

AUSTRALIAN MeatNews

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VOLUME 16 | NUMBER 3 | JULY 2018



GOODWOOD

Quality Reaps Awards

The Fine Foods of Noosa

Erin's Brilliant Adventure



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Volume 16 • No. 3 • July 2018

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The staff of Goodwood Quality Meats, Adelaide. Pictured (L-R) Kiara Malone, Paul Suleyman, Luke Leyson, Caleb Sundqvist, Sam Biggins, Soul Willis, David Armstrong. See page 8

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Win a copy of *The Complete Book of Butchering, Smoking, Curing and Sausage Making*. Page 36

Australian MeatNews

www.ausmeatnews.com.au

PUBLISHED BY OPTIMAL MEDIA

PO Box 415, Richmond 3121

Telephone (03) 9421 2855

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SUBSCRIPTION RATES

Australia wide: \$73 plus GST

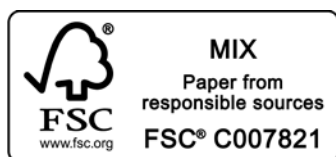
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Bake your way to the Greatest Pie

With just under three months to the Official Great Aussie Pie Competition entries are open from 1st July.

Open to bakers, butchers and anyone who can turn out a decent pie or sausage roll, the event is a great way to showcase your value-add skills and for many is a great way to promote your business.

The Competition will run from Monday 10th to Thursday 13th September at "Fine Food Australia" which is held this year at the Melbourne Conference and Convention Centre.

All the 2017 Categories are back:

- Plain Meat Pie (Plain, Chunky & Plain/Chunky Combo)
- Gourmet Pies in Red Meat, Poultry, Game, Vegetarian, Seafood, Gluten Free, Apple and Brekkie Pies as well as Plain and Gourmet Sausage Rolls.

The Major Winner of the Plain Meat Pie will once again win the Robot Coupe SP25-S Planetary Mixer worth \$4,800.

The John Ross Innovation award and the Tom Lindsay Pepper Steak award are also judged during the competition.

Tom Lindsay was the founding sponsor of the competition and ensured that the pie competition was a premier event for bakers and pastry cooks – and pepper steak was his favourite. John Ross was the first to hold the Great Aussie Pie Competition, conducting it for around 15 years.

This year, the competition will be adding Gluten Free Sausage Rolls into the Gluten Free section and a new Boutique Pie category. The Footy Pie is back – intended to be a fun class where the winning pie needs to reflect the traditional oval shaped pie eaten at the footy and reflect the baker's favourite footy team.

The competition is judged over a four day period by a team of 16 judges from the baking industry. Judging is based on the thickness, texture and quality of the pastry as well as the amount of filling it contains. The taste test is based on sensory appeal: smell, taste, texture and aftertaste.

For first time entrants, enter any two categories and enter a third for free. Hand delivered entries can be received on the Monday or TNT courier deliveries from Tuesday to Thursday.

To enter the competition, go to: www.greataussiepiecomp.com.au/ ■

Labour hire company cops \$43K penalty

The Fair Work Ombudsman has secured \$43,000 in penalties, in the Federal Circuit Court against Zu Neng Shi the former general manager of labour hire company Raying Holding Pty Ltd, over the deliberate exploitation of migrant workers at an abattoir at Scone, NSW.

Shi was responsible for placing 10 employees of Raying Holding at an abattoir operated, at the time, by Primo Australia.

The employees were all male overseas workers and migrants from China who spoke little or no English. Two of the workers, both full-time employees, were migrants who had become Australian citizens. The other eight workers, all casual employees, were in Australia on short-term visas, including the 417 working holiday visa.

The employees worked as entry-level labourers in the abattoir's slaughtering, boning and dispatch operations and were underpaid a total of \$41,674 between March, 2011 and July, 2013.

When Fair Work Ombudsman inspectors investigated the matter, they found Raying Holding and Shi had paid the workers flat rates ranging from \$15.50 to \$24 an hour, despite them often working more than eight hours a day.

This led to significant underpayment under the *Meat Industry Award 2010*. At the time, some workers were entitled to rates of up to \$33.05 an hour for some of the overtime work they performed.

The workers were also underpaid smaller amounts for ordinary weekday work and public holiday work. The casual workers were also underpaid a casual loading. The largest individual underpayment was \$10,257.

Despite Raying Holding back-paying the workers in full, the Fair Work Ombudsman used the accessorial liability provisions of the Fair Work Act to commence legal action against Shi for his role in the company's

exploitation of the workers because of the seriousness of the contraventions and vulnerability of the workers.

Judge Cameron found that Shi had been involved in deliberate underpayment of the workers, saying the workers' "limited grasp of the English language" contributed to making them vulnerable. Judge Cameron noted that Raying Holding had organised the workers' accommodation and transport to and from the abattoir.

Judge Cameron also found that Shi was involved in contravening contracting laws in relation to the two full-time employees being misclassified as independent contractors and told to obtain Australian Business Numbers (ABNs).

Fair Work Ombudsman Natalie James said the outcome of the successful legal action sends a message that her Agency is prepared to hold individual managerial staff to account for their involvement in exploitation of migrant workers.

She went on to say, the matter also serves as another reminder that visa holders in Australia are entitled to the same lawful minimum rates that apply to all employees in Australia.

"We are actively seeking to dispel the myth that it's OK to pay overseas workers a 'going rate' that undercuts the lawful minimum wage rates that apply in Australia."

Ms James said businesses should be aware that under the Fair Work Amendment (*Protecting Vulnerable Workers*) Act 2017, which came into effect in September last year, new higher penalties of up to \$630,000 per contravention for a company and \$126,000 per contravention for an individual now apply in relation to serious breaches of work laws.

In addition, the maximum penalties for failing to keep employee records or issue pay slips have doubled to \$63,000 for a company and \$12,600 for an individual, and the maximum penalty for knowingly making or keeping false or misleading employee records has tripled to \$12,600 for an individual. ■



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Greenham launch ethically raised Bass Strait Beef

Responding to consumers' demand for ethically raised beef, Greenham have launched their independently audited Bass Strait Beef range.

Bass Strait Beef is bred, grown-out and finished by 2,000 accredited beef producers, located in Southern Australia, Tasmania and on King and Flinders Island.

The range is designed for butchers and food service operators looking to provide their customers with a quality product that is bred and grown in a natural and benign environment with an assurance all cattle are treated ethically and humanely throughout their lives.

Bass Strait Beef is available as boxed vacuum packed cuts. Beef is derived from AUSMEAT YP – less the 36 month – category carcasses, ranging from 220 to 440 kg carcass weight that provides a wide range of primal sizes. Cuts include low 'n slow cook cuts such as short ribs and briskets, offal and cuts for dry-ageing.

Bass Strait Beef carcasses are tender stretched – hung from the hip – a process that significantly improves the eating quality of loin and rump cuts.

Bass Strait Beef is processed at Greenham's Gippsland and Tasmanian facilities. Australian Certified Organic is contracted to certify suppliers. (Note Bass Strait Beef is not certified organic, ACO only do the auditing.)

Cattle suppliers are required to comply with feed, medical inputs and animal welfare standards. Under Greenham's Never Ever program production standards specify that cattle must be grass fed, never fed grain and never fed feeds containing GMOs. In addition they must never have had any HGP.

The animal welfare component of the Never Ever standard includes the use of pain relief for castration and dehorning, the lifetime maintenance of 2.5+ Body Condition Scores (a measure of fat cover) and humane weaning procedures for calves.

Sick or injured cattle can be treated with antibiotics but they must be tagged and are excluded from the Never Ever supply chain.

In addition the producer must demonstrate positive attitude to farm and livestock management with documented Farm and Animal Health Plans and livestock health and treatment records. All stock is traceable from property of birth to point of slaughter.



"As a company producing premium and reputable consumer-facing beef brands, Greenham views animal welfare practices as an integral part of the product offering," Greenham Marketing Manager Trevor Fleming explained. "Savvy customers want to know that the meat they are enjoying has been treated in the best way possible from birth to slaughter."

"We want to be able to demonstrate we are doing everything we can to ensure the best conditions for production animals."

"Gaining the third-party audited Certified Humane accreditation means we are getting on the front foot and leading our industry in setting a high standard with this program," Mr Fleming concluded. ■

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A winning formula for quality and customer service

In the past six months, the industry has seen a number of competitions for butchers, bringing accolades to the winners, honour to the competitors and credibility to the businesses.

But when one butcher shop comes up time and again, you begin to wonder how it is possible for one small shop to be so successful at the competition level.

Goodwood Quality Meats in the suburbs of Adelaide does not come to mind when listing premier, high-profile Australian butcher shops, but the list of awards earned by the business is impressive.

The depth and breadth of awards for staff and for the business suggests that owner David Armstrong is passionate about butchery and enabling his staff to make the most of the opportunity that a competition can bring.

It all started when David first bought the business in 2013 from local icon Mick Hammond who had owned the business for 49 years. Mick's reputation and that of his business was well-respected, giving David a huge challenge to be the new face of the shop. It took 12 months for the loyal customer following of Mick's to come around to David's way of thinking.

"When I first bought the business, I couldn't even change the frames on the pictures on the walls without customer dissatisfaction," said David. "But by acknowledging that the staff was as much a part of the business as the fixtures, we were able to come together as a team to bring about some changes. I had one staff member tell me in the beginning that it was his business as much as mine and that he had grown up with the shop.

"I started encouraging staff to participate in competitions so that they could learn what others were doing in the industry, network and gain confidence in their abilities."

David's approach meant that customers and staff alike had pride in what the shop could achieve and motivation to do better next time. It was not without its challenges to balance staff numbers to cover those away on competitions, as well as finding time to practice.

In 2018, Goodwood's had three butchers competing or about to compete, in interstate and international events. To cover their absence, David ensures he has more staff than needed which also means that the shop can focus on customer service and have the capacity to continue the output of value-add products such as sausages and smallgoods on top of the normal cuts of meat.

In the lead-up to an event, staff practice making the products which customers sample, enabling the community to give



Since taking on the shop four years ago, owner David Armstrong has worked with staff and customers to create a business they can all be proud of.

feedback on recipes and presentation, thereby encouraging local involvement in the competition. The results of the competition are then shared with customers in-store and via social media.

"Since encouraging staff to compete, I have seen the growth in their personal development. If a good staff member gets bored they lose motivation and drive and eventually move on. If I can help each staff member improve by 10% each year, this has a compounding positive effect on the business."

David's own personal journey as a butcher has shaped his approach to staff development.

As a youngster, David worked in shops around Adelaide before deciding to travel interstate to work with some of the



best butcher shops in Melbourne, including Jonathon's of Smith Street. Under the guidance of Jonathon and his partner Joe Mittica, David's enthusiasm and skill for butchery was reinforced by learning about dry-ageing, European styles of smallgoods and above all, quality and customer service.

Returning to Adelaide, David and his brother built a reputation for turning around butcher shops that were struggling and developing them into a success. So while David did not have the opportunity in the early years to compete as a butcher, he understood that staff and customer loyalty were an integral part of good business.

"My mentality is all about good business development, not to have a dozen shops but to have the best retail business in South Australia. We want to be recognised nationally, not by our peers as butchers, but by reputation via the dinner table and BBQ on weekends. I aim to have this shop recognised by the general public and our customers – a household name for quality and service.

"I am so very passionate about my industry and even more so about our business. I look at each individual employee's qualities, then I look to improve enhance their passion and give ownership and encourage them to be a part of the business. When we receive awards, I encourage those staff that help create or produce the winning award to be the ones to accept it on behalf of the business." ■

Goodwood Quality Meats awards for 2016, 2017 and 2018

AMIC Award of Excellence

- Gold standard in marketing concepts, training and development, shared business management for 2016 and 2017
- Master Butchers Award for Paul Suleyman 2016, David Armstrong 2017

World Butchers' Challenge 2018

Caleb Sunqvist

- Young butcher competed in Ireland World Butchers' Challenge 2018
- Victronox Australian Apprentice Finalist, World Butchers' Challenge, 2018
- Meatstock BBQ Wars, third place Melbourne 2017
- Lifeline International Young Butchers' Competition, Gold 2016
- AMIC SA National Apprentice of the Year third place, 2016

Luke Leyson – Australian Steelers Team

- Best Pork Sausage in the World, World Butchers' Challenge, 2018
- Best Gourmet Beef Sausage in the World, World Butchers' Challenge, 2018
- Best Work Health and Safety in the world, World Butchers' Challenge, 2018
- Third overall in the world, World Butchers' Challenge, 2018
- Winners Trans-Tasman Test Match Australian Steelers 2017
- 2016 Pork Butcher Innovative Challenge SA state winner, 2016
- Pork Butcher National Innovative Challenge, second 2016

Under the Knife

David Armstrong & Luke Leyson Team Event

- Grand Champions, 2017 Adelaide

AMIC Apprentice of the Year

Kiara Malone

- First AMIC Apprentice of the Year 2017
- Third AMIC National Apprentice of the year 2018

Meatstock Butcher Wars

Paul Suleyman

- First 2018 Auckland
- First 2018 Melbourne
- Second 2017 Auckland
- Fourth 2017 Sydney

Luke Leyson

- Second, 2018 Sydney
- Fourth, 2017 Melbourne

Sam Biggins

- Second, 2018 Melbourne

AMIC Sausage King Awards

- Ready-to-eat products, third 2015
- Bacon, third 2015
- Smoked boneless ham, third 2015
- Smoked leg ham, second 2015
- Bacon, second 2016
- Ready-to-eat, third 2016
- Smoked leg ham, third 2016
- Cooked sausage in casing, second 2016
- Ready-to-eat, second 2016
- Bung fritz, second 2017
- Innovative products, second 2017
- Vietnamese Sausage, third 2017

Pork mark awards

- State bacon, third 2016

NEW LABELS WILL BE CoOL FOR BUSINESS.

Aussies love to support Aussie farmers and very soon, they'll be able to more easily identify which pork products, fresh or processed, originate here.

From **1 July 2018**, all butchers, supermarkets, online outlets, farmer's markets and delis will be required to display labels that comply with the new **Country of Origin Labelling system (CoOL)**.

To find out how to use this as an opportunity to boost sales of fresh, home grown Australian pork and products made from local pork, visit porkbutchers.com.au, email porkmark@australianpork.com.au or call **1300 PORKMARK**.



Time is up, CoOL labeling is now mandatory

The proposed Country of Origin labeling (CoOL) first tabled in 2016 will be mandatory from 1 July 2018, with no further honeymoon period.

In a flurry of activity, AMIC has presented last-minute information sessions to ensure that butchers, wholesalers and exporters are fully conversant with the Country of Origin Food Labelling Information Standard 2016.

In its simplest form, food must be labelled if it is packaged for retail sale. In addition unpackaged 'priority' foods must display the label on or near the product, including wholesale. Priority foods include seafood, meats (pork, beef, veal, lamb, hogget, mutton and chicken), fruits, vegetables, nuts, seeds and fungi. Prior to the new labeling requirements, if the product required a country of origin label under the Food Code, the new standard will generally apply.

If the product is to be exported, the label is not required. However, should those export products be sold in the Australian market, the label requirements will apply.

The labels are constructed from three components: the recognisable kangaroo logo; a bar chart representing the percentage of Australian content and a statement of origin. The labels do not necessarily have to be green and gold, but need to be legible and contrast well with the overall packaging. If there is no Australian content, the kangaroo cannot be used.

The bar chart represents the amount of ingredients that are used in the final product that is of Australian origin. For example, packaged steak that is grown in Australia will have the bar chart fully shaded. A stir-fry mix that contains 40% Australian beef and 60% vegetables and sauce that is imported, will have 40% of

the bar chart shaded. If there are a number of ingredients that are Australian, it is necessary to calculate the overall weight percentage. If the final Australian percentage comes to say, 38.5%, it is to be rounded down to 35%.

The statement section is based on 'Grown in...', 'Produced in...' or 'Made in...'.

Grown In

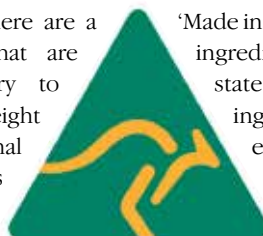
Applicable when the product has been reared or grown in Australia. So for Australian beef, it would be 'Grown in Australia' and the bar chart would be fully shaded. Imported pork would be 'Grown in USA' and the bar chart would not be shaded.

Produced In

For the meat industry, it is more likely that 'Grown in' and 'Produced in' can be interchangeable.

Made In

The distinction with 'Made in' is that it clarifies where it was last substantially transformed and is largely determined by how much processing has occurred. An example of 'Made in' might be:



'Made in Australia from 75% imported ingredients'. It is acceptable to state where the imported ingredients originate from, for example, bacon – Made in Australia from 75% imported USA pork. Adding brine or marinade for example does not represent a substantial transformation.

For foods that have been produced and packaged before 1 July, with a country-of-origin label under the old format – it is still okay for sale if the use-by or best-before date extends past 1 July. For food manufactured after 1 July, it must show the new label format – you can't run out your old stock of packaging and labels.

For more information:

Food Labelling Guide:
www.accc.gov.au/foodlabellingguide

Country of origin labelling tool:
www.business.gov.au

YouTube channel:
www.youtube.com/user/ACCCvideos

Online Education Program:
www.accc.gov.au/ccaeducation ■

Table 1 ACCC Examples of substantial transformation

Substantial transformation		Not Substantial transformation	
✓	Combining ingredients to make sausages or salami	✗	Slicing/dicing/filleting imported meat
✓	Adding imported marinade to Australian meat	✗	Adding marinade to imported chicken
✓	Curing and drying imported to make bacon	✗	Crumbing meat to make a schnitzel
✓	Making a meat pie from scratch with Australian and imported ingredients		
✓	Combining imported herbs and spices with Australian vegetables and meat for a stir fry		

Experience and networking was the reward for an international butcher

Erin Conroy is not someone you would expect to be a butcher. A wee Scottish girl, she makes up for tiny stature with sizeable skills, open-mindedness and a love of the industry. A recent trip to Australia has opened her eyes to new possibilities and new friends.

Based in Glasgow, Erin originally started in her grandmother's fishmonger shop, but realised fairly quickly that there is only so much you can do with fish. When the opportunity came along to work in a butcher shop, she took the opportunity to re-train and start a new pathway.

Five years on, Erin is now a well-respected butcher, with more than 5,000 followers on Instagram.

It was her social media presence that earned her an invitation from Australian TAFE teacher, Shannon Walker, to visit Australia to learn more about her trade, to network and to take part in the Meatstock Butcher Wars and be a member of the all-girl barbecue team, Pitts Perfect.



Erin with some of the crew at Victor Churchill's - the store was a real eye-opener as there is nothing like it in her home town of Glasgow.



In addition to Erin's participation in Meatstock, Shannon organised for her to spend time in a number of butcher shops in Melbourne and Sydney and farm visits to learn where Australian meat comes from.

"The trip to Australia has been absolutely brilliant," said Erin. "So many things are done differently here compared to at home in Glasgow. I had to re-learn so many techniques all over again, some of which I will take back with me to my butcher shop. The biggest difference was breaking down beef – we use a hand saw on the block, whereas Australian butchers hang it on the rail to break it down – so much easier."

Presentation of cuts and value-add products also provided a number of differences, for example most of the roasts and primal cuts in Erin's shop are de-boned, while her experience here showed her that leaving the bone in lamb legs, forequarters and t-bones gave a greater flavour.

Typical value-add products for Erin extends to sausage rolls, pies, beef wellingtons and curries, but her experience here showed her that there a great deal more options to create such as tuckerbags, chicken filo, stuffed chicken breast and ready-to-eat meals as well as the flavour profiles of south-east Asian dishes.



Erin was invited to participate in the Meatstock Butcher Wars based on her skills highlighted in social media.

Erin describes her time with butcher shops such as Anakie Butcher, Char Char Char, Webster's Gourmet Meat Kitchen, The Meat Boutique and Victor Churchill as an experience she will never forget. While the essential format of Australian butcher shops is not so different to home – displays of value-add, sausages, primary and secondary cuts – the likes of Victor Churchill are nowhere to be seen in Scotland.

"Spending time at Victor Churchill's was amazing – we don't have anything like that in Scotland. The closest butcher shop that comes close would be in Ireland, and only because they visited Victor Churchill on a visit to Australia and created a replica of it when they got back," she said.

"I have had an excellent time while in Australia, not many people get the opportunity to do it. We should do it more often around the world – an interchange program for butchers. Social media has been a big part of that. So many butchers connect through social media and swap ideas and a bit of banter, it has been a great way to network."

Shannon said: "Networking has been a real positive of the trip for Erin. It earned her a lot of followers on Instagram while she was here. If it wasn't for her presence on social

media I would never have got to know her and her work. There is no doubt it has been a positive learning experience to take part in the Butcher Wars and the barbecue team, and the visits to butcher shops. The experience was worth more than a top-10 finish." ■

Winners of the May 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.



Simitar Steak Knife and Lesnie's Steel

Geoff Ball, C P Ball Butchery Kempsey, Kempsey NSW

Victory Narrow Curved Boning Knife

Hannah Walsh, Mudgeeraba Butchery, Mudgeeraba Qld

Ian Ingles, Hygienic Butchery, Somerset Tas

Daniel Aitken, Tavern Meats, Kirwan Qld

Katina Lambos, Mr Meats, West Hindmarsh SA

Joanna Dunn, Dunn's of Woodside, Woodside SA

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The Chefs and the Meat Industry

By Stephanie Flynn

The symbiotic relationship between producers and the food service sector was reflected at this year's Noosa Food and Wine Festival, now in its 15th year. The cornerstone of the event, co-ordinated by Tourism Noosa, was the Festival Village which featured cooking demonstrations by visiting chefs, food tastings and stalls by producers and local restaurants.

Many thousands of people flocked to the tourism mecca for the event, reflecting the huge groundswell of public interest in food, how it is produced and where it comes from.

Australian Meat News spoke with eight chefs across three generations who are among the leading lights of the nation's food service sector.

They speak on matters of sourcing produce, notions of sustainability and no waste, current and future trends all of which have notable implications for the Australian meat industry.

Key messages include what they see as the need for the meat industry to embark on an educational programme with the public on the availability and use of secondary cuts as well as providing a greater opportunity for the Australian food service sector to access the premium quality produce currently reserved for export to international markets.

Tony Percuoco

Approaching 60, 'tribal elder' Tony Percuoco is a doyen of the Australian restaurant scene and a fifth-generation chef.

He began his involvement with food in his family's restaurant in Naples in Italy before migrating to Australia where he commenced his apprenticeship 1973 at Sydney's Bennelong Restaurant then the Hilton, Regent and Wentworth Hotels before joining his father, Mario, and brother, Armando, at their famed Pulcinella Restaurant in Kings Cross. Tony's most recent venture is Tartufo, Brisbane, renowned for its authentic Italian cuisine.

A multi-award-winning chef with over 100 industry accolades and numerous Chefs Hats to his credit, Tony says the current trend in the food service sector is 'back to basics'.

"At the moment, the trend for all chefs, and I do speak for all of us, is to get back to basics, we are going out to the smaller producers, to the farmlands and we are using a whole range of different ingredients," Tony said.



"It is important for meat suppliers to communicate and educate chefs"

"In the early days menus limited their offerings to a piece of beef, mostly Fillet Mignon and Chateau Briand, that was all there was. We did not, in Australia, in any way identify with regional produce or use other cuts.

"Today, however, we have returned to the way things were at earlier times like in Italy where we sourced local, seasonal and fresh produce, and the more people understand that this is the way forward the better," he said.

While Tony has nothing against the multi-national supply chains, he is a keen promoter of the use of fresh, regional and seasonal produce rather than products that have been in cold-store for weeks and shipped great distances before being sold. He believes the food not only tastes better but is more wholesome in terms of available vitamins and minerals to the consumer when it is fresh and locally grown.

"The quality of Australian meat is unbelievable, the only problem we have here in Australia is that sometimes it is too fresh – in Italy, the meat is hung for longer before going to market," he said. What this means for a chef is that we must rest the meat longer after cooking to allow the liquids to drain," he said.

Tony believes that just as chefs need to communicate their needs to their meat suppliers, it is just as important for the suppliers to educate chefs on their produce.

"I have a preference for grass-fed animals but the inconsistency caused by drought in recent times has meant I have had to source from a wider range of regions for my restaurant. I like to touch and feel the produce, to experience it in order to increase my knowledge but I rely heavily on my suppliers to add to my knowledge base, I am still learning even though I am approaching 60, I don't know everything!" he said.

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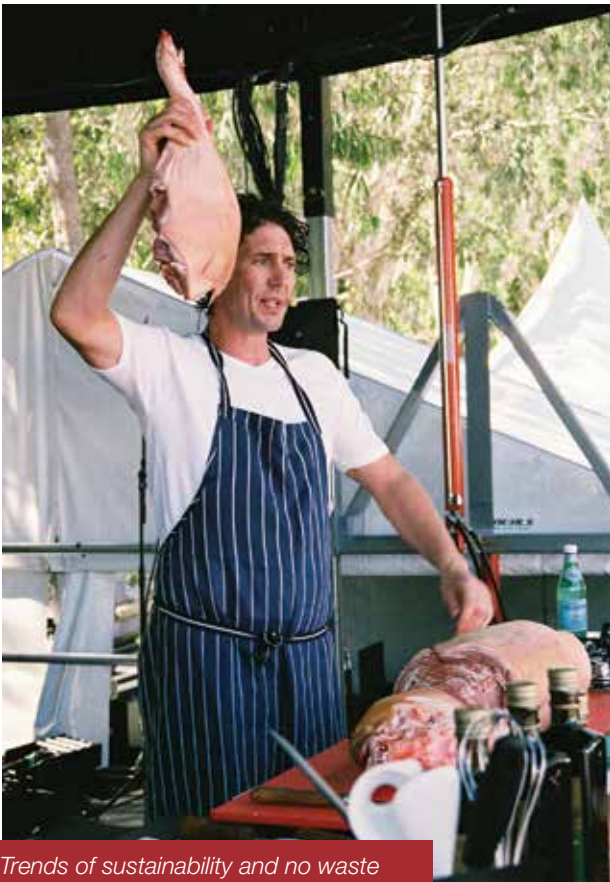
THE MIDDLE AGERS

Three of the most noted 'middle-agers' in the food service sector, Colin Fassnidge, Matt Golinski and Adam D'Sylva, are recognised Ambassadors for Australia's protein and food industries both nationally and internationally. They talk about customer demand for sustainability, the trend of regionality, the no waste movement, the impact of social media and the factors contributing to the rise in popularity and effects of these trends.

Colin Fassnidge

Renowned for his 'nose to tail' philosophy and official Ambassador for Australian Pork Limited's 'Pork Stars' campaign, Colin Fassnidge has shot to fame in his role as judge on the Seven Network's *My Kitchen Rules*.

But his experience as a chef has spanned several decades and countries, commencing in the United Kingdom where he trained under the legendary Raymond Blanc in fine dining before cementing his notoriety in taking traditional pub fare to new heights.



"Trends of sustainability and no waste are being driven by the people"

Migrating to Australia in 1999, his work has seen his restaurants listed in *Gourmet Traveller's Top 50*, the *Australian Financial Review's Top 100* and been awarded two Chefs Hats in the *Sydney Morning Herald's Good Food Guide*.

Today, Colin has two restaurants in Sydney – the Banksia Bistro at Sydney's Banksia Hotel and his latest venture at Pyrmont's Terminus Hotel serving pub classics.

"I am a big supporter of 'no waste', in this day and age, with so many people around the world with not enough food to survive, there should not be any waste at all, you can always use every part of an animal in a dish in some way," Colin said.

"I really do believe the trends of sustainability and no waste are gaining ground, fuelled not only by the television shows on cooking with which I and many other chefs are connected, but also propelled by social media which has ensured that the public are now aware where their food comes from, added to these there is the expense of food these days so there is more than one factor driving these trends.

"Essentially, these trends now have momentum from the ground-up, the young people today watch our shows, are keenly aware of things like saving the environment and encourage their parents to be more proactive in these matters," he said.

Colin makes sure his personal support of these trends is reflected in his restaurants with whole piglets featured on his menus which can be shared by 10 people as well as 'nose to tail' platters with each part of the animal prepared into different dishes, which he admits is a lot of work but effective in showcasing the no waste philosophy.

Immensely complimentary of Australian beef and lamb quality, Colin believes that the red meat industry needs to follow the example of the pork industry and implement high profile education campaigns.

"I really do believe it is important for the industry to educate the public that it is not necessary to use only fillet or rump steak, but that secondary cuts are available, how to cook them and not to waste any food," Colin said.

Matt Golinski

One of the original team members of the popular national television series, "Ready, Steady, Cook", Matt Golinski has worked as Executive Chef at some of Queensland's leading restaurants and founded his own successful catering company.

Today, he is the Ambassador for Queensland's Gympie region, home to the likes of Nolan's Meats and Rhodavale Pork, promoting it around the nation as a quality food growing area.



"The success of farmers' markets reflects the enormity of public interest in fresh, locally produced food"

"It is a fantastic campaign by the region's producers, the role is really about getting to know the people that grow the food in the region, going to their farms and seeing what they do and what makes their products unique," Matt said

"Then, at major national events, like the Noosa Food and Wine Festival and the recently held Beef Week, I cook with and promote the products from the region and encourage the public to go and source the produce for themselves," he said.

Matt is certain that the trends of sustainability and regionally sourced produce are far larger than industry is currently aware, citing the growth and popularity of farmers' markets around the nation as an indication of massive groundswell of public support.

"People are demanding to know how their food is grown and where it comes from and have a desire to buy locally which has created the demand for boutique producers to be successful," he said.

"The food service sector has also fuelled the movement by being willing to source their produce locally and promoting its qualities with their customers. As the younger generation comes up through the industry, I see these trends continuing to grow and expand, particularly as they now have access to such a broad range of produce and ingredients which just wasn't the case not so long ago," he said.

Adam D'Sylva

Melbourne born and bred, Adam D'Sylva has twice won the Lexus Chef of the Year award for Victoria before travelling overseas to work in some of the world's leading food service venues in Europe and Asia.

The son of a butcher, he is now owner and Head Chef of Melbourne's 'Coda', opened in 2009 and has been awarded a Chefs Hat on several occasions in *The Age Good Food Guide*.

Adam's mixed Indian and Italian heritage has heavily influenced not only the way he cooks but also the ingredients he uses and is a keen supporter of Victorian lamb and beef in his menus.

"The quality of Australian proteins is second to none, it is on the world stage," Adam said. Wherever I have cooked all over the world, whether it be in Europe, India, Singapore, Hong Kong or Malaysia, the lamb you cook with is Australian lamb, the beef you cook with is Australian beef so that says a lot about the reach of Australian proteins overseas," he said.

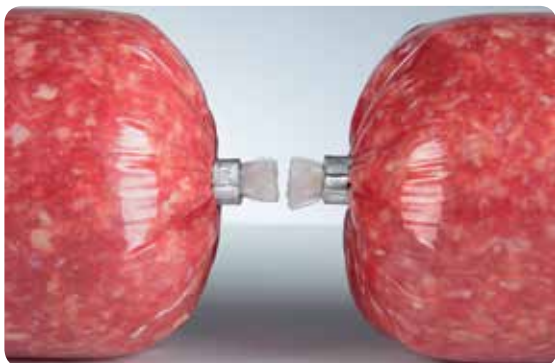
Adam believes that the immediacy of social media has impacted the food industry not only in providing a medium for social movements to gather momentum but also in the demystification of the food service sector.

"Everything is now so immediate, I don't have to go to all the restaurants in Australia or around the world, I just have to get



"The day of reckoning is around the corner when restaurants will no longer absorb the rising costs of meat"

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onto a social media site like Instagram and it is all there, as a result, dishes in restaurants are no longer unique," Adam said.

"I do believe that the next generation of chefs coming up are a bit more tech savvy for a start but also are approaching food in an innovative way changing the way food is presented and cooked without over complicating it," he said.

Adam believes that the major challenge for restaurants at the moment is that they are caught in a price squeeze between the price rises of meat due to drought recovery, international demand, and the price which allows customers to access quality meat dishes, which is affecting profitability.

"In order to maintain profitability, we have been using portion control of meat and redirecting our profit centres to other things in order to continue to use quality meat because, as chefs, we like to make it accessible to customers," Adam said.

"But the day of reckoning is just around the corner and we are going to have to reflect the rises in the menu pricing rather than continue to absorb the increases," he said.

THE NEW GENERATION

Four of the rising young stars of the food service sector are of the collective view that the meat industry needs to be an active participant in the sustainability and no waste movement.

They discuss their views on the future of restaurants, how they are changing the way restaurants purchase supplies and the major trends they see ahead.

Jo Barrett

Jo Barrett started her career with Movida and Tivoli Bakeries in Melbourne before joining Stanley Street Merchants, Sydney's first crowd-funded restaurant, where she first worked with Matt Stone, her current co-Executive Chef at Victoria's renowned Oakridge Winery.

While understanding the economic need for the meat industry to export its premium products, she strongly believes that the Australian restaurant sector needs to be provided with access before the produce leaves the country.

"In Italy, if they make a beautiful cheese, it stays in Italy and the rest gets exported, but the reverse happens here in Australia, with the best product is sent overseas and we get what is left, I really do think the high-quality meat needs to be offered here first," Jo said.

Under the direction of Jo and her colleague, Oakridge Winery has established its own kitchen garden and become renowned for its approach to sustainability and the reflection of this concept in its menus.



"Australian chefs need to be provided with first access to export quality meats"

Jo believes that one of the major differences between hers and the previous generation of chefs is one of underlying philosophy, where the notion of sustainability and no waste has been broadened from purely economics to environmentally based affecting the way they purchase product and the menu.

"We draw on our own region to source product and we only use the whole animals so if customer wants beef, it will never be just one cut because we use the whole animal in the menu," Jo said.

"For us, we like to feel that we are doing right by the whole notion of sustainability, we use the bones, the fat the cartilage and all the minor cuts, this in turn provides us with an exciting opportunity to be more creative in our work as chefs.

"My main message for the meat industry would be that they need to lead the no waste and sustainability movement by educating the public on less desirable cuts and how to use them, in this way it can be the industry that shows people how to eat not just supply what they think people want," she said.

Matt Stone

Working closely with Jo Barrett as co-Executive Chef of Oakridge Winery in Victoria, Matt Stone has earned himself a fine reputation as a leading chef in sustainability in the Australian food service sector.

The winner of *Delicious Magazine's* Outstanding Chef for 2016, Matt says that his generation's view of sustainability considers the effect of what we do on the environment around us and having a sense of place and that this philosophy is changing buying and consumption patterns.

"We serve a lot of kangaroo at the restaurant because I really believe it is very sustainable for our environment, it is wild, it is not eating modified grains, it is not taking up agricultural lands," Matt said. "We take one cow a month, an old cow that has already completed its useful cycle for the farmer, which I share with a friend who owns a pie shop, I take the prime cuts and we purchase lamb from a local farmer.

"This philosophy drives our menu, so we still use meat products, but the vegetables are the star of the dish and the meat is used as flavouring or seasoning or, with the finer cuts, they are served as a garnish on top of the dish," he said.



"Our notion of sustainability takes into account the effects of what we buy and consume on the environment"

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"We are changing traditional buying habits of restaurants to gain access to export quality produce"

Alanna Sapwell

Noosa trained, Alana's experience has now expanded to include Sous Chef at the famed La Decima Musa in Florence, Italy and Head Chef of a restaurant in Japan before taking up the lead role at Saint Peter in Sydney.

Alanna shares the view of her peers that the upcoming generation has a broader view of the notion of sustainability that includes a more open approach to a chef's work/life balance.

Alanna is firm in the belief that the image of a career as a chef, portrayed by the televised cooking shows, is attracting new entrants who have an unrealistic expectation of the industry.

Her strong views have seen her introduce a programme, 'Drinks with the Chefs', through which intending entrants have the opportunity to talk with leading chefs about the realism of the job.

She joins the chorus of voices urging the meat industry to give chefs access to the highest quality cuts before exporting.

"In Sydney, we are lucky enough to gain more access to the export quality than most, but I believe it is a backward way of thinking," Alanna said. "What that means is that our generation is changing the purchasing habits of the industry, we directly source boutique producers who are prepared to give us that access and develop a supply relationship with them," she said.

Jack Furst

Growing up in his family's regional Victorian catering business, there was never any doubt that Sous Chef, Jack Furst would be successful in the industry that was to become his career. Since doing his apprenticeship in Melbourne, he has worked in the some of the city's highly regarded restaurants and won the Electrolux Young Chef of the Year in 2016.

Now Sous Chef at Ides restaurant, Collingwood, Jack believes his generation is lucky to have seen the benefits of the hard work the previous one put in to develop opportunities for the sector.

Responsible for much of the buying for the restaurant he says that today, chefs source the products they require either directly from producers or a distributor.

"The quality of the meat is great, the way we work is that we change the dishes on the menu every three or four weeks and source produce after we decide what we want to do and satisfying ourselves on the consistency of the supply," Jack said.

"As a Chef it is important to know where your produce comes from and be proud and honest with customers about the produce, there is a definite demand for traceability," he said.

Jack sees the sustainability and traceability trends as continuing to change both customer demand and the buying habits of restaurants and sees a growing trend ahead for restaurants to become more casual.

"The future is likely to see a far more casual 30-seat restaurants with a set menu that is definitely produce driven," he said. ■



"The trend for the future is smaller, casual restaurants with set menus"

SunPork Group Future-Proof Swickers Kingaroy Bacon Factory

The SunPork Group is partnering with Wiley to upgrade and expand their processing capacity at the Swickers Kingaroy Bacon Factory by early 2019. The new slaughter room on the western side of Swickers' site is a \$60 million greenfield expansion that will further establish the business as the largest pork processor in the state.

As the largest employer in the South Burnett region, this expansion is a significant investment in the community's future. Swickers currently processes over ninety per cent of the pigs processed in Queensland, and this expansion will allow the broader pig industry in Queensland to grow with the increased processing capacity. Swickers is the only export accredited pig abattoir in Queensland and their quality pork is much in demand by local and export customers.

Wiley has been engaged on both the design and the delivery of the project and will be working with local suppliers to deliver the project. Wiley Senior Project Manager, Greg Lynn said "I am looking forward to delivering this project for Swickers with local suppliers in the South Burnett region. This project has been a vision of the company for some time and I am excited to be helping them to realise it."



3D representation of the SunPork Swickers Kingaroy Bacon Room facility.

Wiley Managing Director, Tom Wiley said "we are proud to be designing and delivering this facility for Swickers to enable them to respond to demand while also being a huge investment in the community. I am excited to be working with a company who shares our community values and bringing their project to life."

Wiley has been collaborating on the design with Swickers to ensure their facility upgrade is state of the art and future proofed. While not required immediately, the new plant will be capable of processing at three times the speed and overall volume of the current plant. Wiley will be delivering; complete slaughter floor, freezer, chillers, amenities and offal rooms. The 4700m² project will take approximately 12 months to complete. ■

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How the Butcher becomes an Active Marketing Chef

My name is Nathan Finch and I am 42 years of age. Since leaving school in 1994 I immediately started my career as an apprentice butcher at Hammondville Meats with Kevin James and David Bartsch. In the four years of training I quickly became obsessed with creating new ideas for the window display which we all know as value-added meals.

In the meat industry I found that value-added meals was a slow start but over the next 10 years things changed pretty quickly with marinades, puff pastries and fancy cuts. But one thing was missing! Cooked meals.

So at the age of 27 after leaving Hammondville Meats and working in



Nathan Finch started life as a butcher but has evolved into a successful consultant into equipment for hospitality and butchers.

other fields of the meat industry I decided it was time to purchase my own shop, which was named Finchy's Finest House of Gourmet. Pretty corny, but it worked.

This is when I started heat and eat meals, with catering on the weekends. A couple of chef mates helped me with the initial start-up and within six months every weekend was taken up with catering. The butcher shop became a kitchen on Thursday nights right through to the weekend.

By the age of 30, I decided to sell up and change careers. At that point I became a salesman for a Butcher and Hospitality company called Unicut, which is when I learned a whole lot more to do with the Chef world and knew that I had to start and educate butchers into some of the equipment.

Seven years quickly passed and by this stage consulting butchers, shop fit-

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Butchers' share of meat sales falls 25% in a decade

Latest data from Roy Morgan shows Coles and Woolworths together now sell 50.8% of all fresh meat. Woolworths has 26.5% and Coles 24.3% market share. This gives the supermarket duopoly a greater share than Aldi, IGA, butchers and other meat sellers combined.

Ten years ago butchers and markets had 32% of Australia's fresh meat market. Today, butchers account for 24% of the fresh meat market, a decline of 8% gross market share or 25% in relative terms. The balance of the 25.2% fresh meat market is held by Aldi, IGA and other supermarkets.

In the last 12 months, fresh meat market share for butchers and meat markets dropped 3%. This is steepest drop of any time period in the last decade. Woolworths has grown its share by 1.1% and Coles 2% in the year to 2017.

Commenting on the trends, Roy Morgan CEO Michele Levine said the 'Big Two' had been consolidating their market share in fresh foods including meat, vegetables, seafoods, bread and fresh deli items. "In the past year Coles and Woolworths achieved a milestone, capturing a majority of the fresh meat market for the first time... the decline in market share for

butchers and markets has been consistent over the past decade.

"Unfortunately for butchers and markets, the decline in fresh meat market share appears to be accelerating," Levine said.

Ms Levine went on to say, "As we've noted previously, Australia's supermarket duopoly has been disrupted in recent years by the arrival of Aldi which has captured a significant market share across categories and in addition to Aldi other foreign entrants are already on the lookout for supermarket locations including giant European supermarket chains Kaufland and Lidl.

"The arrival of new 'cashed-up' competitors, keen to make a sizeable dent in Australia's supermarket retailing landscape, means the pressure on smaller specialist retailers including butchers and markets will only increase in coming years.

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MARKET SHARES: FRESH MEAT, TOTAL GROCERIES & FRESH FOOD *							
	SHARE OF FRESH MEAT MARKET 2017 (%)	CHANGE IN FRESH MEAT MARKET SHARE 2016 - 2017 (%)	COMBINED SHARE FRESH MEATS 2016 (%)	COMBINED SHARE FRESH MEATS 2017 (%)	SHARE OF TOTAL GROCERY MARKET 2017 (%)	CHANGE IN TOTAL GROCERY SALES 2016-2017 (%)	SHARE IN FRESH FOOD MARKET 2017 (%)
COLES	24.3	+2.0	47.7	50.8	28.8	-	24.5
WOOLWORTHS	26.5	+ 1.1			32.2	+ 0.8	26.7
ALDI	9.6	+ 0.9	52.3	49.2	12.1	+ 0.8	9.0
IGA					7.4	- 1.1	6.0
Other Supermarkets					7.3	-	3.6
Butchers & Markets	24	- 3.0					
Non Supermarkets**					11.8	- 0.8	30.2
* Roy Morgan Data ** Includes Butchers & Markets							

The supermarket duopoly continues to capture market share for fresh food from independent retailers including butchers.

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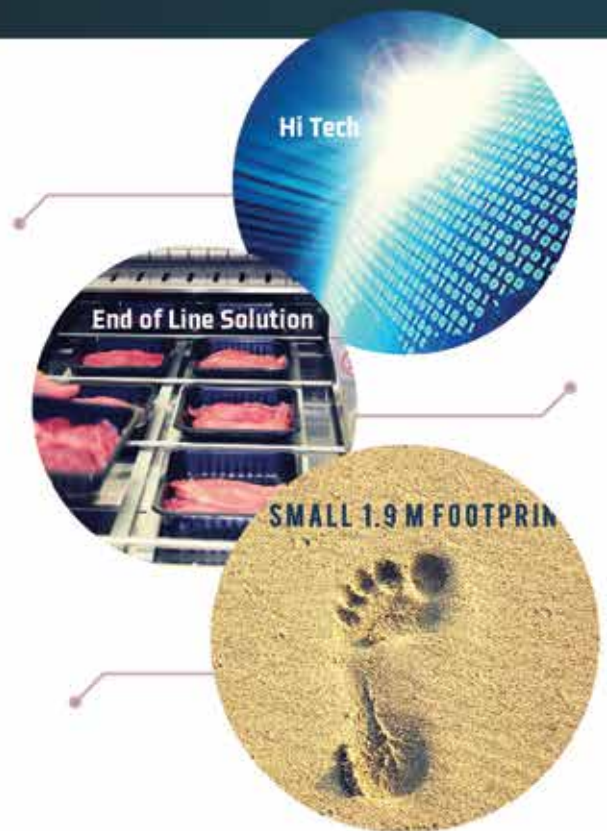
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“However other trends identified by Roy Morgan and deeper analysis of consumer preferences shows specialists who understand their customers are still well placed to capitalise on the ‘hidden value’ in the discretionary end of their market,” Ms Levine concluded.

Fresh Food vs Total Groceries

Supermarkets including Coles, Woolworths, Aldi, IGA and smaller supermarkets account for 88.2% of Total Groceries. (Total Groceries includes all groceries and Fresh Food)

But when it comes to Fresh Food alone, supermarkets account for 69.8% market share with non supermarket food retailers still accounting for 30.2% of sales.

This shows specialty food retailers, including butchers, fruit and vegetable and bread shops are resisting – but not withstanding or reversing – the wider grocery trend.

The lower market share in fresh food sales is consistent with the positioning by both Coles and Woolworths as “fresh food” retailers in their advertising and overall promotion. Management of the big two has identified fresh food as the segment with the greatest growth potential. This advertising position is driven by the knowledge that market share can be more easily won from independent food retailers as opposed to their respective duopoly partner.

The Roy Morgan research also measures a lack of loyalty among supermarket shoppers. Survey data showed between 6% and 8% of grocery shopping only at Coles or Woolworths with more than half of supermarket customers shopping at both. Building loyalty is a useful strategy for independent food retailers who can build more meaningful relationships with their customers.

Coles is: FOR SALE

The recent announcement that Wesfarmers plan to float Coles as a separate company has the potential to change the retail landscape. Valued at about \$20 billion, Coles includes 806 supermarkets, 894 bottle shops under the Liquorland, Vintage Cellars and First Choice Liquor brands, 712 Coles Express service station and convenience outlets, Coles Financial Services, which sells credit cards and insurance, and 88 hotels, which are mostly in Queensland.

Wesfarmers will retain Bunnings, Kmart, Target, Officeworks and its industrials portfolio. It will also keep a 20% holding in Coles.

Business commentators suggest Wesfarmers has not been able to find a buyer for Coles because of its limited growth prospects and low return on capital and that a float is the last option. They suggest Chinese investors or private equity speculators may be the most likely buyers of shares. ■

Borrowdale free range pork steaks its claim

Australians are increasingly putting pork on their forks and today the nation’s best pork was announced.

Queensland producers Borrowdale Free Range Pork took out top honours in the Australian Pork Limited Steak Your Claim competition.

“Australians’ appetite for pork continues to grow and our farmers are continually looking to improve their already product, which is already high quality,” said Australian Pork Limited General Manager of Marketing, Peter Haydon.

“This competition seeks to find a really special product and producers have responded by looking at different breeds and feeds to deliver a stunning pork steak.”

A highly qualified chef judging panel assessed pork loin steaks against a range of criteria, including the colour, visual appeal and marbling of the raw product, as well as the aroma, flavour, tenderness, juiciness and texture of the cooked.

Today Queensland Minister for Agricultural Industry Development and Fisheries, Mark Furner, made presentations to the winners at the Pan Pacific Pork Expo on the Gold Coast.

Borrowdale Free Range Pork in Toowoomba was celebrated by the judges for excellent raw appearance, with good colour and marbling, plus their terrific flavour, tenderness, juiciness in the cooked product.

“Borrowdale comes from a family of free range farming pioneers near Goondiwindi on Queensland’s fertile Darling Downs,” said Paul da Silva, Marketing Manager for Borrowdale Free Range Pork’s parent company, Arcadian Organic and Natural Meat Co.

“The winning entry was just part of Borrowdale’s regular weekly production. It’s great that it reflects the brand’s mission to let consumers rediscover the real taste of pork. Borrowdale’s everyday customers are enjoying the best pork on offer.

“We entered Borrowdale Free Range in the Steak Your Claim competition because of our confidence in the product. We have had so much feedback from our customers, including some exceptional restaurants, that we thought Borrowdale deserved the chance to be officially recognised for its quality.”

For the first time, all three winning steaks came from Large White Landrace crosses. Second place was awarded to Westpork, Western Australia, while St Bernard’s Free Range Pork, New South Wales, placed third. ■

AMIC commits to grassroots butcher support

Social media is an incredible tool for promotion, discussion and discovery. Need to know how to fillet a fish? Look up a fishing website. Concerned about your latest phone account? Go to an online chat session with your provider and have it resolved. Curious to see how others prepare a leg of lamb for Australia Day? Join a discussion group on Facebook.

A fairly simple question on a Facebook page for butchers has evolved into a lengthy debate and eventually an interview between *AMN* and AMIC CEO Patrick Hutchinson to seek some answers.

The post started out:

Looking for honest feedback as to why butcher shops are closing down? Is this something that should bring concern to government, AMIC (Australian Meat Industry Council)?

Over a two-week period, discussion regarding the demise of the independent butcher revolved around



AMIC are working toward a roll-out of services to support butchers at a grass roots level.



AMIC CEO, Patrick Hutchinson is well aware of the issues that retail butchers face and is working toward a suite of services that provide the skills and tools to improve the local butcher shop.

competition from supermarkets, the physical pressures of the job, poor wages, increasing costs, laziness/education of the consumer and reluctance by some butchers to try new ideas. Contributors were from around the country – some with successfully growing businesses, others who had closed their doors in recent months. With more than 150 comments, it is a fair snapshot of industry concerns.

Taking these concerns direct to the CEO of AMIC, *AMN* discovered that the industry council is well and truly aware of the issues and is making a serious effort to address them to give retail butchers a fighting chance of making their business a success.

“In my first year as CEO, it has been about restructuring the organisation to suit butchers’ needs more appropriately – something that hasn’t

been done for the previous 10 years,” said Mr Hutchinson. “My travels around the country to speak with butchers and AMIC representatives indicate that the posts on Facebook are reflected around the country.

“Therefore in the coming year, we intend to address those concerns by providing butchers with services that aim to improve their business skills in a forum that suits them.”

Some of those services will include a marketing campaign, Love Your Local Butcher, to give butchers the tools to promote their shop. Mr Hutchinson said that the program is more about recognition of the butcher behind the counter, not the product. An integral part of their local community, butchers provide the meat-tray raffle for the football/netball club, the supplies for the local bush hospital and are proud to be a part of their community.

One of the strongest themes to arise from the Facebook discussion was the need to 'think outside the box' in reference to value-add products.

For many butchers it is no longer enough to provide customers with a few sausages or a pre-made stir fry. The reluctance to try new value-add products can be due to butchers being unsure how to make commercial volumes of requested dishes and knowing if it will sell to make it worthwhile. The rewards for the majority of butchers who have tried new ideas have been a success.

"Part of the new roll-out of services to butchers will be to address how to produce quality, value-add products," said Mr Hutchinson. "We have been looking at the merit of a mentor program in conjunction with MLA to assist butchers with getting started on value-add products, promoting them and selling in the shop.

"It's about giving a differentiation between the supermarket and the independent retail butcher. The butcher is the artisan purveyor of fresh meal solutions in Australia. You can't get a fresh meal from the greengrocer or a take-away shop that is as well-made or as nutritious."

Much of the work undertaken by AMIC is behind the scenes advocacy on behalf of the meat industry in areas such as industrial relations, human relations, leases, apprentice structures and state regulators on food safety plans.

In recent months AMIC, in conjunction with the Australian Competition and Consumer Commission (ACCC), has been presenting workshops and information packs for retail butchers to highlight the country-of-origin labelling requirements that will affect products in the shop. (see page 11 for more information).

One of the greatest concerns for many butchers – and processors – is the

rising cost of energy. AMIC has forged a deal with Make It Cheaper, an energy broker to help members find a more cost-effective solution to their energy needs. The broker also works with a number of partners to increase efficiencies and identify potential savings.

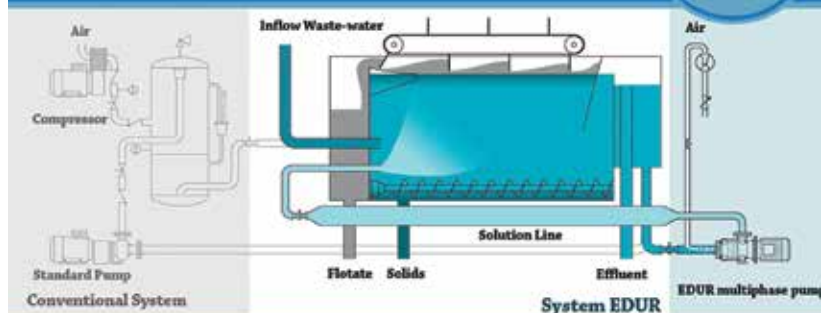
"Butchers are very good at what they do, and we recognise there is more that we, as an organisation, can do to

help them. I am excited about the services we will be providing in the coming year, including a new website, webinar videos that can be accessed whenever it suits the butcher and the Love Your Local Butcher campaign. Competitions such as the Sausage King will also be given a freshen-up and streamlined to make it easier and more successful for butchers to take part in." ■

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The taste starts on the farm

On-farm handling of cattle appears to have more effect on beef eating-quality than long transport times, according to a new Australian study.

Low-stressed animals appear to handle haulage better than those raised conventionally, scientists suggest.

Researchers from the University of New England have proposed the beef industry measure individual animal stress at slaughter rather than rely on generalised thresholds such as transport times or rest breaks.

The study, led by Adjunct Professor Meat Science Dr Rod Polkinghorne, reported transport times had no effect on carcass traits, consumer sensory scores and objective meat quality variations in striploins taken from 343 steers.

The animals were transported to slaughter from four central Queensland properties, (two of them practicing low-stress handling), for periods ranging from 12 hours to a staggered 36 hours.

The Meat Standards Australia (MSA) system limits cattle transport to 36 hours, with a warning that long transport might increase the risk of poor eating quality beef.

“There was large between-property variation in the proportions of carcasses excluded from grading on the basis of low rib-fat, high ultimate pH and dark meat color scores,” the study said

“These traits were not associated with transport treatments and were likely related to variation in on-farm factors.”

The researchers noted difference in cattle-handling techniques such as mustering, prod use and yard structure, and co-related them to ultimate results.

“The results from this experiment clearly indicated that extending the transport time from 12 to 36 hours did not have a detrimental effect on beef eating quality,” the study said.

“Giving stock a break mid-transport had no perceivable benefit in terms of eating quality or dressing percentage. This is contrary to the opinion of a number of experienced commercial cattlemen.”

More than one-third of the carcasses failed MSA because of exclusions of rib-fat, high pH and meat colour “which in a commercial environment would have serious financial implications”.

Dark cutting meat and pH was lowest in cattle from the low-stress farms.

The study suggested pre-transport low-stressed cattle scored better.

“Even with long distances and transport times, a low (MSA) failure rate is achievable,” it said.



Most cattle in Australia are transported more than 12 hours to slaughter, although much of Western Queensland and the extensive northern pastoral region in the eastern states require longer haulage.

The Meat Standards Australia (MSA) grading system is voluntary and largely services the domestic market.

From the initial launch in 2000, the number of MSA-graded carcasses has grown rapidly so that in 2016/17 nearly 3 million carcasses were graded.

It has been estimated that farmers earn premiums of 0.15 to 0.20 \$/kg carcass weight for MSA-compliant carcasses, with smaller premiums being passed onto the processing and retailing sectors.

As the demand for MSA-eligible cattle has increased there has been interest from the beef industry (particularly the northern cattle industry) to examine mechanisms by which more carcasses can be supplied for MSA grading.

By contrast, cattle from one of the conventional farms saw 80% of carcasses being MSA excluded on the basis of meat colour.

“These percentages ... were far too high to be commercially sustainable,” the study noted.

“The variation and generally high percentages of (MSA) exclusions in this experiment suggest that it is important to pay attention to the stress associated with transport and the preparation and handling of animals in the pre-loading period.”

The study noted a general relationship between transport time, stress and eating quality on a lot basis “will be a relatively insensitive instrument for assessing individual animals.”

The study has suggested measuring individual animal stress at slaughter “to identify poor eating quality carcasses within transport treatments”.

Other scientists working on the study were Judy Philpott and John Thomson. ■

Experience pays when building meat facilities



With more than 25 years of experience in designing and constructing food and cold storage facilities, Paul Brady from Paul Brady Building Group provides clients with a turn-key design and building service. The company delivers regulatory compliance, operational efficiency and low cost, energy efficient and low maintenance building solutions.

Owner and general manager Paul Brady says the operational, regulatory and construction aspect of a new facility must be planned and integrated to achieve the optimal outcome.

“We are registered commercial builders and incorporate a design service. Part of the design service brief for extension and new constructions, is to obtain all required permits to ensure compliance with building codes, but also compliance with regulatory authorities such as water and fire services and food safety authorities like PrimeSafe.

“All this needs to be taken into account at the design stage to ensure trouble free construction and a smooth and timely start to commercial operations.

“Being able to offer a ‘one stop shop’ has proven to be of great benefit to our customers, who are safe in the knowledge the works will meet all compliance hurdles and be built to a high standard,” Mr Brady said.

In addition Paul Brady Building Group provides a seven day a week maintenance service. This ongoing relationship benefits both builder and client. “Our maintenance and repair division services existing facilities and the facilities we have constructed. We and our clients soon learn what works and what doesn’t, particularly in terms of longevity and cost savings.

“It is a passion – of mine and our team – to deliver high quality projects,” Mr Brady said.

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From individual walk-in and drive-in cool rooms, holding and blast freezers, production areas, flooring, grease interceptor traps and drainage systems, Paul Brady Building Group offers a personal and professional service.



What determines the ‘wholesomeness’ of a carcase?

Currently the official “wholesomeness” of a carcase is determined by the subjective opinion of a food safety inspector. Many in the industry are calling for an objective, science-based system.

A casual chat with a local butcher on a summer holiday on the Victorian coast has led to the opening of the proverbial can of worms.

Me: *that’s a great looking beef carcase, how long has it been hanging?*

Butcher: *only seven days*

Me: *oh, it looks longer*

Butcher: *I’m not allowed to hang it any longer; otherwise it might be deemed unsafe and I run the risk of it being seized.*

By Deborah Andrich

The understanding on my part was that it could be kept up to 21 days, but the butcher said the rules had changed and that was no longer the case, 14 days was the maximum.

In a state of confusion, the question was asked – how long can a carcase be kept before it is deemed no longer fit for human consumption?

Firstly for clarity, this is not about dry-ageing, which has a clearly defined methodology to control temperature, humidity and air movement and a prescribed length of time to achieve the end results.

The question is: if the butcher receives the carcase as a delivery from the abattoir or trader and for whatever reason, can’t get to breaking it down on the same day and it is left to hang in the coolroom – how long can it hang?

The resulting answer is discouraging and fraught with problems.

In an official statement from the Victorian regulator, the response to the query was:

“The Australian Standard for the Hygienic Production and Transportation of Meat and Meat Products for Human Consumption (AS 4696:2007) prescribes outcomes based standards for Meat Processing Facilities.

The Victorian Standard for Hygienic Production and Meat at Retail Premises (2006) prescribes outcomes based standards for retail sale of meat that includes butchers shops.

Neither of these standards prescribes the number of days that meat can be stored, or the shelf life for processed meat products. Storage times and shelf life must be determined and validated scientifically by the business.

As prescribed in the Standards, fresh meat can be stored or hung, providing it remains wholesome and fit for human consumption...”

The statement then goes on to explain the process of dry-ageing, which is not relevant in this instance.

When asked for clarification on the phrase ‘fresh meat can be stored or hung, providing it remains wholesome and fit for human consumption’ the regulator did not respond.

Exploring the Victorian Standard for *Hygienic Production of Meat at Retail Premises (March 2006)*, Definition Section 2 describes:

wholesome when used in relation to meat and meat products means that the meat and meat products have been passed for human consumption on the basis that they:

- (a) are not likely to cause food borne disease or intoxication when properly stored, handled and prepared for their intended use;*
- (b) do not contain residues in excess of established limits;*
- (c) are free of obvious contamination;*
- (d) are free of defects that are generally recognised as objectionable to consumers;*
- (e) have been produced and transported under adequate hygiene and temperature controls;*

- (f) *do not contain additives other than those permitted under the Food Standards Code;*
- (g) *have not been irradiated contrary to the Food Standards Code; and*
- (h) *have not been treated with a substance contrary to a law of the Commonwealth or law of the State or Territory in which the treatment takes place*

All of this is fair enough, but not particularly helpful on a day-to-day basis for a butcher who needs to know today if the meat is border line.

Further inquiries to a TAFE butcher teacher, a researcher with NSW DPI, MINTRAC and FSANZ reveals that there is no definitive answer, nor are there any training modules to instruct butchers on what to look for. Nor was anyone prepared to have their name put in writing.

A conversation on social media reveals that the issue is a problem for many butchers as the assessment of 'wholesomeness' is prone to subjective interpretation – by the butcher and the inspector – with a few butchers claiming that they were not given the opportunity to send samples for testing to verify the status of the product and consequently had product seized.

What we do know is that as meat ages, its smell, taste and visual appearance changes. Termed 'spoilage bacteria' it is defined by MLA in its document Guidelines for the Safe Retailing of Meat and Meat Products as 'bacteria which limit the shelf-life of foods by producing objectionable odours and slime'.

It is the measurement of those bacteria that remains a mystery.

According to one source, the development of the spoilage bacteria is dependent on storage temperature and most in the industry would know that carcasses should be chilled to at least 7°C, and cuts to 5°C and cold storage would be identified as a critical control point in the business' HACCP plan.

The MLA Guidelines also acknowledge that there may be occasions when temperature control is a challenge:

1. Carcasses are delivered warmer than 7°C on their surfaces
2. There is a long power outage
3. While boning bodies and cuts in the shop
4. Build up in the trim bucket.

The common sense approach in the Guidelines when boning would also be well known to butchers and staff: boning in the cool of the day; one body at a time while the others remain in the coolroom; and use of a smaller trim bucket. Should the power go out for an extended period of time, the use of a back-up generator is equally common sense.

It is the first point that can cause the greatest concern as the butcher does not have knowledge of the carcass' history – how long since slaughter, how quickly was it chilled, how many times has it been in and out of coolrooms in the supply chain and how many deliveries were made prior to yours when the truck door is frequently opened and closed. The butcher operates on faith that the supply chain is doing their utmost to maintain adequate climate control and most in the industry would.

However, there is no benchmark to gauge the level of 'spoilage bacteria' on the carcass at the point of delivery to the shop and therefore it is difficult for a butcher to say exactly how long the carcass will last before it is deemed no longer 'wholesome'.

While testing facilities can assess the level of bacteria present, most of the laboratories are based in capital cities or near to abattoirs, which for the rural butcher isn't much help and more than likely are not able to offer a 24 hour turnaround service.

Which brings us back to the subjective nature of the level of 'spoilage bacteria'.

If the determination of 'wholesomeness' is based on the buildup of slime, a bad smell and taste, there is no objective or scientific method available to the butcher to determine the extent of the bacteria to say it is definitely no longer safe for human consumption or whether it should be utilised immediately. Should an audit be conducted, that determination of 'wholesomeness' is also dependent on the olfactory skills of the inspector – who is to say his sense of smell is properly calibrated or not impaired?

This issue has been bubbling away since January and repeated requests from AMN for clarification and help from industry sources has not brought a resolution any closer. Most sources admitted that it was a problem and that yes, training would be a good starting point, but when questioned further as to whether that might happen, the phone went silent. ■

Hazeldene's rely on Gorman-Rupp wastewater Pumps

Hazeldene's Chicken Farm is a world class producer of Free Range and RSPCA accredited poultry, located near Bendigo, in Central Victoria. They have a state of the art poultry production facility, and their products are sold through Coles, Aldi, Woolworths, Harris farms, IGA's, butcher shops, charcoal chicken stores and smaller specialty retailers. They employ more than 750 people in the local Bendigo area.

In line with their focus on quality, Hazeldene's were looking for a quality solution for their wastewater pumping needs. They had previously tried several different brands of self-priming wastewater pumps, but none were able to deliver the quality of service Hazeldene's engineers were looking

for. They needed a pump that was capable of handling all the solids that form part of the wastewater stream in a chicken process plant [like feathers, internals, feet etc], and that was also an extremely reliable self primer.

Hydro Innovations recommended a V3B60-B, which is part of Gorman-Rupp's range of Ultra V Series self-priming wastewater pumps. Adam Hazeldene, Technical Services Manager, was well aware of Gorman-Rupp's quality reputation, and was keen to see one installed in his wastewater system, to solve the problems they were experiencing.

The V3B60-B has a 100mm suction and 80mm discharge, and is capable of handling a 76mm spherical solid,

along with stringy materials. The pump can also be placed on a suction lift up to 7.6 metres, can deliver flows to 50 litres per second, and can be relied upon to prime and re-prime automatically every time it is asked to pump. For more corrosive environments, the V3B can be supplied with 316 internal components, and for abrasive applications, hardened iron materials can be fitted.

The pump was duly purchased and installed, and Adam has had no regrets about his purchase. More information on Gorman-Rupp pumps can be obtained from Hydro Innovations www.hydroinnovations.com.au ■



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Alternatively, please visit www.krehalon.com to find out more.



Prevent costly food recalls by detecting foreign matter contamination early

Food recalls are important from a public health perspective, but can also impact on a business' bottom line with catastrophic consequences.

In the US, food recalls cost companies an average of US\$10 million in direct costs alone (Source: Food Marketing Institute, Grocery Manufacturers Association). The effect on consumers is possibly the most significant factor. A survey by Harris Interactive found that 15% of consumers would never buy the product again and 21% of people affected by the recall would not buy any product from the same manufacturer.

In Australia, Food Standards Australia and New Zealand (FSANZ), coordinated 626 recalls between 2008 and 2017. The average number of yearly recalls for the past 10 years was 63 recalls.

The most common cause of food product recalls is derived from biological contamination (microorganisms and toxins), typically affecting fresh foods such as nuts, vegetables and salads. Poor labeling for allergens such as nuts and dairy are also a major cause of product recalls.

Foreign matter in food is the other most common cause of product recall, which is a catchall for many different items such as metal, plastic, glass and wood, often occurring during the production line or packaging process.

Between 2008 and 2017, there were 108 recalls due to foreign matter. The most common types of foreign matter found in food were metal (33%), plastic (29%) and glass (24%), these three making up for 86% of foreign matter contaminants. A recent recall for a poultry product was suspected to have plastic

fragments, while earlier in 2018, a popular retailer recalled meat products due to the presence of bone fragments and microbial contamination. The cost to the manufacturer and the flow on effect to the brand would have required a lot of time, money and effort to regain customer confidence.

Product recalls are increasing

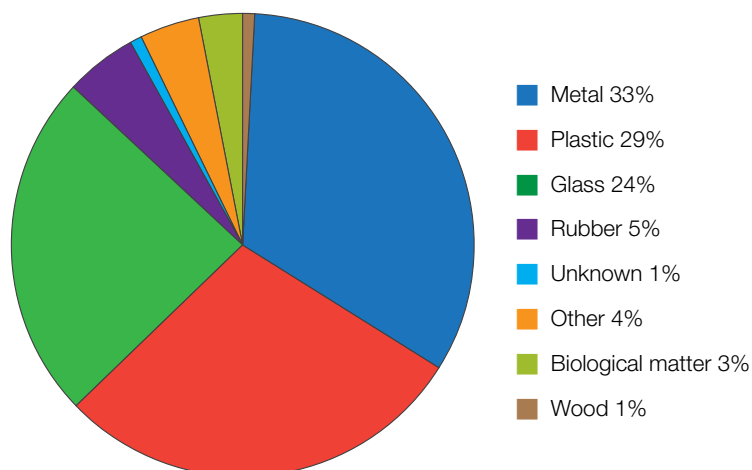
There are a number of factors driving the increase in food product recalls, some are positive such as improved detection technology of foreign matter and pathogens and stricter regulations and enforcement. On the other hand, with fewer suppliers and complex supply chains, the risks in food safety have the potential to increase as pressures to implement just-in-time manufacturing processes and global suppliers can potentially lead to widespread global contamination before it is detected.

Failure to detect and act on a contamination event will mean that the product needs to be removed from retailers, warehouses and consumers; notifications issued; implementation of a crisis management team to implement corrective action; collaboration with regulatory authorities; destroying the contaminated product and managing the public relations outcomes as a result of loss of consumer confidence.

Prevent recalls

The best way to prevent contamination is to implement hygienic practices to prevent cross contamination.

Sources of contaminants in foods



continued on page 34

continued from page 33

Foreign matter recalls can be avoided by investing in X-ray detection systems as the Ravenwood VXR® system. The end-of-line solution provider can identify pieces of glass, metal, plastic, rubber and wood by employing visual, x-ray and seal integrity technologies which identify and reject food trays that are seen to contain errors.

X-ray detection is based on ‘Sapphire’ carbon nanotube field emission technology, a leader in the field of x-ray, boasting low energy, high speeds and resolution for unparalleled performance. The machine is capable of automatically detecting faulty labels, printing errors or poor quality print as well as analysing label position and orientation.

Additional checks can be incorporated into the system to check for barcodes, use-by dates and traceability codes.



The third quality control check is for variations in mass and contaminants, including the presence of foreign bodies such as glass, metal, ceramics and bone fragments. Once detected, the machine will segregate faulty

products to ensure contaminate products do not enter the supply chain. Seals are also checked for integrity to give the best possible outcomes for food production. ■

Meat products handbook – blending art with science

Meat Products Handbook: Practical Science and Technology is a 650 page comprehensive reference on the production of processed meats.

Written by Gerhard Feiner this book provides an in-depth overview and describes and discusses all aspects of the inputs, procedures and the biological processes.

Humans have fermented natural products since ancient times to make: bread, alcohol, cheese and smallgoods. The modern day challenge for smallgoods makers is to evolve and adapt what was an “art” into an industrial-scale processes. A process that makes nutritious, attractive and safe foods and sustainably rewards all those involved in its production.

The author, who has spent his whole working life in the processed meats industry, came to the realization that an understanding of the underlying science was essential to make these products in a twenty first century technical and social environment.

The need for a broad approach that combines the practicalities of modern production with an in-depth understanding of the underlying biochemistry was the motivation to research and write this book.

There is a lot of information. Part 1 describes meats and additives in detail. Technologies and processes that include the use and interactions of brine, temperature, fermentation, curing, slicing, cooking, canning and



continued on page 36

Near Infra-red meets the demands of modern meat processing control

Improvements in near infra-red (NIR) technology for meat processing analytics has extended the range of parameters that can be tested to include saturated fat, carbohydrates, sodium and energy with the introduction of the FOSS FoodScan 2.

The original FoodScan 2 unit was more than adept at scanning fat, protein, moisture and collagen and has been a successful tool for meat analysers for more than 15 years. Testing times in the new model have improved by 50%, to as little as 25 seconds.

FOSS, global meat market manager, Poul Erik Simonsen said: "The FoodScan was a revolutionary tool for meat producers when it was introduced more than fifteen years ago. We are now proud to present FoodScan 2 as a worthy successor with the perfect functionality for today's meat process and quality control."

An increasingly important measurement for the meat industry is colour.

The FoodScan2 has an innovative use of both NIR transmittance and transreflectance technology in the one



unit to perform colour measurement simultaneously with compositional tests, providing an alternative to separate colour measurement equipment or subjective assessment by eye with visual charts.

Two models of FoodScan2 are available – LabTS for the laboratory environment and the Pro model for production. The FoodScan2 uses samples of meat, ground meat, processed meat and finished product. The unit can be

networked to the processors' systems for real-time feedback for quality control and time-critical testing. Calibration is based on a vast data pool of global data to ensure the most accurate results possible. The software behind the FoodScan2 is also compatible with the original FoodScan units.

Foss Pacific, 02 9888 6788
www.foss.com.au ■

Gum Tree chip make Aussie flavors

Australian smoke chip company Smokemaster has released a new range of smoke chips. Offered in 1kg bags, the sustainably sourced chips are ideal for butcher shops and restaurants seeking quality and consistent smoking outcomes. The chips are designed for use in smoking ovens and BBQs.

Smokemaster wood chips are derived from Victorian hardwoods, are chemical free and HACCP certified. Chips are screened to ensure there is no foreign material such as bark, mould, spores or insects and are free of fine particles and dust.

Uniform chip size and moisture levels ensure consistent performance.

The two varieties are Riverina Redgum and Australian Ranges Mountain Ash add great colour and flavour to a wide range of smallgoods, game meats, fish and chicken.

W: www.smokemaster.com.au T: 0409 655 733
 E: alex@smokemaster.com.au ■



Farmers and shooters guide to meat making

The Complete Book of Butchering, Smoking, Curing and Sausage Making
by Philip Hasheider

This is another great American book on “do-it yourself” meat from slaughter to recipes for the family. It describes the processes for most farm and game animals including cattle, deer, rabbits, and poultry.

Philip Hasheider is a fifth generation farmer. He recognises most people know little about the origins of the food they eat but acknowledges that many people want to know more as evidenced by the growing interest in farmers markets, food shows and the growing coverage of food and animal issues in the media.

This book is a great guide for shooters and farmers wanting to harvest their own meat.

For professional butchers it has some novel ideas for game and smallgoods.

But also for butchers, this book puts in words the whole process from live animal to meat. It values meat as more than protein and money. It justifies meat consumption on the basis of need, but also respect for animals and the people

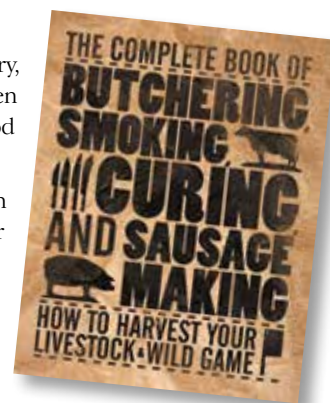
involved in the industry, considerations that are often lost in our industrialised food systems.

Just reading the text can assist butchers help their customers understand the essential role of animals and meat in our food chains.

The book has 250 pages and more than 100 photos and illustrations.

The Complete Book of Butchering, Smoking, Curing and Sausage Making is published by Voyageur Press and is available from Books for Cooks. RRP A\$30.00 www.booksforcooks.com.au

See competition details on page 39 ■



continued from page 22

outs and designing was one part, cooking and sharing my knowledge was the greatest part. Having someone listen and take in your knowledge and then to watch them grow with success was probably the most rewarding part of my job.

Sean Cunnington from Unox Australia became a big sector in the growth with butchers as both myself and Sean (who was my active marketing chef) started to hold Individual Cooking Experiences with more and more butchers monthly.

Both Sean and I could see that there was a huge market for Unox Oven sales in the meat industry. Butchers that purchased Unox ovens always mention that they should have done something earlier as they could see their return of investment was quickly recovered.

Years later, still working in conjunction with Sean and Unox Australia, I joined a larger meat machinery company called Viking Food Solutions. From there we opened the door to a much larger market and started to sell more Unox Ovens to the meat industry. Now I am one of the Active Marketing Chef in New South Wales for Unox Australia supporting customers, consulting new customers and liaising with our Dealers. I have found my CALLING.

From one butcher to another. ■

continued from page 34

casing make-up Part 2, the main section of the book. Part 3 covers quality and safety issues.

Processes and products are discussed in detail. The author compares “bacon” made in Australia, New Zealand, England, USA, Austria and Germany. The differences between fermented salamis from Hungary, China, Italy and USA are analysed.

The book covers everything from industrial hamburger patties, canned corned beef through to fermented products and includes a section on brawn and meat jellies.

Meat Products Handbook: Practical Science and Technology is an essential reference for all managers and researchers in the smallgoods industry. The book provides many solutions but also point the way for further inquiry.

Meat Products Handbook: Practical Science and Technology by Gerhard Feiner can be purchased on the internet: Do a Google search for “Woodhead Publishing” this will take you to the Elsevier website where you can enter the full name of the book “Meat Products Handbook: Practical Science and Technology” in the search system to find more information. ■



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ENTRIES CLOSE: 15 AUGUST 2018

First prize is a Victory 10" Simitar steak knife with a Lesnie's Steel. Five Victory 6" narrow curved boner knives are also up for grabs! To enter, find the words, cut out or copy the page or just send the answer with your name and address and contact details to:

Find a Word, Australian Meat News,
PO Box 415 Richmond Vic 3121
or scan and email to:

optimalnews@majestic.net.au

Be sure to write your name, address and phone number and ANSWER clearly.

Last issues winners see page 13

W	I	L	L	I	A	M	T	E	L	L	O	N	I	N	L	E
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WILIAM TELL	HIBERNATION	LUSH	TAXES	REDUCE STOCK
DISTRACTION	EMPLOYMENT RULES	WINDY	EL NINO	WHICH BANK
THE APPLE	FAKE NEWS	SILAGE	MUSIC	FROSTS
ROAD BARRIERS	EAR MUFFS	RHETORIC	THEFT INSURANCE	CHOOSE?
HERO	GREEN	SHORT DAYS	VARIABLES	KEEP WARM
HEARING LOSS	CYBER SECURE	WRITE OFFS	ALWAYS	HOT TEA
WOMBATS	ROLLING HILLS	SNOW	NGO	
SCAMMERS	HYPERBOLE	PROFIT & LOSS	LOCK UP SHEDS	

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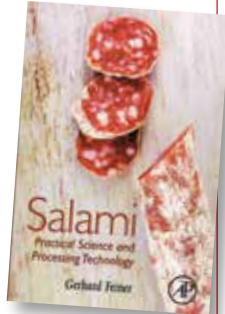
ADDRESS:

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Book Competition Winner

The winner of a copy of *Salami: Practical Science and Processing Technology* by Gerhard Feiner is Thomas Penrose. Tom works at Penrose Prime Meats, a long established family business based in Tamworth, NSW. Tom describes the business as old style, but progressive buying locally and boning in the shop to control costs and ensure quality and presentation.

Congratulations Tom and thanks to all who entered the book competition.



WIN WIN

Win a copy of *The Complete Book of Butchering, Smoking, Curing and Sausage Making* by Philip Hasheider.

Send your answer, name, address and phone number to:

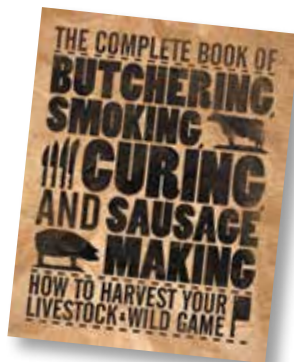
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By Post: PO Box 415, Richmond, Vic 3121

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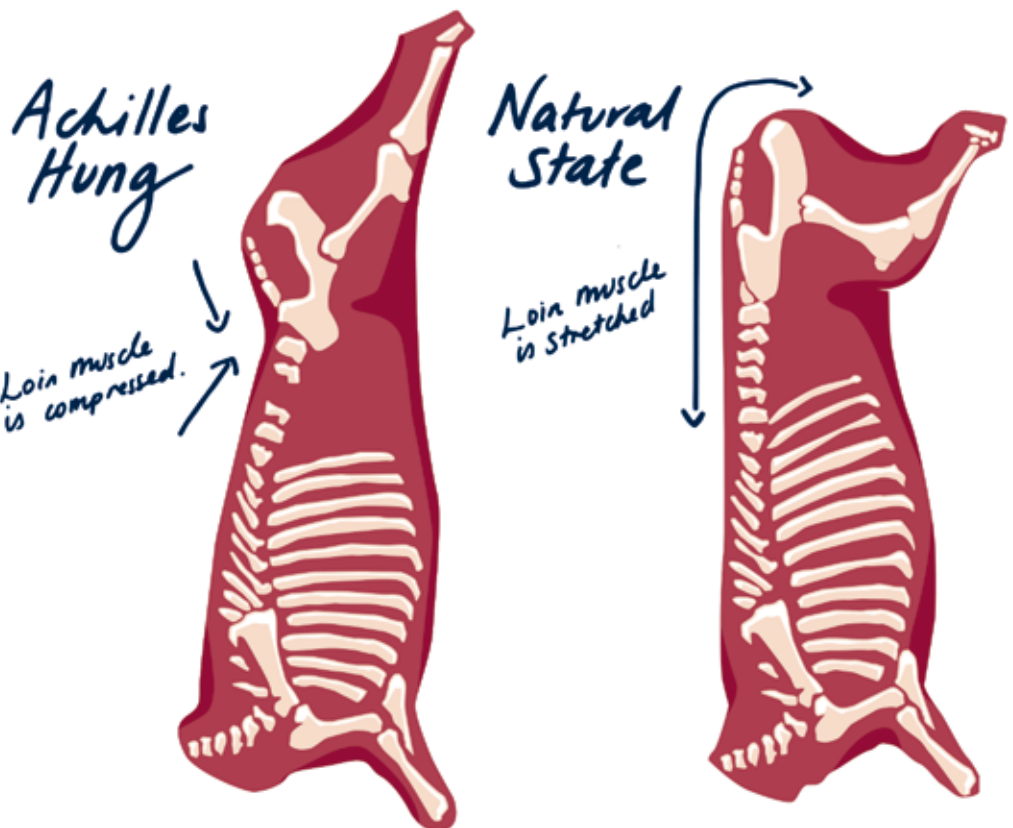
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