

AUSTRALIAN MeatNews

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A taste of French
Red Label Beef

Butchers and
Communities Face Fire

State of the Industry



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Giveaway

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French butchers, many family owned, offer primals and value-add products and are proud to be part of the Red Label Beef scheme..

Win a copy of *The Meat Eater, Fish & Game Cookbook*.
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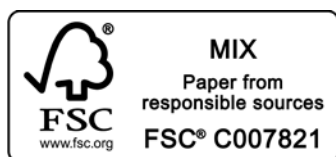
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Under the microscope – grass or grain fed?

Grass-fed and grain-fed beef products could soon be differentiated using a simple forensic test, according to researchers from the NSW Department of Primary Industries (DPI).

NSW DPI meat scientist, Stephanie Fowler, said a NSW DPI and Meat & Livestock Australia's MLA Donor Company co-funded project is testing the potential of Raman spectroscopy to certify premium beef products.

"The technology, which is used in forensic chemistry to identify molecules, is particularly suited to overseas markets where adulteration issues can compromise the integrity of Australian beef," Dr Fowler said.

"Raman technology could help maintain market access for our premium products in high-value markets.

"Consumers need to feel confident they are getting what they pay for and Raman technology, which uses a hand held laser device, could deliver the correct analysis in real-time during processing."

Scientists have adopted Raman spectroscopy as it allows them to identify the different chemical profiles of grain and grass-fed beef, including important beta carotene and fatty-acid profiles, which vary across the two production systems.

NSW DPI researcher and Charles Sturt University post-graduate student, Bridgette Logan won a scholarship from the Australian Meat Processors Corporation to complete the three-year project.

"Phase one of the project, which began in 2018, set the parameters for grain-fed and grass-fed products," Ms Logan said. "This year phase two has broadened the scope and sampling of beef from across Australia.

"It's important to be able to verify grass and grain-fed beef and Raman spectroscopy offers a timely, cost-effective process. Current laboratory testing is costly, resource intense and is not sustainable. Lab tests require destruction of the meat, while Raman spectroscopy is a non-invasive, non-destructive technology, which uses a laser to interact with the chemical bonds of the product.

"The aim is to develop the technology to a point where we can trial it in the field and ascertain how rapidly the technology can be delivered and adopted."

The Graham Centre for Agricultural Innovation, an alliance between Charles Sturt University and NSW DPI, is sponsoring Ms Logan's doctoral studies. ■



Bridgette Logan researched methods of defining grass vs grain fed beef.

APL's The Perfect Weeknight Quickie ad campaign

Designed to catch your attention, the recent Australian Pork advertising campaign that suggests couples have a quickie – a quick meal that is easy to cook, has gathered traction.

APL has launched its new advertising campaign, revealing pork is quick and easy to cook, keeping Australian Pork's iconic cheeky tone.

Retail Category Manager, Jennifer Fletcher, said the campaign was both fun and educational.

"I guess we could make it a quickie," she says.

"We launched new ads in January that were designed to make people smile, but also show them a new way to cook and help them serve up a satisfying quickie," she said.

"This campaign for butchers is a continuation of that."

Butchers are being encouraged to join the Quickie campaign from 24 February to 31 May, with cuts

including steak, chops, fillet and sausages.

"Serving up a satisfying meal every weeknight wears people down, but this campaign offers quick and easy options to overcome that stress," Ms Fletcher said. "It also offers simple tips on how to cook cuts to support less confident cooks."

"We know butchers are a great source of this sort of information, but giving customers something to take home as a quick-reference guide is also useful."

A point-of-sale kit is available for butchers, offering recipe leaflets, counter cards, A2 posters and in-cabinet wobblers. USBs with 12 quick and easy recipe videos are also available to order.

The Quickie ads kicked off on 20 January on free to air TV, subscription TV, radio, social channels and online video. To see the ad, visit <https://youtu.be/dj3U5GwFqLg> or



for pork steak recipe inspiration, visit www.pork.com.au

To sign up to receive your free point-of-sale kit, email porkbutchers@australianpork.com.au ■

Intramuscular fat pathways

New Australian research suggests that marbling is not flecks through the meat, but single strips of fat laid down along predictable pathways.

University of Adelaide researchers using 3D image analysis have discovered evidence of marbling as a single, connected network. Their findings suggest that marbling occurs along an internal pathway, such as blood vessels or the fluid-filled spaces between muscles. "And, rather than having dispersed individual flecks of marbling, the intramuscular fat was a single entity," said lead researcher Cynthia Bottema.

The researchers also discovered that, as marbling increases, the diameter – but not the shape – of the interconnected structure enlarges. "Intramuscular fat appears to be

deposited along an existing network," Dr Bottema said.

The researchers analysed sections of Angus striploins of varied marbling to assess potential differences in intramuscular fat structure. Dr Bottema explained: "Surprisingly, the majority of the intramuscular fat appeared to be connected along the 100mm of muscle in both the highly marbled and less-marbled striploins. The main difference was the thicker deposit in the highly marbled striploins. However, the amount of branching in the intramuscular fat did not vary with the level of marbling."

She added that the patterning was likely to apply across other cattle breeds. "One would assume that the biology of intramuscular fat deposition would be the same across breeds. There is no reason to believe



Dr Cynthia Bottema, University of Adelaide.

otherwise. So, although the research was performed using Angus striploins, it should apply to all cattle breeds including Waygu," she said. ■

All hail the Sausage King

Australian Meat Industry Council's (AMIC) national Sausage King awards held in February this year proved you can't beat a barbie.

The gala event, the culmination of a year-long process of regional and state heats, was scheduled to be held in the Blue Mountains, but under threat of bushfire, organisers moved it to the Central Coast – only to be met with some of the heaviest rains seen in years.

Even so, dozens of finalists showed off their best snags, burgers and smallgoods and the event was deemed a huge success that reflected the skill, passion and pride of the industry. AMIC CEO Patrick Hutchinson says the weather couldn't dampen the spirit of competition.

"It wasn't quite the beach view we might have imagined, but inside the venue our finalists were focused on the task at hand. The barbies were fired up, the judges were making the rounds and the best current and future butchers in the nation showed us why they made it to finals," he said.

"There's a huge amount of time, effort and expertise in every product that comes to finals, whether it's a shop-smoked bacon rasher, a gourmet coconut curry burger or a duck, orange and maple sausage. Our finalists have refined their



ingredients and taken on feedback from their own customers – and I know those customers will be excited to get their hands on some award-winning products."

The awards program includes the National Sausage King awards, which are all about finding the nation's best bangers. This ultimate sausage sizzle sees snags across six categories assessed for flavour, texture, shrinkage, splitting and crinkling.

"Finalists have to meet a range of stringent criteria. In particular, they must ensure their sausages meet Australian Food Standards Code by containing at least 50 percent fat free meat," Mr Hutchinson says.

The annual competition is open to the 3200-plus independent butchers in Australia and is considered the meat industry's premier competition program.

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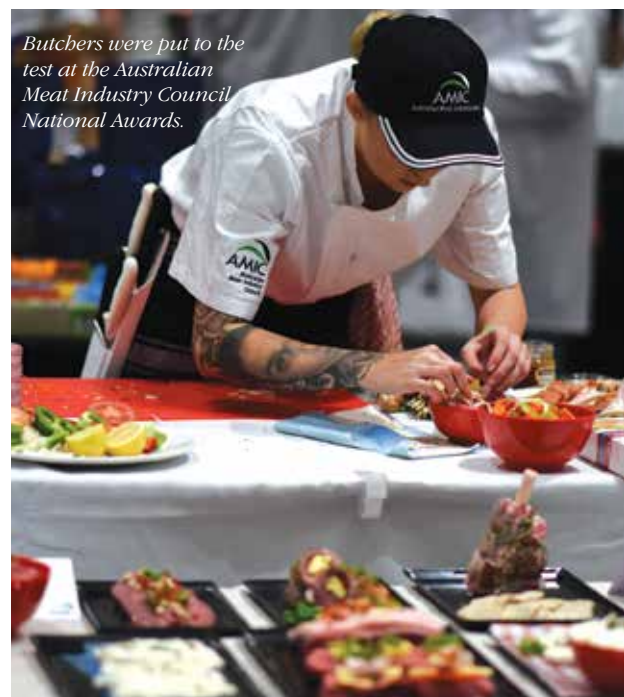
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Butchers were put to the test at the Australian Meat Industry Council National Awards.

“It gives us an opportunity to recognise our best butchers but it is also about the wider industry. Whether they’re in a major metro shopping centre or in a rural town, butchers are highly skilled tradespeople. The butcher shop is not just a place to grab some meat for the freezer, it’s where people go to try new and interesting products, to get ideas for meals and meal planning, and of course to support local business and shop local.”

National Sausage Week launched

The first ever National Sausage Week was launched this year, dedicated to the humble snag and the amazing local butchers behind them. Independent butchers have celebrated Sausage Week with in-store promotions, competitions and specials, including new sausage recipes released especially for the week.

“Many people think of the sausage as being a pretty simple product, but in fact there is a huge range of options from traditional to gourmet, and there’s a great deal of skill that goes into creating the perfect sausage. We want to encourage everyone to visit their local butcher this week and pick up some sausages. Go for your favourite and why not try something new, too,” Mr Hutchinson says.

AMIC National Awards winners

2020 National Apprentice of the Year

- Bonnie Ewan, Lucas Quality Meats, Bronte, NSW

Sausage Kings

- Milan Matutinovich, The Corner Butcher, Morley, WA (Traditional Australian Beef and Gourmet/Open Class)
- Shaun Bartles, Hygienic Butchery, Somerset, Tas (Traditional Australian Pork)
- Pierre Mastromanno, Piero’s Meat Merchant, Highett, Vic (Poultry)
- Craig Klingberg, Our Butcher @ Cowell, Cowell, SA (Australian Lamb/Open)
- Brad Cammack, Rode Meats, Stafford Heights, QLD (Continental)

Burgers

- Patrick Rundell, Tender Gourmet Butchery, Eastgardens, NSW (Best Butcher Beef Burger)
- Kory Edwards, South Nowra Meats, South Nowra, NSW (Best Butcher Gourmet Burger)

Smallgoods

- Jason Dargaville, Flora Hill Quality Meats, Flora Hill, Vic (Leg Ham on the Bone)
- John Andrew, The Meat-Inn Place, Lilydale, Vic (Boneless Leg Ham)
- David Surman, Sunvalley Fine Foods, Forest Glen, QLD (Bacon) ■



Back: Paul Klooster (owner) Heath Roberts, Kylie Sturdy, Steven Goodman. Front: Steve Powell, Kelly Rodgers.

Ashburton take a hat trick

Ashburton Meats has been crowned Victorian Independent Retail Butcher Shop of the Year for the third year running.

Located in Ashburton in the eastern suburbs of Melbourne, owner and master butcher, Paul Klooster accepted the Australian Meat Industry Council trophy at a celebratory dinner at the Melbourne Convention and Exhibition Centre in late November 2019.

The competition is judged on a range of business related criteria including: product range and quality, presentation, compliance with food regulations, community engagement and customer service.

Paul started at the shop, as a 14-year-old “clean-up kid” in 1989. He eventually became the shop manager and purchased the business from Col and Julie McMicking in 2018.

Quality products with known provenance and service are keys to success. “We have built goodwill and good customer relations because of our knowledge of product, personalised customer service and the traceability of our products including Gippsland Pure Beef and Lamb, Otway Pork and La Ionica poultry,” Paul said.

To complement the meats, Paul’s Fine Foods is a range of 40 - preservative and gluten free - spice rubs and marinades which Paul and his wife Kasey developed in their home kitchen. There is an extensive range of game meats, cheeses, homemade pasta, Jersey milk and free-range eggs. Paul’s Fine Wines are handpicked and chosen to compliment the meats and smallgoods.

“We are constantly innovating to create the best experience possible for our customers. It’s the flavours and quality of our produce that keeps our customers coming back for more,” Paul said. ■



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Partial hot-boning more economical

Partial hot boning could mean more economical processing without compromising quality, according to West Australian researchers.

A team led by Cameron Jose from Murdoch University's School of Health, Engineering and Education has been trialling ways to use the technique without sacrificing meat quality and tenderness.

The study, undertaken in conjunction with the WA Department of Primary Industries and Regional Development, tested a method of partial hot boning, where the short loin section was removed from the hot carcass and chilled, while the striploin remained in the skeletal system.

In their trials, the researchers subjected 36 yearling Bos indicus steer carcasses to either low, high or no electrical stimulation, with each side then allocated to either hot boning, partial hot boning or conventional (Achilles hung). The striploins were aged for five, 14 and 28 days.

They found that partial hot boning teamed with optimised electrical stimulation resulted in greater tenderisation without aging, compared to regular hot boning.

Their study also tested the impact of dry aging of hot-boned striploins, which resulted in further increases in tenderness at 28 days of aging compared to wet-aged product.

The basic concept of hot boning is that slaughtering, boning and packing of the meat is all done within one working day. It cuts processing time from slaughter to load out, requires less chilling space and lowers costs – particularly energy costs – as there is less chilling of fat and bone. It can increase boning yield, the warm meat is soft and requires less effort, and the technique eliminates hard fat problems.

However, it presents risks. There is potential for the meat to be tough, darker and for some primals to be different in shape.

In Australia, hot boning usually means boning carcasses that have a deep butt temperature of more than 20°C, usually within 30 to 45 minutes of slaughter.

Removing muscles from the carcass soon after slaughter can toughen muscles that are tender when cold-boned, for example, tenderloin. Shortening is particularly likely, even if electrical stunning, electrical immobilisation and electrical stimulation are used, and the meat is less likely to tenderise during ageing.

However, it has been reported that hot boning delivers between 1.5 to 2 per cent more yield compared with conventional boning, due to less evaporation and more efficient removal of meat from the bones.

Dr Jose said: "Hot boning is considered to be a cost-effective processing technique, so any cost of implementation into the processing chain would soon be returned through the decrease in processing costs."

He added: "One thing that we saw as a huge benefit was the



Robin Jacob, WA Department Primary Industries.

improvement through dry ageing. If you couple the two processes together, one being cost-effective and one being an expensive process, it's possible to maximise the profits through producing a premium product."

He noted that the treatment produced favourable results in bos indicus cattle. "There are well-known to have poor tenderness development, so the improvements shown could be a means of producing a premium from bos indicus short loins," he said.

"This technique will only be appropriate for plants currently hot boning. It would be about sparing the sweet cuts and trying to develop greater quality out of these, rather than grinding them. Sparing the short loin and chilling intact seemed to improve tenderness."

Dr Jose believes there could be benefits for other species. "In pork, hot boning could be used to improve the quality. The rate of pH decline in pork is considered to be very fast, even without stimulation. Very fast decline requires faster chilling, and thus hot boning would in theory be beneficial for some pork lines.

"I am not personally an expert of hot boning in sheep, although I know there is some research out there. The findings typically show that tenderness is decreased significantly. Since the muscles are very small, chilling would be very fast and create greater risk of cold shortening."

Other researchers involved in the project were Robin Jacob from the WA Department of Primary Industries and Regional Development, and Murdoch University's Graham Gardner. ■



Christmas Ham an all year business

Creating award-winning hams is only one part of a successful meat supply business, good service is an equally important factor, says Noosa Meat Centre director Steve Young.

Late last year Steve and his 11 staff took out the title of Australia's best ham; the bone-in offering was selected from 140 entries in the prestigious annual Australian PorkMark Ham Awards.

"People do want award-winning products, but delivering a reliable supply to our customers is equally important," he said.

This has been important in winning more customers for the company's wholesale business – supplying IGA supermarkets along the Queensland coast.

But Noosa Meat Centre is not just about the wholesale trade, there is also a retail side to the business which takes Mr Young back to his beginnings as a clean-up kid at a butcher's in Gympie.

"I was 10 years at the butcher's in Gympie, starting at the bottom and then becoming an apprentice," he said. "From there I moved into my own shop at Tewantin in 2005 and that was where I started supplying hams and small goods to IGA supermarkets."

Mr Young and his wife Stacey traded from that shop for about 10 years, but the wholesale business was growing so fast, space became an issue.

"The business grew on reputation. One IGA would talk to another and ask where they got their hams from and from that they would approach us," he said. "What started with

supplying a few IGAs has grown into supplying more than 50, so we needed more space."

The opportunity arose to take over a factory unit that had the option of a retail shop at the front. It resulted in a name change as well with the business moving.

Owning his own business saw Mr Young entering his hams into the Australian Porkmark Ham Awards. The first year saw the company achieve the best ham in Queensland award and second in the national competition. The company has placed in the top two national ham awards in the past five years.

"I'm a huge believer in championing Australian and this shows in the final product. Buying Australian keeps my staff in a job, our farmers in production and to be honest, the pork raised here is perfect – I will always support local breeders."

He said being an award-winning ham helps increase both retail and wholesale trade, especially at Christmas for the bone-in product. He added that there is demand for sliced ham all year-round but it is Christmas when the leg ham joints are in real demand, citing 617 customers were served on one day in the lead up to Christmas last year.

And the business keeps growing. He said more IGA supermarkets around Queensland are approaching him for the supply of hams and smallgoods.

"We have also starting supplying local restaurants in Noosa which is growing our wholesale business," he said.

"Also we do sell boneless portions of ham in the shop which helps keep demand for the products going throughout the year, rather than the hams being just a Christmas product." ■

CEO brings new era to MINTRAC

Long serving MINTRAC CEO, Jenny Kroonstuiwer has now retired and the organisation has announced the appointment of Mick Crouch as Jenny's replacement.

Mick will be responsible for the successful execution of MINTRAC's four key areas of activity:

- managing the Australian meat processing training system;
- supporting industry workforce development;
- providing industry representation on matters related to education and training, and
- promoting and conducting research and development extension and adoption.

Mick brings to MINTRAC over 30 years of commercial experience across numerous industry sectors and arrives having recently worked with the Australian Institute of Training and Development as its Head of Program Delivery.

Prior to that, he led large global operations as the Country Head at Infosys where he had oversight of a global delivery centre in Sydney with 120 staff. He also spent time with the NSW Government's Electricity Utility Ausgrid, shortly after its privatisation and led the creation of the internal peoples' Services function.

Mick has a broad business background having founded and managed a successful professional services and management consultancy business for 10 years during the 2000's. He is an honorary Board Member and Non-Executive Director on various NFP organisations and holds formal tertiary qualifications in Human Resource Management and Training and Assessment.

In searching for a suitable candidate, MINTRAC Chairman, John Hughes said that an extensive search, recruitment and selection process was undertaken to identify a suitable candidate to fill the role.

"I and the MINTRAC Board have confidence that Mick possesses the necessary leadership skills and acumen to consolidate and enhance the future success of MINTRAC in providing the vital advice, representation and services the Australian industry requires of it," he said.

"I also acknowledge the role Jenny played in that success over the past 16 years and her co-operation in ensuring a smooth transition to the commencement of this new era for the organisation." ■

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Tradition and Foresight guide French Beef

The regions of Normandy and Brittany are known for their wild coast lines and 10th century churches and castles. Dairy, apples, seafood and animal production are the backbone of local agriculture.

Market day in Normandy and Brittany is Wednesday and Saturday, when the old town square comes alive with French produce and crafts. Cheeses, breads, chocolates, seafood, meats and charcuterie are all on display. It's chaotic, busy and smells divine.

The Breton city of Vannes, is near the coast with the old walled town dating back to the 13th century – the cathedral the 10th century. The city is considered an important agricultural centre for poultry and beef.



Above and right: French butcher, Boucherie Kermovant, Vannes, Brittany France. A typical family owned butcher shop on market day.



In the heart of the market is Boucher Kermovant. First impressions of the shop suggest that this butcher is like many around the world. Family run, display cabinets with fresh cuts, value-add meals, smallgoods and food to go, such as rotisseries chicken. A shop full of customers – young and old – and language barriers made it difficult to talk with owners about their business.

It was clear from the signage that the business prefers Limousin cattle for beef and is a member of Les Viandes de Boeuf Label Rouge. Loosely translated, Boucher Kermovant is a member of Red Label Beef, a system that endorses that the beef producer is committed to offer quality products in a responsible and sustainable manner – a sign of distinction.

The overseeing organisation of the program, Interbev, was founded in 1979, to bring together industry stakeholders from livestock through to retail. The requirements are a legal framework to operate in, validated and monitored by the Institut national de l'origine et de la qualite (INAO). In the words of InterBev's President Dominique Langlois, the organisation was created to maintain the link between all



Market Day stall of charcuterie.

French Meat

France has Europe's largest cattle herd

- 19 million cattle – Australia's is at 28 million
- 34% of all European bovine
- 200,000 cattle farmers
- 1.5 million tonnes cwt per year – Australia 2 million tonnes cwt

Beef exports

- 20% is exported at 230,000 cwt – Australia exports 1 million tonnes swt
- 1.3 million head live export – surprisingly Australia is the same
- Live exports to Italy, Spain, Japan (2013) (Indonesia, Vietnam, China)

Future Challenges

- Commitment to future-proofing the industry
- Guarantee for traceability and food safety
- Climate challenge: reducing environmental impact aiming to reduce the carbon footprint of beef

Pork

- 2nd largest poultry producer in the EU, 1.875 million tonnes cwt – Australia is 397,000 cwt
- 23 million pigs produced – Australia has 286,000 pigs
- 38% of meat consumption is pork

industry sectors 'so that we can build our future together and respond to challenges of tomorrow'.

Values

The organisation is the 'voice' for breeders, livestock traders, producers, livestock markets, slaughterhouses, wholesalers, manufacturers, retail and hospitality across cattle, sheep, horses and goat with five core disciplines:

- Societal challenges
- Trade communications
- Regional colleges
- Organic production and beef
- Offal

Bearing the Red Label Beef endorsement is designed to show customers that there is a commitment to respect society's concerns around quality assurance certification, production systems and sustainability. To date, 15,000 farms are certified and committed to:

- 80% or more food autonomy on the farm
- No animal feed contains GMOs or palm oil
- No antibiotics for the last four months of the animals' life
- Anaesthesia for de-horning or castration
- Animal welfare in terms of breeding with the seasonal cycle, shelter and handling
- Beef is matured for a minimum of 10 days

continued on page 15

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AUSTRALIAN
Pork

Furbabies the next frontier for premium petfood manufacturers

Indulged 'fur babies' are claiming a \$1.6bn bite of Australia's meat and fish industries.

Canine are chowing down beef jerky at \$60 a kilo. Cats are lapping up freeze-dried seafood and spinach treats at \$47.80 for 100gm. Not only are there products matched to the animal's age, there's 'biologically appropriate' pet food, as well as food for solely-indoor pets, for weight loss, for urinary health, for halitosis and for hairball control. There's even breed-specific feed; at nearly \$14 a kilo you can buy kibble specially formulated to match the jaw shape of ragdoll cats.

As Adelaide vet Dr Andrew Spanner says, "Pets don't have wallets, people do."

A Canstar survey released this year (2020) found that 34% of pet food customers selected on the basis of 'pet enjoyment' – only one percentage point below perceived value for money. In fact, only 15% reported buying the cheapest brand of pet food.

Pet owners don't stint on quality, nor do they shy away from quantity. The Canstar survey calculated the average weekly spend on dog food was \$77 and \$67 for cat food. Among dog owners, 23% buy the largest bulk offering available, Furba.

The pampered pooches and puss-cats of the nation are driving an industry that is expected to grow annually in value by 2.66% (CAGR) to 2024.

According to a report from Mordor Intelligence, the growth in the Australian market can be attributed more to the increasing prices and rise of dual-income/no children families than the overall increase in population of pets.

After Japan, Australia is now the second-largest market for pet food in the Asia-Pacific region and is also one of the top mature markets outside of Western Europe and North America. Despite economic downturn between 2015 and 2017, Australia's pet food sales remained strong. In line with American trends, dog and cat foods occupy the most prominent positions in the marketplace.

"In Australia, there is a clearly marked preference towards imported premium and super-premium products. Premiumisation has been historically a more prominent trend in the dog food sector, but the cat food sector is also catching up over the years," the Mordor report noted.



The market is divided into dry and wet products. The Canstar survey found 90% of respondents fed their dog dry food, coupled with 58% using wet/tinned food. Among cat owners, the proportions were 94% dry and 82% tinned/wet.

Characteristics of the market include time-poor pet owners opting for ready-retail and smart-packaging lines while customer awareness drives demand for high-quality ingredients.

Some products claim to have 'human-grade' ingredients, implying they contain material good enough for human consumption, such as muscle meat rather than by-products. Some are promoted as 'grain-free' or supplemented with omega-type fish oils.

Apart from vegan pet food (yes, it exists), the usual composition of pet food comprises meat and fish by-products. There are no Australian criteria for by-products; the most common reference is the US standard which specifies lungs, spleen, kidneys, brain, livers, blood, bone, partially defatted low temperature fatty tissue and stomachs and intestines freed of their contents, but excludes hair, horns, teeth and hoofs.

In 2011, industry representatives and the RSPCA developed Australian standards, later updated as AS 5812-2017, to address nutrition, safety and marketing. Additional criteria for hygienic production are included in the PISC 88 technical report overseen by state food authorities. However, adherence is voluntary and the industry is largely self-regulated. The issue of regulation reached Canberra in 2018 with a Senate Committee hearing and a report with recommendations, followed by industry feedback. A response is expected from the Agriculture Minister this year.

President of the Pet Food Industry Association of Australia (<https://pfiaa.com.au/>) Michelle Lang supports more regulation of the industry, seeking “a comprehensive approach that is delivered in a timely way, and which reflects the urgency that pet owners, and the industry, are seeking. Our industry body ... wants to see strong regulation put in place to bring Australia in line with much of the rest of the world.”

There have been few pet food product safety incidents, although in 2018 a dry dog food was linked to megaesophagus, a rare and potentially fatal condition affecting the alimentary tract. And RSPCA Australia has long-campaigned about non-compliance with a requirement for thiamine supplementation of pet meat containing sulphur dioxide and sodium and potassium sulphite. These preservatives can cause fatal thiamine deficiency in animals.

IBISWorld defines industry challenges as private-label products, urbanisation and a stronger A\$ threatening export demand and constraining industry revenue.

The large-scale players in Australia's pet food industry include Wrigley Uno 2 Australia Pty Limited, VIP Topco Pty Limited and Nestle Australia Ltd. Margins for pet food are far tighter than meat for human consumption. Automation is a vital tool for small-scale operators, as are niche products commanding premium prices.

Automation for efficiency

Automation has made a family-owned regional business an international leader in pet food processing. Installing CIP plate freezers has seen the Cool Off company increase capacity by 120 per cent and eliminate manual handling. The technology allows three staff to fill, freeze, palletise and warehouse 50 tonnes of product in an eight-hour shift, with a freeze time of 2.5 hours. The plant is in operation 24/7 to handle increasing demand and Cool Off recently received a government grant to double plant capacity.

The pet food arm of Australian family-owned Staughton Group, Cool Off is headquartered at Howlong in NSW, and with manufacturing facilities at Walgett, NSW and St George, Queensland. It produces bulk product for the pet food industry as well as its own retail and export lines. It also sources and processes game through its recent purchase of Wild Game Resources Australia.

The Cool-Off production line includes mechanically deboned meat, plate-frozen offals, boutique meat meals and dried pet treats, all manufactured from more than 150 tonnes of offal sourced daily from more than 30 abattoirs nationally.

Managing Director, Edward Staughton said: “Collecting offal from many remote locations requires high-level QA and has required the development of a customised collection/chilling unit operating on-site at each abattoir. This automated plate freezing technology allows us to control all aspects of quality along the entire supply chain, with minimal abattoir labour input.

Previously, once the offal was processed it was pumped into large plate freezers of about 2000kg capacity, and frozen at -20°C before it was palletised for delivery to pet food manufacturers. The new plate-freezing process cut labour requirements, but needed new works including an array of pneumatically actuated panels. Existing infrastructure was used to drop each block individually down the plate onto a common conveyor belt.

Mr Staughton said: “The system ensures all product from abattoirs in Queensland, Victoria and South Australia can be delivered in any season over long distances and maintain its freshness.

“The development of our patented automated plate freezing system, in combination with the abattoir chilling system, has given the Cool Off production team a massive international competitive advantage,” he said. “I have seen nothing internationally that compares with this system.”

Meating demand for ethical petfood

Ethically produced ingredients are the lifeblood of production at Frontier Pets. The range of free-dried foods and treats are made from free-range, grass fed beef as well as free-range pork and chicken, blended with free-range pasteurised eggs, organic fruit and vegetables, turmeric, linseed and almond meals and kelp. Suppliers include Gippsland Natural Meats and trim from the Provenir mobile abattoir.

Founder Diana Scott said: “We’re producing a range of superior pet products using only high-welfare ingredients and materials that support ethical producers. This will provide a very real commercial contribution to help sustain and grow this very important industry.”

The business was named the Business of the Year at the NSW Regional Business Awards, and the NSW Business Chamber manufacturing award. Turnover has been driven by online sales and supercharged by Diana’s 2018 appearance on the TV start-up show *Shark Tank*. ‘Online sales went viral ... literally,” she said. To date the enterprise has raised more than \$1 million towards a fund supporting ethical farming in Australia. ■



Courtesy Upwey CFA.

Coming together to help communities

Butchers on the whole, are a great bunch of people. They will happily listen to their customers' daily lives, find the right cut and recipe for Dad's dinner and help out with the footy club raffle.

In the face of adversity, our butchers have been stepping in to help the local communities – and each other.

The sausage fillers and burger makers have been working on overtime, to help with fundraisers and meals for our firefighters and communities as Australia burns. Donations of barbecue packs for families in need, or heavily discounted products to help people get back on their feet, is just what butchers do.



Butchers around the country were posting on Facebook what they have been up to, to support the fire-affected communities:

Sutcliffe Meats, Sydney: *We are actively fundraising ourselves and supporting those who are putting in fundraisers, including groups like WIRES.*

Borella Butchery, Albury: *smashed it out of the park for donations – ham sangas and snags for days. Donated roughly 1 tonne of ham and bacon with the Lavington Rural Fire Brigade. Also collecting donated drinks, food and toiletries.*

Waniora Village Butchery, Port Macquarie: *Bring a gold coin donation for the NSW Rural Fire Service, for much needed equipment. The Pit Fire boys will be smoking their Fornetto smokers to bring you something special.*

David Lucke's Fresh Food Market, Bairnsdale: *2nd January: We have kick started our fundraising for the East Gippsland Bushfires Appeal to provide fire-affected Gippslanders with immediate support. The funds will be distributed to impacted families for discretionary use while insurance and government claims are processed ... Our paddock next door is on offer if you need a place to park this weekend.*

Cha Cha Char Butcher, Melbourne: *We've been doing fundraiser bbq's with our Smoking teams that we support and had a lot of product donated to us to pass onto those who need it. It's a tough time for everyone.*



Fundraising barbecues happen all around the country to raise money to help with bushfire communities.

Everyday Gourmet, Wangaratta: *We lost about \$50k in sales to fire affected areas around Bright, but donated more than 700 sausages to the CFA for a fundraiser bbq this weekend, auctioned off meat packs and donated a pile of water. We help out with meals at the refuge centre and continue to make donations.*

Bruce's Meat & Poultry Options, Adelaide:

21 December 2019

Our hearts go out to those who have been affected by these truly horrific bush fires.

Please, keep yourselves safe and follow the directions from emergency services. Check in on friends who you know live in the area to make sure they have made it to safety.

Unmeasurable gratitude goes to the emergency services who have been on the front line.

20 January at 2:25 pm

It would be Un-Australian to not want to lend a hand in times of need.

Over the past 2 months we have seen heart breaking amounts of devastation across our beautiful state from bush fires. While this rain has been amazing, it's still going to take some time to rebuild.

From now until the end of January we will be donating \$1 from EVERY KILO of sausages sold across the board from every store to the State Emergency Relief Fund.

With Australia Day just around the corner you can also do your part to help out while feeding your family and loved ones!

Rallying for the Adelaide Hills for Christmas

The sentiments shared are echoed around the country. Hit early on in the bushfire season was the Adelaide Hills affecting the communities around Charleston, Woodside, Lobethal, Cudlee Creek, Gumeracha and Mount Torrens.

The blazes ignited on December 20th, 2019 scorching 57,000 acres and destroyed more than 80 homes, taking out significant swathes of grape vines, vital to the region's wine industry.

Three butcher shops in the region in particular felt the impact first hand.

Onkaparinga Meats – Lobethal: Ashleigh and Leanne

22 December 2019

To Our Dear Customers,

Firstly, we hope you are all safe.

With regards to Christmas Orders that were placed with us, this afternoon we will ring you individually to discuss what we can do for you. We thank you for your patience and understanding and again we hope you and your families are safe.

24 December 2019

Sorry for taking so long to write something to you our customers. To be honest it's been too heartbreaking and difficult to write.

We have spoken to many of you on the phone or in person, and to listened to everyone's experience of fear and losses saddens us so. Our community is in a fragile state but I can see a lot of love and respect for each other which is wonderful. The hugs seen and received have been amazing.

To put you in the picture of our shop, we have lost all of our stock and have been unable to fulfil orders. We are sorry we couldn't help more.

Like so many of you, we are exhausted both physically and mentally. Our shop is our only source of income and since owning it we have pushed through so many personal traumas without closing but this one has broken us and we will take some time off to recuperate.

Thank you for all your support and we wish you the best Christmas that can come from this situation. We hope you are surrounded by love as for many that is all that is left.

continued on page 20

continued from page 19

Gumeracha Gourmet Meats: Doug and Alice

7 January at 6:39 pm

Let's show some love for our CFS

Gumeracha Gourmet Meats is having an auction for the CFS! Alice and I are donating lambs, now we need you guys to bid. There are 20 Lots, so pick your number and start bidding. All the money will be split between five CFS that surrounds Gumeracha Gourmet Meats

10 January at 9:41 pm

So we have done a rough count on the donations, we are at about \$4600 for the CFS now for the BBQ tomorrow!!!!!! We are stocked up and ready to go, our range is endless... #therealadelaidenhills #cfsarerockstars #thanksfortherain

11 January at 5:20 pm

The only thing we didn't auction off was Doug! Please don't forget we have changed our trading hours and will be closed Mondays, just to get some extra family time.... Thanks for the support everyone shows us! And remember your family is why we do what we. do!!!! #therealadelaidenhills #whataday

12 January 5:23 pm

Hi guys, you wouldn't believe it but one of our amazing customers won a lamb on the auction, came in, payed for

it and now wants it donated back towards the cause...

We have done really well for the CFS so Alice and I would like to give 2 sides away to two families that either lost power with no insurance to cover food or just anyone you think is out of pocket or struggling after the fires... please don't tag anyone in this post and please just private msg us, please be genuine we want these to people that really need it.

Dunn's Of Woodside: Joanna and Duncan

20 December 2019

It's absolutely horrific in the hills and our home is very much under threat in Charleston. We have little idea about what is going on. We're aware we are very close to Christmas but going forward we can't give customers an idea of what's going to happen over the next few days. Please keep safe. Thinking of you all.

21 December 2019

UPDATE

We have managed to relocate approx 27 kg of frozen prawns close by, which should pretty much cover those which were on order. The rest were donated to the CFS.

We have focused on our own safety and the condition of our property in Charleston. Thank goodness for the CFS

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heroes who saved the Main Street and the house is ok. Power has been out for nearly 24 hours in Woodside, hence we have lost all our Christmas stock which mostly arrived Thursday. Absolutely gut wrenching and our heartfelt apologies that we cannot provide any Christmas orders to our valued customers. Our freezer is holding and we're trying to save the prawns at this stage. We have no idea when power will be back on so very difficult to provide more details at this stage. This has devastated us. Not only stock we have lost but hours of preparation and planning. Thoughts are with our customers and community members who have lost everything. #dunnsofwoodside #fire #christmas #nostock #warmfridge #nopower #devastated #broken #needtofightback #downbutnotout



It has been two months since the devastation in the Adelaide Hills and the communities are starting to get back on their feet.

When AMN had a chat with Joanna Dunn, of Dunns of Woodside, it was clear that it was still a raw and painful event for her.

"The fires started on Friday 21st December, just before Christmas. We were told to evacuate at midday. We closed the shop, grabbed Mum on the way through and left. By 3pm the whole town was under threat. We had no real idea what was happening except through the CFS updates on Facebook.

"We had all our Christmas stock ready to go on the Thursday, and a lot of customers had put their own beef and lamb into the fridges. The power was out for more than 24 hours. We lost all our poultry, the hanging beef and lamb. The pub had a generator, so the prawns went into their fridges.

"Once the power was back on, we rang our customers to see if they were ok, if they had power and to figure out what we could do for them."

Joanna and her husband, Duncan, were meant to close for a break for 10 days, the first time in years. They didn't. Every other day, they went back to the shop to make sausages and bbq packs, supply the local church with meat to help feed the 500 families they were supporting and help people who were genuinely in need of assistance.

"We have four or five butchers in close proximity to us, and while it is healthy competition, in the past few weeks we are helping each other through this. Doug and Alice at Gumeracha have offered us fridge space, while others have made more sausages. Murray Valley Pork donated product to help us out, and many other suppliers have discounted product so we can keep going."

However, for the Adelaide Hills, the need for assistance has continued long after the fires – as it will for the many communities affected this season. As kids go back to school, and many still waiting on insurance or government grants to come through, the fundraising efforts continue.

Carly McLean, of Bruce's Meat & Poultry, Adelaide said that while their business was not impacted as badly as Joanna and Duncan, Doug and Alice, Ashleigh and Leanne, it was important to continue to help them out as much as possible.

"When you think of those people who do operate up there, look in your own fridges – they have lost so much – that is their livelihood, their income, money already spent. And at Christmas you can't easily get more. This is prime time, the time when butchers do their best turnover. The guys in the Hills were devastated that they couldn't supply customers with their Christmas orders. We sent what we could, as did a lot of others, the next best thing was to offer fridge space, just to give them some stock to work with and get going again."

Carly said that what is really helpful now, is to encourage your own customers to go up into the areas affected by fires – once it is safe – and spend a few dollars in the café, buy some homemade sausages and have a chat and a cuppa.

"Take the time to hear their stories, understand what the community needs. None of those businesses are big corporates, they are family-based and they depend on people spending money. The healing process will take a long time, but the sooner they have a sense of 'normal', the better." ■



AMIST^{SUPER} BUTCHER WARS

AMIST Super has the naming rights for Butcher Wars!

Mexican Waves, cheering, screaming, countdown clocks, hash tagging competitions, these are terms not often associated with the profession of butchery. Butcher Wars is now in its 5th year and has become a crowd favourite at Meatstock – the meat and music festival and the largest barbecue event in the Southern Hemisphere.



The AMIST Super team is so excited to be the sponsor of this great industry event.

Butchers take the stage in front of huge audiences with just 30 minutes to showcase their skills, under the lights, cameras in the face, shoulder to shoulder with their peers. The format is pressure packed and the energy can be described as electric. The public really get an appreciation for the skill and creativity that butchers have.

The judging is broken down into 4 categories. Speed, technique, creativity and final presentation.

According to Jay Beaumont, the promoter of Meatstock, "Being a good butcher isn't all just about how fast you are, or how accurate your knife work is. It's not about how creative you can be, or how you present your shop window. It's not about how you present yourself and how you interact with customers. Being a good butcher is about all those things, in equal measure. And that's what the butchers are judged on."

Getting on stage at Meatstock, above all else, is for the brave. There are no teams. For the butchers themselves it can be very daunting to compete in front of the public, alone, next to some of the best in the business. But for those butchers that do, it can be a life changing



"AMIST Super are very proud to be involved with this event. We are the super fund for the meat industry and this is a great way to support our members!"

AMIST^{SUPER} BUTCHER WARS

experience and one that is also putting some pride back into the industry. It's also a chance to meet, share and learn from others in the industry, and make friendships that will last a lifetime.

"That's what makes the Butcher Wars so special. The butchers have a chance to get up on stage and showcase what sets them apart, while educating the crowd on why they should be supporting independent butchers. There has been a lot of negativity in the industry with people leaving the trade, but this is the chance to get involved in something that's about bringing back honour to the trade," said Jay Beaumont.

The event has been supported from the beginning by accomplished butchers Shannon Walker and George Abourizk, who support the butchers backstage with advice and support.

In total 50,000 people, across 3 events got to see Butcher Wars in 2019 and that number is set to grow in 2020.

"This year AMIST Super has come on board as naming rights for Melbourne and Sydney, which is a great shot in the arm for the event and will help us get the word out across the industry," said Jay Beaumont.

"AMIST Super are very proud to be involved with this event. We are the super fund for the meat industry and this is a great way to support our members!" said Royston Bennett, AMIST Super National Client Services Manager.

Whether you are looking to add a goal to your workplace, inspire your staff or just have your kids and family see you up on stage leading the industry, the good news is the competition is open to anyone and entries are now open. You can register your interest at www.meatstock.com.au

**AMIST Super Butcher Wars is in Melbourne
14 & 15 March 2020 at the Melbourne
Showgrounds and in Sydney on 2 & 3 May
2020 at the Sydney Showgrounds.**

"In total 50,000 people, across 3 events got to see Butcher Wars in 2019 and that number is set to grow in 2020."



Australian Meat Industry Superannuation Pty Ltd (Trustee) ABN: 25 002 951 919 AFSL: 236829 as Trustee for Australian Meat Industry Superannuation Trust (AMIST) ABN: 28 342 064 803.

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Is *Buy Now, Pay Later* Good for Business?

Buy Now, Pay Later has become a major form of retail credit with more than 25,000 brands and businesses, in Australia, offering the service while 10 platforms operate this type of system.

For butchers and similar-scaled retail business the fundamental questions are: Is Buy Now, Pay Later (BNPL) good for business? Will it attract customers and will it increase sales? What will it cost to set-up and to operate? And will it make a positive contribution to the bottom line?

Additional questions a butcher might ask are: Will BNPL encourage existing customers to buy more? Will they change their buying patterns? Will it attract new customers? And what kind of customers might it attract: bulk buyers, bargain hunters or cash-strapped families?

How does it work?

Essentially, a consumer makes a purchase. The consumer takes possession of the goods. The BNPL service provider pays the retailer and then collects the money, on terms, from the purchaser.

Retailers are required to sign-up to a BNPL service provider. This is a basic administrative arrangement that can be organised in days.

Similarly, consumers set-up a BNPL account with a service provider. This can be done on-line and with some platforms at the time of purchase where the retailer is already set-up with a BNPL provider.

BNPL service providers include; Zip Money, Zip Pay, Humm, Openpay, Afterpay, Brighte, CreditLine, Kiarna, Bundll, and Laybuy.

The details of their trading and finance terms for retailers and consumers vary, but are fundamentally the same. Most platforms charge the retailer a transaction fee which is typically between \$0.15 and \$1.00 per transaction and an agreed commission – typically between 2-6% of the value of

the transaction. The retailer is generally credited with the proceeds of the sale in an agreed time frame, some the same day and most within 48 hours.

BNPL can be used for in-store and for online transactions.

The consumer pays the BNPL provider for the purchase on terms set-by or negotiated-with the provider. Normally, in regular installments from a credit card. Loan limits and repayment terms vary widely between BNPL providers.

The BNPL provider, guarantees payment to the retailer, irrespective of the outcome of the debt recovery process. Most BNPL service providers will not provide additional credit to consumers who are in default on their payment schedule.

The November 2018 Australian Securities and Investment Commission (ASIC) inquiry into BNPL reported the number of consumers using BNPL had grown from 400,000 in 2016 to 2 million in 2018. Total monthly transactions had grown from 51,000 to 1.9 million and the total value of all transactions per month had increased from \$56 million to \$346 million over the same period. In 2016 the average value of a purchase transaction was about \$1000. In 2018 it had declined to about \$200.

ASIC reported in some detail how BNPL providers split the fees that generate their income between retailers and consumers. The data shows most BNPL providers get about 75% of their income from retailer fees. But there is a wide range with one BNPL provider generating up to 94% of its income from retailer charges and 6% from consumer fees. At the other end of the fee spectrum, another BNPL provider earned 37% of its income from retailer charges and 63% from consumer fees.

This income split indicates BNPL is generally set-up to provide cheap credit to encourage consumption. Most of the cost of BNPL is covered by charging retailers. In turn, retailers must increase sales and/or margins to cover the added costs of the system.

Research published by BNPL provider Afterpay states that more the 50% of purchases using Afterpay are for “luxury” items including fashion, car accessories and pet care, about 40% for “necessary” purchases such as furniture and other household good and about 10% for “necessities” including food.



Making a decision

For a retailer, the first decision is to determine if BNPL has the potential to grow the business and help your customers. If you decide that it might be a good idea, the next challenge is to choose the service provider that delivers the best value-for-money service for the business, and exiting and new customers.

Issues to consider are the terms of the retailer/BNPL and the customer/BNPL agreement. There is little point in setting up with a provider who offers the retailer great terms, but poor terms to the consumer or vice-versa.

More information:

The Finder website:

<https://www.finder.com.au/interest-free-finance#compare>

This website can be difficult to navigate but it is worth persevering. It provides an outline of the costs to retailers and the associated repayment terms for consumers for each BNPL provider.

The Nov 2018 ASIC report on BNPL:

<https://www.asic.gov.au/media/4957540/rep600-published-07-dec-2018.pdf>

This report includes a lot of demographic and financial data. ■

Viscofan buys Globus

The Australian and New Zealand operations of Globus have been purchased by Viscofan. The purchase was announced in November 2019.

Viscofan management said the acquisition combines the local knowledge and reputation of Globus with Viscofan's extensive product range and global resource base, to provide customers in the meat industry with innovative solutions, quality products and superior service.

Founded in 1975 and based in Spain, Viscofan is a leading producer and distributor of; cellulose, collagen, fibrous and plastics casings. It operates manufacturing sites in Spain, Uruguay, Brazil, Mexico, USA, Canada, Belgium, Germany, Serbia, Czech Republic and China. Viscofan's commercial network reaches more than 100 countries now including Australia and New Zealand. The company had global sales of Euro 778.1 million in 2017 and a workforce of more than 4,550.

The new entities will trade as Viscofan Globus Australia and Viscofan Globus New Zealand. Viscofan advised, there will be no changes to Globus' local management and operations as a result of the purchase. ■






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Challenges continue for Red Meat Sector

Ongoing droughts through much of Australia and devastating floods in northern Australia have made a noticeable impact on the red meat sector according to reports on the industry from AFGC, Roy Morgan and MLA.

The Australian Food and Grocery Council (AFGC) report, *State of the Industry Report, 2019* analyses the meat industry from a processing perspective, while Meat & Livestock Australia (MLA) analyses farm gate figures. The Roy Morgan report, released in January this year, is one of few that provides analysis of the retail sector.

Drought and Flood

The AFGC report shows that food turnover for the period of 2018-19 was \$106.6 million – food processing and fresh – which had increased by 4.5% compared to 2017-2018. In a five-year, year on year analysis, the industry was essentially flat-lining at 1.1% year on year growth.

Within those figures, meat processing is the biggest sector at 16.3%; poultry at 9.3%. The figures for meat grew by 4.8%, due in part to an increase in exports to China, as a result of the China-Australia Fair Trade Agreement. The report data makes no suggestion of swine fever making an impact, suggesting data was gathered before it had an influence.

The exports of food and beverage, according to AFGC sits at \$29.2 billion, with a growth rate of 7.8% year on year. Meat processing takes a healthy 38.8% chunk, with China growing at 53.2% year on year – Japan and the US make the next top two export destinations at 9.8% apiece. Meat imports did not show up on the data, however, seafood imports have continued to rise by 5.5%.

The MLA report concurs with the AFGC report in that our biggest export destination for beef, is China followed by Japan and USA, adding that for lamb France and the UK come into the mix. MLA note that while beef consumption in Australia has declined in the past 20 years, the country is still one of the biggest consumers of beef at 27kg per capita per year. (ABARES per capita consumption is expressed in kg Carcase Weight)

Recent news from MLA has said that:

- Australia's cattle herd is expected to fall to lowest level since 1992
- Adult cattle slaughter is to see sharp contraction in 2020
- Carcase weights are forecast to increase 3%

- Global demand for beef is expected to remain robust and support cattle prices

AMIC CEO Patrick Hutchinson said that the industry cannot be shuffled to the backburner while the political challenges play out [as a consequence of Agriculture Minister Bridget McKenzie resignation].

“Our industry is the largest trade-exposed manufacturing sector in the country and in fact is in the top five manufacturing sectors by size. We represent 1,400 independent retail butcher shops and a range of smallgoods manufacturers from SME to large corporate,” Mr Hutchinson says.

“Between the ongoing drought, bushfire and the threat of African Swine Fever, this is a critical time for the red meat sector. On top of those emergent issues are continuing challenges ranging from rising energy costs to labour shortages and endless red tape. Critically, there is a major supply crunch looming and we need...to figure out how to manage what is going to be a very challenging period for the sector.”

AMIC National Retail Council chair Robert Constable agrees, saying the whole sector will feel the pinch as supply tightens, including retail outlets.

“Lower supply through processing facilities means less product availability for butchers both regional and metro. Many of these are smaller businesses which are already having to work hard just to keep their doors open. The reality is, retail butchers are at a critical point and we need real support from the government.”

Woolies & Coles Dominate Fresh Meat Sales

The Roy Morgan Fresh Food and Grocery Report released in January 2020 shows that Woolworths has the biggest share of the fresh meat market at 27.5%, with Coles sitting at 22.6%. Butchers are at 20.9%, ALDI at 10.6%.

Roy Morgan CEO Michele Levine says long-term market-share trends show while buying meat remains a staple at 70% Australians buying meat each week, the changing way Australians purchase fresh meat is having a big impact.

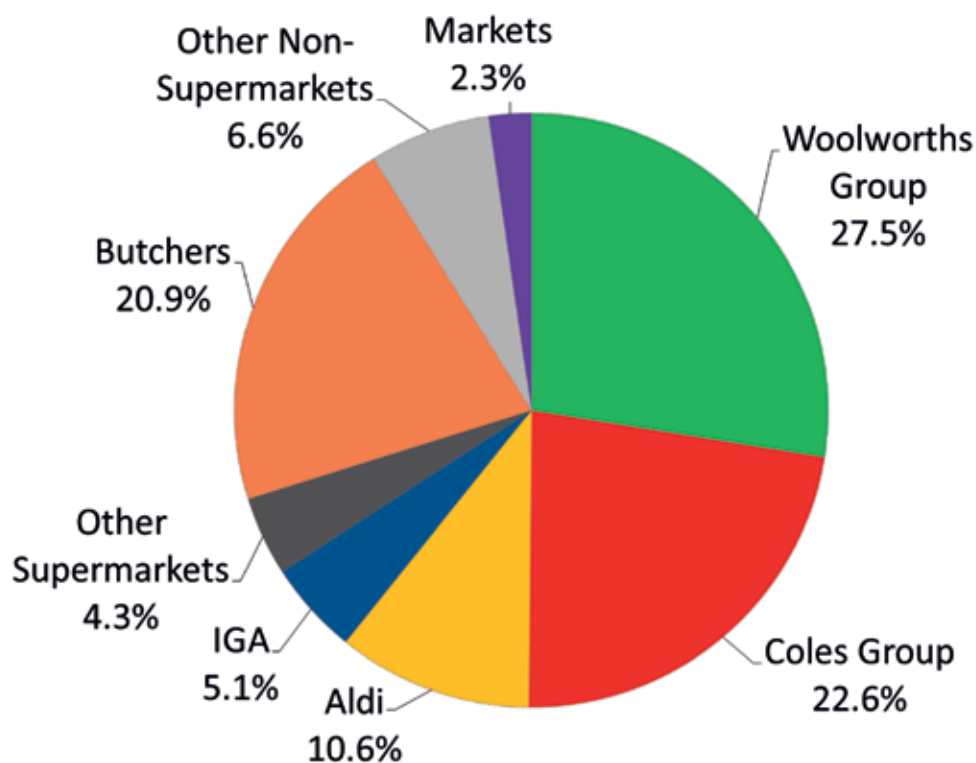
“Supermarkets now account for 70.2% of the meat market and while Woolworths Group’s market share has remained steady over the past eight years, declining only 0.1% points since 2011, there have been other notable changes. Butchers have declined in market share by 8.6% points, with the big

winners in scooping up their customers being Aldi (up by 6.9% points), and Coles Group (up by 3.8% points). The major supermarket brands continue to increase their share of the fresh meat market, while small retail butchers are in long-term decline,” Ms. Levine says

“There are also significant regional variations to the fresh meat market with Woolworths dominant in Tasmania (41% of the fresh meat market) and Queensland (32%) while Coles has a leading position in Western Australia (30%) and the Northern Territory (41%). In South Australia Foodland is just behind Woolworths as the leading fresh meat supermarket while Butchers retain their highest market shares in New South Wales (22%) and Tasmania (23%).

continued on page 28

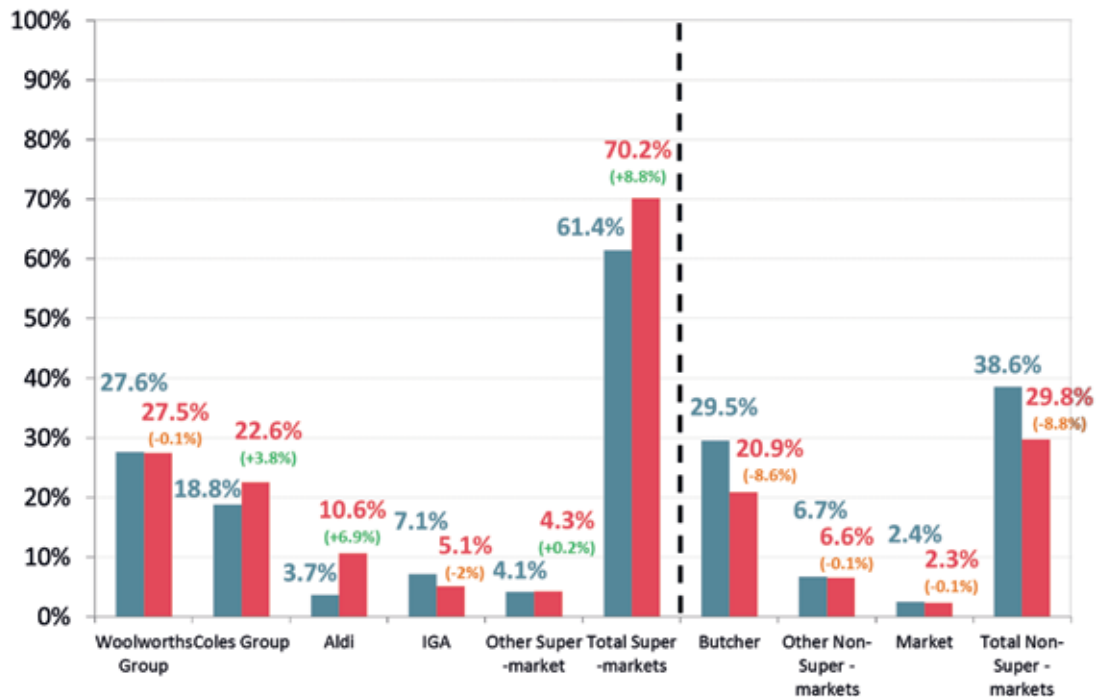
Market share of fresh meat retailers



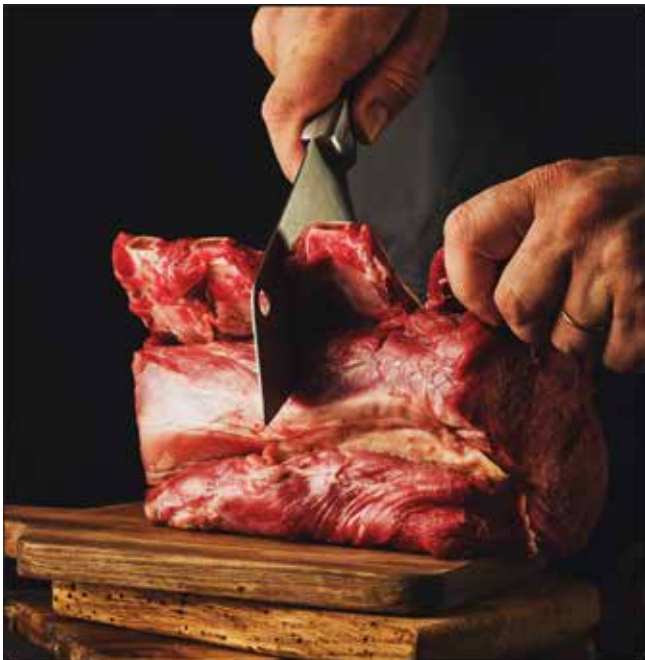
Source: Roy Morgan Single Source Australia, October 2018 – September 2019, n = 7,891 Base: Australians 14+ who purchased fresh meat in the past seven days (weighted to Australian households).

continued from page 27

Comparison of market share of fresh meat retailers 2019 cf. 2011



Source: Roy Morgan Single Source Australia, Oct. 2010 – Sep. 2011, n=10,601, Oct. 2018 – Sep. 2019, n = 7,891. Base: Australians 14+ who purchased fresh meat in the past seven days (weighted to Australian households).
<http://www.roymorgan.com/findings/8234-supermarket-currency-report-fresh-meat-september-2019-202001122329>



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Silence of the Lamb – ad

Successful marketing gets people talking; something the 2020 Australia Day lamb ad achieved ... with strings attached. Complaints about the campaign content and its timing required senior staff from Meat and Livestock Australia (MLA) to publicly defend this year's advertisement.

By Sue Webster

The storyline – (the industry calls it a 'longform tech-thriller') – depicted millennials directed by digital spies to ditch their devices for a lamb BBQ.

The theme 'Lambalytica' referenced the murky 2018 data-mining tactics of UK PR firm Cambridge Analytica ... maybe not top-of-mind for Australian BBQ-lovers in 2020.

According to MLA's chief marketing and communications officer Lisa Sharp, the ad was targeting lamb's non-traditional consumers, younger metropolitan buyers. However, metropolitan media called the ad 'bizarre'. Influencers such as *Today's* Karl Stefanovic called it the worst lamb ad he'd ever seen, while co-host Allison Langdon said it left her unsure. "They're normally really clever," she added.

Media commentator Paul Costantoura said: "The lamb brand used to stand for Australian identity and spirit, delivered with classically Australian humour. It's not clear what it stands for now."

PR industry magazine *Mumbrella* said it failed "to live up to previous campaigns" with commentator Caitlyn Lloyd adding: "The biggest issue is the targeting. More than a quarter of millennials are vegan or vegetarian, so taking the piss out of their dependence on smartphones ... seems harsh.

"It's not tongue-in-cheek enough ... it feels like a missed opportunity."

However, one supporter was Sheep Producers Australia acting CEO Stephen Crisp. "It's on-topic," he said. "Everyone gets annoyed with everyone being obsessed with social media and not talking to each other."

Controversial

The Australia Day lamb ad is typically controversial – past campaigns have edged deliciously towards political incorrectness. The 2014 campaign included one of that year's most-complained-about ads because Sam Kekovich handed a chop to a vegan toddler. The complaints were dismissed by the Advertising Standards Bureau (ASB).

The 2016 campaign starring Lee Lin Chin was criticised for promoting violence against vegans. It attracted around 70 ASB complaints ... and was one of MLA's most successful campaigns. A congratulatory poster featuring the TV presenter hangs prominently in MLA's North Sydney offices.

The 2017 religious-themed campaign saw the Australian government receive a complaint from the Indian High Commission over the use of a vegetarian Hindu god to sell meat. Buddhist, Greek Orthodox Christian and Jewish leaders also went public in their condemnation.

Oddly, the only group to have never officially complained are the Kiwis, who usually cop a fraternal nudge.

Nevertheless, the campaigns are commercially successful. In early 2015, MLA reported that, over the preceding three years, lamb sales on Australia Day increased by an average of 34%.

Matthew Peacock, MLA's Corporate Communications Manager agreed that the advertising lifts national sales figures, saying: "The campaign translates into increased sales, last year for example we saw a 12% lift in lamb sales over the five weeks of the Summer Lamb campaign." He was unable to report on the 2020 campaign's impact because it was still ongoing at the time of this article.

MLA's ongoing regular consumer sentiment survey – called Project Daisy – shows that pricing is the biggest challenge to lamb's popularity across the counter. MLA's senior market analyst Adam Cheetham said: "Pricing remains the biggest driver of falling lamb consumption... Lamb remains 1.5 times the price of pork and three times the price of chicken."

In retail language, lamb prices are averaging \$17.53/kg, a jump of \$2 – or 12% – in 2019. The increase was considerably higher than other meats; the beef retail price lifted 6%, pork 3% and poultry 4%.

Mr Cheetham added: "Despite the price pressure, lamb's share of retail fresh meat dollar sales remained stable in the last year with growth in lamb legs and fillet/steak offsetting the decline in cutlets and chops."

Timing

Meanwhile, back at the 2020 ad campaign, industry complaints centred on tardiness. In previous years the television advertisements have started up to a fortnight before Australia Day. This year's video was uploaded on MLA's Twitter page at 6.30pm on January 27.

The four-week campaign comprised free-to-air television and Foxtel spots with spin-offs on social and digital media radio.

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It incorporated a broader campaign across in-store, point-of-sale materials, outdoor display, in-store radio and linked publications such as taste.com.au.

Some of the print materials were released a fortnight before Australia Day, but the delay of the iconic TV ad stirred discontent among industry players who saw it as a lost selling opportunity.

Former MLA director Rodney Watt called it a 'massive technical fail' and tweeted: "Missing the Australia Day connection is just dumb".

Another producer, NSW stud breeder Tom Bull tweeted: "Lamb claimed Australia Day as its own ... we appeared to just give it away."

And Martin Oppenheimer from Walcha, NSW, tweeted: "This is the first MLA lamb ad that has not gone viral for years. Geez, what a shocker."

Even *Today* host Stefanovic noted the missed deadline. "They normally drop on Australia Day They completely missed that."

An opinion piece in the West Australian asked: "Does anyone else think it's ironic the vegans will be talking more about eating lamb on Australia Day this year than Sam Kekovich?"

Social media was also noisy about the tardiness. Jokesters called it the Silence of the Lamb Ads. Some posts questioned if political pushback around Invasion Day had given the ads the chop, which MLA denied. Instead, it offered two reasons for the delay: the weather and a focus away from Australia Day to a longer campaign.

Fires and feel-good don't mix

Droughts and fires are familiar summer visitors to Australia, but the 2020 season was sufficiently noteworthy for these to be a factor in the campaign timing, according to MLA's Lisa Sharp. She said bad news around natural disasters, together with depressed community sentiment, would hamper a feel-good campaign and could brand MLA as insensitive.

Meat and Livestock Australia domestic market manager Graeme Yardy added: "We wanted to make sure that people were ready to consume a lamb ad in the way it was intended. The idea or concept didn't change, but it was a sombre mood and we wanted to give it more time before we went out there."

Drought and feel-good is OK

However, Victorian Farmers Federation Livestock Group president Leonard Vallance said deference to disaster was 'crap'.

"People in these times need a bit of humour ... if you're going to run with that argument, we shouldn't have had it

because there was a drought," he said, adding that an ad campaign promoting sales returning good prices would be the best way to assist producers.

Mr Yardy said MLA was now focused on promoting lamb longer, either as a Summer campaign or a year-round option.

"We used to focus just on one weekend, but we realised that we could be promoting lamb a lot more, which is working well," he said. "Everyone's got to eat and you can buy lamb all year round, so we want people to choose it regularly," he said.

However, SPA's Stephen Crisp believes that Australia Day and the lamb campaign need to be linked, saying: "We need Australia Day and lamb to be associated together ... why would you want to give up that fantastic association?"

He said the group will be talking with the retail sector about the campaign's timing on lamb sales. "It's something we have to know for future years because it has to be part of our and MLA's decision making," he said.

Western Victorian lamb industry leader Georgina Gubbins said if MLA was planning a Summer campaign, it should start in December. "They've missed the holiday period," she said. "I will be very interested to know what the sales figures are."

Back at the shop, Australian Meat Industry Council SA retail chair Trevor Hill said his business typically sees a 20% to 30% increase in lamb sales around Australia Day. He expects 2020 sales to be robust "because the price of lamb has stopped going up and steadied, people have accepted the new price of lamb. Customers are not chasing legs of lamb at \$21/kg, but they're buying smaller portions like mini lamb roasts –which come off the leg at a higher price – because it's a smaller portion and there's no waste," he said.

The owner of six Bruce's Meats stores in Adelaide, he added that BBQ chicken products are quickly rising in popularity, due to affordability. He was expecting a 50% hike in sales of chicken skewers ahead of the Australia Day long weekend.

At Richards Quality Meats in Bordertown, owner Steve Richards said they were selling more lamb, after the 2019 price-hike dampened sales. Popular Australia Day choices were french cutlets, loin chops, barbecue lamb chops and drunken lamb roasts, he said.

Sue Webster is a former MLA staffer and lamb producer. ■

Promising Future for Dry Aging as Aussie Palette turns to Quality

Stemming from a rise in online food aesthetic and diet consciousness, Australians are being recognised as having developed a far more sophisticated and discerning palette – leading a great shift in our eating priorities, taste over price. We are willing to spend more on steak if it means we will enjoy a far greater experience.

The increasing popularity of cooking shows and consequent rise of ‘celebrity chefs’ has inspired a new generation of restaurant patrons and foodies. People now see the food displayed on such shows as the norm, transforming your average buyer into a gourmand, expectant of extravagant food and tantalising flavours.

As the popularity of innovative cooking techniques used by acclaimed chefs rise, such as sous vide, we are more inclined to try these new techniques on the premise that it will

provide an added level of sophistication to our meal. With sous vide for example, the appealing benefits would include no loss in natural flavour and a tender meat texture, as opposed to a regular pan fry.

Another alternative which has become widespread is to go exotic and incorporate culturally diverse flavours to Australian classics, using herbs and spices from other cuisines. Using these new multicultural combinations to concoct a fresh flavour sensation, vastly different to the standard pedestrian taste.

So now as a society, we are placing more emphasis on creating a dining experience, over eating a plain piece of steak, with more diverse and stimulating taste combinations becoming the new norm.

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In analysing this trend of ‘old-school’ cooking methods or flavour enhancers, dry aged meat is part of the same rationale as value adding. As the word-of-mouth recommendations continue to circulate, dry aging is indeed here to stay in Australia becoming a restaurants’ ultimate experience enhancer.

“... the artisan, traditional method of dry aging was then rediscovered by the wider public...”

In comparison, a few years ago – wet aged meat was the standard for meat sold in supermarkets or butcher shops. This simply means that the meat was wrapped in barrier plastic and refrigerated for a few days until it aged only slightly.

However, the artisan, traditional method of dry aging was then rediscovered by the wider public, once technology for an enclosed, controlled environment was developed.

Dry aging means the meat is left open to the air for a minimum of 21 days, under carefully controlled temperature, humidity and sterilisation conditions. This allows multiple chemical and bacterial reactions to occur, which increase the tenderness and flavour of the meat dramatically and breakdown the chewiness of muscles. Using this technique also means the meat loses most of its moisture content – which produces a far more intense flavour, without the need to experiment with more intricate steak flavourings than a pinch of salt.

The complex method, skill, the investment of time needed, and the vastly superior quality of the final product all contribute to make dry aged meat the ultimate luxury ingredient. It’s the perfect method to take meat a step further on that taste journey towards higher and better quality that restaurants have been striving towards and many patrons have been craving for years.

The fact that the dry aging trend is here to stay has been recognised by many high-end restaurants around the world, as they participate in the ‘arms race’ to create the oldest, most flavoursome steak. In Australia, renowned steakhouses such as the Rockpool Bar and Grill and Firedoor are acclaimed for their takes on the dry aged steak. Meat – once the most predictable item on a restaurants’ menu – now has become almost an art form, and a signature dish on any restaurants’ menu.

In reality, dry aged meat has inspired far more flavoursome meat and an appreciation for the art of meat maturing. Australian palettes have been seeking for generations the ultimate saviour to the staple bland steak, and dry aging provides the opportunity for the steak itself to provide flavour rather than an added marinade.

Dry aging is at the forefront of a nation-wide cultural movement towards a more sophisticated culinary experience, that Australians can both relish and celebrate.

Set to become the pinnacle of a restaurants’ status, or a butcher shop’s value-adding, Australian consumers are becoming deeply appreciative of the dry aged meat experience, in their search for high quality ingredients.

For more information on dry aging, visit dryager.com.au ■

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Pork's Future – challenges and opportunities

By Stephanie Flynn

As Margo Andrae serves her first full year at the helm of Australian Pork Limited (APL), the nation's pork industry faces one of its toughest challenges in history – the threat of incursion of the deadly African Swine Fever (ASF) – which has cut a swathe throughout Asia decimating pig populations since it was first detected in China in August 2018.

But, Ms Andrae, who was born and bred in Warren, New South Wales where her family ran a farming enterprise and livestock transport company and has since had a career centred on business management in the rural sector, is eminently qualified and experienced to lead the industry through this major challenge and into what she sees as bright future for the industry.

Ms Andrae was appointed to the role of Chief Executive Officer of APL in August last year following the departure of Andrew Spencer, who had led the organisation for 14 years.

Following a decade working with CSIRO where she focused on sustainable agriculture and climate adaptation, Ms Andrae has since completed her MBA and held the position of Chief Executive Officer of the Cattle Council of Australia.

She has also worked within the nation's research and development corporations and on marketing and levies with Meat and Livestock Australia.

"This role with APL not only combines all the 20 years of experience I have had across the agricultural industries but also aligns with my core values which are the people and producers of our food in rural and regional Australia," Ms Andrae said.

"The pork industry is a wonderful industry with great people that supports Australian consumers with 90 percent of our production going into Australian markets.

"But, the biggest issue we currently face is a biosecurity one where African Swine Fever threatens to cost Australia an estimated \$2.03 billion if a multi-point incursion is not prevented," she said.

According to the Food and Agriculture Organisation's (FAO) situation update on ASF, issued in late January, the Republic of Korea, Northern Sumatra in Indonesia and Australia's northern neighbour, Timor-Leste (East Timor), are the latest in the long list of Asian countries whose herds have been hit by the virus since September last year.

Although not harmful to humans, ASF has a 100 percent pig mortality rate and requires the culling of herds to have any hope of preventing the spread.



APL's new CEO Margo Andrae

The profound effects and rapidity of the spread of the virus has led the FAO to declare ASF an unprecedented global threat to food security with an emergency conference scheduled in Rome for next month (April).

The Republic of Korea reported its first outbreak in September 2019 on 14 farms and found 98 cases in wild boar.

Since the first outbreak was reported in Timor-Leste in its capital, Dili, in early January this year there have been 100 outbreaks in the city and a further nine districts have reported new outbreaks.

Situated only around 700km off Australia's northern coastline, Timor-Leste's proximity to our nation, is the closest that the spread of ASF has come to Australia and is a major risk for the entry of the virus, via Darwin, to our wild pig population.

"The change in the global protein picture as a consequence of ASF is not a disruption ever seen before, 25 percent of pork protein supply has been wiped out of global markets," Ms Andrae said.

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“This virus has now spread to 40 countries globally and in China alone it is estimated that that ASF would have wiped out 35 million pigs by the end of its run.

“We are one of the lucky countries in that we have had the opportunity to prepare for disease incursion as opposed to responding to a disease incursion.

“Domestic piggeries are on high alert, they have virtually been in lock-down for several months now which includes mechanisms such as shower on/shower off when approaching pigs, no meat products near piggeries and the like, it has been an intense response by the industry to the threat,” Ms Andrae said.

So great is the virility of ASF that it has the capacity to wipe-out our entire pork industry.

In August last year, APL released the results of a study it had commissioned into the projected economic impacts of an ASF incursion into Australia.

Conducted by ACIL Allen Consulting, Australia’s largest locally owned economic and public policy consultancy, the study modelled the economic impacts of both a low-spread and high-spread scenario.

The direct revenue effects of a low-spread scenario, a single point outbreak in Victoria, is estimated to result in a revenue loss to pig farming of A\$409.4 million, to primary processing \$256.6 million and to secondary processing \$247.6 million.

While the direct revenue effects of a high-spread scenario, a large multi-point outbreak across the eastern seaboard, is estimated to result in a total revenue loss to pig farming of A\$839.5 million, to Primary processing \$671.6 million and to secondary processing \$247.6 million.

Under both scenarios, retail butchers can expect a decline in the sale of all pig meat products as consumers turn away from pork with a high-spread scenario resulting in a decline in retail prices of between 30 to 40 per cent.

A Table of key features of an ASF outbreak in both scenarios modelled by ACIL Allen

Assumptions	A single point outbreak (low spread scenario)	A large multi-point outbreak (high spread scenario)
1. Geography	Victoria	QLD, NSW, Vic and SA
2. Duration:		
– standstill	7 days across Victoria	4 weeks across the eastern seaboard
– outbreak from infection and control (assuming 90% probability of control)	4 weeks	12 weeks
– recovery from control	52 weeks (1 year)	156 weeks (36 months)
3. Piggeries and pigs		
– Infected piggeries	30 “small holder” and “medium commercial”	Numerous “large commercial” and “very large commercial”
– No of sows destroyed	2,845	52,111
– No of pigs destroyed	20% of monthly slaughtering, which is around 20,487 pigs in Victoria	30% of monthly slaughtering, which is around 109,178 pigs in eastern seaboard
– Infected abattoirs	0	1
4. Exports	Exports will be banned from Australia (with the exception of WA which will continue to trade with Singapore) for 1 year and will take 3 years to fully recover	Exports will be banned from Australia for 1 year and will take 5 years to fully recover
5. Imports	A 5% reduction in imports is assumed in the first 6 months	A 5% reduction in imports is assumed in the first 6 months
6. Domestic retail and household consumption	It is assumed that there will be a 25% decrease in domestic retail in Victoria and a 15% decrease in domestic retail nationally in the first six weeks	It is assumed that there will be a 25% decrease in domestic retail in eastern seaboard in the first six weeks

Note: APL defines piggery between 8 and 50 sows as “small holder”, between 51 and 150 as “small commercial” and between 151 and 500 as “medium commercial”, between 501 and 1000 as “large commercial”, and above 1001 sows as “very large commercial”.

SOURCE: ACIL ALLEN IN CONSULTATION WITH THE AUSTRALIAN PORK LIMITED

Australia's biosecurity has been heavily ramped up at the borders and Ms Andrae said that this includes inspection at mail centres where 22 tonnes of meat products have been detected to date with 45 percent of it having been found positive for ASF fragments, which can survive for years in frozen products, as well as several findings of fragments of Foot and Mouth Disease which should also serve as a warning on biosecurity for other sectors of the nation's protein industries.

The Australian Government has committed \$66 million to assist the pork industry with an increase in the number of sniffer dogs and x-ray machines and more people to ramp-up customs inspections on people arriving at airports.

"In recent weeks, the ASF virus has also been found in Bali, a favourite holiday destination for Australians, so our big message to travellers is please declare on your return that you have been to an ASF infested country, and please wash your clothes, wash your footwear and do not go near our domestic pigs," Ms Andrae said.

According to Ms Andrae, the Federal Government has also recently allocated further funding to the industry for a feral pig coordinator to work with States and Territories to assist the industry to address the problem of the 25 million feral pigs which now inhabit the nation.

Wild boar, as we have seen both in Europe and more recently in the wild boar detections in the Republic of Korea, are proving to be carriers of the virus and a key mechanism in its spread.

"Whilst we do not have commercial piggeries in the north, that is where the majority of feral pigs are and pose as much of a threat to the incursion of ASF as people bringing in meat products containing fragments of the virus," Ms Andrae said.

"In addition, they do about \$14 million of damage in Australia annually to native wild life, horticulture and crops but particularly to the wool industry because they have adapted to eat lambs.

"But, every negative has a positive side and we are looking to Europe as an export market for our feral pigs, a market that was valued at \$15 million for us a decade ago but declined to \$1.2 million last year, so culling can actually create an opportunity for us economically," she said.

The resilience of the nation's pork sector has been proven, particularly in the face of deregulation which has seen a flood of pork imported from overseas most notably for the secondary processing sector.

According to Ms Andrae, 80 percent of the smallgoods on supermarket shelves is not Australian grown pork and she has urged consumers to take note of the Country of Origin labelling when buying smallgoods.

It is an anathema given that, for the last two decades, the industry has not even allowed the importation of genetics in favour of strong biosecurity and animal welfare.

"If the product bar-chart shows an Australian content above 90 percent, this is when consumers will be assured of Australian grown product, but when it is five to 10 percent, the Australian content is really just water or brine," Ms Andrae said.

The industry is also one of the nation's leaders in climate change adaptation with major inroads made in carbon emissions and water usage reductions as well as innovations in power conversion from manure.

According to Ms Andrae, the sector has reduced its carbon emissions by 69 percent, its water usage by 80 percent and has developed and implemented closed-loop energy sources taking methane gas from the manure of the pigs and using it to power piggeries.

"Our producers want to be focused on animal welfare, going back to our industry's guiding principle of 'people, pigs and planet', we are world renowned for our work and standards in these areas," Ms Andrae said.

"It is evident from our achievements, that we are doing a lot of innovative things in regard to these areas because we are an intensive industry and we have the flexibility to actually improve the welfare of pigs and also that of the planet, it is a lovely story," she said.

Consumer support for the nation's fresh pork, which is protected from competition from imported pork, has risen dramatically in recent years with consumption rising from 8.2kg per person to 11.6kg per person, bringing it to the number two protein, behind chicken, on the nation's dinner plates.

To further build on the industry's success in increasing domestic pork consumption, APL has recently launched a new advertising campaign which leads with a typically Australian sense of humour and play on 'having a quickie'.

APL is also preparing its 2020-25 Strategic Plan, with recent consultation revealing a range of priorities for producers.

"Some of these were new considerations, others built on the work already underway," Ms Andrae said.

"While we finalise that strategic plan, there is also plenty of other work being done including a revamp of our highly successful chef influencer programme, PorkStar, which turns 15 this year, as well as a major review of our Australian Pork Industry Quality Assurance programme.

"ASF is a threat for our industry, but there is also plenty to be excited about," she said. ■

Hazeldene's rely on Gorman-Rupp wastewater Pumps

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

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

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

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

The V3B60-B has a 100mm suction and 80mm discharge, and is capable of handling a 76mm spherical solid, along with stringy materials. The pump can also be placed on a suction lift up to 7.6 metres, can



deliver flows to 50 litres per second, and can be relied upon to prime and re-prime automatically every time it is asked to pump. For more corrosive environments, the V3B can be supplied with 316 internal components, and for abrasive applications, hardened iron materials can be fitted.

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



For information about advertising call 1800 621 631
www.ausmeatnews.com.au



The MeatEater Fish & Game Cookbook, Steven Rinella

An outdoorsman, travel writer and conservationist, Steven Rinella's passion is big game hunting in the US.

However, the *Meat Eater* is not about trophy hunting, but a philosophy of forest to plate, where whatever is caught, is fully utilised – nothing gets wasted. When Steven goes hunting, it is as much to learn about the animal's natural habitat and behaviour as it is to butcher and cook the meat appropriately.

“What is it about wild game that's getting people so excited?...a desire to forge a deeper and more hands-on relationship to food ... If you want to close that gap and get downright cozy with your protein, you need to pick up farming or else learn to hunt and fish.”

Rinella has written a number of books on hunting, butchering and cooking game as well as being well published in some of USA's top newspapers and magazines. In addition, 2019 saw Series 9 of *Meat Eater* available on Netflix.

The Meat Eater; Fish & Game Cookbook is therefore an extension and companion book to many of the titles already in Rinella's portfolio.

Many of the species explored in the book are unique to the US – with the exception of deer, where big game are the likes of moose and elk, but does include wild pigs. Detailed explanations are given on how to skin and gut while in the field, plus butchering for leg, paunch, tenderloin, backstrap, neck roast and ribs. Further trimming to de-bone a shoulder, or blades are also given with step-by-step guides and photographs.

Showcase recipes are provided that illustrate ways to use the entire carcase – venison liver mousse, marrow bone salad, tongue, venison loin and wild boar cutlets. Suggestions are also given for preserving the game, such as sausages, jerky and canning techniques.

Rinella classifies small game as squirrels, rabbits and hare, and is not averse to beaver and porcupine, depending on the legality of the hunting in the State he is in. Game such as turkey, pheasant, duck and quail are referred to as Waterfowl.

In each of these sections, simple guides are given for in-field preparation of the meat, with recipes designed to showcase the animal.

Freshwater and saltwater fish are explored as are shellfish. A keen angler and hunter, Rinella fishes in salmon filled streams to ice-holes. Explanations are given for gutting, scaling and filleting the fish. Shellfish such as crab, lobster, abalone, squid and mussels are given along with classic recipes such as clam chowder.

A brief chapter on reptiles and amphibians illustrates the extent to which Rinella will hunt – and eat his catch, including snapping turtles, frogs, alligator and snakes.

The final two chapters are given over to condiments, pickling brines and sauces to complement the recipes given throughout the book.

Published by Random House, *The Meat Eater*, is a beautifully photographed hardcover book, that allows the reader to appreciate the hunt and to respect the animal. Available from QBD Books at \$59.99

See page 39 for details on how to win a copy. ■



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When complete, send your copy by mail or email. Include your name, address and phone number to go in the draw for another great prize from **BUNZL**. Results will be published in next issue of Australian Meat News.

Entries close 15 April 2020

Last issues winners and answers, see page 39



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Book Competition Winner

Congratulations to Ross Goodman who correctly answered the question: *How many students started their apprenticeships in 2018?* Answer 4,000. Ross is part of the sales team at Melbourne based Australian Meat Group.



Ross won a copy of:
The Complete Australian Barbecue Kettle Cookbook
AND The Great Australian Barbecue Cookbook *AND*
The Great Australian CROCK-POT Cookbook. (all 3) – a bit of history.



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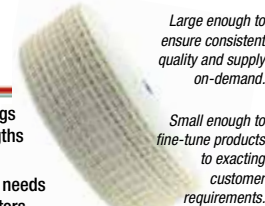
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PUBLICATION SCHEDULE 2020

Issue	Booking Deadline
May	April 17
July	June 12
September	August 15
November	October 15
March 2021	February 12 2021



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