

KNIFE & STEEL

RETAIL REPORT

BY KERRY MELROSE



What a weekend! If you missed the Retail Conference at Jupiter's in June, you've missed probably the best weekend ever put together specifically for our retail

industry today, and into the future. This weekend took 12 months of planning, and has already been hailed as the best event to enhance the knowledge of any forward thinking, dedicated, Independent Local Butcher. A content full weekend, of not only listening to notable and successful speakers, but being fully involved in discussion groups that really hit home on our personal positives and negatives. It also looked at how we conduct our own business, and gave us opportunity to compare notes with other like minded business owners, large and small.

This weekend was a reminder of the commitment of AMIC to its retail members in making Australia a strong retail market, by cementing ILBs as one of the major columns in the overall Marketing structure in the MLA Marketing Plan.

Sausage King Regional Heats have been completed, but unlike recent years winners will cook off for State Honours on the afternoon of our Awards night, 6 October, instead of our usual final in the Meat Hall at the RNA on People's Day. This has been done so the winners can be presented with their award in a substantially more formal atmosphere, and is more fitting in recognising their achievements in being State Sausage Kings for 2007.

With major supermarkets chains opening stores at virtually one every month, for the last two year period, it certainly is putting pressure on independent retailers and Queensland ILBs in particular. To date we've held ground quite well in spite of this barrage, so keep up the good work in continuing to throw that trump card on the counter - 'Customer Service' and 'Quality Product'.

CAPRICORN/TROPICAL AND GOLD COAST/HINTERLAND REGIONAL SAUSAGE KING WINNERS ANNOUNCED



The three remaining heats have been completed and winners announced (refer to page 2).

The Capricorn regional heat was held at the Bundaberg Golf Club on May 12, followed by the Tropical regional heat on Saturday May 19 in Mackay. The last heat for the year was held at Jupiters on the Gold Coast, Friday June 1, in conjunction with the Retail Conference and Trade Show.

These heats continued the trend set earlier in the year with exceptionally good quality sausages in all categories. Judges at all three heats had a difficult but enjoyable time selecting the winners. Chief Judge Allan Rowan from Lesnies said he is always pleased to see the new entrants each year and the ever improving quality of the sausages put forward for judging.

For full results please see page 2.



Bob Retallick & Gary McPherson with Judges at Bundaberg



ILBs with James from Lesnies



Capricorn Winners & sponsors



BUTCHERS CHOICE COMPETITION REGIONAL HEATS FINISH ON A POSITIVE NOTE

This new & improved competition proudly sponsored by Denco Trading, has proven a winner this year with a 70% increase in entries over last year. The three heats (as above for Sausage King) were well supported with quality product in both the Meat Pie/Pastry Dish and Wet Dish Categories.

Sponsor and Chief Judge Richard Codd from Denco said he was pleased with the overall result for the first year "on the road" and encouraged all butchers throughout regional Queensland to take up the challenge next year and enter the competition.

For full results please see page 2.

The judging panels at each heat could not fault the quality and were overheard commenting on the superb presentation and flavours put forward by the butchers.



Happy Winners in Mackay with Sponsors



Judges hard at work in Bundaberg



Kev Austin from Zac's Meats with Mick Salm

RESULTS FOR REGIONAL COMPS – 12 & 19 MAY, 1 JUNE

Congratulations once again to the 2007 Regional Sausage King and Butcher's Choice winners who now advance to the State Finals to be held at the Brisbane Convention & Exhibition Centre, 1pm, Saturday 6 October.

State winners will be announced at the Awards Dinner to be held at the same venue later that night.

QUEENSLAND REGIONAL WINNERS SAUSAGE KING 2007

| WINNERS & PLACE GETTERS | CAPRICORN 12 MAY 2007 | TROPICAL 19 MAY 2007 | G/COAST & HINTERLAND 1 JUNE 2007 |
|-------------------------------------|---|--|--|
| TRADITIONAL AUSTRALIAN - 1st | Mundubbera Butchering Co MUNDUBBERA | Walkerston Country Meats WALKERSTON | Lake side Quality Meats ELANORA |
| 2nd | Norm Milner Butchers ROCKHAMPTON | Flinders Butchery HUGHENDEN | Nouvelli Fine Foods NERANG |
| 3rd | Gin Gin Quality Meats GIN GIN | Sugarland Meats MOSSMAN | Meat By Savilles GAVEN |
| 100% PORK - 1st | Norm Milner Butchers ROCKHAMPTON | Walkerston Country Meats WALKERSTON | Meat By Savilles GAVEN |
| 2nd | Norm Milner Butchers ROCKHAMPTON | Mighty Nice Meats CAIRNS | Jim's Meat Men SOUTHPORT |
| 3rd | Peter Boodle's Quality Meats NTH ROCKHAMPTON | Fresco's Quality Meats GLENELLA | Benowa Gardens Butchery BENOWA |
| CONTINENTAL - 1st | Norm Milner Butchers ROCKHAMPTON | Walkerston Country Meats WALKERSTON | Bermuda Butchery ROBINA |
| 2nd | Norm Milner Butchers ROCKHAMPTON | George Street Butcher Shop MACKAY | Jim's Meat Men SOUTHPORT |
| 3rd | Barritt's Butchery BUNDABERG | Mossman Butchering Co MOSSMAN | Kingswood Park Butchery PALM BEACH |
| GOURMET/OPEN CLASS - 1st | Norm Milner Butchers ROCKHAMPTON | Mossman Butchering Co MOSSMAN | Jim's Meat Men SOUTHPORT |
| 2nd | Norm Milner Butchers ROCKHAMPTON | Mt Pleasant Meat Specialists MT PLEASANT | Bermuda Butchery ROBINA |
| 3rd | Zac's Meats BUNDABERG | Sugarland Meats MOSSMAN | Bermuda Butchery ROBINA |
| 100% POULTRY - 1st | Zac's Meats BUNDABERG | Smithfield Choice Cuts CAIRNS | Meat By Savilles GAVEN |
| 2nd | Barritt's Butchery BUNDABERG | John & Suzie Bayview Butchery BAYVIEW HEIGHTS | Elite Meats BOONAH |
| 3rd | Zac's Meats BUNDABERG | Westcourt Butchery WESTCOURT | Meat By Savilles GAVEN |

QUEENSLAND REGIONAL BUTCHERS CHOICE WINNERS 2007

| WINNERS & PLACE GETTERS | CAPRICORN 12 MAY 2007 | TROPICAL 19 MAY 2007 | G/COAST & HINTERLAND 1 JUNE 2007 |
|--------------------------------------|--|---|--|
| Meat Pie or Pastry Dish - 1st | Zac's Meats - BUNDABERG Satay Chicken | Mt Pleasant Meats - MT PLEASANT Tandoori Lamb Pie | Sorrento Meats - SORRENTO Lamb Tucker Bag |
| 2nd | Zac's Meats - BUNDABERG Meat Pie | N/A | Bermuda Butchery - ROBINA Jolly Jumbuck |
| 3rd | Zac's Meats - BUNDABERG Beef & Beer | N/A | Benowa Gardens Butchery Gourmet Sausage Roll |
| WET DISH - 1st | N/A | Mt Pleasant Meats - MT PLEASANT Asian Style Sticky Ox Tail | Kingswood Park Butchery PALM BEACH - Beef Lasagne |
| 2nd | N/A | N/A | Kingswood Park Butchery PALM BEACH - Beef Enchilada |
| 3rd | N/A | N/A | N/A |

2007 SAUSAGE KING AND BUTCHER'S CHOICE STATE FINALS - IMPORTANT ANNOUNCEMENT

Just a word of note that the State Finals for the Sausage King and Butchers Choice competitions have moved in date and venue.

Traditionally the State Final of the Sausage King Competition has been held in the Independent Local Butcher's Meat Hall at the "Ekka" on Wednesday (People's Day) during the Royal Show. However, with the addition of the Butcher's Choice Competition and a full program already in place for the Meat Hall, there is now

insufficient time available to hold the State Finals on this day.

The State Finals of the Sausage King and Butchers Choice competitions will be now held at:

- 1pm - Saturday, 6 October
- Brisbane Convention & Exhibition Centre
- Corner Merivale and Glenelg Streets South Bank, Brisbane

Winners will be announced and trophies presented at the annual

Meat Industry Awards Dinner, to be held in the evening of the same day – Saturday 6 October – again at the Brisbane Convention and Exhibition Centre.

By holding the event on the same day as the Awards Dinner, State Finalists will be able to attend the dinner and receive the recognition they deserve for making it to the State Final.

For more information phone Garry Beames on 07 3352 4600.

HELENA BORG - MEMBER SERVICES OFFICER ADMINISTRATION



AMIC welcomes Swedish born Helena Borg to the Queensland Office.

Helena migrated to Australia in 1987 and although she's had short stints living the North Coast and overseas, Brisbane has been Helena's home base.

Helena comes from a hospitality background, but

about four years ago decided she was ready for a career change and got into reception and sales work with Axial Training. Helena joined AMIC on the 14th May 2007, as a Member Services Officer looking after reception and administration.

Helena loves nothing more than watching her teenage son Marcus play Rugby League on the weekends and doesn't mind a bit of travelling to warm exotic places.

Members are more than welcome to call Helena on 07 3352 4600 for Day Diaries, FSP, Membership Packs and general information.

COLLEEN MATTHEWS – MEMBER SERVICES OFFICER



AMIC also welcomes Queensland's newest Membership Services Officer, Colleen Matthews, to the team.

Colleen was born in Wagga Wagga NSW, but moved to QLD in 1985. She is married with two teenage children. In her spare time she likes to watch her kids play AFL and Colleen plays hockey.

Colleen started her career in the hospitality industry, and like Helena, was working with Axial Training before joining AMIC. She has extensive experience in Customer Service and Sales.

Colleen joined AMIC in April and is enjoying the challenge of meeting the Independent Local Butchers' needs. She is thoroughly enjoying the Sausage King, Butcher Choice and Branded Beef competitions so far, and is looking forward to the Royal QLD Show in August, and the Sausage King State Final and Awards evening in October.

Members are more than welcome to call Colleen for information regarding AMIC's member services (excluding HR and IR). Please phone her mobile on 0422 753 158.

MEMBER PROFILE - KINGSWOOD BUTCHERY



The team proudly shows off their the Sausage King and Butcher's Choice certificates

In 1971 Peter Waller bought a run down butcher shop on the Gold Coast Highway in Palm Beach, right in front of the Surf Club. Thirty five years later, and with a change of location, the Waller family is still in the meat business as Kingswood Park Butchery, Palm Beach.

A second generation of Wallers has taken over the reigns. Brenton and Louise are now at the helm and have continued with the same quality and service to which customers have been accustomed over the years. They serve the same 'Tender Stretch' pasture reared yearling beef.

There have been many changes since the days of the one man shop in 1971, which saw Peter slipping down to the beach for a swim in the afternoons. Presently Brenton can only get in a very early surf in the morning or at weekends. The population explosion on the Gold Coast has seen more meals being eaten outside the home. Kingswood Park are keeping up with the times and preparing ready-made meals for the family.

Various ready meals are available for the busy modern family. Heat and Eat dishes, such as the award winning Beef Lasagne made from Grammy's recipe, and the Beef and Chicken Enchiladas are popular. There is even Vegetable Lasagne and soups during the winter time.



Changes to the industry have been massive and challenging during the past thirty five years, but the younger family members have taken it all in their stride. They are keeping up the Kingswood Park Butchery's reputation. Voted Best Butcher on the Coast in 2001 & 2005, and taking home some placings and a win in the regional heat of Sausage King and Butcher's Choice, the proof is in the success of the business.

SMALLGOODS COMPETITION

The Smallgoods Competition will take place at the 'Ekka' during the Royal Show. Please support your fellow members and attend if possible.

Wednesday 8 August 2007

Independent Local Butcher's Meat Hall at the RNA

Judging Commences: 10am

COMPETITION CRITERIA

The Competition will have six Categories:

1. Leg Ham on Bone
2. Boneless Leg Ham (Full Muscle)
3. Cooked Corn Silverside
4. Bacon Rashers (Full Middle)
5. Pre-Cooked Scalded Sausage in casing for example, Franks, Kranski, Knackwurst
6. Cold Meat Platter Presentation (a small amount of garnishing allowed).



JUDGING CRITERIA

- Appearance
- Colour
- Texture
- Aroma
- Taste



All winning entries will be on display throughout the show. Proudly sponsored by:



ARE YOU A 30 YEAR MEMBER THIS YEAR?

We would like to recognise your loyalty and achievement of 30 years plus continuous Membership at the Meat Industry Awards Dinner on Saturday 6 October 2007.

Since the days of quill and ink, we've had several system changes and we would appreciate your help to let us know if you should be on our list. **Continuous membership means** your business has been passed down from generation to generation over a span of 30 years or more (since 1976 or prior), and each generation have continued membership. If you sold your business to someone else who then became a member they are **not** eligible.

Call Helena on 07 3352 4600

WELCOME NEW MEMBERS!

With Garry Beames and Colleen Matthews out on the road quite a bit this year, new members from all over the State have joined AMIC to enjoy the fantastic benefits and advice we provide. Welcome to you all!

NEW MEMBERS FOR JULY 2007

- | | |
|--------------------------|------------------|
| 1. All About Meat | Wellington Point |
| 2. Seisia Island Council | Barnaga |

NEW MEMBERS FOR JUNE 2007

- | | |
|----------------------------|----------------|
| 1. Burleigh Beach Butchery | Burleigh Heads |
| 2. The Butchers Block | Kenmore |
| 3. Spice Emporium | Holland Park |
| 4. Southside Quality Meats | Dalby |
| 5. Gordo's Gourmet Meats | Maryborough |
| 6. Spano's Investment | Stanthorpe |
| 7. Carina Meats Supply | Carina |
| 8. Kitson's Dist | Cannonvale |
| 9. Benowa Gardens Butchery | Benowa |

NEW MEMBERS FOR MAY 2007

- | | |
|----------------------------|----------------|
| 1. Okahu Enterprises | Bargara |
| 2. Down Town Butchers | Proserpine |
| 3. Mum's Butcher | Darra |
| 4. Bermuda Butchery | Mermaid Waters |
| 5. Mackay Pastoral Pty Ltd | Goondiwindi |

NEW MEMBERS FOR APRIL 2007

- | | |
|----------------------|--------------|
| 1. Today Fresh Cuts | Springwood |
| 2. Tannum Meats | Tannum Sands |
| 3. Cryna Vally Meats | Beaudesert |
| 4. Lawsons Mitchell | Mitchell |
| 5. Kuranda Butchery | Kuranda |

NEW MEMBERS FOR MARCH 2007

- | | |
|---------------------------|----------|
| 1. Wurtulla Village Meats | Wurtulla |
| 2. Hearn's Hy Grade Meats | Nerang |
| 3. PK Meats | Nanango |

NEW MEMBER FOR FEBRUARY 2007

- | | |
|-----------------------------|-------------|
| 1. Lawson Meat Hall | Charleville |
| 2. St George Butchery | St George |
| 3. Minyama Meats | Minyama |
| 4. Kuttabel Butchery | Kuttabel |
| 5. Chris Gray & Helen Smith | Pallara |

COUNCILLOR CRAIG WILLIAMS SHARES HIS THOUGHTS



Being a Butcher by trade and now in the Meat Wholesale business I would talk with butchers on a daily basis and hear of their ongoing problems within the retail world. To be quite frank with you, I was glad to be out of the retail world but I also sympathised with butchers' problems. I wanted to assist in some way. Too often within the meat industry I see people and corporations taking all they can get and not giving anything in return.

So in 2003 I was asked to be nominated for the Queensland AMIC Retail Council and became a Councillor in February 2004.

In 2003 AMIC Queensland held the first Meat Industry Awards Evening which I saw to be a great success and I decided that Australian Wholesale Meats would become a major sponsor for 2004 and have remained so over the years. It is my belief that these awards have assisted the retail industry by bringing butchers together for a great evening, from which friendships have been formed. These result in a sharing of knowledge and expertise, and ultimately profitable businesses.

One of the biggest issues I hear from the retail industry is the lack of good apprentices and trained butchers throughout Australia. The Queensland Retail Council has pushed very hard for some time trying to gain support for assistance from government organisations. Recently the Council approached the Government to class the Industry as being short staffed. If the Government authority deems the industry to be short staffed, benefits will become available. AMIC has pushed training issues very hard over the last three years and have suggested different schemes to groups to improve the expertise within the trade. I myself wish to see a school based information system where pupils can see and hear of the opportunities within the industry, visually by DVD or Video, and verbally by Training Officers and Teachers.

In the past 24 months I have seen MLA and AMIC becoming 'closer', and it is heartening to see more funds from the MLA marketing budget being made available for local advertising to promote meat and consumption. This can only assist the ILBs' business within Australia.

The Sausage King competitions go from strength to strength and from my limited involvement with them I find the butchers who enter are enjoying the format. I recently attended a Sausage King competition in Miles and came away very impressed with the product on show. It is my belief that all ILBs can produce better quality product than the supermarket manufacturers and suppliers, and as such, ILBs can give their business a lift. All butchers who have gained a placing from a Sausage King Competition have seen a rise in sales after they advertise their win.

Every member who sits on the Queensland Retail Council does so in their own time, with some Councillors members driving four to five hours one way to a meeting. This takes them away from their business and families. I have in the past heard negative comments that the Council does not do enough, but I can assure you that all Councillors are doing their very best for members. We are all available to listen to negative and positive feedback and where necessary bring this to the Councils attention.

To contact a member of the Retail Council, please call Helena in the office on 07 3352 4600.

DON'T MISS THE BIGGEST NIGHT OF THE YEAR! THE 2007 MEAT INDUSTRY AWARDS

The Queensland Meat Industry Awards is always an exciting and fun night for networking and celebrating. The evening also includes the presentation of the Processor Excellence Award, the Shop of the Year Award, the Smallgoods Excellence Award, and the Apprentice of the Year Award.

This year sees a move to an exciting new venue, the Brisbane Convention & Exhibition Centre on South Bank. Tickets only

\$85.00 (including GST) and include a three course meal, beer, wine, soft drink, tea & coffee (spirits excluded). Plus throughout the evening there'll be fabulous entertainment and dancing!

So put the date in your diary now – **Saturday, 6 October 2007** – And keep an eye on future Knife and Steel editions for booking information.

Thank you to our sponsors:

AMCOR FIBRE PACKAGING
AUSTRALASIA



DEVIRO

LESNIE'S
FOOD PROCESSOR & RETAIL SUPPLIES



safe:food
queensland



Happy Smallgoods Winners with Sponsors at the 2006 Meat Industry Awards



Enjoying themselves at the Awards Night 2005, Daryl Bein, Daryl Pattermore, Peter Tronc & Peter Boodle

JMD ROSS
Insurance Brokers Pty Ltd

GREAT INSURANCE RATES FOR INDEPENDANT LOCAL BUTCHERS

JMD Ross Retail Butcher Insurance Scheme Package offers **fantastic cover** to AMIC members with **substantial savings** on premiums and great flexibility.

Contact us today for an immediate quote and see how much you can save on your insurance cover.

GRAEME FITTON

02 9478 0809 or Freecall 1800 240 123 • Email gfitton@jmdross.com.au

SUPPORT YOUR INDUSTRY, USE YOUR MEMBERSHIP

NB: If an AMIC member decides to take up the discounted offer, JMD Ross will share their commission with AMIC (if you require further information please contact Graeme Fitton at JMD Ross Insurance Brokers). AMIC uses this money to assist in funding the provision of services to members. AMIC is acting as a referrer for JMD Ross and no recommendation or opinion is provided by AMIC in relation to this product. All advise in this document is provided by JMD Ross.