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KNIFE & STEEL

RETAIL REPORT

BY KERRY MELROSE



The Queensland Retail Council meets every month to address a full program of issues for the benefit of its members. The May meeting is no exception.

The Queensland Sausage King heats have been a very busy time for our Councillors who have been attending and assisting the staff. The smallgoods competition and wet dishes are attracting significant entries and making it a long day for all who are involved in managing these events.

The Show Committee is meeting fortnightly and planning is well advanced for the EKKA in August. Changes to the program will be made this year and we are looking at some additional sponsors to showcase our industry. If you would like to be a sponsor or contribute to the EKKA please contact the AMIC office.

The Queensland Sausage King Final will be held on Saturday 21 June. Council is planning a new style of event for the Final and details will be announced shortly. This competition provides a great opportunity to obtain publicity for your business and the Independent Local Butchers in total. Queensland has done well in recent National competitions and we are confident that this year will be no exception.

MSA is a hot talking point at the moment with older cattle now being allowed in the program and would you believe, even "MSA Mothers". There is a real concern for the integrity of the MSA program and a massive concern from the quality retailers who rely on this program.

DNA testing is no longer compulsory, and these older budget cuts need 35 days ageing to get to the new MSA acceptable level. Perhaps the architects of this program were not aware many quality conscious butchers are already using this ageing technique to be able to gain some degree of eating quality for these cheaper cuts. An industry meeting has been set in June to discuss these changes.

Training remains an ongoing issue and your Retail Council is currently working with South Bank TAFE and other training providers looking for programs not only to attract but to keep young people and apprentices in the trade by offering them a rewarding career path.

Our Member Services Manager, Roger Peterson, is fully into stride with the program set by the Council. Roger is ably assisted by Colleen Matthews and we thank her for the huge efforts she has applied during the transition period.

QUEENSLAND REGIONAL SAUSAGE KING COMPETITION



In this issue we feature the first four Regional Competitions (Brisbane North Metro, Brisbane South Metro, Gold Coast & Hinterland, and Sunshine Coast & Burnett regions). Further information on the Outback (held in Toowoomba), Capricorn (held in Mundubbera) and Tropical (held in Townsville) regions will appear in the next issue.



The regional heats around the state are well attended and have become a good opportunity for members to meet and network – not only with each other but also with the sponsors.

Competition has been so strong in these regional heats that the judges had a really hard time determining the eventual winners and placegetters. They frequently commented that the quality was so good, that it was obvious the standard of entries were being continually lifted from year to year. Sometimes, the difference between winners and placegetters was a matter of one point!

Bob Retallick once again continued to cook sausages to perfection - and now even holds classes to show others how it is done! The cooking is critical for these important regional heats when the quality of the entries is so high.

As in past years, Lesnies have assisted tremendously with running the heats and Allan Rowan has performed the task of chief judge in his usual efficient style.

The total number of butchers entering Sausage King in 2008 was 99 with the total number of sausages being judged at 650 - up from 608 in 2007.

See results and photos inside.

THANK YOU TO OUR SPONSORS

Major sponsors of The Sausage King competition are Meat and Livestock Australia and Lesnies, with additional sponsorship from Corona, Gilly's Smallgoods, Devro and Heritage Wholesale Meats.



MEMBER PROFILE - SORRENTO MEATS

Retailers of Specialty Meats & Gourmet Lines



Mark (left) with Carolyn and staff proudly displaying his certificate for 2nd Place Butcher's Choice for the Meat Pie and Pastry Dish category for his Lamb Tucker Bag

Mark Pirie completed his butcher's apprenticeship in Auckland, New Zealand. He moved to Australia in 1988, where he worked on the Gold Coast in butcher shops and a Smallgoods Company, before purchasing Sorrento Meats in 2000.

Sorrento, a Gold Coast suburb, was named after the picturesque Italian city. Sorrento Meats is located in Sorrento Shopping Village in Bundall, which has an IGA store, newsagent, bottle shop, bakery and chemist.

Mark and his wife Carolyn (who handles the counter service), have turned the business from an everyday butcher shop into something unique. Mark shared with us how he managed this, "Bob Retallick came in and worked with us for a few days after owning the shop for six months and made suggestions for value adding. We haven't stopped growing since. A fulltime chef has been added to the team of four staff members, to produce value added meal options along with complete meals." He adds that, "Presentation of staff in the shop is immaculate and overall presentation in our meat displays is second to none."

Sorrento Meats offers a wide range of specialties, such as; Certified Black Angus, King Island Beef, Wagyu Beef, Bangalow Sweet Pork, Premium Quality Lamb, Havens Croft Chickens, Game Meat including Quail, Poussins & Ducks and now Gourmet Vegetables.



Mark is a keen competitor in local and national competitions and proudly relates his past successes, "In 2002 we won 1st prize in the Sausage King Competition with our Asian BBQ Pork & Cashew Sausage. In 2007 Gold Coast Region (Sorrento), we won 1st prize in the Butcher's Choice Competition with our Lamb Tucker Bag. This led us to the State Finals in October, at the Brisbane Convention & Exhibition Centre where we took 2nd Prize for Butcher's Choice with our Lamb Tucker Bag."

Mark and Carolyn plan on taking part in more competitions down the road, but in the meantime customers can enjoy their award-winning creations in Sorrento Meats.

BUTCHER SHOP FOR SALE

Quality butcher shop for sale in Brisbane's northern suburbs.

- Big window holds 80 trays
- Outside one of the largest Woolworths in Queensland
- All equipment is in good condition

TEL: 0418 771 880

SAUSAGE KING COMPETITION 2008 WINNERS

NORTH METRO REGION

| | TRADITIONAL AUSTRALIAN | 100% PORK | CONTINENTAL | GOURMET OPEN CLASS | POULTRY |
|------------|-----------------------------|-----------------------------|--------------------------------------|-----------------------------|-------------------------------------|
| 1ST | Mad About Meat ROTHWELL | Jack Purcell Meats VIRGINIA | Jack Purcell Meats VIRGINIA | Mad About Meat ROTHWELL | Jack Purcell Meats ASPLEY |
| 2ND | The Butcher Shoppe ASPLEY | Jack Purcell Meats VIRGINIA | Terry Orreal's Quality Meats BRENDAL | Mad About Meat ROTHWELL | Wavell Heights Meats WAVELL HEIGHTS |
| 3RD | Jack Purcell Meats VIRGINIA | Mad About Meat ROTHWELL | Terry Orreal's Quality Meats BRENDAL | Jack Purcell Meats VIRGINIA | Jack Purcell Meats VIRGINIA |

SOUTH METRO REGION

| | TRADITIONAL AUSTRALIAN | 100% PORK | CONTINENTAL | GOURMET OPEN CLASS | POULTRY |
|------------|-------------------------------------|---------------------------------------|-------------------------------|----------------------------------|----------------------------------|
| 1ST | Circle T Meats RACEVIEW | Patton's Big Gun Butchers UNDERWOOD | Borgo Smallgoods HOLLAND PARK | Pattemores Meats ALEXANDRA HILLS | Major Cuts Butchery MORNINGSID |
| 2ND | Pattemores Meats ALEXANDRA HILLS | Pattemores Meats ALEXANDRA HILLS | Circle T Meats RACEVIEW | Salm's Meats CARINDALE | Circle T Meats RACEVIEW |
| 3RD | Patton's Big Gun Butchers UNDERWOOD | Redland Bay Quality Meats REDLAND BAY | Circle T Meats RACEVIEW | Circle T Meats RACEVIEW | Pattemores Meats ALEXANDRA HILLS |

The 2008 Sausage King and Butchers Choice Competition was held inside the warehouse at major sponsors Lesnies at Bulimba on 5 March 2008. A total of 8 Butchers from Brisbane North Metro entered this year and 9 from Brisbane South Metro — down slightly from 2007. However, sausage numbers entered were about the same (a total of 109 for both areas in 2008 compared to 110 in 2007).



Judges Richard Codd, Denco (Sponsor), Heino Martschinke, Hetty Johnson & Nadine Slavin, Brave Hearts



Allan Rowan, Lesnies (Sponsor), Winner 1st Place Traditional Australian for South Brisbane, Barnie Nolan Circle T Meats

SAUSAGE KING COMPETITION 2008 WINNERS

GOLD COAST & HINTERLAND REGION

| | TRADITIONAL AUSTRALIAN | 100% PORK | CONTINENTAL | GOURMET OPEN CLASS | POULTRY |
|------------|------------------------------------|------------------------------------|-------------------------------------|------------------------------------|-------------------------------------|
| 1ST | Schulte's Meat Tavern PLAINLAND | Bermuda Butchery MERMAID WATERS | Hearne's Hy-Grade Meats - NERANG | Meat By Savilles GAVEN | Hearne's Hy-Grade Meats - NERANG |
| 2ND | Meat By Savilles GAVEN | Bermuda Butchery MERMAID WATERS | Schulte's Meat Tavern PLAINLAND | Jim's Meat Men SOUTHPORT | Bermuda Butchery MERMAID WATERS |
| 3RD | Monaco Meats BROADBEACH WATERS | Meat By Savilles GAVEN | Meat By Savilles GAVEN | Bermuda Butchery MERMAID WATERS | Meat By Savilles GAVEN |

A total of 60 Sausages were entered in the 2008 Sausage King Competition held under a marquee at the Palm Beach/Currumbin Sports Centre on 12 March 2008. It was a hot and sunny day and judges included Peter Scott from the local ABC Radio, who gave extensive coverage both before and after the event.



Allan Rowan of Lesnies presenting 1st Place Poultry to Artie, Hearne's Hy-Grade Meats



Allan Rowan of Lesnies presenting 1st Place 100% Pork to Craig Reid of Bermuda Butchery



Bob Retallick (cook) shows Terry Greene, Peter Scott (ABC) & Marion James cooking of continental sausages

SUNSHINE COAST & BURNETT REGION

| | TRADITIONAL AUSTRALIAN | 100% PORK | CONTINENTAL | GOURMET OPEN CLASS | POULTRY |
|------------|--|-------------------------------|--------------------------------|--------------------------------|---|
| 1ST | Nambour Plaza Meats NAMBOUR | Gitsham Prime Foods POMONA | Nambour Plaza Meats NAMBOUR | Bli Bli Butchery BLI BLI | Bli Bli Butchery BLI BLI |
| 2ND | Gitsham Prime Foods POMONA | Buderim Meat Hall BUDERIM | Nambour Plaza Meats NAMBOUR | Nambour Plaza Meats NAMBOUR | Dicky Beach Family Meats - DICKY BEACH |
| 3RD | Tewantin Plaza Quality Meats - TEWANTIN | Top of the Range MALENY | Urangan Butchery URANGAN | Gitsham Prime Foods POMONA | Heritage City Meats TINANA |

Ettamogah Pub and Aussie World at Palmview on the Sunshine Coast was the venue for this year's Sausage King event, held inside the giant Shearing Shed. Winners were spread from throughout the region — from the Sunshine Coast and Hinterland, Pomona, Tinana and Urangan. Local print media gave the event a large amount of coverage and participated in judging.



Sausage King Continental Judges Brett Whitchurch - Axial, Gwen Classen - Red Cross & Peter Lewis - QLD Trophies



Sausage King's Allan Rowan, Lesnies, presenting 2nd Place 100% Pork to Ian Spinks of Buderim Meat Hall



Nambour Plaza Meats Moroccan Lamb Parcel



Nambour Plaza Meats Chicken Pumpkin Lentil Curry



Judges Petra Frieser, Local Harvest, Peter Raymond of Ettamogah Pub & Richard Codd, sponsor - Denco Trading

Butchers Choice is a Competition run in Queensland at the same time as each Sausage King event and is sponsored by Denco Trading. This event showcases Meat Pie and Pastry products along with Wet Dish products – Stir

Fries, Curries, Stroganoffs, and Casseroles etc. It is an excellent way for butchers to compete against each other, as well as creating awareness of the creativity and quality of value added lines and ready to cook products in the local market.

A total of 41 butchers (up from 17 in 2007) entered the Butchers Choice Competition in 2008 — with 61 Meat Pie and Pastry products (24 in 2007) and 42 Wet Dish products (10 in 2007) up for judging.

| REGIONAL BUTCHER'S CHOICE WINNERS 2008 | | | |
|--|--|---|---|
| PLACE GETTERS | BRISBANE SOUTH METRO | GOLD COAST & HINTERLAND | SUNSHINE COAST & BURNETT |
| 1st MEAT PIE OR PASTRY PRODUCT | Pattemores Meats - ALEXANDRA HILLS (Beef & Guinness Pie) | Meat By Savilles - GAVEN (Steak & Onion Pie) | North Shore Quality Meats - PALMVIEW (Steak & Pepper Pie) |
| 2nd MEAT PIE OR PASTRY PRODUCT | Salm's Meats - CARINDALE (Lamb & Rosemary Pie) | Meat By Savilles - GAVEN (Steak & Bacon Pie) | Dicky Beach Family Meats - DICKY BEACH (Creamy Chicken & Bacon Parcel) |
| 3rd MEAT PIE OR PASTRY PRODUCT | | Benowa Gardens Butchery - BENOWA (Burrito) | Nambour Plaza Meats - NAMBOUR (Beef, Bacon & Guinness Pie) |
| 1st WET MEAT DISH | Pattemores Meats - ALEXANDRA HILLS (Beef Stroganoff) | Kingswood Park Butchery - PALM BEACH (Beef Lasagne) | Bli Bli Butchery - BLI BLI (Pork Fillet, Basil Pesto, Sundried Tomato & Fetta Cheese) |
| 2nd WET MEAT DISH | Salm's Meats - CARINDALE (Sweet Curry Beef) | Schulte's Meat Tavern - PLAINLAND (Squealing Moo) | Nambour Plaza Meats - NAMBOUR (Beef, Pumpkin & Coconut Curry) |
| 3rd WET MEAT DISH | Pattemores Meats - ALEXANDRA HILLS (Lamb Hotpot) | Kingswood Park Butchery - PALM BEACH (Beef Enchilada) | Buderim Meat Hall - BUDERIM (Sweet Lamb Curry) |

QCMPTA MEETS AT MACKAY

The Queensland Country Meat Processors Association (QCMPTA) represents slaughtering establishments which service regional Queensland. They hold two workshops each year where a range of topics is covered and a plant visit is included.

In May the QCMPTA met in Mackay with 12 members attending. Presenters to the meeting included:

- Meat and Livestock Australia (MLA)
- Australian Meat Processor Corporation (AMPC)
- Australian Meat Industry Council (AMIC)
- SafeFood Queensland
- MINTRAC
- South Queensland Institute of Technology (SQIT)

A site visit was arranged to the slaughtering and rendering operation of Andrew and Brenda Kemp at Sarina. Members were invited to observe the operations and Andrew provided the insight into the rendering plant.

The presentations were far reaching and included:

- An update on the MLA Marketing Plans for 2008 – 2009
- MLA Research and Development planning and projects
- Latest training issues for apprentices in QLD
- Product testing results and trends
- Plant Initiated Projects from member levies
- Finalisation of the "Young Guns" training for February 2009
- Superannuation payment changes

The members also conducted an open forum where they discussed their business operations and changes which are affecting them.

If you are a QCMPTA member these meetings are very informative and offer an opportunity to network with other members and the industry presenters. The next meeting will be in October 2008. For more details contact your AMIC office on (07) 3352 4600.



Members and guests at the Sarina plant of Andrew and Brenda Kemp



Inside Kemp Meats plant

COUNCILLOR PROFILE

JOHN YEO



John Yeo owns two shops in Toowoomba — Westridge Meats and a second outlet, The Ridge Select Meats. He has been a Council Member for six years and believes that ILBs have the advantage of good old fashioned service.

Why do you sit on the Retail & General Council?

To lift the profile of the ILBs against the large supermarket chain stores. With Woolworths and Coles promoting market-ready packed meat, I see a golden opportunity for a swing back to ILBs who serve local, fresh, well-priced meat with old fashioned service.

As a Councillor, what will you contribute to benefit members and the industry?

With my experience and input I hope to be able to change things nationally. There is a labour shortage in the industry, so we need to find better ways of attracting and retaining staff. I believe there is a good future for ILBs and hope to encourage young people to enter the industry.

What direction do you see AMIC heading?

We still need to push ahead to take care of our tradesmen. For instance, I'd like to see training videos shown at schools to attract some students into the industry.

What is the most important lesson you have learned since you have been in the industry?

To be consistent; that has been the secret of my success. Maintain a standard and stick to it.

What has been the most valuable advice given to you and who gave it to you?

After buying a second shop, my wife Lyn told me, "Don't buy any more shops, two is enough!"

What is your favourite food?

A big rib fillet steak, cooked medium.

What is your favourite drink?

XXXX Beer.

Favourite movie?

Pulp Fiction.

What is your favourite pastime when not working?

Shooting — pistol, rifle and shotgun. I go every Sunday with friends.

WELCOME NEW MEMBERS

WE WELCOME THESE NEW MEMBERS WHO HAVE RECENTLY JOINED AMIC:

| | |
|-----------------------------------|-----------------|
| Big Dave's Quality Meats | Capalaba |
| Riverside Prime Selections | Douglas |
| Killarney Abattoirs | Killarney |
| Main Street Meats | Atherton |
| Pinelands Quality Meats | Sunnybank Hills |
| Warwick Meats | Molendinar |
| Luke's Cooroy Enterprises Pty Ltd | Cooroy |
| Farmer Dave Direct | Southport |
| Graze Meat & Deli Café | Graceville |
| Brassall Butchery | Brassall |
| Mid City Meats | Bargara |
| Central Qld Meat Supplies | Blackwater |
| Ross Butchery | Rasmussen |
| The Poultry Pens | Noosaville |
| Russo Quality Meats | Mareeba |
| Family Quality Meats | Toowoomba |
| Maleny Butchers | Maleny |
| Meat Wurx | Kippa Ring |
| Herberton Family Meats | Herberton |
| Grants Quality Meats | Maroochydore |