

Don't get complacent about Listeria... your state might be next

The Australian   
**Butchers' Voice**

Issue 22 October 2008

Vital news and information for independent retail butchers



Meet WA's Malone  
family of butchers

TV show beats up a lamb scam  
'Humane Choice' label makes its move

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# Your Say

## why don't you write?

This magazine is here to reflect the views of our readers as much as it is designed to keep you informed and entertained. We want to know your thoughts on issues important to Australia's independent retail butchers and on anything presented in our pages.

Brickbats or bouquets ... we'll publish them all. There's plenty happening in the industry to stimulate debate. And we want to know what you think of our magazine, how we can improve it, other features you would like us to incorporate. If you have something to say, *say it here!*

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# Editorial



Food Standards Australia New Zealand (FSANZ) has written 'Codes' for the food industry to deal with the deadly listeria bacterium, but each of our states/territories' individual food safety overseers retains the right to apply or adapt these 'Codes' as they see fit. As with everything FSANZ comes up with, the state regulators pick and choose what they like and don't like from the various 'Codes' and employ them with varying degrees of discrimination. As FSANZ describes its functions: 'We are a bi-national Government regulatory agency. Our main responsibility is to develop and administer the 'Australia New Zealand Food Standards Code'. (the Code). The 'Code' lists requirements for foods, such as additives, food safety, labelling and GM foods. Enforcing and Interpretation of the 'Code' is the responsibility of State/Territory Health Departments within Australia and New Zealand. Our Mission: to provide a safe food supply and have well-informed consumers.' PrimeSafe in Victoria has chosen to interpret the 'Code' as it applies to listeria 'to the letter of the law', causing a lot of that state's butchers a deal of grief. In other states, butchers are getting out of it a lot easier ... at least for the time being. Which begs the question: Why don't we legislate so that the 'Code' - to whatever it might apply - has to be adopted and applied the same way by all of the states' regulators? Wouldn't that be a tad simpler? We would welcome your suggestions as to why this isn't so, and look forward enthusiastically to the raft of conspiracy theories we expect to receive. We'll then compare them with our own conspiracy theories and see where the most plausible answer lies. And, while we're on about 'listeria hysteria', let us reiterate a point we made in our last issue: Listeriosis is a deadly disease, to which the infirm and elderly are particularly susceptible, and every butcher (along with other food processors) has an obligation to do all that is possible to contain it. How much easier would it be if everyone was using the same hymn book?



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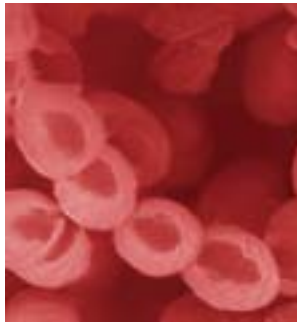


*Peter Malone, patriarch of Perth's Malone family of butchers, at work in his Cockburn shop*

## AMIC doing a fine job addressing 'listeria hysteria'

The attitudes of individual state food safety regulators to the listeria issue remains volatile, especially as bad news keeps coming out of Canada, where the number of deaths from listeriosis linked to Maple Leaf Foods Inc. meat products recently reached 20 people - with another 52 seriously ill from the disease.

Your best bet is to contact your local Australian Meat Industry Council (AMIC) people, who are doing a super job under very difficult circumstances to keep on top of it all for you. They should be able to tell you pretty quick smart if you might have



issues in your shop, and what that might or might not mean to you in relation to your state's food safety regulator's attitudes.

When we went to press, the harshest regulations were being applied in Victoria, with

most of the other states interpreting the 'rules' in varying degrees of harshness, from laissez faire in WA up to draconian in Victoria.

There are estimates that up to 80% of butchers in that state who were cooking and/or curing have stopped altogether.

But, don't be at all complacent if you are lucky enough to be in one of the less stringent food safety states. Things could turn around very rapidly if something should go wrong.

As we stated in our last issue, listeria can be a killer, and no regulators want bad publicity on their watches.

AMIC has sent out its warnings and advice in a timely and efficient manner, and in New South Wales the butcher supply company Neild & Co have posted to their customers a very handy guide to licensed food testing facilities, with contact details and costs guides.

So, the message is: Make sure you know what's expected of you from your state's regulators, and if you're in any doubt whatsoever, seek advice from where the information is being properly collated as it impacts on butchers and updated as circumstances change - the Australian Meat Industry Council.

## Barritt's Butchery Bundaberg voted QLD's butcher shop of the year

The Australian Meat Industry Council (AMIC) recently announced butcher winners of a raft of awards in Queensland, and there are a couple of the usual suspects on the list - such as Nambour Plaza Meats and Rode Meats. And our sincere congratulations to all.

Below are details of the butcher awards:

Innovation in Value Added Red Meat Products Award  
Nambour Plaza Meats, Nambour - Winner Gary McPherson

Customer Service Award  
Bli Bli Butchery, Bli Bli - Winner Charles Van Beelen

Shop of the Year Award  
Barritt's Butchery, Bundaberg - Winner Des Barritt

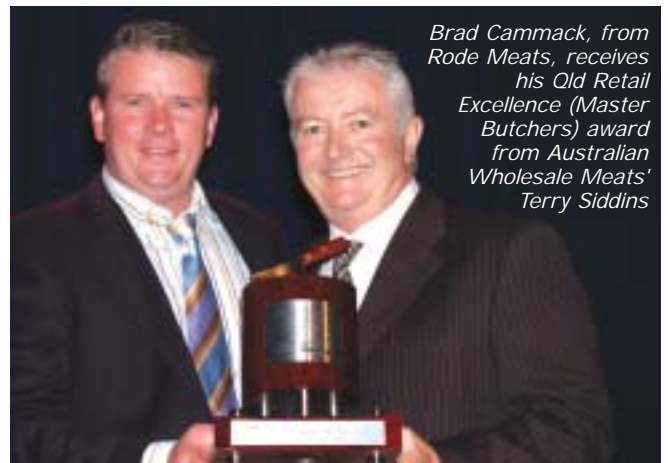
Retail Excellence (Master Butchers) Award  
Rode Meats, Stafford - Winner Brad Cammack

Apprentice of the Year Award  
Mick Saul, Walkerston Country Meats - Winner Mick Saul

Outstanding Achievement of the Year Award  
Peter Maguire, Bli Bli Butchery - Winner Peter Maguire



Des Barritt being presented with his Old Butcher Shop of the Year award from Lesnie's Allan Rowan



Brad Cammack, from Rode Meats, receives his Old Retail Excellence (Master Butchers) award from Australian Wholesale Meats' Terry Siddins

Part of the Sweet Pork team, from left:  
Austen Healy, Joe Mashett,  
Melba and Joe Byrne

## Hello 'Sweet Pork' ... Bye bye 'Bangalow'

So far as its perceived association with fine country produce is concerned, the historic NSW hinterland town of Bangalow, inland from Byron Bay, has ebullient pork marketer Joe Byrne to thank for its promotion as much as anyone.

Over the past decade, Joe worked tirelessly to promote the 'Bangalow' name on the east coast, especially as it applied to his Sweet Pork Company's 'Bangalow Sweet Pork' brand, much coveted by top class restaurants and butchers alike. But, a lot of other people in the district (and not just food producers) went along for the ride, too. And now the 'Bangalow' brand has got to a point of over-exposure. At least, that's the way Joe sees it.

He refers to the bandwagon



jumpers as 'poachers', and reckons they have seriously eroded the impact of the 'Bangalow' brand, sowing confusion in the marketplace to boot.

So, moving his company's technical and marketing operations to the nearby coastal town of Ballina, and on the eve of the 10th anniversary of the business, Joe has decided to re-brand his company's product as simply 'Sweet Pork' and will launch it at a slap-up anniversary celebration this month.

Joe said his team, including his wife Melba and a few new faces - Sales Manager Joe Mashett, Sydney Sales Co-

ordinator Elaine Foulsham, and I.T. Manager with the brilliant name of Austen Healy - have 'moved the business forward' with significant advances in genetics, nutrition and technical services.

They are now brewing up a fresh marketing campaign for independent retail butchers, which will include new point-of-sale material, posters and brochures, along with consumer-focused innovations, such as roller branding their pork with the Sweet Pork logo so that your customers can easily distinguish it.

And now they have geared right up to increase production.

They're also upgrading their website to give it greater impact, and to make it even



more user-friendly.

If you want to know more about this excellent product, give Joe and his crew a buzz on 1800 736606, email sales@sweetpork.com.au or look them up online at www.sweetpork.com.au. Interested Sydney butchers can contact Elaine direct on 0439 642 648.



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## The hard-grafting Malone family of butchers creates a WA showpiece

Hard work and dedication are certainly paying dividends to the Malone family of butchers - father Peter, wife Margaret and sons Murray and Daniel - who run Malone's Quality Meats in the burgeoning Cockburn Gateway Shopping City, with its 100 or so shops, about 14km south-west of Perth central.

No matter which way you judge it - shop fit out, presentation, quality of produce, service, return on investment - there aren't too many Australian butcher shops better than their's. It seems that everyone in the business who has seen this operation is keen to sing its praises.

And, talk about a family affair. That's all they wrote, folks... Peter, Margaret, Murray and Daniel are the total operation. They all live in the same suburb of Spearwood, and they even go to work together every morning in the same car!

Peter has been in the butchery business for 50 years, operating at Melville, Hilton Park and Spearwood before embarking on the latest and most-ambitious project. He still loves the trade and thrives on the hard work. In fact, the Malones all put in 12 hours a day, six days a week, and they don't stop for lunch. But they have a rest on Sunday. At least for the time being.

Peter describes the family's work ethic as 'putting in the effort to set ourselves up properly.' By all reports, they're succeeding admirably.

So far, they've spent about \$400K on this impressive, 75sqm new shop, with its 9m long display cabinet, situated in an area with the highest birth rate in Australia. (It's all that good meat, of course.)

It's a thriving place down Cockburn way, full of trades-



The Malone family: Peter, Margaret, Daniel and Murray, and, below, images of their fine Cockburn shop



people, and customers have generally got a quid, like most sandgropers seem to have these days. According to Peter, they're not averse to spending a fair bit of it in the butcher shop, either.

Beef and sausages are big movers, and the Malones have fared well with their snags at the Perth Royal Show. They offer up to 18 different varieties, with the pork Cumberland and minted lamb versions proving perennial favourites.

A couple of other fast-moving value-added items are the

Chinese honey marinated steak, the red wine and garlic rib eyes, and the thinly-sliced steak satay.

Like a lot of the most-successful Aussie butchers, Peter and the 'boys' are members of Meat & Livestock Australia's Red Meat Networking Club (RMNC), whose members share best practices, ideas, methods and even some secrets, to everyone's benefit. And they share a lot of good times to boot, because MLA is always arranging butcher and food preparation shop tours all over

the place (they're going to the USA next year, if it's still there) and a whole lot of other functions, workshops and demonstrations that help a lot of club members' operations to really stand out... like the Malones'.

Even with their busy schedules, Peter, Daniel and Murray still make time to attend RMNC meetings and functions. According to Peter, there will have to be even more RMNC involvement now that the shop is getting such as high profile.

**BARNCO  
ADVERT  
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## TV show screeches: *'It's a giant lamb and ham scam, maam!'*

If Channel 7's Today Tonight 'current affairs' program is good at one thing, then it's the art of the beat-up (and we ought to know, yuk yuk).

They displayed their talents again earlier this month when we were breathlessly informed: 'Our national lamb substitution scam has industry cheats prospering and getting away with it, and shoppers end up as the big losers.!!!! (The italics and exclamation marks are ours.)

But, come on, guys .... 'national lamb substitution scam'? You bad, bad, blind butchers, you! Yes, we know there are borderline cases where some butchers can be fooled. After all, they're busy people, and the heads are off the carcasses, and these dodgy bloody processor can't help themselves by striping a few rough bodies as lamb. Just ask around Victoria. And after all, there is a Senate inquiry. But, we repeat the question... 'national lamb substitution scam'?

Today Tonight reporter Helen Wellings let loose with the startling revelations that: 'Australians love meat - we are the fourth highest meat-eaters in the world. But there are some rogue operators in the industry taking an unfair advantage of our unquenchable appetite for meat by cheating - substituting lower grade meats for the more expensive premium grade....'

At least the lovely Helen played fair by taking a swipe at the supermarkets (and their

suppliers) in the same sentence as she breathlessly continued '... and in other cases adding volumes of water to supermarket cured meats to pump up their profits.'

You could hear the lamb cutlets hitting tables right down our street.

On went Helen: 'Have you ever been suspicious that the lamb you bought was not up to standard? Chances are you've been duped by older, cheaper hogget or mutton dressed up as lamb.'

'Our national lamb substitution scam has industry cheats prospering and getting away with it, and shoppers end up as the big losers....'

The same applies with an Australia-wide packaged ham racket - unscrupulous processors add water - up to 38% in some cases - and bingo, it's a licence to print money.'

Today Tonight said that 'lamb farmer' Chris Groves, President of the Sheepmeat Council of Australia, had called for a full investigation into substitution... into just how often so-called 'lamb', the 'premium product', was actually hogget and mutton. What else could Mr Groves say, after all? It does go on, let's face it. But, we ask it yet again, Helen... 'national lamb substitution scam'?

Mr Groves was quoted as saying consumers should get what they paid for, and quite so. And, he said: 'We're concerned that there are processors

branding hogget as lamb... there may be wholesalers substituting. We're concerned that it could be throughout the chain.'

Today Tonight went on: 'There's a huge competitive advantage in cheating. At the processing stage, hogget is worth less than half the price of lamb. The carcass value of hogget is \$50, whereas for lamb it is around \$110.'

'On that basis, a wholesaler/processor, perhaps an abattoir, who substituted just 20% of 2,000 killed hoggets for lamb, could make a profit of \$80,000 to \$90,000 per week.'

Then they had Mr Groves telling them that in Australia there's an accepted industry definition of lamb based on the United Nations worldwide definition.

'The true test of the age of a sheep, whether it is lamb, is its teeth,' the report continued. 'Genuine lamb is up to 12 months old. Hogget is 12 months to two years. Mutton is from two years up to 8.'

Then, Senator Glenn Sterle, Chair of a Senate Inquiry into Meat Marketing and lamb substitution, chimed in: 'If you are forking out your hard-earned dollars and you think you are getting lamb you want lamb.'

According to Today Tonight, the Senator wants to see better policing and tough penalties for cheats... 'A couple of years back someone tried it (and) they went to jail. That is the appropriate fix for mis-labelling.'

Top Sydney butcher Craig Cook was next to be roped in when they asked him to tell the viewers how they could tell the difference between hogget and mutton and lamb?

Craig responded: 'The easiest way is the brand. Look for the lamb brand, then look at the colour, the beautiful sweet lighter colour of lamb, the fat

colour is lovely and white. That is the difference between lamb and hogget.'

Today Tonight wrapped up this part of the report by saying: 'To stop meat substitution, there needs to be a controlled uniform regulatory system. At present, there are different state laws and ad-hoc policing of meat branding and labelling. That's allowing unscrupulous wholesalers and processors to get away with cheating.'

Then it was to turn of the pork processors and the supermarkets: 'It's a giant ham scam (Ed: Don't you just love that? I loved it so much I plagiarized it for the headline.) - in 11 hams, up to one third of the meat is actually water. You pay equivalent to wine,' says Christopher Zinn from Choice (magazine).

According to Today Tonight... 'When Choice tested 46 brands and types of packaged supermarket hams, the results revealed a major scandal. All contained extra water adding during the curing process. But one third, 15 out of 46 hams, contained 20% to 33% water. The worst one was Woolworths/Safeway Deli Leg Ham with the least meat (53%) and the most added water (38%). It's been discontinued following Choice's report. That leaves Woolworths/Safeway Premium Lite Shaved Ham worst with only 67% meat and 27% added water.'

Mr Zinn delivered the fatal blow: 'The hams that are most full of water, we priced it out and you are paying about \$26 for 750 ml so that is a very good bottle of wine price you are paying for the water in your ham.'

Fair dinkum, you could hear the ham sandwiches and glasses of Moët hitting tables right down our street.



Independent news and information for  
the retail butchers of Australia.  
IF YOU'VE GOT NEWS, LET US KNOW!

**MULTISCREEN  
ADVERT  
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## Humane Society International gets into the Aussie meat labeling act

The Australian arm of Humane Society International is cranking up its efforts to attract more pork, beef and lamb producers to enter its 'Humane Choice' labeling program, aimed at guaranteeing consumers that the animals have been treated with respect and care, from birth through to death.

Society member Lee McCosker - herself a NSW pork producer of the Melanda Park Free Range brand - said there were now three pork producers certified to display the 'Humane Choice' label (of which she is one) and that more pork and some lamb and beef producers would be involved before the end of November.

Ms McCosker said that for butchers, 'Humane Choice' labeling took the anguish out of answering difficult customer enquires, such as: 'How do you know its free range?... 'Can you guarantee it?... 'Is it free of growth promoters or antibiotics?... 'Where does it come from?'

She said Humane Society International would administer the label and had contracted AUS-QUAL Pty Ltd to audit producers who wish to become Humane Choice accredited. AUS-QUAL Pty Ltd, wholly owned by AUS-MEAT Limited - self described as 'the Australian Meat Industry Standards and Quality System Management Company' - provides professional industry certification in Australia and New Zealand.

The Humane Society website states: 'To stop confusion over labelling of free range produce, we want to take the guesswork out of consumer decision making where animal welfare standards are concerned. There is only one "Humane Choice" so there is no variation in standards and consumers can have full confidence in the integrity of the product.'

Ms McCosker explained the rationale behind the new labeling initiative:

'The demand for free range is certainly growing as many over-the-counter enquiries would indicate,' she said. 'Free range is a relatively new concept in the market place... one that has yet to be covered by any labelling laws.'

'In the case of pork, label

descriptions are not even industry-regulated. Obviously, this is going to leave room for the opportunists and (for further) consumer confusion.'

Ms McCosker said the industry was now burdened with product descriptions that took advantage of consumers' lack of knowledge of farming systems.

'"Bred" free range pork is a perfect example of how easily

misunderstandings can happen,' she said. 'This system allows for the sow to breed outside, but her piglets are raised in sheds without ever being able to access the outdoors. Only the sows are free range, not the pigs they produce.'

'To experience the wonderful flavour of free range pork, the pigs must have access to pasture and be able to truffle in the earth and wallow in mud!'

• What is free range, then? Ms McCosker gave this explanation: 'Simply put, animals should be free to range. They should have the freedom to forage, to interact naturally with their herd or flock, and be able to feel the sun on their backs and the earth under foot. They should grow at a natural pace without the use of hormones, growth promoters and antibiotics.'

• How can butchers confidently offer free range meat for sale?

'An audited, certification system, with clear standards and guidelines for the producer, is the only guarantee you have of selling an authentic product. "Humane Choice" will take the guesswork out of purchasing decisions by offering farm accreditation, independently audited by AUS-QUAL,' Ms McCosker said.

There is only one "Humane Choice" with no variations in standards, so (butchers and their customers) can have full confidence in the integrity of the product ... the label offers real peace of mind.'

If you want to know more, you can contact Lee McCosker on 02 6723 2889 or Humane Society International Inc., PO Box 439 Avalon NSW 2107. Phone (+61 2) 9973 1728 Fax (+61 2) 9973 1729. Email admin@hsi.org.au Web www.hsi.org.au

Humane Society International is the global arm of The Humane Society of the United States (HSUS). Founded in 1991, HSI has expanded The HSUS's program activities into Central and South America, Africa, and Asia. HSI's Asian, Australian, and European offices, as well as offices in Costa Rica and Canada, help carry out and support field activities and programs in over 35 countries. Our international efforts encompass relationships with the United Nations and work with various treaty and international agreements, including the World Trade Organization and the UN Food and Agriculture Organization, affecting animals and their habitats. HSI works with national and jurisdictional governments, conservation NGOs, humane organizations, and individual animal protectionists to find practical, culturally sensitive, and long-term solutions to common environmental and animal problems.

HSI Australia has a particular emphasis on national and international biodiversity policy and implementation, climate change (especially as it relates to forest and biodiversity protection), habitat protection in Australia (incorporating the Wildlife Land Trust), our "Humane Choice" food label, disaster relief support in developing countries, Extinction Denied small NGO grants program in Asia, Africa and India, and national and international marine campaigns.

With the recent publicity on free range produce this important initiative could not be more timely. The Humane Choice label will initially cover free range beef, pork, lamb, chicken and eggs and will guarantee the consumer that the animal has been treated with respect and care, from birth through to death. There is only ONE humane choice standard so there is no ambiguity for the consumer.

The Humane Choice label will denote the animal has had the best life and death offered to any farm animal. They basically live their lives as they would have done on Old McDonald's farm, being allowed to satisfy their behavioural needs, to forage and move untethered and uncaged, with free access to outside areas, shade when it's hot, shelter when it's cold, with a good diet and a humane death.

Procedures such as mulesing, nose ringing, tail docking, beak trimming or any form of mutilation will not be allowed. Weaning of animals shall enable the natural process of animal rearing to occur, sows will not be kept confined in stalls and transportation shall be kept to a minimum.

## *Meat Saver Paper now comes in black*

One of the very best products for keeping meat looking great in cabinets and trays - Meat Saver Paper - now comes in black, much to the relief of many supporters of this very handy product. Up until now, it had only been available in white.

While the white Meat Saver Paper does its job admirably, many butchers were not happy about the contrast with black trays, and the fact that the white paper shows up blood.

Meat Saver paper is renowned for its ability to create, restore and preserve bloom in meat and can be used as a liner on trays and between slices.



For more information, or to place an order, give Christine Bennell of Magic Cooking Products a call on 02 9144 4572!

## *A brief history of the not-so-humble Oxo beef extract*

In 1840, when concentrated meat extract was invented in London by a German chemist named Justis von Liebig, it took 30 kilos of beef to make just one kilo of extract. And, with the high price of beef in Europe at that time, the business was simply a non-goer.

But in Uruguay, George Christian Giebert, a young railway engineer also with German origins, read about Liebig's work and wrote to him. Subsequently, Giebert was granted a license to produce beef extract at Fray Bentos, on the banks of the River Plate in Uruguay.

In 1865, the Liebig Extract of Meat Company was set up in London, with a share issue raising 150,000 pounds to build a purpose-designed meat plant.

Prior to this, the cattle in Argentina and Uruguay had been slaughtered mainly for their skins, as there was no refrigeration to transport the beef, and the meat used to make tallow.

But, after 1878, the company moved into corning and tinning beef - the now world-renowned Fray Bentos Corned Beef brand - as well as making beef extract.

The company was killing 5000 cattle per week at Fray Bentos, Uruguay, and another 5000 cattle per week in Entre Rios, Argentina, all for Oxo beef

extract and corned beef. Staff at each plant killed 1200 cattle a day in teams of five men on a kill floor the size of two football fields. Each team had to dress 60 cattle a day, split them with cleavers and clean up their areas when finished.

The beef extract was sold in glass bottles in the same manner as Bovril is today, until 1908 when the first Oxo cubes were manufactured.

The Oxo cubes were so successful that the company could afford to sponsor the 1908 Olympic Games in London, with all the athletes given Oxo drinks for energy. These were the very first sponsored Olympic Games.

The beef extract company was taken over by Lord Vestey's beef empire in 1924, and in 1968 it was in turn taken over by Brooke Bond Tea company.

With the sale of the company came more than 2.5 million hectares of pasturelands and herds of cattle in Argentina, Uruguay, Paraguay, Rhodesia, Kenya and South Africa.

Unilever took over the company in 1984, followed by Campbells Soup, who sold the UK operations to Premier Food in 2006

It can be truly said that Oxo opened the doors of the South American beef industry to the rest of the world.

QAF  
FOOF  
GROUP  
ADVERT  
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## Old butcher turns actor

Brisbane butcher 'Tiny' Tim Hope-Hodgetts says he couldn't possibly swap the neon lights of his North Lakes butcher shop for the bright lights of Hollywood, despite replacing his striped apron with a hospital nightgown for his role as Chief Bromden, the American Indian in the classic play *One Flew Over the Cuckoo's Nest*, which made Jack Nicholson a star.

Not that any Hollywood types have yet made 190cm (6'3") tall Tim an offer, you understand? But this would be his reaction should the chance of stardom beckon after 25 years of plying the butcher trade.

While Tim's teenage daughter Chantelle is an 'old hand' at acting, this was his first role since high school, appearing for a limited season at the Stage I Theatre at Spring Hill in Brisbane for the Starlight Theatre Company.

'I learned as I went along,' Tim said.

His character, Chief Bromden, is a big and muscular Native American with schizophrenia.

Recognized by the patients in the ward as deaf, and unable to speak, they ignore him but also respect him for his enormous size.

In the Chief, Nicholson's character, McMurphy, sees a younger brother figure whom he wants to teach to have fun.

The play's official program described Tim this way: 'A boy from the NSW bush (Forbes & Gulgong), Tim is a keen horse rider and under-12s rugby league coach, but to date most of his theatrical performances have been for his customers at his butcher's shop, (Meat Tiny @ Northlakes!). Nicknamed "Tiny Tim", at 6'3" Tim is the ideal build for his role as Big Chief Bromden. Starlight Theatre approached Tim to audition for the role and there are already indications that in future his daughter may have to battle for top billing!'

Set in a psychiatric hospital when invasive medical procedures were commonly accepted, *Cuckoo's Nest* takes us into a closed community where those



A scene from another production of 'One Flew Over the Cuckoo's Nest'

who hold the power hold it absolutely and where, for the vulnerable, submission and withdrawal are the best means of defense.

It is a story of an individual driven by instinctive fairness - and the sheer joy of hell-raising - who challenges the system and attempts to replace the power of authority with the power of chaos. It examines the ways we all impact on each others' lives and the ripples that are set in motion; it celebrates the tenacity of hope in the human spirit. (Sounds like

your typical butcher shop- Ed.)

Adapted by Dale Wasserman from Ken Kesey's novel, the play was brought to international cinema audiences by Milos Forman's film, starring Jack Nicholson as Randall P. McMurphy, the human catalyst whose induction into the hospital tears liberating breaches in the walls of restraint, literally and metaphorically.

Despite his obvious triumph on the boards, ring up today and you'll probably still find Tim behind the counter at North Lakes.

Great deals for Sydney butchers!

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# Meat Saver Paper now comes in BLACK

## Chris Johnson – Beecroft Selective Meats

Fabulous product – the way I look at it is that if you can pre-cut the trays for busy weekends without the problem of discolouration then it's got to be worth the cost. Every butcher shop should be using this product.

## David Berry – Steak of the Art – Smithfield, SA

Really impressed with the Meat Saver Paper – cost is not an issue as it keeps the meat looking fresh with no black spots – no more customer complaints!  
Worth every cent.



## Keep that Bloom

No more dull grey or uneven colour to put-off customers.

Meat in contact with Meat Saver Paper will bloom as if exposed to the air.

Used as a liner on trays or between slices, Meat Saver Paper ensures all sides of a cut have that cherry-red colour customers love to see.

✓ Creates, restores and preserves bloom

✓ Double sided for use between slices

✓ Brilliant white easy to handle sheets  
250 x 375mm



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## SA meat plant extended

Teys Brothers Holdings, the largest beef packers in South Australia, are spending \$20 million on their plant at Naracoorte to increase production of slaughtering and boning from 500 to 750 cattle per day. The extensions and renovations are expected to be completed by August 2009.

Teys also operates three large beef plants in Queensland.

## NZ lamb numbers drop 23%

Lamb numbers for export in New Zealand have fallen by about six million, or a massive 23 per cent, according to Meat and Wool New Zealand. This is double the previous worst recorded drop, in 1988-1989.

The results of drought and farmers switching to dairying have cost the sheep trade dearly.

Ewe numbers are now estimated at 23.6 million, the lowest number since 1952.

About 300 large farms converted from sheep to dairy in the last year, costing more than one million sheep.

Meanwhile, recent closures of three large meat plants in New Zealand has seen an exodus of highly-skilled slaughtermen to Australia.

## New form of packaging

Cryovac is said to have developed a new form of packaging which is reported to be slimmer and lighter than existing meat trays with the potential to save about 30 per cent on shelving space.

The new product, Cryovac Mirabella, now being tested overseas, allows the film to come in direct contact with meat without any need for air space in between.

## NZ meat crisis deepens

With three major meat plants closing in as many weeks, the NZ meat industry is in turmoil, throwing more than 1,000 people out of work. Many had held the same positions for over 30 years.

The mega-merger between

Silver Fern Farms and the Alliance group, which collapsed recently, could have solved all of the problems, according to industry sources.

However, a proposed partnership between PGG Wrightson and Silver Fern may be an alternative if approved by the 9,000 shareholders.

The recent closure of the world-famous Canterbury plant made people sit up and take notice of how serious the crisis had become.

## Tesco pulls out of Zimbabwe

Tesco Supermarkets have bowed to political pressure and stopped importing goods from Zimbabwe. Tesco had recently been buying mainly peas and beans from Zimbabwe but were also big beef buyers until the cattle supply dried up.

Until now, Tesco had refused to bow to political pressure, but strong public opinion in the United Kingdom made them rethink the situation.

## Swiss sausage casings shortage

The large sausages preferred by the people of Switzerland, known as cervale, are made from cattle intestines mainly

imported from Brazil, Paraguay and Argentina.

But, while the Swiss consume 160 million of these sausages annually (930% of all the sausages produced in the country), they now only have casings for 70 pc of the market and a special task force has been set up to try to source beef casings for this great traditional delicacy.

Argentina has a domestic market shortage of its own, as their casings are traditionally eaten untreated, similar to pork chittlings in the west of England.

## No kangaroos for pet meat

The Victorian government has rejected an application by Tesbury Meats to use kangaroo meat from the annual cull for pet food.

The government claims this would constitute commercial harvesting of the meat, contrary to the state laws.

Every year, tens of thousands of kangaroos are culled. The skins can be cured for leather and rugs, but the meat can't be used except by farmers for their own use.

Animal rights activists have been against the culling for many years.

## Tsetse Fly Strikes

Zimbabwe has been stricken by Tsetse fly, killing hundreds of cattle in recent weeks.

There is a shortage of chemicals to treat the animals, according to a white farmer, who wished to remain anonymous.

During the 70s war of independence, Zimbabwe's leaders brought the country to its knees by blowing up the cattle dips, therefore allowing the tsetse fly to strike without any prevention.

The dreaded Tsetse fly causes 'sleeping sickness' animals and humans and is often deadly.

## Three years' wait for trained buffalo

The rice farmers of Thailand have been using contractors to plough their paddy fields for the last decade.

While they used to be able to hire a tractor for \$8 a day, petrol price increases have forced this cost out to \$20 per day, so the farmers have gone back to using trained buffalo and there is now a three-years' waiting list for trained animals.

This reversion to the old ways has spread to India, Vietnam, Cambodia and Laos and has seen a boom in buffalo prices that were going for beef.

## Protest at Smithfield

Smithfield Meat Markets in Central London, behind the old Bailey and St Pauls Cathedral, are the oldest meat markets in the world and were for many years the largest. The present market was opened in 1868, but there has been a meat market on the site for over 800 years.

Protestors recently gained access to the roof of the markets, unveiling anti-meat and pro-vegan banners. They were protesting about greenhouse emissions from animals fattened for slaughter.

The protestors were jeered at by the workers in the market, one of who asked: 'What about wild animals farting if we stop killing animals for meat?'

## Proof that hard work can be good for you

Many years ago, a wholesale butcher in Devon (UK) was fined the equivalent of \$18 for allowing his sons, aged 9, 11 and 13 to work in his slaughterhouse.

The lads were dressing lambs solo, which meant catching, sticking, dressing and eviscerating them, then hanging the finished carcasses in a cold-room. They could each dress 70 lambs per day on their own..

The wholesaler told the court: 'I will pay the 9 pounds fine, and if you come to my slaughterhouse tomorrow, my boys will be working'... which they did until they left school, two at 15 and one at 18.

The 13 year-old built a business stretching from Newbury in Berkshire to Cornwall and died in 2005 leaving an estate of 90 million pounds.

The 9 year-old was listed at around number 1700 in the Sunday Times rich list 2008.

The 11 year-old, now an Elder Statesman of the meat industry, runs the largest beef plant in the Southern Hemisphere - Yaguana in Buenos Aires.

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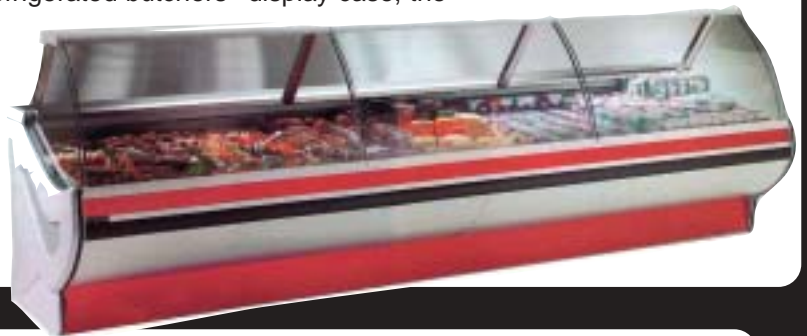
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