

‘Wow’ Factor Captured
The Low-down on Tax
‘Battle Royale’ Looms



YARDSTICK



Riverina
AUSTRALIAN
BLACK ANGUS



BLACK

Proudly distributed by

D.R. JOHNSTON



We pride ourselves on being the exclusive distributor of some of JBS Australia's most recognised brands



drjohnston.com.au



facebook.com/drj.group

TOWNSVILLE
07 4796 7600

BRISBANE
07 3390 9999

SYDNEY
02 9742 3944

MELBOURNE
03 8710 4200

TASMANIA
03 6348 6500

ADELAIDE
08 8139 7300

PERTH
08 9487 9600

D.R. JOHNSTON

inside

Volume 22 • No. 2 • June 2024

NEWS 4-7

RETAIL

- Craft Butcher Captures 'Wow' Factor 8-9
- More \$ for Gut and Joint-Health Meat 11
- Meat Glue Critic Lands in Sticky Spot 12
- Older Sheep Meat Matches Lamb 13
- Showcasing the Art of Butchery 14-15
- Lower Temperatures for Tender Pork 16

IN FOCUS

- Tax Time Strategies 18-20

PROCESSING

- ACC Helps researchers Trial Technology 21
- Demand to Outpace Supply on Global Markets 22-24
- Focus on Processor Costs 25
- Integration System Scores Packaging Award 27

INDUSTRY

- Gas Use Cut by Green Steam 27
- 'Battle Royale' Looms on Dietary Guidelines Review 28-29
- Dietary Patterns Account for Majority of Hidden Costs 30-31
- Latest Taste Trends Report 31
- Three Trends Ahead for Meat 31
- AI Enhancing Global Foodservice Sector 32

ALSO

- Find a Word Competition 34
- Book Review '1001 Greatest Sausage Recipes' 35
- Find a Word Winner 35

COVER

Style and quality are the hallmarks of craft butcher, Peter Augustus. Story page 8



Celebrating 75 years Jason Craig and Marco D'Orsogna. [p5](#)



Gary Thompson at 'Butcher Wars' in Bendigo. [p14](#)



FAO has identified Diet as major cost of ag business. [p30](#)



Mick (left) and Ben (centre) Hewitt take out organic awards Photo: Jessica Howard. [p6](#)

AUSTRALIAN
meatnews

www.ausmeatnews.com.au

PUBLISHED BY OPTIMAL MEDIA

PO Box 415, Richmond 3121

Telephone (03) 9421 2855

Mobile 0427 366 720

PRODUCTION TEAM

Publisher/Editor: Athol Economou
athol@ausmeatnews.com.au

Managing Editor: Stephanie Flynn
M: 0467 299 675
stephanieann.flynn@hotmail.com

Advertising: Steven Coles
M: 0477 275 878
stevencoles@ausmeatnews.com.au

Layout & design: Jocelyn Harvey

Find-a-Word: Jo Edwards

CONTRIBUTORS

Deborah Hill

Susan Webster

SUBSCRIPTION RATES

Australia wide: \$73 plus GST

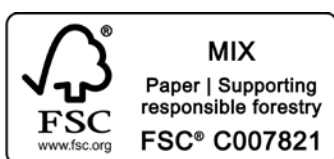
Asia/Pacific: \$A100

Europe/Nth America: \$A120

COPYRIGHT

Editorial and advertisements may not be reproduced without written consent of Optimal Media. While every effort is taken to ensure content accuracy, Optimal Media does not accept any responsibility or liability for material herein.

Optimal Media regrets that it is unable to verify information other than that conveyed as editorial content of the magazine. Although Optimal Media uses its best endeavours to ensure the accuracy of everything it publishes the Fair Trading Act 1985 requires Optimal Media to disclaim any belief in the truth or falsity of information supplied to it and which is published in other than editorial content. Comment and opinion contained in contributed articles are not necessarily those of the publisher. Material from the *Australian Meat News* can be used with written permission from the Editor/Publisher.
ISSN 1448-241X



Migrant Worker Code of Conduct Launched

The Australian Meat Industry Council (AMIC) has announced the establishment of the Migrant Worker Code of Conduct, an initiative which underscores the red meat industry's commitment to the fair and ethical treatment of migrant workers.

The Voluntary Code of Conduct for Migrant Workers is an independently audited certification programme for livestock processors and other employers in the red meat sector to demonstrate compliance with industry best practice and regulations relating to migrant workers.

The programme was developed by AMIC and the Australian Meat Processing Corporation (AMPC) and is independently audited by AUS-MEAT.

By becoming signatories, members signal their dedication to upholding the highest standards of workplace fairness and ethical treatment of all employees, particularly those from migrant backgrounds.

AMIC's chief executive officer, Mr Patrick Hutchinson, highlighted the leadership of the industry in developing this code and the benefits of becoming a signatory.

"AMIC is extremely proud to launch the Migrant Worker Code of Conduct, a credit to our workforce services team to have developed, so we can highlight how important migrant workers are to the meat industry," Mr Hutchinson said.

"This code is a testament to our industry's resolve to lead by example, maintain our social license and do what is right.

"We're not just committed to excellence in providing world-leading red meat products but also in how we support and value our workforce and the Migrant Worker Code of Conduct is a clear reflection of this ethos.

"Certification under the code not only assures regulatory bodies and customers of a business's commitment to best practices but also enhances their company's reputation by demonstrating leadership in social responsibility," he said.

Businesses across the red meat processing sector are encouraged to lodge an expression of interest via the Code's page on the AMIC website.

The Code is open to all industry players. ■

Pork Pet-snacks Partnership

Two Queensland businesses have agreed to launch dehydrated pork products for pet snacks.

SunPork and the Mighty Good Food Group (MGFG), which produces Jim's Jerky, have created Temba Meats to process products for pet snacks from a Toowoomba base.

SunPork chief executive officer and managing director, Dr Robert van Barneveld, said: "SunPork has access to nearly a quarter of the pigs' ears, snouts, tracheas, pizzles and lungs for dog treats in Australia, but has never found a suitable solution for conversion.

"We needed a partner and involvement in a manufacturing facility to help us in that evolution and we found that with the Mighty Good Food Group," he said.

Once legal agreements are finalised, the new partnership expects to start marketing in the new financial year. ■

D'Orsogna Marks 75 Years

Leading Australian smallgoods producer, D'Orsogna Limited, has celebrated 75 years as an innovative family-owned business supplying quality food nationwide from its West Australian headquarters in Palmyra and Merrifield, Victoria production plant.

D'Orsogna Chairman Tony Iannello said the longevity was a credit to the company's founders, D'Orsogna brothers Tommaso and Giovanni and the second-generation family members who have transitioned the company from a local food manufacturer to a significant national manufacturer and well-respected brand.

"The ongoing support of the D'Orsogna family, together with the loyal, committed staff, suppliers, customers and consumers have been behind this proud history," Mr Iannello said.

"It's also pleasing to now see the third generation of the D'Orsogna family becoming involved in the business," he said.

It was March 7, 1949 when D'Orsogna commenced as a butcher shop in West Perth, trading as T. D'Orsogna Family Butcher.

D'Orsogna smallgoods moved from West Perth to Palmyra in 1973.

Headquartered in Perth, WA, the family-owned business is nationally recognised as a market leader in the production and distribution of a range of cured and cooked whole and sliced hams, gourmet continental goods, bacon and cooked sausages.

Today, D'Orsogna employs approximately 800 people, comprising 550 in WA and 250 in Victoria.

The landmark WA premises at Palmyra retains its head office status, staff and production.

Nationally, it is complemented by D'Orsogna's \$65 million state-of-the-art food manufacturing facility in Victoria, which was established in 2019.

Mr Iannello acknowledged the vision and hard work of the company's family, board members and staff, all of whom shared a steadfast commitment to a food business focussed on producing and supplying quality products, many of which still honoured and reflected the Italian heritage of D'Orsogna's founding fathers. ■



Enjoying D'Orsogna's 75th anniversary celebration at its WA headquarters were (L to R) Board member Marco D'Orsogna, Eleonora Kailis, Loreta D'Orsogna Valentini, Managing Director Jason Craig, Tina D'Orsogna, Marisa D'Orsogna and board member Giorgio DiGiulio. Siblings Marco, Eleonora and Marisa are the children of Giovanni D'Orsogna, co-founder of the company with his brother Tommaso. Loreta and Tina are Tommaso's daughters. Giorgio is Giovanni's grandson.

Biosecurity Levy on Farmers in Doubt

The Government's controversial Agriculture (Biosecurity Protection) Levies Bill 2024 appears destined for the legislative graveyard after the Greens announced last month that it would oppose the Bill when it comes before the Senate citing concerns over the impost on farmers.

In announcing the intention to oppose the Bill, the Green's spokesperson for agriculture, Senator Peter Wish-Wilson said that while it supported significant and new biosecurity funding that ensures Australia has robust threat abatement measures in place, it opposed a specific taxation on farmers.

"We congratulate the Agricultural Minister for raising significant additional revenue from some key biosecurity risk creators," Senator Wish-Wilson said.

"But the Bill the Government flagged for parliament to

specifically tax farmers in this regard is poor policy in both principle and design and should be rejected.

"The fact this new proposed levy has zero buy-in from the agricultural sector speaks for itself – consultation on it was rushed and inadequate," he said.

According to the National Farmers Federation (NFF) it has also confirmed that the Coalition, One Nation, and Senators David Pockock, Jacqui Lambie, Tammy Tyrell and Ralph Babet will also oppose the tax.

The levy was intended to collect around \$50 million per year from producers as a contribution to the cost of Australian Government biosecurity activities and was scheduled to commence on 1 July this year.

The Bill is expected to come before the Senate during its next sitting which runs from 24 June to 4 July. ■

Pats for Pet Butcher

Adelaide-based pet food company, The Pet Butcher, was named Best Pet Food Company 2024 in South Australia at the Australian Enterprise Awards.

The company employs a chef, butcher and baker to create home-cooked meals for pets.

It plans to open a third store in Adelaide's east and a new production facility in Hindmarsh to introduce home deliveries.

The Pet Butcher is also exploring wholesale orders and export opportunities into Asia. ■



Pet Butcher owner, Nick Martin, his fiancée, Eliza Brabyn and pooch, Archie.

Hewitt Wins Organic Industry Awards

Cementing its position as a leader in Australia's certified organic red meat industry, Hewitt Agribusiness won two major Australian Organic Industry Awards this year, including the highly coveted Business of the Year Award and Brand of the Year for Cleaver's Organic.

The Australian Organic Industry Awards recognise excellence in the Australian organic industry and showcase the outstanding achievements of products, individuals, brands and businesses.

The highly desired title of Business of the Year was awarded to Hewitt, highlighting the company's contribution to, and innovation in, the certified organic industry.

The award is also a recognition of Hewitt's commitment to employee development in certified organic practices.

Cleaver's Organic, a key Hewitt brand, took out the Brand of the Year category.

A successful 25 years in market has enabled the brand to solidify and grow its leadership in the delivery of new value-add products to increase consumer demand. ■

Live Sheep Exports Out by 2028

Legislation to enact the phase out of live sheep exports by sea will be introduced into Federal Parliament this term after the Government announced last month that it would allocate \$107 million to assist industry in phasing out the trade by 1 May 2028.

The announcement has been slammed by the National Farmers Federation (NFF) which said that farmers have been left shocked at the radical four-year timeline to phase out live sheep exports.

According to the NFF, the move ignores industry advice that such a rapid timeline would spell catastrophe for farming communities, for animal welfare and for Australia's global trading partners.

NFF chief executive officer Tony Mahar said that \$20 million a year is pitiful.

"It is cents in the dollar compared to what farmers have invested in their businesses and it doesn't touch the sides of an industry that will add billions to our economy in the coming years," Mr Mahar said.

The \$107 million in transition support announced by Federal Minister for Agriculture, Mr Murray Watt, will be allocated across the four-year timeline.

The package comprises \$64.6 million to assist sheep producers and the supply chain to capitalise on existing and emerging opportunities for the time when the trade ends.

Funding of \$27 million has been allocated to maintain and develop market opportunities domestically and internationally for sheep products.

A further \$2.6 million has been directed to continued improvement of sheep welfare standards.

The appointment of a 'Transition Advocate' to facilitate communication with industry has been allocated \$1.7 million while the implementation of the phase out has been allocated \$11.1 million.

According to the Government, details about the transition support programmes will be released in the second half of this year.

Mr Mahar said that the implications of this policy extend well beyond the economic and social impacts here in Australia.

"We are turning our back on crucial Middle Eastern partners who have pleaded for this trade to continue," Mr Mahar said.

"This doesn't end the global demand for live sheep, the announcement just sentences foreign sheep to (animal welfare) practices we banned a decade ago," he said. ■

‘One to Watch’ Award

Meat Business Women (MBW), the professional networking group for women in the meat industry, has announced Sascha Hann as the winner of the Australian ‘One to Watch’ award for 2024.

According to MBW, Sascha Hann, Production Manager for Red Meat at Retail Ready Operations – Coles, distinguished herself by championing workplace gender inclusivity and flexibility.

Her innovative contributions to leadership initiatives and work-life balance solutions underscored her commitment to gender diversity and operational enhancement.

In accepting the award, Ms Hann said that she was filled with optimism for the future of the meat industry.

“With the many advancements in technology, increased focus on sustainability and evolving customer preferences, there are boundless opportunities for growth and transformation,” Ms Hann said.

Stacey McKenna, Chair of Meat Business Women Australia, said that Sascha embodies the innovation, leadership, and passion that the ‘One to Watch’ award stands for.



Ms Sascha Hann is the 2024 ‘One to Watch’

“Her work in promoting gender inclusivity and efficiency within the meat industry sets a benchmark for future leaders,” Ms McKenna said.

The award comes with a \$5,000 prize sponsored by Marel. ■

Mandatory Video Surveillance Systems Endorsed

The Australian Meat Industry Council’s (AMIC) National Processor Council has determined, after extended consideration, to endorse the incorporation of Video Surveillance Systems (VSS) as a mandatory requirement of the Australian Livestock Processing Industry Animal Welfare Certification System (known as AAWCS).

AMIC said that the move to integrate VSS into the AAWCS reflects the evolution of the programme to ensure it remains a world-leading best-practice certification system.

According to AMIC, VSS, when incorporated into quality management systems, is a technology for processors to monitor and validate animal welfare in processing plants.

The decision to mandate VSS as a component of AAWCS is an industry initiative made in consultation with other stakeholders, such as RSPCA Australia.

“Animal rights groups that attack industry create an environment of hostility and mistrust and provide no room for balanced discussion as they only seek to impose their anti-meat agenda,” AMIC said in announcing its decision.

“Only through constructive dialogue between industry and reputable animal welfare organisations can sensible and evidence-based solutions be formed to improve welfare outcomes,” it said.

AAWCS is independently audited and underpinned by best-practice animal welfare standards for processing livestock – standards developed in consultation with animal welfare groups, industry representatives and independent experts.

AAWCS has been in place for over a decade and is a prime example of industry self-regulating. AAWCS accreditation is voluntary but the programme now covers over 80 percent of cattle, sheep and pigs processed in Australia and it has been adopted as a commercial requirement by many end-users.

AMIC will establish a drafting committee of experts, including RSPCA Australia, to update the AAWCS standards and work through necessary changes to the programme over the coming months.

AAWCS certified establishments will be required to have a functional VSS installed in their facilities to monitor livestock handling processes from the point of receipt through to the point of slaughter from 2026.

AMIC strongly encourages all processing establishments to join AAWCS – a programme which strives for best practice and world-leading animal welfare outcomes. ■

Craft Butcher Captures ‘Wow’ Factor

Style and exclusivity in both store design and product range are the cornerstones of success for Brisbane-based Peter Augustus which markets its two stores as craft butchers.

An integral part of Stanbroke Beef Company’s vertical integration strategy, which has allowed direct access to the highest export quality beef for its stores since the first opened in 2018, Peter Augustus is 12-months into the development of an extensive value-added range.

As stores like Peter Augustus transform themselves into a paradise for foodies, head butcher Dane Sundry hopes it will encourage young people to see the butchering trade as an attractive option for a career.

By Stephanie Flynn

The first response from customers as they enter either the Peter Augustus Nu Farm or Camp Hill stores, according to head butcher, Dane Sundry, is ‘wow’ and that response is not only to their striking use of black throughout the stores’ design but the stylish fit-out of their product displays in-store as well as to the quality of their array of fresh meat products and extensive range of value-added lines.

“We always keep up with market trends in terms of what is going on and are always looking to innovate as to the stores’ design,” Dane said.

“Certainly, a lot of our customers walk in and say ‘wow’, we always strive to set ourselves apart from other butcher stores,” he said.

With 30 years’ experience in the industry, Dane is now responsible for the management of both Peter Augustus stores and says that they are fortunate to be able to satisfy noticeable consumer trends around traceability and animal welfare.

Peter Augustus retail stores have been established as part of Stanbroke Beef Company’s vertical integration strategy.

Stanbroke has six cattle stations in Queensland’s Gulf region and a major processing plant in the Lockyer Valley west of Brisbane which exports both grass-fed and grain-finished beef to over 35 countries.

An Australian family-owned cattle company, Stanbroke established its first Peter Augustus retail outlet in Nu Farm in Brisbane in 2018 closely followed by the second store in Camp Hill in 2019, naming the stores both in honour of its late family patriarch as well as a pristine region which hosts one of its stations.

Among its brands are Sanchoku Wagyu, Signature Black Angus, Augustus and Flinders.

Peter Augustus features these brands and are a key factor in the quality beef for which the stores are gaining a growing reputation.

“The fact that we own the whole process is, in itself, a major benefit because we control every quality control point all the way through the process from on-farm,” Dane said.

“It means we know exactly what is going into our cattle and how they are being looked after, animal welfare is a big part of why we are so successful, in my view,” he said.



Dane Sundry, head butcher for Peter Augustus proudly displays the craft butcher’s award-winning traditional beef sausages

According to Dane, there is an increasing consumer demand for meat that is raised and produced to high animal welfare standards and for knowing the source of their food.

“We definitely sell the fact that we know exactly where our beef comes from right down to the farm and even the processing as well as the fact that it is sourced in Queensland,” Dane said.

Peter Augustus is no less emphatic about the source of its other proteins including pork, the stores are one of only half a dozen in the country to have access to Ryukyu Pork, a rare heritage breed pork producer based in northern New South Wales.

According to Dane, the breed is considered the ‘Wagyu’ of pork, featuring extensive marbling and a pure white flesh.

“In all my years of experience, I have never seen anything like this and, in terms of flavour, it truly is amazing, when I say the Wagyu of pork, it really is,” he said.

Recognising the growing demand for value-added lines, Peter Augustus has been heavily focused on expanding its range of product offerings to not only include gourmet pies and sausages but also compound butters, sauces and salads.

Peter Augustus won this year’s national Sausage King Award for their traditional beef sausage but it is only one of the many flavour combinations for which customers clamour.

Among their best sellers are the lamb, sweet potato and pinenut, the ‘pork hotlink’ which is a combination of pork, smoked cheddar and jalapeno chilli as well as the pork, truffle and provolone cheese.

Its pie combinations are equally appetising with its Wagyu pie and creamy chicken and bacon pie most popular among its customers.

The company has established a commercial kitchen, which employs a full-time chef, at which all its value-added lines are prepared and distributed to both stores.



The design of Peter Augustus’ two stores is centred on style with black being the key theme throughout



Peter Augustus has established a commercial kitchen which prepares an extensive range of value-added product for its two stores

It has also branched out to include a range of ready-to-cook meals that are sold in specialised heat and serve packaging.

“Designing the value-added lines is a collaboration between the chef and all the butchers that work with us,” Dane said.

“We have a process where we make something up then have tastings and get a few ideas and input from everyone on the team, it can take a couple of days or up to a couple of weeks from the idea to having the product on the floor.

continued on page 11



**Weigh,
wrap, and
label with
equipment
that lasts**



**Retail scales &
equipment**



Don't get stuck waiting for service and support. Our nationwide sales and service footprint means we have experienced, factory trained personnel who are ready to respond.

The Ishida Commercial Products (ICP) line-up provides elite but economical solutions from smart scales to automated wrap, weigh, and label machines. Whether you're a butcher, fishmonger, food processing centre or delicatessen, ICP can provide you with industry-leading equipment.



info@heatandcontrol.com | heatandcontrol.com | Tel: +61 7 3877 6333

EXCLUSIVE SUPPLIER OF ISHIDA SYSTEMS IN AUSTRALIA

continued from page 9



Peter Augustus stores are an outlet for the quality beef sourced from Stanbroke Beef Company

“We are very passionate about our products so we tend to be pretty close to the mark before we get to the tasting phase of the process, that’s the benefit of experience,” he said.

Peter Augustus employs five staff at Nu Farm and six at its Camp Hill store as well as a chef and two staff at its central kitchen, but Dane says despite being in a position to employ more, it is a big challenge to find people willing to work in the industry.

“It really comes down to the lack of new talent coming through, the lack of young people wanting to be a butcher,” Dane said.

“Personally, I think there is a bit of a stigma attached to being a butcher which has been pretty hard to break, but nowadays it is completely different, it is a lot prettier you could say.

“There are a lot more opportunities for young butchers to do food and value-added work, particularly with our business there is also a lot of work involving display and customer service interaction.

“The industry is addressing the issue and it is hopefully getting through to young people that it is a really good industry to be a part of and is a lot more glamorous than it used to be,” he said. ■

More \$ for Gut and Joint-health Meat

By Susan Webster

Australians are willing to pay extra for meat that boosts their joint and gut health according to a newly published survey.

The online survey sought to test whether red meat-eating Australians were willing to pay more for meat that enhances wellness.

It aimed to identify consumers who were more likely to eat red meat if they knew meat could improve their wellness, and to what extent they were willing to pay extra for meat with wellness benefits.

The survey comprised a balanced number of male and female respondents, with 51 percent of the 523 participants aged 44-plus.

“To the best of our knowledge, there was no study published to date focusing on consumers’ willingness to pay for red meat products with the potential to improve physical and mental wellness, and/or the underlying factors influencing the willingness to pay a premium for such products,” the researchers said.

“In this study, we investigated the willingness of red meat-eating consumers to improve their physical and mental wellness through red meat consumption and their willingness to pay extra for the meat.

“Most of the respondents (about 90 percent) were interested in this concept and willing (about 80–85 percent) to pay for red meat that could enhance their physical and mental wellness,” they said.

The Australian respondents emphasised joint and gut health while a similar survey in the United States saw those respondents showing greater interest in improving cognitive function and mood through the consumption of red meat.

Overall, Americans are more likely to pay extra for meat to improve wellness than Australians according to the survey, undertaken by Meat and Livestock Australia’s Donor Company along with universities in New Zealand and Spain.

The survey also found that people who eat meat more frequently and were in a higher economic bracket were more willing to pay for health benefits from meat.

Other factors that increased willingness to pay included frequency of meat consumption, physical exercise, sleep quality, number of children in a household and partnership status.

The researchers cited a 2023 literature review that identified other factors affecting consumers’ willing to pay a price premium.

They found that female, fatter, older consumers (> 60 years) and performing regular physical activity would be more willing to pay extra, while young people and those who had higher levels of income and education were less-willing to pay more.

“Outcomes from this study highlight a unique opportunity for the meat industry to position meat on its qualities that include wellness improvement,” the researchers reported. ■

'Meat Glue' Critic Lands in Sticky Spot

By Susan Webster

Woolworths Supermarkets in Australia has had to deny an accusation of using 'meat glue' on its premium steaks after more than 2.5 million keyboard warriors watched a video claiming otherwise.

The Tik Tok video, entitled 'WTF Woolworths', saw an anonymous man savaging two eye fillet steaks, using his hands to pull at the bits of meat and seemingly exposing thin and clear parts of the tissue, describing it as 'meat glue' saying "See that s**t there, that's glue."

Defying grammar and syntax, he continued: "And this basically when you cut it, see with this one you just pull it a little bit and certain parts come out in sections."

"This might be a solid piece, but they've glued it here," he said.

However, a fellow Tik Tokker replied: "That's not glue, it's connective tissue and fat. With glue the striations in the meat would go in diff directions."

Another added: "Meat glue doesn't stretch out like that" while another texted: "I've been a butcher for 45 years that is not meat glue."

Someone else said: "I worked in the meat industry for a long time and never even heard of 'meat glue' let alone seen anyone do it."

But another said: "I use meat glue all the time and it doesn't form strands like that."

"In my 25 years of butchering that's how eye fillet looks," said another.

"Looks like normal meat to me, just looks like the muscle fibres," another keyboard participant added.

Woolworths denied the meat glue claim, saying: "We pride ourselves on providing high-quality meat to our customers and we can confirm our steaks are whole muscle."

"Eye fillet steak is a very lean cut of meat with minimal connective tissue which is what makes it so tender."

"This is why it is easy to pull apart when pressure is applied."

The account that posted the TikTok video has since been deactivated.

What is Meat Glue?

Meat glue – also known as transglutaminase or $C_{27}H_{44}O_5H_2O$ – is a food additive used to improve the texture and appearance of protein-containing foods such as meat and fish by cross-linking the protein molecules.

A natural enzyme, it is produced by a microbial fermentation of a naturally occurring bacterium called *Streptovorticillium mobaraense*.

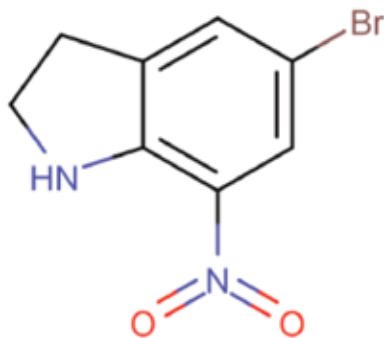
Since it is produced by microbes and is not an animal-based product, it is both vegetarian and vegan.

It has no effect on flavour and can be used with any further process such as smoking, coating, heating or freezing once binding is complete.

Besides being used to bind smaller pieces into a larger piece of meat or fish, it is often used to help solidify terrines, to ensure intact slicing, and to seal stuffings inside chicken breasts to prevent leaks.

It helps standardise portions to ensure they cook evenly and binds meat mixtures like sausages without casings.

It can be used to produce special effects such as meat noodles, additionally, it can thicken egg yolks and strengthen dough mixtures. ■



Meat glue ... as seen by a chemist

AUSTRALIAN
meatnews

For information about advertising in
Australian Meat News contact
Steven Coles on 0477 275 878
stevencoles@ausmeatnews.com.au
or visit www.ausmeatnews.com.au

Older Sheep Meat Matches Lamb

By Susan Webster

Australian research has found the eating quality of hoggets matches and sometimes betters that of lamb ... and the timing couldn't be better.

Plunging saleyard prices for lambs across Australia could see farmers holding stock back, and older animals reach the shops.

New research by the University of New England suggests that sheep meat quality should be determined by methods other than dentition.

The Meat and Livestock Australia (MLA) project showed there was minimal difference between hoggets and lambs and that, under some cooking methods, hoggets actually performed better.

The research was completed by Dr Jarrod Lees and Dr Peter McGilchrist.

They reported: "The minimal difference between age classes suggests that the industry should trade sheep meat on eating quality, not dentition, (and) sooner rather than later."

Consumer sensory tests were carried out on meat from 108 lambs and 54 hoggets cooked in a variety of methods including grill, roasts, stir-frys and Texas low-and-slow BBQ.

"Across each of the cook methods, there appeared to be minimal difference between hoggets and lambs," the research found.

"Based on the results of the project, the MSA sheep meat model can be updated with better predictions for more cuts, for more cook methods from a wider range of animal ages," the researchers said.

"This research will allow expansion of the MSA sheep meat model for cuts/cooks and animal ages, allowing industry to extract greater value out of a wider range of animals," they said.

The researchers also recommended further study on sheep meat quality for four and six-tooth animals.

According to the researchers, the desire is that Australian sheep meat is traded in the future on meat quality and not on dentition.

What is hogget ... and what is the difference in eating quality?

Here's what the Naked Butcher, Gary Hine, from Mundaring, Western Australia says:

"A lamb is a young sheep under 12 months of age and has not developed any permanent teeth yet. "The average weight of a full lamb is approximately 20-26kg.



WA's Naked Butcher, Gary Hine

"Lamb meat is a soft red colour and is tender, subtle and almost sweet in flavour.

"For identification purposes in WA, true lamb is stamped with red dye.

"A hogget is a young sheep that has no more than two permanent incisors, hence the expression 'two-tooth' which is often used interchangeably with 'hogget'.

"These permanent incisors often appear from 13 months-two years of age.

"The average weight of a full hogget is approximately 28-32kg.

"Hogget meat appears slightly darker than lamb, and has a deeper, more pronounced flavour.

"For identification purposes, true hogget in WA is stamped with yellow/ochre dye." ■

Ridley Pet Food Growth

Ridley has acquired Oceania Meat Processors (OMP), a producer of frozen meat blocks and other raw pet food materials.

Ridley Managing Director and Chief Executive Officer Mr Quinton Hildebrand said the company is seeking to produce bespoke, higher-value nutrients from existing and new raw material suppliers.

"The acquisition also significantly increases Ridley's

capacity to service the domestic and international pet food industry," Mr Hildebrand said.

Established in 2002, OMP handles lamb, beef, venison and veal proteins as well as other ingredients sourced domestically and internationally at its Laverton, Melbourne and Timaru, NZ plants.

The transaction was valued at 5.4-times OMP's EBITDA as at September 2023. ■

Showcasing the Art of Butchery

By Deborah Hill

The 2024 Meatstock events have brought together the very best of meat with suppliers, barbecuers, and some of Australia's best butchers.

Meatstock is held across four locations each year, Auckland, Toowoomba, Sydney and a first for 2024, Bendigo in central Victoria.

A key competition of Meatstock is Butcher Wars, giving butchers an opportunity to pit their skills against their peers and to showcase the art of butchery to a live audience.

Each butcher is given a side of lamb and a saddle of pork in which to prepare retail ready products in a display within 30 minutes.

Judges look for knife skills, speed, originality and presentation as well as the butcher's ability to talk through what they have created.

The meat was donated to Bendigo FareShare at the end of the event.

In addition to the winner of the Butcher Wars, a 'Young Butcher' award is given as encouragement to apprentices or recently qualified butchers.

The Bendigo Meatstock was well represented by young butchers including local butcher, Liam Westaway who is in his first year as an apprentice.

Liam and his boss, Jackson (Jacko) Dargaville are butchers at Flora Hill Butchers, a suburb of Bendigo and both competed and supported each other for the Butcher Wars competition.

In preparation for the event, Liam, 16, said that he and Jacko had practiced for two months prior to the event, breaking down the lamb and pork, perfecting the cuts and display to be presented on the day.



Jackson Dargaville takes first place in the Meatstock Bendigo Butcher Wars PHOTO: courtesy Justine Hayes, Australian Food Super



Liam Westaway, a first-year apprentice impressed judges and industry with his skill and enthusiasm PHOTO: courtesy Justine Hayes, Australian Food Super

“I was a clean-up kid before and after school, and during the holidays, before being offered an apprenticeship, so I’ve nearly finished my first year,” said Liam.

“I watched the heats on the first day and got pretty nervous, but Jacko and I got our garnishes ready and sharpened the knives before our heats which helped settle me down.

“I did okay in the end and managed to get it all done.

“My theme was Westy’s Boutique Meats.

“With the lamb, I took the leg off, took the shoulder off the loin and rack and separated the belly.

“I boned the brisket and rolled it with chorizo and spinach and used the cleaver to do traditional loin.

“The rack had a chimichurri rub; I didn’t use the chump but used the leg for an easy carve roast.

“For the pork, I did a roasting piece, skewers, pork medallions with apple and a pork rack,” he said.

A regular on the Butcher Wars stage, Gary Thompson of The Squealing Pig butcher shop in Queensland says that Butcher Wars can be a tough competition, but very rewarding.

Inspiration for the Japanese board allowed Gary to give contrast between the classic black and white of the board and the dishes prepared.

“I spent about three and a half hours before the competition preparing all the garnishes like the radishes,” Gary said.

“In the lead-up I practiced for about eight weeks, it can be easy to over think what you want to do, make it simple and do it well,” he said.

Butcher Wars organiser, Shannon Walker, said that Butcher Wars continues to give butchers experience in a competition environment to test their skills against their peers.

“Every year, we see new butchers give it a go along with some of the guys who have competed before, and every time I am amazed at the skills, enthusiasm and creativity that is presented,” Shannon said.



Butcher Wars – breaking down a half side of lamb



Seth James-Reed, Young Butcher award

“To see the young kids come through their apprenticeship, or like Liam as a first year, is heartwarming.

“Seth has taken out the Young Butcher award at Bendigo, he has only just finished his apprenticeship and is now the manager of his butcher shop.

“The support that all the butchers give each other as mentors and helpers on stage is fabulous and a testament to the strength of our industry,” he said.

Sponsors of the event include Australian Food Super, Vadals, AMIC,

Kiewa Valley Lamb, Victorinox and Sunpork.

Meatstock Bendigo winners

Jackson Dargaville: Flora Hill Quality Meats Vic

Gary Thompson: The Squealing Pig, Qld

Seth James-Reed and Young Butcher award, Irymple Butchers, Vic

Wade Thompson: Meat Talk Butchers, NSW

Liam Westaway: Flora Hill Quality Meats, Vic ■

Lower Cooking Temperatures for Tender Pork

By Susan Webster

Researchers are suggesting lower cooking temperatures for some cuts, to ensure more tender pork on Australians' forks.

The scientists recommend a final internal temperature of 65°C rather than 70°C for cuts from the longissimus muscle to avoid shrinkage, cook loss, and toughness.

“Adjusting the recommended cooking temperature for specific muscles could help avoid unnecessary shrinkage, reduce cook loss, and improve tenderness,” the researchers said, adding that food safety needs to be checked against the lower temperature advice.

The researchers from the University of Melbourne, the University of Leeds and the SunPork Group studied various cuts across the carcass subjecting them to different treatments and studying the responses.

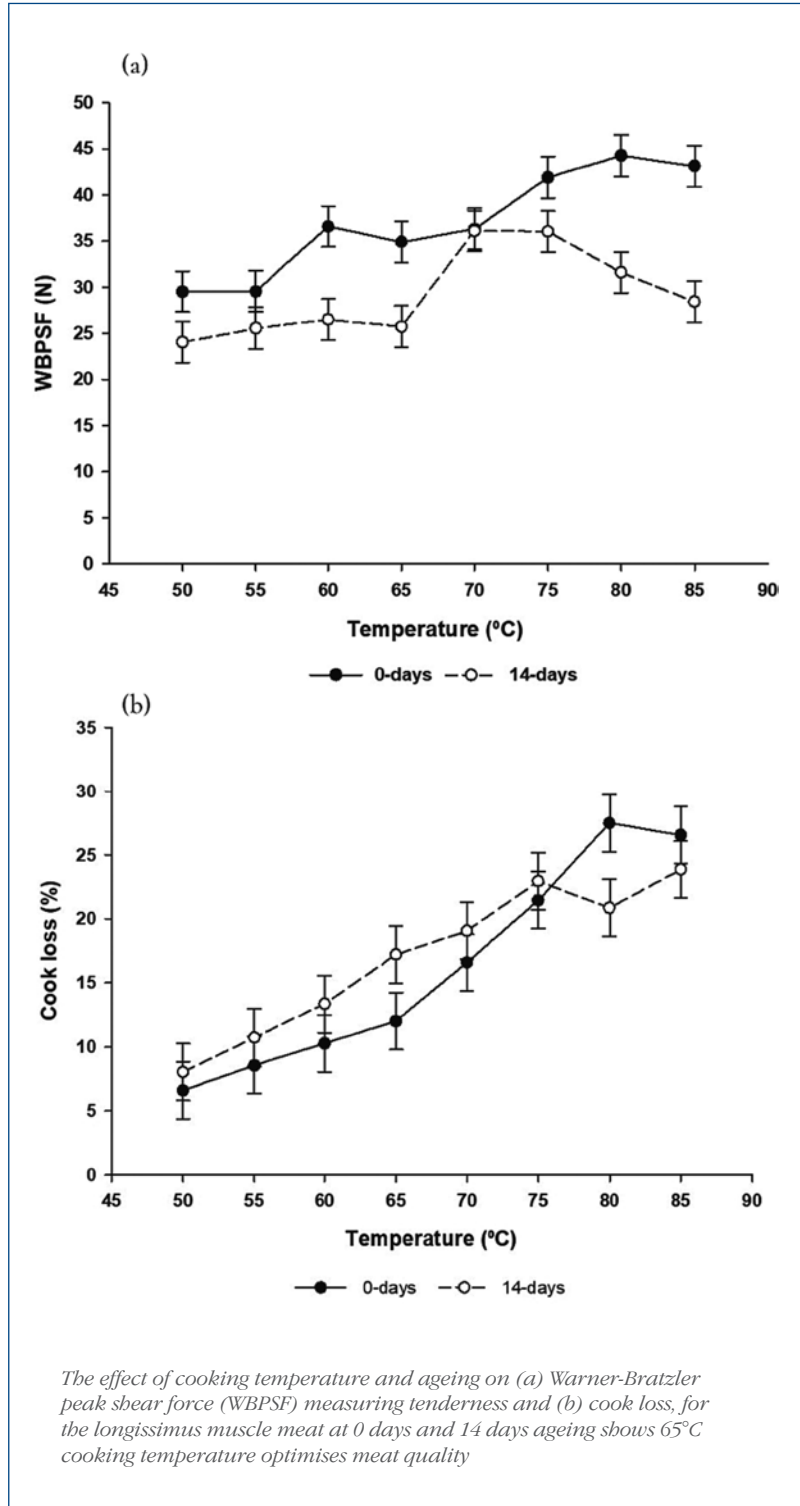
They found that, of the four muscle groups studied, protein denaturation peak for the longissimus muscle starts at a lower temperature compared to the other muscles which, according to the researchers, indicates shrinkage occurs at a lower cooking temperature.

Protein denaturation impacts cooked pork quality by changing the structure of proteins and can cause muscle fibre shrinkage, affecting cook loss and tenderness.

“The pork industry has anecdotal evidence of a decline in pork quality, expressed as a lack of tenderisation ... resulting in increased toughness,” the scientists reported.

The aim of this research, according to the scientists, was to investigate the influence of muscle fibre proportion and diameter on pork quality and a further investigation was conducted on the effect of cooking temperature.

The research team, led by Professor Robyn Warner included Michelle LeMaster, Minh Ha, Frank R. Dunshea, Surinder Chauhan and Darryl D’Souza. ■



LESNIES

EST. 1910

Australia's Favourite Flavours

Supporting the Australian Meat Industry

Since 1910 Lesnie's has been successfully serving local butchers with quality supplies that add value to your meat products.

With a reputation for only using the finest mixtures, our expertly designed marinades combine delicious blends of ingredients to ensure a tasty flavour and visual appeal for your meat and poultry.

With over 100 years of experience, you can offer your customers a broader - and tastier - selection with Lesnie's.

Lesnie's Gluten-Free Marinades

Product Code	Description	Size
LES0800220	Thai King Marinade Gluten Free	4L
LES0800211	Italiano Marinade Gluten Free	4L
LES0800204	Curry Marinade Gluten Free	4L
LES0800210	Honey Soy Marinade Gluten Free	4L
LES0800223	Tomato Parmigiana Marinade Gluten Free	4L
LES0800207	Honey Chilli & Garlic Marinade Gluten Free	4L
LES0800213	Mexican Marinade Gluten Free	4L



Exclusively Distributed by Bunzl

www.bunzl.com.au/lesnies

Marinades



Tax Time Strategies

As the end of the financial year approaches, there are a number of key tasks that need to be addressed in any business so that the maximum taxation benefits can be accessed but, cautions a leading accounting specialist with BDO Australia, cash flow and business need considerations must take precedence.

There are also some frequently overlooked taxation strategies that can be put into play as well as some boosts which attract a taxation deduction of 120 percent for expenditure on training, technology and energy efficiency.

Australian Meat News spoke with Ms Jodie Knowlton, business services partner for BDO Australia, the nation's largest association of independently owned accounting practices, about the nuances of taxation strategies that could best serve businesses as the 2024 financial year comes to a close.

By Stephanie Flynn

Raised on a cattle property in western Queensland, Ms Knowlton has since spent her working life in both rural and general accounting, specialising over the last 25 years in the food and agri-business space.

Valuing the genuine approach of those in the industry and their willingness to help others, Ms Knowlton has mirrored those values by sharing her considerable knowledge and expertise.

According to Ms Knowlton, businesses need to err on the side of caution before embarking on tax strategies.

“Businesses should have a good feel on where they are sitting from a cash flow perspective before tax strategies are put in place for the end of financial year, you need to be mindful that in order to get tax deductions, you do not put the business in jeopardy from a cash flow perspective,” Ms Knowlton said.

“There is the tax side of the business, but you want to make sure that anything you do is commercial as well,” she said.

Strategies that require some preparation and investigation according to Ms Knowlton include reviewing debtors, inventory and invoicing.

Review debtors or any suppliers that owe the business money and if, after chasing these, there is the realisation that these are not recoverable through reasonable and commercial means, that these are genuinely not recoverable bad debts, they may be able to be written-off before 30 June which will have some benefits from both a GST perspective as well as tax perspective because these will form a deduction for the business.

Reviewing the inventory listing will ensure there is no obsolete stock and that there is nothing on there that has already been scrapped or thrown out.

“As part of the inventory review, check how it has been valued as inventory can be valued at cost, market value or replacement value, if things have changed, say of livestock in the case of forward purchasing, then you might want to change from cost to replacement value,” Ms Knowlton said.

Understanding when income is actually derived, whilst there is not a lot of flexibility for retail butchers who deal on a cash-over-the counter basis, if the business has orders for larger customers consider when the invoice is to be sent.

“Ordinary business expenses like rent can be prepaid...”

“If you just delay invoicing, a business can be caught out because technically it should still be classed as income if a business has done everything necessary to entitle it to issue the invoice, so care needs to be taken in relation to this,” Ms Knowlton said.

“Some businesses also issue invoices in advance and might not have actually delivered the product or service, so understanding specifics of when income is classified as derived for tax purposes is important,” she said.

Prepayments, a 12-month rule applies for businesses with a turnover of under \$50 million, under this rule ordinary business expenses like rates, rent



BDO Australia's business services partner, Ms. Jodie Knowlton, shares her expertise on taxation matters

and insurance can be prepaid for a 12-month period making the tax deduction claimable at the point at which these are paid or required to be paid.

"The prepayment eligibility does not extend to capital expenditure like plant and equipment nor to trading stock/inventory so care needs to be taken in this regard," Ms Knowlton said.

"For larger businesses, they are eligible for a deduction for up to three months' supply of consumables such as stationery, any in-house fuel and cleaning products," she said.

Superannuation for employees is only deductible once the payment has been received by the employees' superannuation fund and not at the point at which it is paid from a business's account.

"Superannuation liability for the quarter ahead can be paid before 30 June..."

"It is important to leave a couple of days after paying to ensure this rule is met and the money is in their accounts by 30 June," Ms Knowlton said.

"If a business does its last pay run a week before 30 June and is aware of what the liability is for the quarter ahead then, if it is paid and received by the employee's super fund before 30 June, the entire amount is 100 percent tax deductible," she said.

Staff bonuses can be a tax deduction in this financial year whether or not they have actually been paid if the intention to pay the bonuses has been communicated to staff prior 30 June.

Costs incurred for which an invoice has not yet been received are fully tax deductible in the current financial year.

"We find a lot of businesses do not use these allowable deductions, examples of which are electricity or contract

work a business may have had done but for which an invoice has not been received," Ms Knowlton said.

"If you have incurred these costs and can reasonably estimate what the cost will be on 30 June, a business can accrue all these costs, booking it into the accounts as an accrued liability," she said.

The 2024 financial year has seen a change in regulation regarding the instant asset write-off for capital equipment.

"The temporary full expensing and instant asset write-off available in previous years has now been removed and there was an announcement in last year's budget that the instant asset write-off for small businesses was to reduce to allow a \$20,000 write-off but this has not yet been legislated," Ms Knowlton said.

"At the moment, there is no 100 percent instant asset write-off so if a business is buying any plant and equipment, it needs to be capitalised and depreciated or added to the relevant depreciation pool," she said.

"Technology boost allows a bonus 120 percent deduction..."

But, according to Ms Knowlton, there are some bonuses and boosters being provided in relation to training and technology that allow an extra tax deduction for businesses.

Under the skills training boost, introduced in the 2023 financial year and continuing on for the 2024 financial year, businesses receive a 120 percent tax deduction for expenditure on training costs incurred through registered training organisations for employees.

There is also the technology boost, first introduced last financial year, for up to \$100,000 in expenditure on technology which includes anything that is cloud-based or web-based.

"Eligible deductions for the technology boost could be a website, cloud accounting programmes or add-ons, anything that increases the digital presence of the business, then a business is able to claim an extra 20 percent of what it spends as an added deduction," Ms Knowlton said.

"That means if a business spends \$100,000 on eligible items it is able to claim \$120,000 as a deduction.

"It is important for businesses to identify that expenditure for their accountant because sometimes it can be mixed in the books alongside other non-digital expenses which are not eligible such as general non-digital subscriptions and marketing costs," she said.

"Small business energy incentive introduced..."

A new bonus boost which has been introduced for the current financial year is the small business energy incentive.

Offering an additional bonus deduction, as with the training and technology boost, the small business energy incentive

continued on page 20

continued from page 19

allows a 120 percent deduction for up to \$100,000 in expenditure on eligible assets that increase the energy efficiency of the business.

Eligible items for this additional boost include a new heating or cooling system, insulation as well new pumps or generators, in fact any items that are more energy efficient than what was there before.

The boost also applies to purchases of electric delivery vehicles to replace fuel-driven vehicles.

The key thing with this bonus, according to Ms Knowlton, is that it applies to new assets and upgrades to assets that are already in place and must be installed and ready for use before 30 June.

There are a range of matters, including Trusts and superannuation, which need to be discussed with an accountant before 30 June.

“A business needs to have a good idea of what the end of the financial will look like and an estimate as to where it might land on 30 June,” Ms Knowlton said.

“Within that, working out from a cash flow perspective what the tax liability is likely to be, not just for the business or group, but a holistic perspective that includes the owners and their personal situations as well,” she said.

“Taxation Office cracking down on income distribution under Trusts...”

Prior to 30 June, most Trusts need to have made a Trust Distribution Resolution as to where the income is going to be distributed for this financial year.

According to Ms Knowlton, there are newly introduced guidelines which govern the utilisation of beneficiaries from a tax perspective.

“Essentially, the Australian Taxation Office is really cracking down on income distribution under a Trust when there is no intention to actually give the beneficiaries the cash or the cash goes out but comes back in to the business or a different beneficiary,” Ms Knowlton said.

“It is important to talk with your accountant about how these new guidelines might apply to your business and your situation.

“As part of that conversation it is also important to look at any capital transactions that might be on the horizon, such as intentions to sell the business or a property, and understand, from a capital gains perspective, that the date applicable for that is the contract date not the settlement date.

“If any of those have happened in this financial year then there may be small business capital gains concessions available,” she said.

Also, it is a time to review the June pay-as-you-go instalments to make sure that if it is estimated that less needs to be paid, a variation can be made by the accountant.

“If the business has had a good year, concessional super caps are a big one to look at...”

Finally, concessional superannuation contributions allow a tax deduction for the 2024 financial year, the concessional cap per person is \$27,500 each which needs to be received by the super fund by 30 June to be eligible, the cap includes any super paid by a person’s employer.

Any portion of unused concessional superannuation caps for the last five years can be brought forward according to Ms Knowlton.

“If the business has had a good year, the unused concessional superannuation caps are a big one to be mindful of,” Ms Knowlton said.

Whilst accountants cannot advise whether it is a good idea to contribute funds into super, your accountant can look to see whether or not you have any entitlement in this regard and whether it is best to pay that out of the business or out of the personal account.

“Every business is different, so what we have covered are general strategies that may or may not be beneficial,” Ms Knowlton said.

“It is vital that any strategies selected also need to work for you not just for the short-term but also from a longer-term planning and cash flow perspective.

“Of prime importance, as we look ahead to the next financial year, is having a forecast of the business and a strategy of what you want to achieve with the business both over the short and longer term,” she said. ■

AUSTRALIAN **meatnews**

For information about advertising
in *Australian Meat News*

contact Steven Coles

on 0477 275 878

stevencoles@ausmeatnews.com.au

or visit

www.ausmeatnews.com.au



ACC Helps Researchers Trial Technology

By Susan Webster

Researchers working at Australian Country Choice (ACC) have successfully trialed new technology taking some of the guesswork out of assessing ribeye meat.

The team from Murdoch University and the University of Sydney were trialling the Q-FOM™ beef grading camera.

Grading and classification of beef carcasses are traditionally done by certified graders who visually assess the ribeye.

Grading this way is strenuous and subjective and the results from different graders, or even from the same grader over the course of a day, can vary significantly.

Reporting in the peer-reviewed journal *Meat Science*, the team said the camera delivered 95 percent of the variation in mean eye muscle area assessments from Meat Standards Australia (MSA)-certified graders.

“The Q-FOM™ also demonstrated very high repeatability and reproducibility across all traits,” the researchers said.

They sought to develop calibration models against rib eye traits and independently validate precision, accuracy and the camera’s repeatability.

The study compiled 12 different research datasets across a range of carcass phenotypes, graded by industry identified expert MSA graders and sampled for chemical intramuscular fat.

The Danish camera took only seconds to measure standard parameters with a single picture of the ribeye include marbling, fat colour, meat colour and eye muscle area.



Researchers trial the Q-FOM beef grading camera

The hand-held device acquires images of the cut surface by coupling a 3D camera with a high-resolution 2D camera, enabling correct colour and area representation, while maintaining high-resolution of the eye muscle area.

Two high-intensity diffused LED panels illuminate the cut surface, minimising negative effects of ambient light.

According to lead researcher, Sarah Stewart, the application of automated technologies in the meat industry is challenging as carcasses are inconsistent in presentation due to phenotype and genotype as well as processing factors.

For example, the size, shape and quality of presentation of the eye muscle and marbling, meat colour and fat depths differ for every carcass, making image segmentation and analysis complex.

“Objective carcass measurement has the capacity to transform the Australian beef industry by delivering precise,

accurate and repeatable grading data which can inform decisions throughout the value chain,” Ms Stewart said.

“This study demonstrated that the Q-FOM beef grading camera accurately and precisely determined AUS-MEAT and MSA rib eye traits across a broad range of carcass phenotypes, relevant to the diversity of Australian beef supply chains,” she said.

ACC’s Group Research and Development Manager Paul Gibson said: “Objective measurement delivered by transformative technology is a paradigm shift and will change how the industry does business.”

The trial was co-funded by the Meat and Livestock Australia Donor Company, in conjunction with commercial partners Frontmatec A/S and ACC in oversight by the Advanced Livestock Measurement Technologies (ALMTech) project, funded by the Australian Government. ■

Demand to Outpace Supply on Global Markets

World beef demand is expected to grow at a faster rate than world supply in the year ahead leading to higher world beef prices according to the latest Agricultural Commodities Report released in March by the Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES).

While supply of world sheep meat is expected to rise over the next three years affecting export values, the growth in supply is expected to be outpaced by demand putting upward pressure on prices by 2028/29.

Australian beef and sheep meat exports are expected to benefit through increased competitiveness as a result of tariff reductions under the nation's Free Trade Agreements (FTA) with its major trading partners.

In this five-year outlook, ABARES' 2024 Agricultural Commodities Report provides what is a valuable overview of the global trading environment and the opportunities for the nation's red meat exports.

The outlook for both Australian beef and sheep meat exports is a positive one over the longer-term fostered by global production challenges and reduced tariffs under the nation's FTAs as well as an anticipated increase in demand due to income and population growth in key countries.

The Outlook for Beef Exports to Key Markets

According to ABARES, rising demand from the United States (US) is expected to more than offset weak demand from China and other Asian countries.

The United States, a major producer of beef, has commenced a herd rebuilding phase which will see a significant reduction in its production in the year ahead.

As a consequence, US demand for beef imports is expected to grow strongly and Australia is well placed to benefit from that demand due to its preferred access status.

Tariffs on Australian beef exports to the US market were fully eliminated on January 1 this year under the Australia-US FTA.

This reduction in tariffs also gives Australia a significant competitive advantage over other beef producing nations, notably those in South America according to the Outlook.

Also fostering demand from the US for Australian beef exports is a decline in the capacity of Canada to export due to a fall in production over the medium-term, which ABARES notes reflects a long-term trend of falling beef cattle numbers in that nation.

Import demand for Australian beef from China is expected to remain at the same levels as last year, primarily as a consequence of a combination of subdued consumer demand due to slow economic conditions and higher domestic beef stocks.

ABARES expects Chinese consumers to downgrade to cheaper beef cuts as economic conditions bite into consumer spending.

Australian beef exports are expected to become increasingly less competitive, despite tariffs under the China-Australia FTA falling to zero this year, as China looks to cheaper beef exporting countries for its supply, notably Brazil, Argentina and Uruguay.

Brazil is expected to direct large volumes of its beef exports to China due to limited access to the US market and rising domestic production.

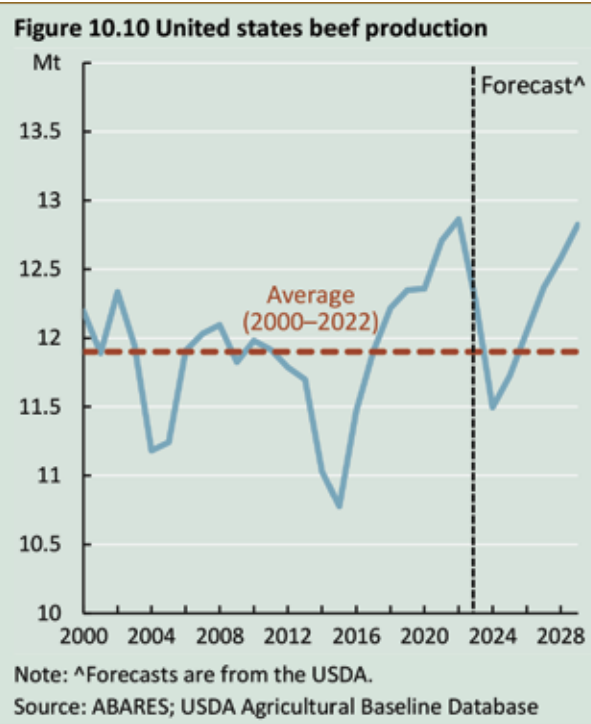
Meanwhile, Japan's demand for beef imports is expected to remain weak in the year ahead due to high import prices.

According to the Outlook, high import prices reflect elevated world beef prices as US beef export volumes fall but it is this very factor that will assist in supporting Japanese demand for Australian beef.

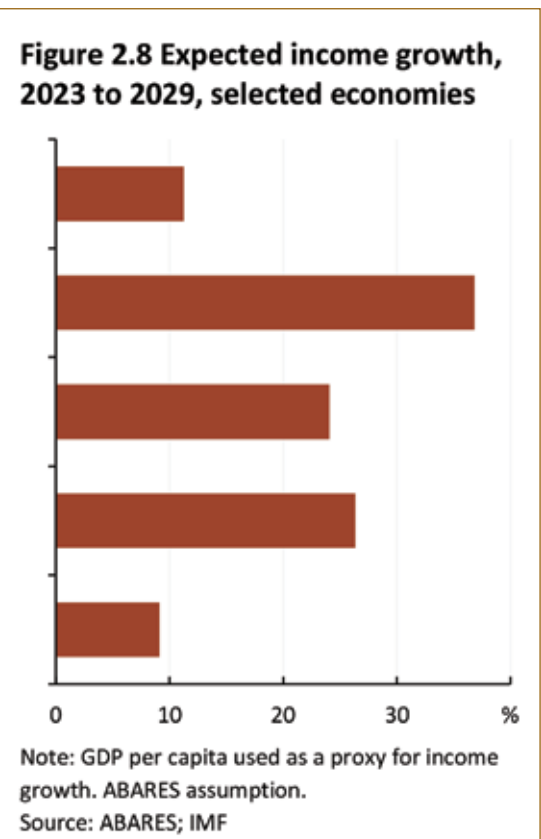
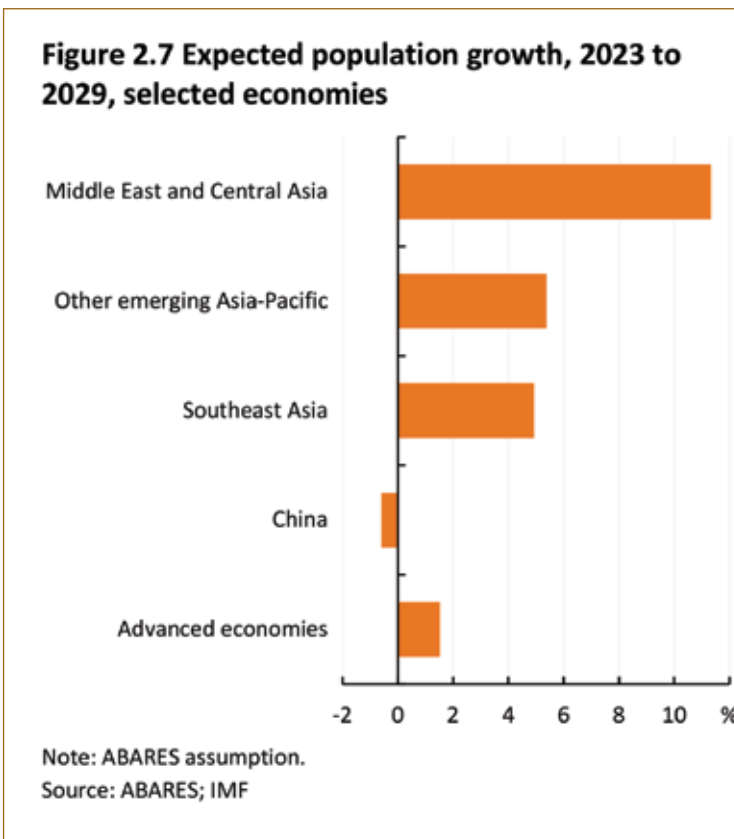
Under the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), tariffs on Australian beef exports to Japan will fall to 22.5 percent this year.

The Outlook for Sheep Meat to Key Markets

Global export volumes are expected to remain high in the year ahead as demand improves with easing pressure on disposable incomes in key export markets such as the US.



The US will drive higher world demand for beef in the short-term as it rebuilds its herd



Population and income growth in developing countries are expected to drive global export opportunities

continued on page 24

processing

continued from page 23

Over the medium-term, defined in the Outlook as occurring in 2028/29, ABARES expects global sheep meat consumption to increase due to robust income and population growth in key countries.

The main drivers of higher global demand for sheep meat are varied and differ according to both country and region.

In the US, both an improvement in economic conditions as well as the long-term decline of the US flock and lower lamb production are expected to drive growing demand in that market for Australian lamb exports.

According to ABARES, the US is Australia's highest value market for sheep meat, notably for higher-value chilled lamb cuts.

Growing demand in the Republic of Korea is expected for higher-value lamb cuts primarily as a result of tariffs reducing to zero on January 1 last year under the Korea-Australia FTA.

According to ABARES, increasing demand in Asian markets, notably the Republic of Korea, Papua New Guinea and Malaysia, is likely to offset weaker demand in markets such as China over the five-year outlook period.

The Outlook suggests that Australian exporters are well placed to benefit from market diversification to developing nations as strong income growth, urbanisation and changing consumer preferences towards a higher protein diet boost demand.

Tourism and population growth in the Middle East are expected to drive demand for sheep meat in that region.

Over the five-year outlook period, China's pork production is expected to remain high, a key factor moderating demand for substitute proteins like mutton, particularly pertinent given that China was Australia's largest export market last year for mutton.

ABARES foresees continued weakness in the Chinese economy, compared to pre-pandemic levels, posing a considerable downside risk to import growth.

Australian sheep meat exports will be fostered by several FTAs which will see tariffs reduced or eliminated over the outlook period, according to ABARES.

Under the Australia-UK FTA, which entered into force in May last year, duty-free quotas will be progressively increased for Australian sheep meat exports and fully eliminated over 10 years.

In the six months following this FTA's entry into force last year, Australia's exports of lamb and mutton showed a 53 percent increase according to the Outlook.

Tariffs on sheep meat exports to Mexico will be fully eliminated from January 1 next year under the CPTPP.

In December last year, negotiations commenced for a comprehensive economic partnership agreement with the United Arab Emirates, Australia's third largest export market for sheep meat, although in its early stages discussions are centred on improving market access for Australian agricultural exports including sheep meat. ■



bone elimination
PIECO

Barnco will help you get the most out of your existing machinery.



Supporting the meat processing industry from bung to tongue.

(02) 9799 4433 | barnco.com.au



Focus on Processor Costs

An Australian Meat Processor Corporation (AMPC) analysis of processor input costs from 2021 to 2023 highlights significant increases in energy and utility prices.

The analysis came from the new *Industry Insights* produced by AMPC.

The newsletter provides topical analysis of economic and production issues affecting the red meat processing industry.

Indexed input prices (excluding livestock) were compared with the Consumer Price Index (CPI) and indexed prices received for meat processing outputs.

The analysis showed that energy and utility costs rose at a rate above CPI and far exceeded the prices received for

processing outputs, which have declined in the past two years.

AMPC noted that the results highlight that processors are often unable to pass on higher costs down the supply chain.

AMPC General Manager Strategic Industry Development Veneta Chapple said, “There is a lot of data out there, we launched *Industry Insights* which draws information specifically for the red meat processing part of the supply chain.

“AMPC’s role is to support red meat processors and these insights are invaluable to the industry.

“*Industry Insights* will be released six times per year and focus on key topics for red meat processing. Our next edition will focus on labour productivity,” she said. ■

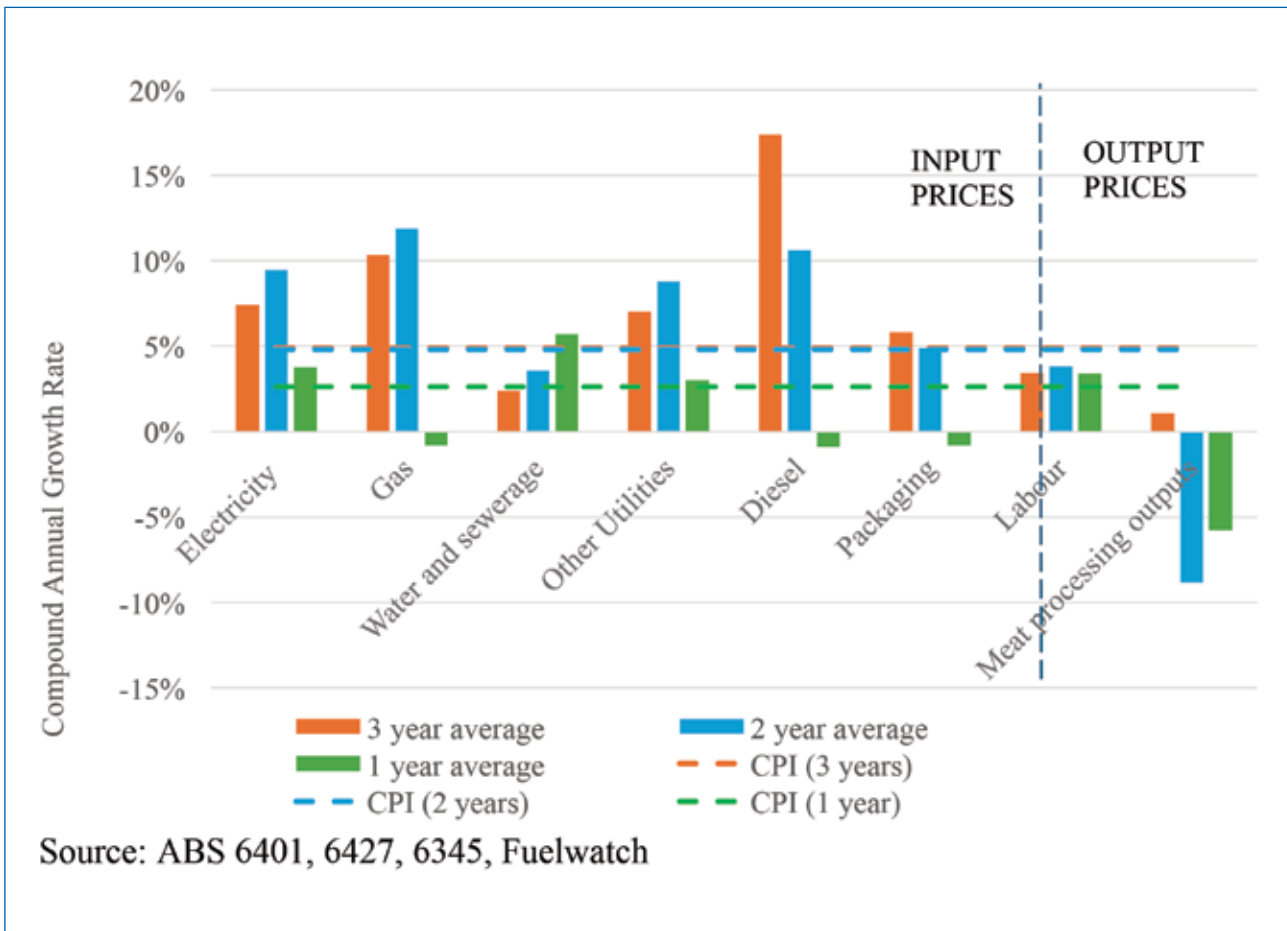


Figure 1 Annual growth in meat processing input costs (excluding livestock), compared with CPI and meat processing outputs

Disclaimer

The analysis above is primarily based on the Australian Bureau of Statistics (ABS) Producer Price Indexes (PPIs) which measure the price change of products (goods and services) as they leave the place of production or as they enter the production process. This price change is measured from the perspective of the industries that produce goods and services. Whereas other measures, such as the Consumer Price Index (CPI), measure price change from the consumers perspective.

LET'S AUTOMATE IMPROVE YIELDS REDUCE COSTS

Let CBS Foodtech help you automate your processing. Reduce your costs and improve yields for your current and future production needs.

We are a specialist supplier of innovative European processing equipment, supplying only the highest quality products to our customers together with the backup services that ensure you can maximise your value from your investment.

As your partner we will work with you to understand your business. Our in-depth knowledge of food processing gives us the competitive edge. Providing expertise in processing techniques of raw material and ingredients, machinery selection, process development, project management, site configuration and installation procedures.

www.cbsfoodtech.com.au



Integration Platform Scores Packaging Award

By Susan Webster

Gundagai Meat Processors (GMP) and Triton Commercial Systems scored an Australian Packaging and Processing Machinery Association (APPM) award in March for an innovative project integrating technologies.

The award for digital Innovation went to Triton's Fusion MES system, a platform that leverages objective measurement technologies, specifically lean meat yield and IMF, along with slaughter line, livestock payment and chiller sortation systems.

The system combines RFID skid tracking, advanced carcass measurement tools and cloud-based data analytics.

The integration process involved:

- Custom software development: Crafting algorithms to process objective measurement data to grade carcasses, determine quality premiums, sort, process and package;
- Hardware integration: Connecting measurement tools and automation technologies to the platform; and



Accepting the award are Triton's Michael Burke (left) and Lee Ernstzen

- Data management: Implementing cloud-based systems for real-time data collection, analysis and reporting.

GMP Chief Executive Officer Mr Will Barton said: "The system seamlessly integrates at the heart of our data warehouse, facilitating

rapid commercialisation of pivotal technologies.

"Its ability to efficiently accept, link and disseminate data to various vendors is unparalleled, making our technological transition swift and smooth," he said. ■

Gas Use Cut by Green Steam

A process using renewable steam has helped cut gas consumption at Mars Petcare Australia's Wodonga factory by 20 percent since it began in June 2023.

The 'green steam' project is replacing up to 9000 GJ/year of natural gas, as well as scoring a corresponding reduction in emissions.

The world-first technology is the result of a successful collaboration with Graphite Energy and represents Australia's first commercial use of an Electric Thermal Energy Storage (eTES) system to produce process heat in manufacturing.

Renewable steam is used to cook pet food products by using renewable electricity generated by low-cost daytime solar electricity to generate and store heat at temperatures of up to 700°C. The eTES system allows the stored heat to be converted into high-quality steam on demand. ■

‘Battle Royale’ Looms on Dietary Guidelines Review

By Stephanie Flynn

Battle-lines are being drawn as the first review of Australia’s Dietary Guidelines in over a decade is in process and the nation’s meat industry has raised fears that the Review will be ‘hijacked’ by forces driving the plant-based manufactured protein industry, which is valued at billions of dollars globally, under the guise of sustainability.

Sparking the very real concern that environmental issues, not human health, will become a major focus of the Review was the announcement in March by the National Health and Medical Research Council (NHMRC) of its intention to establish a Sustainability Working Group to advise its review panel.

That move came after NHMRC announced that the scoping phase of the Review had identified the need to update information on sustainable diets and classified the issue as a priority.

According to the Australian Meat Industry Council (AMIC) Chief Executive Officer Mr Patrick Hutchinson, the industry has worked and managed effectively well on the current dietary guidelines and where those numbers are for red and processed meat.

“The intervention of this new supposed policy around the utilisation of sustainability guidelines as a way to underpin dietary guidelines is beyond the pale as far as we are concerned,” Mr Hutchinson said.

“It is something that we can’t allow to continue to happen and the reason being is that the sustainability guidelines have no nutritional guidance.

“It seems to be that the ‘anti-ag’ movement is using this as a way to

infiltrate certain systems and the current government seems to be allowing them to do that and, in letting them do that, what is occurring is that they are being given legitimacy.

“We do not understand, we produce a natural, fresh, nutrient-dense protein for consumption for people in Australia and, for centuries, it has been provided as the lean red meat that needs to be consumed, together with pork and to a lesser extent further processed products such as smallgoods.

“The whole notion of highly manufactured plant-based proteins and their nutritional value is being questioned...”

“All of that is good, fresh, natural protein, but the ‘anti-ag’ movement wants you to consume preservative-dense manufactured plant protein as some sort of panacea for the issues, in their mind, around environment, welfare and health,” he said.

The whole notion of highly manufactured plant-based proteins and their supposed nutritional value is being brought into question by respected nutritionists and medical researchers around the world and some scientific research is now coming on-stream that indicates a negative health impact of their consumption.

US-based Kate Geagan, an award-winning nutritionist and sustainable foods expert, and Dr Amy Myers, a medical doctor and researcher, are two of many leading the charge in questioning the growing narrative that plant-based manufactured proteins are, in fact, nutritious.



Mr Patrick Hutchinson, AMIC’s chief executive officer

Ms Geagan has raised the view that the food manufacturing industry is taking advantage of the plant-based trend and has pointed out that many of these foods are made from highly-refined and processed ingredients.

According to the growing chorus of commentators, because of their highly processed nature, plant-based manufactured proteins do not provide a plethora, if any, of the nutrients that make whole plant food good for you.

In a published online article, Ms Geagan has noted that plant-based manufactured proteins often contain more sodium than animal meats – sometimes six times more – as well as sugars, artificial colouring and controversial additives.

A recent study, by Singapore-based researchers published in the *American Journal of Clinical Nutrition* in April this year, has found that what they termed plant-based meat analogues consumption was typically higher in sodium than natural red meat and was a problem for those suffering hypertension.

The study also found that these products contained high levels of

potassium and calcium which risked triggering issues with blood sugar in ways not observed in meat eaters.

Other studies, including one published by the National Library of Medicine in the US, have shown that plants from which these products are manufactured are likely to give rise to an increasing occurrence of allergies and may need to be genetically modified as a means of prevention.

“The ‘anti-ag’ movement wants you to think less about health and more about the environment...”

Mr Hutchinson is of the view that the review of the Australian Dietary Guidelines needs to give the Australian meat industry some acknowledgement of the fact that the nation’s red meat is, in the main, grass-fed and is recognised as being the most sustainable red meat industry in the world.

“In regard to sustainability, we are meeting and exceeding all the goals that are being set, particularly from 2005 levels reductions and our Paris requirements, the beef industry is doing a lot of heavy lifting for everyone else,” Mr Hutchinson said.

“What the ‘anti-ag’ movement wants you to do is think less about your health and more about enhanced environmental aspects as opposed to working with us to look at the reduction in impacts on climate of red meat production and recognise the nutrient-dense, healthy, natural product that it is.

“There is no benefit there, they are saying care for the environment but eat this unhealthy, fully processed plant protein or don’t care for the environment and eat this meat, this argument completely disregards the work on environmental processes that is being done by this industry,” he said.

A study on the red meat industry’s Greenhouse Gas emissions conducted by the CSIRO in 2020 and released last

year shows the industry has reduced its emissions by 64.9 percent compared to the reference year of 2005.

Further, the rate of reductions in emissions achieved by the industry has surpassed the rate achieved by the overall Australian economy.

There are certainly major corporate forces with an interest in pushing the consumption of plant-based manufactured proteins including US-based Kellogg Company and UK-based Unilever PLC.

This is no surprise given that the global market was valued at US\$12.24 billion in 2023 according to Data Bridge Market Research based in India and is expected to reach US\$20.10 billion by 2031.

While in Australia, the plant protein manufacturing market is forecast to be valued at A\$4.03 billion according to a University of Sydney research paper.

“Major corporate forces are pushing the narrative behind manufactured plant-based proteins...”

The behind-the-scenes interests driving the industry in Australia are no less prevalent with the Government’s CSIRO a major player in pushing and funding the sector through its investment fund Main Sequence Ventures.

Through this vehicle, the CSIRO has invested substantially in v2food and other plant-based protein manufacturers and is yet to receive a return on its investments according to an article published in the Australian Financial Review in March this year.

The CSIRO is also actively pursuing the development of Australia’s plant-based protein industry through its Future Protein Mission.

Given its financial interests, any involvement of the CSIRO in an official capacity in the Australian Dietary Guidelines Review process could well be seen as a conflict of interest.

“Manufactured plant protein does have a place, as a choice, but it is not a replacement, it is a choice of diet just like any other dietary choice,” Mr Hutchinson said.

“We have not moved beyond six percent of the population who do not eat red meat whether they are vegan or vegetarian,” he said.

“It is vital that the focus of the Review be on real nutritional science...”

In a report released last year by German-based global data and business intelligence platform, Statista, only three percent of Australia’s population identify as vegan while Choice magazine’s own survey in 2021 put the figure for vegetarians at five percent.

“We call on the Federal Government to start to recognise what has been done by the red meat and pork industries, across all consumption streams and products, around our environmental bona fides and to not all of a sudden decide that a small minority of people are given the right to decide the tone for all consumers of food in this nation,” Mr Hutchinson said.

“We must let the science do the work, real nutritional science, not the science on any other issue including climate.

“It is not proven that health is sustained if you cut red meat out of your diet and only eat plant foods or white meat, there is no science for this position at all.

“The meat industry is not mining, tobacco or selling widgets, we are providing a necessity – good quality fresh food – to society, so we are important as an industry and in terms of our function.

“It is vital that the focus of the Review be on the science and information around nutrition, whilst recognising what we do in terms of mitigating the climate impacts of our production around the world,” he said. ■



The UN Food Systems Summit +2 held in Rome last year PHOTO CREDIT: Alessandra Benedetti

Dietary Patterns Account for Majority of Hidden Costs

The Food and Agriculture Organization (FAO) of the United Nations has found that unhealthy dietary patterns which lead to obesity and non-communicable diseases causing labour productivity losses accounted for 73 percent of hidden costs of global agri-food systems in 2020.

The environmental hidden costs accounted for more than 20 percent of total hidden costs and corresponds to nearly one-third the value added by agriculture.

In its ground-breaking initial attempt to quantify the hidden impacts of agri-food systems on health, livelihoods and the environment globally, the FAO has introduced a true cost accounting method of quantification, based on 2020 data, in its flagship publication *The State of Food and Agriculture* released late last year.

According to the FAO, the true cost accounting method seeks to quantify health hidden costs from losses in productivity due to unhealthy dietary patterns, social hidden costs from poverty and productivity losses associated with under-nourishment as well as environmental hidden costs

from both greenhouse gas and nitrogen emissions, water use and land use change.

Its purpose is to provide governments and businesses globally with information for decision-making in the effort to transform agrifood systems to increase their efficiency, inclusiveness, resilience and sustainability.

The FAO acknowledges the vital benefits for society of agrifood systems in generating food, jobs and livelihoods for over one billion people and says that its value is well beyond what is measured in GDP terms.

The Report also highlights that market, policy and institutional failures underpinning agrifood systems contribute to hidden costs such as the unaffordability of healthy diets, climate change and natural resource degradation.

The preliminary analysis quantified the hidden costs of agrifood systems for 154 countries and used various sources to draw its data including national level data sets, the FAO's own corporate statistical database and development indicators from the World Bank.

Whilst the majority of global hidden costs are generated in upper middle-income countries (39 percent) and high-income countries (36 percent), the FAO has found that hidden costs differ not only in magnitude but also composition by country income level.

According to the Report, in lower middle-income countries, social hidden costs from poverty and undernourishment are relatively more significant accounting for an average of 12 percent of all hidden costs.

In low-income countries, these social hidden costs account for more than 50 percent of all quantified hidden costs.

In all country groups, apart from low-income, productivity losses from dietary patterns that lead to non-communicable diseases are the most significant contributor to agrifood systems damages, followed by environmental costs.

In releasing the Report, the FAO's Director-General Dr Qu Dongyu said that the world finds itself at a critical juncture

with choices made now determining the trajectory of our shared future.

"In the face of escalating global challenges – lack of food availability, food accessibility and food affordability due to the climate crises, biodiversity loss, economic slowdowns and downturns and worsening poverty and other overlapping crises – the future of our agrifood systems hinges on our willingness to appreciate all food producers, big or small, to acknowledge these true costs, and understand how we all contribute to them, and what actions we need to take," Dr Qu said.

The release of the Report followed the hosting of the first UN Food Systems Summit in 2021 and the UN Food Systems Summit +2 held in Rome in July last year, both of which, according to the FAO, highlighted strong political will and stakeholder support for strategies to transform agrifood systems. ■

Three Trends Ahead for Meat: Study

More flavourful meat, COVID-19's lasting impact on consumer choice and the rise of plant-based protein are three future trends facing the meat industry, according to a new report from an Australian food thinktank.

The Food and Beverage Accelerator (FaBA), based at the University of Queensland, recently released its first summary of global trends.

Global demand for premium products such as Wagyu will continue, according to the report.

It predicts an increasing demand for "unique flavours that make everyday proteins exciting" such as new animal breeds and more diverse meat seasonings.

Health and environmental concerns are driving a global shift to plant-based alternatives.

Australian sales of plant-based meat substitutes increased 46 percent from 2019 to 2020 and, in the same period, the number of products in supermarkets doubled.

Citing a 2021 report by banking giant, Credit Suisse, the report said that estimates indicate that 35 percent of all meat consumption in 2040 will be cultured.

Since the pandemic there is an increased awareness of the risks of transmissible diseases from animals, as well as their health and wellbeing.

According to the study, businesses have also reported more scrutiny for new (meat and dairy) product alternatives and emerging ingredients from both consumers and governments. ■

Latest Taste Trends Report

What are the on-trend tastes for 2024? Fermented meat pastes, specialised smoke rubs and chilli ... lots and lots of chilli.

International flavourings giant Kerry Taste and Nutritional has released this year's must-do taste sensations and the trends driving them.

Australian and NZ consumers are growing more interested in personal health, they are increasingly conscious of the eco-footprint of their food and they are looking for new international flavours, according to Kerry's experts.

Buyers are seeking bold flavours, such as hot 'n' spicy and barbecue tastes and while chargrill, barbecue, smoke and smoky barbecue are mainstream, specific smokes such as mesquite, applewood and hickory are gaining popularity.

Post-COVID-19 travel is bringing international flavours to Australians' plates and palates.

They are chasing a range of chilli profiles – jalapeno, chipotle and habanero – as well as Asian tastes in matcha and miso.

Regional flavours are also on-point, such as Korean buldak sauce, gochujang, kimchi and bulgogi BBQ and Jamaican jerk.

Perceived health benefits of fermented foods are leading to dishes such as meat skewers with fermented chilli paste and the use of functional flavours such as manuka honey and turmeric, according to the flavourings multinational. ■

AI Enhancing Global Foodservice Sector

As artificial intelligence (AI) continues to expand its influence, smaller foodservice operators can now also reap the benefits, according to a new global report by agribusiness banking specialist Rabobank.

In the report, Foodservice Update Q1 2024, Rabobank says AI is becoming more accessible to global foodservice operators of all sizes, facilitated by the vast offer of software-as-a-service (SaaS) providers and the increased availability of useful data.

Report co-author, US-based RaboResearch senior analyst, Mr Thomas Bailey, said today's AI applications in foodservice are primarily focused on increasing efficiency, reducing staff workload, optimising marketing strategies, and improving customer experience.

"The use of AI in foodservice ranges from streamlining human resources processes to incorporating advanced technology into kitchen equipment," Mr Bailey said.

"Customer interactions are also being transformed through AI, with highly-performing chatbots and telephone assistance software improving the customer experience and operational efficiency.

"AI software can be used to improve text and images, personalise customer interaction, understand brand perception, and implement more focused pricing strategies," he said.

However, the report says, implementing AI is not without its challenges.

According to the report, AI is a work in progress, it is far from perfect, and its implementation comes at a cost.

"The adoption of AI also carries potential risks, including customer alienation and technology-related issues," Mr Bailey said.

Despite these hurdles, Mr Bailey is of the view that the integration of AI into foodservice is not just a trend but a competitive necessity.



Mr Thomas Bailey, RaboResearch senior analyst

"We encourage foodservice operators and industry partners to stay informed and adapt to the evolving landscape shaped by AI advancements," Mr Bailey said.

Foodservice Market Outlook

While sales have increased across key foodservice markets in Europe, the United States (US), and China, the report says foodservice margins remain under pressure.

"In Europe, improving profitability is a key challenge for many operators as costs remain elevated and overall industry growth is moderate," Mr Bailey said.

"We expect to see customers remaining selective, favouring certain concepts, and players accelerating competition to gain market share.

"In China, foodservice demand held up well during the Chinese New Year festive season, however, post-festival sales visibility remains low and a slowdown in growth in Q1 2024 is quite likely as the low base effect fades.

"While in the US, we've seen restaurant demand slow as high prices and rising credit card debt have put pressure on consumers' spending capacity, but restaurants have done well to weather the storm with profits improving because of lower food ingredient costs," he said. ■



Sales have increased across key foodservice markets Photo: courtesy Hyatt Hotels

Introducing a range of
top quality vacuum packaging
machines from Spain



 **Interfood** Group

Call Paul Spokes on 0413 056 558
or go to www.interfood.net.au

FIND A WORD



Enter the competition to win a copy of the book '1001 Greatest Sausage Recipes'.

The words in the list below are all hidden in the grid.

They may be found in straight lines running horizontally, vertically or diagonally.

Some of the letters are shared by more than one word.

When you have found all the words in the list, there will be 16 letters remaining, these form the answer to the competition.

When complete, send your copy by mail or email. Include your name, address and phone number to go in the draw.

Results will be published in the next issue of Australian Meat News.

Entries close 12 July 2024.

For last issue's winners, see opposite.

A	U	T	U	M	N	C	O	L	O	U	R	S	H	T	E	G	D	U	B
N	N	A	B	V	Y	R	D	N	A	B	S	U	H	L	A	M	I	N	A
N	E	T	W	I	T	R	Y	A	N	E	W	A	P	P	R	O	A	C	H
U	N	K	I	P	O	S	S	I	B	L	E	S	H	O	W	E	R	S	A
A	A	H	N	C	S	F	S	U	N	F	L	O	W	E	R	S	A	P	S
L	I	P	T	O	I	H	E	A	V	Y	M	A	C	H	I	N	E	R	Y
P	D	M	E	A	W	P	A	E	T	N	E	M	Y	O	J	N	E	S	A
L	A	I	R	S	C	L	A	R	D	B	E	B	R	A	V	E	Y	B	D
A	C	H	S	H	P	T	E	T	I	B	U	Y	L	O	C	A	L	O	D
N	R	T	Y	O	W	E	I	D	I	N	A	S	K	I	L	L	S	J	L
T	I	Y	A	R	I	N	E	V	G	N	G	C	E	C	A	E	P	M	E
I	C	H	D	T	G	N	O	L	E	E	G	T	K	F	O	O	D	R	I
N	E	R	O	R	A	N	G	E	S	Y	T	E	F	A	S	M	R	A	F
G	O	O	D	H	E	A	L	T	H	L	A	N	O	S	A	E	S	F	R

ANNUAL PLANTING

AUTUMN COLOURS

ANTICIPATING

WINTER

BIOFEEDBACK

POSSIBLE SHOWERS

FARM JOBS

SKILLS

ANIMAL HUSBANDRY

HEAVY MACHINERY

SUNFLOWERS

CIRCADIAN

RHYTHIM

GOOD HEALTH

SEASONAL

FOOD

BUY LOCAL

ORANGES

FIELD DAYS

SHARING

KNOWLEDGE

BUDGET

FARM SAFETY

ACTIVE

BE BRAVE

TRY A NEW APPROACH

SHORT

LONG

ENJOYMENT

PEACE

DAYS

SLEEPS

“

”

Post: Australian Meat News. PO Box 415 Richmond VIC 3121 Email: athol@ausmeatnews.com.au

NAME: _____ BUSINESS NAME: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

‘1001 Greatest Sausage Recipes’



‘1001 Greatest Sausage Recipes’ by Stanley and Adam Marianski is a comprehensive guide that delves into the art of sausage making.

This 602-page book stands out as an invaluable resource for both novice and experienced sausage enthusiasts, offering a collection of recipes from around the world across various cultures and traditions.

It offers a staggering collection of recipes which span the globe in terms of flavours and combinations.

Recipes are drawn from Spain, Italy, France, Russia, Poland and Germany as well as unique flavour combinations and exotic blends for which the Asian region is renowned.

Whether you crave classic bratwurst, spicy chorizo, or unique regional sausages, you will find them all in this book.

The authors have meticulously compiled recipes from official sources and archives, ensuring authenticity and accuracy.

The recipes are not only a reflection of culinary diversity but also carry historical significance, with many backed by centuries of tradition.

The book promises to take readers on a gastronomic journey through time, exploring the rich heritage of sausage making.

One of the book’s strengths is its attention to detail.

It provides clear instructions on meat selection, ingredients, and processing steps, which are crucial for crafting high-quality sausages.

The layout of the book is user-friendly, with each recipe presented in a way that is easy to follow without the need to flip pages or search for continuation.

Customer reviews highlight the book’s extensive collection of recipes, with some expressing sheer amazement at the variety and depth of content.

The book has been praised for its practical tips and the educational aspect of sausage making it provides.

It’s described as everything a sausage maker could ever need, with recipes that serve as a perfect baseline for further experimentation and personalisation.

Overall, ‘1001 Greatest Sausage Recipes’ is a must-have for anyone serious about sausage making and is a valuable resource for those intending on entering Australia’s own, Sausage King competitions.

It’s a testament to the authors’ dedication and passion for the craft, offering a wealth of knowledge that is both practical and inspiring.

Whether you’re looking to explore new flavours or perfect your sausage-making skills, this book is an excellent addition to any culinary library.

The book is available from online booksellers.

Recommended Retail Price: \$49.95 ■

AUSTRALIAN meatnews

Australian Meat News is published quarterly and issued to meat retailers, processors and industry regulators.

The magazine covers news and feature stories on the retail and processing sectors as well as broader industry issues.

The publication schedule for the remainder of 2024 is:

Issue	Advertising Booking Deadline
August	18 July
November	18 October

INSERTS

Australian Meat News is direct mailed using our exclusive mailing list. Inserts in the magazine can be catalogues, brochures, DVD/USB, fridge magnets or samples and can be targeted by postcode and/or business category.

For information about advertising in Australian Meat News contact Steven Coles on 0477 275 878 or visit www.ausmeatnews.com.au

Book Competition Winner

Congratulations to Nikki Butler who is a member of the admin team at Smiths Tallangatta Meat Processors, Tallangatta, Victoria.

Nikki won a copy of *The Butcher’s Cook Book, Volume 2*.

The book has 100 recipes from 50 butchers around the country and is the brainchild of Shannon Walker, Jay Beaumont, Deborah Andrich and Steve Foy.

Nikki, thanks for entering our competition – enjoy the book and the meals. ■



ORDER THIS VERY GOOD LOOKING POINT OF SALE KIT, FOR FREE.

Visit australianporkbutchers.com to order your collateral.



- 2pcs A2 poster
- 1pc Countertop holder
- 100pcs 8-page recipe booklet
- 5pcs Ticket toppers
- 5pcs Ticket topper riders

