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The NSW butcher team battles it out in the State Butchery Invitational Competition, raising vital funds for Australian farmers. Image courtesy Food Frenzy Photography.

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New Lamb Definition takes effect 1 July 2019

The lamb definition to distinguish between lamb and hogget based on incisor teeth will came into force on 1 July 2019.

As reported back in AMN May 2018, the change is to bring Australian lamb production into alignment with New Zealand protocols.

The new definition states that a lamb is:

- · Under 12 months of age; or
- · Does not have any permanent incisor teeth in wear.

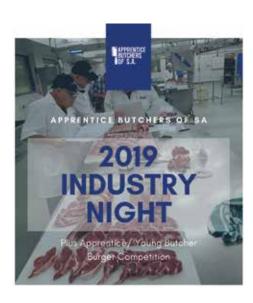


What that means is that the adult teeth may have erupted, but if milk teeth are still present, it can still be classified as lamb if the incisor adult teeth are below the height of the milk teeth. Beyond that, the sheep is classified as hogget.

According to Sheep Producers Australia, research for consumers show there is little discernible difference in eating quality compared with lambs with only milk teeth. Lamb eating quality, is known to have better eating quality than hogget. What it does give, is an extra month from the first eruption for producers to move livestock into processing.

Celebrate SA apprentices and burgers

The Apprentice Butchers of SA Inc. (ABSA) Is holding their Annual Industry Night which includes an apprentice butchers' burger competition. Each year for the past three years, ABSA has held this burger competition, and in the relaxed social environment, many have come away with new ideas based on collaboration, networking, and



This event is free to all butchers,

and we would like you to attend. Get to know your fellow industry peers and have a good time. Food and drinks are provided. ABSA was established in 2016 and formally incorporated as an Association in 2018. They are missioned with engaging the next generation of butchers to reduce the cultural gap that on-job-training creates between new industry peoples. Find us on Facebook 'Apprentice Butchers of SA'. RSVP info@ApprenticeButchersSA.com ■



Be Bold Be Branded Be Wagyu 2019 Champions

The 2019 Wagyu Branded Beef Competition awards were presented during the Gala Dinner of the Australian Wagyu Association's annual conference, Wagyu Edge: Building Integrity in Adelaide.

A coveted competition between Wagyu brand owners, the event showcases the very best of Australian-produced Wagyu to create an exceptional eating experience that is characteristic of Wagyu.

Leading brands of Australian Wagyu compete in Fullblood, Crossbred and Commercial Steak and Gourmet Sausage.

Taking out the Grand Champion award was Mayura Station's Signature Series with a phenomenal score of 821 out of a possible 910. The judges described the Fullblood Wagyu steak as a 'beautiful piece of Wagyu beef, tender, juicy with a great buttery flavour - an excellent example of Wagyu'.

Bred from Mayura Jackpot a son of Mayura sire, Itoshigenami Jnr, the intramuscular fat content measured a massive 54% – if it could be given a marble score, it would be near Marble Score 16.45!

"Being benchmarked against the best in the branded Wagyu beef in Australia and being awarded the Grand Champion is an honour," said Mayura managing director, Scott deBruin. "We are humbled by the outcome and would like to extend a huge thank you to everyone who has contributed to this success."

The Wagyu Branded Beef Competition features a Gourmet Sausage category with many of the entrants experimenting with complimentary flavours to enhance the Wagyu. Taking the Champion award was Sutcliffe Meats, producing a Korean

BBQ sausage with hints of garlic, pear, honey, pepper and rice wine.

Class champion and Gold medal recipeients were:

Class 1: Fullblood Wagyu

Gold Medal and Grand Champion: Mayura Station, Signature Series

Gold Medal: Stockyard, Stockyard Kiwami

Gold Medal: Direct Meat Company, Black Diamond

Class 2: Crossbred Wagyu

Gold Medal and Category Champion: Hamblin Wagyu

Gold Medal: Stockyard, Stockyard Black

Gold Medal: Mort & Co, The Phoenix

Gold Medal: Jack's Creek, Jack's Creek Wagyu

Gold Medal: Rangers Valley, WX 9

Gold Medal: Direct Meat Company, Connors Wagyu Beef Gold Medal: Pardoo Beef Company, First Growth Wagyu

Class 3: Commercial Wagyu, marble score (5-7)

Gold Medal and Champion: Jack's Creek, Jack's Creek F1 Wagyu

Gold Medal: Jac Wagyu, Jac Wagyu Pure

Class 4: Gourmet Sausage

Gold Medal and Champion: Sutcliffe Meats, Korean BBQ Wagyu Sausage. ■

Organic industry reports continued solid growth

The latest report on the Organics market for Australian producers was released in early June, showing that the industry across all organic sectors is showing steady 13% growth year on year and is currently worth \$2.6 billion.

Domestic demand for certified organic products is estimated at \$1.93 billion, with the balance exported to the US, Europe

The newly released annual Australian Organic Market Report 2019, which covers the 2018 calendar year, also found 65% of Australian households are now buying some sort of organic product or produce yearly – an annual rise of five per cent. Vegetables, beef, non-alcoholic beverages, fruit, ready to eat foods, nuts and cosmetics/ health products are the most in demand organic items.

However, there has been a slowing in meat, dairy, grains, eggs and poultry meat, wine, honey and animal feedstuffs which is indicative of the impacts of drought on commodities. Given the impacts of the drought, overall farm-gate production, processing and export continue to be strong.

Value of organic food categories 2018

Sector/ commodity	Total (Domestic Retail + Exports) (\$M)	Domestic Retail (\$M)	Retail Export	
Beef & veal	550	196	354	543
Other Processed/ ready to eat foods	207	196	11	160
Lamb and sheep meat	59	18	41	65
Poultry meat	17	17	-	16
Pig meat	0.5	0.5	_	0.5
Goat meat	0.1	0.1	_	0.1

"In particular, the trends for ready-to-eat, packaged and alternative products are unmistakable in their presence on the retail shelf and demonstrated by the significant increase in certified processors since 2018," said Australian Organic General Manager Niki Ford. "The now diverse array of certified operators encompasses a rich blend of producers, processors, input manufacturers, handlers and retailers." ■

Thomas Foods International to rebuild at Murray Bridge

Nearly 18 months since a devastating fire at the company's processing facility at Murray Bridge, South Australia, Thomas Foods has announced plants to rebuild on the site.

After the fire, management vowed to rebuild and the new plans are set to re-open late in 2020.

Thomas Foods International CEO, Darren Thomas has said that the re-build represents the biggest investment the company has undertaken for many years.

"We plan to build the best, most advanced multi-species processing facility in Australia, if not the world. And we will build it at Murray Bridge in South Australia.

"We want out facility to be world-class in adapting the latest advancements in technology, efficiency, environmental sustainability, animal welfare and workplace safety."

To be built in stages, the first component will be a beef processing facility with an approximate capacity of 1400 head per day. Once completed, the sheepmeat stage is expected to be able to process 14,000 per day.

The new facility is likely to create around 2000 jobs once completed, taking in 400 employees for the first stage.

Mr Thomas said he was enormously proud of the TFI staff who had worked tirelessly since the fire to make the re-build possible and acknowledged the support received from government and staff.

"From day one, we committed to rebuilding our Murray Bridge operations," he said. "The fire was a major disruption to the business and the lives of many of our people, not just in Murray Bridge but right across our operations.

"But we're a positive and resilient family company. Rather than lament what was lost, we've chosen to focus on emerging bigger, better and stronger. We've chosen to focus on the exciting future for our company and the community of Murray Bridge."

"The enormous dedication and outstanding work by everyone involved in this process is overwhelming. I'm extremely grateful to all our staff who have put in so much hard work, our loyal customers and suppliers who've stuck with us, our insurers and the external support we've received across the community."

AMIC CEO Patrick Hutchinson offered congratulations to Thomas Foods International for making this bold investment and demonstrating its commitment to the Australian industry.

"Last year's fire was, of course, devastating for the business and for the local community. Thomas Foods International has chosen not just to rebuild, but to step it up a notch, taking on a greenfield site and developing a world-standard

"This is a reflection not only of the company's commitment to its community but of the industry's commitment to securing and growing Australia's position as a world leader." ■

The search is on for Australia's top rasher

Judgement time is drawing nearer for bacon makers as the hunt for Australia's best tasting bacon begins and with International Bacon Day looming, the search is perfectly timed.

and smallgoods manufacturers from all around the country have perfected their recipes and sent their entries into this year's Australian PorkMark Bacon Awards in the hopes of being announced as the nation's best.

Judging commenced in mid June and assesses taste, aroma, appearance and fat percentage in both raw and cooked forms. The judging panel, featuring four passionate bacon connoisseurs, Fleischmeister Horst Schurger, chefs Simon Bestley, Adam Moore and Paul McDonald, will determine the winning bacon, set to be announced on 26 August in time to celebrate International Bacon Day on 31 August.

Australian Pork Limited General Manager of Marketing, Peter Haydon says the competition shines a light on smallgoods makers who are using 100% Australian pork to produce their bacon, which is great news for both producers and bacon-lovers.

"People are becoming much more interested in where their food comes from - now more than ever - and this



celebrates championing Australian grown," says Havdon.

"Many people are surprised to learn that 80% of bacon sold in Australia is made using imported pork. If you want to support Australian pig farmers, look for the pink Australian Pork logo on pack or the green and gold Country of Origin Label and make sure the bar chart is almost full."

Having won the competition last year, Campbell's Superior Meats owner, Rhett Campbell, knows exactly what it's all about and more importantly, what goes into award-winning bacon.

"This competition celebrates the best Aussie produce and an iconic ingredient. I know I'm not alone in saying that it's not a successful Sunday morning if bacon and eggs don't feature on the menu.

"I think what set us apart last year was the salty smoke profile of our short cut bacon. But the fact is, we start with a pretty incredible product so it's easy to achieve a winning result," says Campbell.

The winning bacon, and winners in each state, will be announced on 26 August. ■







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New CFO for Australian Pork

Australian Pork Limited has announced that Margo Andrae has been appointed as CEO of the corporation, following Andrew Spencer's announcement of intention not to renew his contract late last year.

Margo Andrae experienced agri-leader, with extensive business management skills across a Margo Andrae, takes on a new agricultural practices, most recently as



role as CEO of Australian Pork

CEO at Cattle Council of Australia, representing Australia's beef cattle producers. Ms Andrae has also held leadership positions at Agrifood Skills Australia and Rural Industries Research and Development Corporation.

David Lock, Chairman of APL's Board, said Ms Andrae is ready to tackle the current industry challenges, including biosecurity risks from imports, increased interest in animal welfare and the need for further transparency.

"The pork industry in Australia is not without its challenges, however I am confident that the wider APL network will continue to deliver under Margo's leadership. I welcome Margo to this new role. Her extensive experience in the wider agriculture industry and understanding of livestock production landscape in Australia ensures she is the right fit to drive positive outcomes for our producers," Mr Lock said.

Ms Andrae said she looks forward to representing the best interests of Australian pork producers.

"There are opportunities for the industry and I look forward to working with the Board, APL team and producers to put more pork on more forks," she said. "Australia has a fantastic clean, green product. Our pork industry should be congratulated for its world leading animal welfare practices, meticulous biosecurity and particularly for its transparency.

"Andrew Spencer has been a powerful leader of APL and I look forward to continuing to build on his legacy and passion for the industry."

David Lock also expressed gratitude to Andrew Spencer for his efforts leading Australia's pork industry for the past 14 years. Andrew has delivered enormous value to the industry during his tenure.

"On behalf of the Board and staff of APL, and the Australian pork industry, I thank Mr Spencer for his 14 years of leadership. I look forward to working with Ms Andrae and Mr Spencer to ensure a smooth transition of leadership commencing on 1 August, so we can continue to deliver for Australia's pork producers," he said. ■

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

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	www.meatstock.com.au	Shannon Walker shannon.walker7 @tafensw.edu.au https://meatstock.com. au/
AMIC Sausage King	Designed to give AMIC member butchers an opportunity to produce the very best sausages	State competitions held May-July 2019,National winners announced in February 2020	www.amic.org.au	
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	www.amic.org.au	
Great Aussie Pie and Sausage Roll Competition	During Fine Foods Australia	September 9-12 2019, Sydney	www.greataussiepiecomp. com.au/	Danielle Lindsay admin@ greataussiepiecomp. com.au
World Butchers Challenge	Teams have now been selected! Congratulations	Sacramento, California, USA September 2020	www.worldbutchers challengeaustralia.com.au	Senior Team: Trevor Saville, Savillesho1 @bigpond.com Apprentices/Young Butcher, Robert Retallick, robert.retallick@ gourmetbob.com

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, 12 – 13 October 2019	www. melbournesalamifesta.com	info@ melbournesalamifesta. com
Royal Sydney Fine Foods	54 classes of smallgoods and charcuterie for butchers and manufacturers	26 June entries close 29-30 August judging	http://www.rasnsw. com.au/sydney- royal-competitions/ competitions/deli-meat/	Fine Food Show Coordinator dtomsen@r asnsw.com.au
PorkMark Ham and Bacon Awards	The Australian PorkMark Awards for two categories of ham and bacon.	June 2019, Sydney Winners announced August 26, 2019	www.Porkmark.com.au	
Australian Fine Awards	Branded meats and smallgoods as part of the Royal Melbourne Show	Products due in 22 July, results announced September 2019	https://www.rasv.com.au/ australian-food-awards/	
State Butcher Challenge	State butcher teams battle it out for bragging rights to support Aussie Farmers	November 9-10, 2019 Sydney		Shannon Walker shannon.walker7@ tafensw.edu.au

State Butchery Challenge Fundraiser is on again

State-based butcher teams are invited to once again to go head-to-head in the annual fundraiser to help farmers in need.

An invitational event, it will be held at the Windsor Showgrounds in Sydney on November 9-10, 2019, in conjunction with an invitational low n slow bbq event.

The Butchery Challenge is a skills-based event aimed at showcasing Australian butchers to the general public where teams test themselves in handsaw, boning out and value-add in beef and lamb, with an added twist of a mystery box challenge.

In 2018, the event raised \$14,000 for the Buy a Bale fundraiser, to support farmers. This year, State teams will nominate a charity in their region to support. To date, the NSW team have nominated The City Slickers Appeal providing non-perishable products to Aussie farmers, while the Queenslanders have chosen to support the Buy a Cow fundraiser.



Shannon Walker oversees the State Butcher Invitational Challenge. Image courtesy Food Frenzy Photography

Some farmers in Queensland lost 70-90% of their stock during the devastating floods, on the back of a dreadful drought.

The meats used for the event will be auctioned at the close of the day.

Run by volunteers, the State Butcher Invitational Challenge organisers are on the look-out for any sponsorship or assistance you can give for interstate teams with travel and airfares. Any enquiries, please contact Shannon Walker 0424 055 190 ■

Unpack the salt reformulation

In 2006, the World Health Organisation (WHO) set a goal to reduce salt intake to less than 5g/day in an attempt to lower the frequency of cardiovascular diseases. The average Australian salt intake is around 8-9g/day.

Processed meats were determined to be a priority for salt reduction as they contribute approximately 10% of daily sodium intake (the primary ingredient in salt) to the Australian diet, and make up an estimated 20% of the population's meat intake. The Australian Health Survey revealed almost 30% of people consume processed meats; with 12% consuming ham, 6% consuming sausages and 5% consuming bacon.13 Overall, the most commonly consumed processed meats were sausages (38%), ham and bacon (36%), luncheon meats (11%), salami (7%), and frankfurts (4%).

The Australian survey of Australian processed meats found Coles thin pork BBQ sausages to have the highest salt content, while Cleaver's organic beef sausages contained the least.

To help producers reduce the salt component of processed meats, the Victorian government has established the 'Unpack the Salt' initiative in an effort to reformulate the manufacturing of smallgoods.

Reformulation Readiness: A best practice guide to salt reduction for Australia food manufacturers supports reduction of salt (sodium) in processed and packaged products. It guides manufacturers through the reformulation process with information on checking nutritional composition, completing competitor benchmarking, establishing salt targets and timeframes, product improvement and testing.

Leading nutritionist, reformulation expert and guide author, Vanessa Clarkson, said this new guide is particularly useful for small-to-medium food manufacturers. "The food industry is constantly evolving to meet consumer demand, which increasingly is calling out for healthier choices," Ms Clarkson said.

"Food manufacturers looking to reduce salt in their products will find this guide a useful starting point for their reformulation journey. By working collectively and over time to reduce salt in the food supply, consumers' palates will adapt to lower amounts and together we can have a big impact on public health."

Food manufacturers can find salt reformulation information and resources including Victoria Salt Reduction Innovative Grants up to \$25,000 which are currently open and available for small-to-medium food manufacturers to apply. Visit unpackthesalt.com.au/salt-reformulation-in-australia

A webinar will be available 26 July 2019 on salt reformulation. For more information visit https://unpackthesalt.com.au/ ■

The five highest and lowest salt saus	ages – Aust	ralia 201	8			
Top five highest salt sausages Product name (including brand)	Manufacturer	Serving Size	Sodium (mg/100g)	Sodium (mg/serve)	Salt (g/100g)	Salt (g/serve)
Coles Thin Pork BBQ Sausages	Coles	71	1170	819	2.9	2.0
Coles Australian Beef Thin BBQ Sausages	Coles	70	950	618	2.4	1.5
Brannan's Butchery Classic Aussie Beef Sausages	Aldi	71	948	673	2.4	1.7
Coles Sow Stall Free Australian Pork Chipolatas	Coles	35	940	658	2.4	1.6
Coles Australian Beef Thick BBQ Sausages	Coles	93	910	792	2.3	2.0
Top five lowest salt sausages						
Product name (including brand)	Manufacturer	Serving Size	Sodium (mg/100g)	Sodium (mg/serve)	Salt (g/100g)	Salt (g/serve)
Cleaver's Organic Beef Sausages	Arcadian Organic and Natural Meat Co.	75	383	287	0.95	0.7
Beak & Sons Classic Tuscan Pork Gourmet Pork Sausages	Beak & Johnston Pty Ltd	84	307	333	1.0	0.8
K-roo Kanga Bangas	Macro meats	125	400	500	1.0	1.3
Woolworths Lamb Sausages Mint & Rosemary	Woolworths	83	410	340	1.0	0.9
Woolworths Chicken Sausages Chives, Thyme & Rosemary	Woolworths	83	430	357	1.0	0.9



growing number of butchers have recognised that the low and slow bbq movement is rapidly gaining traction for consumers wanting to experience slow cooked meats, and competitors entering the Australasian Barbecue Alliance events.

So much so, that forming alliances sometimes as a sponsor is a win-win for both the butcher and the competition team.

The first sanctioned low and slow barbecue competition event was only a matter of a few years ago, and now events occur nearly every weekend, right around the country, attracting more than 250 teams in 2018.

For a sanctioned competition, there are approved categories that each team submit entries for:

- Brisket
- Chicken
- Beef including cheek and chuck
- Reef ribe
- Pork such as shoulder, neck or Boston Butt (a specialist cut from the shoulder)
- · Pork ribs

Each category needs to be presented for judging with a minimum of six clear portions totalling 50gm. For many teams, more than one sample portion of the meat is cooked, in order to pick the best one for the chance to win the category and hopefully the overall event.

As a consequence, being a serious competitor, participating in several competitions a year, doesn't come cheaply.

According to John Andrew at The Meat Inn Place and Luke Nagel at Kelly's Meats, it is not unreasonable for a team to spend around \$1,200 on meat per event. The brisket category is increasingly using Wagyu, which with a 12-hour slow cook, has the intramuscular fat and marbling that means it doesn't dry out, compared to grass fed beef. The teams that are able to use Wagyu brisket are more often taking out the category prize, but it is the expensive part of the protein mix.

It makes sense, then to establish a relationship between the team and a butcher that benefits both.

At The Meat Inn Place, Lilydale, on the outer east side of Melbourne, John had a personal interest in low and slow and introduced the meat products as a point of difference for the shop four years ago. The shop now supports around 10 competition teams, providing meat supplies and promotion. In return, the teams promote the shop through their own social media – increasing the engagement and customer interest in the shop.

Practising for competition can be expensive and time consuming, so John encourages teams to use his product and provides a tasting outside the shop on a Saturday morning. It not only draws customers to the shop, but encourages them to try a new style of cooking and cut. John works with the team to do social media posts to show consumers how it is cooked.

"As a result of the low and slow competitions, those products are now close to 40% – and rising – of our business with the comps and the everyday low n slow customer," said John.



Luke Nagel of Kelly's Meats supports low and slow bbq team, Smokeface Grillahs, who in turn is supported by Sher Wagyu for the brisket category.

"The family weekly shop might now include snags, chops and something for low n slow, especially for the weekend."

It is an observation that Luke Nagel has seen at Kelly's Meats in Cranbourne in Melbourne's south east. Luke decided to give low n slow cuts a run in the shop after an employee's son three years ago, got involved and asked for specific cuts for competitions, that couldn't be sourced elsewhere.

Kelly's Meats now support five teams for low n slow bbq competitions, three of which are in the top 10 on the leader board.

"In the early days it was difficult to move the low n slow cuts," said Luke. The ABA (Australasian Barbecue Alliance) had about 40,000 followers then, now it is nearer 75,000 and competition is fierce. Now I can move 20 cartons of brisket per week in the lead up to a competition."

Jye Healey, captain of Smokeface Grillahs, one of the teams supported by Kelly's Meats, and recently crowned the King of Brisket, 2019 in a recent Sydney comp, says the relationship he has with Luke has been invaluable to the teams' success in barbecue competitions.

A butcher's knowledge of cuts, quality and ability to source the range of meats required for a competition is vital to many of the teams who may not have an extensive meat knowledge.



John Andrew (right) and work colleague Tim, support a number of teams through his butcher shop The Meat Inn Place.



Competition winning low and slow brisket. Courtesy of Meatstock.

"As a team, we got offered free meat in the beginning, but you soon find out you need a relationship with a butcher," said Jye. "Every team will need specific cuts and volumes. If it means they have a greater chance of winning with the product they have worked out with the butcher, they are more likely to pay for it. New teams coming into comps will ask for generic cuts, whereas I will now ask for more specific aspects which I can only achieve with that butcher relationship."

"Knowing what the teams need means I can work more closely with the suppliers, like Sher Wagyu for the brisket. To support each other, I will promote the product and the team through my social media, and Sher Wagyu will support the team through theirs. As a consequence, it raises a lot more awareness of their brand which means I sell a lot more of their product through the shop to the punter, plus other products while they are here," said Luke.

James Cameron, of the team Jimmy Brisket, is a rare example of someone who does have a meat industry background and knows what he needs for low n slow competitions and has

continued on page 14

continued from page 13

gone direct to the supplier for his brisket, using Robbins Island Wagyu through Greenham. The remainder of the proteins are sourced with The Meat Inn Place.

"In the early stages of competition, we did get some wins, but the cost was high, so I felt it was worth capitalising on my wins and go direct to Greenham with a proposal for sponsorship, whereby I would use their product and promote the brand on social media and display banners at the competition.

"In order to help with the cost, I now run a catering company specialising in low n slow. For those products I work with John at The Meat Inn Place, as well as the pork and poultry for the comps, promoting the shop and in turn, John supports my efforts in the comps."

For suppliers like Greenham and Sher Wagyu, teams are regularly asking for sponsorship; in many cases it is easier for them to provide the butcher with the product, who in turn support the teams.

Sher Wagyu works with around 15 butchers, to give the product a retail presence and has worked with Luke since 2016 specifically for the low n slow competitions. By working with Luke, it enabled a better relationship for the teams through the butcher and consequently, the butcher to Sher Wagyu.

"The relationship we have with Luke puts our brand in a positive light within the shop, social media and the competition teams," said Vicki Sher. "Good communication on a regular basis with Luke has been invaluable. The low n slow bbq has certainly raised the awareness and demand for brisket for a cross section of people who probably had never heard of it a few years ago. It also has extended to other cuts that we have that people are now more willing to try."



Loaded up with beef shorties, in preparation for plating up for judging.



Jack's Creek provides product for events such as the Steak Challenge as well as teams.

The arrangement between Sher Wagyu and Kelly's Meats is based on a fixed supply volume of brisket per year as sponsorship, which Luke then manages through the teams. Promotion for all parties is principally via Instagram and Facebook.

"We get social media coverage via the teams, but also through the home cook low n slow, using our Blue label fullblood Wagyu and Black Label is the crossbred Wagyu," said Vicki.

For Greenham, the relationship with Jimmy Brisket has been invaluable to understand the requirements for the low n slow movement. The original specifications that Greenham used for brisket meant that James needed to undertake a lot of trim to prepare the cut for the competitions – costing him time and money in preparation and wastage.

A direct conversation with Greenham has resulted in significant improvement in the processing of brisket, giving both parties a win-win.

Like Luke and John, Greenham recognised that the low n slow movement was taking off in Australia and initially provided the Cape Grim 6kg brisket and short ribs. Four years later, the company is struggling to keep up with demand for Cape Grim and Robbins Island brands.

"For briskets, most of it was exported to Japan and Korea, but the demand for the larger briskets for low and slow means that the majority stays in Australia, while the smaller, lower quality 3 and 5kg briskets are exported, most of the comp brisket is the Robbins Island product," said Trevor Fleming, marketing manager at Greenham.



James Cameron, (below right) of Jimmy Brisket supports his sponsorship by Greenham and Robbins Island Wagyu with social media $coverage\ of\ low\ n\ slow\ bbq,\ as\ well\ as\ onsite\ promotion.$

Sponsoring and working with teams and butchers is about brand awareness says Trevor. By utilising social media, banners and promotion, the idea is to boost followers and consumer engagement. Brands such as Cape Grim, Robbins Island and Vintage Beef are not available through the supermarkets, so promotion and directing consumers to their local butcher is vital to brand awareness and adoption.

Greenham is expanding the marketing mix by sponsoring events with specific brands, for example steak challenges using the Bass Strait or Vintage Beef brands in order to increase the brand awareness.

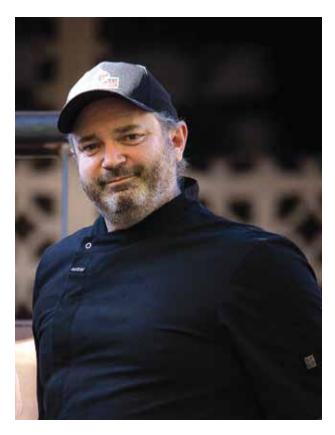
Another example of a team/supplier relationship is Jack's Creek with Rollin Smoke BBQ who compete in 10-15 competitions per year, using Jack's Creek Wagyu brisket.

"We have a number of enquiries every month from teams looking for direct sponsorship, but it is easier on everyone for that sponsorship relationship to be handled by a butcher," says Jack's Creek marketing manager, Aaron Hofman.

"It is certainly clear through anecdotal evidence, increased social media interest and the higher demand locally for low n slow products, that it is still a growing sector."

Jack's Creek are also looking into sponsoring specific events, rather than more teams to promote brand. The recent Meatstock Melbourne and Sydney events are a case in point where Jack's Creek were the primary sponsor of the Steak Cooking Association challenge, and more recently a sanctioned event with the Angus Australia conference. Sher Wagyu have also sponsored events using a category prize rather than a team.

For Sher Wagyu, Greenham and Jack's Creek, sponsoring a successful team and supporting butchers who sponsor other



teams is a successful method of increasing brand awareness. The key is to work with a butcher who can form the relationship to the team to ensure they get what they need in order to be successful, and the supplier to give high quality product to improve the chance of a win - and greater promotion for everyone.

Brought to you by







Isaac Perry from Perry's Quality Meats in Smithton Tasmania

Meat your local butcher

What is your name and the name of your butcher shop and where is it located?

My name is Isaac Perry. I work at Perry's Quality Meats in Smithton Tasmania. Smithton is a small town on the far north west point of Tasmania.

How long have you been a butcher?

I am a 3rd year apprentice butcher at Perry's Quality Meats.

Why did you become a butcher?

My family took over the business back in 2015. I then started doing work during the school holidays and found an interest in butchering. After finishing grade 10 at school I started work and never looked back.

Where did you do your training?

Being an apprentice, I'm still doing my training. Most of my training involves in-house work training. I also have to do two lots of three week blocks at TasTAFE in Hobart.

What are the typical products you have in your store?

We have a wide range of products in our store. Anything from beef, lamb, chicken and pork to our smallgoods like our award-winning bacon and ham. We also like to keep our products as local as possible by supporting local suppliers.

Who is your typical customer?

Our typical day in, day out, customers are locals. Living in a small town makes it easy to know our customers and what they like and dislike, which means we know what products to stock every week. We also get a lot of tourists during the summer months.

What are your favourite products?

When it comes to my favourite product it comes down to our smallgoods. Things like bacon for breakfast or a saveloy when the football is on. But my favorite product would have to be my very own minted lamb burger.

What has been the highlight of butchering so far?

The biggest highlight for me would be all the people you meet during your training. I have made a lot of lifelong friends from TAFE and also from our workplace. Another highlight would be all the customers you meet from all over Australia and the world.

What are some of the challenges you have faced?

Probably the biggest challenge I have faced in butchering is taking so many people's advice and applying it in my own way.

What goals do you have for the future?

My biggest goal is to keep going with my training and becoming a fully qualified butcher. After that I hope to one day run the family owned business and run it with my brother.



What has been the best advice given to you?

I think the best piece of advice I have received was from my father who said that being successful is 90% mental attitude and 10% skill. That means that anything you do in life, no matter how skillful you are, if you give it everything you have you will do it.

How is superannuation important to you?

Superannuation is important to me because it means that I'm not only working for my week to week wage but I'm also looking after my future.

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Australian Meat Industry Superannuatyion Pty Ltd (Trustee) ABN: 25 002 981 919 AFSL: 238829 as Trustee for Australian Meat Industry Superannuation Trust (AMIST) ABN: 28 342 064 803.

Australia's first mobile abattoir granted licence to operate

Provenir Pty Ltd is proud to announce that it has been granted a licence from the NSW Food Authority to operate a mobile on-farm abattoir – an Australian first.

Developed to improve animal welfare and provide true provenance, Provenir's commercially licensed mobile abattoir eliminates the need for live transport prior to processing - by processing livestock at the point of production, on the farm where they were raised.

The consolidation of abattoirs in recent times has required livestock to be transported, often over long distances to the processors. The effect of live transport can reduce yield, increase animal stress and consequently have a negative effect on meat quality. Accordingly, Provenir believes that eliminating the stress associated with live transport to a fixed abattoir will improve meat quality for the consumer.

Support for the concept of on-farm processing was clearly demonstrated during a recent crowdfunding campaign which raised more than \$68,000 and received an enthusiastic response from over 290 supporters. The campaign secured more than 220 pre-sales of the company's highest welfare beef Meat Packs, with these supporters soon to be the first to experience Provenir beef.

Renowned chefs Matteo Toffano and Guy Grossi also supported the Company by offering exclusive dining



experiences, which were snapped up within hours of being offered as part of the crowdfunding campaign.

The beef processed during the audit and over subsequent days will now be made available for commercial sale and will provide an opportunity for people to experience onfarm processed beef – never before commercially available in Australia.

In commenting on Provenir's customers, Chris Balazs, said: "Provenir's unique on-farm processing is the answer to the rapidly growing market of conscientious consumers. The company's technology will eliminate live transport prior to processing and the associated stress on the animal, which will result in meat of exceptional quality, taste and tenderness."

Kahn's call for food rescue

As the world faces the trillion-dollar annual cost of food waste while millions of people go hungry, the situation has spurned a global movement to reclaim and re-purpose this valuable resource.

By Stephanie Flynn

since 2004, Ms Ronni Kahn has spearheaded Australia's grass-roots food rescue movement with the establishment of OzHarvest and has been a key player in the Government's formalisation of the nation's 'Food Waste Strategy' for which she is now a member of the steering committee.

A guest of honour at this year's Noosa Food and Wine Festival, Ronni Kahn spoke with Australian Meat News about the magnitude of the Australia's food waste problem and issued an invitation to the meat industry to join forces with OzHarvest to support the re-purposing of food to the two million Australian's facing food insecurity each year.

OzHarvest is Australia's leading food rescue organisation collecting more than 180 tonnes of good food every week and delivering to over 1,300 charities throughout the nation.

According to the Federal Government's Food Waste Strategy (2017), food waste costs Australia a staggering \$20 billion each year, with 5.3 million tonnes of food intended for human consumption wasted along the supply chain from paddock to plate.

Ms Kahn believes that the meat industry has an important role to play in highlighting sustainability and in working to minimise food waste.

"We would love to work with the meat industry, and its various bodies, to develop programmes, we know how much waste there is in every industry, in fact, in the whole supply chain and production of food, one third of all good food goes to waste," Ms Kahn said.

"We know that in the meat industry this same scenario occurs, I am wondering why there is not an evident repurposing before it goes to landfill or other forms of organic waste.

"I also think that the meat industry has such an important role to play in highlighting sustainability, in showcasing that they, too, care about their produce, the people and the planet – the way they can do this is by aligning with the right



Ronni Kahn, founder of food rescue organisation, OzHarvest, has called for the meat industry to help in the drive to repurpose good food to Australians facing food insufficiency.

causes and if this already being done, they should share this information because, right now, the community doesn't know that," she said.

Ms Kahn founded OzHarvest in 2004 and was a driving force in changing legislation to allow food donors to donate surplus food without fear of liability, these legislative changes are now in force in every State.

The organisation opened its first rescued food supermarket in Sydney last year – The OzHarvest Market – which operates of the philosophy of 'take what you need, give what you can'.

The 'OzHarvest' model has been such a success in redirecting food from waste to people in need that Ms Kahn has exported it, establishing similar organisations in the UK and her native South Africa.

And, the need for action in rescuing food not only in Australia, but globally, is clear.

According to the UN's Food and Agriculture Organisation, the world produces enough food to feed everyone, yet one third of all food, 1.3 billion tonnes a year, is wasted or lost while one billion people face food insecurity.

And, the situation is no less shocking in Australia.

Ms Kahn said that now, more than ever, it is vital to reclaim wasted food right along the supply chain with over four million Australians annually needing food relief of which over a quarter are kids under the age of 12.

Food that never gets eaten also represents a waste of resources such as land, energy and production inputs as well as contributing to greenhouse gas emissions.

"The main area of waste is between the supermarket shelf and the consumer, I think packaging is a big issue as is the understanding of the difference between the 'use-by date' and the 'best-before date'," Ms Kahn said.

The efforts of Ms Kahn have been well supported by chefs and the food service sector who, she says, respect food and ensure no wastage occurs, but lend their voice and standing in the community to drive the 'no waste' education and message.

"We would love to work on developing programmes directly with the meat industry to reclaim food that might be going to waste. The hundreds of thousands of recipients of the food we rescue often struggle to access good quality meat which is essential to provide protein for a balanced and healthy

"Meat is a luxury item for so many, we want to work with the industry to make sure edible produce is not going to waste but goes to helping feed people in need as well as supporting the consumer movement on sustainability and animal welfare," she said.

To contact OzHarvest:

National Telephone Number: 1800 108006

Website: www.ozharvest.org Email: info@ozharvest.org ■



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Our aim ist to be your partner and understand your business, so together we can meet the ever growing challenge within the food processing business.

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KOLBE bandsaws, mixing/grinding, grinding

TREIF slicing, dicing, portion cutting

SCHRÖDER injecting, brine mixing, massaging

REX vacuum filling, auto linkers, mince lines, forming attachments

STEPHAN cutting, mixing, emulsifying

LORENZO BARROSO clippers VAKONA vacuum, massaging, tumbling, mixing, marinating

REICH smoke houses, ovens, fermentation rooms, water cookers

BOSS vacuum packing, dip tanks, auto packing lines

CONTACT

CBS foodtech 2/7 Jubilee Avenue Warriewood, NSW 2102 info@cbsfoodtech.com.au



IFFA – the meat industry must do international event

IFFA, the must attend event for the meat industry, held every three years, was bigger than ever when held this year in May, in Frankfurt am Main, Germany.

outed as connecting the entire meat industry supply chain, from processing through to retail, the trade show is a six-day extravaganza held across four double storey Halls, each focusing on a specific element of the industry.

Hall 8: Processing

Hall 9: Slaughter, transport, refrigeration, automation and handling, cleaning, EDP and IT solutions

Hall 11: Packaging, supply facilities, measuring and weight equipment, packaging materials

Hall 12: Processing, The butcher's shop, Ingredients, casings

With more than 1,000 exhibitors from 49 countries it is a trade event for food retail, wholesalers, importers/exporters, abattoir and processing and the food industry. The vast majority of visitors (70%) were international, while 62% of exhibitors originated from outside Germany.

This year, IFFA celebrated its 70th year from its early beginnings as a conference for the Butchers' Association, based in the US Zone of Frankfurt am Main, back in 1949. The first exhibition, in post-war times, was designed to motivate and encourage butchers to be part of industry, with greater meat rations. By 1959, the event was attracting 132,000 visitors and 370 exhibitors.





Jason, Andy, Mark CBS Foodtech at their supplier, Treif, stand.

For the butcher, optimising and simplifying workflows was a large part of the offering from digital technology companies, including payment and business systems. Food trends also figured highly with the emphasis on product authenticity regional origins, breeds and production systems. It would seem that innovative butchers are taking different approaches to reaching customers through food trucks, online shops and alternative sales channels.

Ingredients, additives, skins and casings were a significant portion of the exhibition for both butchers and processing companies. Finding the perfect solution to natural product appearance, while maintaining a constant high standard of quality, particularly in the snack category with high protein or fibre. The BBQ trend we are seeing in Australia is also gaining ground around the world - marinades, rubs and spice mixes were a prominent product on show.

Familiar brands to Australians were well represented such as Multivac, Henkelman, Polyclip, Krehalon, Viscofan, Ennio, Niras, Devro, Vemag, Thompson Meat Machinery, Kerry and

Australian Meat News had a chat with a few Aussies who made the trip for their perceptions.

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CBS Foodtech - Andy Schurger

As agents for a number of brands including Rex and Treif, Mark, Jason and I went to be the Australian representatives for those companies. A lot of suppliers were releasing new products for the first time, that we are looking forward to bringing to Australia.

One is the weight bandsaw – that is already on order. Two others we are interested in are a meat ball and burger machine that replicates handmade product, the other is a slicer aimed at the small to medium guy with a smokehouse to do his bacon and ham to cater the smallgoods consumer.

This year, IFFA opened up a new Hall – Hall 12, which means that the overall capacity of the event would be equivalent to seven FoodPro's. Machinery plays a big part of IFFA – across three halls – but packaging, ingredients, casings, shop fitout and retail all have a big presence.

It was great to see the displays for the 70th year of IFFA – it really brings home how far the industry has come. If you are in the market for new product or innovation, IFFA is the place to be.



CSB-Systems AG stand at IFFA.

CSB-System AG – Markus Witor

In line with IFFA's central theme, 'Digitise and automate your business', CSB sought to demonstrate to the meat industry how digital technologies and automation solutions can create value. The trade show confirmed the trend that small meat companies are increasingly investing in process management software to allow organisation to manage their business and automate processes (ERP).

CSB presented many innovations for its ERP range aimed at smaller companies and butcher shops that can be implemented very quickly, and can be expanded as you need or adapted to new conditions. According to Head of Sales,

Hermann Schalk, access to simple digitisation means that all the requirements for the food retail sector regarding quality assurance, traceability and EDI are covered. CSB are seeing increasing numbers of small companies adopting best-practice processes to cover industry and market requirements and are providing software that can be adapted without much effort. The CSB Basic ERP was awarded the Fleischer Handwerk Award in the Automation and Digitisation category, at IFFA.

Processing, automation of weigh price labelling and picking can be combined to make inventory management more efficient. For enterprises tackling major digitisation or greenfield builds, partnering with an experience IT partner, was a primary reason for many to visit the CSB stand, many of whom were from Asian countries and the American continent.

Overall, CSB considers the outcome of the trade show as very positive: "At our booth, and together with our partners, we aimed to present new solutions and concrete approaches to the digitization and automation of small, medium and large meat businesses. And this is exactly what we accomplished," says Sarah Vanessa Kröner, member of CSB's board of directors.

Highgate Group - Alister Joyce

A passionate team of five representatives from Highgate Group Australia and New Zealand descended on IFFA 2019 in Frankfurt, and they certainly weren't disappointed.

Highgate was at IFFA to support some of their partner agencies Knecht, F. Dick, Giesser, Manulatex, Bobet, and Termet, and to promote several of the latest innovations to their valued clients who had travelled to Germany from Australia and New Zealand.

At IFFA 2019, Highgate Group's partner Knecht Germany released the very latest knife sharpening technology; the E50R and E50TR fully robotic knife sharpening machines. These game-changing developments have been designed to provide larger meat processors with a high volume of consistently sharp knives across their plants, delivering long-term productivity improvements and increased yields, and significant reductions in knife related injuries.

Other innovations from Knecht included an extensive range of grinding and sharpening machines for mincer plates and knives, involute slicer, bowl cutter and circular blades, all designed to increase profitability and productivity with rapid return on investment.

Highgate were also proud to support their partner Manulatex France, who were promoting a new range of light-weight

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to the home of Murray Valley Pork

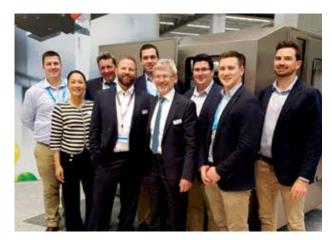
Buy 3 cartons of Murray Valley Pork on a single order and go into draw to win 4 nights accommodation at the luxurious Circa Hotel in Corowa





Terms and conditions: Furchase 1 to 16th of Munic Velley Forth 11 5 engles price; it should be not be than 16 will Velley for the Sound of the Sound Sound of the Sound Sound

Mutray Valley Park is supporting Team Australia in Sacramento 2020. continued from page 22



IFFA 2019 Highgate Australia with Knecht Germany.

chain mesh products which is 40% lighter and up to 50% less abrasive. This impressive development in chain mesh apparel has been designed to provide greater comfort and extra protection for food processors working with sharp knives and blades.

Highgate is soon to release some exciting new innovations, continuing their focused commitment to support the Australian meat processing industry into the future.

"Meat processors are embracing innovation more than ever before to exceed their customers' needs and remain competitive," said Alister Joyce, General Manager of Highgate. "Our mission is to be the indispensable partner for meat processors to ensure they can evolve now and beyond, by supplying the latest smart innovations, equipment and consumables, all supported with Highgate's unparalleled customer service and fast delivery."

Viking Food Solutions - Stuart Mead

Viking has been attending IFFA since the 1980s, as we are passionate about bringing the latest technology and ideas back to Australia to help butchers and food processors at home increase their growth and efficiency, to support our motto of 'Equipping the Food Industry to Grow'. Since our inception in 1976, we have looked to Europe to source high quality machinery to provide and service the Australian market. As a result, meeting with manufacturers and industry frontrunners at IFFA is an essential part of our process.

Over our time attending this event, we have noticed the universal trends in machinery and packaging solutions shift with the transforming needs of our industry. In today's world of globalisation, increasing environmental awareness, and exponentially evolving digital technology; meat processors need more than ever the sophistication and modernity that IFFA showcases.



Dry-ageing continues to be a strong trend, Viking are the Australia-NZ agent.

There is a global inclination towards reducing excess in our businesses," said Stuart, "Both in labour and in materials, and this is a crucial factor driving European manufacturers to diversify and explore quicker and smarter ways to process and pack food products.

"Additionally, due to a growing societal awareness about the damage caused by discarded waste – and bold claims made by the media about reducing plastic waste – there has been a lot of development and enthusiasm around offering fully sustainable packaging solutions. An end goal for this concept would be the creation of a maintainable circular economy to make the most of limited resources."

With the average consumer becoming more knowledgeable and experienced in an age of highly-accessible information, there has been a growing market for more luxury products observed over the past few years. Connected with this is the juggernauting trend of dry-aged meat; it's become a common word on the lips of meat enthusiasts the world over – both professional industry personnel and discerning home foodies.

Another popular movement in our industry is automation. It has becoming a huge element involved in speeding up production, with evolution in labour-saving robotics generating a focus on using such technology to get more done in less time, with a greater consistency of results.

"Overall, attending IFFA is well worth the trip," says Stuart. "It's a great way to keep in touch with global trends and the latest innovations.

"As a result of the trip, we will be bringing out a number of exciting new products, including a tray sealer for the readymeal market, automated netting solutions, a wide range of dry-aging equipment and advances in sustainable packaging. Our latest catalogue gives the latest products in processing and packaging equipment and supplies based on a lot of what we saw at IFFA."

Which are the healthiest cuts of lamb?

ustralian researchers have analysed popular retail cuts to determine which offered the best nutrition. They report the meat industry has the opportunity to market different lamb cuts based on mineral and omega-3 fatty composition.

The study, funded by the Sheep CRC and conducted by the NSW DPI and aided by WA's Murdoch University, was led by Stephanie Fowler of the Cooperative Research Centre for Sheep Innovation, Armidale and the Centre for Red Meat and Sheep Development, Department of Industries, Cowra.

The research revealed variation in the nutritional composition of lamb retail cuts but suggested there are opportunities to promote the knuckle, topside and loin from grass fed animals as a good source of Omega-3 fatty acids.

The study also suggested that most leg and forequarter cuts could be marketed as offering a good source of iron and zinc for most men and women.

The study analysed five lamb retail cuts from carcasses taken over consecutive months 25 commercially produced extensively finished lambs for protein, fat, fatty acid, energy and minerals such as zinc, iron, potassium, and selenium - all components necessary for human nutrition

NSW Department of Primary Industries Centre for Red Meat and Sheep principal Development senior research scientist Dr David Hopkins, one of the research team, said aligning the production of lamb cuts with consumer preferences is an ongoing challenge for the Australian lamb supply chain.

"In recent decades, genetic and onfarm management practices have

improved, while the demographics of consumers and their consumption patterns have changed," he said.

"This has resulted in larger traditional lamb cuts, which have less appeal to modern consumers."

The results showed that the loin had the highest protein content and the lowest fat and energy content.

Conversely, the compact shoulder had the highest fat and energy but the lowest protein levels.

The eye of shoulder had the highest Omega-6 and -3 fatty acid content and the loin had the lowest. Iron highest in topside significantly high in the loin, although this cut had the lowest zinc concentration; the knuckle containing the highest concentration of this mineral.

The compact shoulder roast and eye of shoulder had consistently lower content of most minerals including, phosphorus, potassium, selenium and sodium, while the loin contained the

highest concentration of phosphorus and potassium.

"What the results show is that cuts vary for mineral content so this opens the way to market cuts for purpose; such as cuts with higher iron would be more suitable for women," Dr Hopkins said.

"But as consumption of lamb in Australia has declined, overseas markets, that is partly due high dollar cost of cuts meaning lamb has become more of a special occasion meat.

"We know consumers are interested in iron levels, such as omega-3, but whether they will pay for this I am not

In an effort to address these issues, a new value-added cut, the compact shoulder roast, was developed from the forequarter of the carcass to provide an option for retailers processing heavier lamb carcasses.

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A subsequent survey of consumer preferences highlighted preferences for roast weight and size were affected by frequency of consumption, with daily consumers preferring the heaviest roasts and younger consumers preferring lighter roasts, implying the need for further fabrication, such as that required for the compact shoulder roast.

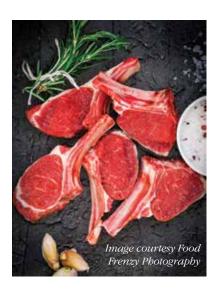
Dr Hopkins said this creates another problem with the time taken to fabricate these value-added cuts increases with each kilo increase in carcass weight and decreasing saleable meat yield of lamb carcasses results as the degree of value-adding increases, indicating that a higher average price per kilo is required at retail.

Subsequently, value-added cuts will need to be marketed on the basis of other product qualities such as nutritive value.

However, profiling of lamb cuts has also shown that there is little data on the nutritive value of a range of lamb cuts, apart from the loin, so work has been undertaken to address this deficiency using grass-fed lamb through a major supply chain.

"However, there is still a need to conduct further research to determine the impact of factors including season, feeding length, breed, genetics, muscle fibre type, age and gender on the nutritional composition of these cuts to ensure that nutritional claims are accurate over time," he said.

There is little nutritional data available for retail cuts, particularly the modern smaller, more convenient, retail cuts rather than larger traditional cuts. And he said this does require further research to identify cuts that could be marketed to specific consumers.



"There is potential to use such nutritional data to market cuts to specific groups, such as pregnant women and the elderly, who have greater requirements for protein and minerals," Dr Hopkins said.

"At the moment there are no dollars to gather more data, but down the track funding could be used to profile other cuts that would be needed."



Build trust with honest conversation

he recent animal activist actions of trespass, stealing stock and the like is by no means a new phenomenon, dating back to the 1960s with demonstrations for animal rights. The commitment by animal welfare advocates continues to evolve, and has brought farmers and activists to logger-heads on many occasions.

How the animal production industry (and its supply chain) responds to the criticisms can have a significant influence on the public's perception on whether the industry is heeding the issues raised by the activists and taking appropriate action.

Australia's industry commitment to animal welfare has led to the development of standards such as the Australian Animal Welfare Standards and Guidelines to cover producers' responsibilities and set out animals' needs in terms of feed, water, risk management for weather conditions, disease, injury, husbandry, breeding and humane killing.

For animal activists this does not resolve the issue that at some point the animal will be killed for meat.

For some consumers this ultimate reality poses an ethical dilemma, known as the meat paradox, in that it is difficult to reconcile in their own mind that they love and care for animals, yet it can still be eaten.

Research undertaken by Malek et al, University of Adelaide's Centre for Global Food and Resources – *Committed vs uncommitted meat eaters: understanding willingness to change protein consumption* – showed that consumers purchasing and consumption decisions can be influenced by a range of factors including social, economic and cultural factors and that meat avoidance is often driven by concerns for animal welfare and environmental impact, while reductions in consumption are more likely to be driven by price and health concerns.

In addition, media attention on animal welfare and production has led to an increase in meat labelling such as free-range, organic, no added hormones and the like, which in many cases has been taken up by the retail sector as providing a point of difference in their marketing strategy to meet consumer demand.

For the committed meat eater, animal welfare awareness is not likely to sway their consumption habits, but for those who are concerned, it appears there is a trend toward reductions, or removal of meat from their diet.

The research into the meat paradox in Neutralising the meat paradox: cognitive dissonance, gender and eating animals (Dowsett et al) found that where consumers found it difficult to reconcile in their minds concerns with animal welfare and

eating meat. Consumers use a number of techniques to alleviate their disquiet: avoidance altogether of meat products; dissociation (ignoring the fact it was an animal which can range from fish not having a head or using the term beef instead of cow) and believing it is necessary (for health reasons). Meat eaters therefore use four justifications – normal (what our society does), natural (humans have always eaten meat), necessary (for health) and nice (taste and socially accepted).

In much of the research conducted, one common theme came through – that women are more likely to have the greater concern for animal welfare and will act on it through reduction or avoidance of animal products, than men.

How that concern is raised is quite often, as a result of animal activists. One such example is egg production, where animal welfare groups promoted the "Ain't no way to treat a Lady" campaign against battery hen egg production. Another is the campaign to raise awareness of sow stalls for the pig industry. Rightly, or wrongly, the live export expose in 2011 of cattle to Indonesia by the *ABC*, did bring about change in how the industry views its practices and maintains standards.

The rise of social media has certainly made awareness and communication of animal welfare concerns more accessible, but it is a double-edged sword that can create more harm than good, in that it can create like-minded groups that foster a negative outcome – on both sides of the argument and further polarise the groups. The recent ABC Landline program that explored the debate around producing meat products, certainly highlighted the hate-speech that can evolve on social media.

Dr Heather Bray, Lecturer in Science Communication at University of Western Australia, and member of the Food Values Research Group, has spent many years researching and exploring community understanding and attitudes to the science and technology in food production, says that how we communicate our animal welfare concerns or uphold our farm production systems needs to be considered.

"Seeing the conversation as a 'war' or 'us and them' is particularly unhelpful," says Dr Bray. "There will be always be people opposed to the killing of animals and the use of animals by humans. We know they are a small percentage of the population, and that is not to diminish their opinion, but there is a wide range of people who are concerned about animal welfare and looking to reduce meat in their diet."

"Understanding what the consumer wants in terms of animal welfare is another element in the puzzle. For example, using

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pain relief for de-horning has been raised as an animal welfare concern – and quite rightly, but most consumers were not aware that is a concern, until it was raised by the industry."

Most meat consumers don't necessarily want to think about it (where the meat comes from), but they do want to be reassured that it has been produced the right way. If everything is above board to ensure the utmost in animal welfare has been adhered to, they will likely be more satisfied.

Bray says that transparency and trust are the fundamental components of communication with consumers. That is not to say that every detailed fact of meat production needs to be in the public domain, but understanding and trusting that the industry is doing the utmost is important – in much the same way we trust doctors to do their job correctly.

However, recently CEO of MLA, Jason Strong admitted that the red meat industry had to be careful how it responded to activism, adding that the industry is prepared to meet and discuss the issues raised in 'a safe and respectful manner'.

Many of the meat industry bodies and councils have sought to educate the public on how our meat is produced. One such platform is Good Meat, a MLA online website designed to answer some of the most commonly asked questions regarding animal health and welfare, environmental sustainability, health and nutrition, that a consumer may wish to know. MLA has made it clear in recent media that it does not have the charter to respond directly, but will support industry in telling their story.

MLA research showed that around 10% of consumers are decreasing their meat consumption based on animal welfare concerns, and choose brands that align with their personal values – in agreeance with the research that the Centre for Global Food and Resources found.

MLA's Chief Marketing and Communications Officer Lisa Sharp said that "this group has concerns and questions about red meat production but they don't want to be 'talked at' or 'educated' and are sceptical of large corporates, industry bodies and in some cases, the claims and actions of activists."

This is a sentiment that Dr Bray has also seen in her research, and shows that how industry communicates needs to acknowledge that consumers will see 'corporate-speak' for what it is. Teaching the facts and figures of food production to educate is not always successful in changing opinions, as more knowledge can in fact, polarise opinions further – for example knowing more about genetically modified foods can make some consumers more against their use.

"Industry bodies such as MLA need to be careful in how they react to animal welfare concerns raised by activists but it also needs to consider the science behind the concern to ensure that any changes to industry practice are genuinely in the best interest of the animal and the industry.

A note on Dr Heather Bray

Dr Heather Bray is a Lecturer in Science Communication, researching the role of science and technology in food production and community understanding and attitudes, particularly in genetically-modified crops and farm welfare. She is interested in how attitudes to agriculture and food are shaped socially, culturally and historically, and curious about the role of social media in shaping these ideas.

A member of the Australian Science Communicators, Dr Bray aims to improve communication and build trust between different stakeholders in the agri-food system.



Dr Heather Bray says communication about animal welfare concerns needs to build trust for consumers.

"It goes back to the issue of trust – acknowledge the concern openly, but take a measured response to ensure that any change in practice aligns with current welfare science and is actually better for the animals. Communicating about shared values is important.

"A good example of an industry body that has done that is Dairy Australia, where the emphasis in their messaging through social media and advertising is that "Dairy Matters – what matters to you, matters to us" indicating that concerns over animal welfare and milk production by consumers are the same as the concerns that industry has."

Dr Bray concludes that illegal trespass should be tackled within the legal system, but if the animal welfare concerns are found to be valid, then industry needs to address it in a timely manner, that is beneficial to the animal, the producer and builds trust for the consumer.



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By Goat, that's a good product

here has always been a historic demand for goat meat in Australia with about 3,000 tonnes consumed annually. But the figure masks the fact most goat meat is for exported, more than 21,000 tonnes in 2018, according to Meat and Livestock Australia (MLA) figures and 6,700 tonnes shipped weight for the first five months of this year. Around two thirds of the exported goat meat as chilled carcasses is destined for the US.

Growing the domestic market is handicapped by two factors, the strong export trade and current high price for goat carcasses.

The high price, as with so many other meat industries, is feeling the effect of the eastern states drought, although this has now eased in some regions.

According to the MLA, at the end of April goat over-the-hook (OTH) indicators jumped 44¢ to 680¢/kg carcase weight, 47% above year-ago levels and the highest prices seen since July 2017. In 2019, prices have been steadily increasing and are currently 100¢ higher than the beginning of the year.

But these high prices do not seem to have deterred Australian producers from expanding the market from its traditional ethnic origins. Many Australians view goat meat as a niche protein, and many consumers do not buy goat, as they are not familiar with eating the meat.

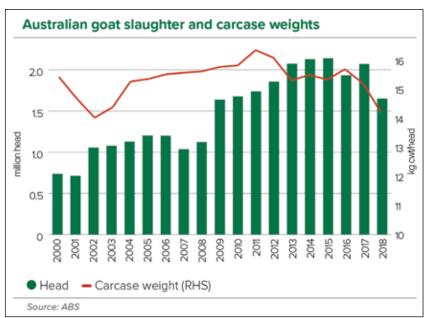
There is a growing demand for goat meat from consumers, but more education is needed said butcher Grant Hilliard from Sydney-based Feather and Bone.

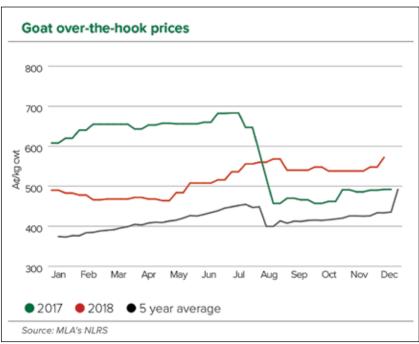
"The growth in goat meat is not being driven by restaurants, it is being driven

by consumers," he said. "Our job is to educate the consumer to eat more goat and we are finding a lot of people prefer it to lamb once they have tasted it."

Mr Hilliard said he has found sales of goat meat are rising at about 15% a year but there are still issues the industry needs to address. One such issue is labelling.

"People need to understand that goat meat is actually sweeter, with a more neutral fat flavour profile than lamb and that there is a difference between farmed and wild goat. With the correct label, consumers will be able to identify the differences in product."





Mr Hilliard said until the consumer can differentiate between types of goat meat, as they can with lamb, then there is not going to be dramatic growth.

MLA has run campaigns to encourage more consumption of goat meat in conjunction with specialist butchers and chefs.

In the Goat Industry Council of Australia (GICA) Strategic Plan 2020 for growing the goat industry, an analysis of the strengths and opportunities for the industry found it was a low fat, high iron, healthy product with more processors taking goats as demand increases.

The opportunities were seen as a market for using all-of-the carcase; changing farming industry perceptions that goats are a pest, and the demand for low cost proteins remaining strong.

NSW goat farmers and supplier Craig and Jo Stewart there was a strong demand for goats, but it was being driven by the export market and this is pushing the carcase prices to record levels.

It is a simple equation of supply and demand, Craig said.

"The biggest demand for goat meat is the export market and that is pushing up prices," he said. "It is also creating a shortage of carcasses for the domestic market and that is also affecting prices."

The high prices are seeing the national herd reducing, again putting pressure on prices, driving domestic interest in goat meat further down. According to Jo Stewart, more goat farmers will be needed to sustain the market should the domestic market pick up again.

According to AgriFutures Australia figures, it is estimated that there were between 4 to 6 million feral Rangeland goats in Australia and about 200,000 farmed meat goats.

Rangeland goat is a composite breed, naturalised throughout Australia. Boer goat is bred specifically for meat and has a distinctive white body and brown head and better suited to farmed production systems.

The most common cuts of goat meat include cubed and diced, leg (chump and bone-in), tenderloin, backstrap, loin and rack, forequarter, neck and breast. Goat meat lends itself well to slow-cook methods such as curries.

One well-regarded champion for goat meat is chef, James Whetlor. Based in the UK, James founded Cabrito Meat, in response to keeping a few goats for a land management program. Regarded as the 'Goatman', James was a guest presenter for the Melbourne Food & Wine Festival 2019 to showcase the versatility of goat meat.

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Good goat

Goat: Cooking and Eating is a celebration of what can be achieved in flavour from different cooking techniques for goat: slow, over coals, curries, pasta, burgers, schnitzels and roasted.

Authored by UK chef, James Whetlor, it brings together a collection of recipes from James as well as noted chefs Yotam Ottolenghi, Neil Ranking, Gill Mellor and Jeremy Lee.



James' interest in goat was sparked when he took on a few animals to solve a land management problem. Cooking at River Cottage at the time, a few ended up on the menu, sparking further interest, such that Cabrito Meat (meaning little goat in Spanish) restaurant was opened in 2012.

Sustainable, ethical, highly nutritious and very delicious, is how the author describes goat meat, and goes onto outline how food and farming culture developed in the west, without the help of goat and why it should be part of our everyday.

A recent guest chef for the Melbourne Food and Wine Festival 2019, Whetlor showcased a number of goat dishes from the book including Kibbeh Nayyeh, smoked goat tacos and cooked kid shoulder.

A hardback of 208 pages, it is well presented, with plenty of photographs to entice cooks to try something new with

Goat: Cooking and Eating, by James Whetlor is published by Quadrille Publishing is available from Books for Cooks and retails at \$30. ■

WIN WIN

To enter our competition to win a copy of: Goat: Cooking and Eating, by James Whetlor.

Answer the question below.

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Australian Meat News Book Competition

By post: PO Box 415 Richmond Vic 3121

Email: optimalnews@majestic.net.au with "Book Comp" in the subject line.

Question: How many cattle were estimated to be lost due to the northern Queensland floods?

Entries Close: 15 August 2019

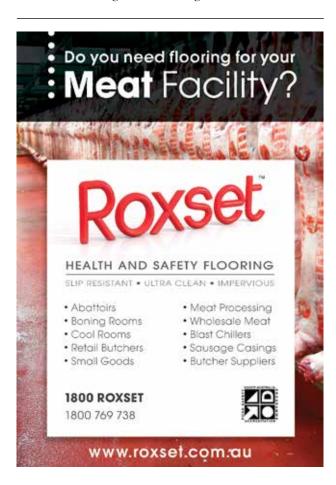
Australia on alert as African Swine Fever hits Asia

ustralia stepped up its biosecurity efforts early this year as 46 pork products arriving in the country via international airports and mail processing centres were found to contain fragments of the African Swine Flu (ASF) virus strain currently devastating pig populations across Asia

In its most recent statements on the issue, the Australian Department of Agriculture and Water Resources said it has increased its biosecurity surveillance at the nation's borders to protect Australia's \$60 billion agricultural industries and its ASF disease-free status.

Biosecurity authorities seized high risk products and tested 435 samples of both shelf-stable and frozen pork products during the December 2018 to February 2019 period, 46 of which tested positive for the virus.

Hong Kong and North Korea are the latest in a growing list of Asian countries to report outbreaks of the highly pathogenic African Swine Flu Virus Genotype II which entered Asia for the first time through China last August.



And, while several research teams around the world are racing to develop a vaccine, it will be at least three or four years before one is available to the global pork industry which is facing its most devastating challenge in history.

Until a vaccine is developed, stringent biosecurity surveillance is Australia's only defence.

The nation's head of Biosecurity, Lynn O'Connell has urged all Australian's, visitors and those of us purchasing on-line to be vigilant and comply with the nation's import restrictions.

"Humans are not susceptible to ASF but we all have a role in preventing it and other exotic diseases from arriving in Australia even if we don't own or work around farm animals," Ms O'Connell said.

"People visiting or returning to Australia from countries where this disease is present need to pay particular attention to biosecurity requirements and not bring banned products with them.

"Before making an on-line purchase, check what can and cannot be mailed to Australia, pork products cannot be brought into Australia except under specific import conditions," she said.

The ASF virus can survive not only in fresh pork but also in processed and frozen pork products.

The highly virulent strain of ASF now sweeping the globe has now been reported in 57 countries and threatens food security in Asia as it devastates the pork industries in China, Mongolia, Vietnam and Cambodia and first reports of the disease in Hong Kong and North Korea were recorded in May.

According to animal epidemiologists at the French Agricultural Research Centre, Myanmar and Laos are now on alert, as are South Korea and Japan, as efforts to stem the spread of ASF have not been successful since it entered the region almost a year ago.

The Food and Agriculture Organisation of the United Nations (FAO) announced in May that epidemiological studies of 68 outbreaks revealed three major causes of the spread of the ASF virus – 46% by vehicles and workers without disinfection, 34% by swill feeding and 19% by transport of live pigs and pork products across regions.

In its situation update released at the end of May, The World Organisation for Animal Health (OIE), said that animal losses, the measure of the severity of the disease, in Asia had been 1,555,912 dead or culled animals in the fortnight 10 to 23 May alone compared to only 1,127 in Europe where Belgium has been the latest country to report the disease.

These losses in Asia are additional to the millions of animals which have died or been culled since last August.

Almost half the world's pig production occurs in China and an estimated 500 million pigs are slaughtered annually.

In a paper published by Grain Brokers Australia, there are predictions that China could lose 200 million pigs as a result of the epidemic, and if this occurs there would not be enough pork in the world to fill the void.

Pork is a staple food in China which means that the epidemic combined with the rise in Tariffs on pork imports from the U.S. will see its people face major price hikes which has the potential to destabilise its economy and society.

Further the Australian Department of Agriculture and Water Resources, in its Emergency Animal Disease Bulletin No 120, suggests that China's food security is now increasingly at risk as efforts to control the disease are unlikely to be successful.

Around 52% of Chinese pig herds are raised in backyard farms with makes disease containment, tracing and diagnosis difficult.

China also hosts a large population of wild boar which are able to harbour the disease without showing symptoms.

It is believed that the disease spread into China from Eastern Europe where outbreaks have occurred since 2007, when it was first reported outside Africa where it is endemic in wild

According to The Bulletin, ASF spreads by both direct and indirect pathways and incubation is between four to 19 days. Movement of infected pigs is the most important method of spread between piggeries. The ASF virus can also be spread following ingestion of infected pig meat or products.

The feeding of food scraps or food waste that contains, or has come into contact with, meat and meat products, known as 'swill feeding', is illegal in Australia.

Carcasses of infected pigs have also been linked to the spread of the virus which is an important pathway for spread between feral pigs.

ASFV also replicates in Ornithodoros (soft bodied) ticks and is transmitted to pigs via the bite of the insect but the potential role of these and other ticks in Australia is unknown.

In the event of an outbreak, Australia's policy is to control and eradicate the disease using a combination of strategies including stamping-out and movement controls.

Energy Efficient Aerator is Safe for Operators

erobic biological treatment of abattoir wastewater has been a commonly used practice for many years. The treatment system is designed to reduce BOD by up to 95% by introducing dissolved oxygen into the wastewater to help with the decomposition of organic substances. But there are many and varied aeration systems to chose from. There are [among others] Splasher or propeller type aerators that sit on the surface of lagoons, submersible aerators that are below the surface, and Venturi-Aerators which are mounted on the banks of lagoons.



Venturi-Aerators, distributed in Australia by Hydro Innovations, use a bank mounted self-priming pump to draw water from the lagoon, then discharge it at pressure, accelerating it into the nozzle of the venturi-aerator. This acceleration [from 3.6m/s up to in excess of 16.5m/s] creates a vacuum that draws in 2.2 times more air than fluid pumped, and mixes air with water. A hydraulic shear facilitates the release of soluble gases and volatiles from the water and it is discharged, saturated with dissolved oxygen.

According to Hydro Innovations, the venturi-aeration [V-A] system can deliver high oxygen transfer efficiencies, but the biggest advantage to the system is the ease of access for monitoring, servicing and maintenance. Because the system is located on the banks of lagoons, not floating on them, operators can safely and easily access them. This has a very positive impact not only on safety, but on maintenance costs.

With the V-A system, no cranes or boats are necessary to access equipment, eliminating the associated risks [and costs] of having to use them. Downtime is also greatly reduced because of the speed at which the equipment can be accessed, and because Gorman-Rupp pumps are used to provide the flow and pressure, any service required on the pump is able to be done in a very timely

Asset owners can also derive a level of peace of mind with the system, as pumps and venturi-aeration units are designed, cast, machined, assembled and tested in the USA. More information about this system can be obtained from info@ HydroInnovations.com.au ■

Cattle flat but volatile, Sheep up

Cattle prices are predicted to stay flat for the remainder of 2019. Lamb and sheep prices will remain strong due to international demand and limited production.

Rabobank Senior Analyst, Angus Gidley-Baird is hedging his bets with cattle. Most local and international supply and demand is trending relatively smoothly, while Australian weather and African Swine Fever in China could have a big impact on local cattle prices.

Local Prices Cattle

Rabobank modeling predicts the Eastern Young Cattle Indicator (EYCI) will track between \$4.00 and \$4.50/kg cwt for the remainder of calendar 2019. This is 16% lower than \$5.10/kg averaged in 2018. (The Eastern Young Cattle Indicator is a weighted measure of sale yard cattle prices generated by MLA. It includes slaughter and store prices and reflects processor and farmer demand and to some degree reflects domestic wholesale prices.)

Key assumptions in Rabobank's modeling include: dryer than normal weather conditions across Australia – as predicted by the Bureau of Meteorology – yardings to decline 2%, cattle processed down 5% and the US imported 90CL price down 2%.

Sheep

Lamb prices are currently at the highest levels ever seen, for this time of year, and they are still a couple of months off the seasonal peak. The ESTLI (Eastern States Trade Lamb Indicator) hit \$8.29/kg cwt in late May.

Lamb slaughter numbers for March 2019 were down 1% year on year, to 1.97 million head. In May, slaughter numbers on the east coast were generally down for both lambs and

sheep – approximately 10% lower than the same time in 2018. The declining numbers and higher prices all suggest that lamb supply is becoming quite limited and may run down much earlier in the season than normal.

Total lamb exports for April were up 22% to 27,540 tonnes swt compared to 2018. Sheep meat exports were up 27% to 14,675 tonnes swt year on year. Reflecting strong demand from the US and a weaker Australian dollar, lamb exports to the US were up 23% year on year, and sheep meat exports were up 105% for the month of April.

Live sheep exports out of WA destined for the Middle East for the first four months of 2019 have been up 82% on 2018 volumes, closer to the volumes seen in 2016 and 2017. The industry-imposed three-month ban on live sheep exports commences in June.

In summary, the limited supply of lambs, strong export market and a depreciation of the Australian dollar all support prices continuing to rise to at least the peaks of last season.

Weather & Inventory

Large areas of Queensland continue to experience very dry conditions forcing the sale of stock. Rabobank estimates that, across the state, cattle numbers are down 20% with some areas that have heavily destocked – down 70%.



Rabobank Senior Analyst – Animal Protein Team, Mr Angus Gidley-Baird.

The widespread and extended dry has forced farmers to sell all classes of stock and particularly more females of all ages. In the first three months of 2019, total cattle slaughter was up 14% on 2018. For the same period female cattle slaughter was up 33% compared to 2018. Female cattle accounted for 58% of total cattle slaughtered in March 2019, the highest figure in 20 years.

Meanwhile male slaughter was down 3% for the first three months of 2019. This suggests farmers are running out of male cattle and are having to sell females – potential breeders – due to lack of feed or to maintain cash flow. The national female inventory in 2018 is estimated to be down 11% on 2013. The ongoing high female slaughter rate suggests the future supply of cattle is likely to decline as producers rebuild breeding herds. Industry projections released in April estimate the total cattle inventory to be the lowest in more than 20 years.

In the midst of the widespread dry, February 2019 saw devastating floods in northern Queensland. estimated around 600,000 head of cattle were lost through drowning or exposure. Rabobank is aware some properties lost between 70% and 90% of their stock.

Consistent with Queensland, NSW female slaughter numbers were up 18% in 2018. Producers have sold more breeders and lighter, younger cattle in the last 12 months than normal. Current breeder numbers are generally down with central NSW reporting reductions in the range 25-50%.

Widespread seasonal rains, which are at this stage not predicted, could have a big impact on prices as farmers withhold stock from markets and seek additional stock to rebuild their herds.

Changing Tastes for Trim

Total exports for the first four months of 2019 are up 12%. Volumes to Japan have declined slightly on 2018 volumes but volumes to the US, China, and South Korea are up by 15%, 66%, and 33% respectively.

Traditionally the US was Australia's biggest market for trimmings, purchasing about 200,000 tonnes per annum.

In recent years, changing tastes - in part due to evolving demographics and lifestyles - in South Korea and Japan, have increased the demand for trim. McDonald's in Japan has seen sales increase by 39% over the last three years.

Exports of trim to South Korea and Japan have almost doubled since 2014 and increased 8% and 15% respectively in 2018. Japan imported about 130,000t of trim in 2018. The demand

for trim is expected to keep growing through 2019 and 2020.

Rabobank predicts continued growth will make Japan a bigger market for manufacturing exports than the US, shifting the volume balance and price drivers in the market.

China, the world's biggest beef importer, initially imported beef to satisfy the local cuisine. But as diets and eating cultures evolve, there is a growing demand for trim. Part of this growth can be attributed to the increase in western-style, beef-focused fast food restaurants.

In 2018, McDonald's opened more than 300 stores in China, taking its total to 2,800 while planning to have 4,500 stores in China and Hong Kong by 2022. Burger King has increased its outlets from 52 in 2012, to 900.

In addition to the western-style outlets, more traditional noodle-based fast food businesses, that use beef trimming as an ingredient for instant noodle or noodle soup, are also seeing substantial growth.

African Swine Fever

ASF infected China's pig industry in August 2019. Rabobank estimates pork production will be reduced 25-35%, or between 6-11 million tonnes in 2019. (To put this number in context, in 2018 Chinese pork production was about 55 million tonnes. Australia's total beef, lamb pork and poultry production is about 4.5 million tonnes.)

It is anticipated China will need to import pork and other animal proteins to cover this deficit. Global pork supplies alone are insufficient to meet this demand. Poultry primarily, but also beef and other meats will be needed to fill the supply gap. As a result, prices in China will lift across all proteins and in turn flow through to global markets.

Rabobank believes beef prices will remain strong, in China, through 2019 and into 2020 supported by the shortage of pork, higher pig prices and increased demand for beef, in part due to consumers' concerns about African Swine Fever.

Commenting on the impact of ASF on the demand for trim, Rabobank warned suppliers of trim should be conscious of possible changes in the trade. While steady growth is evident in the China market to date, a shortterm demand increase across all proteins as a result of African Swine Fever will likely cause a spike in demand for trimmings.

A challenge will arise for exporters trying to remain loyal to long-term customers while tempted to chase the higher prices that China (and Japan and South Korea) might be paying.

Japan ends BSE ban

On May 17, 2019 the US and Japan agreed to new terms and conditions that allow full access for US beef to Japan. The agreement removed the barrier to export beef from cattle over 30 months of age. The US Meat Export Federation estimates beef exports to Japan could increase 7%-10% in the near future.

Note: This story is a summary of information published by Rabobank in its regular and special reports on Australian commodities. The sections on beef and lamb are researched and reported by Senior Analyst - Animal Protein Team, Angus Gidley-Baird.

Stun Monitor and Logger for effectiveness and compliance

arne Technologies, based in New Zealand, has developed a state-of-the-art Stun Monitor and Logger. This device monitors and logs electrical stuns in real time, ensuring stun effectiveness and compliance with industry standards.

Carne Technologies General Manager Dr Nicola Simmons says the device is more than a simple logging device.

"This does more than just log information: this device pinpoints the causes of poor stunning and gives operators immediate feedback to improve performance, as well as identify problems with procedures or with equipment," Nicola says.

This means the device becomes an important training tool, and, for this reason, goes much further than most other products of its type currently available in international markets. The Stun Monitor and Logger even allows individual operators to log in, so that their performance can be monitored. This feature has proven to be particularly useful during operator training.

The device records detailed and extensive stun data for compliance and audit requirements, measures operator performance and assists with stun operator training, and provides simple summary information to identify faulty procedures or equipment.

Crucially, the system also monitors stun effectiveness to meet animal welfare standards. With recent developments in EU regulations regarding the use of electrical stunning equipment in meat processing, it is important operators get



feedback across all aspects of the stunning process. Different markets and customers can have differing stun requirements, up to three different stun specifications can be defined by the user and each stun can be assessed against each of the specifications independently.

"Just logging stun information, without the tools to act on any problems immediately, isn't ideal. With our system, all stun information can be accessed and displayed in real time or retrospectively, via any device such as tablets or phones. This means managers and supervisors can view stun operations from anywhere" Nicola says.

The logger provides an Analytics page that allows individual traces that have failed to meet specification to be reviewed, and the traces can be extracted using filters that define the time range, operator and stun specification of interest. Report summaries can then be generated if required.

Key Benefits of the CT stun logger:

- A visual display of the amps and volts as complete traces that stay on screen until the next stun starts
- · A clear pass/fail indicator on the screen, but lights or auditory signals can also be connected to the logger to provide additional signals
- The stun traces can be accessed remotely (on multiple computers) by managers/ supervisors, in real time.
- Each stun can be assessed against up to three difference specifications that are user-defined. This allows for the different national or customer specifications that suppliers are expected to meet.
- The touch screen allows different operators to be identified and their individual performances can be assessed. This is particularly important for training purposes.

Analytics functions:

Each trace sis stored in a database with flags that can be used to extract specific information.

Date selection: Summary histograms are generated automatically on pass/fail results for each month of the 12 months prior to current date. Results can be produced for any user-defined time range

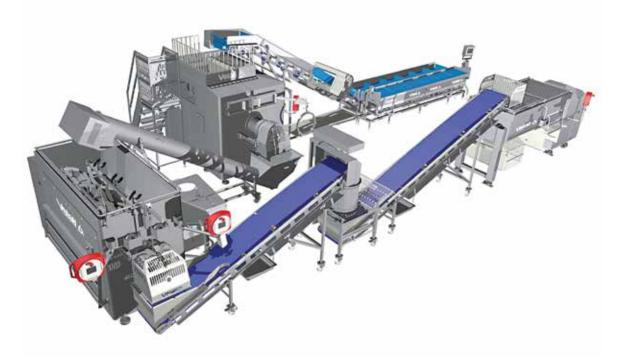
Stun specification: Summary results can be displayed for performance relative to any of the three stun specification

Operator: Summary results can be displayed for any selected operator

Within the chosen filter fields, individual traces that have failed to meet the stun specification can be selected and reviewed. This process avoids the need to scroll through the successful stuns. www.carnetech.co.nz ■



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22. Meaning final or end 23. Strong rush of wind

animals

28. Single entity

24. White powder to ski on

25. Expedition to hunt or observe

27. Small cylindrical containers

29. To "tick" someone off 30. Large noisy black bird

26. Attach to clothing with a hot iron

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 August 2019

Last issues winners see page 39

	1;2	3	4				5		6		7;8	9	10
Essential footwear for country folk													
2. Herd genetics reflect selective	11					12							
3. Medal of the Order of Australia is		-	 		ı								
4. A well known washing powder	13			14	15						16		
5. Determines cropping success				17					18				
6. Mild headache tablet													
7. Light emitting Diode	19												
8. Someone who pays attention													
9. Reflected sound									20				
10. Introduced pest with antlers													
11. The ewe's mate				21				22					
12. When the sun is at either it's highest or lowest point	23		24				25					26	
13. Small digital image or icon used in messages					27	28							
14. Short coat with long sleeves	29:30			31		32					33;34		35
15. Frozen water	29,30			31		32					33,34		33
16. Pronoun meaning female			36	1						37;38			
17. Electricity alternating current													
18. The rotating assembly in a turbine	39	40					41						
19. Move rhythmically to music			_		_								
20. A female goat or child minder	42					43				44			
21. Electronically transmitted missive	<u> </u>	+											

- 31. Cattle which produce Kobe beef
- 32. Fruit with hard shell or goes on a bolt
- 33. Very young child
- 34. Series of Musical notes
- 35. Type a message on mobile phone
- 36. Australian horse used extensively in WW1
- 37. Last month of the financial year
- 38. Reject or abandon a lover

- 39. Information Technology
- 40. Number of toes on a foot
- 41. Time of year when day & night are equal length
- 42. Openly resist or refuse to obey
- 43. Preposition: i.e. "40lts .. Water"
- 44. Period preceding Easter in Christian Church
- 45. Unit of measure or prefix meaning "put into"
- 46. Forms when temperature falls below freezing

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Book Competition Winner

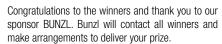
Congratulation to Simon Kirchner, Hahns Quality Meats, Homebush NSW. Simon correctly answered the question: Who is the captain of the Aussie Steelers for the World Butchers Challenge in 2020. The answer was Adam Stratton, from Tender Gourment Butchery in Sydney.

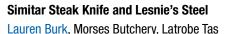


BUNZI

Simon has won copy of Feathered by P. J. Booth.

Winners May 2019 Crossword





Victory Narrow Curved Boning Knife

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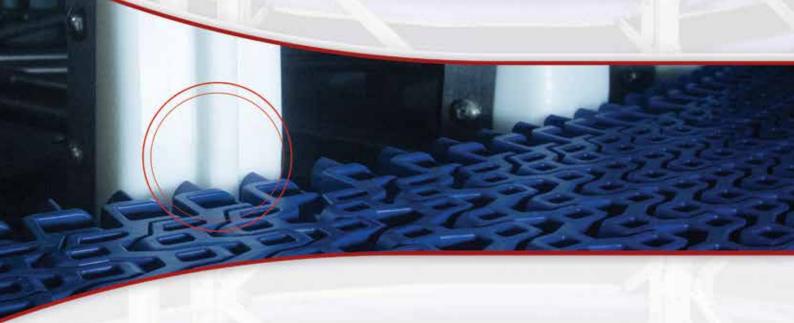


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