key feature of Blockchain was that information would be transferred both up and down the supply chain, giving farmers a much greater understanding of changing consumer preferences. He said that consumers would have better verification of how a product was grown and its place of origin.

The Blockchain database would hold a massive amount of information about the transaction history of each entity in the system. As mentioned above only information relevant to a transaction would be made available to parties involved. However it would be possible for the participants in a Blockchain system to agree to aggregate data to produce market reports that reflect production, quality and price trends.

In a recent Rabobank report Mr Lefroy said the world’s first settlement of a transaction involving a physical commodity on the Blockchain was completed in 2016 by Australian agtech company AgriDigital in partnership with grains bulk handler CBH.

He said traders in the pork and mango industry were also trialing Blockchain systems.

“While there are still barriers to wide-scale adoption, such as calculating a proper distribution of costs and benefits, there is no doubt that it holds promise and is the way of the future,” Mr Lefroy said. ■

The Science & Art of Salami

continued from page 27

following the recipe. But given microbiology plays a major role in the production of fermented and dried salami, it also needs careful management. Managing microbiological processes can be tricky. What on first inspection seem like a minor variables such as the ambient temperature, relative humidity and air speed or the timing of smoke applications can radically affect the outcome. Similarly, particle size, casing diameter and the use of a bowl-cutter or mincer-mixer can also affect the result.

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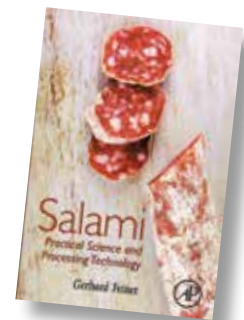
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Research offers lamb shelf-life smarts

Australian universities in NSW and WA are reporting new findings about ageing and storing lamb.

New WA research reports that feeding lambs vitamin E lengthens the shelf life of some products, but only certain muscle types. The research also sets ageing guidelines to optimise the benefits.

Also, a surprise finding from the study was that CO₂ packaging was better than vacuum packaging for colour stability, when ageing lamb meat.

Meanwhile, research from NSW's Charles Sturt University has established that lamb can be frozen for up to one year and that two weeks chilled storage was the best for ageing before freezing.

CSU Master of Philosophy graduate Cassius Coombs established that lamb frozen for up to a year remained safe and of acceptable eating quality.

"The experiment examined lamb loins which were stored chilled for up to eight weeks, then frozen for up to one year at two temperatures, -12 and -18°C," he said.

"We measured a number of meat quality parameters including tenderness, juiciness and display colour, along with food safety factors."

The research was carried out through the Graham Centre for Agricultural Innovation in conjunction with the NSW Department of Primary Industries (DPI) while Cassius was based at the NSW DPI Centre for Red Meat and Sheep Development in Cowra.

"Key findings were that chilled storage improved the quality of meat for up to two weeks, highlighted by a marked increase in tenderness," Cassius said.

"However, at longer chilled storage periods lipid oxidation increased,

spoilage microbes proliferated and colour deteriorated more quickly upon display."

The research concluded lamb remained safe and of acceptable eating quality for up to one year frozen storage; and that two weeks chilled storage was the best ageing duration prior to freezing.

His research was carried out as part of a wider project funded by the Australian Meat Processor Corporation (AMPC). The Graham Centre is a research alliance between Charles Sturt University (CSU) and the NSW Department of Primary Industries (DPI)

"This project aimed to identify storage durations for frozen and chilled meat for export purposes, but it's hoped the information can be used by the wider industry," Cassius said.

The WA research involved scientists from the Australian Sheep Industry CRC, Murdoch University and WA's Department of Primary Industries and Regional Development.

The researchers studied 80 crossbred wether lambs, six to eight months old fed on either vitamin E or a pelleted diet for 31 days prior to slaughter.

Half of the carcasses from each group were electrically stimulated before being split lengthwise into two. Each side was randomly allocated one of the four ageing periods (either five days fresh or 10, 20 and 30 days aged with CO₂).

The ageing meat was packaged either in vacuum packs or in 99% CO₂ for 30 days before cutting for retail display. Meanwhile, the fresh meat was



Cassius Coombs' research indicates that that chilled storage of lamb improved the quality of for up to two weeks, with an increase in tenderness.

packaged loosely in air for five days before cutting for retail display.

The meats were set for retail display and, after the respective ageing period, colour was measured over 96 hours.

Lead report author Cameron Jose said: "Supplementing vitamin E nutritionally is likely to lengthen the shelf life of lamb products aged longer than 10 days. Muscle vitamin E concentrations of more than 3mg/kg tissue are required to increase the shelf life of aged lamb cuts to 60 hours."

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continued from page 33

However, he noted that the value of vitamin E for stabilising meat colour was greater for some muscles than others.

“The effect of muscle vitamin E concentration varied between muscle types,” Cameron said, adding it improved colour stability for display and ageing periods in cuts such as leg roasts. The benefit for loin cuts was only seen in the 30-day aged products or during display periods of less than 40 hours. The benefit in cuts such as the white muscle in leg roasts was limited to 30-day-aged samples. In all other samples it seemed that vitamin E had a negative effect.

“Our results confirm supplementation can deliver a clear improvement in shelf life of lamb meat for diets low in vitamin E across a range of ageing periods,” Cameron said. “Muscle vitamin E levels of about 3mg/kg were required to stabilise the 30-day-aged product to resemble the colour stability found with shorter ageing periods.

“Aiming to attain a muscle concentration between 3 and 3.5 mg/kg should be sufficient for improving the shelf life of aged lamb.”



The research team also studied the effects of electrical stimulation on stabilising meat colour.

Most lamb processing plants in Australia use electrical stimulation to reduce variation in tenderness. The researchers found that medium-voltage electrical stimulation did not have any substantial effect on the colour stability of aged lamb meat.

“Consumers choose fresh meat on visual appearance rather than eating quality,” Cameron said. “Meat that is red in colour is considered desirable, while brown meat often cannot be

sold at the full retail price, resulting in financial loss to the meat retailer.”

The research team also reported a surprise finding that CO₂ packaging was better than vacuum packaging for colour stability when ageing meat.

For this experiment, the scientists bought 14 lamb loins from a commercial abattoir, sourced from the one farm where the lambs received no vitamin E supplementation and were fed a dry annual pasture prior to slaughter.

Cameron said: “Unexpectedly, lamb loin samples packaged and aged in CO₂ had a better colour stability than samples aged in vacuum packages for 30 days. So, in addition to the antimicrobial properties of CO₂, it seems likely that there is also an added benefit of improved colour stability.”

Without any other scientific reports on the findings, the WA researchers are not certain why the CO₂ packaging offers improved colour stability. “We can only speculate that there might be residual oxygen in the vacuum package, which allows for oxidation and ultimately affects colour stability once the product is set for retail display,” Cameron said. Other researchers involved in the study were Robin Jacob, David Pethick and Graham Gardner. ■



Australia forges ahead with free-trade deals despite global turmoil

By: Stephanie Flynn

As uncertainty grows on global trading markets in the wake of announcements by the United States to raise tariff barriers on steel and aluminium imports and its decision to withdraw from the Transpacific Partnership Agreement, Australia's trade negotiators have scored some big wins for the nation's protein exports in recent months landing a revised Transpacific agreement, the TPP-11, and a new Free Trade Agreement (FTA) with Peru.

Michael Finucan, General Manager of International Markets with Meat and Livestock Australia, spoke with *Australian Meat News* about the outlook on the global trade arena for Australian beef and sheep meat exports and the trade agreements which have been completed or are under negotiations.

Mr Finucan believes there will be ongoing concerns about the U.S. trade agenda and the possibility of retaliatory action by other major global trading nations in the months ahead.

"We expect that trade flows will be distorted if the concerns about the US Trade agenda spark retaliatory action by other major global trading countries," Mr Finucan said.

"It is a 'watch brief' at the moment as we monitor the US announcement to impose tariffs on steel and aluminium and whether this approach will be extended to cover other imported goods.

"Australia is a major supporter of free-trade and the Australian Government has a very strong free-trade agenda, so we will continue to monitor what is

going on to see what effects these moves will have on our nation's beef and sheep meat sectors," he said.

Whatever the eventuality, Australia can feel comfortable that access to the US market under the terms of the Australia-United States Free Trade Agreement which will see tariffs on beef and quota limits abolished by 2024.

But competition against the US in key beef meat export markets is set to intensify as that country continues to push more product onto international markets following a period of production growth.

"We are in a cycle where the US has high production and is very focused on pushing into Japan and Korea, traditionally Australia's key markets, so we will be competing head to head with the US which will mean some pressure in these markets in the year ahead," Mr Finucan said.

"But, on the positive side, global demand for beef and sheep meats remains strong across many major markets. China and South East Asia are experiencing growth in the middle-classes, the domestic market in the US is robust with beef consumption very strong and the market is stable in both Japan and Korea," he said.

The strength in global demand for proteins will be considerably enhanced for Australian beef and sheep meat exporters by the recent completion of trade deals with Pacific Rim nations under the new Transpacific Partnership Agreement (TPP-11), signed in Chile in March, and the completion of the Peru-Australia Free Trade Agreement



MLA's General Manager of International Markets, Michael Finucan.

(PAFTA) signed in February, both of which will come into force within the next few months after the deals go through the respective countries' domestic treaty processes.

The TPP-11 markets account for around 33% of Australia's beef exports and was valued at AUD\$7.8 billion in 2016/17.

The 11 countries involved in the deal include Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam.

The considerable benefits conferred on Australian protein exporters by the TPP-11 Agreement include preferential access to Canada and Mexico, countries with which Australia does not currently hold FTAs.

Under a separate side deal, Australian exporters will see the elimination of tariffs on beef, currently 26.5%, to Canada within five years.

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In respect of Mexico, tariffs will be eliminated on beef carcasses and cuts, currently 25%, within 10 years of entry into force and tariffs on mutton and lamb exports eliminated within eight years.

The refusal of the US to participate in the TPP-11 Agreement will see their exports placed at a considerable disadvantage in Japan, where Australia will be the beneficiary of tariff

reductions to nine percent on both chilled and frozen beef cuts within 15 years of entry into force.

These reductions will initially work concurrently with the tariff elimination schedule covered under the Japan Australia Economic Partnership Agreement, under which tariff reductions will reduce only to 23.5% on fresh or chilled beef by 2030 and on frozen beef to 19.5% by 2033, and then

continue after this period until Tariffs are reduced to nine percent.

One of the fastest growing countries in Latin America, Peru experienced an average GDP growth of 3.5% over the decade 2005 to 2015 and two-way trade between Australia and Peru rose 51.2% in 2016 over the preceding year.

“The completion of PAFTA will give Australian protein exporters a new market in which to develop opportunities for building a trade route to this emerging economy,” Mr Finucan said.

PAFTA confers immediate duty-free access on all sheep meats and kangaroo meat, both currently 9%, and most Tariffs on pork, currently 17%, will be immediately eliminated with the remainder phased out between five and 10 years.

“We recognise the importance of trade agreements to Australian protein exporters and we are continuing negotiations to open as many markets as we can for Australia’s beef and sheep meat industries to enable commercial players to select markets for their products,” Mr Finucan said.

“The Government is in negotiations with Indonesia to finalise the Indonesia-Australia Comprehensive Economic Partnership Agreement and there is a lot of work pushing for additional regional agreements such as the Regional Economic Comprehensive Partnership (RECP).

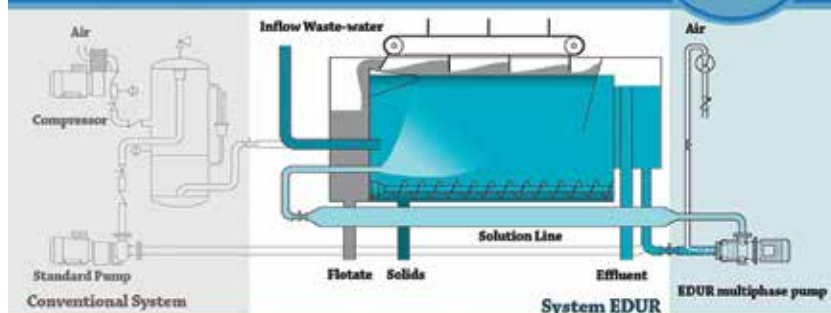
“The big deals on the horizon are the European Union Free Trade Agreement as well as potential arrangements with the United Kingdom after BREXIT, so we still have a very strong trade development agenda,” he said.

Negotiations are also well underway on the Australia-India Comprehensive Economic Co-operation Partnership, for which there have been nine rounds of negotiations thus far, as well as a Free Trade Agreement with Hong Kong. ■

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Pumping Blood Efficiently and Effectively

Pumping blood can be a problematic application, with possible problems with seals, contamination and solids in the fluid. A Ragazzini pump from Australian distributor Hydro Innovations is said to be effective in these areas.

The Ragazzini pump is a peristaltic [or hose] pump, which does not have seals or valves to worry about. It is also a self priming pump, so can be placed above pits.

Other popular peristaltic pumps use “shoes” to squeeze the hose element, which requires a casing full of expensive and messy fluid. The Ragazzini pump uses a “roller on bearings” design which eliminates the need for a lubrication fluid inside the casing. This means that a fast leak

detection system can be employed to quickly stop pumps when hoses wear, instead of product being mixed with lubricant, risking contamination and requiring a messy and expensive lubricant replacement.

Ragazzini hose pumps are also capable of handling solid particles, can run dry without damage, and only the tube element comes in contact with the fluid. These elements are also easier to replace than those pumps needing their casings to be filled with lubricant.

Pumps can deliver as little as 5 litres per hour, right up to 180 cubic metres per hour. Pressures to 150 metres can be obtained, and the optional “retractable roller” system is ideal for clean in place or sterilise in place applications. ■



A peristaltic pump reduces the problems of fluids such as blood in wastewater systems.

Spice up the butcher shop

Now available to retail butchers, the range of sauces and spices from The Saucy Spice Co, is designed to provide customers with in-store purchasing options or value-add ready meals. Each spice blend is designed to make up one kilogram of meat and a full recipe is provided on the packet for the consumer.



Rangoon Lime Chicken is just one of many spice blends from Saucy Spice Co aimed at value-adding for butchers.

A family owned business, The Saucy Spice Co, is based in Bega, NSW and has collated a range of blends passed down from friends and family and includes vindaloo, Cambodian and Persian blends for beef. Chicken dishes include Thai, laksa and paella. Blends have also been created as bases for dips including piri piri and dukkahs.

The company provides butcher shops with a 48 pack cardboard counter display using the best selling mixes; re-orders have a minimum of 20 packs.

“Quite a lot of our outlets use the spice packs as ready-to-go or warm up at home meals and have had a lot of success,” said owner Peter Bamford. “Most of the product range is gluten free, some are fructose friendly, so great for a number of dietary requirements.”

For more information visit www.saucyspice.com.au ■

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Last issues winners see page 9

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S	D	I	N	N	D	H	O	R	E	G	A	N	O	Y	U
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Book Competition Winner

The copy of *A Charcuterie Diary* by P. J. Booth, B.Sc (Hons), LL.M, LL.B. was won by Larry Brewer, based in Tapping, a northern suburb of Perth WA.

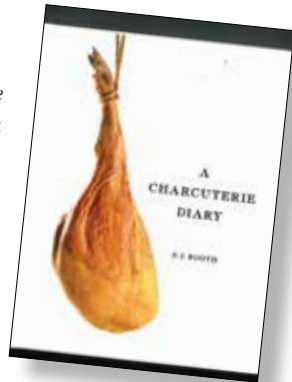
Larry correctly answered the question: How many households in China earn more than US\$35,000? The answer was 8.9 million.

Larry runs North West Express Mobile Butcher. Larry's shop is a 45 foot semi trailer set-up as a butcher shop. The truck/shop visits Newman, Tom Price, Paraburdoo, Onslow, Karratha, Wickham and South Headland, once a month, on an eight day round trip covering 4500km. The time-table is on their website. <http://www.northwestexpressmobilebutcher.com.au>

Larry offers a full range of retail beef, lamb, pork and poultry cuts and a selection of ready meals. Products and prices are listed on their website. Bulk packs can be ordered on the web and picked up from the truck when it's in town.

In its sixth year of operation Larry says the business is growing as local butchers close while demand for quality meats remain strong.

Congratulations Larry, and we hope this book proves useful. Thanks to all who entered the competition. ■





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