

# AUSTRALIAN MeatNews

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Wild Deer Venison  
World Butchers Challenge  
Tough trading ahead





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## Cover

*Joseph Marberley who has earned a place as a reserve for the Young Butchers team to go to Sacramento in 2020 for the World Butchers Challenge. See page 14*

## Giveaway

Win a copy of *Feathered*. Page 37



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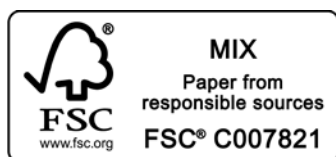
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## Is Kangaroo Island artisan meat processing feasible?

In a press release from the South Australian state government, the Minister for Primary Industries and Regional Development said a feasibility study into artisan meat processing on Kangaroo Island was to be undertaken to determine if 'there is a clear path forward for small scale meat processing on Kangaroo Island, to save local farmers thousands of dollars'.

BDO EconSearch has been appointed as an independent consultant to work with industry stakeholders, associations and businesses on the island.

Key things to be considered as part of the feasibility study for artisan meat processing on Kangaroo Island include: current distribution of meat and meat products, outlook for livestock production, current and future demand for locally produced meat and meat products and construction and operating costs of alternative meat processing facilities.

Minister Whetstone said the success of the initial consultation has led to calls from Fleurieu farmers to be included in any consideration of local artisan meat production.

"In a separate but complementary process, my department will accept submissions from businesses, industry associations and local government on the Fleurieu Peninsula and elsewhere, and will assess those against the findings of the BDO Econsearch Kangaroo Island feasibility study, which is due to be finalised in May," said Minister Whetstone. ■

## Inghams expansion to create jobs in SA

Inghams Australia's commitment to a significant expansion in their operations has seen the opening of a new feedmill at Murray Bridge, South Australia. Grow out and hatchery farms are also part of the expansion bringing the total investment \$279 million to support the fast-growing poultry industry which shipped more than 160,000 tonnes last financial year.

According to Ingham's CEO, Jim Leighton, the feed mill is fully automated and will operate around the clock to increase the company's feed production in South Australia to 11,000 tonnes per week.

The South Australian Minister for Trade, Tourism and Investment David Ridgway said the Ingham's development made the region one of South Australia's most important national centres.

"Ingham's already employs 1850 staff in South Australia and on the back of this expansion, there is great optimism that this number will grow in the coming years," Mr Ridgway said. ■



## Granville TAFE apprentices, on to big futures

TAFE NSW Granville apprentice Jacob Camilleri has been named National Apprentice of the Year at the final of the Australian Meat Industry Council (AMIC) competition held in Fremantle, Western Australia.

Widely regarded as the meat industry's premier competition, AMIC's competition attracts huge interest from Australia's 3,200 independent butchers.

Finalists from six Australian states competed in beef, lamb, pork, gourmet, continental and poultry sausage divisions, after earning the right to represent their states in regional competitions held during the past 12 months.

Jacob first developed a passion for butchering at the age of 14, when he was working as a 'washing up boy' for his local butcher in a small country town. He is now studying for a Certificate III Meat Processing (Retail Butcher) at TAFE NSW Granville.

"I was quite nervous to be competing on the National stage, but I also felt honoured to be there. I am glad my employer Dave Funnell from CHOP Artisan Butchery travelled to WA to support and mentor me," said Jacob.

"The first day was a theory exam, we were judged on our knowledge, cutting skills and knowledge of the different cuts of meat. Day two was when it ramped up as we were given a mystery box which had a leg of lamb, beef rump and a pork scotch fillet; I was able to create 20 different products from the three cuts of meat.

"TAFE NSW Granville has been instrumental in providing me with opportunity to study away from traditional delivery methods, as well as providing awareness of competitions as apprentice butcher which is how I came to compete in the Sausage King competition.

"I love the flexibility of studying with TAFE NSW, which means I can complete my studies while gaining experience as an apprentice at CHOP Artisan Butchery, Belrose."

Director, CHOP Artisan Butchery Dave Funnell said "As a second-year apprentice, Jacob has already achieved a lot. He handled the pressures of a national competition extremely well. In the lead-up to the competition, we did a few practice sessions and spoke about a game plan.

"Jacob is a hardworking kid, he's very respectful and is always willing to help out. Nothing is ever a drama for him and he has good customer service. He's advancing in all areas of his apprenticeship very well."

TAFE NSW Granville can also be proud to have students recognised for their academic achievement and positive work ethic at the TAFE NSW Excellence Awards in Kingswood in April.

Sarah Wadland was announced as the winner of the Industry Achievement Award (Agribusiness) and Joseph Maberley as Apprentice of the Year at the prestigious Western Sydney



*Jacob Camilleri with products from the mystery box for the AMIC National Apprentice of the Year.*

Excellence Awards at a gala awards ceremony at TAFE NSW Nepean.

TAFE NSW Regional General Manager, Michael Cullen, commended the winners for the commitment and dedication they have shown to their studies.

"These awards recognise our most passionate, industrious and skillful students, and the fact teachers are the ones who nominate the students' makes it even more special," said TAFE NSW Regional General Manager, Michael Cullen. "I have no doubt these students will go on to forge highly successful careers and will be wonderful ambassadors for TAFE NSW."

"It's very gratifying for TAFE NSW staff to watch students like Sarah and Joseph grow and transform their lives through education."

Sarah Wadland said "I am a proud fourth generation butcher and hopefully am not the last. My employer (Farmgate to Plate) has encouraged me along the whole journey and provided me with great opportunities. I chose to study at TAFE NSW Granville because I knew that I would learn so much not only from my teachers, but also from my classmates around me and their butchering experience."

Joseph Maberley started in the industry as a 16-year-old washing dishes and equipment every weekend, before focusing on being a butcher.

Joseph Maberley said "I was not too sure what TAFE NSW Granville was going to be like when I first enrolled but, it has made me see the bigger picture and put me more on a direct path to how I want to be a part of this industry in the future.

"My employer (1888 Certified) has been excellent for me allowing me to go to competitions and really supporting me in my learning. My career highlight to date would be winning my way to a spot in the World Butchers Challenge Apprentice team representing Australia."

Joseph has since been awarded a spot as a reserve on the Young Butchers team for the World Butchers Challenge, read more about the Steelers and the Young Butchers and Apprentices on page 14. ■

## Wiley to upgrade John Dee's Warwick coldstore

The beginning of construction of the John Dee Regional Cold Store was officially heralded with a sod-turning ceremony at the facility in Warwick. The project is set to upgrade the existing abattoir to develop a valuable regional asset and will be completed in late 2019.

John Dee engaged Brisbane based international project delivery company, Wiley to complete the design and delivery for the Regional Cold Store and ASRS (Automated Storage and Retrieval System) facility solution. The facility is set to enable John Dee to reduce operational costs, expand storage capacity, increase product sorting capabilities and secure the future of the local, family-owned business.

Maranoa MP the Hon David Littleproud, Minister for Agriculture and Water Resources, and the Mayor of Southern Downs Regional Council (SDRC), Cr Tracy Dobie joined with the John Dee leadership team and Wiley representatives at the site as work gets underway.

The Regional Cold Store and ASRS will be delivered with minimal impact to production in an operating plant, something Wiley has a extensive experience in. The facility solution will be fit for the purposes of storage, sortation and retrieval.

The objectives of the project are to increase flexibility in picking product for orders and handle a high number of product variants with a focus on operational workplace health and safety.

Wiley representatives were on hand as the appointed design-build partners to celebrate and congratulate SDRC and John Dee on the project milestone. Wiley's Chief Operating Officer, Robert Barron said "We are really excited for SDRC, John Dee and the community for this project to begin. Not only does the project boost the economy with local jobs during construction, by an estimated 80 people, but also provides a valuable asset to the future of the business. We're looking forward to bringing together local subcontractors and suppliers to assist in delivering the facility upgrade."

The Regional cold store was bought to life by funding from the Australian Government's Building Better Regions Fund.

Mr Littleproud said, "This expansion will not only protect the 630 existing jobs, it creates 143 new full-time jobs and 138 indirect new full-time jobs." Mr Littleproud continued, "Securing \$4.8 million for this facility will help bolster employment opportunities in our region. Export opportunities from this development will come to about \$111 million."

"Southern Downs Mayor Tracy Dobie said, "John Dee is one of the region's largest employers and its expansion shows great confidence in the future of the local livestock industry. This is a positive step forward as the Southern Downs continues to grow and prosper."

Four generations of experience in the beef industry means John Dee is a trusted name in cattle husbandry, feedlotting



*John Dee Regional Cold Store sod-turning ceremony.*

and grain feed development. John Dee is a modern, internationally recognised brand that is shaping the next generation of global beef supply and the investment in this facility will enable the business to continue to support the local community well into the future. ■

## Cut to weight

The most recent development in band saws brings the ability to cut to weight rather than thickness.

Developed by Astech Food Machinery in Spain and represented in Australia by CBS Foodtech, the PW-Saw is suitable for fresh and frozen meats as well as fish.

Fully automated, the bandsaw is aimed at the abattoir and processor market for value-add applications and is gaining a lot of interest from exporters for products such as osso bucco and T-bones that have traditionally been labour-intensive.

The weighing specification utilizes a scanning system to achieve precise weights in a programmable, continuous operation environment to ensure high quality cuts. According to Andy Schurger, director, CBS Foodtech, the PW-Saw is set to be a highly successful addition for the market.

Released in early April, the bandsaw will be on display at IFFA in May 2019.

For more information: [www.cbsfoodtech.com.au](http://www.cbsfoodtech.com.au) ■



*The Astech PW-Saw is now available from CBS Foodtech to produce t-bone based on weight.*



# SALAMI SEASON

With the colder months just around the corner it's time to stock up for salami season.

## NON-EDIBLE CASINGS

Product Code	Description	UOM	Ctn Qty	Ideal for
NAT1000111300	FIBROUS CASING CLEAR EP 43X500 CL	BU / 20	50 bundles	Cooked Salami
NAT10001110329	FIBROUS CASING CLEAR EP 50X500 CL	BU / 20	50 bundles	Cooked Salami
NAT10001110330	FIBROUS CASING CLEAR EP 55X500 CL	BU / 20	50 bundles	Cooked Salami
NAT10001110327	FIBROUS CASING CLEAR EP 75X500 CL	BU / 20	50 bundles	Cooked Salami
NAT10001110332	FIBROUS CASING CLEAR EP 90X500 CL	BU / 20	50 bundles	Cooked Salami
NAT10001110334	FIBROUS CASING CLEAR G 43X450 CL/RLP	BU / 20	50 bundles	Fermented Salami
NAT10001110335	FIBROUS CASING CLEAR G 43X450 CL/ WLP	BU / 20	50 bundles	Fermented Salami
NAT1000111793	FIBROUS CASING CLEAR G 55X500 CL	BU / 20	50 bundles	Fermented Salami
NAT1000111383	FIBROUS CASING CLEAR G 65X500 CL	BU / 20	50 bundles	Fermented Salami
NAT1000111368	FIBROUS CASING CLEAR G 75X500 CL	BU / 20	50 bundles	Fermented Salami

## EDIBLE CASINGS

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

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# AMIC: Regulate to reduce costs

Research undertaken by AMPC on operating and regulatory costs faced by the red meat industry in comparison to key international competitors such as Brazil, the US and Argentina has been released – Analysis of regulatory and related costs and duplication in red meat processing – to give a Top 10 of concerns that require general policy direction to improve Australia's competitiveness on the world stage.

The data, collected during 2015-16 showed that the red meat processing sector, where beef is the majority input, is estimated to be worth more than \$21bn to the Australian economy, with more than 126,000 full time employees. The flow-on effects of the Cost to Operate highlighted where improvements could be made to improve the disparity between Australia and its major competitors.

The average cost per head (excluding livestock purchase) was a key finding in the research and showed that Australia is 24% higher than the US, twice that of Brazil and 75% higher

than Argentina. Many of those Australian costs were as a result of regulations. Labour costs in Australia contributed 58% to the overall cost.

The ten key recommendations are:

1. The international cost analysis should be regularly updated to monitor progress in addressing the cost disadvantages by both industry and governments.
2. Detailed research to develop policy positions on enhancing labour cost competitiveness, including a focus on improving labour employment flexibility should be undertaken.
3. The data and outcomes of this research should be presented to governments to address the policy issues highlighted.
4. Industry should analyse whether an approach to temporary visas similar to that being proposed in the US is warranted in Australia and, if so, then develop an

**Table 1 – Operating cost structure summary, beef processors, Australia, United States, Brazil and Argentina, 2015-16**

	Australia		United States <sup>1</sup>		Brazil		Argentina	
Cost category	Cost per head (AU\$)	As % of total costs (excl. livestock purchases)	Cost per head (AU\$)	As % of total costs (excl. livestock purchases)	Cost per head (AU\$)	As % of total costs (excl. livestock purchases)	Cost per head (AU\$)	As % of total costs (excl. livestock purchases)
Labour-related costs	\$210.54	58.4%	\$129.46	44.6%	\$75.63	43.9%	\$88.31	42.9%
Utilities-related costs	\$21.62	6.0%	\$12.26	4.2%	\$19.93	11.6%	\$13.05	6.3%
Certification-related costs	\$7.29	2.0%	\$1.49	0.5%	\$0.52	0.3%	\$2.28	1.1%
Total (excl. livestock costs)	\$360.62	100.0%	\$290.15	100.0%	\$172.29	100.0%	\$205.96	100.0%
Cost per kg HSCW	\$1.22		\$0.80		\$0.70		\$0.92	

<sup>1</sup> The certification/audit costs for the United States refer only to those subject to government regulation. Unregulated (external) certification costs are, however, included in total costs.



appropriate policy proposal to help guide government in the immediate term.

5. Ideally on a collaborative basis with countries willing to co-operate, industry should undertake research to detail the productivity differences between Australia and the other countries examined in this report and identify the key drivers and impacts of improved productivity.
6. The industry should undertake data-driven research to guide a plan to reduce energy costs faced by the sector and present the plan to regulatory agencies.
7. The industry should undertake research on policy options that would facilitate processors' adjustment into various alternative energy initiatives, in the face of persistently high energy costs that hamper its international competitiveness and threaten exports, jobs and household incomes.
8. The research on energy adjustment options should be presented to governments with a view to develop policy action that improves energy cost outcomes for the industry in the immediate term.
9. The Australian red meat processing industry should undertake research to analyse the options of either Government introducing marginal cost pricing of inspection services, similar to the US model; or, similar to Argentina, allocating total inspection costs to beneficiaries along the supply chain.
10. The research should be presented to the Federal Government with a recommendation as to the best means of introducing efficiency pricing in export inspection in the immediate term.

The Australian Meat Industry Council (AMIC) presented the report to key political parties calling for much needed bipartisan solutions to cut the cost of operating in the red meat sector.

Patrick Hutchinson, AMIC's CEO, said, "Australian processors, and the wider red meat supply chain, are battling unsustainable cost pressures while continuing to remain competitive internationally but, according to the report, they're fighting a losing battle, particularly as one of the biggest costs they face is as a result of excessive government red tape." ■

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# Success may mean following your customers

By Stephanie Flynn

Decisions by Government on infrastructure and by major supermarkets on their trading hours impact retail butchers in a myriad of ways not discernible at first blush.

But, says Rick Allchurch, these have been the most powerful underlying influences on not only the selection of where to locate his two stores but also their turnover, trading hours and the product range he carries.

Rick and his family relocated from Dubbo in New South Wales to the town of his birth at Nambour, in the foothills of the hinterland of the Sunshine Coast in Queensland, to buy his first retail butcher shop in 2016.

Being a firm believer in the benefit of a location outside the doors of a major supermarket, to take advantage of the fact that they draw a high number of passing customers, he and wife, Kristy, purchased what was then Nambour Plaza Meats.

At the time, the region's major public hospital, employing some 800 staff, and the Sunshine Coast Council's satellite chambers, which employed around 500, were located close to the butcher store and fed its turnover to a major extent.

Rebranding the store to RA Quality Meats, the store did well, and Rick took advantage of the large numbers of working clientele from both the Council Chambers and the Nambour hospital as well as the considerable 'people traffic' drawn by the supermarket co-located in the shopping centre.

But Government decisions to close the Nambour Hospital for refurbishment, moving the major medical operations to the new state-of-the-art Sunshine Coast Hospital,



*Rick Allchurch followed his customers to Birtinya when changes to Government infrastructure saw his Nambour store suffer high customer losses.*

some 30km away and the Council's decision to close its satellite office, saw some 1,300 of the town's population impacted directly.

"We saw and experienced, first hand, the benefits to a small business of having Government infrastructure close by and what happens when suddenly that no longer exists", Rick said.

"Between the two closures it was a big change for the Nambour store, many people left town to locate close to the new hospital in Birtinya or the Sunshine Coast Council in Caloundra and others have been left with no work.

"Compounding the problem is the current state of the economy, rising prices on the supply side and the high cost of living for customers and the up-shot of all this is that you have big ups and downs in your turnover each week," he said.

Rick expects a return to good times for the Nambour store when the refurbishment of the hospital concludes late next year, and medical services return to the town.

Rather than see all this as a negative, a year ago Rick seized an opportunity to open a second store near the new Sunshine Coast Hospital knowing how much of a benefit it would be, it was a case of 'following your customers'.

The new RA Quality Meats is in a newly established shopping centre in a rapidly expanding residential area surrounding the Sunshine Coast Hospital and is, once again, located directly outside a major supermarket.

"Coles and Woolworths take trade but they also bring you trade, we can't compete on price but there is no question that it is more beneficial to locate there than a stand-alone butcher store," Rick said.



"I am a firm believer in this strategy, in the main it is the foot-traffic they attract seven days a week, after all they are the biggest draw-cards in retailing in the country," he said.

Such is the impact of the major supermarkets that Rick watches the changes in their opening hours throughout the year and adjusts his own business opening hours accordingly which is something he also does to respond the shift times of hospital workers.

Interestingly, Rick says that he has gained the customers he had lost in the Nambour store when they moved to work at the new hospital, but is considering the strategy of changing his opening hours to close at 7.00pm instead of 6.00pm as he has found that RA Quality Meats Birtinya continues to get busier and busier after 5.00pm.

The value-added lines are in high demand as people save time by buying ready prepared meals on the way home from their hospital shifts to heat and serve with the weekend trade being equivalent to his total trade Monday to Friday in dollar terms.

Rick admits it takes at least 12 months to work everything out if you buy an established business and closer to two years if it is a new shop in a new centre in a newly developing area and it is necessary to have capital behind you and manage costs closely.

"I do think that one of the major lessons I can share is that you have to

be willing to accept the opinions of others, most notably customers, on the products to carry and, as a rule, listen to customers and get a gauge of demand for products and changing what you do in response," Rick said.

"Probably the other major lesson is to be fully aware that with two shops you

do not get much time off, actually there is no 'free-time'," he said.

After stabilising the two stores Rick plans to add a home delivery capacity to his business, believing it is the way of the future even though it is probably more a 'back to the future' scenario. ■



*The new RA Quality Meats, Birtinya, co-located outside a major supermarket and close to the new Sunshine Coast Hospital, reportedly the largest new hospital development project in Australia.*



*RA Quality Meats staff, (L to R) Sue Poole and Gareth Lyall and owner Rick Allchurch with some of the products popular with their hospital working customers.*

## Strong competition, strong butchers

The emergence of competitions for butchers is giving many in the industry an opportunity to improve their knowledge, network with peers and promote their business. The biggest challenge is knowing what competitions are on and where.

As we move forward with each issue, *Australian Meat News* will keep you updated on competition dates.

Have we missed a competition or has a date changed?

Let us know at [optimalnews@majestic.net.au](mailto:optimalnews@majestic.net.au)

COMPETITION	DESCRIPTION	DATES	WEBSITE	CONTACT
Meatstock Butcher Wars	A feature of Meatstock, the competitors are given 30 minutes to produce a range of retail-ready products from a half saddle of pork and half a lamb. Judging is based on technique, speed, creativity and final presentation.	2020 Dates to be advised	<a href="http://www.meatstock.com.au">www.meatstock.com.au</a>	Shannon Walker <a href="mailto:shannon.walker7@tafensw.edu.au">shannon.walker7@tafensw.edu.au</a> <a href="https://meatstock.com.au/">https://meatstock.com.au/</a>
AMIC Sausage King	Designed to give AMIC member butchers an opportunity to produce the very best sausages	State competitions held June and July 2019, National winners announced in February 2020	<a href="http://www.amic.org.au">www.amic.org.au</a>	
AMIC Apprentice of the Year	Recognises the skill and training of butcher apprentices	National winner announced February 2020. Check state AMIC reps for state competitions	<a href="http://www.amic.org.au">www.amic.org.au</a>	
Great Aussie Pie and Sausage Roll Competition	During Fine Foods Australia	September 9-12 2019, Sydney	<a href="http://www.greataussiepiecomp.com.au/">www.greataussiepiecomp.com.au/</a>	Danielle Lindsay <a href="mailto:admin@greataussiepiecomp.com.au">admin@greataussiepiecomp.com.au</a>
World Butchers Challenge	An international competition, teams of butchers compete to produce the best retail ready products	Sacramento, California, USA September 2020	<a href="http://www.worldbutcherschallengeaustralia.com.au">www.worldbutcherschallengeaustralia.com.au</a>	Senior Team: Trevor Saville, <a href="mailto:Savillesho1@bigpond.com">Savillesho1@bigpond.com</a> Apprentices/Young Butcher: Robert Retallick, <a href="mailto:robert.retallick@gourmetbob.com">robert.retallick@gourmetbob.com</a>
World Skills Australia	Designed for apprentices to compete at a regional level in butchery and potentially, internationally	2020	<a href="http://www.worldskills.org.au/skills/retail-butchery/">www.worldskills.org.au/skills/retail-butchery/</a>	<a href="mailto:info@worldskills.org.au">info@worldskills.org.au</a>



COMPETITION	DESCRIPTION	DATES	WEBSITE	CONTACT
Melbourne Salami Festa	Produce the best family recipe in a range of salami categories. Open to amateurs and professionals	Melbourne, October 2019	<a href="http://www.melbourne-salamifesta.com">www.melbourne-salamifesta.com</a>	<a href="mailto:info@melbournesalamifesta.com">info@melbournesalamifesta.com</a>
Royal Sydney Fine Foods	54 classes of smallgoods and charcuterie for butchers and manufacturers	September (Spring)	<a href="http://www.rasnw.com.au/sydney-royal-competitions/competitions/deli-meat/">http://www.rasnw.com.au/sydney-royal-competitions/competitions/deli-meat/</a>	Fine Food Show Coordinator <a href="mailto:dtomsen@rasnw.com.au">dtomsen@rasnw.com.au</a>
PorkMark Ham and Bacon Awards	The Australian PorkMark Awards for two categories of ham and bacon.	June 2019, Sydney	<a href="http://www.Porkmark.com.au">www.Porkmark.com.au</a>	
Perth Royal Smallgoods Awards	Smallgoods competition for local industry to showcase and benchmark their products	June	<a href="https://www.perthroyalshow.com.au/competitions/competition-entries/perth-royal-smallgoods-awards/">https://www.perthroyalshow.com.au/competitions/competition-entries/perth-royal-smallgoods-awards/</a>	John Clark Competitions and Event Coordinator <a href="mailto:smallgoods@raswa.org.au">smallgoods@raswa.org.au</a>
Australian Fine Awards	Branded meats and smallgoods as part of the Royal Melbourne Show	September	<a href="https://www.rasv.com.au/australian-food-awards/">https://www.rasv.com.au/australian-food-awards/</a>	

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# World Butchers Challenge

The World Butchers Challenge has officially hit the world stage with the 2020 competition to be held in a state-of-the-art stadium in Sacramento, USA.

Teams from all over the world will be competing in what has been phrased the 'olympics of meat' in a three-hour race to showcase skills, innovation and presentation.

The announcement of the 2020 team has Adam Stratton (Sydney's Tender Gourmet Butchery) given the gong as team captain for the Australian representative team – the Aussie Steelers.

Joining him in the team for 2020 are Paul Brady (Tender Gourmet Butcher), Colin Garrett, (Colin's Butchery), Luke Leyson (Goodwood Quality Meats), Daniel McCarthy (A Cut Above Family Butchery) and Dale Spencer of Eumundi Meats. Mark Rogers (Stapleton's Quality Meats and Tom Bouchier (Butchers of Distinction) have been named as reserve members for the team.

Each year, hopeful team members must compete for the right to be on the team, so it is fortunate that team captain Adam, has been selected once more.

"It's an honour to remain captain of this team and I congratulate the new Steelers team on their selection," Mr Stratton said.

"I look forward to seeing what we can create and achieve during the next 18 months."

Not to be over-shadowed by the Steelers, are the young guns – the Young Apprentices and Young Butchers who will also be part of the Australian contingent in Sacramento.

The grand final to select the Young ones, was held during the Sydney Royal Easter Show.

Head judge, Bob Retallick said the state finalists had been put to the test and shown a high level of skill, enthusiasm and professionalism.



Butcher Apprentice, Leon Sim's final display (Rare Fusion, WA).



Young butcher, Gareth Hunt (Fat Cow Gourmet Meats, QLD) in action.

"The World Champion Butcher Apprentice and Young Butcher competition which precedes the World Butchers' Challenge pit individual butchers against one another in a test of skills and today was about selecting the very best to represent Australia," Mr Retallick said.

"This year we put in place a selection process that included state trials before this national final to ensure we found the very best up and coming Australian butchers.

"It was a test of not only their enthusiasm, but importantly their skill and ability to create products that any butcher would be proud to sell and any consumer proud to serve."

The competition, held on the Cattle Lawns at the Sydney Royal Easter Show, attracted a crowd of onlookers during a three-hour test, with the announcement of team members made by Mr Retallick, as head judge.

Gareth Hunt from Fat Cow Gourmet Meats and Suzy Roeger from Meat at Billy's, both in Queensland, were named the successful Young Butchers, with Joe Maberley from 1888 Certified and Jack Stuart from Craig Cook, both in NSW, as reserves.

Jacinta Wrightson from McFarlands Quality Meats in NSW and Leon Sims from Rare Fusion in Western Australia were named Australia's Butcher Apprentice representatives, with Steven Powell from Ashburton Meats in Victoria and Kieran Faries from Boatshed Quality Meats in Western Australia the reserves.

"These finalists were a high calibre and the competition was fierce," Mr Retallick said. "Congratulations to the newest members of Team Australia, we wish you all the very best as you now prepare to join the senior team, the Australian Steelers, in the US next September." ■





# HOW BUTCHER'S ARE MAKING A DIFFERENCE

By Nathan Finch

"As a qualified Butcher working within the Australian Meat Industry for over 20 years, I have witnessed the ongoing debate as to whether butchers should introduce cooked products to their existing raw produce. I strongly believe that butchers should consider romanticising the concept of cooking their raw produce at the near end of its shelf life to increase the longevity of the product and offer a convenient solution for working families.

"I am eager to address the misunderstood conception that only qualified chef's are allowed to sell cooked products. With Unox by your side, the CHEFTOP MIND.Maps™ PLUS Combi oven technology always delivers perfect cooking results, with just the touch of a button - no qualifications or licences needed.

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"Morris from Marrickville Metro Meats, in NSW was introduced to UNOX in November 2018 and a month later he purchased the Unox CHEFTOP PLUS Combi oven. Marrickville Metro Meats have expanded on their readily available products and decreased their wastage. Morris has since introduced the method of turning cheaper cuts of meat into a profitable cut, such as; beef brisket cooked as slow braised filling for gourmet pies.

"Here are just some examples, including; roast pork belly and leg, lamb leg, whole chicken wings, roast vegetables and gourmet meat pies. In less than 5 months, Morris has seen an incredible increase in sales by including hot meal options to his fresh meat produce.

"Morris is one of many Butchers in Australia that have taken the initiative to create his point of difference. Unox Australia are privileged to be working along with Morris and his team."



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# Wild Deer Harvest gives ethically sourced venison

Waste is Jonas Widjaja's number one hate, and the thought of unused deer carcasses is the driver behind his new game-meat venture in northern NSW.

"I saw highly nutritional meat, that's perfectly good for human consumption, going to waste and I needed somehow to get this onto plates," he said.

Now, the NZ-born former primary school teacher and landscape architect is supplying restaurants and catering firms with wild-harvested venison – converting pest deer into affordable and accessible prime dining.

"Deer are often culled because they add pressure on the farmer, damage the environment and can cause major traffic accidents. They are culled and simply left on the ground," he said. "It's an amazing resource out there. It's a premium product as it is all-natural and free-roaming. These animals deserve the respect not to be left."

Hunters in Jonas' circles hate the idea of a wasted meat and all commercially licenced shooters study ethical harvesting as a major part of a field-harvesting course. "This and strict harvesting standards ensure a stress-free dispatch, which also results in incredible meat," Jonas said.

Field harvesters from Goondiwindi to Glen Innes supply Fair Game Wild Venison ([fairgame.com.au](http://fairgame.com.au)) the business he founded last October. He operates his certified game meat processing facility on his farm near Lismore. "It is in the perfect location to supply the high demand for fresh wild venison with minimal food miles," he said. "The meat is packed and delivered to restaurants keen to add the ethically sourced, locally processed, distinctively-flavoured and heart-healthy red meat to their menu."

Jonas believes the animals' free-range grazing habit endows them with a flavour profile very different to farmed venison. He explained: "Unlike farmed deer, these are free-roaming animals, with a hugely diverse diet. They are eating pastures, they are travelling through the bush grazing on shrubs and berries, and they are also eating native grasses. The taste profile is amazing and the chefs who have worked with this venison also think it is amazing."

The meat is also quite variable – being from wild animals of different species, ages and subject to seasonality. There are differences in colour, size and taste and each animal requires customised hanging times. "These visual and flavour differences start conversations that allow consumers to develop a better understanding of where their food comes from," said Jonas.



*Jonas Widjaja – Fair Game Wild Venison.*

The trick to handling such a lean, wild-shot animal is knowing how to optimise aging for each particular animal, he said, and it's a real skill. He learned how to age the meat, as well as his butchery and hunting skills from a nose-to-tail game restaurant in Auckland, Cazador, run by family friends. "For decades, this family have been a zero food-waste establishment, a movement now adopted by most respected chefs around the world," he said. "Growing up around this restaurant has definitely shaped my views and given me the passion to do the same."

He takes the carcass down to primal cuts and encourages bone-in cooking for deeper flavours. The bone-in shoulder includes the neck meats and shank and are used for slow-cooking for pulled-meat dishes while the backstrap, tenderloin and denver leg are trimmed for medallions or roasts. "I don't want to do too much work to the cuts. I want home cooks to develop a connection with the meat. We're not trying to create a uniform carcass, because then you might as well farm it."

Opening his business has been the culmination of a five-year dream driven by his hate of wasted meat. "One of my real passions is to feed people and out of my success I hope to assist the real-life heroes running soup kitchens around the country. It's about making highly nutritious, clean protein accessible to everyone and normalising the choice of wild meats," he said. ■



# Game: a meat resource that must be managed

Game encompasses a range of species that includes native species specifically kangaroo and introduced animals including; deer, pigs, camel and feral goats.

All produce useful meat, but excessive numbers can damage the wider environment and undermine farming and grazing enterprises.

**W**ild game harvesting is not about going on a thoughtless rampage, but is an activity that is designed to address environmental concerns with the added bonus of meat.

In essence, wild game harvesting is seen as an ethical way to control numbers, to secure the future of the species, while protecting the environment and agricultural enterprises. Many game harvesting companies work with farmers to manage numbers on their properties while harvesting the meat for pet food or human consumption.

For the farmer, the benefits are in reduced crop losses, less grazing pressure on pastures, less environmental damage and reduced damage to infrastructure particularly fencing. The spread of diseases common to game and domestic livestock is also limited by controlling the more migratory populations of game animals.

State authorities are responsible for the licensing of hunters and processing facilities. In general facilities that process game have a pre-determined quota and will only accept game that has been harvested by a licensed hunter.

## The Responsible Wild Game Harvester

To supply a processing company with wild game, the hunter must be licensed by the relevant state authority. Training can be undertaken, online, through a TAFE. Course material covers evisceration, inspection and tagging, how to operate a game harvesting vehicle; care of equipment and appropriate sanitation for the hunter, vehicle and gear. The course material includes an overview of the wild game meat industry. Final qualification also requires that a currently licensed game meat harvester “signs-off” on the applicant via a video or photo assessment.



A recreational gun license permits the shooting of game and use of the meat for personal consumption, but not for commercial pet food or human consumption

Professional game harvesters must have written permission of the landholder to undertake a hunt. As a result, co-operatives are becoming increasingly popular – aligning farmers, professional hunter/harvester groups and processors.

## In the Field

Shooting and carcase handling procedures are designed to ensure humane death and hygiene. Regulations usually require a head-shot to ensure a quick death and to avoid contamination due to damaged organs.

The carcase must be dressed in the field within two hours during the day, or within 12 hours if it is between dusk and dawn. The heart, lung, liver and kidneys must remain in their natural connective state, but all other evisceration, tail and

*continued on page 18*

*continued from page 17*

head must be removed and disposed of onsite. The carcase of any game, must be deemed 'wholesome' in much the same way livestock is, at the point of processing.

Carcases must be delivered to a licensed cold storage or processing facility within a specified time. Each carcase is tagged with the identification of the property of origin, the hunter and date.

Game Harvesters are required to observe a HACCP plan for their operation and equipment that includes water for cleaning, a clean work environment (the ute, knives, themselves). Carcases must be kept isolated from possible contaminants. If dogs are used in the hunt, they must be kept away from the carcases.

Most hunters use a ute with a hanging frame, rails and winches which all need to be constructed from material that will not become rusty or toxic and all equipment needs to be fully sanitised before and after use.

### Game Meat Demand and Quotas

The Kangaroo industry Association estimates that kangaroo meat and leather products were valued at \$174m in 2014. Cuts for kangaroo and deer include bone-in forequarters, hindquarters, shanks, leg and ribs, while boned out include the rump, topside, knuckle, loin, rib eye, shoulder as well as value-add products such as mince, sausages and burgers.

State based game authorities determine hunting seasons and harvest numbers as part of their overall population and environmental management objectives. Levels are currently set at about 15% of the estimated population. Currently NSW allows the harvesting of kangaroo for human



consumption (and export) while in Victoria kangaroo meat can only be used for pet food.

The deer population in Victoria has reached high levels, and the quotas have been increased to reduce their numbers. Red and Fallow Deer are the two main farmed deer species. Game harvesting of Hog Deer is generally not permitted. In 2010, Food Standards ANZ, estimated farmed venison production was 288 tonnes with more than half exported. ■

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# Meat Business Women

A meeting of like-minded folks, given an opportunity to network and share ideas, Meat Business Women aims to be a networking group for women in the meat industry. The organisation's aim is develop the image, culture and landscape of the meat industry to make it more attractive to women and to provide the education and mentoring to enable greater participation in the industry.

First established in the UK, the concept has quickly evolved to include chapters in Australia and New Zealand.

The inaugural meeting of Meat Business Women, Australia was held in Melbourne, in April, facilitated by AMIC.

According to Meat Business Women organisers, the event was a sell-out with more than 200 women in attendance. Opened by the Victorian Agriculture Minister, Jaclyn Symes, the minister noted that women in the meat industry were not merely shaping the agenda, but setting it.

Organiser Stacey McKenna, Industry Research, Standards and Capability Manager with the Australian Meat Industry Council (AMIC), says the event highlighted not only a great desire among women to build their careers in the sector and foster opportunity for others, but also a few clear barriers to entry.

"The atmosphere at this event is difficult to describe. The women who participated – and the men too – were incredibly passionate. This has been a long time coming. We had a pretty big waiting list of people who wanted to join us but couldn't get tickets," Stacey says.

"The real takeaways are that women want meaningful careers in this industry. And they want to help other women find careers in this industry. But it's not always that easy. Unsurprisingly, many talked about the challenges of coming back after



*Victorian Agriculture Minister Jaclyn Symes (left) opened the event, which was facilitated by Michelle Redfern and organised by Stacey McKenna.*

maternity leave, or finding support to either move up the career ladder or do jobs traditionally done by men."

Presentations during the day included Dalene Wray, CEO of OBE Organic, sharing her poignant journey of her career.

In comparison, Melissa Fletcher, of Fletcher International, was refreshingly blunt about the challenges she faced, both as a woman and an Aboriginal and her vision to support regional women. In the industry for a number of years, Fran Freeman, First Assistant Secretary for the Department of Agriculture and Water Resources, is responsible for Australia's meat, animal products, fish and dairy export certification programs. Rather than presenting her story, Fran opened up the conversation to the audience to field questions about her career.

The younger faces of women in the meat industry were represented by Ashleigh McBean, a fifth-generation butcher recently awarded Victoria's Young Apprentice award in the AMIC competition and general manager of Beef+Lamb, New Zealand, Ashley Gray. Ashley is also the chief executive for the World Butchers' Challenge. The

key messages that evolved from the event where that women are resilient, supportive of each other and have a lot to offer the meat industry. Leading by example, acknowledge the naysayers with grace and have respect for your product and the people around you were just some of the qualities deemed to empower women.

AMIC CEO, Patrick Hutchinson, said that the meat industry is a community extending across the whole supply chain, not just the farmers with more than 1500 retail butchers, supporting some 150,000 jobs in a \$22bn industry and in the top ten export earners for the country. He encouraged women to support each other, to build a new future for the meat industry to move forward.

The next Australian Meat Business Women event is scheduled for Brisbane on October 9th, 2019. ■



*Dan Wallace of Your Everyday Gourmet, Wangaratta says having a strong farmer/butcher relationship is crucial.*

# Your Everyday Gourmet

In 1999 Dan Wallace got on his bike to hunt down a butcher's apprenticeship. Ten years he later opened a shop in Wangaratta in northern Victoria and today his business, Your Everyday Gourmet, supplies 50 different restaurants and pubs within 150km, recently adding a second delivery truck a few days before the Easter rush.

Retail demand has seen the business take on the adjoining shop to expand into condiments and potatoes as well as its extensive meat range including beef, lamb, chicken and pork, alongside game meats and specialities such as mutton and offal. In addition there is a range of homemade gourmet products including pies and prepared food.

Attracting such a wide customer base has been through word-of-mouth, but Dan said the key has been Facebook.

"We have an Internet page, but most of our online business is coming through Facebook with about 7000 likes," he said.

"We don't use Yellow Pages. I make

the ads to go on Facebook and the promo videos. I also put our specials on Facebook and for Easter we offered a special meat pack. In the run up to Easter we sold \$3000 of these packs online."

The Wangaratta shop is not in the main shopping area of the town, but positioned on one of the approach roads and takes advantage of customers who drive by. So, to attract these customers, the key has been the 'specials' blackboard outside the shop.

"Blackboards with the day's specials are huge marketing tools," Dan said. "People spot the specials and turn around to come to the shop."

Another driver of sales is the numerous cooking shows on TV. Dan said if a program features a particular cut one night, there will be 20 people in the shop the next day wanting it.

"You have to be able to respond to these demands," he said. "And while these featured cuts might bring customers to the shop, you still have to remember the supermarkets

provide convenience to shoppers ... and they are not going away."

And supermarkets did play a part in his career. School held no interest to Dan, so he decided to go and get an apprenticeship in his home town Wangaratta. "I rode my bike around town looking for an apprenticeship and I got an opportunity with a local butcher – Russell Harris."

"It was a three-year apprenticeship and I learnt my butchery skills there, together with cooking the meats. It was a traditional butchers and very much an old-skill role."

After his apprenticeship finished, Dan wanted to expand his skills into the management side of butchering. So he joined the meat department of the local Woolworths to learn about management, marketing and advertising.

In late 2009, Mr Wallace and his wife Brodie started a small chicken shop in Wangaratta.

"After six months of customers asking for beef, lamb and pork, we decided to



change to a traditional butcher shop,” he said. “Starting from just us two of us and a chef, we now employ four butchers, three chefs, one delivery driver, one customer service person and a full time cleaner. And both my wife and I still work in the shop and on the deliveries. We had always wanted to open a shop, but seeing an abundance of poor-quality meat in supermarkets gave us our biggest incentive.”

The meat for the shop is sourced from local producers and Vic Wide Meat Brokers for other meats from as far as Tasmania.

“We pride ourselves in our high quality meat and have been recognised with winning multiple Wangaratta business awards, seven gold medals in the Victorian Sausage King competition, top five in the Victorian butcher shop of the year plus many more,” Dan said.



*Your Everyday Gourmet uses quality meats and marketing through online and a good old fashioned blackboard to attract customers.*

“We do get a lot of older farmers buying sausages and silverside and they get pretty excited about the quality.”

He said having a strong farmer and butcher relationships was crucial with both parties having the opportunity to learn from each other.

Your Everyday Gourmet has proved a stand-alone butcher can compete against the larger supermarkets but the key is to be different – both in the range of product and finding new ways to market your product and services. ■





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# End of Financial Year...

## *Getting your act together*

Although tax planning should be a year-round event, we sometimes get so caught-up in running our businesses we neglect planning for the end of the financial year.

You owe it to yourself and your family to keep as much of your hard-earned money in your pocket rather than in the ATO's pocket.

By Bill Wieland

**B**elow is a list of some of the strategies that you could use to ensure you only pay your fair share of tax:

### Extension of the \$20k instant asset write-off

Changes to instant asset write-off have been passed by both Houses of parliament. There are now three tiers of write-offs for small business to consider for the 2019 financial year:

- \$20,000 threshold for depreciable assets acquired before 29 January 2019
- \$25,000 threshold for depreciable assets acquired between 29 January 2019 and 2 April 2019, and
- \$30,000 threshold for depreciable assets acquired after 2 April 2019 and before 1 July 2020

Small businesses (i.e. turnover under \$10m and \$50m after 2 April 2019) are able to immediately deduct purchases of depreciable assets (e.g. meat saws, fridges, freezers, sausage tying machines) that are first used or installed ready for use according to the above tier.

For example, if a business purchased a depreciable asset for \$24,000 (exclusive of GST) on the 1 February 2019 and it was first used in the business on 12 March 2019, then the instant asset write-off would be available.

However, had that same asset been purchased on 1 November 2018 and first used 1 January 2019, then no instant asset write-off would be available as the cost was over the \$20,000 threshold.

Note: the critical date to determine "date of purchase" is the day the equipment is first used and/or the day it is installed ready for use.

### End of Year Stocktake has a greater impact on profit than many people think!

Your closing stock at end of the financial year has a major impact on the profit you make and therefore the tax you pay for the year. A fact often forgotten by business is that your profit also has an impact on the value of the business when it comes time to sell.

Businesses pay tax on the net profit, and the higher the closing stock at 30th June the higher the profit you make for the financial year, conversely the lower your closing stock the lower the profit for the year.

For example:

	Business 1	Business 2
Turnover	\$2,500,000	\$2,500,000
Opening Stock	\$40,000	\$40,000
Purchases	\$1,600,000	\$1,600,000
Closing Stock	\$70,000	\$90,000
Cost of Goods Sold	\$1,570,000	\$1,550,000
Gross Profit	\$930,000	\$950,000
Operating Expenses	\$650,000	\$650,000
Net Profit	\$280,000	\$300,000

Higher profits result in higher taxes being paid and a higher value for the business and lower profits result in lower taxes and lower value for the business.

### Legal costs

The cost of preparing, registering and stamping of a lease is tax deductible provided the property is used for earning taxable income. The legal expenses in negotiating current employment contracts are generally deductible, as is defending the unauthorised use of trademarks.

The General Interest Charge imposed by the ATO for unpaid tax liabilities is also deductible, as is legal fees for tax advice such as tax planning.

Legal costs for private issues or capital in nature are generally not tax deductible.

The legal costs incurred in evicting a tenant are generally not tax deductible. Legal fees involved in rezoning or resisting land resumption is not tax deductible. Legal fees to sell a business are non-deductible as they are added to the cost base of the business.

Legal fees involved in a divorce are not tax deductible either as they are private in nature.



Every claim needs to be evaluated on the facts of the individual situation. Check with your advisers prior to 30 June if you are relying on substantial deductions for legal costs.

### Benefits during emergencies are exempt from Fringe Benefits Tax (FBT)

If your business assists employees during an emergency, for example floods, bushfires etc., then fringe benefits tax is unlikely to apply to the assistance you provide. While we doubt anyone would be thinking about FBT during a crisis, it's good to know that the tax system does not disadvantage your generosity.

The exemption applies in a range of scenarios including natural disasters, accidents, serious illness, armed conflict, or civil disturbances.

As an employer you might provide benefits such as meals, temporary accommodation, clothing or transport, etc. These will be exempt from FBT.

### No tax deductions if you don't meet your tax obligations

New laws passed by parliament last month directly target the behaviour of taxpayers who don't meet their obligations.

If taxpayers do not meet their PAYG withholding tax obligations, from 1 July 2019 they will not be able to claim a tax deduction for payments:

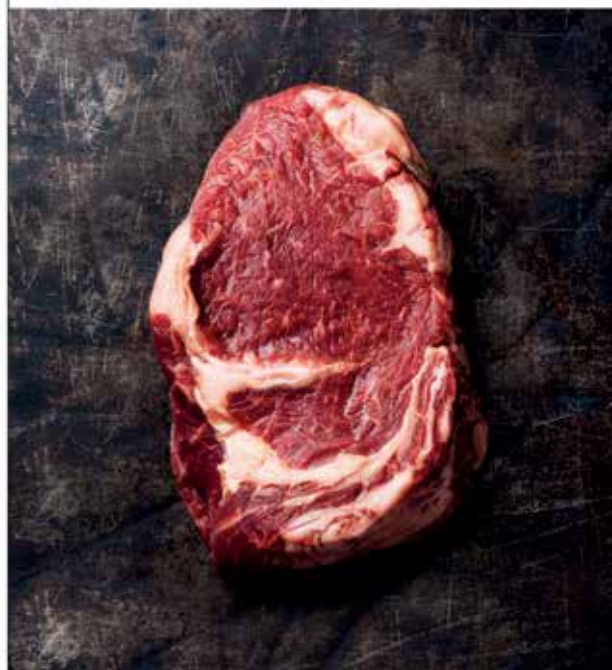
- of salary, wages, commissions, bonuses or allowances to an employee
- of directors' fees
- to a registered charity
- under a labour hire arrangement or
- for services where the supplier does not provide their ABN

However, where you make a mistake and you correct it you may still be able to claim your tax deduction. For example, if you made payments to a contractor who should have been an employee and no PAYG was withheld and you correct it. In this situation, a deduction may still be available if you voluntarily correct the problem but penalties may still apply for the failure to withhold the correct amount of tax. ■

The above is general information only. You should seek independent advice as to whether this information is appropriate for your particular situation.

Bill Wieland is founding partner of EGU Accounting and Taxation

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## Meat your local butcher

Carly McClean,  
Bruce's Meat at St Agnes, SA

### What is your name and the name of your butcher shop and where are you located?

Carly McClean, Bruce's Meat at St Agnes, SA.

### How long have you been a butcher?

I have been in the butchering industry for around nine years.

### Why did you become a butcher?

I finished my Hairdressing apprenticeship but my heart wasn't in it so I asked my Dad (Trevor Hill at Bruce's Meat Mitcham) if I could do a couple of shifts so I had some income while I studied Business and Admin. I loved talking to customers, I developed a LOVE for cooking and all things food, and was fascinated by how one carcass had so many different cuts of meat that needed to be cooked a range of different ways! It was also a fun working environment with people who took the time to teach me everything I needed to know.

### Where did you do your training?

I did most of my training for a Certificate 3 in Meat Processing (Retail) in-store, but Graham Elliot from TAFE SA came every couple of months to check in on how I was going and went through the modules with me.

### What are the typical products you have in your store?

We have the typical beef, lamb, pork, chicken and sausages but we are seeing a shift in customers leaning towards value-added products such as schnitzels, mini roasts, ready made fresh stir fries and anything that is generally oven ready and easy to cook. Prime cuts of steak are hugely popular in our stores too, especially through summer.

### Who is your typical customer?

Depending on the day will determine our typical customer. During the week we love having the mums come in to stock up for the week. Weekends usually consist of blokes coming in for their briskets, ribs and steaks for a weekend protein fest. We have all ages come through. It is the variety of people who keep our days interesting and exciting!

### What is your favourite products?

My favourite products tend to be the ones that require the most work! I love making things so I'll tend to use forequarter meat and make a curry from scratch and slow cook it, or I'll smoke a brisket for 12 hours with a peppery spice rub, or I'll age some steaks and cook them really low to warm the centre and then char them quickly over coals.

### What has been the highlight of butchering so far?

The highlight of butchering so far has been acquiring two shops of my own under the Bruce's Meat brand. It is so satisfying to put so much love and effort into your shop to make sure your customers have the greatest experience possible, and having them keep coming back week after week because you have a (foodie) connection with them.

Giving staff the opportunity to work in a place where they feel accepted, appreciated and pushed to seek their full potential is a big thing for me. Our Apprentice, Edward, competed last year in the SA Apprentice of the Year Competition as a first year and won! He is now also in the finals for the Word Butchers Challenge Young Butcher Competition in Sydney, fighting for an opportunity to represent Australia in Sacramento USA in 2020. Knowing that he is taking up every opportunity to better himself as a butcher encourages me!



### What are some of the challenges you have faced?

In store, the challenge is to create products that customers love at a price that is suitable to their budget but is viable to running a profitable business. It's hard when you are competing with supermarkets. We need to educate our customers on why ours cost more but is far better quality and value. That's why the customer experience is so important as people make purchases based on emotion. If they are emotionally connected to the experience, chances are they will keep coming back regardless of the price.

### What goals do you have for the future?

I'd like to increase the number of customers we have visiting the store and have 'Bruce's Meat' become a household name where people know and love our products and know that they will have a personalised service. I'd also LOVE to see a boom in new young people entering the industry realising it's not a dirty job. It's actually quite fascinating and can provide you with so many opportunities. If we can take them on, instill in them great morals like respect, teamwork, punctuality, thinking outside the square then this will not

only set them up in the industry but in life. A little bit of investment in our young people will mean the art of butchery will never die; only evolve.

### What has been the best advice given to you?

I don't like change. I like routine and doing things the same way. It's comfortable. But progress cannot happen unless things change, develop and evolve so the greatest piece of advice I received was 'get comfortable being uncomfortable'.

### How is superannuation important to you?

As a young person superannuation isn't something I think of regularly, considering I have more than my lifespan left before I retire. But it's really important to make sure my superannuation trust is looking healthy, otherwise when I retire I won't be able to have the finer things in life. It will be the difference between a nicely aged wine in a corked bottle and a supermarket branded goon sack. I think we all know which one I would choose!

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## Nirey KE-500 knife sharpener takes blunt to brilliant

The latest offering from Total Knife Care is the newest Nirey knife sharpener, the KE-500.

Designed to sharpen both thicker European knives and the finer Asian style blades, it is easy to use and very effective at taking a blunt knife to a well-sharpened one.

Aimed at the butcher, restaurant, hunter and home cook, the unit is capable of sharpening a knife within 30 seconds without the need for honing on a stone. Two guides are provided to enable the removal of burrs by alternating between left and right.

Simple to use, the instructions are straightforward and swapping the guides for the thicker to thinner blades is pretty easy. Sharpening occurs on one half of the sanding belt, requiring it to be rotated every so often – which is relatively easy to do.

When tested, a chef friend was surprised at the result achieved on his chef knives that were particularly blunt and those that needed a 'top up'. While honing a knife is ingrained in his ritual of knife sharpening, he did admit, the knives didn't really need it.

"A knife sharpener like this one would really suit the butcher or small

commercial kitchen as you can really sharpen up a large number of knives in a short period of time," he said. "No more, 'can I borrow your knife, mine's blunt', excuses."

For more information contact  
 Total Knife Care  
[www.totalknifecare.com.au](http://www.totalknifecare.com.au) ■



*Before sharpening, the tomato was squashed, afterward – beautiful thin slices, achieved with the Nirey KE-500*

# R&C hits top speed with lamb

The Rinse & Chill® process developed by MPSC over the last three decades, proven on millions of beef carcasses, has been successfully adapted to commercial speeds of lamb processing.

A two-year project, completed in 2019 has resulted in development of the High Speed Automated Machine (HSAM) that rinses lamb carcasses at up to 13 per minute.

The successful outcome combines high quality process engineering with state of the art electronics and automation.

The breakthrough in processing technology when combined with the latest developments in meat science, has created a platform to fine-tune rinsing, chilling and electrical stimulation procedures to optimise the eating quality of individual carcasses

Respected red meat industry engineering project manager Murray Miller ran the HSAM project. Previously Mr Miller played a major role in the Thomas Foods International beef boning room rebuild in 2014-15, as well as automation projects for the Australian Lamb Company. He was recruited specifically to improve MPSC's automation. The HSAM system uses three dimensional cameras to estimate body size allowing rinse volumes to be adjusted in real-time for individual carcasses.

Mr Miller recruited Dr David Rutley, a senior livestock and meat scientist with a focus on scientific application in the red meat industry. Dr Rutley brought significant analytical expertise to MPSC, having developed comparative and process benchmarking tools to transfer market signals through the beef and lamb value chains.

As momentum grew MPSC Australia and MPSC Inc (USA) opened the technology to the independent scrutiny of major university laboratories and their scientists,



*Rinse & Chill® technology can now be used on chains processing lambs at a rate of up to 13 per minute.*

Professors Robyn Warner (The University of Melbourne), David Hopkins (NSW Agriculture) and Jim Claus (University of Wisconsin-Madison) to quantify the advantages of the technology. This included US and Australian research into the effects of Rinse & Chill® on meat colour and tenderness in lamb, pork and bison. Previous US studies demonstrated significant reduction of E.coli (>83%) in beef.

Further research is measuring the interaction of Rinse & Chill®, electrical stimulation and chilling rates with a view to optimising meat colour, tenderness, storage and display characteristics.

Trials in 2018 found that Rinse and Chill® followed by electrical stimulation has the potential to reduce the likelihood of cold shortening in

lamb in commercial situations and that a specific stimulation/rinse and chill protocol could be used to manage meat colour.

Commenting on these developments, Dr David Rutley said reduced shear force and increased tenderness, was a major advantage and that meat colour was an important attribute required by retailers, as meat colour is the primary determinant for the shopper to estimate the quality of the meat.

He said MPSC is looking forward to a very bright future for its Rinse and Chill® technology given it can now be used at commercial chain speeds and has the potential to treat and grade carcasses individually to maximise their potential.

The US arm of MPSC is working on a parallel project for pork processing. ■



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# HGPs do affect eating quality

**M**eat Standards Australia is set to roll out changes to the MSA model as a result of extensive research that will affect supply chain participants including cattle producers, processors and retailers.

Eating quality is the driving force of MLA's Meat Standard Australia (MSA) beef grading model – to underpin the quality of the brands that consumers and butchers see at the retail level.

In essence, it has been derived to account for variations in feeding and production systems, and processing techniques to provide a prediction of the eating quality of a cooked meal. A 3-star rating is good everyday eating quality, while 5-star is premium quality. Anything below 3-star is classified as unsatisfactory.

The MSA model criteria used includes whether it is milk-fed vealer; sold through a saleyard environment (rather than direct to the abattoir); marbling; hump height; ossification; hot standard carcass weight, male or female and whether hormonal growth promotants (HGPs) have been used. It also includes processing inputs such as hang method and aging.

As a result of the research, changes to the MSA model include the number of 'cut by cook' combinations to give secondary cuts greater flexibility in the foodservice industry and incorporating more popular cooking methods such as sous vide and combi-ovens.

From a producer's perspective and the consequent eating quality is the assessment of HGPs.

HGPs increase protein accumulation in the live animal through the drug causing an increase in protein synthesis and slowing of degradation, increasing the efficiency of an animal to produce muscle. Post mortem, it is this same degradation pathway that leads to increased toughness. The increased protein deposition also leads to a dilution of marbling, which may impact eating quality.

There are a number of HGPs on the market – some contain the naturally occurring hormone oestradiol (OES), and others are combined with oestradiol such as the synthetic testosterone, trenbolone acetate (TBA + OES). The naturally occurring oestradiol-only HGP is more often used in grass production systems, while the synthetic combination implants are more often used in the feedlot system.

What was not known until recently was whether different types of HGPs had differing effects on the eating quality under different finishing conditions – two studies were undertaken to test the hypothesis for principally pasture-fed cattle and those in the feedlot and the results published in the research papers, "The impact

of two different hormonal growth promotants (HGPs) on the eating quality of feedlot-finished steer carcasses" and "The impact of oestradiol-only hormone growth promotants on eating quality of pasture finished steer carcasses".

Lead author of the papers, David Packer, Program Manager – Adoption said that there was no adjustment to differentiate between the two forms of HGP. The question in the most recent research then, was to establish whether the different types of HGPs did affect eating quality differently.

The simple answer is yes, different HGPs do affect eating quality differently, as assessed by untrained consumers. When used in feedlot finishing, the research showed that the combination TBA+OES implant had a significantly greater impact on eating quality, as well as carcass traits in the MSA model such as ossification, fat measures including marbling, and hump height. The OES implant had less impact when compared to the TBA+OES implant. For the pasture finished research, however, the long acting OES implant had a much larger impact on eating quality. Aging in both trials was shown to mitigate the HGP impact.

The reports conclude that the net effect of both forms of HGPs gave increases in liveweight and carcass weights, and detracted from the eating quality as expected. For the feedlot trial "the magnitude of these effects was different between OES and TBA+OES treatments, whereby the latter had the larger impact on eating quality and carcass measurements such as marbling, ossification and an increase in hump height. Though, when OES implants were used on pasture, there was a much larger impact".

Further research is underway to assess whether the MSA model needed to be adapted to adjust to the differing HGPs. Preliminary indications show that the differing impacts of different HGPs on carcass traits included in the model over and above the HGP adjustment, the model is predicting with reasonable accuracy. This research is due to be released later in the year.

"For butchers and consumers, they can be confident in the MSA model to predict the eating quality of Australian meat, regardless of the use or type of HGPs," said David.

"If consumers are concerned about the use of HGPs – which have been proven to be safe for decades – then the choice can be made based on branding and point of difference for the butcher, just as they might for grass or grain-fed. I encourage butchers to make use of the MSA grading model to underpin the quality of their products." ■



# Economic forecast heralds a tough trading climate ahead

By Stephanie Flynn

**D**espite the potential positive impact of China's African Swine Fever outbreak on global demand for Australian beef, a slowing global and local economy are among the challenges facing Australia's protein industries as we plough through uncertain economic times in 2019.

According to the expert team of economic and trade analysts at food and agribusiness specialist, Rabobank, Australian agriculture is facing stiffening headwinds and softening tailwinds in 2019 with an anticipated deceleration in global economic growth and, most notably, a greater than expected slowing of growth in the Chinese economy.

But it is not all negative as there are positives that will likely mitigate the full effects on Australian exports of slowing global economic growth, particularly growing consumer demand for quality protein produce due to expanding populations around the world.

The spread of African Swine Fever throughout China in recent months is also likely to benefit Australia's protein industries – with China's pork production set to drop between 25 and 35 per cent, resulting in one of the biggest shocks to global animal protein production in recent history.

Among the other positive opportunities on the horizon for protein exports is the weak and falling currency against the US dollar, heralding the lowest annual average exchange rate in a decade.

The domestic economy is not immune to the downside risks as high consumer debt and declining wealth, in the face of what Rabobank expects to be a major continuing downturn in housing prices, rising costs of living and zero growth in wages, all of which will minimise disposable income and, therefore, spending power for Australian consumers.

## Global economics outlook and risks

According to Tim Hunt, Rabobank's head of food and agribusiness research for Australia and New Zealand, global economic growth is expected to decline for the second consecutive year with Gross Domestic Product (GDP) decreasing to 3.5 per cent.

"What concerns us most for 2019 is not so much the likely path for world growth – less favourable than 2018, but not bad – but the rising risk that something much worse will happen," Mr Hunt said.

"These potential risks include a slowdown in the Chinese economy, which is a major concern for our agricultural



*Tim Hunt, Rabobank's head of food and agribusiness research for Australasia speaks of the growing risks facing the global economy.*

exports, particularly as the deceleration pace seems to be much faster than official data suggests," he said.

Mr Hunt says that while the Chinese Government is responding with tax cuts, rate cuts and financial stimulus, its room to manoeuvre is far smaller than in the past. 2018 saw the Chinese economy grow at its slowest pace since 1990 and Rabobank sees the deceleration continuing and intensifying.

According to Rabobank's analysis of data from the Australian Bureau of Statistics and the Department of Agriculture the 2018 calendar year saw China remain the fourth largest export destination for Australian beef exports accounting for 14 per cent, just short of Korea, which accounted for 15 per cent.

China is now the largest destination for Australian mutton exports, accounting for 37 per cent in 2018, while it is our second largest destination for lamb exports at 20 per cent, just behind the United States at 21 per cent.

According to Mr Hunt, the potential for a deepening trade war between the United States and China complicates the threat potential, particularly, if it is resolved in a manner that benefits the US at the expense of Australian agriculture and,

*continued on page 30*

*continued from page 29*

also, the real risk of a recession in the United States affecting consumer consumption.

The United States was Australia's second largest market for beef exports taking 20 per cent in 2018 while Japan remained our largest market taking 28 per cent.

### The outlook for beef, lamb and pork

Rabobank's Senior Protein Analyst, Angus Gidley-Baird, says that strong growth in Asian markets buoys the outlook for Australian beef exports.

"Asian markets now account for 69 per cent of boxed beef exports which is the largest share of total exports in over 30 years," Mr Gidley-Baird said. "This will support exports and prices and should help to sustain demand for Australian grain-fed beef.

"However, ongoing growth of beef and other protein production in the United States will likely challenge Australian prices," he said.



*Angus Gidley Baird, Senior Protein Analyst with Rabobank says China will need to import proteins to counter the devastation of African Swine Fever on its domestic pork production.*

He expects cattle slaughter in 2019 to be just over 7.5 million head, a five percent reduction on 2018 volumes.

The forecast reduction in numbers can be attributed to reduced female slaughter, due to continuing drought conditions in the eastern states.

Additionally, low inventory will limit increased male slaughter but, if dry conditions persist and fodder availability remains tight, continued female slaughter may push anticipated cattle slaughter numbers higher.

Mr Gidley-Baird expects that a range of factors will also support strong prices for lamb in 2019 including strong global demand and limited domestic supply.

"At the global level, the main drivers for continuing high prices for lamb will be a strong market in the United States, growing demand from China and flat production in New Zealand," Mr Gidley-Baird said.

"Exports will remain steady overall with existing strong markets – the US, Middle East and China – continuing to perform well through 2019.

"Lower lamb volumes, in the vicinity of a two to three percent drop as a result of a decline in breeding ewes, from New Zealand, Australia's major competitor on the global market, is a contributing factor for the continued strength in Australia's export potential throughout the year," he said.

Since August last year, an outbreak of African Swine Fever has had a devastating impact on China's domestic pork production and prices.

Rabobank anticipates a continued reduction in China's domestic pork production this year, as much as 35 per cent, which is expected to lead to higher demand from China for pork and other protein imports throughout 2019 and into 2020.

"Global pork supplies are insufficient to meet this additional demand," Mr Gidley-Baird said. "While additional volumes of pork will flow into China, other proteins, particularly poultry but also beef will be needed to meet the supply gap.

"As a result, prices in China will lift across all proteins and in turn flow through into global markets," he said.

### The domestic economy

Arguably the toughest climate for Australia's domestic economy in some time will see consumers facing headwinds in the year ahead according to Rabobank's Michael Harvey, Senior Analyst Dairy.

At the end of 2018, Australia saw its weakest quarter of growth in two years with weaker household consumption a major contributing factor to the slowdown. Australian food

*continued on page 32*



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Senior Analyst Dairy for Rabobank, Michael Harvey, predicts Australian food retailers will see conditions deteriorate through 2019 as consumers tighten their belts on spending.

retailers, including retail butchers, will see conditions deteriorate as the year progresses.

“Housing prices registered their largest falls in a decade in 2018 and several domestic banks are forecasting equally sharp falls in 2019,” Mr Harvey said. “Added to this, consumers are experiencing stagnant wage growth, rising costs of living and rising household debt levels.

“The result is that consumers will continue to ‘tighten their belts’ in spending and this is likely to lead to a shift in consumption patterns such as an ‘eating in’ trend for Australian households,” he said.

Mr Harvey says that there is likely to be a continued shake-up in the retail sector in 2019.

“Major supermarket Coles is focusing more on fresh food offerings and growing its private label portfolio and Aldi is continuing the expansion of its store numbers,” Mr Harvey said.

“There are also new entrants into the market such as Amazon expanding into pantry lines and German grocery retailer ‘Kaufland’, expected to open its first Australian store early in 2020,” he said. ■

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# Fake meat to leverage Aussie Ag to look good

**E**arlier this year, an organisation called Food Frontier, released a 50 page paper entitled *Meat Re-Imagined – The global emergence of alternative proteins – what does it mean for Australia.*

On its website Food Frontier describes itself as: "... a not-for-profit think tank and industry accelerator creating the ecosystem for a more healthy and sustainable food future."

From its website it's key proposition is:

*Today's methods of protein production have far-reaching implications, from threats to food safety and security to environmental degradation and dwindling natural resources – threats from which Australia is not immune.*

*Rapidly emerging technologies in plant-based meat alternatives, cell-based meats and hybrid proteins are opening innovative solutions. If properly harnessed by industry and supported by government, these foods promise new ways to meet consumer demand for familiar products, while increasing the sustainability of our food systems.*

And the Meat Re-Imagined report claims:

*Excess meat consumption and current production have significant effects on human health, livelihoods and the economy. Meat thus poses a special challenge to the future development of the global food system."*

In the forward to the report Meat Re-Imagined, Food frontier CEO Thomas King states:

*Our food system is undergoing its greatest transformation of the last century. We are facing the prospect of a global population 10 billion strong in the age of potentially devastating climatic shifts and severe public health challenges. Traditional methods of production are insufficient to meet the challenges and demands confronting us. New technologies offer the prospect of producing nutritious, sustainable foods to feed a hungry world.*

*The rise of alternative proteins, from humble and ancient beginnings to the modern technological advances of plant-based meat alternatives and cellular agriculture, has enormous potential as a tool for addressing today's food system challenges.*

*To date, leading researchers and companies in the U.S., Europe and Asia have forged ahead with new production processes and products, while Australia has largely remained an observer.*

*The emergent alternative protein industry is complementary to Australia's strong agricultural tradition – simultaneously*

*increasing sustainability and system efficiency, and addressing public health challenges.*

*Investments by the world's largest meat companies into alternative proteins, and their re-positioning as 'protein' providers, signals how conventional agriculture and alternative proteins can coexist, inviting new cooperative opportunities such as supplying primary inputs and producing new crop varieties. \*\**

*Australia's globally trusted brand is synonymous with safe, high- quality food – a testament to the integrity of our production systems and manufacturing capabilities. With a growing international consumer base seeking safe, sustainable, healthy food, Australia is ideally placed to leverage our wealth of research and manufacturing capabilities ...*

*A diversified protein sector offers Australia new industrial opportunities and job creation across a variety of fields, the implications and quantum of which this paper identifies as an area in need of further research. Alternative proteins are a reality; Australia now faces the choice of sitting on the side-lines or becoming a sectoral leader.*

*To achieve success, the scientific, business, government and conventional food and manufacturing sectors must work collaboratively to overcome challenges and fulfill the potential of a new and vibrant industry.*

*I would like to acknowledge and thank the Lord Mayor's Charitable Foundation\* whose generous support made this project possible.*

(the above is an abridged version of the foreword.)

\*\* emphasis added

\* The Lord Mayor's Charitable Foundation is linked to the City of Melbourne. The Lord Mayor of Melbourne is the Patron.

The website does not make clear how or who funds Food Frontier. One of the panelists who reviewed the paper, lists MLA as a client.

The full report Meat Re-Imagined is available on the Food Frontier website [www.foodfrontier.org](http://www.foodfrontier.org) ■



# Vacuum Skin Packaging comes of age

Vacuum packing revolutionised the domestic wholesale and export meat industry following its adoption in the 1980s. While widely used at the wholesale level, 25 years later, vacuum packing is now starting to make its presence felt at retail.

**V**acuum packing has had some major challenges at retail. While shelf life and food safety are clear benefits for retailers and consumers alike, the unit cost of packing smaller portions was an issue for retailers.

But the biggest hurdle vacuum packing faced at retail was – and still is – consumer acceptance.

Vacuum packed meat is dark in colour and contrasts noticeably with consumers' experience where "fresh" meat, when purchased from the butcher, is much more vibrant in colour. Consumers quite reasonably assume that the light colour reflects freshness and quality.

Consumers were further deterred by the often unshapely packs and particularly by frequent accumulations of bloody liquid in the packs.

At home, the bloody liquid made a mess and opening the pack released an unfamiliar "off smell". Deprived of oxygen, meat will not bloom while in the pack. The off-smell is due to the activity of anaerobic bacteria on the

surface of the meat. Once opened, this smell dissipates quickly.

In reality the bloody liquid and off-smell do not detract from eating quality or indicate spoilage, but understandably consumers are put off by these characteristics.

Trials show that retail size vacuum packed meat, continues to age, generally improving tenderness and flavor and overall eating quality. Trials have shown modern Vacuum Skinned ageing Packaging (VSP) technologies give products a shelf life of up to 60 days, given appropriate chilled refrigeration.

To address the dark appearance Modified Atmosphere Packaging (MAP) was introduced. Meat is placed in a tray with a sealed transparent lid. The natural air is replaced with various gas blends that include oxygen, carbon dioxide and/or nitrogen.

While the available oxygen lightens the meat colour MAP packed meats have a limited shelf life, there is no

improvement in eating quality with aging and in some situations, meats develop off-colours in the pack and post opening as it is exposed to air. In some MAP systems packed product develops off-colours post cooking and eating quality declines with age.

From a retail presentation perspective MAP has limited eye appeal and presentation options for retail as the meat flops around in the relatively deep tray needed to hold the gasses.

## New Age

Recent times have seen the development and commercial release of a new generation retail vacuum packaging.

Cryovac® Darfresh® and Cryovac Darfresh® on Tray developed by Sealed Air, provide all the shelf life and eating quality benefits of VSP and present meat products in a more attractive and functional retail format.

The Darfresh process positions the product on a rigid bottom tray and features a highly formable top film that forms a total surface seal with the



*The Cryovac Darfresh on Tray top film is highly transparent and fits snugly over the underlying product.*



## North Bourke Abattoir adopts Gorman Rupp pumps for tough pumping conditions

product and tray. The top film is transparent and closely follows the form and contours of the meat product enclosed. Free liquid cannot accumulate due to the close fit between film and product. Absorbent pads are not required.

The relative flat and rigid trays allow for a vertical, eye level presentation on a supermarket shelf.

Darfresh can be used for beef, lamb, pork, poultry, fish and processed meats. A critically important feature is extended shelf life. Research trials show the shelf life of beef and lamb at up to 60 days. Existing customers are operating with a shelf life of 35 days for beef and 15 days for poultry. Darfresh packs can be frozen and because of the skin tight seal, the product does not undergo freezer burn and subsequent dehydration. Eating quality is retained even after freezing.

Given Darfresh packed product will age and improve eating quality, the process eliminates the need to carcass age or to age primals in a vacuum prior to retail packaging. This feature creates processing efficiencies and combined with extended shelf life, significant logistical and marketing opportunities.

Darfresh packed meat still has the darker colour typical VSP product. Repeated positive eating experiences using vacuum packed meats will raise awareness and understanding of fresh versus vacuum packed meats and the relevance of meat colour. Over time, consumer habits and beliefs can be changed.

Cryovac® Darfresh® can be processed on a range of small and large thermoforming equipment. Cryovac Darfresh® on Tray has been developed to be used with customized Mondini tray sealers. ■

Darling Irrigation supplies solutions for irrigation, domestic water systems, mining hydraulics, stock watering and more. With a staff of around 50 and four locations in western NSW [and one in Launceston], Darling Irrigation assists a wide range of customers with quality water systems.

The company recently undertook a contract for the design and construction of water and wastewater infrastructure for the new North Bourke Abattoir.

Wanting to deliver a quality project, with pumps that were reliable, easy to maintain and safe for operators, Darling Irrigation approached Hydro Innovations for solutions using Gorman-Rupp self-priming pumps.

There were five applications for a total of nine pumps from “kill floor” hose down to pond storage transfer and effluent pumping. As some of these applications contained abrasive media in the pumped water, Hydro Innovations offered pumps with Gorman-Rupp “hard iron” internals to reduce wear rates and considerably lengthen the intervals between servicing.

Darling Irrigation chose the Gorman Rupp pumps for their strong international reputation, reliability and longevity in tough pumping conditions. And because they are self-priming pumps, they could be mounted at ground level so that operators have easy and safe access to the pumps for monitoring and maintenance, without the need for cranes.

Phil Chegwidien, Project Manager on the job for Darling Irrigation, has been impressed by how easy the pumps were to install, how quickly the pumps’ prime, and how smoothly they operate. He said he can understand why many abattoirs have standardised on Gorman-Rupp pumps for their wastewater systems. ■





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# Sleek, simple and sophisticated: poultry revealed

**F***eathered* is about birds, specifically bird species that have been and are a source of food for humans. The book describes the birds, their physical characteristics, their history as a food and their culinary repertoire.

The author, P.J. Booth, B.Sc (Hons), LL.M, LL.B., a Melbourne based barrister, has a fascination with meat related foods and has previously published *A Charcuterie Diary*, which *Australian Meat News* reviewed in early 2018.

*Feathered* provides a comprehensive and detailed, 530 page, overview of eating birds. It is serious food science. It's recipes range across time and cultures. It is about people and their food and at times quirky (as can be expected when a lawyer writes about food).

While the author states: "I wrote this book because I cook poultry several times each week and, overall, more often than I care to think about." It has some serious messages for the meat industry. *Feathered* highlights past and present social and technical changes and the threats and opportunities chicken offers as it becomes the most widely available, lowest priced and most consumed meat on the market.

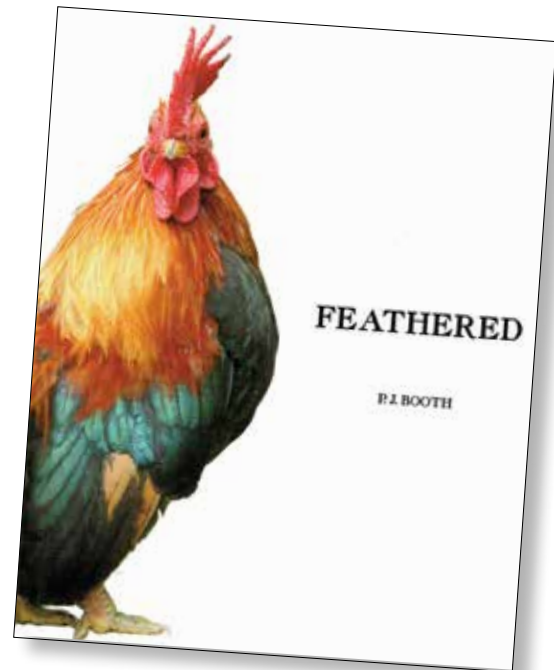
The first hundred pages of *Feathered* give a technical and historic description of eating birds, including the nutritional aspects and chemistry of their meats. Preservation techniques such as smoking and curing and cooking techniques such as roasting, browning and searing are described in depth. A section on eggs covers weights, colour and eating characteristics.

Each species is described in some detail. Quail for example: "It is a small flightless bird about 300g live weight. The meat is very lean and best suited to quick cooking ... Quail are really elegant little birds. They eat very well and one feels quite sophisticated when they are on the plate. They are elegant, therefore so are you."

A similar profile is provided for chicken, duck, turkey, goose, squab, partridge, guinea fowl, pheasant, pigeon and emu.

Reflecting on changing economic reality, consumer trends and the culinary status of chicken, Booth makes the point, "... poultry often features in history as being consumed in excess quantities at banquets. I can only assume that poultry was an indication of wealth, unlike today where poultry is really a common meat for all concerned."

The book provides many recipes. In the main recipe section they are organised by specie and in another by cooking method. This allows comparison of smoked and sous vide recipes for each species, highlighting the subtle differences. Again egg recipes are included and a few rabbit recipes sneak into the mix.



There are another 150 pages of recipes for soups, carbohydrates and greens that use chicken stock in the recipe or compliment poultry meals.

In summary *Feathered* challenges the reader to think about all meats and their role in modern nutrition and food culture.

*Feathered* by P. J. Booth RRP \$75.00. Available from the author [www.featheredcookbook.com.au](http://www.featheredcookbook.com.au). Books for Cooks: T: 03 8415 1415 W: [www.booksforcooks.com.au](http://www.booksforcooks.com.au) and Readings [www.readings.com.au](http://www.readings.com.au) ■

## WIN WIN

To enter our competition to win a copy of:  
*Feathered* by P. J. Booth

Answer the question below.

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

*Australian Meat News* Book Competition

**By post:** PO Box 415 Richmond Vic 3121

**Email:** [optimalnews@majestic.net.au](mailto:optimalnews@majestic.net.au)  
with "Book Comp" in the subject line.

**Question:** *Who is the captain of the Aussie Steelers for the World Butchers Challenge in 2020.*

**Entries close June 15, 2019**

# WORDS TO CROSS

MAY  
2019

## SOLVE THE CLUE TO FIND THE WORD

Answers maybe across or down the puzzle.

When complete, send your copy by mail or email. Include your name, address and phone number to go in the draw to **win one of six Victory knives from BUNZL.**

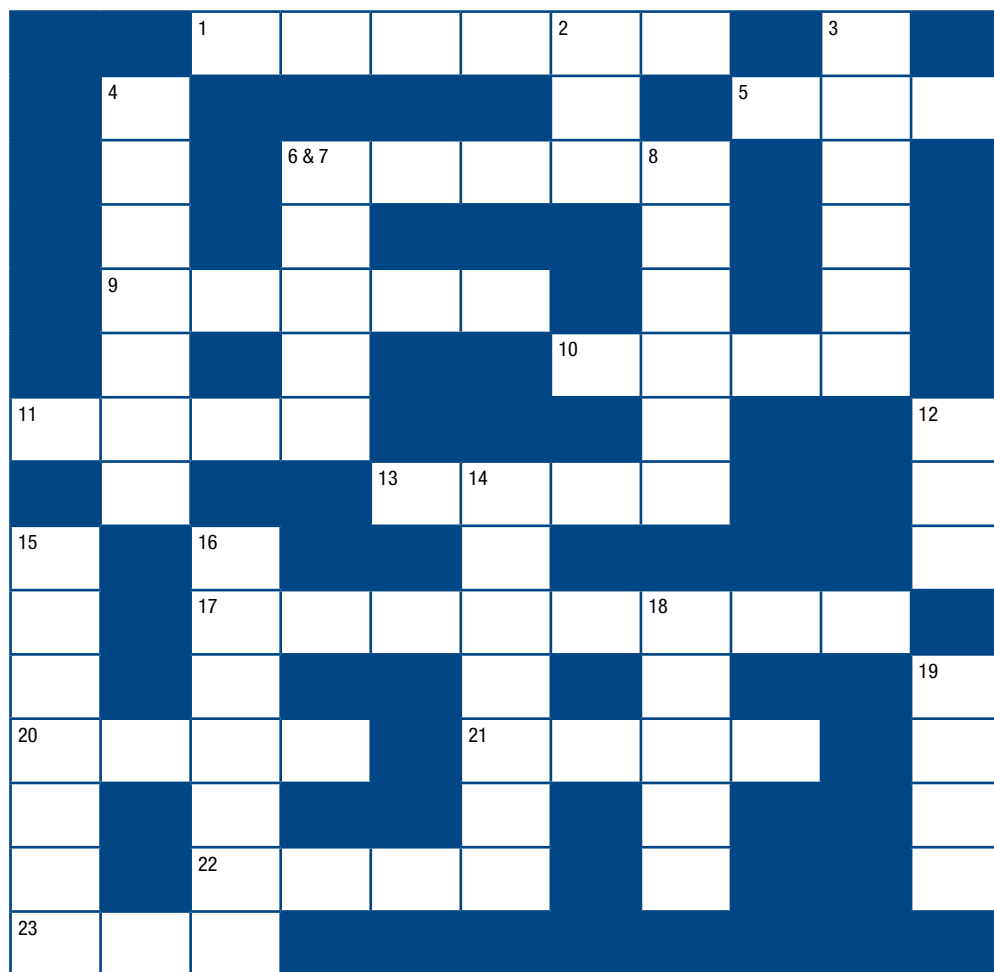


Results will be published in next issue of *Australian Meat News*. **Entries close 15 June 2019**

Last issues winners see page 39

### CLUES

1. Sustainable multipurpose material (6)
2. A Boobok is an (4)
3. Name of Rain Clouds (6)
4. Common product accused of polluting the environment (7)
5. Put the litter in the (3)
6. Cuddly Australian marsupial in decline (5)
7. Win a prize ? from BUNZL (5)
8. Incident or Happening (6)
9. Say "Hello" with a (5)
10. Old method to find your way (4)
11. Most cost effective timber for fence posts (4)
12. Socks that don't match (3)
13. Door left (4)
14. Hugh ? : Famous Australian actor in USA (7)
15. What "Popeye" liked to eat (7)



16. Offer a ..... hand (7)
17. Type of car that's charged like a battery (8)
18. Take time to smell the .....
19. Find the pot of ? at Rainbow's End (4)
20. Back of Neck (4)
21. Grows in damp places (4)
22. Word describing a things or person (grammar) (4)
23. A Bear (3)

Post: Australian Meat News. PO Box 415 Richmond VIC 3121 Email: [optimalnews@majestic.net.au](mailto:optimalnews@majestic.net.au)

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## Book Competition Winner

Congratulation to Daniel Leaver from Edge Hill Butchery, Cairns. Daniel correctly answered: Dr Roger Campbell which was the answer to our question: *Who recently retired as the CEO of the Pork CRC?*

Daniel has won a copy of *MEAT* by Anthony Puharich and Libby Travers.

Daniel is an apprentice at Edge Hill Butchery. The historic shop, established in the 1920s, was purchased and renovated by his parents Julie and Rod in 2016. Their plan is to continue providing quality meats and service to the Cairns and surrounding community.

Congratulation Daniel, and may reading *MEAT* provide some ideas and inspiration.



## Winners of the March 2019 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

**Mark Emery**, OBE Organics, Fortitude Valley Qld

### Victory Narrow Curved Boning Knife

**Ryan Moss**, Tibaldi Smallgoods, Coburg Vic

**Brian White**, Mejac Group, Molong NSW

**Joshua Ryan**, Fourways Butchery, Devonport Tas

**Neil & Kate**, Barbeques Galore, Hobart Tas

**Richard Arena**, Hastings Food Processing, Wauchope NSW

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