

AUSTRALIAN **Meat** **News**

VOLUME 14 | NUMBER 3 | JULY 2016

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The opportunity to see how a combi oven works in a test kitchen environment reveals to both butchers and chefs alike the opportunities that are possible – including lamb racks, steaks, slow cook and braises. See page 21

This edition has a number of stories about value adding. It includes value adding options, organisational challenges and equipment, but it also explores consumer behaviour to help match your value adds to what they want.

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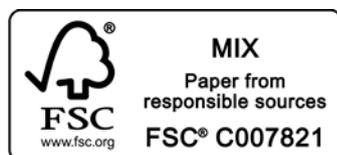
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Leading edge Meat Executive Program Oct 2016

The Institute of Food & Grocery Management will be holding its annual Meat Executive Program at Mt Eliza, Victoria in the week 23-28 October 2016.

The program is a live-in, intensive five days of lectures, discussions and interactive workshops, pitched at the executive level for women and men committed to a career in the meat industry.

Presenters, business insiders, executives, experienced teachers and participants will have a mix of skills and experience across all facets of the supply chain including production, processing and retail.

The program explores global trends and next generation innovation using an interactive format drawing and building on the skills and knowledge of all involved.

The program is a unique combination of personal and professional development and a great networking opportunity. It is designed for people working in the Australian and New Zealand beef, lamb, pork and poultry industries.

Key themes are: Mastering Market Realities, Succeeding at Innovation, Leadership and Collaboration, Industry Insights and Opportunities.

Presenter and session leaders from the faculty include: Professor David Hughes, Ms Lisa Smith, Dr Melinda Mouth and Lex Dwyer. Guest presenters from industry include: Mr Anthony Pratt from JBS; Mr Lachie Hart from Stockyard Beef; Mr Ben Blackmore, Blackmore Wagyu; Mr Anthony Puharich, Vic Premium Meats; Mr Pat McEntee from Woolworths and Mr Alister Watson formally with Coles.

The course runs from Sunday 23 July till Friday 28 October 2016. It is held at Mt Eliza, on the outskirts of Melbourne.

Registration is A\$7,700 + GST. This includes instruction, accommodation, meals and materials.

For more information: W: www.ifgm.com.au/meat-executive-program

Or contact: Anita Pike T: + 61 3 8640 0947 or + 61 411 238 883

E: apike@streamwise.com.au ■

Great Aussie Pie Comp entries open

The official Great Aussie Pie & Sausage Roll competition for 2016 will be held in conjunction with the Fine Food Melbourne Festival, between the 12 – 15 September at the Melbourne Convention & Exhibition Centre.

The principal objectives for the competition are to provide a platform for raising the awareness and standards of Aussie pies.

To enter, go to www.greataussiepiecomp.com.au or contact Danielle Lindsay on 0410 644 300. Once the entry form and entrance fee is paid, Danielle will send you out a packaging and delivery pack with your receipt. Entrants can send in pies from anywhere in Australia using the organiser's courier service TNT or can hand deliver to the show in Melbourne.

New competitors to the competition will also get three entries for the price of two! ■



Zammit brings home the bacon

The Australian Pork Bacon Awards held in June has seen Adam Zammit of Zammit Hams in Pendle Hill, NSW take out the overall national title for 2016.

The Bacon awards are designed to highlight the quality of locally produced bacon and encourage local manufacturers to showcase their product and enlists restaurants to participate in supporting the program.

This year the judges were the Master of smallgoods Horst Schurger of CBS Foodtech and chefs Simon Bestley and Paul McDonald. The team assessed 114 entries during the two day event to evaluate appearance, flavor and lean and fat ratios of both cooked and raw bacon.

With two major sub-categories, short cut and full rasher, the national winners were Ben Barrow from TAFE NSW Gourmet Meats and Adam Zammit. Second and third place for short cuts went to Daniel Sauer at Bargara Meats, Qld and Tim Rose of Premier Meats, NSW. For the full rasher, Bernie Nolan at Circle T Meats, QLD and Don Cameron of Master Butchers Whitsunday, Qld were second and third respectively.



Adam Zammit and his father, Frank from Zammit Hams, take out the national Australian Pork Bacon Awards.

Zammit is a family owned business operating for more than 55 years. It has been recognised previously with a number of awards at the Sydney Royal Eater Show and Sydney Fine Food Shows. ■

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Wild meat hunting

An academic in cultural anthropology with the University of Melbourne, Dr Catie Gressier, has found that shifting attitudes to eating wild and feral meat may be a solution for those concerned about the ethical implications of eating farmed meat.

For meat eaters who wish to go 'Pestatarian', wild meats such as wild boar, deer, rabbit and goat that are considered a pest offer an alternative. The shift in attitude away from farmed meat often is a result of concerns of the environmental impacts of industrial farming of meat and the ethics around animals requiring antibiotics, being fed a single diet and not being 'wild'.

The major stumbling block that Dr Gressier found is the terminology used and our attitudes to feral meat consumption. The use of the word 'feral' in itself has connotations with unclean animals and for many elicits the 'yuk' response.

One such example is rabbits, which were viewed as poverty food during the Depression, said Dr Gressier, are now considered gourmet and at farmers' markets can often be more expensive than chicken. Reality cooking shows have had a significant impact on how food is viewed, with game meat, including deer, rabbit and goat creating high demand with the novelty home cooks after presentation on the programs.

Dr Gressier concludes that as the need for more meat protein increases with population growth, the use of wild meats may be necessary but will only become more accepted if we are less adverse to it being called feral. ■

Book Competition Winner

The winner of a copy of *Crafted Meat, the new meat culture: craft and recipes* was Mick Oxenham, who owns and operates Edward St Quality Meats, a two-man operation in Wangaratta, in north eastern Victoria.

Mick correctly identified Radfords as the abattoir certified for organic processing in Warragul Victoria. Mick describes butchering as a "lifestyle" business given current margins.

Congratulations Mick and thanks to all who entered the competition.



Cattle: prices strong but supply/demand variable

Rabobank predicts Australian cattle prices will remain strong through the latter part of 2016, given the current shortages and the promise of strong re-stocker demand due to improved seasonal conditions.

Production and exports have continued below 2015 levels with production down 16% year on year for the first three months of 2016, at 527,763 tonnes cwt. Exports are down 25% for the first four months of 2016, compared with 2015, at 307,467 tonnes swt. Exports are also down 7% when compared to the average for the period 2011 to 2015.

Exports to all destinations are also down. April volumes to the US and China are down 54% and 47% respectively compared to the same period last year but closer to the five-year average. Exports to Japan for April, were down 47% compared to last year but also down 47% compared to the five-year average for April.

Total live exports for the first four months of 2016 have decreased 14% compared with 2015, with numbers to Indonesia down 13% to 189,312 head and numbers to Vietnam down 66% to 39,885 head.

The decrease in numbers to Indonesia reflects tight supplies. The numbers to Vietnam reflect a slowing of demand and the prioritization of the Indonesian market for Ramadan. To supply the Ramadan period, cattle need to be on feed by April. Vietnamese demand is expected to recover through the remainder of 2016.

Variability of cattle numbers and buying activity at prime and weaner sales through April and May illustrated the tenuous balance between supply and seasonal improvement.

It also suggests that the recovery process could be prolonged, with producers balancing the decision to sell into a high-priced market and retaining cattle to rebuild their herd. ■

Winners of the May 2016 Find a Word Competition

Congratulations to the winners and thanks to BUNZL our sponsor.



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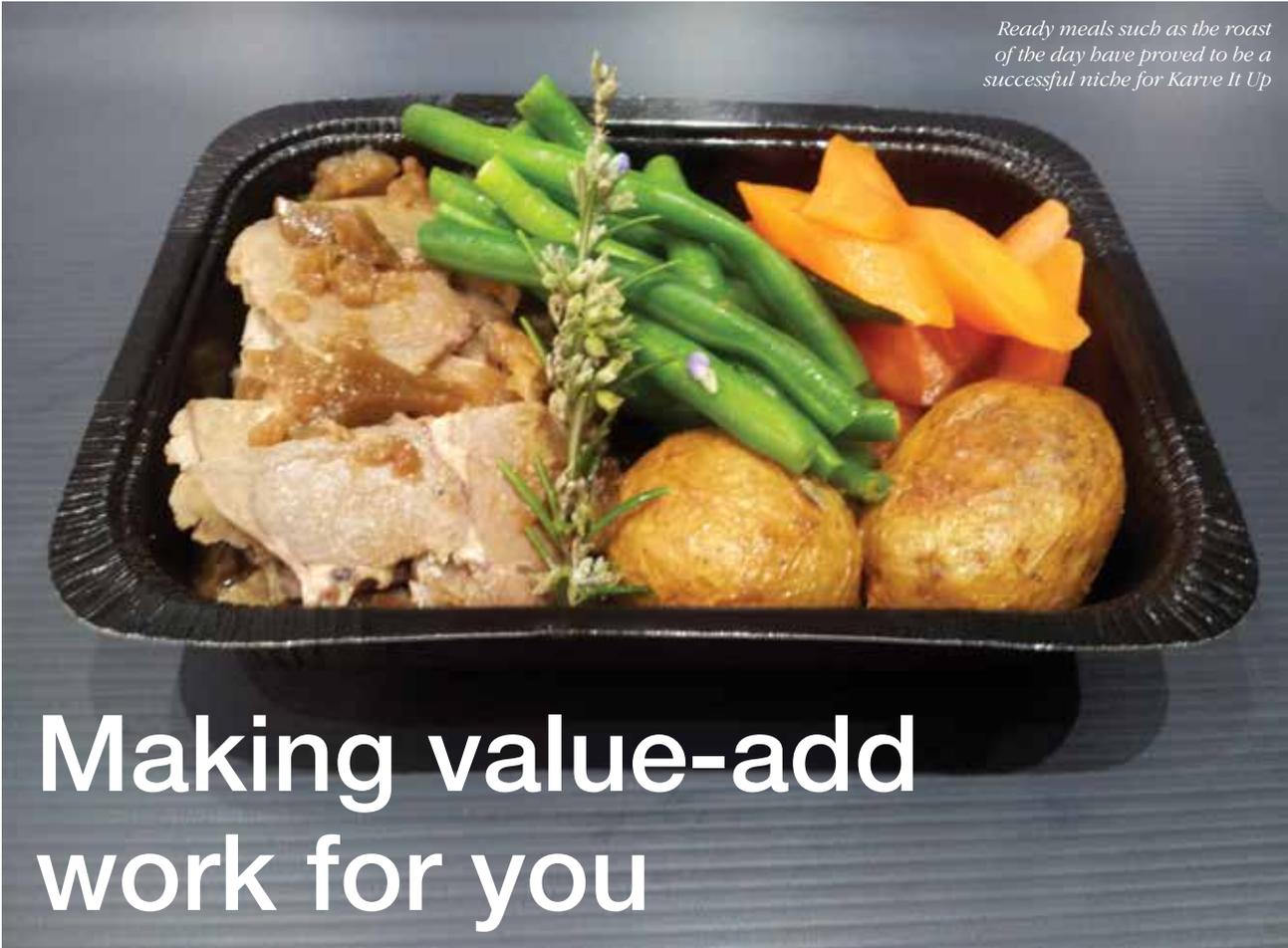
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Ready meals such as the roast of the day have proved to be a successful niche for Karve It Up



Making value-add work for you

Often with *Australian Meat News*, one story leads to another. In this case, Chester Mead at Viking Food Solutions suggested we find out just how well Phil and Nicola at Karve It Up have diversified into a niche market and succeeded.

In the last issue of *AMN*, Chester shared with us that diversification was the key to butcher shop success in the UK, but knew that there were businesses locally that highlighted what he meant.

Karve It Up, in Greensborough Plaza, Melbourne specialises in grass-fed meats – nothing too unusual in that. A closer inspection of the display shows myriad of single serve ready meals competing for space with fresh meats and the fridge and freezer is stocked with paleo, gluten and dairy free foods.

When planning the shop, owners Phil Jackson and Nicola Baaini had always wanted to cook meals that ticked the box for health and nutrition as well as food intolerances. Every day, the team along with Chef Dean Goode cook and package meals that are either single serve or family size.

“We cook six to seven single serves of up to ten different dishes every day along with a selection of family-size meals,” said Nicola. “On top of that we have a large range of paleo and dairy free products in the freezer, plus traditional butcher fresh meats. Many of our products are gluten free and Low FODMAP (no onion or garlic) by default.”

In the two years since the store opened, competing with Aldi, Coles and another butcher within 50m has been a challenge.

“Customers make the mistake of comparing our products with the supermarkets,” said Nicola. “What they don’t realise is that our pie is \$22 for a family size and weighs in about 1.2kg whereas a commercially produced pie from the supermarket might be \$13 but is half the size. A supermarket ready meal is around 300gm at \$4. Ours are a minimum of 500gm and packed full with fresh ingredients.”

Meals can be pre-ordered but many customers drop past the shop and select as many as ten meals to take home, taking pot luck on what is available on the day.

“We have many customers who will buy a number of single serve meals to take home. Often they are families who are ‘ships in the night’ – eating at different times. A quick re-heat and anyone in the house can have a nutritious meal in a matter of minutes.

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Phil Jackson and Jeff Monar working hard to keep up with demand for fresh cut meats and as ingredients for Karve It Up's ready meal lines.

“We have had some people come to us who previously used meals like ‘Light and Easy’ – not for dietary considerations but for convenience – who have found our ready meals far more cost effective.

“We are happy to do some customising for ordered meals. Swapping out broccoli for beans, or mash for roasted potatoes is no problem. We do find that most people are happy to take pot luck.”

A customer who drops past and buys ten meals often puts a strain on the ability to re-stock. Chef Dean will start the day at 6am, preparing for a full window display of meals, only to be cleaned out by lunchtime, which means creating more dishes for the afternoon rush and preparing for the next day. Competing with this is the customers who buy fresh meat from Phil's side. “Sometimes we have to make a hard choice – does the lamb go into a pie or do we keep it as a fresh cut?”

Phil, who has been a butcher for 25 years (and winner of the William Angliss Victorian Work Skills Competition in his day), knows what works and what doesn't having served his time in various butchers and Safeway (now Woolworths) supermarkets.

“We get certified grass fed beef and lamb and we use free range chicken and outdoor bred pork,” said Phil. “I prefer to have the meat non-rinsed. I find non rinsed beef is a better end product for the consumer. Rinsed beef often results in residual water in the pan when cooking and can cause cuts like mince, stir fry and diced to boil in excess liquid rather

than fry which toughens the meat. Our customers have often commented about how happy they are that our meat doesn't produce that result when cooking”

“Our fresh meat big sellers are the porterhouse and scotch fillet; T-bones have slowed down a bit in recent times because our customers don't like to cut away the bone. They want their meat boned out. Many times we have explained to them that the best flavour is where the bone is. I often take a different angle with meats to create something new, like a lamb saddle steak which is just the midloin chop section, boned out and then rolled with kofta seasoning and spinach.”

Like many butchers, Phil has seen the price of red meat soar in recent times, but has not passed it on in full. With two supermarkets and a budget-oriented butcher nearby, he can't afford to. Ready meals have provided an outlet to reduce wastage with secondary cuts and trim going into pie fillings, stocks and sauces.

In the two years that the store has been open, Phil and Nicola have grown from strength to strength. In the early days, Nicola would serve the counter most of the day and then at closing time, start cooking for the next day, often until past midnight. It was a mere eight months before Chef Dean came on board to help with the increase in demand. The shop now supports six staff through the week and two extra on the weekend.

Nicola says that regardless of your shop size, this business model can be achieved. In the beginning, Nicola would make



The display is around 50/50 fresh meats to ready meals.

two or three serves of a few dishes and ran the risk of wastage. It quickly became three or four and now is up to seven, ten for popular dishes. It is now at the point where space is at a premium in the display and storage is encroaching on the butcher side. In less than two years, the business has just about outgrown the premises.

The idea for the shop was Nicola's. She has a background in business management and opened one of the first gluten-free caf  s in Melbourne. Intolerance to gluten and onions, has given her the insight needed to provide customers with ingredient intolerance meals.

Dean was originally a commercial chef, but quickly needed to adapt his thinking to no garlic or onion, gluten free and dairy free options, while presenting 'home style' meals. He and Nicola have had a great deal of fun exploring the paleo methods and are pleasantly surprised at how good the food can taste.

For Phil and Nicola, preparing ready meals is not about increasing profit through value add, it is about providing quality, healthy food which has proved to be an excellent niche market.

Phil predicts, traditional butcher will do less traditional cuts and more time saving products that are appealing and healthy. "Value- adds can't be the rubbish you can't sell with



Karve it Up focus on health produce that caters to dietary intolerances such as dairy and gluten, Low FODMAP and Paleo.

marinade thrown over it to disguise it – customers are smarter than that.

"If you can save them time, they will pay the dollar. Many are time poor and many simply can't cook.

"Every butcher needs staff who know how to cook to advise the customers. We often hand out pamphlets on how to do pork crackle or how to cook a Christmas turkey.

"Social media has some information, but customers like to ask questions. People will not buy the product if we can't tell them how to cook it," Phil said. ■



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A lifelong passion to learn the French art of charcuterie has been realised by Healesville, Victoria butcher Ben Duff

It started three years ago when Ben had the opportunity to undertake a one day course on breaking down pork for the purposes of making smallgoods, in particular, French charcuterie. The techniques are slightly different than those used for prime cuts and as a result, it showed Ben that there was a lot more to pork than just a chop.

The one day course was hosted by a pork breeder in central Victoria and presented by Kate Hill and farmer butcher charcutier Dominique Chapolard and his wife Christiane, who are based near Toulouse in the Gascony region of south west France.

Gascony is known for its foie gras and Armagnac brandy. Its charcuterie has a Spanish influence as it borders on the Basque region of Spain.

“To do that initial one day course might seem a bit odd – surely a butcher knows how to break down a pig,” said Ben. “The course showed me that there was a lot more to it and gave me the insight that I needed to get going on something that I am passionate about.

“Earlier this year, I saw by chance via social media, that Kate was running an advanced charcuterie course in France at her farm, Kitchen-at-Camont, which also included HACCP certification presented by an expert from the US. The course was not designed for novices – you needed to know your way around a pig before you got there and how to use a knife.



Ben Duff, a butcher in Healesville was fortunate to realize a dream and travel to France to learn the art of charcuterie.

“It was an intense ten days, where we spent a couple of those days going through HACCP as well as charcuterie. I couldn’t find anyone in Australia who was doing a course at this level of intensity.”

Traditionally in France, pork is used primarily for charcuterie. The animals are grown for a full twelve months to a size of

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One of the products made, a jambon bam.

around 130 - 150kg using a cross of French pig breeds. The fat content is typically 20%.

“The Chapolard farm, home to the Kitchen-at-Camont is about 100 acres, most of which is under feed for the pigs. They call their farming method ‘seed to sausage’ as they grow feed for the pigs from seed and produce pork products on site. Slaughter is done elsewhere, but it is through a co-op abattoir owned by the local farmers.”

“French charcuterie is about the flavor of the pork, so the only seasoning that is used is home ground pepper and sea salt which gives it warmth rather than heat that commercially ground pepper gives. Australian pork has a taste that is ‘young’ like veal, whereas because the French slaughter at a later age, it is a richer, older taste. Boar taint is never an issue as males are castrated at a very young age. In Australia most of the pigs are free range but because of the colder European winter, most pigs are in a barn.

“In France they take pride in their products using quality products and ingredients. Leg meat and back fat goes into the traditional Toulouse sausage and there are no secondary sinewy pieces.

“The shoulder meat goes into pates and terrines and the rest



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The farmhouse where the charcuterie course was held, Kitchen-at-Camont in SW France.



of the leg meat is used to make noix de jambon – the nut of the ham. They make a dried cured ham – the jambon – in four weeks. It's a small piece, so no chance of spoilage.

“In Australia we tend to use a big 20kg piece which if it isn't done correctly means you can lose the whole ham. By doing the smaller piece it is more attractive to be sold as a whole piece and easier for slicing. It was a really good product.

“My favourite product that we did would be the pate, which is a little chunkier in style to what we know in Australia. It looks more like a terrine.”

For Ben, the big attraction with the course was to learn to make the traditional recipes with HACCP certification, which would more easily translate to Australian standards and practices. Ultimately he aims to offer the charcuterie products in his shop. The majority of Australian smallgoods are based on German and Italian styles, very little French charcuterie is done here at high level.

“I believe we have a market here in Healesville for the product. There are a number of butchers in town plus the supermarkets, so we need to diversify what we do. The customers I have spoken to so far suggests it will do well, particularly once the Spring Racing Carnival and summer picnic season comes.”

Armed with the recipes and practicing on family, Ben is hoping to bring the products to consumers by September. As for equipment, Ben says he doesn't need anything more than what he has as a standard butcher. A mincer and a sausage filler is all he really needs, plus some space dedicated in the coolroom for curing.

Ben readily acknowledges that the capacity to go to France for a couple of weeks and leaving the shop to someone else



The charcuterie is left to cure in the attic of the farmhouse, where a couple of bricks have been removed from the chimney to allow a small amount of smokiness through the product.

can be difficult and he was fortunate that his father was able to come out of semi-retirement to do so.

“I did it for myself and my business. It was a passion thing, because I love the product. I want to pass it on to our customers. I have to make it work for myself and for the business. In the end I am confident that the course will pay for itself.” ■

Social media makes butcher a “destination”

Most of Jeff Beazley's customers spend more time on Facebook than in their main street – so Beazley's Meats has embraced social media and is moving away from Wodonga's CBD.

By Tamara Whitsed

When Jeff Beazley began his butcher apprenticeship in High Street, Wodonga, in 1978, customers would visit their main street butcher after they had been to the bank, post office and grocery store.

But shopping habits have changed during the many years Jeff has worked in High Street, including his 17 years as the owner of Beazley's Meats.

Today many families buy their meat from supermarkets and shopping malls and with online banking and emails have further reduced the need for people to visit the central business district (CBD).

Jeff believes access to convenient parking is essential if he wants customers to visit his store instead of buying their meat from supermarkets.

A proposal by Wodonga City Council* for a 20km/h shared zone in his section of High Street may deter customers. Council plans to trial the shared zone next year with the aim of discouraging through traffic and improving the experience of pedestrians.

“People won't go anywhere near High Street,” Jeff predicts. “They'll stay away.”

He had hoped a change from parallel to angle parking in High Street in 2012 would make it easier for his customers; but he says it actually became more difficult, especially if customers park beside four-wheel drives. “They can't see to reverse out.”

That's why he purchased a former butcher shop 2km away in Morrison Street.

His new shop opened its doors in February. When *Australian Meat News* visited Jeff at his new premises last month, the interview was interrupted by a steady flow of customers.

Jeff believes buying the Morrison Street building is a better financial strategy than renting the High Street shop. “It was already set up as a butcher shop,” Jeff says. “Everything was here. All the displays were here. All the cool rooms and rails.”

It is easy to get in and out of the five angle parking spaces at Morrison Street. “People don't like to walk. They like being able to pull up at your front door and walk in and get what they want and go out again.”

Some of the people walking through the door shopped here when it operated as Morrison Street Continental Butchery. Others previously bought meat from Jeff at High Street while

Jeff Beazley at the Morrison Street, Wodonga store where better access and Facebook have made for more success.



Kyle Beazley at the High Street store where it was difficult for customers to park.

Jeff's tips for finding a great location

- **Affordability:** Jeff says rent is often higher in CBDs and shopping malls.
- **Freehold:** after renting for 17 years, Jeff says it is smarter to buy.
- **Easy access and great parking:** customers want to come and go quickly, and don't want to walk far.
- **Floor space:** Jeff made sure there was enough room up front to display meat, and out back to prepare their wide range of products.
- **Social media:** a Facebook page will connect you to customers – even those who don't walk or drive past your shopfront.
- **Deliveries:** online or phone orders and home deliveries suit customers who find it hard to visit your shop.

some are new customers who live nearby or drive past and find it a convenient location to shop.

Beazley's Meats will operate from both locations until a new tenant is found for the High Street shop, or until the lease expires in November 2017.

"This has given us 18 months to move," Jeff says. "We can do it in stages. We're not rushing to get from one place to the other."

He says the range of products offered at High Street will gradually decrease, and customers will find the best bargains at Morrison Street. "We're getting more and more here [at Morrison St] all the time. They're gradually changing over."

Beazley's Meats is a family business. Jeff and his wife Christine employ their three sons. Joel, 26, and Kyle, 22, work full-time. Nicholas, 17, works part-time after school.

"The meat we use is basically all fresh – carcass meat," Jeff says. "It's not Cryovac'd. It's not boxed meat."

The beef and lamb is processed at Tallangatta Meat Processors and Gathercole's, Wangaratta. CA Sinclair, Benalla, processes their pork. The chicken is purchased from Albury Wholesale Chickens and Inghams.

"We break everything down in the High Street shop at the moment." This will gradually be transferred to Morrison Street after minor renovations including the installation of new rails and a larger cool room.

Beazleys are already smoking meats and cooking pies at the new shop.

Jeff says their large selection of products helps Beazley's Meats compete with the supermarkets: "Niche little things

like cabana and pies and smoked products. We have smoked chicken. We do bacon and make our own hams."

Preparing a wide range of products and staffing two shops is a big task for the family. They work long days to provide the high level of service which has won them loyal customers.

Jeff delivers wholesale orders to a supermarket, hotels, restaurants, clubs, schools and a childcare centre. He also offers free home deliveries. "Wodonga's not that big so it doesn't take that long to get around," Jeff says. "The customers like to see you."

Customers 'like' new shop

When Jeff is driving the delivery van, Kyle serves customers at Morrison Street.

Kyle says shoppers find the new location much more convenient. "They can just park at the front, go in, and get what they need. They don't have to walk anywhere."

Facebook posts announcing the gradual move to Morrison Street received a good response. "I think one of them got about 500 likes, and I think about 6000 people read the post," Kyle says. "That's pretty good in a town where there's about 40,000 people."

He created the Facebook page 12 months ago. The page received 1000 likes in the first six months, and exceeded 1850 likes last month.

Kyle occasionally pays Facebook to boost his posts. He says this is a better form of advertising than radio. "Not everyone listens to the one radio station. [Facebook] is a lot more cost-effective.

"If we put a special up or anything like that, they will see it and head on in." Beazleys also regularly receive online orders, with people sending messages to them through the Facebook page.

The most successful posts have promoted barbecue packs to coincide with events like the AFL grand final and Melbourne Cup. Facebook posts leading up to Christmas also attracted customers and boosted sales.

"Other butcher shops have also liked our page and they will see what specials we do and try to match it," says Kyle who enjoys the friendly competition.

He suggests any butcher shop that doesn't have a Facebook page "should really look into it because it's a really easy tool to use".

** A Wodonga City Council spokesperson says a trial of the proposed shared zone and 20km/h speed limit in High Street "might take place" sometime after mid-2017. "It's too early to say what any outcomes of that trial might be until it takes place," the spokesperson says. ■*



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Feeling peachy about snags

The *Wurst of Lucky Peach* celebrates the world of sausages – wurst in many languages, by taking a tour around the continents to unearth the local sausage and how it's eaten.

Lucky Peach is a quarterly journal dedicated to food writing through the *New York Times*. Each issue focuses on a theme via essays, art, photography and recipes. In this instance, the publishers have gone one step further to provide a quirky look at the world of sausages in book form.

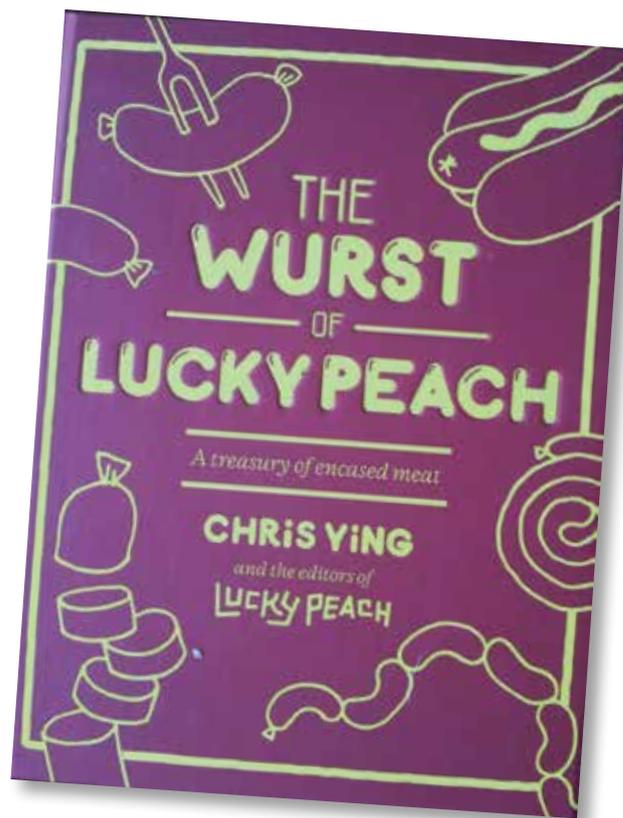
The book comprises a group of writers who have travelled the sausage trails of Europe, Africa, Asia, North and South Americas and Australia. Each region is given the tourist guide to sausages – what it is made from, how it is cooked and how it is served. Photos and illustrations serve to illustrate the description or to add a bit more humour. The sausage chosen has no real rhyme or reason; it was more dependent on what took the writer's fancy or based on availability.

Each region is given a once over from a tourism point of view while eating the local sausage with a humorous and sometimes irreverent tone. The writer who went to Germany drank and ate too much local beer, sauerkraut and pork knuckle. The writer who went to Sweden still doesn't understand the fascination of the local specialty, tunnbrödsrulle, a local version of hotdog served on a flatbread with lashings of packet-mix mashed potato, swimming in ketchup and mustard and topped with a "shrimp salad the colour of Pepto-Bismol and the texture of snot ... that is unspeakably vile". Australia's contribution to the book is the family park BBQ with sausage in bread or the Bunnings BBQ.

Interspersed with the travel section is a deeper look at how the a particular sausage came to be, the local expert showing how it is made or a 'rant' against homemade ketchup, beans in the chili for hotdogs or whether mustard should be used or not.

Finally, toward the back of the book, a section is given over to recipes. Aimed more at the home sausage maker, recipes are given for Thai Sour Sausages, Kasekrainerr, boudin blanc and mortadella amongst others. Included in this section, recipes are given which include sausages – Toad in the Hole, Jambalaya, Franks & Beans.

Entertaining, irreverent and with the odd rude joke about sausages, the book is not to be taken too seriously.



Published by Penguin Random House, *The Wurst of Lucky Peach* and edited by Chris Ying, is a hard cover that you can't put down while you giggle at the writers' local experiences. Retailing at around \$50 from Readings book stores, www.readings.com.au ■

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Question: *What region of France was the charcuterie course held in?*

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Be inspired by a Combi oven

As more and more butchers look to diversifying into value-adding, combi-ovens provide an efficient way of producing a wider variety of food.

What's a combi-oven?

It's not often that Wikipedia is useful but in this instance, it is.

"Combi steamers (also called combi-steamers, hot-air steamers, combination steam-convection ovens, or simply combi ovens) are cooking appliances typically used in professional catering or food service operations. Combi steamers can produce both dry (convection) and moist (steam) heat, and are capable of shifting between them automatically during the cooking process. They can thus simultaneously steam vegetables or potatoes quickly and gently, while also roasting or braising meat and fish, or baking bread.

The appliance is fit for many culinary applications, including baking, roasting, grilling, steaming, braising, blanching and poaching. Combi steamers expand upon standard convection ovens in that they also generate steam or a combination of steam and superheated steam. They help gastronomy-industry professionals bridge the gap between economy and menu diversity while also maintaining the desired food quality." (Wikipedia, 20th June, 2016)

Clearly the description is aimed at the hospitality industry and many suppliers focus principally in this sector. For a butcher, there are many aspects of a combi-oven that can be utilised to provide value-add products.

Slow cooking: if you want to do pulled pork and it takes 18 hours – set it at lunch time and its ready when you come in the next day. Lamb shanks can



The range of combi ovens from Unox in a test kitchen environment.



Salmon fillets cooked in a combi oven.

be cooked overnight, so can pie fillings and braises.

Ready meals: can be cooked through the day, ready for the late afternoon pick up. Roast chickens, single serve and family meals, roast of the day including a side of veggies. Turn down the heat to use it as a warmer. Turn it up to give a perfect pork crackle.

Baking: Pastries such as pies respond well to the drier heat that is achievable to give the perfect finish. Breads can be proved and cooked as well.

Other features that are attractive to a combi oven include self cleaning functions, programmable recipe options, HACCP data storage and low energy consumption, particularly when utilised overnight at lower power costs.

One of the best ways to truly appreciate the versatility of a combi-oven is to visit a test kitchen to watch it in action and see the results for yourself. AMN tagged along to a test demonstration at Unox – a relative newcomer to the Australian market – where a butcher and hotel chef were shown what it could do.

The demonstration took approximately two hours and in that time, we cooked and sampled steaks, lamb racks, salmon fillets, roast chicken, chicken breast and roast potatoes. Our demonstrator, Wayne Viles, GM of Unox Australia, apologised and said that in that time he would normally also provide a dessert.

continued on page 22

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As Wayne loaded in the lamb and steaks into the one oven he programmed it to remind him to turn the steaks after three minutes and a second one to take out the lamb., The meats were cooked on a grill tray which gave a beautiful sealed outer, while maintaining the moisture inside the meats.

For the chef, who is looking to open a pub in Gippsland, he was impressed by the volume of plates he could produce to order for restaurant meals that would be consistent in standard every single time with the recipe programming feature.

The roast chickens appealed to the butcher who was planning to do freshly roasted chooks for the 4pm rush as a ready meal and able to keep easily a dozen warm once cooked. It

also will now give him the versatility to create pie fillings and sauces overnight ready for a quick bake the next day.

“For butchers, we know that we have gone from 8,500 butchers twenty years ago to just around 3,000, because of supermarket pressure,” said Wayne. “Butchers have to realise that they may have to change the way they operate in order to diversify and keep going and equipment like combi ovens may well make the difference. It means you don’t need slow cookers or big pans on the stove, crowding your cooking space.”

“So to do a braise, I would put the meat in a pan into the combi oven for 10 - 12 minutes to seal, then bring it out and add in the vegetables and stock and back into the oven to cook slowly. If it was pork belly you would

have it a higher temperature say 200 deg C to seal the belly for 10 - 15 minutes, then turn it down to 82 degrees C at 10% steam at a lower fan speed to slow cook until that core temperature is reached. The probe measuring the variables records the data for HACCP which is accessible via a USB stick.”

To pre-warm the oven to 220 deg C, it only took three minutes. Its cooking range temperature is anywhere from 30 to 260 deg C; dry air (humidity) between 10% and 100%, steam at 35 deg C to 130 deg C or any combination. Air flow is controlled by four fans with variable speeds.

Whenever Unox install a combi oven, they send out a qualified chef to work with you to get you started, input some basic recipes and make sure you

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The display panel of the combi oven allows for variations in cooking times, temperature, steam, humidity and recipes.

are comfortable with how to use it. Recipes can be handwritten via a stylus on the screen or keyed in. The unit is also connected to the internet, allowing for Unox HQ to undertake fault detection or software updates to make sure that the oven is operating at an optimal level.

“I’ve been to a couple of combi oven demo’s and the basic features are much the same across the different brands. I probably would not have considered getting one for the pub if I hadn’t attended a demo like this,” said Mick the pub chef. “However, if I hadn’t come I would not have known that this one had slightly different options to the others that make it more attractive.”

Ben the butcher said, “I had no idea that a combi oven could be so versatile. The combi oven is an attractive piece of equipment and one that I would put toward the front of the shop where customers can see the products we have made. I was happy to do just the



Wayne Viles shows how to use the combi oven to a butcher and a chef at the Unox test kitchen.

roisserie style of chook for our customers who grab something on their way home but now I realise we could offer them a greater range and do the things I already have a lot more easily. Coming to the demo made a massive difference to my thinking about the combi ovens. The other attractive feature was the rangehood that can come with it, I won’t have to install an ugly rangehood into the building – it can be installed on top of the oven.”

When choosing a combi oven, it has to be able dry cook, steam, and change humidity so food doesn’t dry out and to slow cook at low temperature. Bonus features might include self cleaning, HACCP data

storage and recipe storage. A butcher would be doing things in a slightly different fashion and volume to a restaurant but the versatility would be the same. Choose the size of oven that is slightly bigger than you think you need, as it is likely that you will do more and more as the options open up. ■



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IFFA: A whole new world of all things meat

A showcase with no equal rival, the IFFA meat industry tradeshow is a must-see event for processors, manufacturers and butchers. *AMN* had a chat with those that went to get their impressions of the latest innovations for the industry.

Held every three years, the event brings together companies to demonstrate the latest in automation, safety, hygiene, traceability and labeling amongst others. The butcher's market place is designed to give visitors and exhibitors the opportunity to network and discuss the latest trends.

The exhibitor

CBS Foodtech are representative in Australia for many European equipment brands and sent a group of staff across to assist on the stand during the tradeshow and to network with potential new suppliers.

"We flew in on the Friday to meet our hosts and went straight to IFFA on Saturday," said Chris Greene, GM of CBS Foodtech. "Our sales guys spent time on the Treif and Rex stands to learn more about the product but also to represent Australia as an agency for these companies for visitors to the stand."

Visitors were from all over the world – Asia, Middle East – not just Europe. "For the Australian market, we received a number of enquiries that may lead to new business," Chris said.

"Most of the new trends focused around quality and automation and inspection such as in-line x-ray equipment. Automation focused on ways to improve efficiencies both for manufacturing and warehousing.

"For the retail sector – supermarkets mostly – automation still featured heavily. For the corner store butcher shop, dry ageing cabinets were prominent."

Ingredients were another must see for CBS. One sector that Chris noted was the predominance of vegetarian pre-mixes for products such as vegetarian sausages and mortadella. Spreads for canapés featured a lot of coconut flavours. Fish sausages using catfish were also available to sample which Chris says were surprisingly good. Insect burgers were okay, but with only 3% content it is a novelty.

"Overall, IFFA is an important event on the meat industry calendar," said Chris. "We view it as an important opportunity to network, develop new business and new contracts with suppliers. Keeping up with the market trends and technology allows us to keep abreast of what can work in Australia."



A fake BBQ in the foreground, meat cuts and value-adds in the cabinet and a dry aging cabinet make for an engaging retail environment. (Pic by Adrian Wolter)

Visitors

Wedderburn sent across three delegates – two from Australia and one from New Zealand, with the view to network, see the latest innovations in food machinery and to negotiate new business with suppliers.

"If you want to find out the latest and meet someone, IFFA is the place to go," said Marc Graham, Food Equipment Business Manager at Wedderburn. "We found that for the equipment we looked at, it wasn't so much as new, but improvements on current machinery for processing and packaging. For example, Graf had innovative ways of getting sliced meats onto presentation cards for packaging."

For Marc, the products that really leave him stunned are the giant bowl cutters – some as big as 3 to 4m wide and deep, capable of handling more than 100kg of product at any one time. While a limited market here in Australia, he finds them truly impressive and there is no mistaking the noise they make. "It's like going to the circus and watching the novelty acts.

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“Given that it is held every three years, missing one represents a time gap of six years. It is important to go to support your suppliers, understand the latest technologies and be seen to be keeping up with the industry trends,” Mark said.

The first time visitor

A first time visitor to IFFA was Adrian Wolter, director of Albury based Huon Distributors. Like most first timers Adrian was impressed by the sheer scale of the exhibition, the optimistic mood of the exhibitors and the many visitors from round the world.

Adrian said he literally “power walked” through the halls to ensure he saw as much as he could and spend time with key suppliers including Gesame and Nippi casings whom Huon represent in Australia.

Adrian was struck by the design, attention to detail and sheer visual appeal of the retail displays. He said meat retailers made a huge effort to engage their customers on every level even using simple things like triangular display trays that allowed butchers to arrange product in striking patterns as opposed to orthogonal rows.

He said aging cabinets were prominently placed to catch the eye of customers, thus becoming more than just another fridge.

“Coming from Australia, I really noticed just how much Europeans love their food, Adrian said. “I was impressed by their attitude to food. They build their social life around food and eating good food is valued like a good car or house.

“Even service centers of freeways offer ‘homestyle’ foods and quality choices,” Adrian said.

Another first time visitor to IFFA was Graham Heterick, National Sales Manager with MPS Australia. Graham was also impressed with the standard of presentation at the retail level and the range and quality of value-added meat meals and snacks.

Graham said many value-added products were made with non-traditional cuts and included a wide range of non-meat components to make a more complete and appealing meal solution. Attractive, convenient and recyclable or biodegradable packaging was an essential element to the appeal and acceptance of these products. Health claims and benefits featured on labels.

Graham also noted that local or regional provenance was a strong selling point. He said that in addition to a region’s reputation for food products, regional labeling-of-origin also appealed to consumers’ sense of community, particularly following the economic stress of the GFC. “I felt there was a sense that people are becoming more aware of their own backyards and are mindful of ensuring their local producers are supported,” Graham said.

IFFA Facts:

IFFA 2016 attracted 63,00 trade visitors from 143 countries who were treated do displays by 1027 exhibitors from 51 countries.

IFFA Forum, ‘Automation and performance optimisation’ attracted over 750 participants Also well attended were the forums on the themes of ‘Ingredients’, ‘Food safety & traceability’ and ‘Resource efficiency and sustainability’.

The top ten foreign visitor nations were the Russian Federation, Spain, Poland, Italy, the Netherlands, China, the USA, Austria, Australia and the Ukraine.

There was a marked increase attendance from Spain, Poland, the United Kingdom, Ireland, Romania and Greece.

From outside Europe, there were significantly more visitors from the Ukraine, China, the USA, Japan and South Africa.



The smallgoods competition run by German Butchers’ Association (Deutscher Fleischer-Verband) broke all records with 3,000 entries.

Graham said there was a lot of labour saving equipment on show - a response, he feels, to a shortage and the relatively high cost of skilled operators. “Many companies have invested a lot of money into developing new technologies and creating new innovations that will perform tasks to reduce labour.

“Pressures to reduce business costs have stimulated innovations,” Graham said.

Graham said the mood of exhibitors and visitors was positive and upbeat with exhibitors generally excited by the interest shown in their displays. “I talked to people from all over the world. I spoke to just as many people from the North and South Americas as I did from Europe,” Graham said. ■



Steggles

We're
Steggles
for quality
time

Quality Time Campaign brings chicken home

The latest campaign by Australian poultry producer, Steggles, aims to bring back real family connections using poultry as a mainstay.

In the last six years, Steggles have established their branding as 'We're Steggles for Quality' by highlighting their farming credentials and dispelling myths about poultry. While it was a successful campaign, Steggles have sought to create an emotional connection with consumers by taking the conversation from the farm to the family.

"With the inclusion of one simple word, we were able to reframe the conversation and went from 'We're Steggles for quality' to 'We're Steggles for quality time' as our new positioning," said Steggles and Lilydale Head of Marketing, Yash Gandhi.

"Quality time" – It's never been more important to a family. It's time spent together with people you love and care about. It's about creating real family connections – the laughter, the stories and the conversations usually shared around the dining table in every Aussie household.

"Our new brand campaign is targeted at Australian families and serves as a reminder to 'make time' for things that really matter – like having a meal together around the table."

The campaign sets out to establish Steggles products as an enabler for families to enjoy quality time together. Their view is that families connect and share over a dinner table - from a simple "How was your day?" to sharing the most outrageous thing that happened that day. The company sees that being achieved by making the effort to get together over a meal with a roast chicken or using one of the other poultry products available, such as chicken mince.

In the last 20 years, the way Australian's eat poultry has changed significantly. According to data from the Australian Chicken Meat Federation, we now consume around 45kgs of chicken per year compared to beef at under 30kgs.

"Primary cuts are still the staple chicken choice for families," said Yash. "This would include whole chickens, breast fillet, drumsticks and wings. Interestingly, whole chickens have become a regular basket item, due to their affordability and versatility. Products that offer convenience and ease such as chicken mince have seen an increase in sales due to its familiar taste profile and format. As the price of red meat has increased, we have seen consumers are closely considering their source of protein and chicken is one of the most affordable forms of protein."

"So much so, chicken mince is now one of the most searched internet terms for recipe searches. Other products such as sausages and burgers are also now widely available as a chicken option. Consumers now have a wider choice with Free Range Chicken growing in popularity – now approximately 20% of the total fresh chicken market. (IRIS Scan Data, retail grocery sales).

To sell chicken products, Yash advises butchers to keep your customer at the centre of it all as shopping habits have changed and they are looking for different options and one size doesn't fit all:

- Cooked options for convenience – on the go
- Expertise when they're cooking something special
- Inspiration when they're not sure what to cook
- Need something healthy to feed the kids

Butchers are in a unique position, Yash believes, where they can provide an experience for the consumer and provide a

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The current Steggles advertising campaign hopes to remind us that quality time is spent with family and friends sharing a quality meal.

service that will keep consumers coming back for more. Quality and a diverse range of product add to the positive consumer experience.

“The introduction of reality cooking shows has improved Australian meal repertoires in general. Ingredients previously considered niche or special occasion are now becoming regular staples. Also, although meals are not necessarily complex, they are more fast and fabulous, that is, meals have to look as good as they taste. We are seeing a return to home cooking, with pride in being able to prepare beautiful meals for the family.”

Cooking shows are also celebrating fresh produce, with chefs travelling to regional areas to meet the producers and cook fresh from the farm. As a result, people’s interest in animal welfare is increasing.

Consumers want confidence that brands have diligent processes in place for farming and processing. Lilydale free range chicken, the highest retailing free range chicken brand, is internally audited quarterly to ensure high farming standards are met along with accreditation from bodies such as Free Range Egg and Poultry Australia (FREPA) and are independently audited by SQF (Safe Quality Foods) a comprehensive food safety and quality management program for the entire food supply chain.

Who are Steggles?

A part of the Baiada Poultry company which was founded in 1943 it remains a family owned and managed Australian business. Baiada Poultry employs over 6,000 people striving to uphold traditional, family values.

In July 2009 Baiada Poultry became a national business after acquiring Bartter Steggles. With this acquisition came the Steggles brand. Baiada Poultry are proud producers of chicken and turkey product ranges under the brands Steggles and Lilydale Free Range.

“Expertise in farming is important to shoppers. Welfare is high on the radar, and consumers want confidence that brands have diligent processes in place for farming and processing. Of equal importance is quality – robust quality systems and measures ensure that food on the family dinner plate is of the highest quality. Steggles is proudly Australian owned and grown, giving Australians the reassurance of Australian grown produce with a strong focus on stringent quality measures.” ■

An advertisement for Roxset flooring. The top section has a dark background with the text "Do you need flooring for your Meat Facility?" in white. Below this is a photograph of a red, textured floor. The main part of the ad is a white box with the "Roxset" logo in large red letters. Underneath the logo, it says "HEALTH AND SAFETY FLOORING" and "SLIP RESISTANT • ULTRA CLEAN • IMPERVIOUS". There are two columns of bullet points listing various applications: Abattoirs, Boning Rooms, Cool Rooms, Retail Butchers, Small Goods, Meat Processing, Wholesale Meat, Blast Chillers, Sausage Casings, and Butcher Suppliers. At the bottom left of the white box, it says "1800 ROXSET" and "1800 769 738". At the bottom right is a logo for the Australian Meat Industry. Below the white box, the website "www.roxset.com.au" is printed in white on a red background.

'Inspiring Transformation' was the theme of the bi-annual Pan Pacific Pork Expo held on Queensland's Gold Coast in May.

Attended by more than 700 members of the nation's pork industry and host for over 60 exhibitions by companies who provide research, feed and technological support to pork producers, the conference covered a host of topics in a range of plenary and concurrent sessions.

One of the two major plenary sessions focused on 'Consumer Attitudes Towards Agriculture' which included detailed presentations by Dr Jude Capper and Dr Heather Bray both of whom specialise in social research on consumer attitudes to the sector.

Enlighten your customers

By Stephanie Flynn

The need for more consumer information is one of the key factors identified in current social research that offers the whole meat supply chain a direction a means of engaging with consumers on agricultural practices, according to Dr Jude Capper, an independent livestock sustainability consultant based in the United Kingdom.

An expert in livestock sustainability and with a special interest in understanding and communicating the knowledge of food production to community stakeholders, Dr Capper was a keynote speaker at this year's Pan Pacific Pork Expo held on Queensland's Gold Coast in May.

The insights Dr Capper has gained in her considerable experience both in the UK and the US shows that there are new trends being uncovered by science-based social research which the industry, from producer to retailer, can utilise to address misconceptions about the agricultural industry and meet consumer demands for information at the point of sale.

"More and more people have an interest in how their food is produced every day and US research shows that two-thirds of the population demand more information on this aspect," Dr Capper said.

"One of the key issues facing the agricultural industry is that two-thirds also believe that the sector is not transparent, although recently released data does show an improvement compared to 2012 when only 22% believed the industry met transparency expectations," she said.

Dr Capper's own research and analysis of available research data shows that time-poor consumers rely heavily on third parties such as the media, television personalities, interest groups or specialist book authors to gain further information on the way their food is produced.

As butchers will know from the response received from customers to television cooking shows and the resultant



Dr Jude Capper, independent livestock sustainability consultant in the UK was a keynote speaker at this year's Pan Pacific Pork Expo.

change in demand for varying cuts of meat, the whole agricultural supply chain faces the challenge of other people telling their story for them.

Dr Capper believes that another key issue for the industry stems from the fact that, compared with 50 years ago, when everyone knew at least one farmer. A great divide now exists between urban populations and regional centres where food is produced, resulting in a total loss of personal contact with the land, its farmers and its yields.

As a consequence, in the consumers' minds, there is now a great difference between their perceptions of the food production industry and the reality of the way in which food is produced.

"Among the misconceptions, according to US data, is that consumers believe that a high percentage of farms are 'factory farms' even though in reality this is not the case, actually 80% of farms have less than 100 cows on the dairy farm for example," Dr Capper said.

"Another misconception is that consumers believe that everything was so much better at some point in history. In their minds, there was no methane, no carbon emissions and no pollution.

"But the reality is that the agricultural industry has made great improvements over the last 50 years through better reproduction, feeding, efficiency and productivity mechanisms, but consumers are not aware that this is the case," she said.

Dr Capper believes that despite efforts at explaining the reality of food production it is difficult for consumers to 'change their mind-set', so the way in which the message is delivered needs to change and one of the key ways of addressing this challenge is to find common ground with the consumer.

Messages in either advertising or in direct communication with consumers need to start by identifying with the public such as 'as a family person myself' or 'as a person who also cares about the environment, health of animals', in other words there is a need to let them know we have the same values as they do.

According to Dr Capper all communication should be aimed at the middle ground where the majority of consumers sit, arguing that those at each end of the spectrum of extreme views are not likely to yield positive results.

"It is important to recognise that consumers will tend to go along with the crowd. If there is an expert trending and influencing their friends, they will also be swayed, so seeking out those influencers and communicating the facts to them about the agricultural industry is becoming increasingly important," Dr Capper said.

"Social media provides an opportunity for all segments of the agricultural industry, from producer to retailer, to personally engage with consumers and provide information directly, remembering that every time someone shares something on Facebook for example, it can be viewed by hundreds of people overnight," she said. ■

Uncovering consumer attitudes

By Stephanie Flynn

Understanding the differences between 'consumer attitudes' as opposed to 'community attitudes' in Australia was the subject of an address to the Pan Pacific Pork Expo by scientist, Dr Heather Bray of the University of Adelaide, who specialises in social research on the issue of public understanding in relation to science and agriculture.

Dr Bray released details of the results of in-depth consumer qualitative research conducted by her team which has uncovered the hidden depths of values consumers bring to their purchasing habits and the results are of vital importance to the entire meat supply chain from producers to the retail butcher.

Dr Bray's research and analysis has uncovered the hidden ideas in Australian consumers' minds such as what is included in their notions of 'trust', 'buying local', and 'ethical purchasing' and as well as the differences between their perceptions and knowledge of the agricultural industry and its practices.

The Notion of Trust

In terms of perceptions, according to Dr Bray, Australians overwhelmingly believe that farmers produce safe, clean food; that they engage in sustainable farming practices and that they are concerned about animal welfare.

"People are very supportive of what farmers are doing, around 77% of respondents to a detailed study believe that farmers are making a good contribution to Australian society, that they are carers of livestock and are educated about agriculture, essentially that farmers are doing a good job," Dr Bray said.

"Additionally, in terms of trust, farmers are the most trusted people within the food system with the least trusted being politicians, media and retailers," she said.

Dr Bray explained that the notion that farmers are trusted by the 'Australian community' means that there is an inherent 'social licence' given by them to the farmers to use what are perceived as shared resources such as the land and water and they are trusted as long as they are perceived as 'doing the right thing'.

continued on page 32

continued from page 31

Perceptions of the 'right thing' are fragile and can be damaged, sometimes irreparably, by any new information that comes along, the recent live export scandal being one such example and can damage, overnight, both community perceptions and consumer purchasing.

Knowledge Vs Perceptions

While the issue of 'trust' concerns community perceptions and rates highly among the Australian community their knowledge of Australian agricultural practices is scant.

"The latest research shows that the lowest ratings among Australians in terms of knowledge centre on 'contributions to the Australian economy of agriculture' and 'sustainable farming practices'," Dr Bray said.

"These are missed tickets in terms of community knowledge for the agricultural industry as is the lack of knowledge around particular practices such as halal processing and the reasons why the practice of teeth clipping is carried out in intensively farmed pigs," she said.

The communication by the industry, throughout the supply chain from producers to retailers, is vitally important in establishing the values behind what eventually become the motivations for consumer purchases.

Values

According to Dr Bray the idea of value based communication is becoming more and more important and researchers are now beginning to uncover how people in Australia actually act on the values they form.

Ethical choices that consumers are making are those that consider a moral 'other'. Issues such as 'fair trade', 'animal welfare' are therefore, purchases that take into consideration factors other than their own self-interest at the retail point.

According to recent study funded by the Australian Research Council, genetic engineering, factory farming, packaging, habitat loss and chemical-free production are also among the issues discussed in the community as being 'unethical'.

"We conducted further research into what people considered as ethical choices and the big thing we noted is that ethical choices are not always about ethics," Dr Bray said.

"People still chose foods that are marketed as having some kind of ethical quality such as ethical production but they also include notions that may have nothing at all to do with ethics such as taste, nutritional profile, freshness, health, food safety and/or price," she said.

Essentially the notion of ethics varies according to an individual's interpretation and can also be influenced by environmental factors such as whether or not a person is eating out at a restaurant or buying to take home and cook.



Dr Bray's research also demonstrates that 'buying local' is another factor that depends on an individual's interpretation. It is formally defined as the idea that people can minimise the impact of their purchase on the environment and reduce their carbon footprint.

But, in fact, consumers can use the issue of buying local as a proxy for food safety or for parochial reasons such as supporting local businesses or due to xenophobic motivations such as the idea that Australian produced food means safety but food produced in overseas locations is not safe.

Consumers will, therefore, buy labels they 'trust' and can imbue those products with perceptions of better quality, animal welfare, taste, health and safety whether or not these exist in reality in that product.

Consumers are also obsessed with the diets of farmed animals and consider factors such as antibiotics, hormone-free, chemical-free and natural feed as very important in their purchasing choices.

"In summary, the idea that consumers are trying to change production in their purchasing is actually too narrow a view," Dr Bray said.

"Our research is now uncovering that consumers are purchasing based on using key issues as a proxy for a whole range of other things that are important to them and are not necessarily related to actual knowledge or what we expect is the definition of ideas such as 'local'.

"We expect that these ideas are coming from the media and become embedded in popular culture but we do know that Australians value good food production which is respectful of an animal's welfare and make their purchases of food based on their interpretations of what is affordable, safe and nutritional as well as locally produced foods to support local producers," she said. ■

Automated knife sharpener from Highgate

The KNECHT E50 is a fully automated knife sharpening system that can sharpen up to 400 knives in 8 hours. Up to 48 knives can be loaded into the magazine. The knife-gripping arm selects one knife at a time. It is scanned for shape and size and then wet-ground, de-burred and polished before being returned to the magazine. The gripping arm controls the knife at each stage of the process. The original shape is retained through each sharpening.

Also available from Highgate, an RFID system for tracking tools in food processing facilities. Tools are fitted with RFID responders and scanners are located at key point in the facility. Trackable items include knives, sharpening steels, movable items and protective clothing. The RFIDICK system is designed for knives. Each knife is fitted with a RFID chip in the handle. The system can be set-up to



track equipment allocation to staff, maintenance history – such as sharpening, location when in use, and return and disposal. The system can also be set-up to warn if clothing or equipment is moved between quarantined areas.

In addition to providing real-time tracking, the system collects all data for performance evaluation and auditing.

More information:
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food processor supplies

The words in the list at the bottom 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 29 letters remaining: these form the answer to the competition.

ENTRIES CLOSE: 12 AUGUST 2016

First prize is a Swibo 22cm Steak Knife with a 14" Lesnie's Steel. Five Swibo Boning Knives are also up for grabs! To enter, find the words, cut out or copy the page or just send the answer with your name and address and contact details to: Find a Word, Australian Meat News, PO Box 415 Richmond Vic 3121 or scan and email to: optimalnews@majestic.net.au

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

Last issues winners see page 6

“ _____ ”

A	D	R	O	N	E	M	O	N	I	T	O	R	I	N	G	G	E	S	I
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C	G	T	S	W	B	R	U	M	B	I	E	S	F	Y	K	O	R	A	O

Find the hidden words TO WIN

one of SIX SWIBO KNIVES

- RABBIT RIFLES
- WORM LOADS
- ALDI
- GODZILLA EL NINO
- CASH REBATES
- 90
- KING ISLAND
- CAGED HENS
- TIMING
- DRONE MONITORING
- BRUMBIES
- ORGANIC
- FLOOR PRICES
- EAGLES ADF
- ASK THE LOCALS
- ROOS
- TAXBREAKS
- ABALONE
- CULLS
- SHARK ATTACK
- NATURAL GRAZING
- SAVE
- FOOD CO-OPS
- CROSS BREEDS
- DEWLP
- NATURE REPAIRS
- HUMIDITY
- 2 FACED
- ONLINE BIDS
- GLOBALCFA

YOUR NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

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THANK YOU to all the entrants

Don't forget to try your hand at this months puzzle (above) and make sure you include your contact details when you send your entry to:

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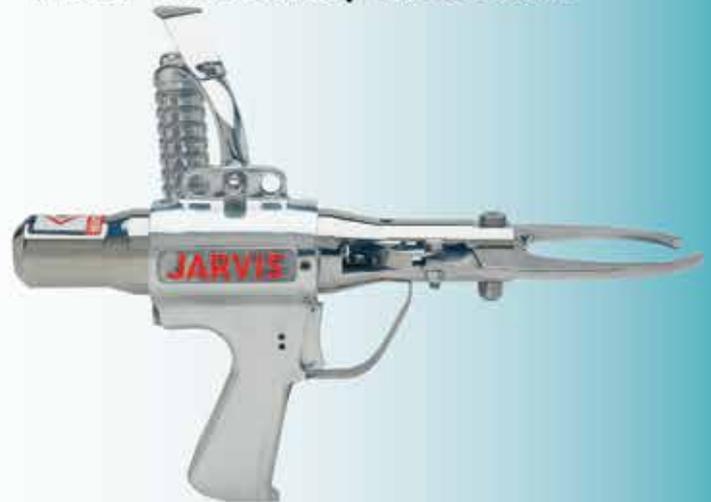
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