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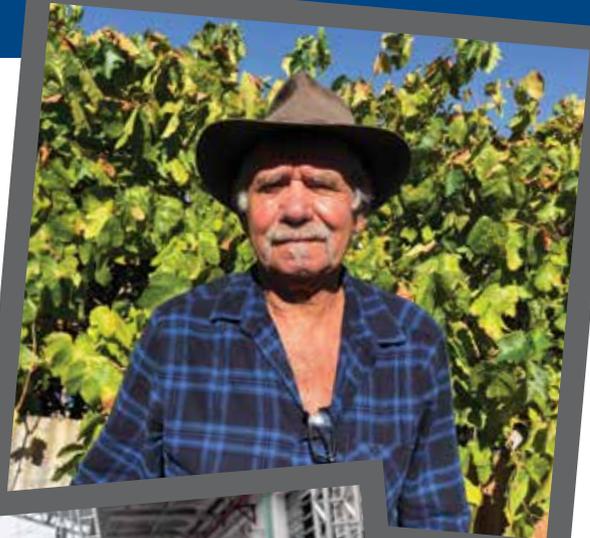
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The Municipal Market of Sao Paulo, Brazil is a major fruit, veg and meat market. Established in 1933, this butcher shop is one of many typical of the market. Image courtesy Jay Beaumont.

Giveaway

Win a copy of *The Art of Beef Cutting*. Page 33

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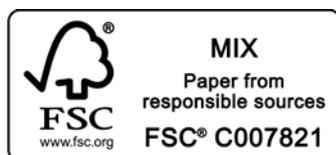
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Highgate relocates to new state-of-the-art premises

Highgate Group Australia are continuing to expand, with their recent announcement to relocate their Melbourne Distribution Centre to a new state-of-the-art building in Truganina, Melbourne's west, in September 2019.

The company said expanding its Main Distribution Centre is part of the next stage of Highgate's growth plan, to maintain the highest level of service to the food packaging and processing industry.

"This exciting development will assist us in our pursuit to be the supplier of choice to the food industry for packaging and processing solutions" said Alister Joyce, General Manager of Highgate Group Australia. "It's all about looking after our valued clients better. Our business has earned a trusted reputation for unparalleled customer service and fast delivery, and this new distribution centre will enable us to perform at an even higher capacity and provide our clients with the same level of quality service they have come to know and love from Highgate Group."

Located in the rapidly developing freight and logistics hub in Truganina, the new Highgate Distribution Centre will provide additional storage capacity, with multiple loading bays and recessed container docks, and a vibrant office environment to cater for their continually expanding team.

With over 4000 product lines specifically for the food processing industry, Highgate continues to offer their clients with new innovative products and solutions, to ensure their clients are maximising production efficiencies and return on investment. This focus has resulted in increased demand, with Highgate partnering as a single-source supplier for many of Australia's largest food companies.

Highgate's new facility is located at 16 Vulcan Drive, Truganina. ■

CSB at Anuga

Digitalization and automation specialists to the food industry, CSB-Systems will be promoting their leading-edge software at the Anuga trade show to be held in Cologne, Germany from the 5th to the 9th October 2019.

CSB staff will be on-hand to describe the benefits and operation of their various systems. This includes new ERP software specifically designed for small business along with their well established systems for corporate groups.

Sub systems on show will include software for weighing pricing, picking and labeling and integrated sales and purchasing. These systems record, monitor and manage inputs, production and sales orders for B2B and B2C sectors.

Visitors attending Anuga can sign-up for tours of facilities in the meat, dairy and general food sectors that are using CSB to plan and manage, production and sales. ■

Australia's Best Bacon announced, proving local is best

In what could be deemed Australia's tastiest competition, Princi Smallgoods in Perth have been named as producing the best bacon in the nation, just in time for International Bacon Day on 31 August.

The nationally available full rasher bacon, made from 100% Australian pork, was the star of the Australian PorkMark Bacon Awards and beat out over 140 entries from across the country.

Director, Pino Princi says the secret to Princi's success is their family recipe and the locally sourced pork they use to produce the winning bacon.

"The story of Princi bacon began over five decades ago and our recipe has travelled from Italy to Australia. What really sets our bacon apart though, I believe, is the quality of the pork that we begin with," says Pino Princi, Director of Princi Smallgoods.

Southlands Quality Meats in Canberra took out first place honours in the Short Cut category, followed by Westridge Meats from Toowoomba in Queensland in second spot. Loveday's Quality Meats on the Gold Coast and Eurostyle Smallgoods in Perth were named equal third with their short cut bacons.

In the Full Rasher category, Gray's Modern Meat Mart in Toowoomba was announced second place to Princi Smallgoods and Griffith Butchery in Canberra, third.

Australian Pork Limited Marketing Communications Manager, Mitch Edwards says the competition shines a light on smallgoods makers who are using 100% Australian pork to produce their bacon, which is great news for both pig farmers and bacon-lovers.

"Bacon is an Aussie household staple but there's a high chance the family favourite that shoppers are selecting isn't made with Australian pork.

"Many people are surprised to learn that 80% of bacon sold in Australia is made using imported pork. Aussie bacon meets our high safety standards



The team at Princi Smallgoods, ultimate winners of the Bacon Awards: Deni Sekuloski, Daniel Matlioski, Jessie Pendriegh.



Frank Vizarri, Production Manager, Princi Smallgoods.

and celebrates fresh, quality, local ingredients.

"If you want to support Aussie pig farmers, by buying bacon made from 100% Australian pork, look for either the pink Australian Pork logo or make sure the bar chart on the country of origin label has a percentage of over 90% of Australian ingredients."

The process behind naming these bacons as Australia's best was fiercely contested, not only by the entrants, but with a spot on the judging panel being a hot ticket. All entries were judged in their raw and cooked form by a panel of four passionate bacon connoisseurs, Fleischmeister Horst Schurger, chefs Simon Bestley, Adam Moore and Paul McDonald.

Overall winner:

Princi Smallgoods, Malaga, WA

Short cut

1st Southlands Quality Meats, Mawson, ACT

2nd Westridge Meats, Toowoomba, QLD

3rd Loveday's Quality Meats, Burleigh Waters, QLD

3rd Eurostyle Smallgoods, Bibra Lake, WA

Full rasher

1st Princi Smallgoods, Malaga, WA

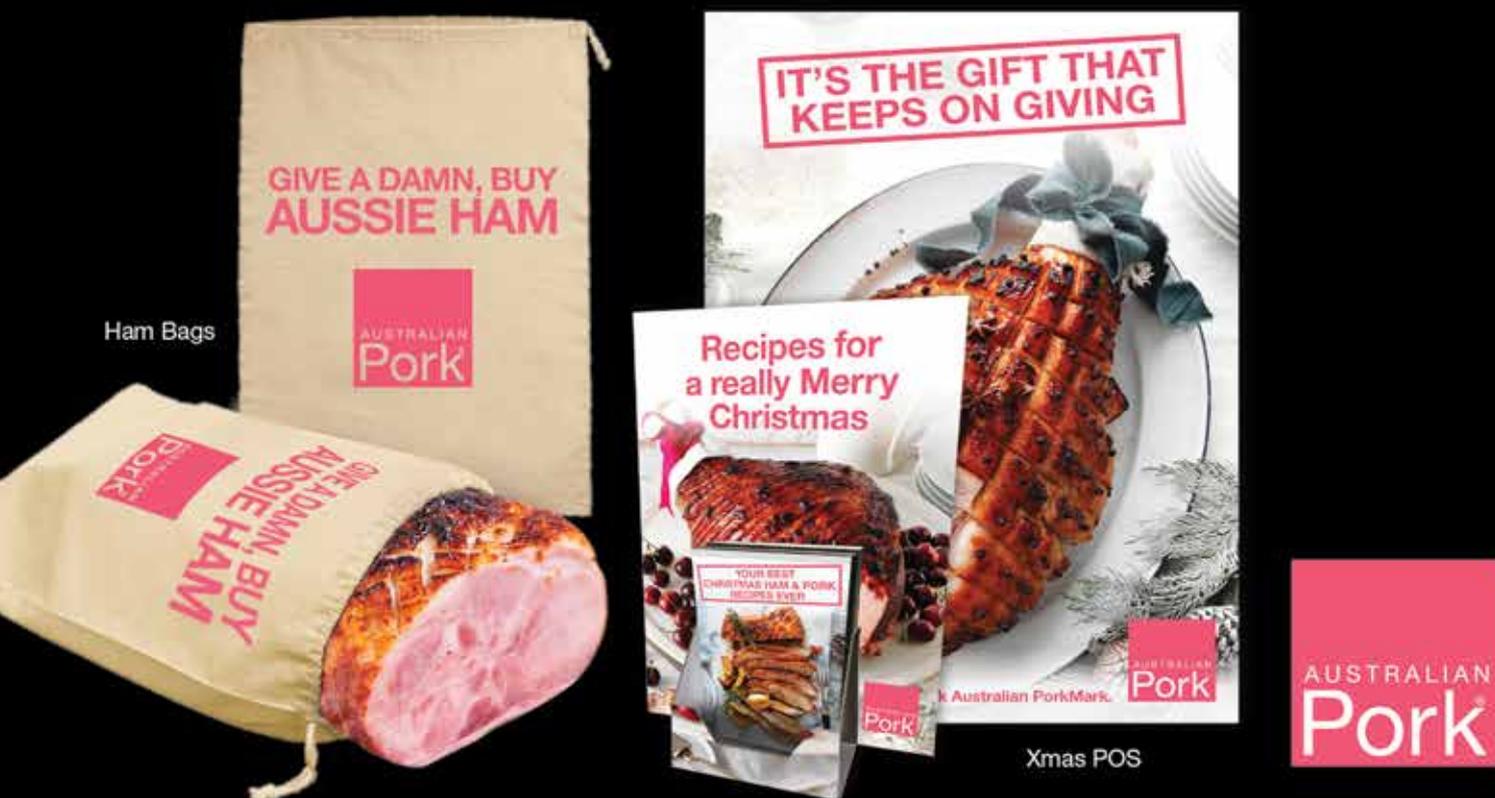
2nd Gray's Modern Meat Mart, Toowoomba, QLD

3rd Griffith Butchery, Griffith, ACT ■

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Ham Bags

Xmas POS

A successful celebration of 30 years for ICMJ

The Australian Intercollegiate Meat Judging (ICMJ) Association celebrated its 30th Anniversary in July at the annual ICMJ Coles presentation evening in Wagga Wagga.

The evening was celebrated by more than 150 students, 38 coaches, multiple industry sponsors, supporters and alumni. The founder of the Australian ICMJ Association, Mr John Carter presented the John Carter Founders Buckle to the Individual Overall Champion Kate Werfel from the University of Adelaide and Individual Overall Runner Up, Kieran Smith from University of New England.

CSU Wagga Wagga and Teys Australia hosted the annual competition last week featuring 12 Australian Universities, and four international teams from Indonesia, Japan, Pakistan and Texas Tech University, USA.

The week-long conference involved industry presentations, sponsored dinners, hands-on workshops, a careers expo attracting 44 companies from across the Australian meat and livestock industries and the meat judging competition.

Texas Tech University took out the Roy McDonald Shield for Champion Overall Team closely followed by University of Adelaide team.

ICMJ President Dr Peter McGilchrist said the spread of awards right across all of the universities this year was fantastic to see with awards given to almost all of the competing institutions. The student's achievement was testament to dedication by the individuals and their coaches.

"Our program has absolutely achieved our goal of inspiring and developing future leaders of the global red meat industry," he said.

"This year was a great contingent of students who posed the most thought-provoking questions we've ever had to our presenters, interacted heavily with companies at the careers expo and took full advantage of every opportunity to advance their knowledge and networks. The students and their coaches are clearly committed to a career in the global meat industry"

Dr McGilchrist also mentioned the success of ICMJ would not occur without the continued support of our major sponsors, including MLA, AMPC, Teys Australia, Australian Pork Limited, Coles, Hancock Agriculture, NH Foods Australia, JBS / Andrews Meats, AACo, GradLink, AMIST, Fletchers International and other industry supporters.

The top 10 finalists and the Coach's pick teams will go on to

participate in an industry training week in Brisbane in September.

Student feedback from the week was that it "opened their eyes" to the possibilities within the Australian red meat industry. "We learned so much more than we could have imagined. Its better than any other week we have ever had at uni." the group of Sydney University students said.

"The networking not only among industry professionals but also peers was really beneficial."

Finalists Selected for Industry Training Week in Brisbane:

Kate Krause – University of Adelaide
Hamish Fuller – University of Sydney
Claudia Nielsen – Murdoch University
Kate Werfel – University of Adelaide
Kieran Smith – University of New England
Jennifer Mitchell – University of New England
Claire Marriott – University of New England
Jess Paton – University of New England
Emma Peters – University of Adelaide
Priscilla Evans – University of Sydney
Margot Sullivan – Marcus Oldham

Coaches XI selected for Industry Training week in Brisbane:

Jade Marshall – University of Adelaide
Josh Turner – Tocal Agriculture College
Renae Piggott – Murdoch University
Sally Morrissey – Unniversity of Queensland
Angus Rigney – Marcus Oldham
Hannah Commins – University of Tasmania
Archibald Weston – University of Sydney
Gabby Parker – Central Queensland University
Nicole Fairley – Charles Sturt University
Madi Gallagher – La Trobe University
Mitchell Priestly – University of Melbourne
Ben Wieland – University of New England

Following the industry training week in Brisbane five students from the top 10 finalists will be selected for a tour of the American meat industry in the New Year. ■

Don't delay and make sure it's hams aplenty in your Christmas sleigh...

Whilst it feels like a world away, Christmas is fast approaching and butchers are being encouraged to get ahead of the game by ordering legs of pork or Australian hams in early.

Australian Pork Ltd Independent Channels Manager, Jennifer Fletcher explains a beautiful bone-in Australian ham is a traditional centrepiece, intrinsically linked to Christmas, and can be a great way to get customers in the front door.

"We know people view their Christmas ham very differently from the ham they eat year-round and they're likely to make a special trip for it," says Fletcher.

"Not to mention, the major food titles and sources of inspiration will be spotlighting Christmas ham and therefore it's a great chance for butchers to leverage this."

"Being organised can take the pressure off and one of the things that really can help is managing stock. Having plenty of stock secured ahead of the game means that you will be less likely to be affected by availability fluctuations in the market."

Fletcher said that having and promoting your ham as Australian was also becoming more important, with the advent of Country of Origin Labelling.

"Our research showed that last year, the number one reason for a consumer purchasing a leg or half leg of ham at Christmas, was the fact that it was an Australian product. We know that provenance is a key consumer trend and having confidence in where food comes from is crucial."

"I encourage butchers to promote the fact that their hams are Australian and, if you are not making your own, we have an online resource to help source Australian product."

Australian Pork Limited has a Christmas point of sale kit available for butchers again this year, featuring both Australian ham and roast pork with crackling.

Ms Fletcher encouraged butchers to use it as an opportunity to strengthen their businesses in the new year.

"Great service makes customers happy and it can also help ensure they return after Christmas.

"Make the service personal, share your tips and cooking instructions, make sure they haven't forgotten the essentials they'll need while you're closed.

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Jack's Creek with a representative from distributor Albers (left) accepting the award for World's best sirloin steak.

World steak challenge 2019

Aussie Beef wins more Gold on the World Steak Challenge Stage.

The annual World Steak Challenge was held in July, with many Australian produced beef entries gaining medals.

Top of the list was Jack's Creek, taking out World's best sirloin steak and World's best grain-fed steak, both based on grain-fed Wagyu. In all, Jack's Creek took home six gold, three silver and a bronze medal, capping a fourth year of successful entry into the event.

The World Steak Challenge, held in Ireland, drew more than 300 entries of sirloin, fillet and rib eye steaks from 25 countries on grain- or grass-fed feed regimes. Judging is based on the steak's raw appearance, then cooked for aroma, colour, flavour and marbling and judged by more than 40 judges in a two-day steak fest.

The overall winner of the competition was JN Meat International presenting a grass-fed ribeye steak grown in Finland. Reflecting on the win on social media JN Meat International CEO, John Sashi Nielsen said that the win 'was a big thing for the company and hoped that it would pave the way for the company domestically and internationally.'

Among the Australian contingent to take out medals were:

- Australian Agricultural Co with two gold medals for grain-fed cross Wagyu in ribeye and sirloin; silver for grass fed fillet
- Rangers Valley through EU distributor Giraudi Group two gold medals for grain fed ribeye
- Mort & Co, gold medals for Grandchester Angus fillet and sirloin on grain; two silver for grain fed fillet and ribeye and another for the grain fed ribeye; plus bronze for ribeye and sirloin on grain.
- Rosedale Ruby (Angus-Charolais) and distributed by Providore Global grabbed a gold for a grain fed ribeye as well as silver for both a fillet and sirloin steak on grain.
- Teys Australia took out two silver medals for their 36 South and Premium Black Angus and a bronze for the Riverine Tender cut brand
- Stockyard Beef, distributed by Rungis Express out of Germany also picked up a gold for grain fed sirloin and a silver for grain fed sirloin.

Hosted by GlobalMeat News, the competition is in its fifth year and growing in numbers, with standards becoming increasingly high. ■



THE AUSTRALIAN

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This is an example of customer-centricity at its best.

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Eat Less Meat or Have a Healthy Diet

On first inspection the Heart Foundation's recommendation to restrict red meat intake looks like bad news for butchers and the red meat industry as a whole.

The report commissioned by the Heart Foundation and researched by the Sax Institute, recommends that Australians limit their total unprocessed red meat intake to 50 gm per day cooked-weight, or 350gm per week, spread across one to three meals. Research shows that eating more than the advised level increases the risk of heart disease and stroke and may lead to weight gain.

Red meat includes; beef, lamb, pork and game meats such as kangaroo. The definition of red meat excludes chicken and fish.

The report says processed meats (sausages, salami etc) should be limited or avoided. On a per capita basis Australians are currently eating more than 455gm cooked weight of red meat per week.

But Diet makes a Difference

The recommendation is made in the context of the average Australian diet that currently includes high intakes of sugar and fats from meats and other foods. Australian adults get more than a third of their daily energy from high kilojoule, nutrient-poor junk foods like cakes, pastries, alcohol and soft drinks.

The report also makes the point that for people who have a "healthy" diet, higher red meat consumption has no negative effect on cardiovascular health.

Mediterranean dietary patterns and the Dietary Approaches to Stop Hypertension (DASH) diet were found to provide a measurable tolerance to higher unprocessed red meat intakes.

The data showed that, for people on these diets, one 100gm serve of red meat per day had no measurable detrimental effects on heart health.

The Heart Foundation emphasised that this finding about DASH and Mediterranean diets does not apply to the general population, as these diets are not representative of current eating patterns in Australia. The data does not demonstrate that higher levels of red meat consumption are not harmful but rather that a healthy diet may offset the detrimental effects of a meat intake of 100gm per day.

Fat

The component of red meats that cause heart disease is the saturated fat. Consumption of fat in red meat is a function of the species, the animal's diet, the cut, level of trim and cooking method.

The report states fat levels in sheep meat are 4-5gm/100gm, 1.3-3gm/100gm in beef and 0.2gm/100gm in kangaroo.

There is wide variation of the amount of fat that can be trimmed from beef and lamb cuts. On average, the available meat cuts in Australia have become leaner in recent years due to a combination of breeding practices, community demand for leaner products and butchery techniques.

Eating red meats (beef, lamb and pork) had moderately adverse effects on people eating a typical Australian diet. The data showed that higher intakes of unprocessed red meat was associated with higher risk of stroke and cardiovascular disease (CVD). Eating 100g/day of red meat increased

the risk of stroke by 13% and CVD by 15%. Eating processed red meat was significantly associated with a higher risk of coronary heart disease (CHD). There is limited evidence for an association between eating higher (60-80g/day) amounts of unprocessed red meat and heart failure.

The research found that white meats (poultry, turkey and rabbit) had a neutral effect on cardiovascular outcomes.

Processed Meats

Studies that measured total – unprocessed and processed – red meat intakes, found higher intakes were associated with a higher risk for heart failure, CVD and CHD. This pooled data suggests the harmful effects are due to the processed meats that have high levels of sodium and other preservatives.

Poultry

Less evidence is available for poultry than unprocessed red meat. Evidence from observational studies indicated no association between poultry consumption and CVD risk. Eating poultry with skin-on was associated with a small amount of weight gain, while eating poultry without skin was associated with a small amount of weight loss.

Other Proteins

The report found evidence indicates that fish, seafoods and legumes provide some protection from heart disease while the consumption of eggs and dairy have no effect. ■

Marble scores in lamb



Mottainai Lamb uses carrot and olive oil waste in their feed to produce a more sustainable practice and achieves marble score 5, in the rib eye fillet.

Marble score is not something generally attributed to lamb, but a product from Western Australia is showing that the tenderness, flavour and juiciness that comes with highly marbled beef can be achieved in lamb. Mottainai Lamb is more than just a high marble score.

The term ‘mottainai’ is Japanese in origin, referring to a ‘regret for wasting a product without realising its true value’. The waste in this case is carrots and olive products from the Sumich Group, Western Australia.

In an effort to reduce waste and recycle produce that might otherwise be destroyed or go to landfill, carrot seconds and carrot juicing by-products along with sedimentary olive oil waste are mixed with lupins, barley, hay and wheat to produce a more sustainable feed regime.

Lambs are taken up to a higher than market size of around 64kg and processed at a slighter later age (8-10 months) to give time for the marbling to be laid down as well as muscle development for a larger carcass weight.

First released in November 2018, export and domestic orders are outstripping production. The company, Omega Lamb Pty Ltd, is on track to process about 7,500 animals this year with the aim of reaching

12,000 within a year and has access to “waste” carrot and olive product to produce over 1,000 lambs per week.

“Consistency has been a key feature of our product,” says Suzannah Moss-Wright, co-owner and founder of Mottainai Lamb. “By using the seconds carrots and sedimentary olive oil in a well-balanced feed regime, we are less susceptible to seasonal variations in fodder prices and can offer our customers fixed pricing on a 12-month basis.

“As a result, we can provide a product that has a reliable marble score around 5 across the entire carcass and up to marble score 9 for the rib-eye and lamb rack. The flavour is light and clean with a sweet taste.”

By value-adding the core product through investment and innovation, the eating quality of secondary cuts such as ribs, shoulder and leg is greatly improved. Mottainai Lamb carries high marble scores throughout the carcass, such that primal and secondary cuts are in high demand, particularly in overseas restaurants and hospitality.

Trim represents 5-8% and the fat has found a market for chefs as an alternative to duck fat.

For the domestic market, product is currently available in Perth from The Boat Shed, Scarfo’s Meating Place and Mondo Meats, who specialise in premium product with provenance. Inquiries from the east coast have inspired the company to work with butchers across Australia. Mottainai Lamb will be launched at Gary’s Quality Meats at Prahran Market Melbourne on 8 September 2019.

“We are keen to partner directly with chefs and butchers to demonstrate the product and to tell our story. The level of integrity that butchers bring means that Mottainai Lamb can be a real point of difference.”

Currently, Mottainai Lamb is sold by cut, not carcass, including rack, porterhouse (short loin), rump, rib & belly, eye fillet (neck fillet), semi-boned leg, lamb mini-roast and banjo shoulder.

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Meat your local butcher

Nick Thomson from The Joondalup Butcher, Perth, WA.

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

My name is Nick Thomson and I own three butchers shops in and around Perth in Mandurah, Willetton and Joondalup. They are independent of each other.

How long have you been a butcher?

I started my apprenticeship in 2000.

Why did you become a butcher?

I did my apprenticeship in Kyabram, Victoria in my father's shop. I'm a second-generation butcher. Dad is semi-retired now. I wanted to be a plumber or electrician, but at the time with the drought, there weren't a lot of jobs or apprenticeships available, so I pleaded with Dad to take me on as an apprentice. He didn't want me to, as he didn't think there was much future in being an independent butcher.

Where did you do your training?

William Angliss, Melbourne.

What are the typical products you have in your store?

We still do a lot of traditional butchering. We break down our own carcasses and we also stock a lot of chicken products and ready-made meals.

Who is your typical customer?

The demographic for each shop is different, so in Joondalup it is mostly professional families who are time poor and want something that is quick and easy to

prepare, and healthy. In Mandurah, which is more of a holiday tourist destination, we do a lot of barbeque products. There is also a high retiree population too. They want more basic butchery items such as steaks, chops – meat and three veg and smaller portions. In Willetton, there is a high Asian and Indian population who want products to make their traditional meals from scratch – diced lamb for curries, bones for broths, freshly sliced meats for stir fry. Ready-made meals are not something they want.

What is your favourite product?

I don't really have a favourite product. I do enjoy some of the ready meals we do like beef olives and lamb mini roasts. What I really enjoy is experimenting with new products, like the dark and stormy beef sausage based on dark rum and ginger beer, or the pork, gin and orange sausage.

What has been the highlight of butchering so far?

Being able to run successful butchers shops in Perth is definitely a highlight. I reckon we have done pretty well, when shopping centres have approached us to invite us to open in their centres.

What are some of the challenges you have faced?

We opened the three shops in the last couple of years which is a challenge in itself. But on top of that, the mining industry is down and we've experienced record high meat prices, especially in beef and lamb. We try and absorb some of the cost, but we really need to make sure we are watching what we spend. The shops are focused on loyal customers who want good quality and service, not cheap meat.



MEAT YOUR LOCAL BUTCHER

What goals do you have for the future?

Opening more shops down the track, but also to have just one or two shops and only working half the hours that I currently do. A normal 40-hour week would be nice!

What is your retirement dream?

The big retirement dream is to live in a coastal town, work one or two days a week in a butchers shop. I love the trade, but I'd also like to be able to go fishing whenever it takes my fancy and when the weather is good.

How is superannuation important to you?

It is on par with a successful shop. What is the point of working hard but not putting something aside so that you can enjoy those fishing trips and be able to look after yourself?

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A Meeting of Cultures to gain knowledge

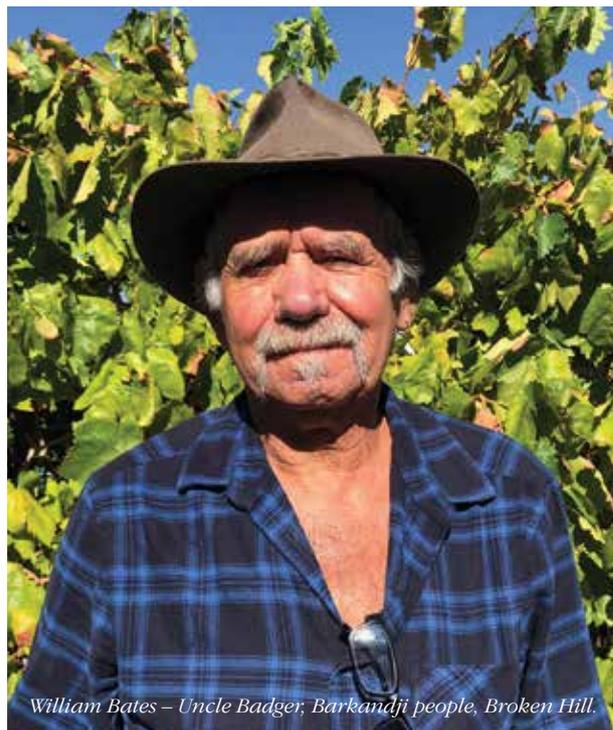
Setting up a food and touring experience specialising in wild game harvest for human consumption, requires a number of regulations to be addressed. For the Barkandji people in western New South Wales, based along the Darling River, becoming accredited will give the local Aboriginal community employment, a business and a greater connection to Country.

In July, NSW National Parks & Wildlife facilitated a training course in game harvesting through OTEN TAFE, and Rob Gallina, a professional game hunter, for the local Aboriginal community to achieve a Statement of Attainment in Game Harvester.

Presented by TAFE teacher, Shannon Walker, the course was held in Broken Hill and undertaken by 25 students ranging in age from ladies in their 60s through to teenagers, under the supervision of Barkandji elder, Uncle William 'Badger' Bates.



Roo on the truck



William Bates – Uncle Badger, Barkandji people, Broken Hill.

The course is designed to give students the skills to apply hygiene and sanitation practices, an overview of the wild game meat industry, operate an appropriate game harvesting vehicle, eviscerate correctly, inspect and tag wild game carcasses and knife skills. Completion of the qualification is signed off by a licenced Game Meat Harvester – in this case Rob.

According to Uncle Badger gaining the Statement of Attainment, will give the community an opportunity to take the next step toward setting up a tourist enterprise in an outback wild game food and bush experience business and sharing the culture of his people and the river system which they depend upon.

To the surprise and pleasure of all those who participated – teacher, elder and student – the training course was more than a class room lesson, but a meeting of cultures and learning, that has benefited the Aboriginal people and the 'white fellas' as Uncle Badger described it.

"To complete the course, students need to be able to show that they can meet the different unit requirements," said Shannon. "The methods they had been using is fine for sharing within their families but won't meet the standards they need to run a food-based business for human consumption.

"Personally, I found the whole experience life changing - it is something I have always wanted to do, to sit around a campfire, sharing johnny cakes (damper) and stories and learning from each other. Uncle Badger is 71, we had ladies in their 60s ranging down to a couple of teenagers. From them, I learned some tracking tips, which kangaroo species are acceptable to eat, different cooking methods and seasonings from local plants that were amazing."



Uncle Badger learning new skills

Rob has his own business, Australian Free Range Meat Emporium processing wild game for human consumption, said that the students were surprised at how quickly he was able to dress the carcass, giving it a less gamey flavour and greater tenderness.

“It was a massive eye-opener for the students and Uncle Badger, to learn the western method of wild game processing, compared to how they had been doing it,” said Rob. “The fundamentals of the course really show people about the importance of hygiene and freshness and the affect it can have on the meat. A lot of game animals are very lean, so bacteria can form very quickly and the carcass can break down very quickly.”

“To us, the course adds another element to how we hunt and prepare the meat,” said Uncle Badger. “It was not like a training course, it was a cultural exchange, and we loved it and we all came together – my people and the white fellas – as mates, sharing johnny cakes and learning from each other.”

The next phase of setting up a business is to get a game harvester vehicle accredited and working with a processor for meat inspection and preparation for human consumption. According to Rob and Shannon the meat inspection and processing will be the biggest hurdle, given that the number of facilities that cater for game are small, and not local to Broken Hill. A chiller box hire and coordination with a processor will need to be arranged prior to harvesting in order to meet the chilling and meat inspection requirements.

Uncle Badger is optimistic that with time and financial backing, these obstacles can be overcome to give the local Barkandji people employment and opportunity to share their culture through a food and bush tourist experience.

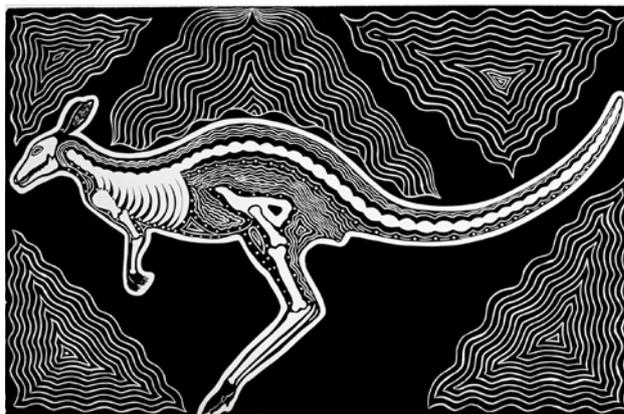
Can you help? If you are able to offer the local community assistance in getting the business going, please contact Badger Bates at sarahmartin7@bigpond.com

Barkandji – the river people

The name Barkandji is derived from the Barka River – or the white fella name, the Darling River. The region extends from Wentworth on the Murray to north of Wilcannia and both sides of the river. The Barkandji consider themselves ‘river people’ but recent management of the Darling River has resulted in a lack of water, affecting fishing opportunities and the local population of native animals, which in turn has affected employment and a loss of connection to Country for the Aboriginal community.

The region is one of the largest in NSW under native title and ultimately, Uncle Badger and the elders would like to see the Darling River re-named to the Barka, not only to recognise traditional lands but to allow an opportunity to create a clean slate on how the river is managed. The recent imagery of millions of fish dying at Menindee shows just how serious the state of the Darling River has become.

“When white settlers came, the Barka supported sheep and bullocks, giving everyone an opportunity to benefit,” said Uncle Badger. “We are not traditionally an irrigation region – by taking back management of the river we can all work together to create employment again, as well as giving the native animals, like kangaroos and emus a drink.”



Red Roo in Drought, William Bates, 2006

Uncle Badger worked for NSW Parks & Wildlife for 21 years as an Aboriginal Sites Officer before retiring. Now he is a cultural consultant as well as a well-respected artist, depicting his artwork in traditional form using lines, rather than dots to reflect the nature of his people – river people. His work is principally linocut but he also carves wood, stone and emu eggs, held in the collections of the National Gallery of Australia, Museum of Contemporary Art in Sydney and many other galleries.

Red Roo in Drought, depicts the affect that the lack of water has had on the region on kangaroos.

“I carved Red Roo in drought in 2006 because our kangaroos were dying from the bad drought and it was sorry to see it. They are our main meat, they give us food and we always thank them for it”. ■

Butcher mystery box a win for customers

Some customers find the concept of a 'pot luck' box of goodies delivered to their door exciting and opens up new food adventures. Such is the case with members of Merrifield Farm who operate a farm to fork operation.

Merrifield Farm is principally a free-range Berkshire pork farm outside Merriwa in the Upper Hunter Valley, NSW, but also runs a small herd of speckle park cattle. In a good year, the property supports about 200 pigs and 30-40 breeding cattle. With de-stocking with drought, the company is processing one steer per fortnight and about six pigs per week.

Making the most of each carcass is a vital element of the business.

Merrifield Meat supply to a number of butchers and restaurants wholesale in the Hunter Valley, Newcastle and Central Coast of NSW, but the majority of the customers are based on a community supported agriculture (CSA) model. The membership to the CSA currently sits at twenty, who each month receive a box of pork and beef – based on what is available, rather than a set order that can leave some cuts underutilised.

“We bought the farm about six years ago and started doing the farmers’ markets – about 12 per month,” said owner Mathew Grace. “It became too many to manage and was an inconsistent business model as it relied too heavily on weather, market attendance and other factors outside our control. Supplying wholesale and membership gives us a known, regular monthly income.”

When the business first started, Merrifield Meats utilised local butcher shops to process the carcass and found that often their order was done in a rush at the end of the week, and not always to their specification.



A decision four years ago to build an on-farm, fully accredited butcher shop has enabled Mathew and the team to fulfil orders onsite and explore the possibilities of value-add goods to use the entire carcass more effectively.

Many of Merrifield Meat’s customers were initially unfamiliar with many of the cuts presented, requiring Mathew to teach customers how to cook the cut and provide recipes – brisket and slow roasts in particular needed a bit more education. Now, many of the secondary cuts are in demand and members are sharing their recipes between them.

“The price for beef has gone up and pork has gone down at the processor level, so finding a business model that makes the most of every part of the carcass is becoming increasingly important as the tough times continue. Value-add products like salamis, pies and terrines are becoming more cost effective than selling a plain pork chop. And our membership customers love it – one month they may get gourmet pies, the next it will be salami.”

To make the products, Merrifield Meats is on the lookout for a special kind of butcher. One who doesn’t mind a five-day working week, no overtime, has a creative flair for value-add products and is happy to lend a helping hand on the farm when there is downtime at the butcher shop and is passionate about ethical meat. The lifestyle truly takes in the whole process of rearing through to product.

“Our demograph is a mixed bag, with everything from the more affluent eastern suburbs of Sydney, through to those with large families who would rather buy high quality, farm-sourced meat rather than buy from the supermarkets.

“Our point of difference is more about the ethics, the provenance and the sustainable business approach we have. As much as possible, we source all our ingredients locally, there is very little waste and we operate at level where the business can be sustained. All our staff are as passionate about what we do as our customers and we want a butcher who shares our vision.”

www.merrifieldfarm.net.au ■

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Competition builds butcher community

Competition for butchers is clearly becoming an effective way for the industry to connect, learn and support each other – the World Butcher Challenge is certainly showing the success that a competition can bring to the international butcher world. However, it is not the only event doing great things for butchers and the meat industry.

Ashely Gray, in our story on page 27, describes the World Butchers' Challenge as creating a global community based on common interests.

A common interest in all things barbecue has also united butchers and slow cooked meats, through many events in the US, Meatstock here in Australia and New Zealand, and recently Brazil through the festival Churrascada.

Churrascada is almost the underground world of butchery and barbecue in Brazil, where guests are not told of the



Glenn Dumbrell, Char Char Char Butchery, describes Churrascada as a rite of passage for butchers.

location until two days before the event, reminiscent of a 'rave'. The organisers, fourth generation butchers (and specialists in dry-ageing), began the event in 2015 with the aim to bring together butchers, meat, and good music in a festival environment. It has been described as a collaboration that transcends languages, with butchers and bbq'ers coming from across the world, including Japan, Dubai, Canada, Australia and Argentina.

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Innovative methods of traditional fire-based slow cooking – 12 pigs on a rotating ferris wheel at Churrascada, Brazil.

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After visiting Australia, the Brazilian Butcher Wars team have lifted their game in value-add presentation in preparation for the World Butchers' Challenge in 2020.



South America has a higher per capita beef consumption than Australia, but butchers are treated like celebrities. The typical butcher shop has basic cuts, but often a restaurant as part of the business.

Some of the crew from Meatstock Australia attended the festival in August this year. It started when a team from Brazil came to Meatstock to pit their skills against the locals. What the Brazilians realised, is that they needed more education on how to butcher and present meat in preparation for the World Butchers' Challenge.

A crew of about 12, including Shannon Walker, TAFE teacher, Jay Beaumont (founder of Meatstock) and butcher Glenn Dumbrell, headed to Brazil to present barbecue as the Australians do it – lamb shoulder – and to take part in the Butcher Wars.

The butcher in Brazil is the celebrity, not the chef, so against five other butchers from Canada, Italy and Australia, it was no surprise the Brazilians came out on top, with Craig Munro from Australia coming third and Canadian butcher, Taryn Barker making the top four. Taryn will also be representing Canada for the World Butchers' Challenge.

“From what we saw in Australia when the Brazilians competed in the Meatstock Butcher Wars, compared to what they came up with in Sao Paolo, was a great improvement,” said Shannon Walker. “This time they were really prepared with garnishes and display items, which really showed. At the Australian Butcher Wars, they literally just cut the meat up and came second last, no finesse or styling.

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“UNOX OFFERS INNOVATIVE TECHNOLOGY, FOR US TO OFFER MORE OPTIONS”

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Robert Earney
Montrose Meats & Smokehouse

“At Montrose Meats and Smokehouse, we blend our tradition of quality meat preparation with a creative approach to the products we make. It is our passion and respect for our craft that drives us to consistently deliver superb quality products. When Montrose Meats and Smokehouse opened we started cooking small goods and soon delved into pre-cooked foods. We were using a smoke oven out the back, which was fine, but not efficient.

“I met with Wayne Viles, Managing Director of Unox who pointed out how we could transform our business and productivity by introducing a combi oven into our working space. And that’s exactly what we did. I began trialling a range of products in the Unox oven. Starting with casseroles, (which was the obvious option at the time) roasts and lamb shanks, which was a lot of trial and error.

“For a butchers shop, it’s about changing processes and ensuring you can fit everything in your workload. You certainly have to plan a little further in advance, but due to the Unox combi oven, we have been able to expand our range of products. We can do anything we want with this oven. We have customised our processes to cook smaller batches, which ultimately is more cost-effective. We began filling the oven with our product and even though our volume and results were great, we had to eat a lot... The best part of buying our bacon is that we also get so much pork belly. We are now slow-cooking the pork belly overnight in our homemade stock, resulting in a premium price for pork belly. You have never had pork crackle until you have had it out of this oven.

“While our diced lamb begins to reach its expiry, we add it to sausages or make lamb rosemary pies and cook them in the Unox oven for an entirely new product, which increases our profit by three times the amount. The Unox oven offers endless possibilities. The features and technology allow us to expand our offering and tailor each product for the best results. *Unox offers innovative technology, for us to offer more options.*

“We have created a destination. Customers come here for our products because they can’t buy them anywhere else. Our customers (new and old) are travelling further and further to purchase our unique products, that only we offer. Customers will always choose who they trust. Our demographic appreciates the best quality meat that you can purchase and are prepared to pay for it.

“I don’t consider any butcher a competitor, I consider them a peer and we need to work together to promote retail butchery, especially during the modern time of up-rising convenient meal options.

If you’re a butcher and have any questions, please feel free to contact me and I would be happy to have a chat concerning how a Unox combi oven can change your business.

Contact Robert on 0417 561 698 or
robert@montrosemeats.com

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“I spent some time with them after that to show what can be done and they learned from the other butchers at the competition. In Brazil, the butchers worked together and were able to pull off some amazing things, like turning a pork fillet into a snail, chops into emoji’s, zucchini under the fat of pork. They clearly had been practicing.”

In comparison the visitors to Brazil faced challenges – the difference in meat quality was one, such as the pork which has higher fat content and the saddle at about 12-14kg, a bigger, older animal rather than the 7kg that the Australians were familiar with.

After Churrascada, the crew headed to Chile and Argentina to experience the beef capitals of South America, in particular steak restaurants and butcher shops – many of which are the same business. Both Glenn and Shannon realised quickly that Australia is spoiled for choice in terms of beef quality and the value-add products our butchers are capable of producing. Surprising, given that Brazil and Argentina both have higher beef consumptions per capita than Australia, and Chile also sits in the top 10 of beef consumers.

“Butchers like many trades need to re-invent themselves. They can try and compete with big business or go on the front foot and drive change with innovation and recognition,” said Glenn Dumbrell.

“In Brazil, we mingled with butchers that were proud and treated like celebrities. The skills that the Brazilians showed at the Butcher Wars turned the tables on what the visitors produced. The training that Shannon gave them after their visit to Australia showed.

“I believe as a butcher in Australia, a visit to premium butcher stores like Victor Churchills is a rite of passage – a trip to Brazil for Churrascada should be on the bucket list. This was a once in a lifetime experience and I felt privileged to be both a butcher and an Australian as I really believe we have the best meat on the planet.” ■



Shannon Walker took part in the Butcher Wars competition at Brazil's equivalent to Meatstock – Churrascada.



Drive duck sales with education

A duck is a bird but, unlike chicken, the characteristics of the meat vary noticeably across the carcass. In terms of cuts, cooking options and value adding opportunities, duck meat is more like beef and lamb.

While many consumers are aware of duck; eg Duck a l'Orange or Peking Duck, relatively few know it is an easy to prepare and value-for-money meat.

Duck is a great business opportunity for independent butchers. It's something different, it can be value-added, it offers customers convenience and is competitively priced compared to beef and lamb.

Duck legs, like beef and lamb legs, work hard, have more connective tissue, more flavor and need more cooking. Breasts are posture muscles and like loin cuts are tender and can be grilled or pan-fried. Duck differs from chicken, where the meat tends to more uniform across the whole body.

From a retailers' perspective it's about knowing your customers. Older Asians, who traditionally prepare and eat duck, tend to buy the whole bird including the neck and giblets. They know what they are doing and butchers are well advised to ask them questions about the finer points of preparation and cooking.

Market Potential

The younger generation, irrespective of ethnic background, is the market with the greatest potential. Some will be familiar with duck, but most won't. However, both groups will be looking for convenience and value-for-money.

For many, especially younger customers, duck is a mystery. "You need to customise your offering for your clientele," explains Marketing Manager with Luv-a-Duck, George Dimkin. "This needs to be done in terms of the display and with individual customer interactions."

For those familiar with duck the challenge is to promote traditional flavours along with added convenience. For customers unfamiliar with duck, butchers need to start at the beginning with a bit of education and training. Offering customers duck kebab or sausage to taste, off the in-shop BBQ, could be a good start.



Indy Edwards and Brett Stephens from Stephens Meats, Heidelberg, in the eastern suburbs of Melbourne. Brett started his "six-month duck experiment" three years ago. Brett has seen substantial growth in sales as he and his customers have developed and shared their skills and confidence in preparing duck meals. "Work with your customers who love cooking, get feedback and share that information with other customers," Brett said.

Knowledge Builds Confidence and Sales

George suggests, "Introduce duck, to each customer, slowly and develop their tastes and skills.

"Do it in steps, start by getting them to take home very easy to prepare sausages or kebabs, so they get to know the flavour, then move-on to relatively easy-to-prepare breasts, that can be quickly pan fried and finished in the oven, like a steak.

"Once they are hooked, move them onto legs and eventually the whole bird.

"The challenge is to overcome customer unfamiliarity, then raise awareness and then develop cooking skills and confidence," George said.

To increase awareness of duck, George recommends butchers position duck near red meats in their retail display. He said this is consistent with the flavour profiles, cooking methods and pricing. It also serves to emphasize the difference from chicken.

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Brett operates his in-shop BBQ on weekends and one day during the week. Customers try the sausages or patties and then buy some to cook at home. Brett makes his sausages and patties in-house from whole ducks supplied by Luv-a-Duck.

The Luv-a Duck range includes pre-cooked, legs and breasts that can be incorporated into classic recipes, such as Peking Duck and Honey Soy significantly reducing preparation time.

Pre-cooked legs and breasts can be also incorporated into customer training. Chilled pre-cooked and flavoured duck legs need just 15 minutes in a conventional oven or less



Stephens Meat's duck range is displayed with comparable beef products, reflecting the similar flavour profiles preparation options and pricing.

than five minutes in a microwave and can be conveniently incorporated into more exotic meals.

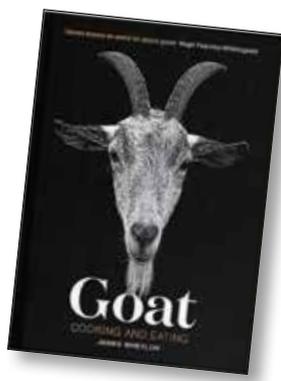
Once hooked, customers can be weaned onto fresh products.

Luv-a-Duck is available in retail-ready chilled fresh cuts and whole birds as well as duck fat, liver and stock. ■

Book Competition Winner

Congratulations to Ken Beuth from ProCom EDP Consultants. Ken correctly answered the question: How many cattle were estimated to be lost in the northern Queensland floods? The answer; 600,000.

Ken won copy of *Goat: Cooking and Eating* by UK chef James Whetlor.



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The woman behind the World Butcher's Challenge

By Stephanie Flynn

It has been nine years since a young university graduate in communications reluctantly joined the meat industry in New Zealand and since that time has become a dedicated and passionate supporter of the industry and the catalyst behind the growth of what has now developed into a major global promotion for retail butchers.

Now committed to a long career in the industry, Ashley Gray has also broadened her endeavours to encouraging more participation of young women in the industry through her work with a new industry organisation 'Meat Business Women'.

On secondment until November to Australian Pork Limited as Marketing Communications Manager covering a maternity leave contract, the young and dynamic Ashley Gray is General Manager for Beef and Lamb New Zealand, that country's equivalent of MLA, with sole responsibility for the World Butchers' Challenge.

Initially instigated in 2011 by Beef and Lamb New Zealand's CEO, Rod Slater, as the 'Trans-Tasman Test Match' promoting a friendly skills competition between butchers in New Zealand and Australia, Ashley Gray has been instrumental in growing the competition to one of international importance in the industry with 16 teams from around the world now set to compete in next year's event in Sacramento, the capital of the U.S. state of California.

"I get goose-bumps all the time when I think of its growth, in such a short time, from what started as a tiny competition between our two countries for a bit of fun to what is now a global competition that is



The young and dynamic Ashley Gray has already made a phenomenal contribution to the meat industry's public profile.

getting both media and consumer attention around the world," Ashley said.

"Reflecting on the key processes by which it has grown, I would have to say that the point at which it really took off in a big way was the 2016 competition held on the Gold Coast in Queensland at which we heavily focused our promotion on the use of social media platforms," she said.

Whereas, once upon a time, promoters would have had to physically get on a plane to other countries in order to generate industry participation, Ashley

says the power of social media and the willingness of younger generations to engage with these media platforms have been the key to the event's rapid growth globally.

During 2016 competition, at which England and France had joined the Australian and New Zealand teams, Ashley received an overwhelming number of messages from butchers all over the world wanting to participate who had seen the media coverage, the Facebook page and YouTube videos which had been uploaded to promote the event.

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As Ashley explained, it was the active use of social media platforms at the right time and knowledge of how to use these platforms that formed the successful ingredients to expanding the event to international acclaim.

“Outside of inviting mainstream media, we did our own live telecasts and uploaded these to the various social media platforms and, of course, it is a global village these days through these mechanisms and it was not long before butchers from around the world were following the competition through these means,” Ashley said.

“But it is also a lot to do with the butchers themselves, once you are able to connect them with their peers they have a natural inclination to learn from each other in non-competitive ways, they have the same challenges with their stores and within the industry as a whole irrespective of which country they operate in.

“While the World Butchers’ Challenge is a competition and an event at its core, hundreds of butchers have

welcomed the opportunity to create a ‘global community’ based on these common interests, we find they are sharing information and demonstrations via the uploading of videos creating ‘rock stars’ in the butchering world online and for many this has been their first foray into the world of social media.

“So, we now see that they are valuing this new experience by introducing the use of social media platforms into promoting their own stores,” she said.

But the spin-offs have not ended with butchers alone, one noted example being a restaurant in London inviting their country’s team to spend a day with their chefs sharing skills and co-creating special menus for a month-long promotion to its patrons.

Meanwhile, in New Zealand, a national television network funded a seven-part series on their country’s team travelling to last year’s competition in Ireland with the team to film for the series.

Ashley expects that the 2020 World Butchers Challenge involving 16 teams from Europe, the Americas and Australasia as well as South Africa will attract upwards of 5,000 spectators, the majority of whom will be butchers and chefs.

Ashley has now adopted the meat industry for her long-term career, is loving her work within it and is working on programs to support and develop the increased participation of women in the industry through ‘Meat Business Women’.

An organisation which was instigated in the UK by Laura Ryan in 2015, ‘Meat Business Women’ seeks to make the meat industry more attractive to female talent and nurture new entrants through networking, education and mentoring.

Thrilled to have met (via the social media phenomenon) other women who have had a similar change of heart regarding their passion for the industry, Ashley has been instrumental in establishing a chapter of ‘Meat Business Women’ in New Zealand and was a keynote speaker at the launch of the organisation in Australia which attracted over 200 women from the industry.

“The organisation has now also expanded into America and Ireland and so we are seeing that it is a mirror of the World Butchers’ Challenge organic growth phenomenon for ‘Meat Business Women’ via the global connectedness of social media,” she said.

“I think really that is where my passion is centred, community building within the industry to share stories, ideas and collaborate.

“There is, in my view, so much opportunity and scope within the industry to drive change for the better so this is something I hope will attract other young women to the industry,” she said. ■



Selling your Business? ... What's it Worth?



Most business owners tend to believe that their business is worth more than it actually is. This is quite natural as they have put their heart and soul (not to mention their time and hard earned cash) into building their business so that it can take care of their families, create wealth, fund their lifestyle and one day fund their retirement.

By Bill Wieland

It is important to understand at the outset that valuing a business is not an exact science and that there are a number of methods or approaches all of which call for value judgments to be made.

There are three main elements to establishing the sale price of a business: Goodwill, Plant and Equipment, and Stock.

Goodwill is invariably the biggest component and requires subjective judgments by both seller and buyer. Over the years I have found that the “times net profit approach” is quite accurate, simple to calculate, easy to understand, and gives support to a negotiation strategy during the sale process. It actually adds profit to your bottom line and by definition increases the value of your business.

STEP 1

In this approach the first step is for you to adjust the net profit of your business, for each of the last three years of trading, by adding back any abnormal expense items, as well as any expense items that are particular to the way that you choose to operate your business.

There is no definitive list of items that should be excluded from the yearly net profit however the following expense items are just some of the usual adjusted items.

- Your depreciation expense is excluded as this is a non cash item and the annual value of depreciation expense for a purchaser will usually be different to the depreciation expense of a previous owner.
- Interest is another adjustment item as this expense is created because of the way you choose to finance your operation and also would give a prospective purchaser an indication of your debt level. This information may give the purchaser an unfair advantage in negotiating.
- Owner's wages and superannuation are two other expenses that should be adjusted as the owner's wage and superannuation contributions differ widely depending on

their lifestyle, the amount of active hands on work within the business as well as their goals and other needs. It is up to the prospective purchaser to determine the level of active involvement they want in the business and the level of cash withdrawn from the business.

- Other adjustments could be donations, conferences, travel, legal fees, fees and charges relating to the business structure, some motor vehicle expenses and any once-up abnormal expense just to name a few.

STEP 2

In step two you average the adjusted net profit over the last three years profit calculations by simply adding the adjusted net profits of the three years and dividing that figure by three.

STEP 3

In Step 3 you apply a multiple to the average of the last three years adjusted net profit that is suitable for a business of your particular size, location and business cycle within the Australian meat industry.

This multiple is a measure of the risk profile of your business so you need to consider all of the internal and external risks to your business. External risks to your business could be the strength of your competitors and potential profit increases, while internal risks could be staffing (i.e. availability of qualified staff and levels of staff to service you customers), and your product range.

These risks include:

- demographics segmentation of your customers: age, gender, race, income, occupation, education
- geographic segmentation of your location: suburban, shopping center, regional areas

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CALCULATING THE VALUE OF YOUR BUSINESS			
Example Profit & Loss			
	30 Jun 17	30 Jun 18	30 Jun 19
Sales	2,100,000	2,200,000	2,300,000
Less Cost of sales	1,500,000	1,400,000	1,300,000
Gross Profit	600,000	800,000	1,000,000
Less Operating Expenses			
Accounting	6,000	6,100	6,200
Advertising	20,000	21,000	23,000
Bank Fees	1,000	1,200	1,300
Depreciation	23,000	22,000	19,000
Insurance	11,000	12,000	13,000
Interest Expense	5,000	6,000	7,000
Light, Power, Heating	15,000	16,000	17,000
Rent	50,000	51,000	52,000
Repairs and Maintenance	4,000	4,000	4,000
Sponsorship & Donations	5,000	6,000	7,000
Superannuation	33,000	35,000	37,000
Telephone	9,000	9,000	9,000
Wages	350,000	360,000	390,000
Total Operating Expenses	532,000	549,300	585,500
Net Profit	68,000	250,700	414,500
Step 1			
Add back:			
Bank Fees	1,000	1,200	1,300
Depreciation	23,000	22,000	19,000
Interest Expense	5,000	6,000	7,000
Sponsorship & Donations	5,000	6,000	7,000
Superannuation	4,750	5,700	6,650
Wages	50,000	60,000	70,000
Total	88,750	100,900	110,950
Adjusted Net Profit	156,750	351,600	525,450
Step 2			
Average of Adjusted Net Profit for last three years (156,750 + 351,600 + 525,450) / 3 = \$344,600			
Step 3			
Value of Business (\$344,600 X rate of 3.3) = \$1,137,180			
<i>The table is a simple example showing how this approach is applied.</i>			

- psychographic segmentation: spending habits of your customers, opinion, attitudes, values and
- behavioral segmentation: frequency of buying, loyalty, customer satisfaction

There is no definitive multiplier for any particular business within any particular industry. Having said that, for a butchery business within the Australian meat industry with a turnover of approximately \$2M, the multiple is likely to be in the range of 2.8 to 3.4 times. This should be taken as a guide only. However, it is quite possible that the multiple could be above or below this range. Refer to Table 1: Calculating the Value of your Business (see left).

STEP 4

Negotiation is Step 4 and is an essential part of the process of selling your business. Armed with the above information you will be in a much better position to negotiate a price that you believe is fair.

As you can see from the above figures the value of the business is approximately \$1,137,180. However, if I were the accountant for the seller, I may advise the seller to value the business at \$1,700,000 (\$500,000 X Rate 3.4). This is because there may be, depending on the facts, an argument that the past growth pattern will continue into the foreseeable future. If this does occur then the future adjusted net profits from the business could possibly on average be closer to \$500,000 rather than the current average of \$344,600. This also gives the seller more room to move on price in negotiations.

On the other hand, if I were the accountant for the purchaser, I may be advising the purchaser, depending on the facts, that the value of the business is more likely to be \$900,000 (\$300,000 X Rate 3.0). This is because the future adjusted net profits of the business may have already peaked and have limited, if any, future increased adjusted net profit potential. Future adjusted net profit potential could actually fall to say \$300,000. Now the purchaser has a negotiation strategy.

It is always a good idea if you are the seller to anticipate the likely questions by the buyer as to why the business is worth less than what you are asking for it. This way you will have succinct and credible answers to support your price.

The above is general information only. It does not constitute advice. You should seek independent advice as to whether this information is appropriate for your particular situation.

Bill Wieland is founding partner of EGU Accounting and Taxation.

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China market continues to rise

Asian Swine Fever continues to bite into the domestic production of pork in China, allowing greater opportunity for alternative proteins such as beef and lamb. Initial reactions by international markets may be that pork imports are the obvious solution, however, the loss of pork due to Asian Swine Fever (ASF) is well above what the rest of the world can provide. Beef and lamb, which has enjoyed market growth in recent years, is likely to increase further.

Australian export to China of beef and lamb has been increasing steadily for the past two years, mostly in commodity frozen, grass fed product.

In 2018, the MLA Market Snapshot for beef into China shows that frozen product accounted for 91%, while chilled represented 9% of 133,382 swt – 17% of total beef imports. Consumption of beef was calculated at 5.8kg per person equating to 8.17 million tonnes cwt for 2018, forecast to 9.08 million tonnes by 2022.

The numbers for sheepmeat shows 4.67 million tonnes consumed in 2018 expanding to 5.11 million tonnes by 2022. Frozen lamb accounted for 54% of Australian exports. In total Australia provides 41% of all sheepmeat imports.

It is worth noting that these figures were calculated prior to the outbreak of ASF.

Fast forward to May 2019, and beef and sheepmeat exports had increased in the past five months by 61% and 44% respectively in response in part to ASF.

While ASF is likely to continue to drive imports of alternative proteins for the short term, the initial driver for increased beef and sheepmeat is attributable to increased population, growing wealth and changes in diet.

Beef in particular remains a niche protein, compared to 60% of the protein market in pork consumption. Imported beef is also seen as a premium product, and only affordable to the rising middle class and more wealthy population.

MLA estimates that households that earn more than US\$35,000 per year are likely to include beef in their protein mix – 12.5 million households in 2018 forecast to rise to 32.6 million by 2022. Households earning more than US\$50,000 is set to increase from 4.9 million to 13.2 million in the same time period.

According to MLA Greater China Manager, Mr Joe Zhu the overall growth in the past 12 months is due mostly to overall growth in premium chilled product at a rate of more than 120%, compared to commodity beef growing at 38%.

“China is historically based around pork consumption, but as overall protein consumption increases in the emerging middle class, there will be a need to diversify the available proteins,” said Mr Zhu.

“Australia has always enjoyed a premium brand image as ‘clean and green’ for beef and lamb. This has become particularly important in China where there is a lack of trust in the food safety of locally produced products.

“Combining these two factors, there is a big opportunity for imported product.”

Any other trend emerging across Asia is the concept of ‘conspicuous consumption’ – essentially using food as a status symbol, often characterised by imagery on social media of the meal, consumption by wealthier families and business entertainment. In these instances, premium grain fed beef is more often chosen.

Export of beef and sheepmeat is controlled under the China-Australia Free Trade Agreement (ChAFTA) with limits on chilled and frozen product. Access to the Chinese market is at risk of triggering the import volume safeguard, raising the level of tariffs. The current beef tariff allows for 174,454 tonnes at 6%, with 12% over the safeguard tariff.

In addition, the number of accredited facilities in Australia for export to



MLA Greater China Manager, Mr Joe Zhu.

China is limited, particularly for chilled product. Mr Zhu said that while Australia has 46 plants with China access, only 11 have been accredited for chilled product. Smallgoods, pork and poultry are not part of the ChAFTA agreement. The government, MLA and AMIC are working hard to resolve the issue of accreditation for market access to China, particularly for chilled product.

Loss of market share to other countries is occurring for lower priced segments, said Mr Zhu, but as the perception of quality in Australian premium product is higher, that segment should continue to grow. In addition, the trade restrictions for other exporters are more constrictive. The trend for market growth is also skewed toward more premium grain fed product.

When asked how long ASF is likely to influence the China protein market, Mr Zhu responded that it was the million-dollar question.

“China has had disease outbreaks before, like the Avian ‘flu, but ASF is different. There is no cure for ASF as yet – it can be contained but not eliminated. The Avian ‘flu did not significantly alter protein choice – it is not the primary meat in China, pork on the other hand has had a major impact on domestic and global proteins. As a consequence, the short-term gains in beef and lamb for Australian product will increase, but at the current rate is unknown.” ■




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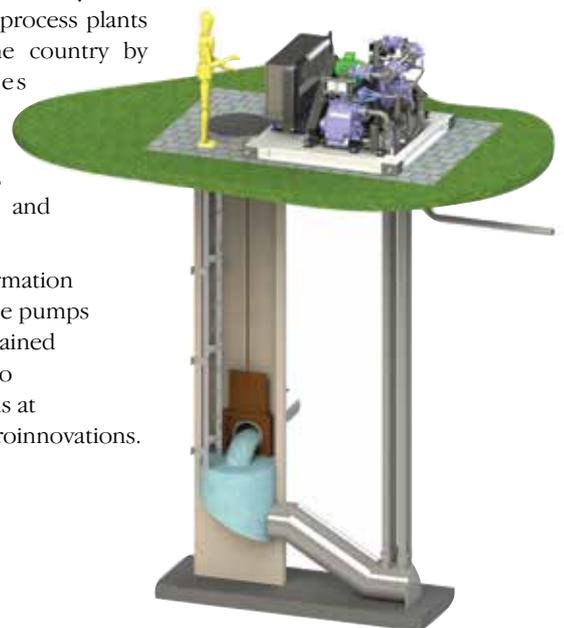
Improving Pump Safety can add to the bottom line

Improving the safety around wastewater pumping can have a significant effect on morale, but also to the bottom line according to engineered pump supplier, Hydro Innovations. By mounting pumps on the surface [instead of in the wastewater pit], operators can access the equipment for monitoring or maintenance without opening wet well safety covers, eliminating the risk of personnel falling into the pit.

The asset owners see the effects on the bottom line for the entire life of the asset. A surface mounted pump does not need a crane to access pumps, so the associated costs of crane operation/use are minimized or eliminated. Only one operator is needed to safely access and maintain a self-priming surface mounted pump, producing labour cost savings for the life of the installation. One operator can adjust pump clearances on a Gorman-Rupp self-priming pump in minutes, keeping the pump at its peak operating efficiency for the life of the installation – providing a substantial energy saving for the life of the asset.

Gorman-Rupp T and V series pumps also come with a range of built-in safety features to protect operators and the pump, enabling reliable, dependable and safer pumping of even the most demanding wastewater pumping applications. These pumps are heavily used by animal process plants around the country by businesses that value investing in safety, reliability and quality.

More information about these pumps can be obtained from Hydro innovations at info@hydroinnovations.com.au ■



How to Create and Measure Value

The Art of Beef Cutting by Kari Underly is a summary of the text books you would expect to have if you were studying practical beef handling as part of course in retail butchery, food service or training as a commercial chef. To get full value from this book, readers will not only need a knife, but also a spreadsheet and stopwatch.

Set in an American context *The Art of Beef Cutting* covers the basics including; cattle breeds, tools and equipment, cuts and cooking tips.

The core of the book, more than 120 pages, covers the preparation, handling and marketing of the main cuts: chuck, rib, loin, sirloin, round and brisket.

The section on chuck and shoulder cuts has more than 60 photos illustrating the trimming steps and the range of end products. The end products include cuts designed for Western, Asian and Latin American cuisines. The summary for chuck, includes guidance on promotion, back of house applications for food service operators and marketing and cooking suggestions. Each cut is covered in similar detail.

A unique chapter is headed *Cutting for Profit*. This section outlines the principles of meat accounting – quantifying product bought and sold and attributing monetary values to purchases, variable costs and sales.

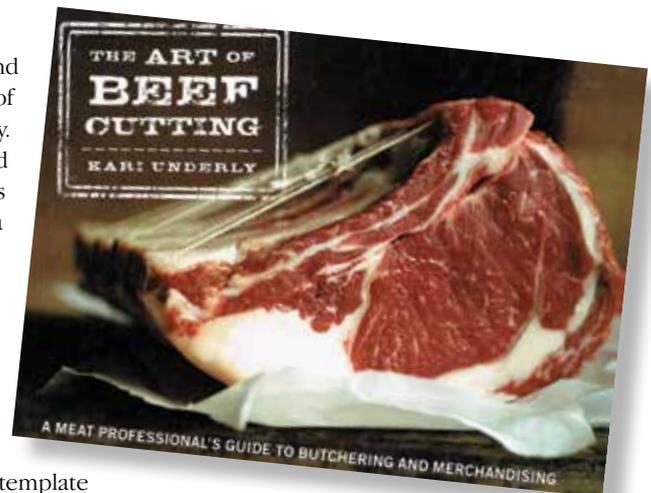
Most butchers will identify with the guidance on costing primals bought in vacuum packs. Step 1. Remove meat from bag, drain, purge, weigh meat bag and purge separately. Calculate cost of primal. Step 2 Trim and slice Primal. Weigh all components and calculate real cost of saleable cuts and trim.

There are a number of tables describing the steps in calculating

costs and margins and other measure of operational efficiency. Along with knives and steels the author says butchers must have a stopwatch, so time can be included in cost calculations.

The tables, at times, are difficult to follow given the American units and terms, but they do provide a useful template for setting up systems to quantitatively measure operational performance in a shop or commercial kitchen.

By way of relief, 10 pages are devoted to injury prevention strategies – an illustrated set a back, shoulder and hand exercises to help keep fit.



The Art of Beef Cutting, A Meat Professional's Guide to Butchering and Merchandising by Kari Underly, RRP \$71.95.

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WIN WIN

To enter our competition to win a copy of: *The Art of Beef Cutting* by Kari Underly

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Australian Meat News Book Competition

By Post: PO Box 415 Richmond Vic 3121

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Question: *In China, how many households are predicted to earn more than US\$50,000 by 2022?*

Entries close 15 October 2019

Red meat industry future unveiled

By Stephanie Flynn

After a nine-month process of industry consultation, the report of the independent Taskforce charged with reviewing the meat industry's structure and Memorandum of Understanding (MoU) for the Red Meat Advisory Council (RMAC) was released in July.

The cornerstone recommendation of the RMAC commissioned White Paper "A Better Red Meat Future" is the establishment of three new companies, to replace the myriad of organisations that currently proliferate the red meat sector along with a tight timeline for restructuring the industry.

The first new company, for which a July 2020 start date is targeted, would be the lead organisation 'Red Meat Australia' replacing RMAC and overseeing peak industry councils.

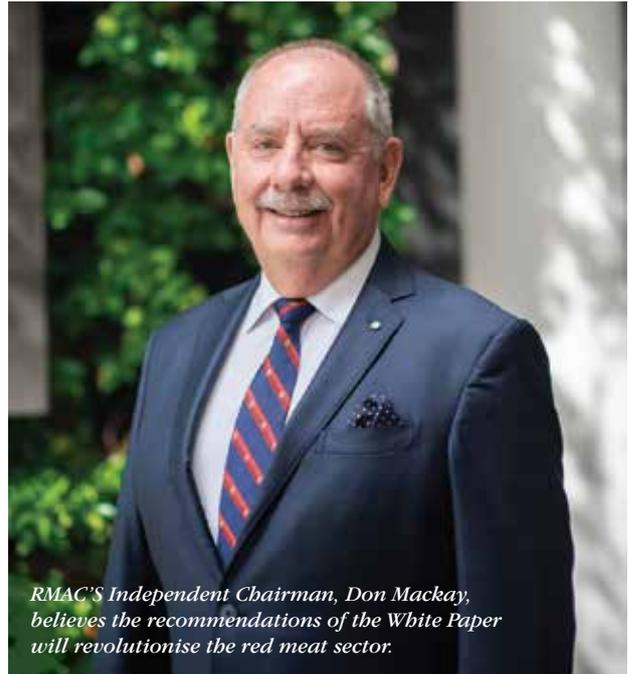
The second new company would assume the role of service provider and subsume the research functions from current providers such as Meat and Livestock Australia (MLA), LiveCorp and Australian Meat Processor Corporation (AMPC).

The third new company would centre mandatory integrity systems into its responsibilities as well as assuming functions such as MSA and those of Safemeat and NLIS.

In releasing the paper, RMAC's Independent Chairman, Don Mackay said that the recommendations of the White Paper will revolutionise the sector and establish a powerful organising force for red meat in Australia.

The Nine Red Meat MoU Signatories:

- Cattle Council of Australia
- Sheep Meat Council of Australia
- Australian Meat Industry Council
- Australian Livestock Exporters' Council Limited
- Australian Lot Feeders Association
- Meat & Livestock Australia
- Australian Meat Processing Corporation
- LIVECORP
- Commonwealth of Australia Minister for Agriculture



RMAC'S Independent Chairman, Don Mackay, believes the recommendations of the White Paper will revolutionise the red meat sector.

"Over many years, industry has been extremely frustrated by too many red meat industry organisations, the lack of accountability and return on investment back to business from levies and an uncoordinated and fractured approach to dealing with the Federal Government," Mr Mackay said.

"The White Paper recommends three new streamlined and unified industry bodies within the MoU: Red Meat Australia, a single research body and a single red meat integrity forum.

"Red Meat Australia would be the single voice for Aussie red meat businesses, be the ultimate determinant of levy investment and deliver the public policy, social licence and domestic and international marketing roles," he said.

The seven-member independent Taskforce, chaired by Mr Jim Varghese AM, which conducted the Review included representatives of key beef and sheep producer groups, former Government Ministers and processor organisations.

The Taskforce has based its recommendations on the 56 submissions made by industry members as well as extensive stakeholder consultation sessions across Australia and meetings with the nine signatories to the meat MoU.

The review of the MoU was conducted concurrently, the Green Paper was released in February this year outlining five options for reform and the final report was submitted to RMAC in June.

According to the Taskforce report, an overwhelming majority of submissions supported options four and five for a revitalised red meat industry led by a new organisation and a set of ideal arrangements that would meet the needs of the industry for the next two or three decades.

"Our consultation with industry and business clearly highlighted the need for reform to ensure a stronger capacity for the industry to manage and address current and future

issues like climate change, animal activism, technological disruption and invitro meats,” Mr Varghese said.

“Our review showed a strong appetite for change born from the achievements of the Meat Industry Strategic Plan and the MoU,” he said.

The first pillar of industry reform recommended by the White Paper is the creation of ‘Red Meat Australia’ which would have an independent chairperson and comprise a Board drawn from industry signatories and up to three skills-based representatives.

Its primary responsibilities will be as the custodian of the revised and simplified MoU, ownership of the Meat Industry Strategic Plan and will guide the investment of levy funds.

The revised MoU will allow appropriate accountability and oversight mechanisms and guidelines for action as well as enable the ability to call out bad behaviour and impose penalties.

The immediate task, according to the recommendations’ timeline is the establishment of a Transition Taskforce with the new company to be launched by 1 July 2020 and RMAC disbanded.

Once established, Red Meat Australia would guide the development of both the second and third companies - the red meat service provider and the integrity systems forum.

It is proposed that a new funding agreement be negotiated with the Commonwealth to support the recommendations of the White Paper when current levy arrangements expire in 2023.

Some industry responses have drawn attention to a preference for an elected as opposed to an appointed Board of Directors for the central company.

Others have expressed concern as to the redirection of levy and Government funds into one organisation.

Both AMIC and MLA have issued formal responses to the release of the White Paper.

AMIC CEO Patrick Hutchinson said that his organisation had been involved in the consultation process and commended the Taskforce for its work.

“We commend the Taskforce for gathering and assessing the wide feedback across the sector and we support the broad aims of this exercise, which is about promoting a stronger, more competitive and streamlined industry,” Mr Hutchinson said.

“We will be going out to members in the coming months to gauge their response and in due course will share our thoughts on the best way forward,” he said.

MLA’s Managing Director, Jason Strong, said MLA has been engaged in the MoU consultation process and as a signatory

to the MoU would be carefully considering the changes put forward.

“We have consistently advocated for a revitalised meat industry that has the systems and structures in place to be ready for the future,” Mr Strong said.

“Given the White Paper contains wide-ranging recommendations around the future of the sector and its operations, further review and careful consideration is required from both industry and Government before proceeding to the next step, including endorsement from all nine MoU signatories.

“Importantly, substantive legislative change will be required to implement a number of the reforms identified in the White Paper,” he said.

Industry bodies are now in the process of consulting with their members and Government is also considering the recommendations.

RMAC has undertaken to report on progress of the White Paper recommendations by November.

A full copy of the White Paper can be viewed on the RMAC website: rmac.com.au. ■

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Workforce and Automation in the Australian Meat Industry

Becoming increasingly prominent in the red meat industry, the issue of labour remains one of the biggest challenges faced in today's world of meat processing. The Australian Meat Industry Council (AMIC) considers the problem to be critical and has labelled it a 'Labour Deficit Epidemic', an issue which has swept across rural Australia, preventing almost two thirds of Australia's red meat processors from running at capacity.

In 2018, AMIC conducted a survey to identify issues facing the industry with the shortage of labour identified as the second-greatest problem faced by the industry - only exceeded by livestock production. A truly grim prospect; there is an average of a 20 per cent labour shortage throughout the entire industry.

So, what will this wealth of underlying obstructions mean for the future of the meat industry?

At present, it becomes an increasingly prominent challenge that must be met if companies want to experience sustained growth. With about 72 per cent of Australian red meat produced being exported, the industry's long-term sustainability relies heavily on our ability to remain competitive in international markets.

Analysis from Australian Meat Processor Corporation (AMPC) has shown that processors in Australia are faced with operational costs (excluding livestock) between 1.5 and 2.8 times higher than our key international competitors. Labour therefore plays a critical part in our bid to remain viable overseas.

“the use of machines, as opposed to human hands, the risk of product contamination and food spoilage is greatly reduced.”

There are several possible solutions being developed to address this growing concern. One of the most promising avenues for resolving this issue is the adoption of robotics and intelligent machinery.

Many of the more repetitive, even dangerous tasks requiring unskilled labour in the industry are being automated. Automation increases both the speed and accuracy at which the tasks can be completed. US figures show that in 2018, the known injury rate for meat workers was the highest recorded across all areas of manufacturing. Unsurprising; given the



Stuart Mead, Viking Food Solutions discusses the impact automation can have on a limited workforce.

often sharp and pointy objects that meat preparation processes revolve around. Automation presents a clear prospect to make this industry less of a glaring OHS nightmare.

Furthermore, with the use of machines, as opposed to human hands, the risk of product contamination and food spoilage is greatly reduced. Overall, if ever there was a perfect job for robots, it's cutting up carcasses 24/7 – it requires little-to-no critical thinking, and the machines can often complete this efficiently, more uniformly and far more safely.

Many innovative experts in meat processing facilities of all size – from family butchers to large abattoirs have realised the potential, a more intelligent breed of machines has to offer.

“This technology has done wonders for large and small-scale producers in the industry...”

This innovative machinery has become available in the Australian meat industry, with products such as the Dicers and automated value-add machines accessible to smaller

independent butchers, currently facing the effects of the labour deficit.

Stuart Mead, General Manager of Viking Food Solutions speaks of the positive supplement this automated machinery has for his customers. “This technology has done wonders for large and small-scale producers in the industry, a cost-effective solution for meat processors. The equipment has, in the past, not been so accessible to smaller, independent butchers due to cost and availability. We’re proud here at Viking Food Solutions to bridge this gap and provide such solutions to our customers.”

Like adding in any other major equipment to the processing facilities, maintenance and servicing is required to ensure that the machinery continues to operate at capacity and safely for staff and customers alike.

The dependence of automation within the meat processing industry has raised some questions about the future of a

skilled workforce. A recent report by Adzuna suggests that about a third of jobs across all industries is predicted will be replaced by robotics within the next 12 years.

With an industry currently facing such a labour deficit, the use of robotics and automation presents a valuable solution, both short and long-term. Allowing for employees to approach high-level job tasks, leaving tasks with high levels of repetition to robotics.

We have arrived at a time of significant change in the red meat industry. Both large processors and small-scale butchers alike are forced to adapt to shifting conditions, to remain competitive in a new workforce climate. However, the consensus seems to be that smarter machinery to replace a dwindling workforce will be the way of the future. And if this presents significant challenges for many in the industry, it provides significant opportunity too. ■

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WORDS TO CROSS

SEPTEMBER 2019

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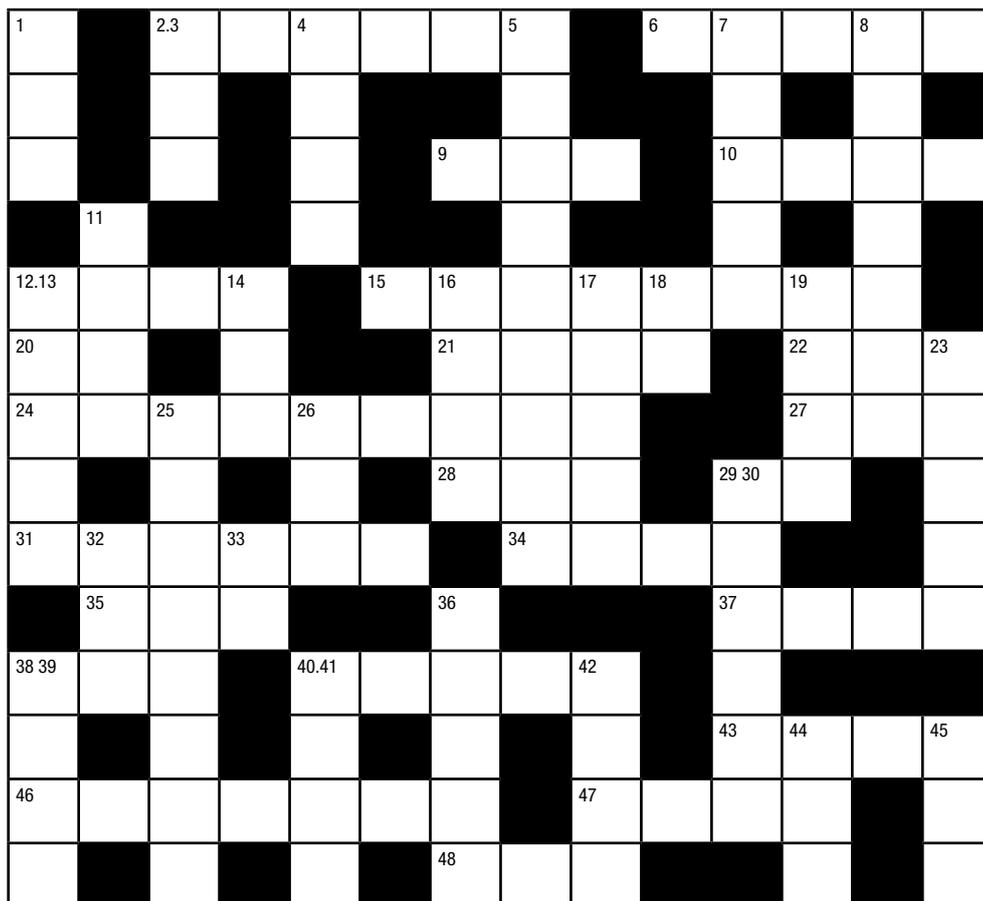
When complete, send your copy by mail or email. Include your name, address and phone number to go in the draw to **win one of six Victory knives from BUNZL.**



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

Last issues winners and answers, see page 39

1. Wool's thickness
2. Where pigs (typically) live
3. Appears to one's judgement
4. The opposite of West
5. Yellow flowering bulbs
6. Aromatic herbs – "twined with rosemary"
7. Natural product used to dye things red
8. Obscure or secret thing
9. Towards rear of ship
10. Feature of the fave essential for breathing
11. Duration measured by a clock or watch
12. Baby sheep
13. The Arum....? Type of flower
14. Meaning the affirmative
15. Famous floral festival held in Canberra
16. Name of old fashioned floor covering (abbrev)
17. Revive or restore to original state
18. Exists – to be
19. Kind of food lived on
20. Ante Meridian (abbrev)
21. Shakespeare "Beware the of March"
22. Anger or wrath
23. Weird or uncanny
24. The "sleepy" hormone which daylight supresses
25. Bright shedding light: glowing
26. Beverage made by infusion of leaves
27. Organ of sight
28. Spanish word: Hurrah?
29. In direction of
30. Piece of sacred music



31. Type of deer – imported "pest"
32. Type of monkey
33. To live
34. Webbed footed water bird with long neck
35. Baked dish with meat
36. Joint between two pieces of wood
37. Factual or correct
38. Bog turf used as fuel
39. Small enclosure or writing instrument
40. Large extinct bird
41. Worship as God
42. The Christmas festival or season
43. Comfort
44. Suitable
45. Conclusion
46. Apart, in pieces
47. Large sum or swelling
48. Add to or augment

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**Winners July 2019
Crossword**



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Simitar Steak Knife and Lesnie's Steel

Wayne Barker, Barkers Butchery, Oberon NSW

Victory Narrow Curved Boning Knife

Peter Burk, Morse's Butchery Latrobe, Tas

Ryan Moss, Tibaldi Smallgoods, Coburg Vic

John Freeman, Barraba Beef, Barraba NSW

Raeleen Simmons, Woodward Foods Australia, Morningside Qld

**WORDS TO CROSS
JULY 2019 ANSWERS**

B	O	O	T	S		S		A	L	L	E	D	
R	A	M				S	O	L	S	T	I	C	E
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